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64 PAGES

'MUSIC FRONT' FIGHTS RAD

Dramatic Critics' Ranks Dwindle; **Mergers of Dailies, Other Causes**

rama reviewing has become the most highly specialized vocation in the professional theatre, which fact was emphasized by the changes in the newspaper field within recent There are fewer theatres and legit shows, while there has been a trend towards merging or

and legit shows, while there has been a trend towards' merging or scrapping dai with the result there are considerably fewer critics. What applies to New York, goes double out of town. When the road was rich with attractions, there were critics whose reviews attracted much attention not only in their respective communities, but in newspaper and metropolitan theatrical circles. Most of those reviewers have long ceased to function in that direction.

Dramatic desks have been combined with the motion picture departments in the out-of-town dailies while the critics have been assigned to varied writing tasks. Essentially being reporters, they are filling the heave been the new berths competently. Some have gone affeld of show business, several writing politics, at least one becoming a foreign correspondent and another covering professional sports which many in theatricals regard as part of show business.

Others are regularly covering lins and the number of picture critics has correspondingly increased as the dramatic critics have de-

(Continued on page 63)

2½ YEAR OLD CHILD PRODICY TO H'WOOD

St. Louis, July 6.

Mary Christi Dunn, child' prodigy, Bonne Terre, Mo., who received an intelligence quotient rating of 185, 45 points higher than usually identified with 'genius', by Washington University psychologists after a mental test given last April, is headed for Hollywood. Several weeks ago at invitation of Winfield R. Sheehan, parents took their 2½-year-old prodigy to Chicago for iterview.

terview.

Sheehan suggested child be taken to Hollywood for screen tests. Since that time several companies have negotiated for Mary's services but parents will await outcome of screen tests before signaturing for young fun. Recently Mary was interviewed in her home over 'air by KWK and almost spoiled broadcast by finding carefully hidden broadcasting apparatus.

Proving Again Iron Bars Do Not a Prison Make

Detroit, July 6.

'Entertainment department,' wherein Southern Michigan Prison iumates will be taught dancing and acting, has been formed.

Convicts' emoting and hoofing will be under direction of Walker Herbert practices.

Cable-Collabing

London, July 6,
Pembroke Devonport is collaborating with Joe Linz, of the RKO-Radio office, in writing the music and score for a new Jack Buchanan filmusical. Devonport is in London and Linz is in New York.
Procedure adopted by the boys is for Linz to cable the lyrics to London, which Devonport sets to music, and as each verse is completed, the work is submitted to Buchanan for final approval. Thing thus far is

final approval. Thing thus far working out satisfactorily.

N.Y. COPS CHARY OF AM. LEGION **CONVENTION**

What New York may expect when the American Legion convention comes to town in September is reflected in preparations currently being made quietly by the city's police department. Influx of large groups of visiting peasants is always tough on the authorities, but in this case police officials are taking special precautions and have called off all vacations. Flatfoots will be on call 24 hours a day for the three days the Legion is in town.

Revenue produced by the visiting Legionnaires will undoibtedly be tremendous. The boys say it will be the biggest convention in history. Such blowouts, however, always provide plenty of headaches for the hostelry owners. Legion conventions because of their size are the ultra in mass celebrations, exceeding even a college boy's idea of a jamborec. The collegiates, however, are usually forgiven on the grounds of immaturity. Legionnaires, who are still celebrating their victory over Kaiser (Continued on page 57)

BELLHOPS BROADCAST FROM HOTEL LOBBY

Seattle, July 6. Exter Apartment Hotel is making a double play for patronage through its weekly program, by the Four Bell Boys, colored harmony team. In addition to listeners it looks to get its message to persons accepting the invitations to visit the notel's lobby and see the quartet in broadcast action. The program clears over KOL. Foursome formerly originated from the KOL studios. When the request for tickets to the broadcast got heavy the sponsor fell on the idea of cashing in on the demand by making the lobby the source of the Friday evening airing. Exeter Apartment Hotel is making

BECOME ALLIES

See Campaign to Obliterate Performing Rights Society Ultimately Turning Against Union Musicians

PLOT CAMPAIGN

American Society of Composers, Authors and Publishers has obtained the active support of the American Federation of Musicians in the fight against the legislative attacks by broadcasters and other users. Joseph N. Weber, A.F.M. users. Joseph N. Weber, A.F.M. prez, is personally cooperating with E. C. Mills, of the Society, in laying the lines for a Music Front joint campaign to stave off further anti-ASCAP legislation among the invalidation of such measures already on the

Weber has stepped into the situation with the sanction of the Federation as a whole. During the recent A.F.M. convention in Louisville, Weber asked the delegates to endorse his proposal to ally the Federation on the side of ASCAP and carte blanche to do as he saw fit was given him unanimously.

Militant Support

Militant Support
Weber's militant support will not only be along state lines, but involve any attempts made at having antiscussion of the opinion that if the broadcasters and other users are successful in their efforts to break up the composers and authors as an organization they will next turn their attention toward the musicians' union.

It is Weber's belief that the creators of music and the interpreters of music have a common cause and that any restriction of rights to one would, be a serious blow to the other. Weber's sanction from the AFM permits him to draw from the international's treasury whatever funds that are deemed necessary in the pro-ASCAP campaign.

REV. JARDINE'S U. S. SPIEL

REV. JARDINE'S U. S. SPIEL

Atlantic City, July 6.

This resort will be the first city to hear the Rev. Robert Anderson Jardine in person. He's the vicar whose action in marrying the Duke of Windsor and Mrs. Wallis warneud Simpson caused such a furore in the Church of England. Rev. Jardine will speak at the Municipal Auditorium on Saturday (10), proceeds to three resort charities.

Lt. Owen Catheart-Jones, the British navy, retired, is acting as 'advance man' for the vicar who will discuss his connection with the Duke's wedding and reaction in the Anglican Church.

ASCAP-A. F. OF M. | Trenton Leads the Way in Proposals To Revive Road Through Guarantees

Exhibs' New Alibi

Minneapolis, July 6.
The fact that Minneapolis now has by far the largest number of night clubs in its history is believed by local exhibitors to have something to do with present poor busi. In pre-prohibition days there were only a handful of niteries. Today there are close to 1,000, including 3.2 beer pariors, most of which offer either danci or entertainment of some sort.

ACCORDIONS **NEW MUSIC CRAZE**

St. Louis, July 6.

An accordion craze is sweeping the nation; voice training is booming and piano and violin studying has fallen off according to report made to 35th annual convention of Missouri Music Teachers' Assn. here last week. Ernest C. Krohm, pres. of assn., said accordion bands are mushrooming up all over town; some have as many as 100 members and they play jazz and improvise as they go along. He likened present rage to saxophone craze a few years ago. Under normal conditions Krohn believes those playing accordions should be studying plano, and violin. Consensus of opinion of members was that radio interferes not so much with desire as chance to study. With radio blaring from morning until ate at night the earnest piano and violin student can't even ractice satisfactorily he sai

15 HOURS A DAY AS M.C.; 60 MINS. TO EAT

St. Louis, July 6.
obby Roberts, WTMV, East St.
Louis, m.c. and warbler, is going
after some sort of a marathon record
at the Illinois State Fair in Springfield, Aug. 14 to 28. Has signed contract to m., a continuous floor show.
that will run without break from 11
a.m. to 2 a.m. in Ealks' Tavern.
Contract stipulates that Roberts
gets only one 60 min, recess for
lunch.

Air for Oddfellows

New Orleans, July 6.

In an effort to build up membership: the Independent Order of Odd Fellows has bought time over WWL for Friday and Saturday evenings.

Is is first local instance of fracter roup using radio.

What is designed as a many-citled plan to encourage bookings of shows into stands which have played few attractions in the past several years will be initiated this summer. Idea is for the citizens in the communities to guarantee shows against loss and so far the suggestion to contribute has been favorably

ceived.

Trenton (N. J.) is the first city in which the proposition has been submitted and leading residents who were queried indicated that the town is show-hungry. Campaign to raise \$10,000 as guarantee coin will start next Monday (12) when local business men favoring the idea will gather at luncheon in the Stacy Trent hotel:

If the campaign is successful it

gather at luncheon in the Stacy Trent hotel:

If the campaign is successful, it will be proposed in other cities. New York showmen have been asked to participate in the Trenton confab, either financially or ith messages of support. Idea was revealed by Louis J. Alleman, who formerly hadded the Playhouse, Wilmington, when the duPonts principally backed that theatre along the lines as now planned. During that period the town received attractions frequently, usually for three days. Alleman more recently specialized arranging theatre parties in large commercial outfits in and around New York.

Plan would have the guarantee fund admi stered by a trustee secund and istered by a trustee secund and instered by a trustee secund admi stered by a trustee secund admit stered by a trustee secund admit stered by a trustee secund admit secund by a trustee secund and secund admit secund by a trustee secund admit secund by a succession and admit secund by a succession a

THIRD GENERATION OF RINGLINGS JOINS UP

Schenectady, N. Y., July 6.
Paul Ringling, 17, grandson of Alf Ringling, one of the founders of the Ringling Brothers Circus, and son of Mrs. Aubrey Ringling, widow of Richard Ringling and, as such, one-third owner of the RB-B&B Shows, joined the big top last week as time-keeper, with the eventual goal of general manager.
Plans call for Ringling, recent graduate of New York Military Academy at Cornwall-on-the-Hudson, to work checker-up job for a year. Then he will be promoted to ticket seller, and in time, to assistant superintendent of the show. Ultimately the youngster is expected to become head man, a post now held by Samuel Gumpertz, his mentor. Ringling's home is a ranch at White Sulphur Springs, Mont.

Legacy Program Now

Skelly Oil, new member of the Blackett-Sample-Hummert clientele, thi ing of io ith an adult show tagged Court of Missing Heirs.' It's script show, depicting the many true cases of estates which are still seeking for living heirs.

BACK FENCE GOSSIP (OVER A RADIO **NETWORK) PAYS FANCY DIVIDENDS**

Air Chatterer's Top Many Stars in Dough-Fidler's \$3,500, Winchell's \$2,500, but Upping to \$5,000, Parsons' \$2,250-Other Strong Newcomers

By FRANK SCULLY

Hollywood, July 6. oys and girls who gossip over the mike instead of a back fence make

mike instead of a back fence make more money at it, in several instances, than the stars they talk about. This is the first case on record where taki in washing paid better than owning the frocks. While top dough eventually ill go to Walter Winchell, at present he is a grand a tweek behind Jimmy Fidler, who gets \$3,500 week for two 15-minute spiels, whereas at this moment Winchell gets a paltry \$2,500 for one. But by next September Winchell will get \$4,000 a week and a year later goes to \$5,000.

As an out-and-out film, chatterer.

Winchell will get \$4,000 a week and a year later goes to \$5,000.

As an out-and-out film, chatterer, Fidler's \$3,500 weekly is the creme de la creme of the craft. Of this it is figured he spends \$1,000 a week overhead for exclusive tips, etc. Fidler, has frank things to say about the pictures he reviews, but ordinarily these are not big productions. He is forever harping on the D stories that are tied to A stars and turn out B pictures to be sold at A prices. He has a 1 to 4-bell merit system, and it has been said of all the pictures released, each week in Hollywood he only reviews two or three and these frequently seem to be pretty screwy choices. For instance, his last week's broadcast reviewed The Emperor's Candlesticks' and Between Two Women, though the night before the broadcast the Life Emile 20a, 'starring, the Academy rizewinner, Paul Muni, had been previewed in Hollywood only a few blocks away from where Fidler goes on the air.

A step below Winchell and Fidler, but closing up, is Louella Parsons.

on the air.

A step below Winchell and Fidler, but closing up, is Louella Parsons, who chats about the stars for bigger dough than many of the stars she chats about on the 'Hollywood Hotel' program. For a long while Miss. Parsons' take was \$1,500 at week, but it has been stepped up to \$2,250. The stars who share the program with her get none of this, but Universal Service, the Hearst syndicate she works New Faces in for 50% of the take.

Among the vounser element there

50% of the take.

Among the younger element there are several surprisingly good chatterers, but they do it in the main for cakes and coffee. Eliz Schallert, of the L. A. Times, whose husband also has a small, local broadcast, has a national sustainer in her own right. It is chiefly devoted to interviewing stars. It's up and down, depending on how good the stars are.

George Fischer, who is heing size.

on how good the stars are.

George Fischer, who is being sustained by the Mutual network on a coast-to-coast hookup at \$400 week-ly, has a vigor and assurance which many of the better-priced stars of the Sieve Circuit lack. He introduced Eddie Cantor at the opening of 'Wee Willie Winkie' when Cantor shillabered for the Shirley Temple preview in Hollywood. Fischer did such a good job of it that Cantor had a hord time holding his comment. hard time holding his own after that,

hard time holding his own after that. Another of the surprising young-sters as an air chatterer is Lloyd Pantages. While his 'I Cover Hollywood' column in the Hearst string was considered lightweight, his air delivery is right up there with the best. He does a sort of 'March of Time' of the films for Krank's Cold Cream. The program is heard only on the West Coast and is worth \$200 a week to Pantages, but it should-pick up.

Ordinarily one of the best spielers, especially at de luxe previews, is Frank Whitbeck, who isn't a radio chatterer at all, but MGM's advertising manager at the Culver City studio, He did a notably fine job at the opening of The Good Earth, and other openings since have been judged by the standard he set that ight. Also among those who are doing it for love, and what sponsors might hear them, are Mark Kelly. Sind Leonard Levinson. Levinson did some chatter on the stars between rounds of the fights, at the Hollywood Legion stadium, and showed a quality, delivery and knowledge of picture stars that went over big with those who like to hear about picture stars between rounds of prizefights. Recently, he has been Ordinarily one of the best spielers,

trying his hand at scripting the Olsen and Johnson radio program.

Mark Kelly got around to the air waves only recently, having returned to sports chatter for the Hearst papers, despite the fact that his 'One in a Million' was a big money picture for 20th Century-Fox.

But none of these is expected to give the income tax collector half the trouble Winchell, idler and Parsons are giving him right now.

Winchell's daily 'Broadway' column, now manufactured from Fox Hills, California, brings \$82,000 a year, and he gets \$75,000 a picture at 20th-Fox, so he tops all chatterers and many stars on his gross annual income. Two more years like 1837 and he'll have to be cutting himself a, private corporation 1 the Bahamas.

PAR HUNTING **NEW STUDIO** SITE

Hollywood, July 6.

Presence in Hollywood of Barney Balaban, prez, and Stanton Griffis, board chairman, of Paramount, revived interest of company executives in project to build a new studio. In any event, if new studio is not agreed upon, prompt and considerable expansion of existing production facilities is said to be imperative.

Problem is under consideration in huddles of visiting corporation officials with Adolph Zukor and William LeBaron, studio executives. Present studio offers no chance for expansi abutting on Radio studio on one side and streets elsewhere. Several ranches and tracts adjacent to Los Angeles are reported underconsideration for purchase, among them the present site of Rancho Country Club across Pico boulevard from 20th-Fox, but this land is in litigation.

MG'S \$200.000 'WOMEN' PIC GETS 'A' RATING

Hollywood, July 6.

Metro has placed 'Between Two
yonen' in A classification. The film,
yone of the first made under Joe
Cohn's supervision, cost less than
\$200,000, but initial reports prompted
the company to up its rating.
Franchot Tone, Maureen O'Sullivan, and Virgi ia Bruce head the
cast of 'Women,' inally called
'General Hospital.'

HENIGSON SIGNS COL PACT AS A PRODUCER

Hollywood,

Henry Henigson signed one-year contract at Columbia today (Tues.). Deal calls for Henigson to produce group of pictures and also function in an executive capacity.

'In case Columbia will make pic-

tures in England, Henigson will be sent abroad to

2 More Bernie-Winchell Films for 20th by Xmas

lanning to make two more Ben Bernie-Walter Winchell pictures by Christmas instead of one, Darryl Zanuck has notified Bernie his pro-posed vacation at Saratoga Springs, where he has taken a house for the August racing season, will have to be cut short. Zanuck wants him on the Coast Aug. 20, together with others who will go into the first B-W picture to be made, Love and Hisses.

Twentieth-Fox producing head has Twentieth-Fox producing head has also summoned Simon Simon back from France. She ill sail today (Wed) for the states to prepare for the femme lead in 'Love and Hisses'. Strong grossing of 'Wake Up and Live' prompted this move.

Kraike Story Ed at Col.

Hollywood, July Michael Kraike started a term as Columbia's story editor. He formerly was in RKO's New York story department.

U's 4 in Work

Hollywood, July 6.
Universal is shoving off four feature films this week and closing out Radio Patrol, serial, today (Tues.)
Those getting the go signal are "Behind the Mike," (Carnival Queen," 'Adventure's End' and 'Merry-Go-Round of 1933." Round of 1938.

SAILINGS

July 14 (New York to London), Louis B. Mayer, Howard Strickling, Benny Thau, John Zanft (Norman-

die).
July 10 (New York to Honolulu)
Ethel Shutta (Lurline).
July 9 (New York to London),
Sally Eilers, Harry Joe Brown (Ile
de France).

July 9 (New York to Copenhagen), Mr. and Mrs. O. M. Samuel (St. Louis).

Shumate's Prod. Bow

Hollywood, July 6:
Fools in Paradise, stating stating.

Fools in Paradise, stating adise, stating at Reproducer debut of Harold Shumate.

Mr. and Mrs. O. M. Samuel (St. Louis)

July 7 (New York to London), sup, tous preach Mary Work (Queen Mary).

July 7 (London to New York), and strong to lionize them. They have been run longed attending receptions and seeing the town.

Shumate's Prod. Bow

Hollywood, July 6:
Fools in Paradise, starting at Reproble tomorrow (Wed), marks the producer debut of Harold Shumate.

Hamilton Macfadden, who directed Love Ahoy,' was re-signed for 'Paradise,'

Radio Film Broadcasts

Between Two Women'
It seems likely that the air version of this new Metro release will retard it at the b.o. On the 'Hollywood Rotel' (Campbell Soups) proferam over CBS Friday (2), Franchot Tone, Maureen O'Sullivan and Virginia Bruce, topliners from the film cast, repeated their roles at the behest of Louella Parsons.

topliners from the film cast, repeated their roles at the behest of Louella Parsons.

Between Two Women' gave the impression that it had an abundance of action and plot-maneuverings in its screen script. These are not only not realized in the copy prepared for the ozone, but so butchered that it almost left the listeners bewildered.

The film story is located in a hosp. (The pic's first-chosen title was 'General Hospital'). A great deal of the 25 mins. the air excerpt consumed was devoted to establishing the atmosphere. A commendable effort was made to imbue the listeners with the emotional intensity and dramtic atmosphere inherent in hospitals, but when the dice rolled out for perusal they were snake-eyes.

The story deals with a young surgeon and his romance with an heiress and a nurse. It spans some years, and he jumps back and forth in his affections till it became hard over the ozone to know, at any given moment, just where he was. Too much crowding of details and story twists cannot be crammed into too short a time it clarity and even pace are to be mai tained.

tained.

The choppy and largely incoherent radio version of the film could not possibly help it at the b.o. Even the acting was harassed.

Franchot Tone made his debut on 'Hollywood Hotel.' Misses O'Sullivan and Bruce were encoring.

The best policy for 'Hotel' is to air as many film musicals as program can secure. Those are always much more entertai ing in compressed editions, since their stories are secondary and bereft of foot-by-foot drama.

Metro's \$25,000-a-Week Own Air Show Will Await Mayer's Return

IN SHORT, THE **ROCKETTES (48)** MOMED , EW

July 6.

The Rockettes, line of 48 girls from the Radio City Music Hall, N. Y., wowed 'em at the Paris Expo's International Gala de la Danse at their opening Friday (2).

On the bill with such local faves at the Monte Carlo ballet, Serge Lifar and the ballet from the Paris Opera, the Rockettes snagged the warmest reception on the program. Especially forte was 'On Parade' number.

Especially forte was On Parade'n number.

The audience at the premiere, numbering close to 8,000, contained Minister of Commerce Chapsal and other cabinet ministers: Expo Commissioner Labbe, after seeing the Rockettes demonstrate their versatility with four diversified routines, shouted 'formidable,' 'bravo', etc.

At the end of the show Labbe went backstage to congratulate Russell Markert and Gene Snyder, personally thanking them in the name of the Expo for bringing over the girls. Gus Eyssell, official of Radio City Music Hall, was warmly congratulated on all sides, seated in the prominent visitors' box.

The Rockettes have become not only the chief attraction at the Expo, but the entire town is trying to lionize them. They have been run ragged attending receptions and seeing the town.

Hollywood, July 6.

The Metro: deal with radio, through which the studio would build programs with its players and peddle shows in a package to sponsors for a network spread, will be held in abeyance until the return here in early September of Louis B. Mayer. The Metro chief sails from M. Y., July 14, to get company's British production underway.

Nick Schenc's will meet Mayer on his return to plot the program layouts. Several national advertisers are interested in the Metro idea. Company proposes to peddle it packaged programs for \$25,000 weekly on the basis of mi imum 13-week runs. Hollywood, July 6

SCHENCK TO N. Y. BUT NOT GOING ABROAD

Hollywood, July 6.
Business here has scotched plans of Joseph M. Schenck for a trip abroad this summer.
Schenck pulls out of Hollywood tomorrow (Wed.) for New York, and will return after a 10-day sojourn in the east.

ARRIVALS

Fredric Mathis, Mr. and Mrs. Mark Sandrich, Leon Leonidoff, Ernst Ansermet, Pierre Sandri Jacques Charles, Doris Doe, Vit-torio Giannini, Mary Rogers, Sofia National Theatre, Dramatic roup, Jim Wittereid. Jim Wittereid.

N. Y. to L. A.

Frank Albertson.
Phil Baker.
Harry M. Goetz.
Nat Kalcheim.
M. J. Siegel.
Harry Sosni

L. A. to N. Y.

Barney Balaban. William Boehnel. Pat Casey. Jack Cohn. Jack Cohn.
Robert Coote,
Aaron Copeland.
Regina Crewe.
Herb Cruikshank.
Owen Davis, Jr.
Howard Dietz.
Douglas Fairbanks,
Low Colder Golder Stanton Griffi Julie Hayden, W. Hobler.

W. Hobler.
Thelma Leéds.
Charles Lessi
Al. Lichtman.
Hugh Marlow.
Louis B. Mayer.
Johnny O'Connor.
Daniel T. O'Shea.
Paul de Outo.
Parkyakarkas.
Joseph M. Schenck.
Walter Seltzer.
Howard Strickli
Benny Thau.

Film-Legit Angles on Bally

Amplifying on the Warner Bros, ballyhoo idea for Broadway plays, Jacob Wilk of the WB pix-legit department observes that it's logical that if more people see the play original more will want to see the film version. The idea is to spread and retain interest during the transition from the play's Broadway production until ultimately filmed.

In the sticks, Wilk points out, Tovarich, for example, may not mean anything. But after the film-selling methods are injected into the road companies out with the picture version, plus Claudette Colbert and Charles Boyer in the pop spots, that's bound to have further stimulating bo., both for those who'd seen the legit version, plus the regular picture fans who didn't see any of the traveling road companies.

companies. Legit exploiteers now han

hits owned by the Warners, such as Charles Washburn and Phyllis Perlman, now observe that for the first time an advance agent for a traveling legit show will, really have to go to work along film-selling lines in order to ballyhoo a traveling troupe. WB ballyhoo is comprehensive. It will embrace running trailers in film theatres heralding the advent of any touring legit company. Disk versions of play excerpts, plus personal microphoning by the legit cast's prominents, will also be tied in, in a similar manner, to hypo interest in the traveling play.

play.

Because films are a 52-week proposition, al any key, ity newspaper is more amenable to cooperating with picture interests on any tieup. Thus, when a film company manifests interest in a traveling legit, the extra drag with the local dailies is
expected to interpret itself into builder-uppering for
the touring legit, for beyond the usual scope.

EXHIBS' OWN 5-YEAR PLAN

Dickering Settlements in Suits By 77b Trustees Vs. Par's Officers

Paramount stands to get several millions out of setting its long delayed suits started under the 77b regime of the trustees against former officers and directors of the company, and which suits are still pending in N. Y. supreme court. This is the home office estimate of the situation with the revelation that Root, Clark, Buckner & Ballantine, counsel to the former trustees and still in charge of the hangover litigation, are considering such and time bonus and stock purchase in the suits are an outgrowth of the old-time bonus and stock purchase in the suits are an outgrowth of the old-time bonus and stock purchase in the suits.

PAR SERIOUS AROUT THAT

PRESUMBALY STAND PIX Test

Tony ickley, roadway legit more the cameras at the U. S. Naval Academy. Miriam Howell, of the Leland Hayward office, set Bickley in a situation of the Academy. A

Loeb and the magaritation the among other defendants in the suits.

Presumably were such a settlement negotiated the various defendants in the litigation would settle upon individually a greed amounts. There is no indication on how far the proposed settlement has gone. These suits were figured for trial this fall.

Mayer En Route To Inaugurate MG **London Production**

Hollywood, July 6. Louis Mayer leaves Thursday (8) for New York, and sails July 14 aboard the Normandie for London to inaugurate British production for

Metro.

Accompanying Mayer are Benny Thau, Howard Strickling and John Zanft, the agent, Michael Balcon will remain in Hollywood until scripts for the London shooting schedules, carded to commence on Aug. 15, are completed by writers here.

The first picture Metro will make abroad will be 'Yank at Oxford,' di-rected by Jack Conway, with Balcon supervising on the scene. Robert Taylor and Maureen O'Sullivan, will be the only American players in the east

Mayer will return about Aug. 20, after seeing 'Yank' off to a shooting start.

WM. FOX 'SALTED AWAY' \$23,000,000 — TRUSTEE

iladelphi

iram Steelman, trustee in bank-ruptcy for William Fox, asserted in federal court in Camden, Friday (2) that Fox 'salted away' more than \$23,000,000 in a 'family corporation,' headed by his ife and two daugh-ters.

Then, Steelman sai, he went in bankruptcy in 1936, listing assets of \$1,590,000 and debts of \$9,500,000. Trustee asks that funds of the 'family firm, All-Continent Corp., be tied up by a federal injunction so they may be used to meet Fox's lia-liti

Crawford's Filmusical Prods. Via GN or Col.

Bobby Crawford is now in New Bobby Crawford is now in new York negotiating for coin with which to produce musicals. Besides the deal which has been pending with Grand National for several months, Crawford also now has in work with Columbia.

Both deals are for releasing the Crawford musicals, if and when.

ABOUT THAT BUDGET

Hollywood, July 6. Budgets forthcoming sea son are getting the careful considerson are getting the careful consideration of Barney Balaban, prez, and Stanton Griffis, board chairman at Paramount studio. Objective of the eastern exees, in conference with Adolph Zukor and William Le Baron, is to make certain that budgets once decided on shall not be hiked after production starts.

Both Balaban and Gri is are said to feel strongly that production overhead is too high and must be slashed.

PAR'S BUDGET-STYMIED **'BARRIER' GETS GOING**

Hollywood, July 8.

"The Barrier, Paramount production, finally pulls out for location shooting today (Tuesday) after being tied up by budget trouble. Company shaved off \$87,000 on the budget which Harry Sherman was ori inally allotted for the filming, since Barri was planned before the labor wage increase. When Sherman requisitioned for additional money, he was nixed, Par telling him to either start shooting or suspend production.

duction.

duction.

Sterman finally made the agreement to put up \$15,000 out of his own resources for the increased production costs.

Barrier' will be shot at Mt. Baker, Workington with the

Harrier will be snot at Mt. Baker, Washington, with the possibility that Edward Luby, director who has been on the payroll for 10 weeks at \$1,500 per, will withdraw in favor of Les Selander.

The cast, which will be on location The cast, which will be on location for at least 20 days, is topped by Leo Carrillo, Otto Kruger, Jean Parker, Jimmy Ellison, Robert Barrat, Sara Hayden, J. M. Kerrigan and Andy Clyde. Sherman and his eastern representative, Jack Tropp, Ill accompany the troupe to Mt.

Rep's 'Lone Ranger'

Republic, which went to the air for 'Hit Parade,' picture of that name having just recently gone on relaase, has made another radio aquisition Company has purchased the rights to the 'Lone Ranger' serial program and will utilize material in making a 15-episode seri the 1937-38 season.

season.

Program, on the air during the dayti, is 4½ years old and has a large following, according to Crossley rati

Hollywood, July 6.
Grand National spotted Phyllis
Barry in the femme lead of 'Renfrew of the Mounted,' opposite
Jimmy Newell. Al Herman will produce and direct the picture, first of
four based on the adventures of the

PROTECTION VS.

Long Product Deals Would Circumvent Constantly Advancing % Pix Demands - Studios Putting Pressure on Their Distribution Depts.

FILMS' MOUNTING COSTS

In an effort to protect themselves against increasing film rentals, now that all distributors are planning to materially boost terms on the coming season's (1937-38) product, ex-

ing season's (1937-38) product, exhi itors and chain buyers will stive to make five-year deals this summer and fall when negotiating contracts. Because of the fact that there is a tendency to try to increase rentals every year, buyers are willing to gamble blind on product of the companies they are dealing with as far ahead as five seasons, but, if unable to land five-year franchises, would sign up for three as a compromise. In the buyer's camp it is promised that strong resistance may be expected to the rentals that will be demanded this season, highest in the history of the business and, under percentage dating, topping the brackets of 1929. It is declared that since most film deals are based on compromises, it may be that if five-year franchises cannot be obtained under suitable terms, the wrestle with the distributors might result in distributors yielding in other ways. For example, where a distributor is asking as high as 40% on top bracket pictures, the number could be reduced at this stiff figure or a cut obtained on those which will call for flat rentals.

Will Settle for 3 Years

Buyers want the five-year agreements, and in isolated instances in the past have been able to obtain them, but it is realized that it the distributors will not tie themselves up on supply of product for this long, at terms to be set now, the chances may be good that three-year deals can be obtained. Situation is not unlike that of the tenant, in apartment buildings or elsewhere, who may be willing to gamble on conditions several years hence but has difficulties getting landlords to go for long-term leases because of the landlords' perennial hope that two and three years from now increased rentals may be obtained. With the distributors are setting up terms that will jump the higher-train terms making demands for more rental from everyone. These demands featured almost all sales convention sessions the past two months. As result, distributors are setting up terms that will jump the higher-tracket percentage brackets, is that for

Odlum and Robt. Lehman to Coast UPPED RENTALS For RKO Exec Huddles as Co. Looks Set to Emerge From Its 77B Situash

Fabrique Photogenique

Hollywood, July 6.
At the Pickford-Rogers wedding scribes were handed out press releases with "TR' and W.D." ('trousseau' and 'wedding-dress') written in pencil on the margin.
P. A. Mark Larki explained it was because there had been a switch in costumes, and dress described as what Miss Pickford wore at wedding had been relegated to her trousseau and a dress later described as part of, her trousseau had really been her wedding dress.
Switch was occasioned in the tryouts Larkin said, 'because the other dress didn't photograph well.'

LONDON'S OWN RADIO CITY UP AGAIN

London, July 6.
A promotion to build something akin to Radio City Music Hall in New York, which seats 6,000, is being made by Oscar Deutsch and 'City' including Philip Hill, head of Beecham's Trust, and Joseph irman of the board M. Schenck,

M. Schenck, irman of the board of 20th-Fox.

House will take in the Lyceum theatre in the Strand, which is being purchased from Melville's, with surrounding property including Strand frontage, and will have a symphony orchestra and massive stage shows. Understood that the promotion is the real reason for Charles Cochran's New York and Hollywood trip, and that he is now conferring with Schenck on the entire scheme. Cochran, it is reported, will be in charge of the stage shows.

Scheme involves \$10,000,000, with bulk of the money said to be available.

Theatres Now Held Responsible in 'Letty Lynton' Plagiarism

all over are gravely concerned as result of the order handed down Friday (2) by U. S. District Court Judge Robert P. Patterson in N. Y., who directed the appointment of a referee to determine infringement damages against the Moredall Realty Corp, owners of the Capitol theatre, N. Y. Judge Patterson's order followed the decision of the Circuit Court of Appeals that 'Metro's hit picture, 'UEV Lynton,' was an infringement on the stage play, 'Dishonored Lady,' authored by Edward Sheldon and Mrs. Margeret Ayer Barnes.

The origination inceted the content of the court of the c

Margeret Ayer Barnes.
The origi action, irected against Metro, was dismissed in the lower court. On appeal the Circuit Court reversed the decision and referred it back to the district court for the appointment of a refere to make an accounting of profits and determine damages. A referee is engaged checking on this matter as regards Metro. Moredall, as owner of the exhibiting theatre, was brought in as defendant in a separate-action. In view of the higher court's ruling in the Metro case, Judge Patterson on Friday formally ordered si ilar action to determine the amount due Sheldon and Mrs. Barnes.

Hollywood. Topflight chieftai

Corp. and the Lehman Corp., trolling owners of RKO, are coming

discussions with Leo Spitz, president of RKO.

Sam Briski charge of production.

grou is understood to i Odlum, presi Robert Lehman,

man. Bros. firm.
Their visit at this time in interpreted as being preparatory to the company's emergence from its 77b situation.

Trade interest regarding RKO's pending reorganization plan centres on whether special master George W. Alger will make recommendations to after the proposed settlement of the Rockefeller Centerclaim, as under the plan. Whether such an eventuality retards the company's chances of an early reorganization depends as much on the Rockefeller attitude as anything else.

No conjecture regarding this possibility is applicable at this time.

Were no substantial alterations to be recommended and were Alger to

Were no substantial alterations to be recommended and were Alger to make his report shortly following the late August allowances, for fac-tions in the situation to submit briefs, there is a chance that RKO's reorganization may be had by the first of the year. Formal hearings before Alger were concluded last week.

before Aiger were continued to week.

Without reasserting the various and familiar angles of the RKO-Rockefeller Center situation, there is logical business reasons for the trade's concern about what the special master may say in regard to the R.C. claim of \$9,000,000 and its proposed settlement basis.

All classes of creditors stand a

(Continued on page 63)

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Lively Trading Keeps Name Players On Move; Studio Heads Like Idea; Loanout Prolongs Stars' B.O. Worth

Hollywood, July 6, 1 Trades iz, unique in many ways, heavily overboard on lending topnotch

borrowing stars that this has come to be customary practice instead of anything unusual and policy promises to be-

henefits evidence themselves

Formerly a star was always known

Formerly a star was always known by his or her studio handle. Not any more. Outside of Metro, there is hardly a major lot that can east ig picture from its own roster of contract players ituation has many interesting angles, not the least of which is the fact that many stars have left their home lots to score their biggest successes and returned as stronger draws than when they departed on loan.

Another unusual angle lies in the fact that money is not considered an

Another unusual angle lies in une fact that money is not considered an important bargai ing detail of these star deals. First question a fellow asks when approached for the use of a name player is not 'How much will you pay?' but, 'What have you got to trade?'

will you pay? but, What have you got to trade?'
Studio will sometimes be caught short on star material as was the case when Universal desired Carole Lombard for 'My Man Godfrey.' Miss Lombard was not so keen for the deal and interposed numerous demands, all. of which Universal met. Film turned out to be her biggest success, sent her price skyrocketing, and landed her in an envied spot as a comedienne with a per picture price said to be \$150,000. She now has two-picture contracts each with Paramount, Selznick International and RKO-Radio.

Ohay All Areund.

Growing policy of borrowing and lending is gaining popularity because it strikes favorable reaction in both producers and the stars themselves.

There's a two-edged for that condition too.

Stars, one and all, are hot for class A stories and no studio has a monopoly on stories. One is as likely as another to stumble on a pearl of great value, if not price, and this is always happening. Stars figure, and rightly, that if they do all their work for one studio they are bound to pick up some palookas, and that happens, too.

Studios on the other hand, committed to handing heavy coin to stars. like to shake some of that overhead when feasible and pass it acround, at julcy overcharges, and the feasible of the price of the stars. If the control of the stars is the control of the stars in the case of a season the trade will see Clark Gable, Greta Garbo, Myrna Loy, William Fowell, Joan Crawford, Franchot Tone, Robert Montgomery, Lionel Barrymore, Wallace Reery, Robert Taylor, Spencer Tracy and others cast in a number of cominations that add spice to the film victuals served up to the fans.

Three Better Than One
As one Universal executive, put it, Three studios can do better than one for a star. 'Citting the instances of Carole Lombard, Irene Dunne and Robert Taylor, we pointed out that each of th

we at Universal are strong for the trading system. It is necessary for the lifeblood of the industry. It tends to break down any tendency toward monopoly. Especially is it an asset to the newer stars who need the assistance of fine pictures to get them set with the public.

Universal has strengthened its star position in the last year and now is in a better spot to make deals than formerly. Deanna Durbin, who skyrocketed with 'Three Smart Girls,' may soon be seen off the home lot.

Mischa Auer, Charles Winninger and a number of other U contractees.

a number of other U contractees.
Probably the briskest borrower in the last year has been 20th-Fox. They've temporarily had Robert Taylor, Barbara tanwyck; (Banjo on My Knee', and This Is My Afair'), Claudette Colbert (Under Two Flags'), Dick Powell (On the Avenue'), Myrna Loy (To Mary—With Love'). Madeleine Carroll (Lloyds of London'), Wallace Beery ('Slave Ship'), and James Stewart ('Seventh Heaven'). Beery was borrowed under a set deal. At the same time, studio has been scarcely less prolific in its loans, letting Roy Del Ruth go to Metro to direct Rosalie, and parting for the time with Warner Baxter, Loretta Young, Don Ameche, Arline Judge, Claire Trevorand Rochelle Hudson. Alice Fayewas set for a loan to U for Buddy, DeSylva's 'Merry-Go-Round of 1938', but Jean Harlow's death offed the deal and she was held to fill the Harlow role in 'In Old Chicago.'

The Talent Pay Off
William LeBaron, Paramount production executive, figures that 'Hollywood loans pay the greatest dividend in history if the 'collateral' He cites the cases of Miss Lombard and Frances Farmer for start-Probably the briskest borrower in

is talent."

He cites the cases of Miss Lombard and Frances Farmer for starters. Topnotch players, he says, are clamoring not for contracts but for independence. They like to pick their, stories. Miss Farmer was a run-of-the-mill player when Samuel Goldwyn got her for 'Come and Get It,' which put her on top. Paramount allowed Gertrude Michael's contract to large and she went to

Goldwyn got her for Come and Get II, which put her on top. Paramount allowed Gertrude Michael's contract to lapse and she went to RRO. Meanwhile Miss Michael's Sophie Lang character clicked and when the studio wanted her back they got her at hiked price.

Studios are constantly on the lookout for promising talent, Le Baron pointed out. Thus Paramount cast Shirley Ross, a comparative unknown from Metro's stock roster, and used her in one picture. Rushes showed they had the makings of a featured player so before the film was released Paramount had her under contract.

Paramount's Little Miss Marker put Shirley Temple over and since then she has coined plenty of profit for 20th-Pox. Clark Gable was in a lull period when Columbia costared him with Claudette Colbet in 'It. Happened One Night.' Both have been going places since and today Miss Colbert has contractual ties with Columbia, Paramount, Warners and Radio.

Columbia also took up Grace Moore after she had set no box office rivers after with Metro and turned out 'One Night of Love' with her. Certific audience reaction gave Miss Moore momentum to join the top layer of draws. Columbia takes credit also for proving up Irene Dunne as a comedience in 'Theodora Goes Wild' and did much for Gary Cooper with 'Mr. Deeds Goes to Town.'

Passing 'Em Around rollife, star borrowers have been

Cooper with "Mr. Deeds Goes to Town."

Passing 'Em Around'
rolific star borrowers have been and are Samuel Goldwyn, David O. Selznick and Walter Wanger. Wanger also is a lender par excellence, having some strong b.o. 'bets' of the biz under his contractual wing.
Goldwyn has time and again paid through the nose for the personalities he wanted. He has some aces in the hole for trading purposes in Joel McCrea, Miriam Hopkins, Walter Brennan and others. Miss Hopkins makes more films elsewhere than on the home lot. For 'The Hurricane,' now shooting, Goldwyn borrowed Dorothy Lamour from Paramount, C. Aubrey Smith from Selznick, Mary Astor from Columbia: Walter Brennan, Goldwyn character player, never had an idle moment.
Selznick, in his few screen contributions, has used such top box of the personalities as 'Restric More.

Selznick, in his few screen contri-butions, has used such top box of-fice personalities as Fredric March, Janet Gaynor, Freddie Bartholomew, Dolores Costello Barrymore, Mar-lene Dietrich and Charles Boyer. Dietrich is reputed to have cost Selz-nick \$300,000 for The Garden of Allah, and Boyer \$90,000 for the same film.

Besides the dickers for the biggest names, there is a tremendous lot of interchanging going on all the time (Continued on page 63)

Grid Gravy

Hollywood, July 6.
Studios are handing gridiron greats a break this summer.
Warners signed the entire 1837 football squad of the University of Southern California for 'Block That Kick,' while Radio has pacted a dozen players for 'Saturday's Heroes.'

MUNI'S EXITER WARNER WORRY

Hollywood, July 6.

Warners is mulling whether to shelve 'Pana Canal' temporarily and select another for Paul Muni's bow-out under his term deal which has one more to go.

Player is understood to be averse to signing again, preferring to free-lance and make only such stories as he likes.

MARION DAVIES HEADS RELIEF FUND 5TH YR.

Hollywood, July 6 Marion Davies was reelected president of the Motion Picture Relief Fund at the annual meeting of members June 29 for the fifth successive tin

ssive time. Joseph M. Schenck was elected to Joseph M. Schenck was elected to the board of trustees for a three-year term. Trustees reelected for three years are: Richard Barthel-mess, Joe E. Brown, Frank Craven, Marion Davies, Cecil B. DeMille, William Randolph Hearst, Janet Gaynor, Carl Laemmle, Fredric March.

Maniam kanaolph Hearst, Janet Gaynor, Carl Laemmle, Fredric March.
Receipts during 1936 totaled \$158,-551 and disbursements \$169,523. Income came from direct contributes and from members of the motion picture industry who contribute ½% of their earnings.

Statistics for the year showed that aid was distributed to 3,967 cases involving 9,242 individuals. This succor was apportioned as follows:

1. Illness, including hospitalization, sanitariums, rest homes, etc.

2. Unemployment and its many problems, such as food, rent, clothing and public utilities.

3. Cooperation with other agencies—Actors' Fund, state aid pensions, county aid, etc.
Other statistics: Average monthly case load, 308; total medical and dental visits, 4,690; home and hospital calls, 1,158; major operations, 35; minor operations, 15; patients receiving institutional care, 268; individuals provided with medical appliances, 69; special nursing cases, 49; Christmas baskets, etc., 905; deaths, 22; burials handled, 44.

Otterson in Harkrider Spot as U Art Director

Hollywood, July 6.
Jack Otterson has started a fiveyear optional stretch as Universal's
art director succeeding John Harkrider, whose option was not lifted.
Harkrider remains on the lot until
Aug. I with Otterson actually taking
over in the meantime.

Flag Up on Tovarich'

Hollywood, July 6.
Cameras rolled today (Tues.) on
Tovarien at Warners, one of the
Burbank plant's big ones for the
year. Anatole Litvak directs, with
Robert Lord in the producer spot.
Featured principals, Charles Boyer
and Claudette Colbert, put in three
days of rehearsal last week.

Rivkin Scripts Yarn For Moppet Clancy

Hollywood, July 6.

Allen Rivkin is writing the script for Call Back Love, Colliers serial by Rose Franken and William Brown Meloney, which will be produced by

Major.
Emanuel Cohen, Major prez, designs the picture as a debut vehicle for Kitty Clancy, new moppet.

Art Morton's Tune Takeup

Hollywood, July 6. Hal Roach has renewed Arthur forton as musical director. Term is for a six months

Crosby's Coast Track Gets Heavy Pic Play

Hollywood, July Picture crowd gave Del Mar racetrack a big play on opening day racetrack at oight of opening day last Saturday (2), also Monday. En-terprise is largely managed and con-trolled by film folk, with Bing Crosby chief shareholder and Wil-liam LeBaron jockey club prexy.

liam LeBaron jockey crup preny,
is located practically on the
seashore at Del Mar, 100 miles south
of Los Angeles, hence the slogan,
where the turf meets the surf.'
Grandstands accommodate 4,000 and
clubhouse 3,500 persons. Planes,
trai buses and motor cars all are convenient to the gate

NEWSREELS TO BALLY N.Y.'S '39 WORLD FAIR

New York World's Fair in 1938 will depend almost entirely on the five newsreel companies for motion picture coverage, which indirectly would mean publicizing though primarily a news story. This became known this week when fair officials denied the exposition was planning to make films later and fly them by special plane to various sections of the U. S. and possibly elsewhere in the world as ballyhoo for the N. Y. fair. five newsreel companies for motion picture coverage, which indirectly

This plan was under consideration, it is understood, at one time, ith the tentative set-up including a projection equipment, screen and other apparatus so that the fair pictures could be displayed before civic organizations and clubs such as the Chamber of Commerce, Rotary club, Kiwanis, Merchants' Associations, etc., in various communities visited by the air traveling theatre. Huge expense wrapped up in such a project coupled with the desire of the New York fair executives to take advantage of the major film industry's facilities as well as the sweeping newsreel coverage credited with abandonment of this plan. This plan was under consideration

Gridders on the Griddle

Hollywood, July 6.
Paramount has skeded 'Yesterday's Cheers,' football film, for August production. No director has been set but east so far includes Mary Carlisle, John Howard, Marsha Hunt and Robert Cummings.

RKO has east Rochelle Hudson in the top femme spot of 'Saturday's Heroes,' football film, in Van Heffin opposite. Filming is skeded to start late this week with Edward Killy directing. George Templeton authored the original.

Foran Gallops Off. WB Loads Up on Foy

ryan Foy Hollywood, July 6.

ryan Foy will produce six additional films for Warners on next year's program to take the place of half a dozen Dick Foran gallopers lopped off.

Ronald Reagan has been picked tentatively to be featured in the pictures, first of which will be Right of Way, with background of the trucking biz.

St. Clair's Moppet Pic

Mal St. Clair has been set to direct the next Jane Withers film at 20th-Fox, '45 Fathers,' ith John Stone producing.
Script is being readied by Albert.
Ray and Frances Hyland.

TUNES FOR 'SACRED'

Hollywood, July 6, ick International has pacted Louis Alter and Walter Bullock to originate special music for Nothing Sacred '

Margaret Hamilton, who has a fea-tured spot in the film, also draws a part in same studio's 'Adventures of Tom Sawyer.'

Scrib Guild's Shindig

Scrie Guid's Shinds.

Hollywood, July 6.

Screen Writers Guild membership will toss its first binge since reorganizing with a dinner dance in the Hotel Ambassador July 22.

Committee appointed by President Dudley Nichols includes Johnny

Dudley Nichols includes Johnny Gray, chairman; Albert Hackett, E. E. Paramore, Ir., and Allen Rivkin. Benny Rubin is chairman of the en-tertainment committee.

SUNBURNITIS IS **DELAYING PIX SCHEDULES**

Wednesday, July 7, 1937.

Hollywood, July
Sun-broiled and consequently i
capacitated players are the bane this
summer of the production managers
at the studios. Due to the strikes
and kindred delays all during this
year, activity is at a fever heat currently. In other years, hot-months'
shooting schedules were light, but
this is the exception. And the results of the stars sopping up too
much sun and sea are gazed upon
a minor smallpox spread.
Vacations are giving the studios
almost as much grief as bathtubs.
The good publicity copy they produce is offset by the accidents incurred.
The case of the late Jean Harlow'-

duce is offset by the accidents incurred.

The case of the late Jean Harlow's
sunburn which left much scartissue it led to fatal complications is
but one of the many Hollywood accidents traceable to ol' Sol's shafts.
Nearly every weekend two or three
w.k. names bob up the yarns of
how they almost droud, and a
good deal of this is the McCoy.

The story ament Frances Dee
ing knocked unconscious by
and revived by artificial respiration;
while a producer yapped, 'Why give
her artificial respiration; we can afford the real thing,' is obviously p.a.
stuff. But the near-drowning of
Madeleine Carroll at Malibu last
week was straight stuff, however,

ARNOW IN WB EXEC SPOT: TRILLING CASTER

Hollywood, July 6.

Maxwell Arnow has been upped to a studio executive spot at Warners atter five years as casting director. He will continue to supervise casting and also will build up budding material. Ticket runs seven years. Arnow is succeeded in the casting director spot by Steve Trilling, transferred from New York and starts his new duties today (Tues). Trilling, 15 years in show biz, has been with Warners 12 years, 10 as vaude booker and two as talent scout. Frank Ross, son-in-law of Frank Gillmore of Equity, steps into Trilling's spot from test director.

WB's Waring Picture, 'Varsity Show,' Ends

Hollywood, July 6.

Varsity Show, starring Fred Waring's orch, wound up today (Tuesday) at Warners, four weeks behind shooting schedule. Waring got \$260,000 for his bit, studio paying him \$15,000 weekly for each week beyond the originally outlined schedule. WB has an option on the band leader for another film.

Waring starts a string of personals Thursday (8) at the Paramount, Los Angeles, which will take him least. His manager, Johnny O Connor leaves for New York this Friday to negotiate a deal for fall radio program, airing to be from the Coast. Hollywood, July 6.

Goldwyn's \$2,000,000 Pic

Hollywood, July 6.
George Marshall has been definitely set to direct "The Goldwyn Follies" for Samuel Goldwyn.
Production will start early i gust with a \$2,000,000 budget.

Kenny Baker to Dude It In WB 'Howdy Stranger'

Hollywood, July 6.
Mervyn LeRoy will produce
Howdy Stranger at Warners ith
Kenny Baker featured.
Yarn by Howard loane
Joseph Pellettier deals with the invasion of a dude ranch by an eastern
crooner. It was a flop Broadway
play this season.

DIXIE'S PROTEGEE

Atlanta, July 6.

Dixi Dunbar, 20th-Fox contractee, influenced a screen test for Mary Frances Davis, 16, another Atlanta dancer, who trouped with Miss Dunbar in their kid days in Atlanta.

Miss Davis, now in Hollywood, has toured the south as an enter-tainer.

MORE PICTURE ORIGINALS

Metro's Jack Dempsey's Restaurant LIGHT DRAG ON Set Keynotes SAG's Eastern Drive

Although preliminary work looking towards signing up of extrasused in any type of screen work in the east was instituted last week by the Screen Actors Guild, actual campaign of signaturing and drive to make closed shop in all Greater New York film studies effective is not to start until Aug. 1. SAG checked its first production last week when representatives of Guild went on the location set Gack Dempsey's restaurant) where scenes were being taken for Metro's Big City,' in which Dempsey plays himself.
Representative of SAG talked to

Dempsey plays himself.

Representative of SAG talked to many in group of 50 extras, and Watter Strong, assistant director, is reported to have informed extras that this would be the last M-G production in which they could work unless signatured as Guild members. George B. Seitz directi the feature.

unless signatured as Guild members. George B. Seitz directi the feature.

Though no effort was made to sign members on Metro's location nor have attempts been made to drive for signatures elsewhere in the east, many, potential candidates have been contacted. There already are a number of applications for junior membership and two senior Guild members have been signed, Hope Hampton and Mario Moreno.

Beginning on Aug. 1, SAG branch in N. Y. will start using checkers to see that both performers and studios are complying with the Coast agreement. Because of promised cooperation from Actors' Equity and British Equity, no members of either organization will be permitted to work on a production at an unfair studio. Guild in the east will strive to have signed contracts with Warner Bros. (Vitaphone) in Brooklyn, Biograph in Astoria, General Service studio in Astoria, Educational, which makes shorts in Astoria, March of Time, and Mentone (producing at Biograph) signatured early next month.

It also will seek pacts with commercial or industrial studios such as (Continued on page 55)

month.
It also will seek pacts with commercial or industrial studios such a (Continued on page 55)

SYBIL JASON'S PARENTS IN CAPETOWN DIVORCE Capetown, July 6. Capetown, July 6. Capetown, July 6. Continued on page 55) William Goetz, of 20th-Fox, and Max Gordon sail tomorrow (Wednesday) for New York. Both have been over here 0.0. ing British pic production. Gordon returns to the Coast and the Metro lot in two months. SYBIL JASON'S PARENTS

Capetown, July 6.

Irael Jacobson, father of Sybil Jason, child film player in Hollywood, has filed a divorce action in supreme court here against his wife, Mary. Couple are now separated.

The moppet is under the guardianship of her uncle, Harry Jacobson, in Hollywood, for a term of the years, almost half of which has already passed. Under the terms of a consent paper between both parents, Miss Jason, in the event she's no longer employed, is to return to the custody of her parents, spending six custody of her parents, spending six months each with her father and

Jacobson, meanwhile, has applied to the California supreme court for an order appointing him permanent guardian of the kid star. His affi-davits were also submitted to the davits were also submitted to the supreme court here, stipulating that the kid star, if her work permits, is to come to South Africa to visit her Parents, also that Jacobson is to report every two months to each parent regarding Sybil's condition, welfare and work.

Rex Story-Andy Rice, Jr.'s

Champing at Net

Hollywood, July 6.
ro-amateur mixed doubles tennis championship of the universe will be decided on courts of the Beverly Hills Tennis club next Friday (9) when Fred Perry and Charles. Chapli, representing England, tangle with Ellsworth Vines. and Grougho Marx, representing the United States. Chaplin and Marx, who swing wicked racquets, drilling daily under tutelage of their topnotcher partners and wagering is brisk.

Marxes Offered 'Room Service' At \$250,000 Plus %

Hollywood, July 6. S. J. Briskin is talking a Marx Bros, deal whereby the trio would appear in a screen version of 'Room Service.' Studi is understood to have handed over \$255,000 for picture rights.

Marx deal, as it stands, would be for a straight \$250,000 plus a percentage, bringing cost of the film in excess of \$1,500,000.

MAX GORDON, GOETZ SAIL BACK TO U. S.

Ginger Rogers Pencilled For Selznick 'Prom Girl'

Hollywood.

rom Girl' definitely goes on the Selznick International schedule for fall production with Robert Sinclair and William Cameron Menzies co-

ilm will be a collegiate musical in technicolor with likelihood that Ginger Rogers will be featured. Music will be by Richard Rodgers and Lorenz Hart.

and Lorenz Hart.

Fred F. inkelhoffe and John
Monks, Jr., co-authors of 'Brother
Rat,' have been assigned an office
and secretaries at Selznick Interna-tional Studi to hammer out 'Prom
Girl.' Dave Gould has been pacted
as dance director.

Collegiate's Pix Chance

Unit on Long Orient Hop

Shanghai, July 6.

An American vaude unit is back in Shanghai after a tour that took the Hollywood Non-Stop Revue' up into Lansing river, when strikers in Judy 6 and Emily winstet and a screen test. At request of Howard Harbin. Show is headed by Rey. Steeter and Emily winstet and a line of, girls rounding out the roster. The unit has had a run at the Carlton here, two-a-day at a \$3 top (Mex.), and from here heads for a four that includes Hongkong. Singapore. Manila, Java, Bali. Siam Burma, Calcutta, Africa and thence to Europe.

STAGE OR FICTION

Over 46% of 420 Pix Based . Home-Spun Yarns Around \$8,000,000 Doled Out by Majors for Literary Properties

FILMING 52 STAGERS

By DENIS MORRISON

Due to dearth of acceptable story material in the field of published fiction and Broadway stage plays, studios this year have had to turn to originals to a greater degree than at any time since sound's advent for screen material.

at any time since sound's advent for screen material.

Survey of 420 films now being made or skeded for 1937-38 shows that 48.7% are studio originals, 40.5% short stories or novels and 12.8% produced plays. Last year's sources, were: 45% short stories, or novels, 45% originals, 10% plays, and in the previous, year proportions were: 40.5% short stories or novels, 40% studio originals and 19.5% plays.

Studios, in provi ing statistical data, showed many interesting slants not only on the immediate queries involved but also on other angles of the purchase, treatment and development of stories, and fundamental raw material of film biz.

Numerically, the lots will make films of 52 plays, 172 novels, short stories or similar literary work, and 196 studio originals.

Chief interest attaches to the stage.

196 studio originals.

Chief interest attaches to the stage Chief interest attaches to the stage properties purchased by studios. This is due, first, to the heavy coin involved in such buys and also to the fact that produced plays, when acquired for films, almost invariably land in top-featured spots on a season's production schedule. Noteworthy that less than a dozen of the current crop of Broadway hits have found their way to the lots due

(Continued on page 27)

Janet Gaynor Set At Selznick: Potter Off 'Sawyer' Chore

Hollywood, July 6.
Selznick International has signed
Janet Gaynor to a termer for exclusive services, no price disclosed,
although player, agenting herself,
was holding out for \$200,000 a pic-

ture.

First film under the new pact will be 'Angel on Broadway,' with authorship credited to Russell Birdwell, Selznick publicity head. Screenplay will be by Ben Hecht and either George Cukor or John Ford will direct. Production is skeded for early fall, with Marian C. Cooper as assistant to Selznick.

Henry C. Potter has multed out of the production is skeded for early fall, with Marian C. Cooper as assistant to Selznick.

sistant to Selznick:
Henry C. Potter has pulled out of
the director spot on Selznick's 'Adventures of Tom Sawyer,' due to
differences of opi ion with David
O. Selznick as to story treatment and

O. Selznick as to story treatment and casting.

Production has been called off un-til July 12, at which time George Cukor ill take the reins, if avail-able, in which event Norman Taurog

able, in which event Norman Taurog will get the call... Four or five of the moppet roles are being recast, Film has been in work a week at Mali u Lake loca-tion.

Calif. Labor Commissioner Placed In the Saddle of Agents Vs. Actors Suits; Must Try to Arbitrate First

The Switch

Hollwood, July 6. This also happens in Holly-

wood.

Boyd Martin, pic ed of Louisville Courier-Journal, tossed a
feed for studio press agents before he hit the trail back home.

N.Y. Photogs Ired **By Coast Lensers Invading East**

International Photograph International Photographers union, Local 644, officials and members, re indignant over the way they have been ignored in the matter of camera work by companies making location shots inside their jurisdiction. They claim that film company crews have been working at Saratoga, Pittsburgh, West Point, New York City and other points and that Coast cameramen have been used on all the jobs.

Charles W. Downs, business manager of Local 644, states that George E. Brown, president of IATSE, has promised to check the situation, but that no action has been taken as yet. Local officials are anxiously awaiting to hear from him since under existing conditions they contend that local automony does not mean a thing.

"Bosalle" The its City' and ocal 644, officials and members

existing conditions they contend that local automony does not mean a thing:

'Rosalle,' The ig City' and West Point picture are the productions Metro has skedded for location shots in the New York territory. Nothing Is Sacred,' Selznick production, also is due for location treatment in and about New York.

Recalls that Local 644 went to bat for the IA about a year ago when '13 Hours Via Air,' Par's film, was grabbing location work at the New Jersey airport and seemingly established the fact that the International Photographers' union amounted to something.

Another thing that annoys members of Local 644 is that cameramen brought in from the Coast are members of the American Society of Cinematographers, which they charge is a company union.

Gist of the argument by Local 644 is whether or not the members of their union are to be employed on location shots when taken in territory within their jurisdiction. Situation is aggravated, too, by the fact that what little eastern shorts production there is now practically at a standstill.

Glazer Leaving Par After Seven-Year Prod. Swing

Hollywood, July 6. Benjamin Glazer, completing a seven-year term as a Paramount producer-writer with Bing Crosby's Double or Nothing, has an offer of similar spot with Warners and also dickers with other majors.

Glazer will take three-months Europe before

Reinhardt to Salzburg

Hollywood, July 6.
Max Reinhardt departed last Sunday (4) for New York to attend the annual Salzburg musical festival in

annual Salzburg musical festival in Austria. He will be back late in September to direct "The Gamblers" at Warners. to be made from the Dostoievsky novel.

Hollywood, July 6.
Decision of the California supreme court specifying that all disputes between agents and clients must first estubrited to the labor commissioner before being taken to court will result in knocking out more than 50 pending lawsuits besides revolutizing method of handling such disputes in the future.

disputes in the future.

Supreme court's finding reversed both the Superior Court and the District Court of Appeals in the long-trict Court of Appeals in the long-standing litigation of the Ruth Collier-Minna Wallis agency Mary Astor,

Tribunal upheld constitutionality of section 19 of the private employment agency act, which had been attacked by counsel for Collier-Wallis, also has the effect of placing the state labor commissioner in the saddle in agent-client disputes in much the same way that the National Labor Relations Board functions in industry.

Heavy Coin Involved

Heavy Coin Involved

Claims totaling hundreds of thousands of dolars, mostly of agents against clients, are invalidated because lawauits have been dragging through the courts of long that statute of limitations is invoked.

statute of limitations is invoked.
Another factor of vital importance
is the offing of al attachments in
agent-client disputes. Up to now
agents have made it a practice to
slap attachments on in case of any
lawsuit but with the arbitration
angle to the fore attachments
out

out.
Decision does not abrogate anyone's right to sue, since section 19 of the labor act specificially sets forth that 'all parties to a dispute shall refer the matters in dispute to the Commissioner of Labor, who shall hear and determine the same, subject to appeal within 10 days to the superior court where the same shall (Continued on page 57)

ALLEGED FILM PLAYER ARRESTED FOR FORGERY

New Orleans, July 6.
Charles Campbell Jarrell, 21-year-old Californian, said by police to be a Hollywood actor and writer, was arrested Friday (2) in Bogalusa at the request of Los Angeles police on charges of forgery. He was brought here by Detective Robert C. Ellis of L. A. and local orlicers. The California detective said that Jarrell has played in pictures. He is wanted in Los Angeles, Bakersfield and Berkeley. A warrant for his arrest charges that he forged fictitious names to checks for close to \$1,000.

Luraschi Censor at Par, Hamill With Lubitsch

Hollywood, July 6.

Paramount has placed Luigi Luraschi at the head of its studi sor department succeeding Hamill, who goes to the Ernst bitsch unit permanently.

Luraschi had been functi ade to Hamill.

WB Prunes Stock Roster

Hollywood,
Warners dropped seven stock players at option time last week, announcing action is in line with policy of turning over player talent to dodge monotony. Further loppings are in line as options expire and replacements will be new faces.
Stock company now numbers around 70. Among those dropped recently are Peggy Bates, Robert Barrat, Mary Treen, Robert Darrow, Walter Cassel, Patricia Walthall and Ed Price.

Petrillo and Stagehands' Union Pact **Presages Concerted Film Pressure**

Chicago, July 6. stablishment of an entente cordiale between the American Federa-tion of Musicians and the Internaional Alliance of Theatrical Stage Employees is the immediate goal of James C. Petrillo in his campaign to nush through the restrictions and han on musical recordings for comreproduction. Petrillo is usily ing together the various of his anti-recording cam-ign to take in the motion icture busily

and theatrical branches, and he finds , prexy of the in George E.

ATSE, an is campaign.

For Petrillo not letting any grass grow under his brogans while waiting for the American Federation of Musicians executive board to get together in its scheduled meeting in New York this month. Following the Louisville convention, at which he set off the pyrotechnical isplay in the longest speech of his life, Petrillo has been using every possible union and personal angle to enlist the support of locals throughout the country. He already has the toral and written promise of full cooperation from some 50 key musicians locals.

But though Petrillo authorized the state of the

operation from some 50 key musicians locals.

But though Petrillo expects little difficulty in getting the national board to pass a general ban on wax music for radio, Petrillo and president Joseph Weber of AFM look to the IATSE for the real partner in obtain ing results when it comes to the picture studios. Radio, the AFM leaders believe, will be handled easily, the results in Chicago's campaign against dises having demonstrated to the complete satisfaction of the AFM key men that the ban on radio recordings is entirely feasible.

But pictures—that's a nag of a different shade. And that's where the IATSE comes in, with the AFM crowd seeing in a IATSE-AFM combine a cooperative deal which will mean added employment for both organizations.

While no forthright statement has

mean added employment for both organizations.

While no forthright statement has been made by anyone in the AFM top ranks, there is no disquising the general assumption that the musicalns expect that an IATSE cooperation on the Coast situation would mean a restoration of vaudeville to a number of producer-owned theatres. Reported deal would permit the continued use of AFM members or picture recordings in return for such producer-exhibitor groups as Metro-Goldwyn-Mayer, Paramount, RKO, Warners restoring vaudeville to a certain number of key houses across the country. This would mean additional employment not only for AFM members, but also for members of the IATSE (stagehands), not counting a number of vaude members of the American Federation of Actors, an American Federation of Labor affiliate.

Labor affiliate.

AFM expects no drastic action or measure on the part of Browne and the IATSE in support of the musicians' problems regarding picture recordings since the IATSE has just ignatured a binding three-year deal with the producers. But the AFM looks to Browne for nominal cooperation on the basis of a real return to IATSE members throughout the nation.

'Spanish Earth,' Indie Pic With Native Cast

The Spanish Earth, screened story of a war-torn Spanish village on the highway from Madrid to Valencia, is being rushed through the final stages of editing and-scoring by Joris Ivens, its director, and Marc Blitztein, who is creating the musical setting. Picture was produced in Spain this year. Ernest Hemingway assisted Ivens in the production and wrote the comments, translated. assisted ivens in the production and wrote the comments, translated Spanish dialog, etc., as spoken by Orson Welles. Collaborators ith Ivens and Hemingway include Arch-ibald MacLeisch and Lillian Hell-

man.

In "The Spanish Earth" men and
women villagers play their parts in
real life. There are no professional

HARLOW'S PIX DRAW BIG BIZ

ittsburgh, July 6.

Biggest play ever given around here to a star's pictures following her death is being handed out all over the nabe circuit to the Jean Harlow films. And all doing big. The star of the star o

contemplating similar move.

Hollywood, July 6.

Decision to release 'Saratoga' as is was reached by Louis B. Mayer and other Metro executives as the result of reaction noted at the film's initial preview in Pomona last week.

Audience went for the picture with Clark Gable and Jean Harlow, and there were no walkouts. Finished (Continued on page 23)

1st Runs on B'way

Week of July 8

Capitol - 'Emperor's Candle-sticks' (MG). (Reviewed in VARIETY June 30). Central — 'Juggernaut' (GN)

Criterion — Great Gambi

(Par) (10). Globe-'Road Back' (U) (4th

week).

Music Hall—Knight Without
Armor' (UA).

(Reviewed in Variety June 16).

Paramount — Easy Living'

(Par) (7).

(Reviewed in this issue)
Rialto—'Three Legionnaires'
(Syndicate) (9).
Rivoli—'Slave (20th)
(4th week).
Roxy—'Two Who Dare' (GN)

(9).

Strand — 'Singi Mari
(WB) (2d week).

Week of July 15

Central — 'Great Hospital
Mystery' (20th) (17).

(Reviewed in this issue)
Globe—'Road Back' (U) (5th

Globe—Road Back' (U) (5th week).
Music Hall—Toast of New York' (RKO).
Paramount—Easy (Par) (2d. week).
Bosy—Wee Willi Winki (20th).
Reviewed in Vaniery June 30).
Strand—They Won't Forget' (WB) (14).
(Reviewed in Vaniery June 30).

Theatre Chain

Tax Bill Kayoed For 2 Yrs. in Minn.

Minneapolis, July 6.

An almost 11th-hour effort to bring out the theatre chain tax bill from the rules committee of the state legislature's lower House has met with failure. With adjournment of the special session scheduled for this week, passage will be deferred for at least two years of the measure which John J. Friedl, Publix circuit, general manager, declares would put the big chain out of business.

The House was tied up for nearly

the big chain out of business.

The House was tied up for nearly two hours when a revoit was staged against the rules committee's failure to act on or report out the theatre chain tax imposing a levy of 5c to 3a seat according to the number of houses in the entire circuit, including those outside of Minnesota. The vote on the motion to recall the bill from the committee was 77 in favor and 33 opposed, but Speaker Harold H. Barker ruled that a two- (Continued on page 62)

CIO Defers to AFL in Philly Theatre **Unionization and Jurisdictional Strife**

cause CIO doesn't aim to organize employees in field where the AFL is really doing recruiting work. Philadelphia, July 6. Truce has been declared here in cooperation on the basis of a real return to LATSE members throughout the nation.

All Star Acquires 200

Features in Coast Deal

Hollywood, July 6.

All Star has taken over Far West Er hanges distribution in a deal consummated between George Montgomery, All Star head, and J. Samuel Berkowitz of Far West. Transfer involves more than 200 features.

Berkowitz takes over the Los Angeles office, ith Armand S. Cohning in charge of San Fran-Montgomery will devote his isure to travel.

Berkowitz takes over the Los Angeles office, ith Armand S. Cohning in charge of San Fran-Montgomery will devote his isure to travel.

Takeover involves Hoot Gibson. Mascot, Chesterfield-Invincibles, Imperial Productions, Weiss and Victory scriles, Pinky Tomlin musicals, Loc. Carrillo productions, Peter B. Kyne-Frankie Darro releases, James Oliver Curvood features and others. Merged All Star organization becomes sole states rights major indice of distributor on the Coast.

Lefty's Travail With Protean Pix Stars, Bank Nite, Personals, Etc.

By JOE LAURIE, JR. Coolacres, Cal., July

Dear Joe:

It thought being in vaudeville was tough but believe me owning a picture house is tougher. They sent me a double feature last week, Racketeer's Nest' and 'Badge No. 6,000'—Bd Robinson in both of them. In one he plays the part of a crook and in the other he is a copper. It had me nuts which one to run first. If I put the gangster picture on first then my addience would think it tunny after he's knocked off to become a cop, and if I put the cop picture on first they'd say it's bad to show him as a crook.

I have plenty of troubles with censorship in this small burg. When a guy has nothing to do he starts some sort of a club, For instance with my newsreels. I had some women call on me asking me to cut out the pictures of soldiers marching, battleships, Hitler and Mussolini. They belong to a Peace League and say, these things make the people warninded. So I cut 'em out. Then there was a clip of sweepstake winners, and the Sunday school guy tells me not to show it as the kids get a gaminded so I cut con out. Then there was a clip of sweepstake winners, and the Sunday school guy tells me not to show it as the kids get a gaming start unrest in the town. The only thing left was a Baby Parade at Atlantic City. No. doubt next week they'll start a Birth Control League and Tll have to cut that too.

I ran a couple of crockery nights last week and one guy kicked because he won three cups but no saucers. By the looks of the callous on his li the never drank outs anything but a saucer in his life.

They call up Aggie in the boxoffice asking her what ki we got running. Aggie is beginning to sound it the advance notices of the pictures.

Had a bird come here for a Personal Appearance. He played the part of a butler in one of the pictures I had. He just did three short shots in the picture—two 'Yes Madams' and one 'I'll see if he is in, sir.' Well, it seems he finds out where the picture is playing stnd gets a fin for an appearance. He gets up and tells 'em all about the things that happened to him while the making th

cowboy on the street—can you imagine dressing like that and playing butler parts?

Well, the dancing school of ours is doing pretty good. Aggie and me
have it figgered out where we're gonna give a recital; you know, have all
the kids and their families come. They make their own costumes; we
haven't decided if we should make the pupils pay admission too. We're
giving four lessons free to the one that sells the most tickets. It's a great
racket, but those kids sure get on our nerves. You know there must be
something wrong with anybody that even thinks of being a hoofer. Of
course I don't tell 'em that,
I sold the banker a bottle of dance oil—you know, rub your feet
and it helps the dance muscles. An old pitchman showed me how to make
it up. It sells for a buck a bottle, and it looks like they'll go for it. Maybe
it does do the feet good; sometimes those things happen.

That's about all, kid. Best to you and the gang. Aggie joi
eight bars. Sez

P. S. On our Bank Night we played the feature, 'I Promise to Pay'—the dough wasn't drawn that night and the customers were going to wreck the joint.

Hollywood Labor Front Calm Save For Scribes' Jurisdictional Tiff

Hollywood, July 6.

With Pat Casey working to clear up labor difficulties between the producers and technical workers, two organizations of screen writers have gone into training for the film industry's next big fight. The Screen Writers' Guild and Screen Playwrights, Inc., each has demanded recognition as exclusive bargai ing representative for the writers.

The SP already has a contract with the producers, but the SWG has the backing of the powerful Authors' League of America. The latter has granted autonomy to the SWG and it is reported the A. L. will, force members in Hollywood to vode with SWG when the National Labor Relations Board holds an election to designate a bargaining representative

members in Hollywood to vote with SWG when the National Labor Relations Board holds an election to designate a bargaining representative for the writers under the Wagner labor act.

Marc Connelly, president of the Authors' League, has been here for more than a week conferring with Dudley Nichols, president of SWG, and others leaders, in move to oust SP as representative of writers. A. L. has already agreed to antonomy grant for SWG, but details remain to be worked out.

SP had centered fight on fact that SWG was affiliated with A. L. and that regardless of what was planned here SWG could be outvoted by New York members and affiliates of the Authors' League. It was claimed writers could have been ordered on strike here although members voted unanimously against walkout.

Because of small slaff assigned to work, NLRB probably cannot hold election before Sept. I. Refusal of SP to consent election has been forwarded to Washington by Dr. Towne Nylander with request for permission to hold formal hearing and election of greenent might invalidate contract organization now, has with producers.

Lay Peace Ceating

Picture Painters Local 644 was given

Picture Painters Local 644 was given closed shop in industry. Painters hired during recent strike were removed from all major studios except Warners early last week. Non-union painters were finally evacuated from Warners when Herbert Sorrell, business representative of Local 644, threatened to call a strike and picket the plant.

Negotiations between painters and producers over wage scale and working conditions are still in progress. Painters are asking flat raise from 7t 0.88 per day, with higher scale for men on graveyard shift. The producers have countered with an offer of 10% pay hike.

Negotiations between producers and makeup artists, hair stylists and scenic artists are still in progress. The makeups are asking 48-hour week with time and half for overtime. Hair stylists want boost from 860 to \$75 per week.

Torch Bearer lapute Secnic Artists Local 621 and Casewere interrupted when jurisdiction over draftsmen were claimed by Society of Motion Picture Set Designers and the International Alliance of Theatrical Stage Employes. SMPSD has filed complaint with NLRB and demanded election be held to determine which of three organizations while he named bargaining representatives for draftsmen.

Studio publicity writers have nixed plan of Committee for Industrial Organization to use them as spearhead on which to build a vertical union in the industry. Flacks voted against affliation with the Los Angeles Newspaper Guild and decided to retain autonomy. Mervi Houser of RKO was named president of Studio Publicits Guild, Robert Eurichardt of Warners, vice president; Arthur Zelliner of Warners, treasurer, and Lance Heath of Patamount, secretary.

Organizations of have been completed in all major

such agreement might invalidate contract organization now has with producers.

Lay Peace Coating

Main difference between producers and technical workers was ironed out last Saturday (3) when Motion

Doping the U.S. Vs. Interstate **Suit Sees Important Decision** On B.O. Price-Fixing, Either Way

The anti-trust action of the Department of Justice against the Interstate, circuit, scheduled to come up Sept. 20 in Dallas, promises to settle a point of law which, in the hopinion of leading distribution and theate executives, may be of farreaching importance. Whether, favorable or adverse to Interstate, it could vitally affect future policies in the selli of film, the maintenance of theater prices and competition between exhibitors.

Decision will test film contracts which seek to regulate admissions by specifying minimums, interstate having insisted that where its first run houses charge 40c; subsequent runs must maintain a scale of not lower than 25c. It would apply to Interstate and distributors furnishing this incuit with pictures but whichever way the decision goes in Dallas, industry leaders contend an important precedent will be set that might apply elsewhere throughout the country.

Should the Government win its case, declaring contracts illegal where prices are specified, there is little doubt but that a precedent would be set that would force distribs away from contracts in which regulation of prices was attempted. Subsequent run exhibitors, in that would have no hesitancy taking the matter of price in their own hands and demand supply of film at any scale.

Pros and Cons

Confidence is expressed in the outcome of the case for Interstate, although no one knows in advance of the trial exactly what the chances are of licking the U. S. suit. At first is struck fear into the hearts of leaders because of the possible farreaching effects it may have within the industry. These fears remain to a certain extent due to the conclusion that precedents are bound to be established but for the bringing of the extending and the price of the price

Films Cure Crosseyes, Optometric Ass'n Told

Rochester, July 6.
ing pictures can virtually cure
many types of crosseyes and other
visual deficiences in children, Dr.
T. A. rombach, of the University
of California, told members of the
American Optometric Association
here.
The patients

Fight Pix in Dixie

Atlanta, July 6.

Atlanta, July 6.
To the amazement of everybody, Louie Bach had the
temerity to book the Braddock.
Louis fight pics at his five nabe
theatres. They started Sunday
(4).
Films, handled locally by
Amity Exchange, were turned
down by A houses, who feared
unfavorable reaction since fight
went the wrong way insofar as
Dixle fight fans, and film patrons are concerried.

PAR FLIRTING DEAL WITH N. Y. **CRITERION**

A chill from Arthur Mayer, operator of the Ri product that does not play the Paramount, N. Y., its own show-window has resulted in temporary switching such available pictures to th Criterion on a percentage basis and may lead ultimately to a deal under which Par will take over the Crit With Mayer in the future possibly With Mayer in the future possibly getting along without Par pictures that would be obtainable, the Par distribution department has considered the operation of the Crit but negotiations have reached no definite stage as yet. They may never eventuate, also, in case Par is content to let the Crit play certain of its pictures on percentage.

Discussion in Par was reported in the direction of assuming the lease on the Criterion for year and options or longer, if the proper deal could be made with Harry L. Charnas and B. S. Moss, who have the house.

While never revealed before, it is now understood that Paramount made an offer to take a lease prior to opening of the Criterion early last fall. Par offered \$56,000 a year for the lease. Moss and Charnas, under their 21-year lease, average nearly \$90,000 a year for the house.

Interstate Not After The Other 50% of R.&R.

Although it might be interested in acquiring a few scattered theatres in its immediate territory, Interstate circuit in Texas would not be a bidder for the 50% interest remai in the Robb & Rowley hain United Artists Theatre Circuit, half of R. & R., it is takí understood. Interstate might have

many types of crosseyes and other visual deficiences in children, Dr. T. A. rombach, of the University of California, told members of the American Optometric Association here.

The patient covers the better eye. Interest in the story accompanied by voices from the screen stimulates the bad eye toward normal use when other methods failed because it was impossible to maintain interest. Dr. Brombach said children under 7 with 1% vision in one eye may often have their sight completely restored. He sai the discovery moves from screen shows the stigms of being bad for the eyes and relieves parents of the worry inetting their children go to the atre often.

New Yiddish Pix Prod.

Collective ilm Producers, Inc., has been formed by Roman Rebush and Edgar G. Ulmer to make picts for international distribution. irst production, set to roll late this month in New York, will be this month in New York, will be Green Fields, adaptation of Peretz, Hirshbein's play. Will be in Yiddish.

UA's 50 Ballyhoo Knights

A total of 50 exploitation men are being assigned in the field by United Artists to handle dates on 'Knight Without Armor' which has been set for 52 day-and-date engagements the week of July 16 in Warner and Loew

Dates the following two weeks on the picture, up to Aug. 1, brings the total to 103.

ANTI - DUALING POLLS MEAN LITTLE

While there is an evident rebellion against double features in progress right now, industry observers aver it will not mean thing until it gains considerably more momentum. There will be little or no shift in current widespread dualing policy-for at least 12 months, and maybe longer, because the whole business realizes how heavily the idea is entrenched and has its production geared to meet the double-bill requirements.

Checks in various sections of the country indicate definite in opposition to dualing as compared with a year ago, but trade association officials have learned in recent months that polls conducted in thea-

months that polls conducted in thea res where double features revalued mean much.

PLAGIARISM SUIT VS. COL.-VAN DYCKE

Columbia Pictures and Tom Van Dycke, scenarist and ex-Broadway producer, were named Thursday (1) in plagiarism action in N. Y. federal

producer, were named truckay (1) in plagiarism action in N. Y. federal court, brought by Valentine Davies, playwright, who claims his stage tome, 'The Fly in the Ointment,' was lifted. He asks an injunction and accounting on Columbia's and Van Dycke's picture, 'Alibi for Murder.' Davies claims he wrote his opus in 1929. It was produced in Rochester under the title, 'War Dance' and later on Broadway as 'Three Times the Hour.' Claims script of the play was widely distributed among the producers and that Van Dycke got hold of it, saw the play and when he, Van Dycke, joined up with Columbia, adopted his stuff in writing 'Alibi.'

M-G Starts \$2,000,000 Studio Bldg. Program

Hollywood, July 6.

Metro's \$2,000,000 building and rehabilitation program at the Culver
City studio got under way this week when ground was broken for the new four-story admi istration build-

ing. Also to be constructed this summer are five new sound stages, three-story writers 'building and the new cartoon productions buildi now under way.

Gov't in Q. T. Survey of B'klyn And Jamaica, L. I., Theatre Situation; Another St. L. Probe?

Shouted Down

Hollywood, July 6. Oscar Homolka, playing the sea captain in Paramount's 'Ebb Tide,' shouted orders from the quarterdeck into the wind so long and loud that he is under treatment in Avalon hospital, Catalina, for laryngitis.

N.Y. COURT OK'S 20TH'S ROXY **TAKEOVER**

Twentieth Century-Fox now controls the Roxy theatre, N. Y. Only technical details of the takeover, remain to be worked out. Federal Judge rancis Caffey made this possible yesterday (Tues.) when he approved the film franchise term, as proposed, and the first montroes. proposed, and the first mortgage in-denture under which 20th-Fox gains

the theatre.

There were objections to some phases of the franchise deal by indie bondholders, but the court overruled these in the interest of the whole. Under the ferms the theatre and film firm will spend \$7,500 weekly in advertising during the first year. This ups, according to rates, if latter should go up after the first year. the first year.

Twentieth-Fox deal for the Roxy s for the next 20 years under the new organization, answerable (Continued on page 57)

Radio City's UA Quartet; \$2 'End,' 'Hurricane'

Another United Artists pic has been sold to the Music Hall, N. Y., Stella Dallas.' This makes four pictures that are now dated for the Radio City first run. 'Dallas' comes in July 29, following 'Knight Without Armor' which opens tomorrow (Thurs.) for two weeks. 'Vogues of 1938' and 'Prisoner of Zenda' are tentatively scheduled for August.

Hollywood, July 6.
George J. Schaefer, UA sales chief,
announced on his departure for New
York last week that he is launching
a campaign to roadshow 'Dead End'
and 'The Hurri', Samuel Gold-The Hurri , Samuel Gold-wyn-UA releases.

'Dead End,' first Goldwyn road-shower, will get release late in August, with 'Hurrleane' following around Nov. 1.

The Government's foray into the

The Government's foray into the film business continues apparently. There is strong trade belief that the Government is conducting a quiet inquiry into the first-run film situation in Brooklyn. Also, Jamaica, L. I. Fact that the Century Circuit (A. H. -Schwartz), Metropolitan Theatres (Skouras and Randforce), RKO and Loew's blanket this territory would indicate that all these firms are involved one way or another and linked with them is every major film distributor. Thus, if there is an antitrust eruption by the Government in Brooklyn, it may turn out to be the biggest anti-trust scare of the trade's history, even surpassin the St. Louis situati

Louis situati
Whether the present Brooklyn and
Jamaica items are to bring about
complete comparable results for the
complainants remains open. So far
as known the ictment stage has as known the not been reached.

not been reached.

However, in view what the trade passed through in the St. Louis situation, there is considerable conjecture whether or not more than one complainant might be involved in the presently indicated Brooklyn tangle.

U. S. CONCEDES PIX VALUE AS TRADE HYPO

Washington, July 6.
Creation of a new film unit in the Commerce Department was ordered last week, with Nathan D. Golden, veteran specialist in picture matters, stated to head the staff.

slated to head the staff.

Plans for vigorous promotion efforts abroad came to view coincident
with Secretary Roper's approval of
a recommendation from Director
Alexander V. Dye of the Bureau of
Foreign and Domestic Commerce for
cstablishment of a major division.
Unit will plug American pictures,
raw film, equipment, and various
sidelines in overseas markets.

sidelines in overseas markets.

For the past four years, due to the original New Deal drive to prune departmental budgets, pictures have been given slight attention by the Commerce Department. The former film branch of the Foreign and Domestic Commerce bureau was submerged in the Electrical Division during the 1933 economy furore, and market-watching was curtailed drastically.

merged in the Electrical Division during the 1933 economy furore, and market-watching was curtailed drastically.

Economic importance of foreign pic sales, which have stimulated alien demand for many articles made in this country, motivated Dye and Roper in opening the new division. Officials pointed out that direct export trade in photographic and projection goods, \$21,000,000 in 1936, is only part of the economic value attributed to exhibition of American films. Researchers have found that exports of household articles, automobiles, industrial machinery, clothing, and many other items have been boosted by U, S. pictures which develop allens' yen for our luxuries and styles. Goodwill aspect of the pic business also was noted by the Commerce exes.

Golden has been close to the picture business for 25 years. He is member of Society of Motion Picture Engineers, American Projection Society, and Projection Advisory Council.

4 GN's on B'way

rand National ill have four films playing first runs on Broadway within the next few days, more than at any previous time in the company's history. Two Who Dare, with Anna Sten and Henry Wilcoxon, opens at the Roxy next Friday (9), 'Killers of the Sea,' with Lowell. Thomas, premiering the same day at the Rial'o. "Damaged Goods' opens July 16 at the Eltinge and 'Spy of Napoleon,' with Richard Barthelmess, is due next at the 55th St. Playhouse.

in the Robb & Rowley Lawyer Clark Succeeds Hirliman In New Realignment of Condor

Comprehensive changes in the management and setup of Condor Pictures, Inc., were decided on yesterday (Tues, by directors following the resignation few days ago of George Hirliman, as president. Edwin N. Clark, of Robb, Clark & Bennitt, N. Y. law firm, was elected chairman of the executive committee by directors yesterday and as such will serve as president feio. Also decided to production and much of office activity on the Coast, only the sales department and advertising-publicity being kept in New York.

Along with installation of Clark in

kept in New York.

Along with installation of Clark in top spot, irectorate named Harold H. Anderson, Chicago, trustee of Northwestern U; Clark, George A. Fry, of Booth, Fry, Allen & Hamilton, Chicago; and Lewis C. George of E. Buckman & Co., Madison, Wis, investment banking house, as directors.

Amadee J. Van Beuren, chairman of board of directors, will keep his

headquarters Frank M.
Snell, treasurer, will go to the Coast
immediately to act as chef financial
officer. M. H. Hoffman, vice-president in charge of production, also
heads coastward at once to expedite
completion of program.
Condor Pictures scnedule still remains at 20 features and 26 shorts.
New group coming into the company is not replacing the original
underwriters, Buckman & Co., it was
stated by company officials, but to

underwriters, Buckman & Co., n. was stated by company officials, but to strengthen alignment, Condor officials claim that Hirli-

man resigned because h a four-picture pact with Richard Dix for RKO release in the coming sea-son. Understood that Hirliman has son. Understood that Hirliman has been anxious to make these Dix pictures for some time and with the new contract, desires to devote more time to their production.

Hirliman will produce as previously arranged, with his commitments with Grand National for two

(Continued on page 23)

Heat, Holiday Slap Down L.A. Trade; **'Faces' \$18,000 and H. O. Two Spots,** 'Marine' Fair 14G, 'Winkie' Droops

Los Angeles, July 6.

Terrific heat wave that hit town midweek not only gave the picture theatres a wallop but they be called the picture of the control of

Pretty slim pickings at \$40,500, Last week Slave Ship' (20th) and 'Married Before Breakfast' (MG), oke \$10,000 High Property (MG), oke \$1,000 High Property (MG), on \$1,000 High Property (MG), oke \$1,000 High Prop

(RKU) not so not at \$6,800, even with fight pix exclusive in Hollywood.

40-55)—Mountain Music (Par) and \$2,950—Mountain Music (Par) and \$2,950—Mountain Music (Par) and \$2,950—Mountain Music (Par) and \$2,950 on first stanza, heat and ruled to the second of the second state of the secon

Married Before Breakfast' (MG), fair \$12,800.
United Artists (Fox-UA) (2,100;
United Artists (Fox-UA) (2,100;
United Married Breakfast' (MG), dual, Moveover bringing week \$3,500.
Last week 'Day at Races' (MG), dual, Moveover bringing week \$3,500.
Wilshire (Fox) (2,296; 30-40-55-65)
"Slave Ship' (20th) and 'Married Before Breakfast' (MG), dual, Biz off more than 50% over previous week; \$4,500, poor. Last week 'Day at Races' (MG) and 'I May Live' (20th), smart \$8,700.

Keeping 'Em Healthy

, July 6. precaution of

inoculating 35 members of its troupe going into the Louisiana bayou coun-try against contagious ills. Unit, which will film exteriors for C. B. De Mille's The. uccaneer, i -cludes William H. Pine, production assistant to De Mille; Arthur Rosson, location _director, cameramen and technici

Denver B. O.'s Potent; Ship' Dual Big \$10,000

Seattle, July 6. folks, plus unsettled though rainless weather, helped the b.o.'s here over the holiday weekend.

Seattle, July 6.

folks, plus unsettled thou's here over the holidsy week-end.

stimulates for This Week Internates for One of the July 1900; 23-27-20-Did Soak' (MG) and Chan at Olympics' (20th), dual. Readed for Dig \$4,000, Diast week (20th), dual. \$2,900, big.

Coolonial (Sterling) (1950; 11-16-21)

— Mysterious Crossing' (U) and Smoke Tree Range' (U), split with Fury and Woman (Ind) and 'Man i. the Mirror' (GN), biffs of the July Luck (Idam in Courageous' (MG) and 'Mg Girl' (BKO) (20 wk), nice \$4,900.

Liberty (J-vH) (1,900; 21-32-42)—Thunder in City' (Col) and 'Motor Madness' (Col), dual. Big campaign, and plenty of advance billing draw-low of the place of

'CAP'NS' OK IN MONT'L

Getting 8G with Little Opposish

Brace of holdovers, one English and one French, puts Palace in good spot with 'Captains Courageous' with locally popular east. Balance lucky to get by. Nabes, however, are do-ing well.

Estimates for This Week

Palace (CT) (2,700; 50)—Captains Courageous' (MG). Big week, despite heat; good \$8,000 in sight. Last week 'Parnell' (MG) disappointing at \$6,500.

\$6,500.

Capitol (CT) (2,700; 50)—'Slave Ship' (20th) and 'Big Business' (20th) (2d wk). Still holding up and should gross fair \$5,000, after \$6,500 last week.

last week.
Loew's (M.T.Co.) (3,200; 40)—
'Wings Over Honolulu' (II) and
Killer at Large (Par). Attendance
forecasts only \$4,500, poor. Last
week 'There Goes My Grif' (RKG)
and 'Border Cafe' (Par), fair \$5,000.

Pitt. Badly Hit; Powell-Rainer Cold 12G, 'Slim,' Armetta P. A., Nice 191/2G

Fourth Dents Prov. Pix; 'Cap'ns' Good \$16,000

rovi July 6.
reat weather for outdoor activity
over the holiday chiseled in on boxoffice takings to the extent of bri ing some grosses to lowest point so far this summer. Albee has put on the shutters till fall, leaving only four houses on the main stem devoted to first-run pictures.

voted to first-run pictures.

'Captains Courageous' at Loew's will have a clear-cut lead over other stands. House, figures on \$16,000 and a holdover.

Legit season opened Monday at New Empire with Pauline Frederick in 'Her Majesty, the Widow'.

Estimates for This Week Fay's (2,000; 25-35-50)—'Angel's Holiday' (20th) and vaude with Hardeen. All things considered, acce not bad; locks good for \$6,500, fair. Last week, Fly Away Baby' (WB) and Bowes Ams, \$7,400 oke.

Baby (WB) and Bowes Ams, \$7,400 oke.

Loew's State (3,200; 25-35-50)—
Captains Courageous' (MG). Natives are going for it. Under better conditions the take would have been greater, but \$16,000 nothing to be laughed at; holdover such week, Day At Races! (MG), slipped a bit in second week; \$7,800, slipped a bit in second week; \$7,800, fair.

Majestic (Fay) (2,200; 25-35-50)—
Slave Ship' (20th) and Big Business' (20th). Here's anyther that would have had a better chance if the holidays' looks like slight \$7,000.

Last week, 'Slim' (WB) and 'White Bondage' (WB), about the same.

Strand (Indie) (2,200; 25-35-50)—
Devil Drining' (CD).

Devil Drining' (CD).

Georgia (WB), about the same and the conditions of the

L'VILLE HAS B.O. BLUES; 'DAWN' DREARY \$3,200

Louisville, July 6.

Hot weather, the holiday and so-so product buffing grosses here. Three-day holiday found plenty of the local folks out of town, and those who elected to stay at home sought recreation out-of-doors.

Estimates for This Week

Estimates for This Week
Brown (F ou r.th, Ave-Loew's)
(1,500; 15-25-40) — 'Captains Courageous' (Mol) and Disney Academy
cartoon. Moved over from Loew's
and should pull strong \$3,000. Last
week, 'Day at Races' (MG) and
Racketeers in Exile' (Col), dual,
fine \$3,800.

fine \$3,800.

Kentucky (Switow) (900: 15-25)—
Wake Up' (20th) and Vicevee' (20th),
dual. Fair \$2,200 indicated on severday stanza. Last week, King and
Chorus Gir! (WB) and 'Internes'
(Par), dual, split with 'Mountain
Justice' (U) and 'We Have Our Moments' (WB), dual, average \$2,300.

Lasaw's \$544s (3,000: 15-25-40) - 15-25-40)

ments' (WB), dual, average \$2,300.
Loew's State (3,000; 15-25-40)—
Emperor's Candlesticks' (MG) and
Nobody's Baby' (MG), dual. No
raves from cricks on this pair, and
weather factor, plus light holiday
biz, will hold gross down to fair
\$5,200. Last week, Captains Courageous' (MG) and Disney Academy.
carton, good \$12,000.

Mary Anderson (Libean) (1,000)

cartoon, good \$12,000.

Mary Anderson (Libson) (1,000;
15-25-40)—Another Dawn (WB).
Marquee names oke, but notices and
word-of-mouth lukewarm. Weak
\$3,200 indicated Last week, White
Bondage (WB) and Louis-Bradock
fight pic
exclusive. Color-line
help the sociusive. which didn't
fair \$3,700.

tepid \$3,500.

Strand (Fourth Ave.) (1,500; 15-25-40)—Sing and Be Happy' (20th) and 'She Had to Eat' (20th), dual. Mild hot weather product an anothing exciting looked for. Should cop fairish \$3,400. Last week, 'Riding on Ajr' (RKO) and 'Can't Buy Luck', dual, satisfactory \$3,600.

Pittsburgh, July 6.
Fourth boffed the Alm trade, but nobody was particularly untrieed, Those three-day weekend are poison anyhow and burg days are poison anyhow and burg are poison anyhow and burg are poison anyhow and burg caravan that began Friday (2) and didn't let up until yesterday (Monday).

Stanley's giving 'em the best bargain of the period, 'Slim' on screen and Henry Armetta heading stage, and knocking off the lion's share of trade. Nice 19½ G. Penn's 'Emperor's Candlesticks' a big disappointment, while Alvin is skidding pointment, while Alvin is skidding to the control of th

pointment while Alvin is a cusappointment while Alvin is a cusapto new recent low with 'She Had to
Eat' and Technicolor Cornation
reel. Yanking combo after five
days.

Downtown getting another temporary first-runner Friday (9), when
Art Cinema, foreign film site closed
for last month, reopens with 'Damaged Lives' for run.

Eatimates for .7.00: 25-55-40).

Alvin Had to Eat' (20th) and Coronation in Technicolor (20th). Got the
usual healthy Friday biz on strength
of Bank Night and then died promptty. Bill goes out tonight (8) after
five days to miserable \$2,100, with
Man In Mirror' (GB) and Michael
O'Halloran' (Rep) opening tomorrow
(7) for three days. Last week, LouisBank Night and then died promptfive days to miserable \$2,100, with
Man In Mirror' (GB) and Michael
O'Halloran' (Rep) opening tomorrow
(7) for three days. Last week, LouisBank Night and then died promptdays.

Fulton (Shea-Hyde) (1,750; 25-40).

"Good As Married' (U). Housestarted something new this week, a
Lucky Herald stunt with a \$500 giveaway. Customers merely, required
to register and presence not necessand thou of of the prompt of the constarted something new this week, a
Lucky Herald stunt with a \$500 giveaway. Customers merely, required
to register and presence not necesson at 1000 of of the prompt of the concontrol of the prompt of the constarted some thing up and that's plenty okay. Last week,
Wings Over Honolulu' (U), inary
\$3,300.

Fenn (Loew's-UA) (3,300; 25-3530).—Emperor's Candlesticks' (MG),
Woeful weakie for Powell and Ray

Reproduction of the prompt of the

to wind up with \$12,000, poor. Last week, 'Another Dawn' (WB), \$10,000, very poor. Stanley (WB) (3,600; 25-40-60)—Slim' (WB) and Henry Armetta on stage. Good all-around bill getting What biz there is left after the holizon of the stage of

Balto Will Be Contrary, Holiday Helping B.O.'s; 'Paris' Robust \$14,500

Baltimore, July 6.
Cool breezes which kept many itown for holiday weekend, plu upped prices, sent local grosses up a bit and bolstered takings for a fairish lineup of product. Stanley is leading the town, in opening 'I Met Him in Paris' (Par') one day earlier than usual and holding up to a robust \$14,500.

New Faces' (RKO), coupled with Benny Meroff's band at Hipp. clicking along to fair \$12,000, with lephant Boy (GB), held an extra two days at Keth's, indicating fair \$5,100 for the nime days.

days at Keith's, indicating fair \$\$,100 for the nine days.

Estimates for This Week
Century (Loew's-UA) (3,000: 15-25-30-35-40-55) — Captains Courageous (MG) (2nd wk). Holding up in fair fashion; \$5,900. First week
swell \$14,200:

se dair fashion; \$8,000. First week well \$4,26.05. First week Hippodrome (Rappaport) (2.300; 15-25.35-40-55-66). New Faces (RKO) plus Benny Meroff and orch Going along to fair \$12,000. Last week. Riding on Air' and vaude, n.g. \$9,400.

Keith's (Schanberger) (2.500: 25-30-35-40-55).—Elephant Boy' (2.500: 35-40-55).—Elephant Boy' (2.500: 35-40-55). Hopen supper show Thurs. (8).

New (Mechanic) (1.400; 15-25-30-40-55).—Sing and Be Happy' (20th) plus Coronation in color. necticing \$3,700. Last week. second of Slave Ship (20th), small profit at \$4,100.

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\$5,25,35-40-50.

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No Hits, No Biz, Plenty Red in Mpls.; Powell-Ramer Light 7G, 'Dawn' N.G. 4G

Minneapolis, July 6.

Grosses are nose-diving to new lows currently. A three-day holiday period resulted in an extra heavy exodus to lake resorts and over the week-end the loop presented an almost deserted appearance, with showhouse takings negligible, of the season o

be lucky to top poor \$3,000. Last week 'Good as Married' (U), \$3,200, poor.

Minnesota (Publi inger) (4,200; 25-35-5)—"Emperor's Candlesticks' (MG). Best picture in town and deserves better fate than it's experiencing. Fowell-Rainer combo bringing in some trade, but not enough. Light \$7,000 indicated, Last week 'Mountain Music (Publo (1986)) (1987) (2890). 25-35-40)—"Another Dawn' (WB). 25-35-40)—"Another Dawn' (WB). Kay Francis no longer so forte at box office here. Errol Flynn up and coming, but has a way to travel yet. Picture itself, however, no outstander and poor \$4,000 looms. Last week 'Go-Getter' (WB) and Louis-Braddock pictures, \$7,000 in eight days, disappointing. Str. (MG) and 'Chan' Last week 'Hotel Haywire (Par) and 'Behind Headlines' (RKO), dual, \$2,500, fair.

Time (Berger) (290; 15-25)—"Forbidden Adventure' (Indie). Freak picture given heavy advertising and exploitation campaign, which is profit of the property of the picture given heavy advertising and exploitation campaign, which is profit of the profit of the picture given heavy advertising and exploitation campaign, which is profit of the picture given heavy advertising and exploitation campaign, which is profit of the picture given heavy advertising and exploitation campaign, which is profit of the picture given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given heavy advertising and exploitation campaign, which is profit of the given he

\$3.000, oke.

World (Steffes) (350; 25-35-40-55)

---'As You Like It' (20th) (2d wk).

Well received and headed for pretty
fair \$1,200. Last week \$1,500, good.

OK Pix, Holiday Spell Big Chi Biz: Rerle-Penner, Vaude Smash \$25,000. 'Dawn' Bright \$33,000, 'Races,' 23G

Chicago, July 6.
Business is a cinch currently, building on the solid foundation of three cream holiday days. Houses aided the build-up by coming through with top product to bring in.

through with top product to bring in.

Westernd, was a perfect summer resiston and the roads were jammed. In haseball-mad town, the Cubstates on Sunday and the Cardinals resterday (Monday). There was a gang out on Lake Michigan for the yacht races. But, despite the outgoing picturegoers, there were enough incomers from surrounding Wisconsin, Iowa, Indiana and Illimois towns to more than make up the difference. Palace going into top figures with Tkew Faces' and a bang-up vaude bill. Chicago has 'Another Dawn', laugh-seekers are jamming into the United Artists for Day at the Races,' but the crooner-fans aren't flocking in for 'The Singing Martine'.

rine.

Braddock-Louis fight pictures went into the Oriental for a holdover, with Parnell' moving from the UA into the Apollo for a third loop week after doi a fortnight's real busi-

Estimates for This Weel

Estimates for This Week
Apollo (B&K) (1,200; 35-55-6575)—Parnell' (MG). Third week in
loop, and doing okay here at indicated \$7,000. Last week, "Kid Galahad' (WB), turned in neat \$6,700 for
third loop session.

nird loop session.
Chicage (B&K). (4,000; 35-55-75)—
Another Dawn' (WB). Kay Franis a sure-fire draw for this house,
and should shoot the take to swell
33,000. Last week, 'Mountain Muic' (Par)' (2d week), plus Braddockouts fight pictures, got profitable
95,600

25,500. "Gar-lek (B&K) (900; 35-55-65-75)
—Garrick (B&K) (900; 35-55-65-75)
—Midnight Madonna' (Par) plus an advertised program of shorts. Brutal \$3,000 indicated here this week. Last week My Affair (20th) fine \$5,700 in third loop \$200, 32-05,55-59.

Ortenst (B&K) (Breakfast' (MG) and vaude. Should get fine \$19,000. Last week, vaude and 'Train from Madrid' (Par) in for nine days, poor \$14,200.

\$14,200. Palace (RKO) (2,500; 35-55-65-75)

New Faces' (RKO) and vaude. This one way above the line with sock \$25,000. Last week, Honolulu' (U) and vaude, good \$18,800. Rossevelt (B&K) (1,50; 35-55-65-75)—Singing Marine' (WB) (2d week). Slipping to weak \$9,000 in second week. Last week, good \$19,700.

second week. Last week, 2000; \$2,535; \$19,700. State-Lake (Jones) (2,700; 25,355; \$19)—Husband's Secretary' (WB) and voude. Should go a strong \$16,000. Last week, 10ghtened Men. Clother artists, 18&K-UA) (1,700; \$3,55-65,750. Day at Reaces' (MG). It's only a question of how many the Marx Bros. can pack into this house—which should be about \$23,000. Last week, "Parnell," second week, held to okay \$13,800.

'Marine' Tuneful \$12,000 Despite Cincy's Exodus

Cincinnati, July 6. Holiday-padded weekend was a dud along cinema lane.

out-of-

ors who swarmed in, most of em headed for the tracks, the baseball orchard, and the amusement parks, which extraed elaborate fireworks displays.

Surprise pull was at Crosley ield Sunday (4) when 30,000 fans turned out to see Dizzy Dean on the mound for the Cards against the Reds. The day before the same team played to only 2,750 cash customers.

omers.
Rain Sunday night hurt amusement biz in general.

Rain Sunday night hutt amusement biz in general.

In the pic parlors currently 'Single and Marine' is tops, fetching \$12,000 at the Albee. At the Palace Enteriors Candlesticks' is pegged for Palace States and the Albee at the Albee at Keiths. Of the three ace houses are showing repeats to so so returns.

Estimator Tails Week Captains (RKO) (2,000; 35.42)—

Albee (RKO) (2,000; 35.42)—

Captains (Courageous (MG) \$15.500, great.

Captiel (RKO) (2,000; 35.42)—

Captains Courageous (MG) (3d tun), ice. \$5,000. Last week (Parn MG) (2d run), \$3,500. mild. rs \$11,000. Silim' has a \$5,000 tag Keith's Other three ace houses. Wildcatter Keith's Other three ace houses. Wildcatter Testimates for This Week Albee (RKO) (3,300; 35-42)—The Roundup Times' (Rep.), plus Murgens (RKO) 1,315,000, great. Clark (R

Day at Races' (MG). Moved over from Keith's for fourth downtown week, okay, \$2,800. Last week 'Kid Galahad' (WB) (2d run), \$2,800, fair. Keith's (Libson) (1,500; 25-40)—Slim' (WB). Good, \$5,000. Last week 'Day at Races' (MG) (3d week'), \$4,500, big) (1,400; 35-42)—'Mountain Music' (Par) (2d run). Good, \$5,000. Last week 'King of Gamblers' (Par), \$4,000, fair. Palace (RKO) (2,600; 35-42)—'Empetor's Candlesticks' (MG). Fair, \$11,000. Last week 'Mountain Music' (Par), \$14,000, fine.

OK B.O. in Det... 'Ship.' Bing Sock 25G: Dawn' Fair

Detroit,

iz generally good this week, with
the Fox a walloping standout.
Combo of Slave Ship' and Herman
Bing topping the vaude will get
\$25,000.

United Artists continues excellently, with "Day at Races" h. b.
begin for a snappy \$1,1000 on the
begin of the creating \$16,000 take
on the initialer. Louis-Braddock
fight film held over at the PalmState; while enjoying above normal
biz the first week, reel was no panic
in the new champ's home-town.

Estimates for This Week
Adams (Balaban) (1,700; 26-40)—
Forbidden Adventure' (Ind.), plus
'Great Hospital Mystery' (20th). A
fine \$9,000, hypoed by swell ballyhoo
campaign. Last week 'Parole Racket'
(Col.) weak \$4,500.

Pallowinown (Krim) (2,800; 25-40)—
Phomiown (Krim) (2,800; 25-40)—
Phomiown (Krim) (2,800; 25-40)—
Phomiown (Krim) (2,800; 25-40)—
Phomiown (Krim) (2,000; 10,000 and flesh show using
femme models for lecture stuff,
Town disinterested and take won't
exceed fair \$3,500. Last week
'Slaves in Bondage' (Ind.), mild
\$3,000.

Madison (United Detroit) (2,000;
30-40-65)—'Mountain Music' (Far).

exceed fair \$3,500. Last week (Slaves in Bondage (Ind), mild \$3,000.

Madison (United Detroit) (2,000; 30-40-65)—Mountain Music (Par), Moved here from Michigan; \$5,000 wife \$4,000 sound.

Michigan (United Detroit) (4,000; 30-40-65)—Another Dawn (WB) and vaude headed by Mary, Small and Herman Timberg; fair \$22,000. Last week (Mountain Music (Par) and vaude, \$18,000, limp.

Fox (Indie) (5,000; 30-40-65)—Slave (Ship) (96-86) sound (196-86)—Slave (Ship) (196-86) sound (196-86)—Slave (Ship) (196-86) sound (196-86)—Slave (196-86)—S

'MUSIC' TOPS LINCOLN

\$3,500 Only Fair, but Best Among

Dull B.O.'s

Lincoln, July 6.

'Mountain Music' is headed for the best gross, this week on theatre row, but still only lair. Biz has dropped off heatre west and Theatres' tity warmen west and Theatres' city warmen, was and Theatres' the warmen, was the best of the work of the warmen was the warmen warmen was the warmen warmen was the warmen wa

Mountain Music' (Par). Burns-Raye do well in this house: \$3,500 likely. Last week 'My Affair' (20th) made the ever-fading record of Bob Taylor at the bo. in these parts con-tinuous. Starter good but. slumped

Taylor at the b.o. in these parts continuous. Starter good but slumped to \$3,000, so vastisy (Westland) (1,100; 10-15-29-180 aring Timber (Col) plus Talk of the Devil' (GR). House has clipped to 15c anytime starting this week, which is a 10c drop. Pace is a little faster, but the money about even, fair \$1,000. Last week, Sweetheart of the Navy' (GN) plus Speed to Spare' (Col), \$1,000, fair.

Yokels Balance Wash, Exodus: 'Faces' Pale 8G

Washington, July o. Holiday weekend sent localities into the sticks, but yokels poured in by the thousands. First Boy Scout Jamboree is giving plently competition, but the 25,000 kids and friends are slipping into the pic palaces in between time so total effect will be about even.

effect will be about even.

Both vaude spots doing nicely, but
it's Capitol's turn to lead-the-town
with 'Emperor's Candlesticks.' Earle
is kicking up plenty of interest with
ice: skating revue, although smart
crowd caught same idea at local
hotel earlier in season.

hotel earlier in season.

Release of Paramount News Chicago strike shots made all page ones and Rialto and Trans-Lux, only two spots to put 'em on, are doing well.

Estimates for This Week

and Rialto and Trans-Lux, only two spots to put 'em on, are doing well. Estimates for This Week Capital (Loew) (3,424; 25-35-60)— 'Emperor's Candlesticks' (MG)- and vaude. William Powell and Luise Rainer, plus Major. Bowes ams on stage, looking toward nice \$23,500. Last week, 'Madrid' (Par) and vaude, \$13,500, very poor. Columbia (Loew) (1,583; 25-40)— 'Manhattan Melodrama' (MG) (revival's Should get good \$3,000 Lost week, 'Parnell' (MG) (2d run), oke \$4,600. Last week, 'Parnell' (MG) (2d run), oke \$4,600. Earle (WB) (2,244; 25-35-40-60-70)— Mountain Music' (Par) and vaude, fair \$15,500. Met im \$19,000. Last week, 'Rother Dawn' (WB) and vaude, fair \$15,500. (1,300; 23-35-50)— Met week, 'Rother Dawn' (WB) and vaude, fair \$15,500. (1,300; 23-35-50)— Met week, 'Rother Dawn' (WB) (1,835; 25-40)— 'Devil Driving' (Col). Fair \$4,000. Last week, 'Rother Dawn' (RKO). (1,300; 23-35-60)— Talace (Loew) (2,363; 25-35-60)— Capitains Courageous' (MG) (3d week, 'scoth like fixed \$4,000. Last week, 'Met in Paris' (Par) (2d run), swell \$7,000.

Capitains Courageous' (MG) (3d week, 'scoth like fixed \$1,000. Last week, 'Met in Paris' (Par) (2d run), swell \$7,000. Capitains Courageous' (MG) (3d week, 'scoth like fixed \$1,000. Last week, 'Met in Paris' (Par) (2d run), swell \$7,000. Capitains Courageous' (MG) (3d week, 'scoth like fixed \$1,000. Last week, 'Met in Paris' (Par) (2d run), swell \$7,000. Capitains (1,000; 25-30,40-55). —Mississispil' (Par) and 'Looking for Trouble' (UA) (revivals), Aided by insertion of Par strike reel, should rise to nice \$3,500. Last week, 'Theodora Goes Wild' (Col) and 'The Virginian' (Par). (revivals), good \$3,300.

'Cap'ns' Big \$9,500 In Healthy Denver

Denver, July 6. First runs are okay, despite the

First runs are okay, despite the three-day holiday.

'Captains Courageous' gave the Orpheum the biggest matinee yesterday (Monday), in the history of the house. 'Another Dawn' is strong at the Denver.

Estimates for This Week

Estimates for This Week
Aladdin (Fox) (1,500; 25-40)—
'Slave Ship' (20th), following a week
at the 'Denver, Okay \$4,000 Last
week, 'Kid-Galahad' (WB), got okay
\$3,500 _following week at the
Denver.

Denver:

Broadway (Fox) (1,500; 25-40)—
Criminals of Air' (Col) and FrameUp' (Col), So-so \$2,500, Last week, 'Hell Divers' (MC) and 'Girls Can Play' good \$3,800.

Denham (Cockrill) (1,500; 25-35-40)—Mountain Music' (Par), Very good \$3,500, Last week, 'Madrid' (Par), \$5,700.

Weekend Scram-Out and NSG Pix Mean NSG B'way Biz: 'New Faces' 75G, 'Marine' 25G, 'King Sol' 30G

Atte strong, but the play ntown the atres the three-day Fourth of July week-end proved dis-Fourth of July week-end proved dis-appointing. Great exodus of people from the city was seemingly not made-up out-of-towners, as has occurred other holidays: Man-agers estimated that about 65% of agers estimated that about \$3.50 of the business over the three days was from those who came to New York for the Fourth.

for the Fourth.

New pictures of the week, which may not have been seen by the out-of-towners i their own ballwicks, include. New Faces, The Singing of Carlotte, and the second of the

Music Hall, just fair for a holiday week here.

Singing Marine may take the strand to \$25,000, good, but not big, and will remain a second week. The floxy looks about \$30,000, okay for thi house, with King Solomon's Mines and a stage show. King of Gamblers and a stage show. King of Gamblers are stranged to the Criterion, but on the week won't be over \$12,000, okay. Rialto's League of Frightened Men' points to around \$8,000, all right.

Aided by the July 4 weeksend, the

be over \$12,000, okay. Rialto's League of Frightened Men' points to around \$8,000, all right.
Aided by the July 4 week-eind, the Paramount is best among the hold-overs with 'Moutain Music' and the Clyde men' by the July 4 week-eind, the Paramount is best among the hold-overs with 'Moutain Music' and the Clyde Lucas band, plus Ethe Merian, bringing \$30,000 on the second, 'Easy Going' on the screen and Martha Raye in person open today 4Wed.). Miss Raye is booked for a fortnight. Third (final) week for 'A Day at the Races' at the Capitol will be no more than about \$20,000, but fair enough. 'Emperor's Candlescks' opens womorrow (Thurs.). Riggests less than \$10,000 will be no more than about \$20,000, but fair enough. 'Emperor's Candlescks' opens womorrow (Thurs.) riggests less than \$10,000 will be to lack of product. House is not set on what its next picture will be.

Captains Courageous' went out of the Astor Monday night (4), its' final eight days being \$9,900. Picture is pointed for the Capitol and mayopen there after 'Emperor's Candlesticks. Universals' Road Back' at the \$2 Globe picked up somewhat its next picks its second, getting \$12,100 at the Globe for a month, House goes to Par July 28 for roadshowing of 'Souls at Sea,' while the Astor Clobe's Target of the Market of the Astor Clobe's Target of This Week Astor (1,012; 55-\$1,10-\$1,65-\$2,20).

stimates for This Week

opens a week ahead (21) with 'High, Wide and Handsome' on a two-a-day run.

stimates for This Week
Astor (1,012; 55-\$1.10-\$1.65-\$2.20)—
Captains Courageous' (MG). Closed here Monday night (4) after a run of seven weeks that was profitable; final eight days, \$9,900. 'High, Wide and Handsome' (Par) set to open July 21 at \$2.000.

Captiol (4,620; 25-35-55-35-\$1.25)—
Day at the Races' (MG) (3d-final Mandsome' (Par) set to open July 21 at \$2.000.

Days at the Races' (MG) (3d-final Mandsome' (Par) set to open July 21 at \$2.000.

Say, 500. Second week close to \$35,000, good. Tomorrow (Thurst' \$20,000, okay. Second week close to \$35,000, good. Tomorrow (Thurst' \$20,000, okay. Second week close to \$35,000, good. Tomorrow (Thurst' \$20,000, okay. Second week close to \$35,000, good. Tomorrow (Thurst' \$20,000, okay. Second week close to \$35,000, good. Tomorrow (Thurst' \$20,000, for \$2,500, for

60-85-99-\$1.65)—'New Faces' (RKO) and stage show. This house got the most of the out-of-town business over the Fourth but only about \$75.00 indicated on the week, disappointing though fair. Last week only \$65,000 for 'Eyer Si Eve' (WB),

pointing though fair. Last week (PB), possible (750: 25-40-55)—League of Frightened Men' (Col), At +\$8,000 okay, Last week of Frightened Men' (Col), At +\$8,000 okay, Last week, A Fight to the Finish' (Col), Plus the Louis-Bradeok fight films, got \$47,500, disapointing.

Rivoli (2,092; 25-55-75-85-99)—Slave Ship' (20th) (3d week). Sluffing off and probably not more than \$15,000, if that, yet stays a four than \$15,000, if that, yet stays a four than \$15,000, if the possible (100), Scott (100), Sc

\$17,000.
State (3,45; 35-55-75)—'Woman Chases Man' (UA) (2d run) and Duke Ellington's rehestra. House gets back to normal this week at indicated \$25,000. Last week "Parnell' (MG) (2d run) and vaude headed by Emile Boreo, \$20,000, disappointing.

'Cap'ns' Hot 33G In Deserted Hub: 'Faces' Fair 17G

Two winners stand out this week: Captains Courageous and the Walt Disney Academy soecial day-and-dating at the Orph and State, and New Faces on a dual bill, the Memorial

Memorial.

Otherwise town is lethargic. Tremendous exodus from this area to the Cape and northern New England over-balanced the influx of holiday tourists.

thing \$12.100 on th. House of \$10.500 on second how ending it the \$10.500 on second how ending it seven days layer, opens (MSP) (1.500 on \$10.500 on Second how ending it seven days layer, opens (MSP) (1.500 on \$10.500 on Second how ending it seven days how a size on the second how ending it seven days layer, opens (MSP) (1.500 on \$10.500 on Second how ending it seven days hor and h

Holiday Weather Sours Philly B.O.'s; 'Marme' 16½G, 'Faces' Only Fair 11G

Philadelphia, July 6.
Perfect holiday weather spelled bad medicine for most of the down-town film houses, with most of Philly's anusement-seeking population out of the city.
Fox looks to be about the best of the lot with The Singing Marine' as its feature. The special bally hooed opening on Thursday plus an unexpectedly stronger of the city of the street of the city were specially stronger of the city of the special bally hooed opening on Thursday plus an unexpectedly stronger of the city of the control of the city of the control of the city of the control of the city of the

Estimates for This Week

Revue on stage and Married Before Breakfast' on screen.

Estimates for This Week
Arcadia (600; 25-40-50)—Turn Off Moon' (Par) (2d run). Tegit \$2,000.
seen. Last week 'Miracles' (UA) (1st run), \$900 for three days. Pick Star' (MG) (2d run), \$1,100 'in four days. Both low.

Boyd (2400; 40-55-65)—'Emperor's Candlesticks' (MG). Notices n.sg., 1800 for the control of t

gond.
Keith's (2.000: 30-40-50)—'Ahother
Dawn' (WB) (2nd run). Openec
Saturday (3). Fair \$2,800 indicated
Last week, 'Woman Chases Man
(UA) (2nd run), neat \$3,700 in eigh

State (170): 40-55-65)—New State (18KO) O pened vesterday week is all: lucky if it rets \$11.000, fair. Last week, Slave Ship' (20th). robust \$18,000 in 11 days. Stanton (1700): 30-40-50)—Great Gambini' (Par). Indicates fair \$6,000 at best. Last week. "Behind the Fieddines" (RKO and fight films, ice \$7,200.

Taces' Red 4G in Indols.; Marx Bros. Okay \$9,000

Day at the Races, 'at Loew's, and Cab Calloway on the stage at the vaudilm Lyric with 'Wings Over Honollul,' are winners of the week here in spite of the exodus of many natives to outdoor spots over the three-day holiday outdoor spots over the discrete with certain the control of the contro

Slave Ship' at the Apollo is not bright.

Estimates for This Week
Apollo (Fourth Ave.) (1,100; 25-40)
—Slave Ship' (20th) (2d week).

Forced because of lack of strong product; meagre \$2,500. Same picture in its first week did \$5,500, good.

Circle (Monarch) (2,800; 25-40)—New Faces' (RKO) dualled with Behind the Headlines' (RKO).

Former given big campaign but is not pulling; \$4,000, poor. Last week, Mountain Music (Par), second week, \$4,400, good.

Loew's (Loew's) (2,600; 25-40)—Day at the Races' (MG) dualled with 'Devil is Driving' (Col). Marx Bros. picture has had lots of publicity, having been announced at several previous dates and then left the strong of the s Mountain Music (Par), second week, \$4,400, good.

Loew's (Loew's) (2,600; 25-40)—
Day at the Races' (MG) dualled with Devil is Driving' (Col). Marx Bros. picture has had lots of publicity, having been announced aseveral previous dates and then pulled each time. Some of the cities week experse, but pull indicates \$30,000, swell. Last week, Captinis \$30,000, swell. Last week, Captinis \$30,000, swell. Last week, Captinis \$400, decous' (MG), second week, \$4.

Sumary (Colson) (2,000; 25-30-40)—
Wings Over Honolulu' (U) and Cab Lyrle (Olson) (2,000; 25-30-40)—
Wings Over Honolulu' (U) and Cab Calloway band on stage. Latter given build-up; heaced for \$11,000, very good. Last week, 'Anothe. Dawn' (WB) and vaude, \$9,000, good.

'Nother Life Beginner Hollywood, July 6.

Nat Pendleton goes to 20th-Fox for Life Begins at College' on loanout from Metro.

He recently returned from England, where he appeared in a Gaumont-British picture.

B'KLYN HAPPY

Weather Gave Pic Houses Break; 'Races' Good \$16,500

rooklyn, July 6.

Weather Saturday and yesterday
(Monday) proved keen di int-ment to outdoor showmen during Independence Day weekend. Rest was that downtown deluxers mopp up with some first-rate pics on all

Par is offering 'Met Him in Paris' and Make Way for Tomorrow for second week and doing cyclonic bi, while Met, ith Marx Bros. in 'Day at the Races' as solo attraction is well.

imates for This Week
; 25-35-55) — There
Goes My Girl' (RKO) and 'Meet the Missus' (RKO), plus new March of

Time, Holiday mi helped boost gross to tune of satisfactory \$15,000. week, Roads'

Time, Holiday mi nerpea boost gross to tune of satisfactory \$15,000, week, Roads' (20th) and Behi Headli (RKO), \$15,000, okay.

Fox (4,000; 25-35-55)—'Slim' (WB) and 'Night of Mystery' (Par). Anticipate okay \$17,000. Last week, 'Madrid' (Par) and 'Backstage' (GB), 15,000, and doing very compensation of the compensation of th

Tourists Hypo Buff. Biz: 'Candlesticks' Good 12G

Buffalo.

Buffalo,
With the town jam-packed with
holiday tourists, local b. o.'s are
standing up well against the heaviest
competish this year,
ingling Circus showed to full
tents twice daily Sunday and Monday; baseball offered night games;
beaches underlined speci attrac-

day; baseball offered night games; beaches underlined speci attractions and the weather was perfect for outdoor amusements. Still, the pix are giving a fairly good account of themselves, due largely to the heavy influx of tourists.

Estimates for This Week

Buffalo (Shea) (3,600; 30-40-55)—
Emperor's Candlestick's (MG).
Drawing good \$12,000. Last week, 'Another Dawn' (WB), fair \$10,800.
Century (Shea) (3,400; 25-35)—
Manhattan Melodrams' (MG) and 'You Can't Buy Luck' (RKO). Good enough \$7,000. Last week, 'Riding on Air' (RKO) and 'Border Cafe' (RKO) \$4,800, fair.

Great Lakes (Shea) (3,400; 30-50)

Marshall.

Hollywood, July 6.
Paramount closed deals for three tories over the week-end.
Yarns bought were 'Crime in a Skyscraper,' by Norman Springer; They Knew What Happened,' by Vera Caspary, and 'A Straw Hat in the Summertime,' by George Bradshaw.

FARRELL TO RKO

Radio has borrowed Glenda Farrell from Warners for a featured in 'A Love Like That.'
Cast toppers in the film will be Barbara Stanwyck and Herbert

-- Captains Courageous' (MGM) (2nd wk). Dropped off, but fair enough at \$7,000. Last week, big \$15,000.

Hipp (Shea) (2,400; 25-40)—Sing and Be Happy' (20th) and 'Once a Doctor' (WB). Fair \$5,000. Last week, 'Make' Way for Tomorrow' (Par) and Turn Off Moon' (Par), good \$5,400.

good \$5,400.

Latayette (Ind.) (3,400; 25-35)—
'Wings Over Honolulu' (II) and 'Oh,
Doctor' (IV), 'Nice \$6,000. Last week,
'Parole Racket' (Col.) and 'In Army
Now' (GB), fair \$5,200.

Upped Scales in Port.; 'Races' Wow \$10.000

their scales, 15c., tops now set at 55c.

Estimates for This Week
Broadway (Parker) 2,200; 30-55).

"Day at Racese (MG and Mighty Trever of Mellow (Parker) 2,000; 30-55).

"Day at Racese (MG and Mighty Trever of Mellow (MG) and Mighty Mellow (MG) and Miracles' (GB), second week, nice \$4,700. First week ran up big \$7,900.

Mayfair (Parker-Evergreen) (1,400; 30-55).—Star Is Born' (UA) (6th week). Doing average \$2,000.

Fifth week was coupled with Louis-Braddock fight pix, boosting the b. o. ante to good \$3,300.

Orpheum (Hamrick-Evergreen) (WB) and The Great Gambin' (Par). Well received and going for fair \$5,000. Last week, 'Riding on Air' (RKO) and 'Silm' (WB), average \$5,500.

Paramount (Hamrick-Evergreen)

'Danger' Comes Home

Hollywood, July 6,
irector Otto Ludwig Preminger
brown at Work! last Saturday (3)
atter 33 days of shooting and three
temporary tieups.
First upset occurred when Ann
Sothern was substituted for Simone
Simon. Next John Carradine fell ill
and for the topper Mary Boland suffered a broken rib.

PAR SPEARS THREE

Paramount closed deals for three stories over the week-end.
Yarns bought were 'Crime in a Skyscraper,' by Norman Springer,' They Knew What Happened,' by Vera Caspary, and 'A Straw Hat in the Summertime,' by George Bradshaw.

'Faces' Shiny \$20,000 in Dull Frisco; 'Madrid' 14G, 'Go-Getter' 11G, N. G.

Paramount (F-WC) (2,740; 35-55)

| Madrid' (Par) and Ply August (Par) and Ply August (Par) and Outcast (Par) and Poutcast (Par) and Poutcast (Par) and Outcast (Par) and Poutcast (Par) and Po

Inside Stuff—Pictures

Fifth questionnaire issued by Sidney L. Bernstein, of Bernstein Theatres, Ltd., London, showed Gary Cooper, Clark Galel, Charles Laughton, Robert Taylor, Ronald Colman and William Powell voted the most popular male stars in the order named and Norman Shearer, Myrna Loy, Greta Garbo, Ginger Rogers, Claudette Colbert and Shriley Temple, most pop femme stars as named. Laughton was the only English player listed in the first six male players and none landed in the feminine group. Questionnaire commented on fact that Taylor hit fourth place the first time he appeared on the list. Miss Shearer was first for the third consecutive time. Of the featured players, Arthur Treacher, Eric Blore, Una Merkel and Patsy Kelly were tops. Voters among men still prefer the thriller-adventure picture as compared with 1934, while the feminine preference has shifted in that time from musical comedy to society drama. Both sexes showed they liked cartoons best among shorts. Odd feature was that most of those in the tabulation did not object to advertising films. Frank Capra was voted the most popular director, with Alexander Korda second. 'Mutiny on the Bounty,' Lives of a Bengal Lancer' and 'Mr. Deeds Goes to Town' were rated the outstanding pictures in order listed. Balcters suggested, first, that cast lists be given at end as well as start of films, and second, that more newsreels be shown. Bernstein sent out 325,000 questionnaires, with more than half returned.

Possibility of court action, as reported contemplated on the Coast, by Screen Playwrights against the Authors' League of America, is discounted among League members in New. York. Legal move, understood to be plotted by the Screen Playwrights, would be aimed to combat A. of A. pressure on League members among the Screen Playwrights. Pointed out by ALA members that the League has no idea of trying to control, its members' votes when and if the National Labor Relations Board holds an election to determine the bargaining agency for fil writers. All the League will seek to do will be to force writers belongi to both the ALA and the SP to choose between the two izations the matter of membership.

If members remai in the SP, they will be asked to resign from the ALA. Such action, League members claim, is perfectly legal and legitimate and could not be combated in court.

How studios are subject to whims of outsiders was shown last week when Trem Carr leased a sailing vessel for \$175 a day, along with the ship's captain and owner, to film scenes for 'Windjammer.' Carr also planned to employ 10 sailors and to feed the outfit with the customary box lunches. Maritime unions informed him he would have to hire a union cook, union, waiters and dishwashers, also full complement of 21 seamen at \$10 a day each, besides an outside captain and other officers who would have to be paid at the rate they earn at sea. Owner-skipper was out as a player, Carr, who had planned to shoot at sea around 10 days, slashed his schedule to two days, thus beating the rap, but he is wondering where small indivisil get off trying to shoot sea stuff in the face of such tactics.

Harry Lachman, having finished 'Once a Hero,' and 'It Happened in Hollywood,' starring Richard Dix, for Columbia, wants his release. When he switched from 20th Century-Fox to Columbia, understanding was that he was to get own choice of stories and general big-time cooperation, and right off the reel he found himself behind the eight ball when he did the directing on Grace Moore's 'When You're In Love' and found the front office too willing to give Robert Riskin all the bows for both story direction.

With a view to getting its money back quickly, United Artists is rushing 'Star Is Born' through the contracts written on it as fast as prints can take care of bookings. There are a total of 324 prints, costly when i color, at work throughout the country and Canada. According to sales information in UA, 'Star' will go through its circulation quicker than any picture in the history of this and probably any other company.

High mortality in Hollywood has never been more gruesomely indicated than in Metro's announcement that it will remake 'He Who Gets Slapped.' Of the personalities in the original production not so many years back, only Norma Shearer alone survives. Participating when the company first made the pic were Irving Thalberg, John Gilbert, Marc McDermott, Eddie Connolly and Paul

Players, producers and directors are unitedly sounding off at Republi in protest over the lack of a studio publicity department. Republic's sole outlet for blurbs and puffs is in the form of press books prepared in New York and the plaint is unanimous that failure to loosen up with a studio praisery is hurting all around; also, what's the use of puting out good films at rock-bottom negative prices if they can't get a build-up.

Warner Bros. testing Philip Truex for the juvenile lead in "Tovarich," part his younger brother, James, is playing in the original Broadway company at the Plymouth, N. Y. Philip accompanied his father. rnest Truex, when the latter went to the Coast to appear in Marco Polo for Sam Goldwyn.

With Warners' Life of Emile Zola' due soon, and figuring there may be stage and film interest in 'L'Affaire Dreyfuss', Joseph Schildkraut. will attempt to obtain American stage rights to the Hans Rehfeich play while abroad. Schildkraut sailed for that purpose on two months' leave from 20th-Fox, to which he's under contract.

Harry Puck's dance-staging assignment at Paramount for the new 'Big Broadcast,' under Harlan Thompson's production supervision, is a reunion of a former Broadway production association. Both were associated in 'Merry-Merry' and other Vanderbilt, N. Y., stage musicals, when Thompson and Harry Archer wrote 'em and Puck was the juve lead.

Bobby Breen's 'Make a Wish' has been boosted \$50,000 in cost, making it probably the most expensive flicker Sol Lesser has made. Gertrude Berg, who screenplayed from is writing added scenes. Picture

Around 700 Orientals will be used in mob scenes for Samuel Goldwyn's. The Adventures of Marco Polo. Extras will go on two-weeks locati with Tom Gubbins, L. A. Chinatown contact with picture studi handling the mob.

FRENCH QUOTA STAYS AS IS

U.S. PIX NOW IN **AUSSIE AND** SO. AFRICA

Capetown,
Current pix lineup here is:
Alhambra (ACT), 'Give Me Your
Heart' (WB); Plaza (Union) 'Maytime' (MG); New Grant (ACT),
China Clipper' (WB); Royal
(Union), 'Woman Alone' (UA),
Agollo (ACT), 'Keep Your Seats'
(Assoc. Brit.); Elstree (ACTO),
Circus Clowal (WB).

Coliseum (ACT), 'Gold Digers of 1937' (WB): Palladium (ACT), 'Dreaming Lips' (UA); Bijou (ACT), 'The Great Ziegfeld' (MG) (revival); Metro (MGM), 'Maytime' (MG) Standard (ACT), 'Charlie Chan in Expert' (20th). Egypt' (20th).

Durban,

Playhouse (ACT), 'Dreaming Lips'
(Ua), 'Criterion (ACT), 'The ExMrs. radford' (RKO); 'Kings'
(Union), 'Petticoat Fever' (MG);
Alhambra (ACT), 'Triple Trouble'
(RKO); Avenue (ACT), 'Mr. Deeds
Goes to Town' (Col); Cameo (Indie),
'The Plot Thickens' (RKO).

Sydney, June 14.

Week's solid rain helped mat biz, with nights not so good. Folks stayed home nights by warm fires and radios.

and radios.

'After Thin Man' (MG) got away to a good start and should have no difficulty in clicking up a score. Three Smart Girls (U) also came in and looks the goods for high trade. Both pix received heavy exploitation prior to remainer.

pix received heavy exploitation prior to premiere.

"When You're In Love" (Col) has had a fine run of four weeks, but will bow out to make way, for "Wom-nan I Love" (RKO). "Five Over England" (UA) also takes a bow out this week in favor of "Lost Horizon" (Col). 'On the Avenue' (Fox) slips into third week and looks like going to four, while 'The Show Goes On' (ATP) stops on sixth stanza to make way for "Rainbow on River" (RKO). Par's 'Swing Lion', Swing Low' is not so hot, but good for a moderate run if a build results after exploitation plug. Rest include 'Men Are Not Gods' (UA), 'Mountain Justice' (WB), and 'Top of the Town' (U). Monte Carlo Russian Ballet is playing a repeat date for W-T, and vaude-revue biz capacity for Frank Neil.

Melbourne, June 14.
Great bo. biz lineup with 'My Man.
Godfrey' (U). 'Rose Marie' (MG).
'Charge of Light Brigade' (WB).
'Texas Rangers' (Par) 'Show Goes
On' (ATP), 'Girl From Paris' (RKO).
and 'As You Like It' (GB).
Legit has revival of 'Chocolate
Soldier' for W-T, and vaude-revue
for Neil is holding well.

New Zealand, June 14.
Pix playing Auckland, Wellington, Christchurch and Dunedin include Camille (MG), Seventh Heaven' (Fox). Beloved Enemy' (UA), 'Pennies From Heaven' (Col), Woman Rebels' (RKO), 'Michael Strogoff' (RKO), 'Three Smart Grils' (U), 'Charge of Light Brigade' (WB), 'Tarzan Escapes' (MG), 'When You're In Love' (Col), and 'Rose Marie (MG).
Marcus show is still the tops for Fullers-Snider-Dean.

Japs Renew Experiment Of Mixed Films Policy

Jap producers are making a determined effort spots retofore riveted to foreign flickers. Latest attempt is Imperial the atre, operated by Shochiku. House has always steered clear of home make flickers, but this week teamed Shinko's 'Aienkyo' (The Girl from the Country'), with 20th-Fox's 'Reunion'. Thus far, none of the downtown ace spots have been able to make it a go with mixed programs. Toho's deluxer, Nippon Gektio, tried it about a month ago.

But Nights Are Cool

Hollywood, July 6.
Despite protestations by L.A.
Chamber of Commerce, story is
out that Glen. Gray and the
Casa Loma crew stripped down
to their shorts while waxing
for Decca in recordings studio
last Friday (2).
Mercury climbed to 105.

Color Coronation Film Still Awaiting Aussie Distrib: Rent Too High

Sydney, June 14. Colored pic of Coronation has

Colored pic of Coronation has been here week now without release. was offered to
Greater Union-Hoyts-General Theatres, but bookers were not prepared
to pay the stiff price asked.
All theatres are playing the blackwhite coverage and feeling is around
that Coronation as bo. puller has
slipped into background. Colored
coverage may pull additional trade,
but a deal will have to be made soon
to mean anythi

CHINESE BURN OVER JAP-GERMAN FILM

Tokyo, June 16.

Japs are pretty much het up over recent disturbance in China, occasioned by a demand made upon Shanghai municipal authorities by 'Anti-Japanese National Salvation Body,' that the Japanese-German produced pic, 'The New Earth' be banned. Complai ing org threatened to attack the Towa, Jap-owned cinema, where pic was being run, if demands were not satisfied.

Reason for the outburst was because the film allegedly contains propaganda regarding Manchukuo considered distasteful to the Chinese.

MG's Anzac Expansion

Metro moves into the Liberty here by an arrangement with Imperial Theatres, owners of the house, Expansion move is to allow an outlet for the ace attractions banking up in the company's vaults owing to the success at the St. James of other Metro acers.
Move will probably take place at the end of this month, with 'Good Earth' as the opener, thereby giving Metro two big city spots for major attractions.

HUISMAN'S EXPANSION

Rene Huisman, New York indie distributor, is setting up offices in London, Paris and Warsaw, sailing for Europe early in August to handle

igures on acquiring U. S. rights to forei pix, probably for dubbing. Also hopes to distribute indie American films on the continent.

SAME TERMS FOR '37 - '38

French Film Circles Dissatisfied-Had Hoped For eign-Americans Particularly, Would Be Given a Tougher Deal Home Industry

'38-'39 THREAT

Pari,
A. great deal of dissatisfaction in certain, French film circles and a certain extent of the opposite in American film circles came to the fore here this week with the publication of the 1897-38 foreign film quota.
American satisfaction, accompanied by breather for at least another year, was a result of the terms of the quota which rests on the same basis of last year and the year before. While not accorded more favorable terms than they now have, they at least can count on another 2 months passi without complications.

cations.

In a decree published in the Jour-nal Officiel of June 24, the number of foreign films which can be shown in France is maintained at 94 each

(Continued on page 23)

NAZI PIX SLUMP A BREAK FOR U.S. FILMS

American film product is getting a better break in Germany today than it has in many months. Apparently this is not because of any desire on the part of Nazi government to give pictures from this country a break. Rather, it is simply that German made product has bogged down badly, according to word received by picture representatives in N. Y. This has brough more playdates and additional coin for U. S. distributors. Despite this slight improvement, all major companies continue to encounter the old difficulties in getting money out of Germany. Twentieth Century-Fox, Metro and Paramount, who are securing the bulk of this biz, are confronted with this, biz, are confronted with this biz, are confronted with

Magyar Studio Space at Premium; **Considerable Production Activity**

Jeffrey Bernard Wedding To Edna Bunty Next Wk.

London, July 6.

Jeffrey Bernerd, general distribution head of Gaumont-British, and
Edna Bunty, former Ziegfeld Follies' girl, will marry here next
week.

Miss Bunty arrives Saturday (10) from New York for the nuptials.

NEW ITALIAN **DUBBING TAX** HITS U.S.

Rome. June 25.

Rome, June 25.

New Italian regulations regarding the dubbing tax went into effect June 21. Thus the last bit of hope which representatives of American producers here cherished that the high increase in the dubbing tax would be modified was buried once and for all.

Even after the decision of the second control of the second con

high increase in the dubbing tax would be modified was buried once and for all.

Even after the decision of the Italian authorities to up the dubbing tax became known, American representatives still tried to persuade the Italians not to make such drastic inroads upon the agreements latter had concluded with Will Hays regarding imports of U. S. films. Hays representative in Europe, Harold Smith, came down here from Paris to see what could be done. Now that unfavorable new regulations have become operative despite all persuasion that could be brought to bear. Smith has gone back to Paris. The new Italian film decree has following provisions:

1. Dubbing tax increased from \$1.500 per film as at present to a sum varying between \$2,500 and \$5,500 per film, the amount being made dependent upon the bo. receipts of all the cinemas in Italy where films are shown.

2. Hitherto Italian producer was allowed, to dub three foreign films free of tax for every Italian film he produced. Now that number is increased to four, and the value per dubbing permit is fixed at \$125—making a total of \$10,000 subsidy per Italian film produced, instead of \$4,500 as heretofore.

3. The cash prizes offered to Italian producers by the Italian government have been upped from \$100,000 to \$4500.000 a year—thus providing a further subsidy in addition to the above-mentioned \$10,000 per film obtained from the sale of the dubbing permits.

4. All Italian cinemas are required to show one Italian film for every

Budapest, June 27.

After much walling about the odds against Hungarian-language producting it appears that there's money in the business after all. That's the only way to explain the fact that both studios at Hunnia and the one at Filmiroda are occupied throughout the summer. Demand for added studio space again, revives the oft-discarded plan of putting the Starstudio, dark for the past 12 years, into working order again.

Star studio plant, well-equipped for silents, can, however, hardly be made available for sound film production, since it is located close to street-car lines and exposed to much traffic noise.

street-ear lines and exposed to much traffic noise.

'Sports Love,' directed by Zoltan Farkas, and a patriotic picture. Our Life and Our Blood,' directed by Alaios Bihari, have just been completed Hunnia. Revenge Is Sweet,' ith Janos Vaszary directing and Mizzi Erdelyi, Inne Raday and Antal Pager in the cast, is now being shot. Two more are scheduled for production in the course of this month: screen version of the successful comedy Eighty-Mile Speed and an original, 'Springtime Hotel.' Next on the program is a pictur based on Eugene Heltal's mystery novel, 'Number 111.' Bi-lingual versions, in German an Hungarian, of 'Three to One, Love Leading' is to be shot at Hunni in July, Rosie Barsony and Oscar Denes, who were in the stage show both in Vienna and in Budapest, will act in both versions.

Rosie Barsony is playing the lead in a film version of 'Vicky' at the Filmiroda studio. Next on schedule is 'Storm on the Plain,' an Alexander Hunyady picture. All these are adapted from recent successes in local legit.

Program of new producing company, Budapest Film Co., has been set for the first six months: This is working on a larger scale than any local company so far, buying material and making contracts for six pictures at a time, instead of the usual one or two, beyond which local independent companies have never gone.

Sari Fedak is starred in two traffic noise, 'Sports Love,' directed by Zoltan

local independent companies have never gone.
Sari Fedak is starred in two Budapest Films' pictures. One scenario is by Jolan Foldes, author of the All Nations' Prize novel, 'Street of the Fishing Cat.' Marika Roekk will be starred in abother picture. One scenario is an 'original by a young author, Paul Barabas, and the sixth is a screen version of a prewar musical comedy hit, 'Aulumu Manoeuvres.'

5 Courts in 5 Nations To Decide Who Owns 'Maritza' English Rights

Budapest, June 25.

Courts in five countries will shortly be called upon to decide an unusually involved case of authors' rights, when a number of lawsitic connected with the film rights of Countess Maritza' come before judges in the United States, England, Germany, Austria and Hungary respectively.

Metro intended making a pictur of Ammerich Kalmann's operetita, but desisted on account of legal complications, Richard Oswald, German producer, some years ago bought the, world rights, minus English-language territory, of 'one Kalman film' Owing to some mistake in the wording of the contract, Oswald thought he was authorized to selt the American rights of 'Maritza' to Alice Huebsch, an actress, who done to play the lead in the London stage version the musical. Kalmann, the composer, tried to buy back the rights from Miss Huebsch in order to avoid complications, but found she had already re-sold the same to Franz Wenzler, ex-theatrical manager of Vicinna.

Result is an avalanche of lawsuits, Arthur contends that Oswald had no right to sell Englishlanguage rights without his consent.

G.U.T -Hoyts Deal, Plus 20th Angle, A Tough Jigsaw Puzzle In Austre

Sydney, June 15.

Jigsaw puzzle, throw all the pieces on the ground, and then attempt to put the thing together agai ith closed eyes. It's about as easy as figuring out the tangle surrounding Stuart F. Doyle, Norman B. Rydge, Charles Munro, Ken Asprey, reater Union and Hoyts, not to mention 20th-Fox, 3id. Kent, Walter Hutchi and Stanley Crick.

Doyle's out of G.U.T. But Doyle is still boss of Union Theatres' Investments, owners of State Building housing State theatre, Sydney, which, by the way, is leased to Greater Union a pretty high figure and used by unit as a show-window. Doyle also says he's not through ith the pic biz by a long shot.

Doyle, who quits June 30. Several Doyle, who quits June 30. Several indie names are reported as in for the job, but no decision was reached. Stated that final pick may be deferred until Charles Munro returns from America. Why this should be noblody can figure out. Munro has no connection at present with G.U.T., or with General Theatres, because he resigned as co-director of latter when G.U.T. bother first came up. Today, Munro's simply m.d. of Hoyts. What he'll be on his return is something else. thing else

Reported that at this same huddle, Norman B, Rydge went back again as chairman of directors, which leaves the situati as it was before. (Continued on page 21)

NEW FACES OF 1937

(MUSICAL)

Edward Small TIKO redicase of Edward Small production. Features doe Fenner. Million Berbe,
Partyykarkus, Harriet Hilliard, William
Brady. Jerome Cowan and Thelian Levias,
Directed by Leith Jason. Seven pizze,
Directed by Leith Jason. Seven pizze,
Howard J. Green; based on story. Shestring, by George Bradshaw; selecti,
Day at the Deem and Sammy Fuln,
Walter Bullock and Harold Spins, Ben
Foliack and Harry Janes,
Walter Bullock and Harold Spins, Ben
Rollack and Harry Janes,
Rollack Henderson, Jose Spins,
Ben
Kose, Chas, Henderson, Story Webbistrangements, Chas, Henderson; denses,
Sammy Lee; camera, J. Roy Hunt; special
arrangements, Chas, Henderson; denses,
Sammy Lee; camera, J. Roy Hunt; special
effects, V. L. Walker; film editor, Groege
Crone. At Radiotly of meditor, Groege
Crone. At Radiotly of Muning Line, 105
mitts,

| | Running Chie, 100 |
|-----------------------|------------------------------|
| mins. | Joe Penner |
| Seymore Semor | Atlian Danie |
| Wellington Wedge | |
| | |
| | |
| | |
| Robert | Jerome Cowan |
| Elnine | Jerome Cowan Thelma Leeds |
| Judge | Tomniy Mack |
| Sught | Lorraine Krueger |
| Count | Bert Gordon |
| Hant's. | Patricla Wilder |
| Probon | Patricia WilderRichard Lane |
| | |
| And Store Mer | |
| Description and | George Rosener |
| | |
| | |
| JOB GUZZUM | Hite and Stanley. |
| Specialties: Lowe, | Dean, Eddle Rlo and |
| Brian Sisters, Derry | lros. Catherine Brent. |
| Bros., Seven Loria, I | Chocolateers, Four |
| Ann Miller, Three | hants Comille Sorie |
| Playboys, Dorothy R | oberts, Camille Soray, |
| Rene Stone, and Dias | ne Toy, |

'New Faces of 1937' is not a good picture. It will bog down i the ace houses, but its multi-radio cast names should sustain it as the scale A salable icture but a street. With some 20 mi

isappointment. isappointment. With some 20 mi utes out it would shape up much better, Still, it's a hodgepodge of vaudeville, ight club and radio talent, illfully blended and rather inanely promulgated.

of the 1929 vintage of film

musicals, , backstage stuff with multiple auditions. about a Broadway show, Faces, ith Broadway show, Faces, ith the hero the author and the girl the anonymous angel. This is the cuse for the marathon auditions of talent. And, of course, the actual premiere of the show, for the fin-ish, is another parade of new people. The show is an apparent click; the mild menacing forces are co-ordinated, and withal, things happen

in the Hollywood manner so that climax coincides with en-thusiastic (screen) audience acclaim Edward Small, who produced, has ince severed connections with this atudio

in the show is an apparent click; the mild menacing forces are conditated, and withal, things happen, the Hollywood manner of the condition of Edward Small, who produced, has ince severed connections with this studio.

Feature was seemingly intended as an annual proposition—or there were hopes in that irection. It parallels Leonard Sillman's everal New York legit editions, But the third seems of the will have to be the will have to be more difficulty blended. As with many films of this type, it really reminds of a big short, held together by stray strands of plot.

Picture marks Milton Berle's film debut. Berle screens well, works hard, as usual, and isst without effective moments. Yet he strates and the strain of the strai

Richard Lane, is from a Broadway stage revue.
Songs by the many tunesmiths are so-so. No big potential hit and the attempt to plue Peckin' goes beyond its basic worth. The odd-rhythmed back-and-forth rust corn, has been used by comedy dancers as an exit for years and is an awkward and ungainly conception at best. It doesn't screen well at all.

Season.' They also did 'Penthouse on Third Avenue,' 'It Goes to Your Feet' and 'If I Didn't Have You'. Charles Henderson authored the title song as well as creating the vocal arrangements; 'Widow in Lace,' by Bullock-Spina, is a rhumba production number flash, and Ben Pollack-Harry James authored 'Peckin' with additional lyries by Edward Cherkose. Joe Penner's specialty, 'When the Berry Blossoms Bloom,' is a rewirle on his standard. Pussywillow and the Berry Hossons Bloom, is a rewirle on his standard. Pussywillow and the Hall Raymond to the come and the Raymond to the come and the rest of the technique is high-grade albeit defeated by superfluity of footage.

THE SINGING MARINE

(MUSICAL)

N. L., week June 39, '37. Running time
lob Bient lek Powell
bor Bent lek Powell
loggy Randali ris Weston
Stim Baxter ... | Lee Dixon
Ma Marcine ... Jane Dixon
Ma Marcine ... Jane Darwell
Sorgenin Mike ... Jalen Jenkin
Lary Monkwell ... George (Do) Rocis well
Lary Monkwell ... George (Do) Rocis well
Lary Monkwell ... George (Bo)
Lary Marcia Raliston
Darwell ... Marcia Raliston
Diane ... Monkyonery Mallon ... Berton Churchill
Jane Wynna ... Jane Wynna ... Jane Mynna ... Monkyonery Mallon ... Berton Churchill

Just a fair musical romance, ' ing Marine' is the kind of a picture that should ease by for the summer and may succeed in doing average busi Songs are okay, comedy is pleasing, story is strictly musical comedy and the casting adequate. Picture is a little draggy, details of an ordinary story being the cause

an ordinary story being the cause. Daves' scenario makes Dick Powell take the film's title literally. From the San Diego Marine base Powell and a local beanery cashier (Doris Weston) go to New York to try out on an amateur radio hour.

try out on an amateur radio hour. The girl flops, but Powell clicks and, most fictional manner, sky-rockets to fame and in and out of the Marine Corps. His Marine pals go sour on him with matters not being

Miniature Reviews

'New Faces of 1937' (RKO)

New Faces of 1937' (RKO) Mediore musical with, some broadcasting names. Best chance is in secondary houses. "The Singing Marine (WB). Dick Powell and Doris Weston in a moderate musical. Fair-enough for summer. "Easy Living" (Par). Slapstick farce which does not fulfill the box office possibilities of Jean Arthur, Ray Milland and Edward Arnold. In of Gamblers' (Par). Fair gangsters pic featuring Claire Trevor, Lloyd Nolan, Akim Tamiroff.

"Love i a Bungalow" (U),
Juvenile i theme and treatment. Nan rey of "Three
Smart irls' in the lead. A bot-

Smart 1715
tom dualer.

'It Could Happen to You'
(Rep). Lightweight melodrama

tom quater.

14. Could Happen to You'
(Rep). Lightweight melodrama
for quals.

War

Karloff as a Chinese bandit
leader in first class melodrama that merits billing
where the st popular,
Ricardo Cortez and Beverly
Roberts in support.

Dangerous Abliday
rivial juwe adventure.
The Californian (20th-Fox).
Ricardo Cortez as the mythical
Escobar, Robin Hood of the
ranchos. Good secondary dual
feature.

Fight to the Finish' (Col).
-war meller sans names, Taxi-war appeal limited.

EASY LIVING

EASY LIVING

Hollywood, July 6.

Paramount release of Arthur Hornblow, Jr., production. State Jean Arthur Gender, Jr., production. State Jean Arthur and Edward Arnold, Production directed by derion, From story by Vera Caspary, occuping the state of the

Slapstick farce, incredible and without rhyme or reason, is Paramount's contribution to the cycle of goofy pictures which started and, from a box office istandpoint, practically ended with 'My Man Godrey, This one is a poor imitation. Shall be a supported that he was a support of the control of the contro

bearish tip she suppli comes straight from the Big Man himself, there is a panic of selling. When it looks as if everything is lost in the crash Miss Arthur reverses the Rela divey do. That's the kind of girl she is, and that's the kind of picture it is. Yarns of this sort are likely to get out of hand by introducing low slapstick comedy which is exactly what Leisen does in the Automat scene. When the food throwing ends there is nothing left for the players that was a standard of the search of the search of the search with an impossible part. Supporting roles are taken by Mary Nash, Franklin Pangborn, William Demarest and Andrew Tombes. From such as these one might reasonably anticipate some worth-while entertainment. Hence, the disappointment.

MEET THE MISSUS

MEET THE MISSUS

RKO release of Albert Lewis production.
Stars Victor Moore. Helen Broderick, Feens
Stars Victor Moore, Telen Broderick, Feens
Santley. Screen play by Jack Townley.
Lady Average. by Jack Goodman, Albert
Fert Grant, Jack Modeensie, nusical "direction,
Roy Webb. At Palace, N. Y. double bill,
week Jaly J. 37. Running lune, 65.mina.
Direction of the Common Start Modern Mod

Victor Moore once agai is called upon play one those docile souls, that are his stock in trade, in this light-headed film farce which

RKO promotes especially the family trade and is destined for the lower half of duals. It is the inevitable turning of the ri iculously
wormlike husband is looselywoven yarn that furnishes the fun.

wormlike husband is looselywoven yarn that furnishes the fun.
Moore, all his familiar bag of
tricks, is a merry andrew to be
reckoned with, whether it be in a
major Broadway musical, upon the
screen or on the air. His is a reliable technique that seldom misses,
even though it would seem that the
Hollywood scripters often provide
some rather shoddy materials with
which to work.

"Meet the Missus,' despite its solid
phalanx of authors and adapters, is
not the happiest vehicle for the
comedian and his talented teammate, Helen Broderick, but they armate, Helen Broderick, but they are
fall out of the ruts of gagmania
by the sheer force of their collective
gifts. Story concerns, in crazy quilt
design, a wife who is a pushouer
for contests and newspaper coupon
clipping.

Both Moore and Miss Broderick
play their roles broadly and often
with genuinely comic effect, when
the story does not let them down.
Mild love interest is provided nicely
daughter of the Fosters, and Alan
Bruce, as a noodle salesman, and
other subgidiary roles are amusingly
played by William Brisbane, Edward
H. Robins, Ray Mayer and Frank
M. Thomas, Joseph Santley has directed the picture at a lively pace
throughout and the camera work is
okay.

Row!

I COVER THE WAR

Universal release of Trem Curr production. Features John Wunne, Detected by Arthur Lubin, Adapted by George Wagge uer from original to Bernard McConville; camera, Mary Newmann, Reclowed in Gramma, Mary Newmann, Reclowed in Gramma, Mary London, John Star Lunning time. In John Wijne Lubin Star Lunning time. John Wijne Lubin Gawan John Wijne Pamela Gwen Gaze Elimer Don Ba John Star Lubing time. nore time on the control of the cont

Graham

This Arabian desert picture should prove to be dashingly appealing to juveniles. It is genuine, multiple bill stuff and definitely deserves a place on screens in houses where customers are not particular about their kind of entertainment. Unimaginates story. Two newsreelmen are assigned, out of London, the control of the contr

mandant, It's a sketchy production with unimpressive backgrounds. Of course, there is some galloping and shooting and the kids will like that. The acting is uniformly stiff. The appent effort to sprinkle comedy and romance into the plot is not realized much.

KING OF GAMBLERS

(WITH SONGS)

WITH SONGS)

Paramount production and release. Feature of the paramount production and release. Feature of the paramount production and release. Feature of the paramount product prod

This meller is of the old gangster school of pix, but well enough done to rate okay in the smaller spots solo. It's chief drawback is in following so closely on the heels of Marked Woman, whose major ingredients in plot and rough stuff are much the same as in this Par production. The Bette Davis starrer. As with the Bette Davis should be the Bett

in the film, but are passaue for unsubject.

Production in a few spots looks expensive, notably one nitery scene and the interior of the sumptuous apartment furnished for Miss Trevor by Tamiroff. Otherwise the sets are average, as is the photography. Scho.

Love in a Bungalow

Universal release of E. M. Asher preduction. Directed by Raymond B. McCarer, Prom. wriginal story by Eleanore Griffin Parker, Karen DeWolf, and Laines Mallanuser; film editors, Bernard W. Burton and Irving Brinbaum. Musical director, thatives, Frevin. Praylened at Paningen. Charles, Provin. Praylened at Paningen. Charles, Provin. Praylened at Paninge (int. ed. 1912), 27. 37. Running time, ed.

Hollywood, July 2, 37, Kunning ming.

Synthetic little story for adolescents, written, directed and acted in an amateurish manner, 'Love in a Bungalow fouches low in audience appeal and box office draw. Will bestoved into secondary dual spots when nothing else is available. Story purports to recount the rostory purports of the recount of the rostory of the rost of the r

mandant, It's a sketchy production with unimpressive backgrounds. Of course, there is some galloping and shooting and the kids will like that. The acting is uniformly stiff. The apparent effort to sprinkle comedy and romance into the plot is not realized much.

The camera work in this cameramen's tale is nothing much to comment upon. Shan.

Shan.

The camera work in this cameramen's tale is nothing much to comment upon. Shan.

Trans.

It Could Happen to You

AT CUGIU ARAPPENI O I OU

Republic piense of Leonard Fleids protude. Over Davis, Jr. Astrid Allway,
Jr. As Anne Annes A

So-so melodrama with fashioned plot. No marquee names and word-of-mouth won't be so hot. Looks destined for below-decks dualer, where it should carry its share.

share.
Principal trouble with the pic issuggested by the title, which never
becomes convincing. Looking at the
film, that 'It Could Happen to You'
seems improbable. In this case it
wouldn't happen to anyone who used

to anyone who used his head.

tory deals with indly immigrant's two sons, one of whom is adopted. Latter steals the old man's savings to buy a school. Accidentally kills the victim when he's discovered. Boy's mounting trouble all stems from his early, silly error, but the steal of the steal

icide.

While there's nothing in the constricting circumstances of the story that intelligence wouldn't solve, the yarn has moments of compelling interest. Some of the characters are badly written and not well directed. Others suffer from weak playing. Chief merit of the pic lies in two strong performances.

Others suiter from wear playing.
Chief merit of the pic lies in two
strong performances.

In a fairly logical character of the
woman scorned, Astrid Allwyn
(grown slightly plumper) nearly
walks away with the limber and actress
enough ability to throw the story out
of kilter by-copping the sympathy.
Performance is kept within the intentions of the script, however, and
the girl consequently seems understandable, itiful and believable.

Alan Baxter is satisfactory as the
stupid, weakling killer. Forceful
screen personality helps. Andrea
Leeds is merely decorative in the insipid part of the girl both boys love.
Unattractive makeup for the closeups. Owen Davis, Jr., as the other
youth, lets some promising scenes
slip through his limp fingers. Direction has done little to bolster the
story and acti weaknesses.

Hobe.

WAR LORD

| Warner Broa, relensa of Flut National- yan Foy production. Stars Boris Kar- foff, Directed by John Farrow, From Play Order Stars Borons, screen play by Production Browns, screen play by Production of Production of Pro- tee Williams and Production of Pro- tee Williams and Pro- lenging and Pro- position and |
|--|
| Gen. Wu Yen Fang Boris Karloff |
| Jane Creed Beverly Roberts |
| Gordon Creed |
| Jim Hallet |
| Lola Galt Shella Bromley |
| Gen. Chou Fu-Shan Vladimir Sokoloff |
| Dr. Abernathy |
| Mr. Cheng |
| Lyron Galt Douglas Wood |
| Capt, Kung NulChester Gan |
| Chan Luke Chan |
| Hendala |
| Heminin Selmer Jackson Puo James B. DeLeong |
| Com M. DeLicong |
| Gan. MaTetsu Komai |
| Wang Chan Tetsu Romai |
| |
| Hua Mel |
| |

This one may be exploited as the No. 1 feature in spots where Boris Karloff, has box office appeal. It is melodrama containing a good deal of suspense and entertainment against the background of a distant Chinese province, held temporarily by abundit leader, convincingly played by the lotter of the leader of the lotter of

Inter white his brief reign of terror Jasis.

Story makes no pretentions beyond hokum limits. It contains no preachments for better understanding better the property of the earth. Interest of a military that the property of the earth. Interest of a military that the property of the earth. Interest of a military that the property of the earth. Interest of a military that the property of the earth. Interest of a military strimishes and happiness for young lovers.

Some quite good acting in the subporting parts helps the illusion. Richard Loo. as the leader's lieutenant, who speaks English with a Harvard accent, does an exceptional bit. Ricardo, Cortez and Beverly Roberts appear to advantage, Gordon Oliver. Playing a young American oil pros-

pector, is well suited to the hero's

role.

John Farrow, who directed, keeps
the action moving at a good pace,
and knows the value of a laugh in
the right spot. The settings and
costuming are effective.

Flin.

It Can't Last Forever

| (WITH S | SONGS) | |
|-----------------------|---------------------|-----|
| Columbia release of | Harry L. Decker pr | 'n |
| duction. Features R | alph Bellamy, Bet | iv |
| Furness and Robert | Armstrong, Direct | ed |
| by Hamilton Mach | adden. Story a | nd |
| adaptation, Lee Lock | and Harold Buc | h. |
| man; film editor, Go | ene Milford: camer | A. |
| Allen G. Slegler; son | g. Ben Oakland a | nd |
| Herb Magldson. Re | viewed in projectle | or |
| room, N. Y., June 25 | . '37. Running tin | ie. |
| 68 mins | | |
| Russ Matthews | Ralph Bellan | n١ |
| Carol Wilson | Betty Furne | SE |
| Al Tinker | Hobert Armstro | ne |
| Dr. Fother | Raymond Walhu | rr |
| Fulton | Thurston H | αl |
| Cronin | | ĕ١ |
| Capt. Rorty | Wade Botel | ei |
| | | |

For the smaller double bills where the audiences aren't so difficult to please it will do as the No. 2 feature. Turned out in a routine manner, it belongs in the also-ran class.

H. L. Decker, producer, and director Hamilton MacFadden have followed the lines of least resistance in grinding out the trite story. Film's title doesn't fit the ridiculous, highly improbable plot which takes a poor cast. on a goose chase through 68 minutes of good Eastman stock.

H. L. Decker, producer and the story film's title doesn't fit the ridiculous, highly improbable plot which takes a poor cast. on a goose chase through 68 minutes of good Eastman stock.

H. L. Decker in the result of the story of the

RUSTLER'S VALLEY

| Paramount release of | f Hairy Sherman. |
|-------------------------|-------------------|
| production. Stars Willi | |
| ed by Nate Watt, Scr | |
| | |
| by Harry O. Hoyt; car | |
| lan; film editor, Robe | rt Warwick; ask't |
| director, D. M. Abraha | ms. Previewed In |
| projection room, Hollyv | rood lune 'M' 7. |
| Running lime, 58 mins. | , |
| Hopalong Cassidy | destroy and |
| Hopalong Casaidy | illiam Boyd |
| Wlody Halliday | George Hayes |
| Lucky Jenkins | Russell Huyden |
| Randall Glenn | Seuben Morris |
| | |
| Cal Howard | 01111 334111110 |
| Cal Boward | |
| Taggart | Ted Adams |
| Joe | Al Ferguson |
| Boulton | Beach |
| Doentest J. | 7.1. S |
| | |

projection room, Hollywood, June 26, 17 Roming time, 28 mins.

Start Fried Fallow, 18 mins.

Start Fried Fallow, 18 mins.

Start Fried Fallow, 18 mins.

Around the character of Romon with a one-over-lacky Jenkins.

Around the character of Romon with a succession of the projection of the triple bills, this one for me triple bills, this one is sadly lacking in story, production values and entertainment merit. Just a filler which doesn't close the gaption of the standard of the Hopaling Cassidy Series.

Third-rate giddyap which barely qualifies for the triple bills, this one has been produced entitled the sadly active the standard of the Hopaling Cassidy Series.

Third-rate giddyap which barely qualifies for the triple bills, this one has been produced entitled the sadly active the sadly active the sadly and the film is a succession of bank robbery mortgage on the ranch crooked frontle lawyer putting the pressure of the farm of the sadly accused of bank robbery mortgage on the ranch crooked frontle lawyer putting the pressure of the farm of the sadly accused of bank robbery mortgage on the ranch crooked frontle lawyer putting the pressure of the farm of the sadly accused of bank robbery mortgage on the ranch crooked frontle lawyer putting the pressure of the farm of the sadly accused of bank robbery mortgage on the ranch crooked frontle lawyer putting the pressure of the sadly accused of the sadl

DEVIL IS DRIVING

| | Columbia production and releass. Star |
|---|---|
| | Richard Dix, features Joan Parry, Nana |
| | Bryant, Frank C. Wlison. Directed by |
| | Harry Lachman, Story, Lee Loob, Harold |
| | Buchman; screenplay, Jo Milward, Rich |
| | ard Blake; camsra, Alien Siegler. A |
| | Varsity, Lincoln, Neb., dual, Running |
| | |
| | Paul Driscoll |
| | Paul DriscollRichard Div Evs HammondJoan Perry |
| | Mrs. Sanders |
| | Martin Foster |
| | Sanderslen Wul |
| | Tony 'lisha Cook, Jr |
| | Stevens |
| | Wooster |
| | KittyAnn Rutherford |
| | Mitchell |
| į | PetersJohn Wray |
| | Healy |
| | |

ictment against drunken drivers in general, this film concentrates its poke against the bankroll class, which is able to put in a fix class, which is able to put, in a fix and buy perjuring witnesses. Moves all around the poi mixing up politics, society, and family life of the poor. Carries a good deal of punch, but not enough to lug the picture above the moderate biz bracket. Starrer for Richard Dix, it finds him an able attorney assigned to protect the son of a friend from

above the moderate biz bracket.

Starrer for Richard Dix, it finds him an able attorney assigned to protect the son of a freed from a start of the son of a freed from a start of the son of a freed from a start of the son of a freed from a start of the son of a freed from a start of the son of a freed from a start of the son of t

THE CALIFORNIAN

| Los Angeles, July 1. |
|---|
| |
| 20th Century-Fox relanse of Principa |
| picture production by Soi Lesser. Associate |
| producer, Barney Briskin. Directed by Gui |
| Meins. Story by Harold ell Wright |
| adapted by Gordon Newell, screen play by |
| Gilbert Wright, Camera, Harry Newmann |
| film editors, Arthur Hilton and Carl Pear |
| son. Previewed at Orpheum, Los Angeles |
| son. Freviewed at Orpheum, 1313 Angeles |
| June 30, '37. Running time, 59 mins. |
| Ramon Escobar Rlcardo Corte |
| Rosalla Miller Marjorle Weave |
| Chata |
| Pancho |
| Pancho |
| Don Francsico EscobarNigel de Brulle |
| Ruiz |
| Miller |
| Miller Pierre Watki |
| Sheriff Stanton James Farle |
| Marshal Morse Edward Kean |
| |

a bandit heavy, and Morgan Wallace is the very personification of the ruthless collector of tithes. Passable character bits are contributed by Mage de Bruiler, owner of the old homestead, and Maurice Black, overseer. James Farley does the honest sheriff magnanimously. Most of them have done the same parts in other films many times.

A LAWMAN IS BORN

Republic release of Å. W. Hackel production. Sturs Johnny Mack Brown. Pearley and the control of the stury like Mercell Market and the control of the same parts in other films many times.

BORN

Republic release of Å. W. Hackel production. Sturs Johnny Mack Brown. Pearley and the control of the stury like Mercell Market Market

DANGEROUS HOLIDAY Republic release of William Berko production: Stars Ra Hould: Features Hedda Hopper, Guinn Williams, Jack La Rue, Jed Prouty, Lynn Roberts. Directed by Nicholas Barrows, Adapted by Nicholas Barrows from story by Karen deWolf and Barry Shipman: estmera. William Nobles:

| - 1 | Barry Shipman; cainera, William Nobles; |
|-----|--|
| | supervising editor. Murray Scideen; film. |
| . 1 | editor. Roy Livingston; music, Alberto |
| í I | Colombo; songs, Sam Stept and Ted Koch- |
| . 1 | ter At Strand, Brooklyn, N. Y., Week |
| ч | July 1, '37, dual bill. Running time, |
| | 59 mine |
| П | Pannia Wim Ra Hould |
| i. | Lottio Hedda Hopper |
| ч | Duke |
| | GollengerJack La Rue |
| | Gifford Jed Prouty |
| | Jean Lynn Roberts |
| | Jenn Toberts |
| 1 | Tom William Bakewell |
| 1 | Aunt Elsle |
| | Aunt Augusta |
| П | DollleFranklin Pangborn |
| | Max Grady Sutton |
| ч | Solitaire |
| 11 | Marty Thomas E. Jackson Popcorn Olaf Hytten |
| ш | Popcorn Olaf Hytten |
| | |
| . 1 | Jerry Courtney Michael Jeffrey |
| | Robbins Harvey Clark Police aptain |
| W | Police aptain |
| 1 | Tango Carleton Young |
| | |

irritati , just negli ible. No marquee names and only a couple of faintly recognizable faces. Sub-second-rater is hopeless b.o.

Sub-second-rater is hopeless b.o. prospect.

Story deals with a violin prodigy who gave the norm of the tops and G-men swarm after the cops and G-men swarm after the kidnappers, the lad wanders about in old clothes, picks up a few casual triends and finally stumbles into a gangster hideout. He is instrumental i their capture and is promised more human treatment by his grateful family.

Plot recalls several forerunners, one being Metro's Tough Guy, in which Jackie Cooper played the same poor little rich boy character. But too many trips through the wringer have removed the color and starch. Inexpertly scripted, produced, directed and played.

Sole atom of interest in the pic is young Hould's similarity in looks, manner, and voice to Freddi Bartholomew. Voice resemblance is look manner, and voice to Freddi Bartholomew. Woode resemblance is took manner and voice to Freddi Bartholomew. Woode resemblance is took manner and voice to Freddi Bartholomew. Woode resemblance is took manner and voice to Freddi Bartholomew. Woode resemblance is took manner and voice to Freddi Bartholomew. Woode resemblance is took manner and voice to Freddi Bartholomew. Woode resemblance is took manner and voice to Freddi Bartholomew. Woode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Oode resemblance is took manner and voice to Freddi Bartholomew. Woode resemblance is took manner and voice to Freddi Bartholomew. Woode Freddi Bartholomew. Woode Freddi

Sweetheart of the Navy (WITH SONGS)

| И | arand National release of B. F. Zaldmar |
|---|--|
| | production. Features Eric Linden and Ce- |
| | cilia Parker. Directed by Duncan Mans- |
| | field, Story, Garrett Graham and Jas |
| | Strauss; screenplay, Carroll Graham |
| ٠ | songs, Jack Stern and Harry Tobias; cam- |
| | ern, Edward Snyder; solltor, Edward |
| | Schroeder, At Vursity, Lincoln, dual, Run- |
| | ning time, 63 lns. |
| | Harris rlc Linder |
| | loan |
| | donation of the contract of th |
| | Commander |
| è | Mangie Bernadene Haye |
| | Bumper Bunper Jason Robard |
| | |
| | Cook Etta McDanle |
| | Pudge |

th adolescent romance of Cecilia Parker and Eric Linden won't cut much b. o. ice.

much b. o. ice.

Pace bogs down after a passable start which will do evil to word-of-mouth reports. Everything about the pic is done with a once-overlightly tone—no particular suspense, no hefty love story, no sprightly

| - 1 | |
|-----|---|
| | Republic release of A. W. Hackel production, Stars Johnny Mack Brown, Fea- |
| 4 | duction. Stars Johnny Mack Brown. Pea- |
| | |
| ٠ | Directed by Sam Newfield, Screen play |
| • | and adaptation by tleorge H. Plympton |
| : 1 | from original by arry F. Olinstend |
| 1 | camera. Bert Longenecker; film editor. S |
| Н | from original by arry P. Olimstend camera, Bert Longenecker; film editor. S Roy Luby, Reviewed in projection room |
| 1 | N. V., June 25, '37, Running time, 61 mins |
| н | Tom Mitchell Johnny Mick Brown |
| 1 | Reth Graham |
| Ĩ | Kane Briscoe Warner Richmond |
| ш | Mortha Lance nrv Muclaret |
| 1 | Martha Lance ary MucLarer Lefty Doogan |
| | Sheriff Lauce |
| 4 | Bart Moscrip |
| 1 | Graham |
| | Deat Al St John |
| i | Root |
| 6 | Sam BrSteve Clari Ika MuJack C. Smiti |
| 8 | 1K8 Mil |
| | |

'A Lawman Is Born' is a first-class western. It has plenty of action, is produced with reasonable care and is much better acted than most. Should be a natural for Saturday matinees and may hold up fairly well as a runner-up dualer.

well as a runner-up dualer.

Story clings to the western formula, with the hero foiling the cattle thieves, thwarting the land-grabbers, slapping down the villains and finally getting the girl. Plot is kept nearer plausibility than most of the kind. Continuity is smooth and the events are always clear.

the kind. Continuity is smooth and the events are always clear.

Inevitably, there are some perplexing points the fire action. Cowplexing points are in the action. Cowplexing points are included in the complex of shots from their nistols without reloading. The girl and her father suspect the hero's honesty when the youngest urchi in the back row can tell he's a straight-shooter. When the boys come to blows they wade in wide open, apparently reveling in absorbing a shellacking. But it's all in the hame of He-Man excutement. And several of the moments are sufficiently explosive.

Johnny Mack Brown seems at home in comboy duds and plaw with quiet persuasion. Iris Meredith does a first-rate lob' as the girl, bringing conviction to the scenes she has with the side of the cast are well have the horse opera standard. Photography is clear and effective, though some of the chase shots have the appearance of repeats. Direction keeps the action moving.

You Can't Beat Love

You Can't Beat Love

IRO release of Robert 18th Stode Universe Herbert Mundin, Paul Hurst, Discovered by Christy Cabanno, From original by Olga Moora; soreanpisy, David Silvert by Christy Cabanno, From original by Olga Moora; soreanpisy, David Silvert by Olga Moora; soreanpisy, David Silvert by Olga Moora; soreanpisy, David Silvert Metty, At. Palace N. Y. dudl, week June 24; 37. Running time, 60 mins. June 24; 37. Running time, 60 mins. June 25; 37. Running

Pretty Poy Jones. Marold HuberLouis the Wensel. Paul Guliforie
May Smith. Barbara Pepper
A minor entertainment and bo.
entry. You Can't Beat Love, is
stricitly for the duals, where it will
also need support. On its own, it
can't be expected to draw or hold
them very long.
Essentially a comedy, this Robert
Sisk production revels in low-grade
slapstick, weak dialog and a skeleton
plot. Performances of the players
and the direction, at the same time,
fail to bolster the other ingredients.
Far-fetched story, concerns a
lawyer-playboy campaigning for the
mayor of a large city on a dare. He
uncourse the gratting politicians but,
pent's daughter, tosses the election
into the current mayor's inp.
Preston Foster and Joan Fontaine
are the principals. Foster's playing
is heavy and undistinguished in
what was meant to be a breezy role,
while Miss Fontaine, a newcomer
getting an RKO buildup, has looks
but also has lots to learn about
camera technique and vocal modulation. They have full right to the
albid, however, that their i
hardly of the adult lyers
dich-digger, foreman whom Foster
solects as the next chief of police,
They're in for comedy and whatever laughs they get are achieved
strictly through their own mugging
ability rather than via the script,
Nobody else in the story counts for
much.

Camera work is average.

nuch. Camera work is average.

Geschichten Aus Dem Wienerwald

s from the Vienna Woods') (OPERETTA) (AUSTRIAN MADE) ondbil Films production and relea

(AUSTRIAN MADE)

ordin Pilms production on the second production of the production of the second production of the second

(In German, With English Titles)
Inspiring Johann Strauss music
(Continued on page 25)

WHEN YOU PLAY IT...YOU' ONE OF THE GREAT PI

From Rudyard Kipling's hereic pen ... a story so big ... a scene so vast ... that it demands the topmost stars of the screen. The land of the Bengal Lancers ... ablaze with crimson war ... swarming with reckless, raiding tribesmen ... defended by the gallant Seventh Highlanders. Glorious adventure...dangerous romance... fierce drama ... on India's last untamed frontier — Khyber Pass! Plus 20th Showmanship ... your triple-A guarantee!



LL KNOW YOU'RE PLAYING CTURES OF ALL TIME!



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.)

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| WEEK OF RELEASE | | | | | TALENT | | | REVIEWED BY VARIETY |
|-----------------------|--|---|--|---|---|--|---|--|
| 5/14/37 | VENUS MAKES TROUBLE THE TENTH MAN FOREVER YOURS THIRTEENTH CHAIR THE TENTH CHA | W. McDonald Alliance Alberto Giacalone J. J. Cohn Miss Fänchon Cliff Reid B. Keily H. Schlom S. Wurtzel S. Wurtzel M. Schach E. Grainger | Col GB GN MGM Par RKO Rep Rep 20th 20th | Com-Dr Drama Musical Mejodrama Comedy Com-Dr Com. Rom-Dr Mystery Comedy Melodrama Comedy | J. Dunn-P. Ellis John Lodge-A. Ceiller Beniamino Gigle M. Evans-H. Dritlell M. Evans-H. Dritlell C. Tracy-D. Gibson W. Brennan-M. Brian W. Gibson-Jackle Moran J. Darwell-S. Eumann W. Rogers-L. Dresser A. Harding-B. Rathbone E. E. Horton-Eve Arden | G. Wiles B. D. Hurst Stanley Irving G. Sietz Lew Seiler R. Rosson Ralph Staub Carl Brown J. Tinling J. Cruze R. V. Lee Ray McCarey | 58 78 66 79 58 60 67 58 | 5/19 4/ 6/ 6/ |
| 5/21/37 | CHEROKEE STRIP DRAEGERMAN COURAGE SING, COWBOY, SING | WR B. Foy E. Finney | WB WB | Western Rom-Com Western | D. Foran-J. Bryan J. Muir-B. MacLane Tex Ritter | Noel Smith Louis King E. Sedgwick | 58 59 | 5/ |
| | PICK A STAR NIGHT OF MYSTERY THERE GOES MY GIRL COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS WINGS OVER HONOLULU THE GO GETTER | Hal Roach Par W. Sistrom Sol Siegel J. Stone E. M. Asher Cosmo | Par MGM RKO Rep 20th U WB | Musical Musical Comedy Western Mystery Rom-Dr Rom-Dr | Haley-Kelly-Laurel-Hardy R. Karns-H. Burgess G. Raymond-A. Sothern-B. Holmes B. Livingston-R. Corrigan W. Oland-K. de Mille R. Milland-W. Barrie Brent-A. Louise | R. N. Bradbury F. A. Dupont Ben Holmes Joe Kane H. B. Hum'stone H. C. Potter B. Berkeley | | 6/2 6/30 6/16 6/16 5/26 6/2 6/9 |
| 5/28/37 | LEAGUE OF FRIGHTENED MEN I MET HIM. IN PARIS HOLLEWOOD COWBOY THIS IS MY. AFFAIR UNDER THE RED ROBE DREAMING LIPS THE MAN IN BLUE | E. Chodorov W. Ruggles G. A. Hirliman K. MacGowan R. T. Kane M. Schach K. Glasmon | Col Par RKO 20th 20th UA U | Drama Rom-Com Western Musical Drama Rom-Dr Melodrama | I. Hervey-W. Connolly Colbert-Melvyn. Douglas O'Brien-C. Parker-E. Scott R. Taylor-B. Stanwyck- C. Veidt-R. Massey E. Bergner-R. Massey R. Wilcox-N. Grey E. G. Robinson-B. Davis | Al Green W. Ruggles Ewing Scott W. A. Seiter V. Seastrom Paul Czinner M. Carruth M. Curtiz | 71 85 99 100 70 60 100 | 6/16 6/9 |
| 6/4/37 | KID GALLAHAD RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) HOTEL RAYWIRE BORDER CAFE BORDER CAFE DOOMED AT SUNDOWN ANGEL'S HOLIDAY WILEN THIEF MEETS THEF THE WILDCATTER CASE OF STUTTERING BISHOP | Col B. & D. MGM J. Stahl Pal Bob Sisk A. W. Hackel J. Stone. Criterion Geo. Owen | Col GB MGM MGM Par RKO Rep 20th UA | Western Rom-Dr Com-Dr Rom-Dr Comedy Western Western Drama Rom-Dr Drama | Bob Alien-B. Weeks R. Cortez-S. Eilers W. Beery-Gable-C. Nagle C. Gable-Myrna Loy L. Carley-Armida J. Beal-H. Carey-Armida J. Bu. Steel J. Withers-Robert Kent Fairbanks, JrV. Hobsen S. Colton-J. Rogers | S. G. Bennett Carl Reid G. Hill John Stahl G. Archainbaud Lew Landers Sam Newfield James Tinling Raoul Walsh Ray McCarey W. Clemens | 76 109 115 65 67 74 85 58 | 5/19 12/29/31 6/9 6/16 6/9 /26 6/16 |
| 6/11/37 | A DAY AT THE RACES THE GREAT GAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES | L. Weingarten B. P. Schulberg Al Lewis L. Fields S. G. Engel WB | MGM Par RKO Rep 20th WB | Comedy Melodrama Comedy Rom-Dr Comedy Drama Western | D, Woods-Ann Dvorak Mark Bros. A. Tamiroff-J. Trent H. Broderick-V. Moore A. Baxter-A. Leeds Hudson-Treacher-Haley P. O'Brien-H. Fonda D. Foran-H. Valkis | Sam Wood C. Vidor Joseph Santley Phil Rosen M. St. Clair R. Enright Noel Smith | 109 | 6/2 6/23 7/7 7/7 6/30 |
| 6/18/37 | TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC RIDING ON AIR RHYTHM IN THE CLOUDS YODELIN' KID FROM PI'LE RIDGE BIG BUSINESS WALT DISNEY'S ACADEMY REVUE ARMORED CAR FLY AWAY BABY WHITE BONDAGE | H. L. Decker Condor S. Zimbalist Harry Sherman Ben Glazee David Loew A. E. Levoy A. Schaefer Max Golden W. Disney E. M. Asher WB WB | Col GN MGM Par Par RKO Rep Bep 20th UA U WB | Western Melodrama Com-Dr Western Comedy Musical Western Comedy Comedy Comedy Comedy Comedy Comedy Comedy Melodrama Com-Dr | C. Starrett-B. Weeks Conrad Nagel R. Young-Florence Rice Wm. Boyd-Geo, Hayes B. Burns-Martha Raye Joe E. Brown P. Ellis-W. Hull Gene Autry-B. Bronson J. Prouty-S. Deane Cartoon B. Wilcox-J. Barrett G. Farrell-B. MacLane Jean Mulr-G. Ollver | Leon Barsha Louis Gasnier E. L. Marin Nate Watt C. Reisner E. Sedgwick John H. Auer Joe Kane F. R. Strayer W. Disney L. Foster F. McDonald Nick Grinde | 61 | 6/23 6/30 6/30 |
| 6/25/37 | DEVIL IS DRIVING GIRLS CAN PLAY SWEETHEART OF THE NAVY CAPTAINS COURAGEOUS LAST TRAIN FROM MADRID. YOU CAN'T BEAT LOVE A LAW MAN IS BORN SING AND BE HAPPY LOVE IN A BUNGALOW ANOTHER DAWN | Col Ralph Cohn B. F. Zeidman L. D. Lighton G. M. Arthur Robert Sisk A. W. Hackel M. H. Feld E. M. Asher WB | Col Col GN MGM Par RKO Rep 20th U | Melodrama Comedy Comedy Spectacle Drama Rom-Com Western Musical Rom-Com Rom-Dr | R. Dix-Joan Perry J. Wells-C. Quigley Eric Linden-C. Parker F. Bartholomew-Spencer Tracy L. Ayres-D. Lamour P. Foster-J. Fontaine J. M. Brown-L Meredith J. Davis-A. Marin N. Grey-K. Taylor K. Francis-E. Flynn | H. Lachman L. Hillyer D. Mansfield V. Fleming J. Hogan C. Cabanne Sam Newfield H. Lchrman Ray McCarey W. Dieterle | 69 69 63 115 85 60 61 67 67 | 7/7 6/30 7/7 5/19 6/23 6/30 7/7 6/23 7/7 6/23 |
| 7/2/37 | A FIGHT TO THE FINISH ONE MAN JUSTICE ROARING TIMBER RIDERS OF THE ROCKIES THE EMPEROR'S CANDLESTICKS THIRTEENTH MAN MIDDIGHT MADONNA FORLOEN RIVER NEW FACES OF 1937 SLAVE SHIP DARK JOURNEY I COVER THE WAR SINGING MARINE | R. Cohn H. L. Decker R. Flothow Ed Finney J. Considine Lon Young E. Cohen Par Edward Small N. Johnson V. Saville Trem Carr L. Edelman | Col Col Col GN MGM Mono Par Par RKO 20th UA U | Action Western Outdoor Western Rom-Dr Mystery Melodrama Western Musical Spectacle Drama Drama Musical | D. Perry-B. Keith C. Starrett-B. Weeks Jack Holt-G. Bradley Tex Ritter Powell-Ralner W. Heyburn-I. Courtney W. William-M. Correll L. Crabbe-June Martel M. Berle-J. Penner-H. Hilliard W. Baxter-W. Beery-E. Allen C. Veldt-V. Leigh-J. Gardner J. Wayne-D. Barclay-G. Gaze D. Powell-D. Weston | C. C. Coleman Leon Barsha Phil Rosen R. N. Bradbury G. Fitzmaurice W. Nigh J. Flood C. Barton Leigh Jason Tay Garnett V. Saville A. Lubin Ray Enright | 58 69 105 | 7/7 6/30 7/7 6/23 /7 /7 |
| 7/9/37 | THE TWO OF US THE SHADOW STRIKES BETWEEN TWO WOMEN HOOSIER SCHOOLBOY WILD MONEY ON WILD MONEY ON ECKLESS WESTBOUND LIMITED PUBLIC WEDDING EMPTY HOLSTERS | Gainsborough Alexanders MGM K. Goldsmith Par L. Marcus M. H. Feld McRae-Koeni WB WB | GH GN MGM Mono Par RKO 20th U WB | Rom-Com Mystery Drama Drama Com-Dr Comedy Melodrama Rom-Dr Com-Dr Western | J. Hulbert-Gina Malo R. LaRocque-L. Anders Tone-V. Bruce-M. O'Sullivan M. Rooney-F. Shields E. E. Horton-L. Campbell Wheeler-Woolsey-E. Muir M. Campbell J. Wilson J. Wyman-M. Wilson D. Foran-P. Walthall | R. Stevenson Lynn Shores G. Seitz W. Nigh Louis King Edw. Cline M. St. Clair F. Beebe Nick Grinde B. Eason | | · · · · · · · · · · · · · · · · · · · |
| 7/16/37 | IT CAN'T LAST FOREVER KING SOLOMON'S MINES BOOTS OF DESTINY BLAZING BARRIERS RIDERS OF THE DAWN TOPPER EASY LIVING SUPER SLEUTH THE RED ROPE THE CALIFORNIAN THE ROAD BACK | H. L. Decker GB Condor K. Goldsmith N. Bradbury Hal Roach Hornblow, Jr. Edw. Small A. W. Hackel Sol Lesser Gränger-Whale | Col GB GN Mono Mono MGM Par RKO Rep 20th | RomCom. Spectacle Western Drama Western Comedy Comedy Mystery Western Western | R. Bellamy-B. Furness A. Lee-R. Young-Robeson Ken Maynard F. Coghlan-E. Arnold, Jack Randal, J. Acthur-R. Miliand J. Oakie-A. Sothern Bob Steele-L. January R. Arlen-R. Cortex | Ham. MacFadden R. Stevenson A. Rosson A. Scotte N. Bradbury N. MacLeod M. Leisen Ben Stoloff S. Roy-Luby Gus Meins | 80 ° | 7/7 6/30 7/7 |
| 7/23/37 | EVER SINCE EVE RENDEZVOUS IN ALPS BROADWAY MELODY '38 PARADISE ISLE RUSTLER'S VALLEY THE BIG SHOT THE LADY ESCAPES TOWN SCOUT | J. Hagen J. Cummings Dorothy Reid H. Sherman Maury Cohen L. L. Landau WB | WB GN MGM Mono Par RKO 20th WB | Rom-Com Rom-Dr Musical Drama Western Comedy Rom-Com | J. King-B. Read-A. Devine M. Davies-R. Montgomery J. Baxter-A. Bushel Taylor-E. Powell-S. Tucker Movita-W. Hull William Boyd C. Witherspoon-Kibbee M. Whalen-G. Stuart D. Woods-J. Madden | J. Whale L. Bacon B. Vorhaus R. Del Ruth A. G. Collins Nate Watt Edw. Killy Eugene Forde | 105 | 6/23 6/30 |
| 7/30/37 | A DANGEROUS ADVENTURE WHERE THERE'S A WILL SMALL TOWN BOY LEGION OF MISSING MEN EXCLUSIVE TOAST OF NEW YORK WEE WILLIE WINKIE VOGUES OF 1938 EEPORTED MISSING MARRY THE GIRL | W. MacDonald Gainsborough Zion Myers I. E. Chadwick Ben Glazer Edw. Small Gene Markey W. Wanger E. M. Asher WB | Col GB GN Mono Par RKO 20th UA U WB | Action Rom-Dr Comedy Drama Melodrama Rom-Dr Drama Musical Melodrama Comedy | D. Woods-J. Madden D. Terry-R. Keith Will Hay-Lilli Palmer S. Erwin-J. Compton S. Ealph Forbes F. M. Salph Forbes E. Arnold-F. France-Oakle S. Temple-V. McLaglen W. Baxter-J. Bennett Wm. Gargan-J. Rogers Mary Boland-H. Herbert | Louis King D. R. Lederman M. Varnell Glenn Tryon H. McFadden Al Hall Rowland V. Lee John Ford J. Feyder M. Carruth Wm. McGann | - (- , , , , , , , , , , , , , , , , , | |

Advance Production Chart

Production pace hit the season slump during the past two weeks, with only 36 major pictures in work. Warners and 20th-Fox lead with seven each before the cameras, but Metro, RKO-Radio and Universal slowed up considerably. Six productions are before the lenses for United Artists release. Samuet Goldwyn, Selznick-International and Walter Wanger each falme two pix shooting. Universal will pep up this week with at least four films to be put in work.

Total of 87 films are being scissored; 123 are in various steps of preparation, During last two weeks 16 pictures were started while 17 were taken from the cutting rooms and previewed.

Each studio has at least 10 stories practically ready for the directors to begin work. Grand National has only one pic in work. Other studios follow: Columbia, three; Metro, four; Paramount, two; RKO-Radio, three; Republic, 20th-Fox, seven United Artists, six; Universal, two; Warners, seven and Monogram, none. Latter studio has nine film stated for early production, however.

20th-Fox led with three previews during past two weeks. thers were Columbia, one; Grand National, one; Metro, two; Paramount, two; RKO-Radio, two; Republic, one; United Artists, none; Universal, two; Warners, two and Monogram,

Columbia

Three in work, 11 editing, 13 preparing. In work:

"THE BEGINS WITH LOVE," reported VARETY, June 22. Started.

"THE AWFUL TRUETS," produced by Everett Riskin, directed by Leo
McCarey, from the stage play of the same title by Arthur Richmond,
screenplay by Dwight Taylor and Vina Delmar. Cast: frene Dunne, Cary
Grant, Cecil Cunningham, Robert Allen, Wyn Cahoon, Joyce Compton,
Scott Colton, Esther Dale.
Stery depicts the return of a husband, away from home for two weeks,
finding his wife traipsing into the house in mid-afteroon clothed in an evefing gown. Despite her logical explanation, the husband insists on a
ivorce. Remainder of film is taken up by her successful attempt to get
im back.

"TLL TAKE ROMANCE," produced by Everett Riskin directed."

ivorce. Remainder of nim is taken up by her successful attempt to get im back.

"ILL TAKE ROMANCE," produced by Everett Riskin, directed by Edward H. Griffith, no writing credits. Cast: Grace Moore, Melvyn Douglas, Stuart Erwin, Margaret Bamilton, Helen Westley, Andre Beranger, Esther Muir, Ferdinand Gottschale, an opera singer under the domination of an unit of the second section of the section of

with Douglas.
Readied to start: PARK AVENUE DAME, I MARRIED AN ARTIST, and RIVER OF MISSING MEN.

Grand National

One in work, two editing, 11 preparing. Started:

'SOMETHING TO SING ABOUT!' produced by Zion Myers, directed by Victor Schertzinger, screenplay by Austin Parker from Schertzinger, screenplay by Austin Parker from Schertzinger, screenplay by Austin Parker from Schertzinger, contingual, Cast; James Cagney, Evelyn Daw, Jimmy Newell, Harry Barris, Candy Candido, Cully Richards, Mona Barrie, Gene Lockhart, Bill Carey, William Fravley, William Davidson, Philip Ahn, Rooney's Rhythm Rascals, Story shows James Cagney as a celebrated New York orch leader receiving a picture offer, He leaves the band and Evelyn Daw, his fiances, a singer in the outfit, in the east. Through the efforts of Gene Lockhart, production chief, Cagney contracts a sense of inferiority. Although Cagney's work in the pis is sensational, he believes he's a flop and wires his gal to come west. They are married in San Francisco and honeymoon on a freighter to the South Seas. The film turns into a bo. sensation and the studio attempts to locate Cagney, Fans mob the pair in Frisco upon their return from the South Seas and eventually he signs a new contract. Lockhart, however, believes Cagney's wife is in the way, and learning this, she beats it back to her old job with the N. Y. band. Cagney tosses up his film bot temporarily and hustles east.

Readied to start; 'HEREE'S FLASH CASEY, 'RENFREW OF THE SHADON,' 'RACE THE FACTS,' 'SO THIS IS HOLLYWOOD,' 'PAINTER IN THE SKY,' 'FRONTIER TOWN,' and 'GORGEOUS.'

Metro

Four in work, four editing, 10 preparing. In work:
"MADAME WALEWSKA," reported Vanetry, March 10; 'DOUBLE WEDMRG," reported June 16; "THE BRIDE WORE RED," reported June 22

Started: Tepotted Julie 16, The Balble Works and, reported when 2s. Started:

BIG CITY, produced-by Norman Krasna, irected by Frank Borzage, Toriginal by Krasna. Cast: Spencer Tracy, Luise Rainer, Victor Varconi, Oscar O'Shea, William Demarest, Russell Hopton, Andrew Tombes, Helen Troy, Helen Brown, Edward J. Flanagan, Charles Grapewin, Mitchell Lewis, Irving Bacon, Janet Beecher, Ray Walker, Eadie Adams, Eddie Quillan, Guinn Williams, Alice White, Edgar Deering, Grace Ford, Regis Toomey.

Story concerns a taxi war in New York with the big shots causing the Independent drivers to take it on the lam. One of the indie drivers works his way into the big organization as a spy. Story runs the gamut of fights, bombings, etc., until the spy is killed. Spy's sister, wife of Spencer Tracy,

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 organiz tions for the 1936-37 season.)

| • * | В. | | Balance | alance | | |
|---------------------------|-------|--|--------------------------|---------|------------------|-------------|
| | of pi | Number er now x. com- ed. pleted. | Pix now in work | cutting | placed before | ara- |
| COLUMBIA | | 29 | | | | 13 |
| Larry Darmour | · | 3 | | | | |
| GRAND NATIONAL | | 6 | | | | 11 |
| METRO | | 28 | | | | 10 |
| MUNUGRAM | | 1 | | | | 9 |
| Hai Roach | | 4. | | | | 1 |
| TARAMOUNT | - 1 | 45 | | | | 12 |
| B. P. Schulberg | | | | | | 2 |
| Emanuel Cohen | | | | | | 2 2 2 |
| Harry Sherman | | | | | | 2 |
| Frank Lloyd. | ala. | | | | | 1 |
| MAU RADIO | | | | | | 10 |
| David Loew | - 2 | | | | | 1 |
| George Hirliman | · • | | | | | 2 |
| SOI LESSET | S | | | | | |
| REPUBLIC | 2.1 | | | | | 10 |
| A. N. Hackel | | | | | | |
| 20TH CENTURY-FOX | | | | | | |
| Sol Lesser | | | | | | |
| UNITED ARTISTS: | | | | | | |
| Samuel Goldwyn | | | | | | 2 |
| Walt.r Wanger Selznick | • • | | | | | 2 2 2 |
| Selznick | | | | | | 2 |
| E. Bergner | | | | | | |
| Criterion | •• | | | | | |
| Korda London | • • • | | | | | |
| UNIVERSAL | ** | | | | | |
| Buck Jones | • • | | | | | 2: |
| WARNERS | •• | | - 7 | | | 10 |
| Totals | 567 | 394 | 36 | 91 | 7 | 123 |
| | | | | | | |

is blamed for a bombing, and in order to hush the scandal the d.a. threatens to deport her as an alien. She hides out, but surrenders when the indie cabmen are arrested. Before Tracy's wrife can be shipped out of the country, he learns through a squealer the identity of the murderer. Mayor is giving a dinner to sports celebrities when Tracy drags in the informant. Realizing that Tracy's wife is about to become a mother, the sportsmen start a brawl and clean out the big shot cabbies.

Readied to start: 'ROAD SHOW.'

Monogram

None in work, 3 editing, 9 preparing, Readied to start: "THE MARINES ARE HERE," TELEPHONE OPERA-TOR," WHERE THE WEST BEGINS," GOD'S COUNTRY AND THE MAN," A BRIDE FOR HENRY, "TWO WELL-DRESSED MEN," AT-LANTIC FLIGHT, and "ROMANCE OF THE LIMBERLOST."

Paramount

Two in work, 16 editing, 12 preparing. In work:

"EBB TIDE," reported Variety, June 16. Started:

"SOPHIE LANG GOES WEST," General office production, directed by Charles Riesner, no writing credits. Cast: Gertrude Michael, Lee Bowman, Sandra Storme, Larry Crabbe, Barlowe Borland, C. Henry Gordon, Archie Twitchell, Nick Lukats.

Story depicts Sophie Lang, fiction's femme adventurer, in a series of dangers and romances in Hollywood. She boards a train in New York enroute to the Coast and finds a queer crew of passengers. A sultan who hopes his famous diamond will be stolen so he can collect insurance; a detective assigned to guard the gen; a foreign actress, and a writer and film director. Sophie and the writer collab on a screenplay concerning the diamond and the sultan agrees to its use in the film. Producer plans a fake robbery in order to obtain publicity for the film but the missing stone mysteriously reappears and the foreign actress wears it instead of the imitation. The robbery turns out to be the real thing with the writer unveiled as a former convict. He falls for Sophie just as the detective turns up the crook.

up the crook.

Readied to start: 'EBULLDOG DRUMMOND COMES BACK,' PARK
AVENUE FOLLIES,' THE BARRIER,' 'ARIZONA AMES,' 'LOVE ON
TOAST,' WELLS FARGO,' 'YOU AND ME,' 'PRISON FARM,' 'BUCCANEER,' 'PARTNERS IN CRIME' and 'TEXAS TRAIL'

RKO-Radio

Three in work, 8 editing, 9 preparing. In work:
"MUSIC FOR MADAME," and 'STAGE DOOR,' reported VARIETY, June

MUSIC FOR MADAME, and STAGE DOOR, reported VARIETY, June 22. Started:

"FLIGHT FROM GLORY, produced by Robert Sisk, directed by Lew Landers, screenplay by David Silverstein, original by Robert Andrews. Cast: Chester Morris, Whitney Bourne, Onslow Sievens, Van Hefili, Rita La Roy, Richard Lane, Walter Miller, Paul Guildoyle, Douglas Walton. Story concerns the life and loves of a group of grounded flyers who attempt to escape their pasts by working for Onslow Stevens, owner of the Impart to escape their pasts by working for Onslow Stevens, owner of the Impart of Indian Stevens out in the kind advertised in come-ons, the group is forced to live in huts and lite in general is considered to the Heffin on the Plears, takes his bride Whitney Bourne to the Mocris for affection. Readied to start: 'A LOVE LIKE THAT', 'FIGHT FOR YOUR LADY,' 40 NAUGHTY GIRLS,' 'SATURDAY'S HEROES; 'DON'T FORGET TO REMEMBER' and 'THE KANGAROOS,'

Republic

One in work, 9 editing, 6 preparing. Started:

One in work, 9 editing, 6 preparing. Started:

Ouble TROUBLE, produced by Leonard Fields, directed by James Horne, no writing credits. Cast: Ole Olsen and Chic Johnson, Mary Franklin Engloring Stanley, Fields, Rane, D'Arcy Corrigan, Lew Kelly, Franklin Engloring Stanley, Fields, Rane, D'Arcy Corrigan, Lew Kelly, Franklin Engloring, Stanley, Fields, Rane, D'Arcy Corrigan, Lew Kelly, Franklin Engloring, Stanley, Fields, Rane, D'Arcy Corrigan, Lew Kelly, Fields, Rane, Stanley, Rane, D'Arcy Corrigan, Lew Kelly, Indiana, Lew Kelly, Rane, Ra

20th Century-Fox

Seven in work, 7 editi g, 10 preparing. In work:

"HEIDI," THIN ICE," reported Variety, May, 26; DANGER, LOVE AT WORK," reported June 16; 'IN OLD CHICAGO," WIFE, DOCTOR AND NURSE," (CHARLIE CHAN ON BROADWAY," reported June 23, Started:

"ALI BABA GOES TO TOWN," produced by Laurence Schwab, directed by David Butler, streenplay by Harry Tugend and Jack Yellen from story idea by Gene Fowler, Gene Towne and Graham Baker. Cast: Eddie Cantor, June Lang, Roland Young, George Sanders, Tony Martin, Virginia Fields, Allan Dinehart, Louise Hovick, John Carradine, Douglas Dumbrille, Story has a background of Bagdad when the Caliphs ruled. Eddie Cantor, a tramp, is thrown off a train, gets a job as a film extra and goes to sleep in a large jar on the set. Action revolves around what happened to Cantor in his dreams. He finds himself at Roland Young's court in Bagdad, abetting the love affair of June Lang and Tony Martin against the designs of Continued on page 19)

AMUS. STOCKS HOLDING UP IN SUMMER

picture company shares during the extended weakness in the stock market and the manner in which these

pushed forward when the big board strengthened last week has produced favorable comment in Wall Street. All amusements have holdi well, with a majority of film com-pany issues managing to keep above old lows of the ite recent

severe sell-offs.

old lows of the severe sell-offs:
Observers in the street were particularly impressed by this resistance against the trend as well as a 'diminutive bull move in picture shares. Thursday and Friday last week, because this is the season of the year, usually, when film shares start discounting the customary decline in summer box office.
Arrival of warmer weather much later than usual this year, release of good pictures, signifying desire of distributi companies to hold trade, and fine crop prospects have aided in boilstering sentiment.
Favorable positions of two preferred issues attracted buyers in the pre-holiday market last Friday (2) when Paramount first preferred soared 19 points to 150 and Universal preferred roared ahead 12 points to 75 per share. Unusual strength in Par first preference came after a substantial gain on the preceding day.
Paramount common finished week up more than 2 points from its selling level and 20th-fox common managed to sport the same advance, Technicolor edged up to near its former high price of 1937.
Loew, long the leader for picture shares, more than lived up to its reputation, winding up a period of consistent stability, with daily gains of more than one point, not uncommon, by hitting a mark 13 points above the year's low. Eastman Kodak common performed sensationally by finishing off the week with a 24-point advance that pushed it up within one-quarter of the 1937 peak.

\$16,000 FEE ALLOWED SKOURAS ST. L. ATT'Y

St. Louis, July 6.

A fee of \$16,000 was allowed Thursday (1) in bankruptey court to William T. Jones for his 4½ years of service as attorney for Nelson Cunliff, trustee for Skouras Bros. Enterprises, Inc., bankrupt theatre holding corporation. Jones asked for \$25,000 and set out in petition that in long litigation since appointment on Jan. 15, 1933, he spent much time representing the trustee in various disputed matters and checked claims aggregating \$4,600,000.

Payment of a first and final dividend of about 6½% on \$4,641,355 in the bankruptcy case. The dividend amounted to \$303,451.

DEANNA'S NEXT SET

DEANNA'S NEXT SET.
Universal has bought Prize Girl,
Booth Tarkington story, for Deanna
Durbin. No price revealed.
Adaptation and production plans
not set, but figured it will be the
youngster's next after 100 Men and
a Girl."

Incorporations

Goronet Pictures, Inc.; Galling active 100 shares, none subaction of the pictures, Inc.; Galling active 1100 shares, none subaction of the picture property and the picture property and the picture products; and the picture products; Robert Kopp, May P. Baumgartnev, inc. Inc.; motion shares, none subactibed. Directors; May P. Baumgartnev, inc.; motion of the picture producing); capital shock in picture producing); capital shock in picture producing); capital shock in picture producing; capital shock, 100 shares, no. par; permitted to issue all. Directors; Inc.; for manufacture cosmetics); capital stock, 100 shares, no par; permitted to issue all. Directors in part permitted to inc. (a) picture in part permitted to inc. (b) picture in part permitted to inc. (b) picture in part permitted to inc. (b) picture in part permitted to issue all. Picture in part permitted to inc. (c) picture in part permitted to inc. (d) picture in part permitted to inc. (d) picture in part permitted to inc.



20ths "SLAVE SHIP" SETS BOXOFFICE PACE IN HOLIDAY RUNS EVERYWHERE!

Proving Broadway's long-run, big-money champion as Rivoli holds it for 4th sock week!

THE KEYSTONE OF YOUR FUTURE

Advance Production Chart

(Continued from page 17)

(Continued from page 17)

John Carradine and Louise Hovick. Cantor saves the situation and the city of Bagdad when he flies on a magic carpet to the enemy's camp and sets it afire.

Readied to start: "LIFE BEGINS IN COLLEGE" and "THE GREAT DIAMOND ROBBERY."

United Artists

Six in work, 4 editing, 8 preparing. In work:

"HURRICANE, reported Vaniery, May 12; 'ADVENTURES OF MARCO
POLO, reported June 16. Started.
"NOTHING SACRED," produced by Selznick-International, directed by
William A. Wellman, screenplay by Ben Hecht, original story by James H.
Street. Cast Carole Lombard, Frederic March, Charles Winninger, Walter
Connol A. M. Sweatt, Marie Rosenbloom, Art Lasky, Clarence Wilson,
Old March 18. a compedy on New York.

Connolly, A. W. Sweatt, sheate Australian, Att Leasy, Challete Wilson, Olin Howland omedy on New York newspaper life.

Story BATURES OF TOM SAWYER, produced by Selznick-International, directed by H. C. Potter, screenjay.

Twaint's story of American boyhood '15 years gay as well with the Chilis, Elizabeth Patterson, Walter Brennan, A. W. Sweatt, Anne Chils, Cora Sue Collins, Victor Jory, Spring Byington, Margaret Hamilton, Victor Sillian, Hugh Chapman.

Story re-enacts the boyhood life of Tom Sawyer, his pal, Huckelberry Fine. and their village friends.

Killian, Hugh Chapman.

Story re-enacts the boyhood life of Tom Sawyer, his pal, Huckelberry Finn, and their village friends.

7 MET MY LOYE AGAIN, 'produced by Walter Wanger, directed by Arthur Ripley and Joshua Logan, screenplay by Ripley, Logan and David Hertz, from novel, 'Summer Lightning,' by Allene Corliss. Cast: Henry Fonda, Joan Bennett, Alan Marshall, Dame May Whitty, Louise Platt, Tim Holt, Dorothy Stickney, Florence Lake.

Story starts in a New England college town in 1927 and later the locale jumps to Paris. Joan Bennett, engaged to Henry Fonda, elopes with Alan Marshall, a New York writer-playboy, to France. Marshall turns out to be a heel and is finally killed in a duel. Bennett returns to Fonda in the New England town where he's grown to be quite a professor through his plugging of book learning.

'STAND-IN,' produced by Walter Wanger, directed by Tay Garnett, screenplay by Gene Towne and Graham Baker, original Satevepost story by Clarence Budington Kelland. Cast: Leslie Howard, Joan Blondell, J. C. Nugent, Alan Mowbray, Tully Marshall, William Mong.

Story concerns Leslie Howard as a scholarly clerk in a New York financial institution, which finds itself he owner of a Hollywood picture studio. Howard is shunted westward to put the studio on its paying feet. En route the studio he meets Joan Blondell, an extra, and learns plenty from her. Her which is blamed on the meets of the picture lot and is sitting pretty when a racketser, attempting oget his picture lot and is sitting pretty when a racketser, attempting oget his picture lot and is sitting pretty when a racketser, attempting oget his picture lot and is sitting pretty when a racketser, attempting og the picture lot and is sitting pretty when a racketser, attempting og the picture lot and is sitting pretty when a racketser, attempting og the picture lot and is sitting pretty commits a murder which is blamed on the Howard. Heats the criminal rap and winds up by marrying Blondell and making her a star.

Universal

Two in work, nine editing, eight preparing. In work: '100 MEN AND A GIRL,' reported Variety May 26, and 'THE LADY FIGHTS BACK,' reported June 22.

Readied to start: 'MERRY-GO-ROUND OF 1938,' 'ADVENTURE'S END,' 'MIDNIGHT RAIDER,' 'LET'S BE CANDID.' BEHIND THE MIKE,' 'CARNIVAL QUEEN,' and 'YOUNG MAN'S FANCY.'

Warners

Eight in work, 11 eaiting, eight preparing. In work: THE PERFECT EFECUMEN, reported Vanery May 25: FIRST LADY, reported May 12: 'ADVENTUROUS BLONDE.' THE THENDER, THE GREAT GARBUCK, reported June 23. Started: THUNDER, THE GREAT GARBUCK, reported June 23. Started: 'MISSING WITNESSES,' produced by Bryan Foy, directed by William Clemens, original and screenplay by Dr. Ryan and Kenneth Gamet. Cast: Dick Purcell, Jean Dale, John Litel, Eddie Scuff, Mabel Todd, Ben Weldon, Wida Ann Borg, William Haade.

Story is a big city, underworld melodrama of a centralized racketering organization headed by Harlan Tucker and being fought by John Litel, Dick Purcell and William Haade. Jean Dale is accused of killing Tucker and the criminal gang is exposed when Purcell and Jean learn that Tucker has slain his buttler and dressed the victim in Tucker's own clothes. Connolly, screenings Anders, produced by Bryan Foy, directed by Sobrett, Screenings Anders, produced by Bryan Foy, directed by Connolly, Screenings Anders, produced by Bryan Foy, directed by Connolly, Screenings and the crimance with Beverly Roberts, an actress, suffering from weak pictures. Her press agent, Allyn Joslyn, is at wits end. She goes abroad and falls in love with a waiter in Vienna, Patric Knowles, ownes to Hollywood, too, and spends her money like water, but it turns out to be a prince. Back in Hollywood her popularity returns. Knowles comes to Hollywood, too, and spends her money like water, but it turns out to be his own money. He leaves, she follows him back to Europe and they kiss and clinch.

"WO PLATOONS," produced by Bryan Foy, directed by John Farrow, organization and screenplay by Carlton Sand. Dick Foran, Ann Sheridan, Veda Armstrong's about the lives of Armstrong a fire captain. Both are in love. with Veda Ann Borg. Foran thinks Ann Sheridan is Armstrong's sweetie but she is his sister. Ann and Dick fall in love. Ann saves Dick from dishonorable discharge. Dick saves Armstrong's life and all misunderstandings are forgotten and Miss Sheridan and D

CALENDAR OF FOREIGN RELEASES

(Most of these available with English titles)

Most of these available with English titles)
Abyssinia (Russ) (Amkino). War record. 53 mins. Rel. Dec. 1. Rev. Dec. 16.
Alia en Rancho Grande (5p.) Mexican musical. Tito Guizar. Dir. Fernando
de Fuentes, 90 mins. Rel. Nov. 15. Rev. Dec. 2.
Amour de Toni, Les (Fr) (Metropolis). Heavy drama. Dir. Jean Renoir. 80
Ali Es Ism Rel. Nov. 1. Rev. Nov. 16. Dir. Jose Bohr. 70 mins. Rel. Oct. 15.
Ani Es Ism Rel. Nov. 1. Rev. Nov. 16. Dir. Jose Bohr. 70 mins. Rel. Oct. 15.
Amphytrion (Fr) (Ufa). German-made French talker: Heori Garat. Dir. Reinhold Schunzel. 88 mins. Rel. March 15. Rev. March 31.
Arshin Mai Alan (Armenian). Operetta. Dir. Setrag Vartian. 40 mins. Rel.
Augustant 1. Rev. March 10.
Bohnen, 1 Rev. March 10.
Bohnen, 1 Dagowert. Dir. Paul Wegener. 101 mins. Rel. Jan. 15. Rev.
Feb. 3.

August der Starke (Ger) (Casino), Historica drame with index.

Böhnen, Lil Dagover, Dir. Paul Wegener, 101 mins. Rel. Jan. 15. Rev.

Baratsagos Arcot Kerek (Hung) (Danubia).Romantic farce. Szoke Szakall. 70 mins. Rel. Oct. 1.

Barcarole (Ufa) (Ger). Offenbach's opera. Gustav Froehlich. Dir. Eric Neuser. 33 mins. Rel. Oct. 15. Rev. Oct. 20 ir. M. Waszynskiego. 95 Beddie Lepiej (Pol) (Polish-American). Comedy. Dir. M. Waszynskiego. 95 Beddie Lepiej (Pol) (Polish-American). Comedy. Dir. M. Waszynskiego. 95 Befehl (Ger). (Casino). Army farce. Weiss Ferdl. Dir. A. Elling. Befehl 1 (Ger). (Casino). Army farce. Weiss Ferdl. Dir. A. Elling. 10 mins. Rel. Nov. 15.

Bethel ist Releil (Ger). (Ufa). Millocker's opera. Marikka Rokk. Dir. Georg Birobidism. 7. 13 mins. Rel. Dec. 15. Rev. Dec. 30.

Birobidism. 7. 13 mins. Rel. Oct. 18. Rev. Dec. 30.

Birobidism. 18 mins. Rel. Oct. 18. Rev. Oct. 21.

Beethoven Concerto (Russ) (Amkino). Light children's yarn. Dir. V. Schmidhoff. 85 mins. Rel. Oct. 18. Rev. March 31.

Blinda Zassaglere (Ger) (Tobis). Comedy. Pat and Patachon. Dir. Fred Saur. Bolek and Lolek (Pol). Musical comedy. Dir. J. Rosen. 87 mins. Rel. Dec. 1.

Rev. Dec. 16.

Calandria, La (Sp). Romance of a singer. Dir. Fernando de Fuertes. 60 mins. Rel. Name 10 mins. Rel. Dec. 1. March 10 (Sp). Mexican made romance. Dir. R. O'Quigley. 80 mins. Rel. Name 10 mins. Rel. Dec. 10 Mins. Rel. Dec. 10 Mins. Rel. Name 10 mins. Rel. Dec. 10 Mins. Rel. Name 10 mins. Rel. Dec. 10 Mins. Rel. Dec. 10 Mins. Rel. Name 20 mins. Rel. Dec. 10 Mins. Rel. De

Cicitto Lindo (Sp). Mexican made romance. Dir. R. O'Quigley. 80 mins. Rel. Nov. 1.

Crisis Mundial (Sp). Comedy romance. Dir. Benito Perojo. 80 mins. Rel.
Feb 15

Feb 15
Daro un Millione (It) (New World). Romantic comedy. Dir. Mario Camerini.
75 mins. Rel. March 15. Rev. April 7.

Dinero ed Amore (II) (New World). Florentine legend. Dir. Guldo Brigone. 90 mins. Rel. March 1. Rev. March 24.

Drel Blaue Jungs (Ger) (Casino). Nazi naval life. Dir. Carl Boese. 90 mins. Rel. Dec. 5s. Rev. Jan. 13.

Duna Rel. Dec. 5s. Rev. Jan. 13.

Duna Rel. Dec. 5s. Rev. Jan. 13.

Buna Rel. Dec. 1. Rev. Dec. 16.

Edes Mostoha (Hung) (Danubla). Romantic Farce. Dir. Istvan Szekely. 80 mins. Rel. March 15. Rev. March 21.

Edes Mostoha (Hung) (Danubla). Kid's yarn. Dir. Bela Balogh. 95 mins. Rel. Dec. 1. Rev. Dec. 16.

Elin Lied. Ein Kuss. Ein Macch March 21.

Elin Lied. Ein Kuss. Ein Macch 21.

Elin Lied. Ein Lied. Ein Rev. Dec. 16.

Elin Lied. Ein Lied.

Jadzia (Poi). Romantic musical. Dir. M. Cwiklinska. 82 mins. Rel. Jan. 15. Rev. Feb. 3

Kalea Schwinderin, Die (Ger) (Casino), Romantic comedy. Dolity Haas, Dir. Carl Boese., 75 mins. Rel. March 15. Rev. April 7. Keenigwaiger (Ger) (Ula). Operetta. Willi Forst, Dir. Herbert Maisch. 80 mins. Rel. Oct. 15. Rev. Nov. 11. Lardimme es Sorrisi (10. Univ.) Original. Willi Forst, Dir. Raffaello Matarazzo. 157 mins. Rel. Dec. 15. Rev. Dec. 35 men. 157 mins. Rel. Dec. 15. Rev. Dec. 36 men. 157 mins. Rel. Dec. 15. Rev. Dec. 36 men. 157 mins. Rel. Dec. 15. Rev. Dec. 36 men. 157 mins. Rel. Dec. 15. Rev. Dec. 36 men. 157 mins. Rel. Dec. 15. Rev. Dec. 37 mins. Rel. Oct. 15. Rev. Oct. 28. Largy Jo Mindhalalig (Hung) (Danubia). Life in a children's school. Dir. Karl Heinz Martin. 85 mins. Rel. Oct. 15. Rev. Oct. 28. Largy Jo Mindhalalig (Hung) (Danubia). Life in a children's school. Dir. Istvan Szekely, 75 mins. Rel. Oct. 15. Rev. Oct. 28. Largy Jo Mindhalalig (Hung) (Danubia). Life in a children's school. Dir. Istvan Szekely, 75 mins. Rel. Oct. 15. Rev. Oct. 28. Largy Jo Mindhalalig (Hung) (Danubia). Life in a children's school. Dir. Istvan Szekely, 75 mins. Rel. Oct. 15. Rev. Oct. 28. Largy Jo Mindhalalig (Hung) (Danubia). Life in a children's school. Dir. Istvan Life Renate Mueller, Gustav Frochlich. Dir. Eric Waschneck. 95 mins. Rel. Oct. 17. Rev. Oct. 7. Labelenum in Mause Hapsburg (Ger) (Casino). Historical team. Dir. Willi Loyalty of Love (If) (New World). Drama. Marta Abba. Dir. Guido Brignone. 90 mins. Rel. Pob. 15. Rev. March 24. Manewry Milsone (Folish). Poperetta. Dir. J. Nowina-Przybylski. 70 mins. Rel. Sen. 16. Rev. Oct. 7. Maskerade (Just) (DuWorld). Musical. Paul Weeselly. Dir. Willy Forst, 90 mins. Rel. Dan. 15. Rev. Jan. 27. Maskerade (Just) (DuWorld). Musical. Paul Weeselly. Dir. Willy Forst, 90 mins. Rel. Dan. 16. Rev. Doc. 16. Rev. Oct. 28. Rev. Nov. 25. Researto (Hung) (Danubia). Cinderella in Budapest. Dir. Bela Gaal. 90 mins. Rel. Dec. 16. Rev. Dec. 30. Mins. Rel. Oct. 17. Rev. Nov. 15. Rev. Nov. 25. Rev. Dec. 40. Minser Rel. Poper Rev. 16. Rev. Dec. 16. Rev. Dec. 16. Rev. Dec. 30. Minser R

Oct. 1.

Ist Main Mann Nicht Fabelhaft (Ger). Domestic comic complications. Dir. Georg Jacoby. 76 mins. Rel. Dec. 1, Rev. Dec. 9.

I Want to Be a Mother (Yiddish) (JTP), Melodrama. Dir. George Roland. 85 mins. Rel. Feb. 15. Rev. March 3.

Mev. Feb. 3

Jede Frau Hat Ein Geheimniss (Ger) (Casino), Romantic comedy, Dir. Max
Ophals. 80 mins. Rel. March 1. Rev. March 17.

Junge Graff, Der (Ger) (Ufa). Light comedy with music. Anny Ondra. Dir.
Karl Lamac. 90 mins. Rel. Dec. 1. Rev. Dec. 18.

Karl Lamac. 80 mlns. Rel. Dec. 1. Rev. Dec. 18.

Rakos Dromos, O (Gr.) Heavy drama '77 mins Rel. Oct. 15 Rev. Oct. 28.

Kleine Schwindierin, Die (Ger) (Casino). Romantic comedy. Dolly Haas. Dir.

Carl Bosec., 75 mins. Rel. March 15. Rev. April.

Koenlewalzer (Ger) (Ufa). Operetta. Willi Forst. Dir. Herbert Maisch. 80
mins. Rel. Oct. 15. Rev. Nov. 11.

Silendos Subrev. (Sp.). Mexican drama. Dir. Ramon Peon. 80 mins. Rel. Jan. 15.

Silendos Subrev. (Sp.). Mexican drama. Dir. Ramon Peon. 80 mins. Rel. Jan. 15.

Silendos Subrev. (Sp.). Mexican drama. Dir. Ramon Peon. 80 mins. Rel. Jan. 15.

Silendos Subrev. (Sp.). Subrev. (Sp.). Mexican drama. Edvard Persson. Rel. Dec. 15. Rev. Dec. 23.

Soder on Landsvagen (Sp.). Sp. Subrev. Rel. March 1. Rev. March 17.

Soderskar (Sw.) (Scandinavian) Musical. Edward Persson. Dir. Weyler Hildebrand. 80 mins. Rel. Dec. 15. Rev. Dec. 23.

Soldaten Karemaden (Ger) (Zwicker). Teutonic propaganda. Dir. Turn Hupbers. 90 mins. Rel. Oct. 1. Rev. Dec. 23.

Soldaten Karemaden (Ger) (Zwicker). Teutonic propaganda. Dir. Lo Ming-Yau. 60 mins. Rel. Nov. 1. Rev. Nov. 11.

Son of Mongolia (Russ.) (Amklino). Propaganda of the Mongolian sector. Dir. L. Trauberg. 105 mins. Rel. Nov. 15. Rev. Nov. 25.

Spain an Fiames (Russ.) (Amklino). Pravelog. English lecture. 65 mins. Rel. Sporck'sschen Jaeger, Die (Ger) (Bavaria). Romantic drama. Dir. Rolf Randolf. 60 mins. Rel. Feb. 15. Rev. March 3.

Standschutze Brurgler (Ger) (Ufa). Military drama. Dir. Werner Klinger. 85.

Standschutze Brurgler (Ger) (Ufa). Military drama. Dir. Werner Klinger. 85.

Standschutze Brurgler (Ger) (Ufa). Military drama. Dir. Werner Klinger. 85.

Standschutze Gesslischaft (Ger) (Ufa). hesn's odiel in a new version. Dir. Detlet Sierck. 80 mins. Rel. Feb. 15. Rev. Feb. 25.

Szenzato (Klunch. Romantic comedy. Dir. Steven Szekely. 80 mins. Rel. Feb. Szerzato (Klunch. Romantic comedy. Dir. Steven Szekely. 80 mins. Rel. Jan. 1. Tredwatz (Pol) Heasy drama. Dir. Julius Gardan. 91 mins. Rel. Jan. 1. Tredwatz (Pol) Heasy drama. Dir. Julius Gardan. 91 mins. Rel. Jan. 1. Tredwatz (Pol) Heasy drama. Dir. Julius Gardan. 91 mins. Rel. Jan. 1. Tredwatz (Pol) Heasy drama. Dir. Julius Gardan. 91 mins. Rel. Jan. 1. Tredwatz (Pol) Heasy drama. Dir. Julius Gardan. 91 mins. Rel. Jan. 1. Tredwatz (Pol) Heasy drama. Dir. Julius Gardan. 91 mins. Rel. Jan. 1. Tredwatz (Pol) Heasy drama. Dir. Julius Gar

(Continued on page 21);

Heavy Pix Stock Trading. S.E.C. **Records Show**

Washington, July 6.
Unloading of Paramount paper by
Lehman Bros., brokerage firm to
which John D. Hertz, film company
director, belongs, came to light last
week in latest Securities & Exchange Commission report on insiders' activity. Dealings in several
other picture securities also were
unveiled simultaneously.

unveiled simultaneously.

Disclaiming beneficial interest,
Hertz reported that during the latter
part of May his house dumped 6,000
Par common, 2,500 second preferred, and \$55,000 face value of debentures, Three sales wiped out the
firm's position in common, while
three more transactions cut the
second preferred holdings to 5,500
and another trio of deals sliced the
debenture portfolio to \$32,000.

Continued activity by Maurice
Continued activity by Maurice

debenture portfolio to \$32,000. Continued activity by Maurice Newton, another Par director, via Hallgarten & Co, was shown. After engaging in large-scale trading for several months, the brokerage shop reported a few simple transactions in May. Newton sold 400 common held in his own name, slicing his stake to 8,118, and the house sold 380 and picked up 180 by exchange, winding up with none left. On his own account, Newton picked up 400 pieces of second preferred, On his own account, Newton pickets up 400 pieces of second preferred, giving him 2,813, while the company bought 200 which were quickly swapped for common. The firm also said it holds \$97,000 worth of de-

Sales of Warner Bros. tickets by Sales of Warner Bros. tickets by the trio of topnotchers were disclosed. Renraw, Inc., personal holding company of the brothers, unloaded 858 shares of \$8.35 cumulative preferred, reducing this company's holding to \$13,500. Their Holding Co. B marketed a like amount, 286 shares for each of the three brothers, leaving 4,500 tickets apiece for Albert, Harry and Jack. Report showed Holding Co. A still accounts for 5,988 common for Albert, while Harry has 62,880 and Jack 88,060.

Pürchäse of W.B. debentures by

Purchase of W.B. debentures by Stanleigh P. Friedman was shown. He picked up \$5,000 worth, boosting his investment to \$460,000. The brothers still account for most of these securities, Albert having \$1,530,000 in his own name and \$269,-600 its helding company. Here \$1.

11826 Security, Albert Navys, 15,30,000 in his own name and \$209,400 via holding company, Harry \$1,404,000, and Jack \$1,502,000.

Harry Cohn, president of Columbia Pictures, dumped 18,387 A-purchase warrants covering voting trust certificates, wiping out his wad of these tickets. Bruno Weyers, Educational officer, sold 100 warrants for common, leaving him 1,540.

Arthur M. Loew reported he received 2,196 common of Loew's, Inc., as a liquidating dividend and sold 1,901, leaving him 295. His holding company was shared with disposal of 2,198 of these tickets as part of the liquidation process.

of 2,198 of these tickets as part of the liquidation process. Purchase of 1,900 shares of Pathe common in two lots during April was reported by Robert R. Young, giving him 31,715 of these tickets, in addition to 10,283 shares credited to a holding company in which he has

a stake.
Felix A. Jenkins said his wife had dumped her 25 common shares of 20th Century-Fox.

When the showed E. W. Ham-

dumped her 2s common shares of 20th Century-Fox.

Other reports showed E. W. Hammons, president of Educational, has 700 common and 17,683 warrants, and Hugh McNair Kahler has no interest in the firm.

Joseph Aller, New York, new director of Consolidated Film Industries, said he had none of the company's paper when he went on the board last year while John E. McCauley, Chicago, recruit on the General Theatres Equipment directorate, revealed his stake at 100 common.

Stothart Tunes 'Firefly'

Hollywood, July 6. Metro has assigned Herbert Stothart to do the musical scoring on 'The Firefly.'

Jeannette MacDonald and Allan

Jones are featured

JANE GREER'S 20TH TEST

Century-Fox is testing Jane Greer or picts, Joe Pincus handling it. Century-Fox is testing same Greet for picts, Joe Pinens handling it. Girl is the 18-year-old daughter of Herbert Greer, utilities operator and publisher of several newspapers in West Virginia. WHEN THIS GOES UP



REMEMBER THAT



HAVE BEEN

With the Strongest Musical **Build-Up They've Heard This Year!**

6 walloping Warren & Dubin hits played and sung-And the picture no...

Of the higgest fadio nat

Gus Arnheim and Orch. Vic
Baker. Nat Brandwynne and
Orch. Nat Brandwynne and
Jery Black and Orch. Blue
Baron and Orch. Blue
Baron and Orch. Blue
Baron and Orch. Blue
Baron and Orch. Blue
Brigan And His Tumpet
Berigan and Orch. Frank
Buse and Orch. Frank
Buse and Orch. Frank
Cugat and Orch. Kavier
Craig and Orch. Kavier
Gust. Bing Crosh. Blue
Black and Orch. Stank
Cugat. Bing Crosh Budy
Orch. Bing Corol.
Orch. Bing Corol.
Orch. Bing Corol.
Orch. Bing Corol.
Orch. Bernic Covier
Bern and the picture mentioned for 6 solid weeks by 106 of the biggest radio names that ever backed a hit! for 6 Solid Weeks by 100

State ever backed a hit!

and Orch. Kay Kyser and
Orch. Kings Jesters and
Orch. Kings Jesters and
Wayns king and Orch. Andre
Kostelanets and Orch. Phil LeRoyal Lowes and
Luyns and Orch. Phil LeRoyal Lombardo
Gien Miller and Orch. Frankie
Martin and Orch. Frankie
Martin and Orch. Preddy
Martin and Orch. Preddy
Martin and Orch. Preddy
Martin and Orch. Preddy
Martin Royal Lucille
Martin and Orch. Preddy
Martin Royal Noble and Orch.
Will Ostel Royal Noble and Orch.
Will Ostel Royal Orch. Andrew
Orch. George Olson and
Orch. Will Ostone and
Orch. Will Ostone and
Phillips Raymond Palog and
Orch. Howard
Bay Roke Russell and Orch.
Rapp and Orch. Barney
Sale Ray and Orch. Barney
Sale and Orch. Harold
Sinatra and Orch. Farne
Sinatra and Orch. From
Hatters Orch. Joe SanHatters Orch. U.S. Martine
Connecticut Yankees and his
Steedan and Orch. Entire
Watson and Orch. Entire
Watson and Orch. Entire
Watson and Orch. Paul
Watson & Orch. Barry Wood

Everybody's Swinging the Songs from THE

and Orch. Benny Goodman and Orch. Benny Goodman Casa Loma Glen Gray oodman Casa Loma Jan Garband his Orch. All Goodman and Orch. Dick Goodman and Orch. Horace Holf Heidt and Phil Harris and Orch. Fred Jackie Heiler Wendell Hall ton and Orch. Ceorge Hall POWEL DICK

Part of the Giant Exploitation That's Helping WARNER BROS. **Top Everything That** 'Shipmates' Did HFR'

With Doris Weston • Lee Dixon • Hugh Herbert • Jane Darwell • Allen Jenki Larry Adler . Doctor Rockwell . Directed by Ray Enright . Musical Numbers Created and Directed by Busby Berkeley

Par's So. Chicago Steel Strike Pix Yes and No on B.O.; Chiefly Good Bally

Paramount has obtained a whale of a lot of publicity on its exclusive shots of the Memorial Day clash between steel strikers and police at South Chicago III., which it is expected will serve as pressure for salesmen in getting accounts for the newsreel, but business at the theatres playing the reel has been increased only slightly, so far as managers can see.

It is also reported by the theatres

greased only slightly, so far as managers can see.

It is also reported by the theatres that there has been little or no reaction to the reels when screened, audiences in virtually all cases siting through the pictures very quietly. At the Embassy and TransLux newsreel houses, N. Y., where hissier crowds are attracted, there has been some booling at points where labor sympathizers could fittingly give out, but the reaction has not been as strong as it frequently is against some of the foreign dictators. Managers declare there has been no trouble otherwise, although in Chicago, where the police have been severely attacked, the reels are not being shown. In that city the police aren't allowing it, while in certain spots theatres themselves deemed it wise not to exhibit the highly controversial pictures,

troversial pictures.

Theatre operators in New York, a little surprised that there has been no audience reaction in the majority of cases, believe that the sting was taken out of the strike-police melee by the LaFollette-Civil Liberties committee investigation in Washington and the great amount of publicity that was given the Par pictures. Managerial contention is that audiences apparently know what to expect and view with curiosity what they have already read a good deal about.

licity that was given the Par pictures. Managerial contention is that audiences apparently know what to expect and view with curiosity what they have already read a good deal about.

While originally Paramount decided not to release the reels for fear of riots in the theatres, after the LaFollette committee revealed the contents of the footage in detail, the company felt last week that it should be okay to release the print now. They went out Friday (2), assertedly unedited. Built up by prefacing the shots with footage on Senator LaFollette, who briefly discusses the Chicago matter and his committee's investigation, the special on the riot runs 600 feet but has no slow-motion portions which might have been helpful in more clearly viewing the conflict. Before releasing the pictures, it was agreed between Par and the LaFollette committee that if the latter screened the picture a jits public hearing, then Par would be free to release the subpoenaed footage to the theatres.

With notice of their availability Friday (2), Paramount indicated to all its managers and partners that it was being left to their discretion whether they wanted to screen the pictures, or not. There was some feeling within Par that they should have been killed when originally obtained and nothing said about their possession, although as it has happened, the Par newsreel has gottem more publicity and space than every before in history. The clash fil

were a clean scoop.

First house to snow the pictures in New York was the Broadway Paramount, followed Friday (2) by the Embassy and later other houses. Theatres not having the reel, pricipally because they don't take Par service, included the Music Hall, Roxy, Capitol, Strand, State and the RKO houses. Starting Saturday (3) a limited number of spots but, as in limited number of spots but, as in most cases, managers merely put them in the theatre and didn't ballyhoo the pictures too much. The N. Y. Par at first didn't bill the pictures out front but, after seeing that there was no apparent audience reaction, the house began advertising what it had for possible draw purposes. Believed that here the pictures are accounting for a little business, but doubted in some managerial quarters whether the riot reels are really bringing the curiosity seekers as much as those of the Hindenburg disaster did.

S. R. Martin, manager of the Em-

disaster did.

S. R. Martin, manager of the Embassy, declared there was a little increase the first two days of the Parreel but that Sunday (3), even with many out-of-towners in New York, business stood at its normal Sunday stage for this time of the year.

ERPI'S LAVISH EDUC. LIBRARY

Hoyt's Jigsaw

(Continued from page 11)

Only this time, Doyle is on the out-

Only this time, Doyle is on the outside looking im.

Insiders claim G. U. T. board was anxious to get Doyle out because he was the stumbling-block to all plans covering the future. Tip, also has it that the board was afraid to let Doyle play his own policy for fear he'd splash out on an 'gry of expansion. Another inside tip has it that certain distribs are advising the board to run sole under the guidance of a conservative showman rather than join again ith Hoyts. Distribs, according to tip, say they'll supply sufficient pix to cover chain.

What is the real object of the alleged desire of Hoyts to continue in G. T.? Mob gropes to find the right answer. Is it because 20th-Fox, through Hoyts, seek a guaranteed outlet for pix over a long period? Hoyts on solo operates two acers in Sydney. G. T. total is ni including acers and semis. In Melbourne, Hoyts has three; where G. T. tally is six. So it goes around the various states, finally adding up a soli total of release spots for Fox.

Moodabe Deal

Moodabe Deal

a soil total of release spots for Fox.

Moodabe Deal

When Walter Hutchinson was here last year he clinched a deal ith the Moodabe chain. New Zealand to insure a 20th outlet. N. Z. government is not favorably inclined towards foreign capital breaking into its territory, thus it was stated that Charles Munro and Stanley Crick held a fitty-fitty terest with the Moodabes in chain, and that Fox had no financial interest in the deal beyond provi ing pi tanley Crick is md. of 20th in Australasi, and Charles Munro is the boss of Hoyts, a it in which 20th holds large financial interests. Stanley Crick is also on the board of General Theatres. All of which proves Hutchinson pulled off a nice-biz move. What he'll do on his next visit remains to be seen. Mob asks what would be the result of another long termer between G. U. T. and Hoyts in G. T. Inside again provides an interesting answer. Twentieth would be set on playing time throughout Australasia; there would be no fear of expansion moves for supremacy; distribs would have to cut rentals film to combine; staff overhead would be reduced; operation costs would be lowered, and the indies would have a fight to keep pace. Reports have it that should a deal go through, it would mean the of G. U. T., with Hoyts, under Munc, running the whole thing as one big unit.

Whole thing is still a puzzle to the mob. and likely to remain as

deal go through. It would mean the end of G. U. T., with Hoyts, under Munro, running the whole thing as one big unit.

Whole thing is still a puzzle to the mob, and likely to remain as such until both sides make up their minds on what road to follow.

Doyle's out; Norman. Rydge is in Munro's in his way home with Crick; Ken Asprey is due back soon; Walter Hutchinson is coming across with Sid Kent, Greater Union seeks a new leader; British are anxious; Warners want a chunk of something; the federal government is watching; everybody's wondering what the next move will be, and nobody has solved the actual puzzle as yet, although many say it's in the bag in New York.

Maybe the American distribs don't know it, but the Federal government is said to be watching very closely the attempts being made by them to grab a huge slice of the local pic-field i opposition to the British distribs.

Especially is the now that news has leaked through that 20th-Fox, through Hoyts, is joining with Greater Union on a long termer. Meaning of course, if G. U. T. links, with Hoyts, 20th will have a pretty recoulted for pix throughout Australia and the Britishers will find it tough going to secure ace outlets for their product. Inside has it that the Federal boys are preparing to work hand in hand very soon in the "ritish authorities on the Imperial quota question, and that, when Prime Mi ister Lyons returns from abroad some move will be made in this direction. It's reported that Warners is trying to negotiate a franchise with General Theatres to cover a period for the vers.

It's reported that Warners is trying to negotiate a franchise with
General Theatres to cover a period
of ten years, providin of course, a
link takes place between G. T.
and Hoyts. It's id that nited
Artists and RKO are sitting on the
sidelines just waiti
will happen in the ver
Universal and Colu
made any moves as yet.
Even now the situation is a serious
one for the Britishers, ith Fox in
with Hoyts; Par operating own Melbourne house, hooked i with Prince

Audio-Visual Educational Plans All Set Via NEA-MPPDA Cooperation

JOLSONS DELAYED

Can't Sail on Same Jack Bennys With

The Jolsons and the Bennys aren't sailing together July 14 on the Normandie as planned. Al Jolson got into New York thi week and is awaiting his wife, Ruby Keeler's advent later in the month. She leaves Hollywood for N. Y. July 16, having been kept west by the doctor. This stymi the Jolson's sailing abroad this summer altogether.

As for Miss Keeler's Paramount picture dickering, Jolson's ing to dissuade her from continuing the picture-making grind.

DIGGING INTO **VAULTS FOR EDUC. PIX**

Ithough not covered specifically in any official announcement, one thought back of the present campaign to obtain educational shorts from picture company vaults is to cill every possible foot of film that is regarded as possessing audiovisic educational potentiallies. Cooperating with picture producers, the advisory committee set up by the National Education group has been—and will continue robably through the remainder of the yeargoing over material obtained from the principal film companies.

This is done by inspecting the pictures in a projection room located near present working headquarters at 1600 Broadway. Besides travelogs, which are counted on to furnish material for a variety of subjects, educators are credited with counting on getting clips from historical short subjects such as have been produced of late by Warner Bros. and Metro in two-reel size. By careful editing and re-tilling, pictures can be secured for suitable classroom work, it is believed.

Newsreel field also will not boverlooked in the quest for footage. Topical material is expected to be obtained from past released reels as well as from newsreel libraries. All reels have comprehensive 'morgues' of outstanding material covering virtually every event or phase of life in the world. It is expected to, that rejected clips—the material not employed in regular releases—also will come in handy. This is because it may be found that cut and-dried subject mater, not viewed as lively enough for exhibitors, might contain some educational slant.

Example of old footage resting in newsreel libraries was brought to light receptly when Paths avairant

stant.

Example of old footage resting in newsreel libraries was brought to light recently when Pathe newsreel reproduced old films of President Theodore Roosevelt. Though silent, it depicted him speaking to a youth group. Was incorporated in Pathe release in connection with Boy Scout Jamboree.

Jamboree.

Typical illustration of the manner in which advisory committee carries out its function in passing on the suitability of travel or scenic films. came up recently on a travelog. Picture showed unusual effect on sunlight penetrating forest, giant trees and other different, scenic-vi

Besides the obvious value of incurporating a portion of this film in a study of geography, it also could be used in geology and physics study editi

Plan, envisaging of shorts,

Plan, envisaging Plan, envisaging of shorts, would provoke discussion of problems involved under the guidance of the teacher. Some films already have been made, including scenes from White Angel, Educating Father, Cavalcade, The Devil Is a Sissy, 'Your Uncle Dudley, Fury,' Men in White, 'Broken Lullaby,' Private Jones,' and 'Winterset,'

Edward, Sydney, and tied with Metro in the Melbourne nabes. Metro operates own theatres in Sydney, Melbourne and Brisbone, and at Coll is now figuring extending chain in other snot.

io-visual educational ceived tremendous boosts last wee first by Mark A. May, director Institute

Yale, when he tional possi ilities of motion pictures

and new proposed setup for schools to get films, and secondly, by Progressive Educational Association's to get films, and secondly, by Progressive Educational Association's project to incorporate films in high school and college usage: May, speaking at Detroit: Thursday (1), told delegates to the National Education Association in annual convention of the Joint or cooperative move of educators with the major film industry, basic; idea being the culling of suitable classroom material from ilable short subjects, already released.

The Human Relations Commission of the Progressive Education Association, on the other hand, would obtain most of its material from regulation full-length features, film to be clipped from these to make one or more short features, each of which would bring into focus real life problems being discussed by classes. Director May, in detailing picture alignment, predicted that before many years the motion picture will rise in value as a visual aid to at least a coor inated position with leading subject matter in the curriculum. He also forecast that it will become an integral part of the study course and will be regarded generally as one of the indispensable elements. May expressed relief that a new day is dawning in education. Educational leaders Detroit 100,000 schoolhouses in the U. S. having electric current.

were told of 100,000 schoolhouses in the U. S. having electric current making them, potential candidates for educational talking films. May cited that of this number less than 1,000 have talking picture projectors and not more than 700 are 16-millimeter equipment. He also pointed out that the 18-mm, sound projector was becoming the standard modern instrument for classroom instruction.

In indicating a desire of education authorities to standardize on both film material and suggesting similarity in equipment. Director May traced the set-up and what eventually pointed to a solution of present difficulties. Illustrated the great potential values discovered by educators in certain films. Among short subjects, particularly travelogs, educators have seen film material of great potential values. It is travelogs, educators have seen film material of great potential values. It is the production of the Motion Pictures, made application to the Motion Picture Production to the Motion Picture so the second is tributors association for experimental use of certain photoplays it connection with the development of a series of pictures on character educati . Will Hays arranged, with certain member-companies, 3th-germit the use of 20 films for the development of this series. The committee proceeded to cut excerpts from each film. A series of one or two reel pictures was made from these excerpts (Secrets of Success' series'). Then he explained that member-companies of MPPDA have opened their film valuts of short subjects to an advisory committee of educators who have been invited to see what is there of educational value. Of the estimated 15,000 sound shorts, Director May said the estimation was that not less than 2,000 could be used without alteration and 2,000 others more could be employed with certain changes, editing, etc. He classified existing shorty of great educational potential ties as being travelogs and short features covering American history. He said that other shorts contain material useful in connection with biologi

Seiter Takes Campus Life in Tow at 20-Fox

Hollywood,
Darryl Zanuck last week assi
William Seiter to direct 'Life
at College,' formerly, 'Pigski

is now figuring extending chain, in of 1937."

Ritz Bros. have featured spot in Ritz Bros. have featured spot in Federal government. In the cast, ith supporting roster that some rude shocks will be given Yan-Joan Marsh, the Breswter Twins, kees if Britishers are pushed out into the cold with their

CALENDAR OF FOREIGN RELEASES

Under Fals Flagg (Sw) (Scandinavan).

Gustav Molander. 75 mins Rel.
Ungetreue Eckehart, Der (Ger) (Tobis).

Bornebusch. 93 mins. Rel Oct 1. Rev. Oct 21
Varan Pelke (Sw) (March 17
Varan Pelke (Sw) (March 17
Varan Pelke (Sw) (March 17
Varan Pelke (March 17
Varan Varan (March 17

Green. 92 mins. Rel. Jan.
Key to Addresses

Rarold Auten, 1540 Broadway.

Amkino, 723 Seventh Ave.

Eavaria Film, 499 Firth Ave.

Casino, 240 E. 86th St.

Daubloi, 725 Seventh Ave.

Daubloi, 725 Seventh Ave.

Daubloi, 725 Seventh Ave.

European 184 W 55th Se.

European 184 W 55th Se.

Jos. Green, 1501 Broadway.

Ogarrison Films, 725 Seventh Ave.

Uka, 725 Seventh Ave.

Uka, 725 Seventh Ave.

tev. Jan. S.

(central Foreign Sales, 729 7th Ave.

Germania, 22-33 19th St., Astoria, L. i.

J. H. Hoffberg, 729 Seventh Ave.

Inter-Continent, 50 E. 42nd St.

Kinematrade, 723 Seventh Ave.

Jean Lenausy, 1501 Broadway.

Martin Nosseck, 329 Aludbon Ave.

Martin Nosseck, 329 Aludbon Ave.

Metropolis, 260 Fifth Ave.

New World, 630 Ninth Ave.

Scandinavian Films, 220 W, 48th St.

John Tapprioux, 129 W, 48th St.

O MY EXHIBITOR FRIENDS

I have just returned from the coast after attending sneak.... audience previews for our first four releases for the 1937-38 season. After seeing them, I predict that these four will be among the outstanding motion pictures of the new season, both as to quality and box office results.

WARNER BAXTER and JOAN BENNETT

"Walter Wangers' VOGUES OF 1938" IN TECHNICOLOR

HELEN VINSON • MISCHA AUER • ALAN MOWBRAY • JEROME COWAN Directed by Irving Cummings • Original screenplay by Sam and Bella Spewack

Samuel Goldwyn

"DEAD END"

SYLVIA SIDNEY and JOEL McCREA with

HUMPHREY BOGART · WENDY BARRIE · CLAIRE TREVOR · Based on the play by Sidney Kingsley • Screenplay by Lillian Hellman • Directed by William Wyler

Samuel Goldwyn

"STELLA DALLAS"

BARBARA STANWYCK · JOHN BOLES · ANNE SHIRLEY From the novel by Olive Higgins Prouty . Directed by KING VIDOR

Selznick International

RONALD COLMAN

THE PRISONER OF ZENDA"

MADELEINE CARROLL and DOUGLAS FAIRBANKS, Jr. Mary Astor • C. Aubrey Smith • Raymond Massey • David Niven Produced by DAVID O. SELZNICK

> Directed by John Cromwell ed on Edward Rose's dramatization of Anthony Hope's novel

Released thru UNITED ARTISTS

EXPLOITATION :-: By Epes W. Sargent

Love Seats

Atlantic City,
Allantic City couples to whom a
night out means a good picture plus
audies without interruption, find the
Hollywood theatre just the right
spot. The management, realizingthat love birds comprise a considerable part of the house's trade, has
installed love seats' throughout the
theatre. These are simply doubles
sized seats. No arm are the propose
the occupation of the pleasure with
the utmost comfort and convenience
ourpose. Availability of them at
various points within the theatre
makes the Hollywood ideal for patrons-to-be who tip the scales at
anywhere from 250 pounds up.
Jumbo patronage may relax and
breathe unrestryle uncramped.
The proposed of the proposed

spaces. (While the idea seems to be due for a revival, it is by no means a new stunt. The original Love Seats were installed in Proctor's 23rd street theatre, New York, in the early 90's. They were not replaced when they wore out, possibly because the seats were spotted too prominently in the front rows.)

Two Air Gags

Two Air Gags

Washington.

Cap Loew office used radio on two novel stunts to sell 'Captains Courageous,' one of which is adaptable to any pic. Tying up with local recording studios, which got nice display in theatre as well as plugs on the were invited to step up to microphone it lobby and expressionions of show. Array of equipment as well as interview attracted plenty of lookers-on who carried word home. Crowd was told to tune in WRC, Cap NBC outlet, the following morning from '230 to 8:30 a.m., when Gordon Hittenmark, repular morning from '230 to 3.30 a.m., when Gordon Hittenmark, repular morning from '230 to 3.30 a.m., when Gordon Hittenmark, repular morning from '230 to 8:30 a.m., when Gordon Hittenmark, repular morning and the standard who made comments. About 100 patrons who made comments. About 100 patrons who made comments. About 100 patrons were recorded each day, aithough only 15 got on air.

Other gag was hung on title of film. Morning air chatterer asked listeners to send in tales of heroism, either in which they participated or heir friends. Flock of swell yarms came in, best were read as regular and tied in with flicker. Prizes of \$5 cash and five copies of book were awarded for tops.

Other novel stunt pulled by same suffit was Father's Day idea gave local sheets feature stories that could have stood on their own. Quest was made for oldest fathers in city and winner, 94, turned out to be prominent business man who was section at the standard for the prominent business man who was section at the standard for the first prominent business man who was section at the standard for the first prominent business man who was section at the standard for oldest fathers in city and winner, 94, turned out to be prominent business man who was section at the standard for oldest fathers in city and winner, 94, turned out to be prominent business man who was section at swank hotel and 15 runners-up trekked to theatre in body as guests.

Plugging Away

Flugging Away

For 'A Day at the Races' at the State and Orpheum, Boston, Joe Di Pesa and Joe Day of the usual flock of pages from the American, which is standard with them, got a cut of Mauree O'Sullivan in a scription with local broadcaster, getting newspaper mention, and arranged a special race et a nearby track, with a stilt walker to jazz things up.

track, with a stilt walker to jazz things up.
They horned in on two vox pop broadcasts; WEEI and WORL, got a lot of windows in music stores and took a spot announcement to follow the Hollywood Hotel broadcast. Did some other things, but that the main layout—and plenty enough.

Those Better Babies

Those Better Babies
Burgess Waltroyn, of the Orpheum,
Fulton, Kentuckyn, of the Warper chain, liked the ride of the baby
contest as outlined by the F. & M.
circuit of Boston. Town is only
about 5,000 and Waltmon is limited
as to staff, but he ducked out personally and lined up 13 merchants.
Then he tied up the newspaper.
Latter will run full pages for three
weeks charging the merchants for
the contest of the contest is
swinging along. It also gives
plenty of readers, and the contest is
swinging along.
Just goes to show it can be done
if the headacher isn't afraid to work,
Just goes to show it can be done
if the headacher isn't afraid to work,
Just goes to show it can be done
if the headacher isn't afraid to work,
Just goes to show it can be done
if the headacher isn't afraid to work,
Just goes do how of 500,000
town.

Switched Saucers

Switched Saucers

New Haven.

Film Row got a hefty chuckle out
of an exploitation oversight here last
week on 'Caplains Court-cous.' Picture, a Metro product, was being
ballyhooed through central streets
via an elaborate sound truck.

Swell stunt, except that the guy
operating the sound kept using
vocals of Bing Crosby doing hits
from 'Waikiei Wedding' (Par) which
happened to be playing a nabe at the
time.

Playing Up Burns

Orpheum has tieup with Seattle.
Star for 'Mountain Music' that gives there as good break.

See a good break.

See a good break.

See a good break with a gives there as good break.

See a good break with a good break with a good break of the see a good break with a good break of the good break of the

St. Louis

A weekly review of best sellers for patrons was inaugurated last weekby management of Fanchon & Marco's 5,000 saater Fox through a ticup with 'Doubleday Doran's local book shop.

Dorothy Godwin, a radio commentator, started idea with review of Marjorie Hillis' best seller, 'Orchids on Your Budget,' over public address system to patrons gathered in huge loggy of house. Reviews will be given between noon and 12:30 p. m. each Wednesday, a short time before screen show starts.

Trip to Locale

Loew's press department as a natural tieup with a local steamship company here in connection with pop price run of Captain SS steamship company and the steam of Captain SS steamship company of the steam of the ste Boston

Visiting Help

Visiting Help
Baltimore.
Ted Routson of Hippodrome, local
combo house, put over another effective Hollywood tie-up following his
display of gowns worn by Ginger
Rogers in 'Shall We Dance,' when he
presented members of R.K.O's picture making company on location
for 'Annapolis Salute' on the Hipp
stage in conjunction of p.a. of Roscoe
Ates.

stage in conjunction of post of the Ates.

Brought Marsha Hunt, James Ellison, Arthur Lake, Van Helfin, Dick Hogan and others up from home of Naval Academy to put over bang up newspaper, radio and theatre tie-up.

Theatre Changes

Baltimore e manager

Fred Greenway, house manager of Century for five years, to State, Boston in similar capacity, and any here to State. Syracuse. Bob Etch-berger, former asst. mgr. at Syracuse house to similar capacity at Parkway.

Bill Schneider, in St. Louis with Fanchon & Marco operations for about two years now, has transferred to the F&M office in New York. He will remain in the east over the summer, probably returning to St. Louis in September.

New manager of the Orpheum here is Kenneth Mead, imported to fill the vacancy left by Ike Hoig's move, from Grand Junction, Colo, where he has been with the J. H. Cooper string. Hoig goes to Colorado Springs. Colo., for the same outfit. Kurth Neison will continue as assistant at the Orpheum. Orpheum, although a dual bill, splitweeker now, is normally (in season) a vaude house.

Robert (Buster) Radis a new addition to Universal office in Winnipeg. as booker. Hymic Swartz, former booker, has joined the road gang Tanting troubles seem to be over for the Hudson's Bay Co. new film exchange in Winnipeg, as the remaining holdouts have signatured for offices in the place when completed about Oct. 1. They are Warners and Columbia.

St. Louis.

Eight houses in and near St. Louis.

Inches and conditionary St. Louis.

Inches and conditionary St. Louis.

Inches and conditionary St. Louis.

Inches and Company St. Louis.

Inches and Community.

Inches and Commun monnus. They are Hollywood and Downtown Lyric. St. Louis; Will Rogers, Collinsville, Ill.: Rialto, Granite City, Ill.: Thalia, Stonington, Ill.: Lyric, West Salem, Ill.: Red Wing, Worden, Ill., and Community, Sumner, Ill. Houses reopened last few weeks, due to increasing employment in their communities, are Durbin. Bluffs, Ill.: Gena Robbs, Ill.: Salem, Salem, Ill., and Golden, Golden, Ill.

R. R. Raub. former Publix manager in Colorado Springs, now handling publicity for the Fine Arts.

George E. Fuller Sues On Anti-Sherman Charge

New Orleans, July 6.
Suit for \$7,713 damages, tripled,
was filed in federal court here by
George E. Fuller of Fairhope, Ala,
exhibitor, against seven film distributing companies and two individuals. Fuller charges that the defendants in a combination in restraint of trade violating the Sherman anti-trust law, refused to lease
films to him for showing in theatres
he operated in Florida. He was
forced to close the theatres, he alleges.

forced to close the theatres, he alleges,
Defendants are Vitagraph, Inc.,
Metro, RKO, 20th-Fox, Paramount,
Universal, Harold E. Wilkes, general manager for Paramount-Seenger
interests here, and Gaston Dureau,
Jr., of the Seenger organization.
Triple damages are sought under the

French Quota

(Continued from page 11)

semester. In recent years Americans

semester. In recent years Americans have accounted for about 30 or 35 of these or, between 140 and 150 a year. The decree is effective from July 1, 1937 to June 30, 1838. The present ruling concerning dubbing in France, visas, etc., are maintained.

The French dissatisfaction comes in via the hope in some quarters that the foreigners would not be given such leeway, making it harder to import films into France and thus giving the home product a tighter hold on the native market.

Although there is always a chance

Although there is always a chance that more English, German and

Although there is always a chance that more English, German and other foreign films may be imported into France during the coming year to the detriment of American films, the Yanks are still banking on the terms of the treaty, which they believe was one of the big reasons the quota numbers were not changed.

Commission's Report

The Cinema Commission of the Chamber, headed by Jean-Michel Renaitor, has finally finished its hearings and the text of its report as drawn up by Deputy Ponsard is not too favorable to anything foreign. Armong other things it recommends the limitation of the number of cinema houses, with the opening of new houses for the next six years prohibited, and more important, only 100 foreign films would be allowed to enter the country annually. Of course this cannot take place now for another year after the publication of the new quota, but these suggested measures as well as a new complicated taxing system on the importation of foreign films shows what is still being held in reserve here.

IMPORTANT RULING ON TERM THEATRE LEASES

Lessors of theatre property are held responsible for rent payments on unexpired leases limited to gross rental of three years under Section 77B of the bankruptcy law, the Circuit Court of Appeals, N. Y., decided yesterday (Tuesday). The cuit Court of Appeals, N. Y., decided yesterday (Tuesday). The higher court reversed District Judge William Bondy, who had awarded the Hippodrome Building Company, of Cleveland, only \$88,606 on its claim against RKO for \$888,606 on an unexpired 17-year lease. The court recommended that the Cleveland firm be allowed \$450,000, at the rate of \$150,000 a year for the three years.

The Cleveland building company, The Cleveland building company, in 1930, had leased the property to the Hippodrome Theatre Company, a subsidiary of RKO. The latter guaranteed the rental for 17 years. The theatre company defaulted in 1933 and when RKO entered bank-ruptcy it filed its claim for rental for the remaining 15 years. Judge Bondy allowed only \$88.696 and the building company appealed and woo. building company appealed and won the reversal and higher award yesterday.

N.Y. Projectionists May Force Max Fleischer Settlement; Cancellations

Possibility that the membership of the Moving Picture Machine Operators Union of N. Y., Local 306, may again take an active hand in support of the Commercial Artists and Designers Union strike against the Max Fleischer studios, N. Y. Previous action by the MPMOU, to refuse to handle Popeye and Betty Bog cartons, was nullified by the International Alliance of Theatrical Stage Employees, the parent group. Meeting of the 306 membership is

Employees, the parent group.

Meeting of the 306 membership is scheduled for this morning (Wednesday) at the Manhattan Opera House, N. Y., with the Fleischer matter due to be acted upon. Letter, calling the meeting, was dated July 1, signed by Herman Geber, recording secretary. Principal paragraph read as follows: Executive board recommends that a vote be taken by the membership on the question of not running the Fleischer product until their studio strike is settled. This being a question of utmost importance, please make it your business to attend this meeting.

make it your business to attend this meeting.

While any action of 306 in refusing to handle Fleischer cartoons would presumably have to have the approval of the IATSE, it is believed not unlikely that the parent body would reverse its previous thumbs down if the operators voted against working with the Popeye and Betty Boop films. There is also some talk that since taking its previous stand in the matter, the IATSE has had a change of attitude in the matter. Pointed out that, while the IA has contracts with the film houses and chains, it is a standard rule of al A.F.L. groups that no members of affiliate unions shall work on, handle or patronize products or firms which have been decreed 'unfair' to labor, Argument is that clause would nullify any pact that JA might have with theatres.

Ops Favor CEDU

with theatres.

Ops Favor CEDU

Even though the IATSE previously put a quick halt on the 306 action against Fleischer, feeling among the MPMOU membership has continued to favor the CADU strikers. Night after the nullifying action by the IA, a member of the 306 executive board spoke at a CADU mass meeting, making a number of pointed remarks about how that overruling action had been brought about. Named no names, however. Was talk at that time about a sharp division of feeling in the 306 ranks over the mattern.

sion of feeling in the 306 ranks over the matter.

Generally conceded that if the MPMOU puts through any such action to boycott the Fleischer films as previously ordered (and nixed by the IA), the strike will be quickly won by the CADU. Fact that the artists and designers have at least the sympathetic support of the MPMOU is indicated in the presence of reps of that union on the CADU committee negotiating with Fleischer. Music union, Local 802, has been actively supporting the strike for some time. Generally understood that, while Fleischer is meeting the strikers, reps, he has no intention

thie. While Fleischer is meeting the strikers' reps, he has no intention of making concessions. Congressman William I. Sirovich has offered his services to the strikers in an effort to reach a settlement. Meanwhile, nine more CADU pickets were arrested last Friday (2) night during a mass demonstration outside the Fleischer studios. They were charged with disorderly conduct, given hearings and released in custody of their attorney. As usually, the union claimed the arrests were 'unwarranted.'

usually, the union claimed the arrests were 'unwarranted.'

Shelving Shorts

Theatres shelving Fleischer shorts are burning over tactics of the artists and designers who are striking against the Fleischer cartoon studios but in spite of the fact that they are innocently in the middle of the dispute will not forcefully resist the method of attack developed by the Commercial Artists & Designers Union. Rather than run the risk of riots, damages and suits, both the Paramount and Roxy in New York are providing the CADU some possibly helpful ammunition in their fight against Fleischer.

Turned down cold by the IA on a proposal ordering booth operators all over the country to refuse projecting Fleischer cartoons which had it been okayed by the IA, would have certainly meant victory for the artists, the union staged a demonstration in the Par, N. Y., and threatened the same for other houses in hopes of bringing Fleischer around.

The group of around 30 who

The group of around 30 who the staged the hissing-Bronx cheer dem- by

onstration in the Par during show-ing of a Popcye were believed to be hired roughnecks who would be difficult to evict from the premiso, Par decided that it was dangerous to

difficult to evict from the premiss, Par decided that it was dangerous to run the risk of such demonstrations, likely fighting in the theatre, damage to property and possible lawsuits patrons, with result house withdrew the Popeyc cartoon after the second day last week.

The Roxy, N. Y., had a Popeye cartoon booked for this week but shelved it in fear that a demonstration similar to that at the Par, would be undertaken. Night before the Priday (3), the CADU picketed the house. Roxy even wants to avoid this and this theatre as well us the Par are shelving the Fleischer cartoons until some settlement of the trouble is reached. Other N. Y. houses following the Par and Roxy on release are likely to take the same protective measures pending possible peace between striking artists and Fleischer.

Harlow

(Continued from page 6)

product will have Mary Dees, Miss Harlow's stand-in, in long shots and where closer views were needed,

where closer views were needed, Miss Dees is seen with her back to the camera.

Jean Harlow's posthumous starrer will get its national release on July 23. Al Lichtman and Howard Dietz are here setting the sales and exploitation campaigns. Both will wind up the chore tomorrow (Wed.) and blow for New York.

up the chore tomorrow (Wed.) and blow for New York.

Chleago, July 6.

Among reissue pictures in greatest demand in the midwest and doing well are 'Cimarron,' 'Magnifaent Obsession,' 'Henry VIII,' Ruggles of Red Gap,' 'If I Had a Million,' 'Flyting Down to Ri.' 'Back Street,' Modern Times,' 'Mutlny on the Bounty,' 'All Quiet on the Western Front,' 'Naughty' Marietta,' Little Miss Marker,' 'Mississippi,' almost any of the Will Rogers and W. C. Fleids pictures, 'Hell's Angels,' 'Scarface,' 'Il Happened One Night.'

Because of the charging styles, the costume flickers are those which are most in demand as the best survivors of the passing years. Attempts have been made from time to time to revive strict 'present day pictures such as 'Animal Kingdom,' 'Paris Bound,' 'Divoree,' 'Dancing Daughters,' but the costuming is so dated that they fetch laughs from the audience, particularly the femmes.

Most interesting is the manner in which these revivals are being treated by newspapers and women's clubs. The reviewers devote plenty of space to discuss the reissues as art stuff, and play 'em up in the motion picture pages as the drama reviewers salaam to revivals of Ibsen, Shakespeare, Gilbert and Sullivan, Shaw and Sheridan. These flickers have become classics in the history of motion pictures, and everything possible to further that conception of the pictures.

Condor

(Continued from page 7)

series of features and another RK

series of features and another RK deal for George O'Brien starrer staying as is.

Reported in N. Y. yesterday (Tues.) that Condor execs were looking fora definite ruling on the application for took listing by the Securities & Exchange Commission within the next few days. Company has sent in additional data on its studio leasing arrangements on the Coast, as requested by the SEC. Okay by the SEC is essential before Condor stock can be listed on any exchanges.

MARJORIE COOLEY GOES PAR

Marjorie Cooley, 16, local his school student, was notified Thursday (1) by Oliver Hinsdell, Paramount talent scout, to report to the studio to take a training course. She was selected from group of aspirant Hinsdell interviewed during visit here several months at here several months ago.

Miss Cooley has appeared in Little heatre plays here, and was trained Bernard Szold.



...AND SCORES
OF FIRST-RUNS
ARE PROVING IT
THIS WEEK!

NEW FACES OF 1937

with these famous entertainers JOE PENNER * MILTON BERLE PARKYAKARKUS * HARRIET HILLIARD * WILLIAM BRADY JEROME COWAN * THELMA LEEDS and a hundred NEW FACES!

AN EDWARD SMALL PRODUCTION . DIRECTED BY LEIGH JASON . Nat Perrin, Philip G. Epstein, Iry S. Brecher . RKO-RADIO PICTURE

Geschichten Aus Dem Wienerwald

(Continued from page 13)

(Continued from page 13)
and several animated performances are swamped beneath a welter of misdirection, stupid sparsity of action and an over-abundance of meaningless detail. While the Vienna Philharmonic orchestra's playing is marvelou in your health of the vienna philharmonic orchestra's playing is marvelou in your health of the vienna philharmonic orchestra's playing is marvelou in your health of the vienna health of the

the latter idea had been fairly well-handled it might have turned out a magnificent piece.

But as is, it looks like a prolonged (88-minute) of screen test for Magda Schneider and Truus van Aalten, the feminine characters, the forming the poor and the state of the

happing customs from the slightest provocation was an actress, and screens well until she opens her mouth to sing. This spoils the illusion, though the girl can warble. Miss Von Aalten indicates even greater possibilities, comely face photographing in fine style. She has little to do, hint being that her thespian ability is limited. Wolf Albach-Retty, cast as the struggling lad, suddenly made a count and rich, is a typical juvenile. Slezack is tops in the supporting cast.

Camera work is slipshod, and re-cording faulty. Strictly only for a few arty houses. Wear.

TROUBLE IN TEXAS

| Grand prod. S | Nation | al rele | ase. of | Ed F | linney |
|------------------|-----------------|---------------|---------|---------|---------|
| Cansino. | Earl | Dwire | . Yakir | na C | anutt. |
| Directed | by R. | N. Bra | dbury. | At V | arsity, |
| Lincoln, | | | | | |
| Tex | | | | .Tex | Ritter |
| Carmen | | | | inta Ci | ansino |
| Barker Squint | • • • • • • • • | • • • • • • • | Vek | ime (| Canutt |
| Duke | | | 1 | Dick F | almer |
| G-Man | | | | , Hal | Price |
| Sheriff Lucky | | | Hor | ace M | lurphy |
| Pluto . : | | | C | harles | King |
| Announc | er | | | Tom (| Coper |

Liberal inserts of newsreel coverage of a big time rodeo spice what might otherwise, be a very dull western. All kinds of riding, roping, and prairie pranks go into the make up of the latest Tex Ritter opus, including so many G-men and G-women that they have to wear badges to keep from arresting each other.

Story is a far cry—about rodeo rackets

badges to keep from arresting each other.

Story is a far cry—about rodeo rackets. Racket is worked by protecting the racketeers' ringer in the contest via trick murders on any outsider who threatens, with a bank robbery thrown in at each finish.

Perhaps the best looker of any of the girls working in hoss pics to date is Grand National's latest recruit, Rita Cansino. She was on the Fox lot for a while, and classes up the company she's in here, Earl Dwire and Yakima Canutt are the muggs. They speak as roughly as the situation demands. Horace Murphy, besides having trouble spitting his tobacco juice through a phoney handlebar mustache, is not very funny.

Ritter sings three numbers, the

Ritter sings three numbers, the best being Down the Colorado Trail.'

Let's Make a Night of It (BRITISH MADE)

(MUSICAL)

London, June 29.

Associated villas Picture and release.
Stars Buildy Rogers, June Clyde. Directed
Fooke, From F. Green May B Hugh
Frooke, From F. Green May B Hugh
Frooke, From F. Green May The
Silver Spoon. Charlaret.
K. 1989's radio play. The
Silver Spoon. Charlaret.
At Adelphi, London. Running time 92.

| lands Trues | |
|------------------------|--|
| nank Kent | Buddy RogerJune (Tyde |
| Pagy Boydell | June ('lyde |
| | |
| Henry Boydell | Fred Emney |
| Laura Boydell | Irla liney |
| Count Contact | Contract of the state of the st |
| Castelli | Jack Mellord |
| | |
| | |
| Hand Walter | Anthony Holles |
| arold | |
| | Lawrence Anderson |
| | |
| romewoman | Reritin Relmore |
| | |
| Wedding Guart | Ollver Wakefield |
| Stuast Williams | Onver wakenent |
| surret Singer | Dan Donovan |
| | |
| Compare | Brlan Michle |
| Also the Maddle Co. | rroll. Jack Harris, Jack |
| Attelegan Codering Ca. | TOIL BUCK PLATTIS, SHEEK |
| Ruly Starlia bonds | lpton, loe Loss, and |
| | |

This picture definitely has no appeal for the U.S. As to its pulling powers here, that is up to the stars, Buddy Rogers and June Clyde. It

will make good in the sticks, where they are prone to accept quantity and mistake if for quality.

Trouble with the whole presentation would seem to be to keep the story together. It is not constructed with resourceful craftsmanship. For example, there are more than a score of specialty artists and featured players, supplemented by seven bands, which are massed in a spectacular finale. Every time one of the specialty artists does something, or comes to a band stop, and it takes on onch time to resume it that the moment arrives for the showing of another stunt.

The bands are all good, the specialties are of standard merit, the production is pretentious and the cast large enough to hazard an estimate that its cost equals many Hollywood picture outputs, but the director does not seem to avoid the laying of an egg after each one of the standard stan

A Fight to the Finish

Columbia release of Raiph Cohn produc-tion. Features Don Terry and Rosalind Ketti. Directed by C. C. Coleman, Jr. Story and screen play by Harold Shumater camera, George Mechan. At Raiko, N. Y. week June 25, 37. Running time, 58

| mins. | |
|--|---|
| Duke Don Terr | y |
| Ellen | þ |
| Spudsy | У |
| Eddle Hawkins | ď |
| A. K. Donald | r |
| Mobel Lun | đ |
| Captain meson | r |
| Mayberry | n |
| Wamian Frank Sherida | n |
| Henry Harold Goodwi | n |
| and the second s | |
| | |

A rapid-action meller sketched around a taxi-war that lives up to its title as regards the fisticuffs in-volved throughout. Sans names calculated to prove buoyant at the b.o., possessed of but slight and very grim humor, and presenting a yarn not too popular in appeal, ' ight to Finish' will make the exhibs fight for rinish will make the exhibits fight to 'em' if they want any appreciable results. Results will be decidedly sporty. Best chance stands in the key towns where a taxi-war and its implications are understood by the populace. It may be a bit vague to outlanders.

spotty. Best chance stands in the key towns where a taxi-war and its implications are understood by the populace. It may be a bit vague to outlanders.

Don Terry, as the hard-drivin', two-fisted lead, gets a neat double-X at start from the thick-bonne heavy (Ward Bond) and does a stratch on the stretch on the hard-driving the stretch on the hard-driving the stretch on the stretc

TITLE CHANGES

Hollywood, July 6,
Universal's 'Too Clever to Live' becomes 'The Man Who Cried Wolf.' Metro switched The Umbrell Man' to 'London by Night.' Faramount changed Tooble,' and Ladles,' to Blondon Tooble,' and Carles, and the Complet Lang Goes West.' Release title of Grand Nation's British-made 'Rendezvous in the Alps' will be 'Hideout in the Alps.' Republic inked out 'Double Trouble and made it 'All Over Town.' Warners switched 'Lady Luck' to 'Wine, Women and Horses.'

MAKE-UP

(BRITISH MADE)

Standard-Internal India, Yune. 29.
Standard-Internal India, Yune. 29.
Standard-Internal India, Yune. 29.
Stars Nila, Asther, June Clyda. Fediums
Judy Kelly, Kenneth Dupran. Directed by
Judy Kelly, Kenneth Dupran. Directed by
Judy Republic Common Program of the Common Standard Stand

| Bux Nils Asther |
|---|
| Joy Tune Civile |
| JoyJune Clyde Marlon HuttoJudy Kelly |
| Lorerzo |
| KaroJohn Turnbull |
| Goro awrence Anderson |
| Publicity :Johnnie Schotleid |
| Major Sir ward Hutton |
| Lawrence Grosomith |
| Hostess Norma Varden |
| Ringmaster ombardier Billy Wells |
| TaniaJill (Talglo |
| Mr. Greenswater Buddy Hughes- |
| Karo's Circus Chapman's Circus |

whatever interest, thrilling suspense may have been in the original plot of the novel, has been well and truly lost in its transmission to the screen. It remains just a circus story, patchy and improbable, the bright spots of which only serve to show up the dull bits to greater disadvauege. Cartainly not in the big may be a suspense of the bright spots of which only serve to show up the dull bits to greater disadvauege. Cartainly not in the big may be succeed to the bright spots of which only street he plays many instruments and is a big may serve where. While on a train in Italy he meets an English girl with her titled father, and despite his reluctance, she engages him in conversation, and promptly chases him to the end of the chapter. She is knocked out by an elephant while wandering round during intermission of the circus and Bux, who trained as a doctor, gives her first aid. Not she will be some dealy desired as a doctor, gives her first aid. Not she will be some dealy the market of the cover's note in build in since cupality. Nils Asther does his best with the clown's role, imbuing it with charm and sincerity. Judy Kelly gives a crisp, honest portrayal of the go-getter society girl, while June Clyde has little to do but look tearfully pathetic. Supporting cast generally good, too; but the whole thing lacks punch and what it takes to make a box office success.

wandering round during intermission of the circus and Bux, who trained as a doctor, gives her first aid. Not recognizing him behind his makeup, she of glady resumes achieved the production of the production of

riding. Billy Lenhart is just a moppet.
While all the standard ingredients of action are present in 'Melody of the Plains' and the continuity is clear, too many scripting blunders remain in the finished pic. Quickie production is too obvious, even for a western. Apparently they were to work the second of the production of the production of the production of the action finale. Sloppy directing job and the phography is worse. Prisingly good sound, however.

STORY BUYS

STORY BUYS

Mystery with the usual stuff—a arisin sneak! figures in dark hall ways, heavy suspicions of the innocent, and a dull story make this runcent, and a dull sto

panions, Corney and Chuck. The gendarmes send for him, explain an English boy is missing from a linor; and ask if he will keep his ears open in the underworld as they fear the child is kidnapped; incidentally. After one or two false seents, the child is discovered. He comes right into Joe's lap dripping from the water, clad only in a bathing slipe to get free, but big Joe takes him to Manda, a singer in the cafe above which he lives. They right in the material water of the control of the control

Roundup Time in Texas

Roundup I ime in lexas

Remblic clease An Int. Force in June 1 in

20th Century Fox release and production, features Jame Durwell, Sig Human, Sulfs Hume, Thumas Loeth, John Davis, LD-Grame, Thumas Loeth, John Davis, LD-Ellecturel; seriour play, Illiant Conscious, feas Morelyth and Jercy Cody; camera, Harry Jiritson; editor, Nick Debaggio, Mi-llardy, Liuciani, dial. Ruming time, 38 Liberty, Lagein, digit, Running time, or miss, and siss.

Miss Kents.

Miss Parties Sig Rumann on Sally Illand Dr. Mickerry Thuman Heeke Closels American Davis Licetty Illiam Demouved Tratey Licenge Which House Kleby Illiam University Human Majorm While Busher Kleby Illiam University Human Phillips

SUNSET IN VIENNA (WITH SONGS)

(BRITISH MADE)

Herbert drew productio releaser through chosen Plin Distributes Step through chosen Plin Distributes Step through the Plan Distributes Step to the Plan Distributes of the Pla

And the second of the ingredients that we want in Vienna has a smattering of most of the ingredients that go to make up a successful film. It opens in Vienna just prior to the war, where Toni (Carminati) meets Gelda (Lilli Palmer). He is an Italian cavalry officer competing in an international gymkhana, and she is the sister of Adolph, an Austri officer in the sister of Adolph, an Austri officer in the sister of Adolph, and the serious side of the picture. While there are no justanding characterizations, everything connected with the picture was intelligently worked out in every department. There are no loose ends, and the film can be expected to do reasons when the picture was intelligently worked out in every department. There are no loose ends, and the film can be expected to do reasons ab well both force and in the AST with the seene as a spy. seeks shelter in his sister's home, but Carminati shoots him, whereupon his wife turns on him in bitter reproach. She is interned and the husband-earries on for his country. They lose sight of one another throughout the war and at the finish he travels the world searching for her. As and a the film is the travels the world searching for her. And ancient where she's dancing.

Not a very original story, but its treatment is of a very high order.

Mancing.

Not a very original story, but its treatment is of a very high order.

Jolo.

CONTRACTS

Hollywood July 6

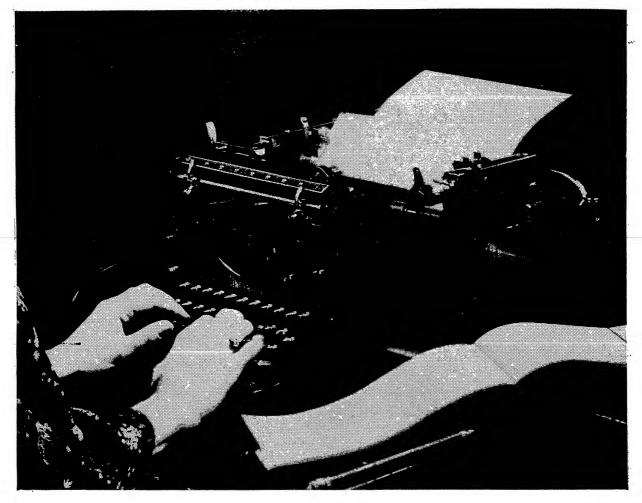
Paramount handed a playing termer to Judy Canova.

Bobby Vernon signatured a scrivening pact with Paramount.

Allan Conrad, taken on for Toyarich, landed a term contract at Warners.

ening pact with Paramount.
Allan Conrad, taken on for Tovarich, landed a term contract at Warners.
Harry Sherman pacted Bill King, 12, as an actor.
It as an actor.
Griffin Iay ioined Radio's writing staff on an option deal.
Frances Robinson, New York little theatre grad, drew a Universal playing agreement.
Radio hoisted Joseph recting paoer.
Raoul Pagel goes from Selznick International to Maurice Conn on contract as production supervisor.
Henational to Maurice Conn on contract as production supervisor.
Radio optioned Joan Woodbury and Dorothy Moore.
George Hirliman signed Ruth Midaughter of Tom, and horse, Tony, Jr., for a series of Westerns.
John Emerson and Anita Loos, Metro writing team, signed a scripting termer with Samuel Goldwyn.
Monogram signatured Tim McCoy for a larial series to start when eir.
David Olives sigged a one-year U playing ticket.
20th-Fox spliced Ralph Townsend. for another option term.
Metro handed player pacts to Ilona Hajmassy and Rose Stradner, Viennese actresses, and Ruth Hussey, from the Los Angeles cast of Dead End. Kunasz had his oppon placked up at Metro.

STORY BUYS



Dear Mr. Exhibitor:

Daily Variety:

"Potent drama...packs power to click at box-office in any territory...a strong picture, well mounted, directed with vigor and understanding."

Film Daily:

"A very good picture...intelligently directed...and acted by a splendid cast...a piece which keeps one interested every inch of the way ... high-grade production is everywhere to be noticed."

Motion Picture Daily:

"Strongly interesting...Tone, Miss O'Sullivan and Miss Bruce give strong, convincing perfomances."

Hollywood Reporter:

"Top box-office entertainment ...A-plus in all departments... there is entertainment in every foot of the picture . . . it will more than hold its own at box-offices everywhere."

We previewed "BETWEEN TWO WOMEN." The audience was enthralled. It's great box-office! The critics agree it's swell. Please get behind it and let your patrons know a grand, thrilling entertainment is coming!

Yours sincerely, Metro-Goldwyn-Mayer

More Picture Originals

(Continued from page 5)

probably to stringent bidding rules etc., imposed by Dramatists' Guild.

\$8,000,000 for Stories

\$8,000,000 for Stories

Trying to arrive at correct information on sums paid for story properties is risky and can be only approximately correct. However, with these reservations, VARIETY can assert that the majors have invested in stories covered in this survey probably \$8,000,000 and possibly as much as \$10,000,000. For 1935 product the corresponding cost was put at \$5,000,000. The _biz of script bidding is booming as never before.

at \$5,000,000. The biz of script bidding is booming as never before. The \$8,000,000 - \$10,000,000 figure covers only the first cost of raw output—the amounts handed to authors for originals, to playwrights, novelists, etc.

The literary prospector who finds gold in them thar Hollywood hills more consistently than any other probably is Fannie Hurst, who has taken out \$250,000 for film rights in the last year alone. Miss Hurst always turns out her tales with a weather eye cocked on the picture market and seldom fails to hit. Another steady producer whose film take runs well into six figures is Faith Baldwin.

Around 1,000 authors, from the tops down to the pulp pluggers, have enriched themselves at the film till in the last year. One Hollywood team, Bill Rankin and Eleanore criffin, cashed around \$150,000 on 15 story sales.

15 story sales. Further breakdown of story statis-

15 story sales.
Further breakdown of story statistics shows interesting slants on studio preferences. Thus, of the 52 stage plays owned by the majors.
Metro has 18, Warners is next with 10, RKO-has 8, Paramount 6, 20th-Fox 3, Columbia 3, Universal 2, and United Artists only one, Samuel Goldwyn's 'Dead End.' Selznick International possesses the rights to 'Dark Victory' but seems to have permanently shelved it.
Further analysis shows that Warners, though second to Metro in number of play properties owned, has: a larger number of new, up-to-the minute successes than any other. Thus, on the Warner roster are found 'Tovarich,' First Lady,' 'Jezebel,' 'White Horse Inn,' 'Boy Meets Girl,' Yes, My Darling Daughter,' Swing Your Lady,' 'Chalked Out,' On Your Toes' and 'Desert Song,' Only oldtimer on that list is the last hamed, which is to be remade, probably in Technicolor, on the coming program.

RKO's Stage Buys

Next most prolific buyer of the newest the stage has to offer is KKO-Radio, which owns "Stage Door," now in production; "Having Wonderful Time," Room Service' (price reputedly \$255,000). "Irene," Behold the Bridgegroom," The Muddled Deal," The Happy Fellow," The Kangaroos."

Metro's stage properties of recent vintage include 'fdiot's Delight,' now announced for Norma Shearer and Clark Gable, 'As Thousands Cheer,' and 'Merrily We Roll Along." The remainder of Metro's list goes farther back and includes such sturdy grossers as 'Girl of the Golden West. 'The Firefly,' now completed, 'Double Wedding,' from Ferent Molnar's The Great Love,' now shooting, 'The Distaff Side, 'Her Excellency's Tobacco Shop,' The Party,' Rose of Algeria,' 'Sari,' The Wind and the Rain,' 'The Red Mill,' Pierre of the Plains,' 'Green Grow the Lilacs' and 'Katinka'.

Columbia bought the 1938-37 play, 'Miss Quis', a lutewarm Broadway success, and owns in addition 'The Awful Truth,' now shooting, and 'Cape of Good Hope'. Its \$200,000 buy on 'You Can't Take It With You is Jor 1938.

Universal, 13: United Artists, 10; Columbia, 6: Grand National, 36.

On the other hand, Metro is off in front in the number of stories, novels, etc., mostly all published of what may be called literary origin, having 38 on its list. Columbia has 24. 20th-Fox, 24: Paramount, 13; Warners, 20; RKO, 10; United Artists, 12; Grand National, 20.

Writers have learned that a published story has a far greater chance of selling than a screen treatment or story in synopsized form. Also, the published material rates content of selling than a screen treatment or story in synopsized form. Also, the published material rates concentration on this kind of stuff. Answer is, that of the total number of authors trying to peddle Hollywood material, ospecially for the slickies. When a scribbler can do both, that is, write for the slicks and the flins, then indeed he has spaded into bonanza dirt. One of the more spectacular performers in that line is James Edward Grant. Others are farland Ware, Dalton Trumbo, Wilson Collison. Clarence Budington Kelland, David Garth, George Bradshaw, Frederick Hazlitt Brennan, Mags are the shop window for these scriveners but Hollywood is the real payoff, window when they ring the bell consistently.

Why? Maybe there's something in what the cyrics say, that (1) Hollywood story departments are

bell consistently. Why? Maybe there's something in what the cynics say, that (1) Hollywood story departments are manned by office boys, even the editors having no authority; (2) Hollywood has no confidence in itself as a judge of literary material, figuring that if the mags buy stories they must have something; (3) salesmanshio. ship.

Acting Comes in Handy

Acting Comes in Handy
There's no doubt that salesmanship is one of the important factors.
Certain team of writers has plenty
on the ball but one of them is such
a skilled seller that he will act his
story out in front of a producer and
grab a check before the producer
has-had a chance to recover from
the hypnotism. A high-bracket producer was compelled in self-defense
to establish a rule that he would
buy no story that he and his subalterns had not read and digested,
this, after he had handed out fancy
coin for a few palookas that were
sold to him off the cuff.
There's a lot in knowing the right
people, no doubt about that. There's

sold to him off the cuff.
There's a lot in knowing the right people, no doubt about that. There's a lot, too, in knowing studio needs at the moment, and these needs change sometimes drastically overnight. There's a lot in knowing each producer's whimsies, and these are legion. Sometimes it's a bit flabbergasting to realize that evernajor spends as much coin in a year trying to get stories as a top mug, for example, puts out for its entire overhead plus material, yet that's the truth.

On the other hand, every attempt on the part of a studio to man story departments with top talent from the literary world has flopped. Big editors go faddy on the films and their antics cost mints of dough. Another thing, no mag, no matter how general its appeal or how huge its circulation, can hope to touch elbows with world humanity as do the films. Pictures look for genuinely universal appeal.

Plenty of Pulpers, Too

Out of the total of 172 short staries, novels, etc., that will be made into films this season, many

Paramount, not an active bidder, Paramount, not an active bidder, this year Bluebeard's Eighth Wife'. With Claudette Colbert in the role that Gloria Swanson played in 1923; True Confessions, French dram for Carole Lombard; The Vagabond King, Paris Honeymon, Good Night, Ladies' and 'The Count of Luxembourg'.

Play properties at 20th-Fox are 'Ivos Under Fire,' Sally, Irene and Mary' and 'Jean.' Universal has runced the plans, and 'Yeslerday's Kisses' (Luigi Pirandello's 'As Before, Better Than Before').

Heavy Drain on Originals
Delving further, statistics uncoverligt, of the majors, whereas RKO.

Will make 44 films and 20th-Fox are 'Universal has runch in the following further, statistics uncoverligt, of the majors, whereas RKO.

Will make 44 films and 20th-Fox are 'Universal has runch in the following further, statistics uncoverligt, of the majors, whereas RKO.

Will make 44 films and 20th-Fox are 'Universal has runch in the following further, statistics uncoverligt, of the majors, whereas RKO.

Will make 44 films and 20th-Fox are 'Universal has from studio originals, Metro plans from

They've Got Pots, Here's Stuff to Put Into 'Em

Chicago, July 6.

Chicago, July 6.
With cash iveaways dead in this territory there has been a hoom revival in merchandise giveaways among the theatres. But the trend is strictly away from the dishes, kitchenware, crockery and other eating utensils. The exhibs have found that their customers are loaded to the armpits with enough crockery to open restaurants.

Theatres are now supplying the fodder to dress those pots, pans and dishes. They are handing out foodstuffs as the newest midwest wrinkle in giveaways.

5-Year Plan

(Continued from page 3)

(Continued from page 3)
to grant three or five-year franchises.
35% Previous Top Average
Last season (1936-37) the higher bracket pictures got no more than 35% top and the number of pictures sold at this figure represented only about 5% of the total bought. This year the number of pictures may be 10% or more, based on demands that are expected to be made. During the past year, the minimum under percentage for the low (No. 3) group of pictures has been 20%, with very few exceptions; these being pictures of a company of lesser importance, bought for double bills. Pictures costing under what the 20% terms may have figured were bought flat. Demands which it is learned distribs will make this year, suggest a mi imum percentage of 25%.

Majority at 25%

Majority at 25%

Majority at 25%

The majority of pictures on this season were contracted at 25%, middle group having gone at 30%, and just a handful (the 5% of the total delivered) at 35%. Very scattered exceptions have included Charlie Chaplin's deals with certain theatres taking 50% straight from the first dollar. He has made such deals largely with independents who were extremely anxious to get Chaplin comedies at any cost, while chains obtained the pictures at smaller percentages. Warners got as high, as 70% on 'Midsummer Night's Dream' in some instances when this picture was being booked into even small towns on a twice-daily basis, and there have been a few other cases where extraordinary high rentals have obtained. But usually as with

towns on a twice-daily basis, and there have been a few other cases where extraordinary high rentals have obtained. But usually, as with WB's 'Dream', the company's own exploiteers handled the selling campaign and defrayed the costs.

The boost in rentals, according to figures which exhibitors and buyers have obtained so far, pending actual negotiation, would seem to average 5%, when mercly the brackets are considered, but will run around 10% when it is considered that more pictures are being assigned to the high cost group. While the bigger companies will go from 35 to 40% on the higher brackets, a company like Universal, which this season got 30% for list top group, is asking 35% for the coming season's product. Every situation differing, the 40% ton in film rental will obviously not apply to all, but the same ratio of increase in terms will be demanded from smaller houses and subsequent runs as called for by the 40% maximum.

Reports that distributors which

Reports that distributors which own their own chains may go back to a former method under which house overhead was first deducted and then a rental of as high as 70% was taken on the remainder, is held to be very unlikely. The distribs several years ago found that this system was both unprofitable and dangerous in the long run because of instances when theatres failed to make more than their overhead. In such instances, of course, there was no film rental at all. Reports that distributors which

How It Started

How It Started
Upping of film rentals dates back to when exhibitors were asked 25% and a split on the 'overage.' i.e., the net profit over the nut. To circumvent bookkeeping, lhe checker system for the distributors, and possibly also to conform with the exhib's credo never to let the distrib know just exactly how much net profit he was making, the exhibitor usually countered with the idea to forget the split on the overage and just countered with the idea to lorger the split on the overage and just make it 30% rental. That didn't stop the distrib from coming back next season, however, and demand-ing 30% plus a split. Next it crept

Boycott Talk Because of 6 Holdout Pix a Trading Smokescreen, Says Par

up to 35% as a compromise, and so on to 40%, etc.

There has been little dealing so far between distribs and accounts, especially the large buyers who are ready to kick up a lot of dust. Meantime, while the studios have been fretting over increased costs of production, not much palpably has been done to lower these costs. Darryl Zanuck claims 20th-Fox costs are up 25%, and he recently called in his producers to urge them to bring down these costs, especially those of a controllable nature. Paramount has the same program in mind. Labor and other such items of expense, about which little can be done, are considerably up over last year.

Rising costs are believed in buyer and exhibitor quarters to have gone

Rising costs are believed in buyer and exhibitor quarters to have gone up, also, because of the stiff competition among producers to turn out bigger pictures, especially in view of the past year's complaints against B product, much of which turned out to be not even worthwhile for the double bills the producers intended them for. Because of the situation, it is felt in some informed quarters that all producer-distributors will make fewer pictures than they have announced for 1937-38, going farther under promises on their programs, than at any time in the past.

Truck Strike Didn't Nix Philly Pix Deliveries

Philly Pix Deliveries
Philadelphia, July 6.
Quick-thinking by Jim Clark,
prexy of Horlacher Film Delivery
Service here, enabled all houses in
Philly film exchange territory to get
their pix despite general truck strike
that completely tied up shipping
Friday night and Saturday morning.
With union announcement at 2
p.m. Friday that strike would be effective three hours slater, Clark had
his men gather up all film for outof-town houses and load it on
freight car. Car was shunted to siding near Bethlehem where Horlacher
trucks from all over State picked up
film for delivery. Philly exhibs had
to call at exchanges for their product.

Paramount's answer to attacks and

Paramount's answer to attacks and threats of exhibitors throughout the country on its failure to deliver six pictures under this season's (1936-37) contract is that it's all largely as mokescreen, as a means of resisting higher rental terms the company will seek this coming year.

A defense within Par is that this not the first time any compan has failed to deliver pictures the were promised, nor the first time when one or more such pictures have been removed from release because of roadshowing. Par is roadshowing two of the pictures sold this year, 'High, Wide and Handsone and 'Souls at Sea,' these to be re-sold on the 1937-38 season and placed on general release sometime this fail.

Both these pictures cost in excess of \$1,000,000 each and the company is declared feeling that it is thus entitled to roadshow them as well as to exact higher rentals. When they were originally announced and sold, there was no assurance that they would cost more than \$1,000,000 each

there was no assurance that they would cost more than \$1,000,000 each would cost more than \$1,000,000 each nor that they would have the direction, casts and expense given them. When sold, they were budgeted at less than half what final cost runs to.

less than half what final cost runs to.

Philadelphia, July 2.

Further action in UMPTO's projected action against Paramount on account latter's selling plan was taken Thursday (1) when district captains to rally exhibs in the anti-par drive here were chosen. Following were the selection: North Philly, Norman Lewis; West Philly, Ben Fertel; Germantown, Luke Gring; Northeast Philly, Dave Millegring; South Philly, Morris Wax; Suburban, Harry Fried; Wilmingtou, Ben Schindler.

Arrangements were also made for a mass protest meeting at the Broadwood hotel for next Thursday (8). The war board of UMPTO also decided at the same meeting yesterday to urge exhibs to extend policy of delay in buying Par product so that it will include news and short subjects as well as features. All members of the organization were advised to avoid all negotiations with the company.

New York Theatres



PARAMOUNT TIMES

ARTHUR ARNOLD "EASY

IN PERSON MARTHA RAYE

CAPITOL *** MARX BROTHERS

"A Day At the Races" Coming—Win. Powell • Luise Ruiner in "The Emperor's Candiesticks"

TATE : TODAY
"Woman Chases Man'
DURE FILLINGTON ORCH.
Starting Thursday
CLAUDETTE COLEBER In
"I Met Him in Paris"
ARNOLD JOHNSON ORCH.

BADIO MUSIC HALL DIETRICH and DONA "KNIGHT WITHOUT ARMOUR"

Spectacular Stage Productions

DARE" On the Singe Alexander Gray Git Land Sylvia Manon Max and his Gang SHATS 25°, TO

"TWO WHO

"SLAVE SHIP" With WALLACE BEERY

and WARNER BAXTER UNITED RIVOLI B'WAY et ABTISTS RIVOLI B'WAY et

"THE SINGING MARINE"

NEW SORK LAND

"KING OF GAMBLERS"

CRITERION Byung nt 45th St.

NBC OVERTAKING CBS SALES PROMOTION RUNAWAY; REDTAPE GETTING SCISSORS

NBC, Turning Tables, Has Been Slipping Columbia Some of Its Own Medicine - Several Recent Examples

Rivalry between the two major NBC and CBS, has for several years been most often ex pressed in of the respective

ounter-moves of the res counter-moves of the respective sales promotional contingents. CBS, the younger and more pliable organization, has often drained off the cream of advantage by fast thinking and fast work that out-finessed the carefully planned work of the more cumbersomely organized and redtape-fettered NBC. Recently, however, NBC has been cutting red tape and giving CBS competition in its own idiom and with its own speed. Columbia staffmen are free to admit the change at NBC and to acknowledge several swifties put over in recent weeks. CBS boys think influence weeks. CBS boys think influence weeks. CBS boys think influence influence weeks. CBS boys think control. CBS is brewing retaliatory stunts right now.

A PIII.

work. CBS is brewing retaliatory stunts right now.

A Pill.

Bitterest pill that Columbia has had to swallow in some time is the fast one that NBC pulled when it anticipated CBS' exploitation of the Shakespeare cycle by coming out with a blast of its own, announcing that it had engaged John Barrymore and would present a streamline yersion of the Bard's plays in a period opposite Columbia's. The stroke sufficed to take the edge off Columbia's advance campaign and what followed was a mudstinging campaign of genteel proportions.

Another, recent fast one that caused some chaprin in CBS quarriers was the promotional booklet that NBC rushed out almost on the eve of the James Braddock-Joe Louis fight. In this elaborately illustrated brochure NBC touted the claim that it had covered every major heavyweight bout since the Jack-Dempsey-Georges Carpentier tangle, CBS had in preparation a promotional piece telling how that network had been first or exclusive in broadcasting various sports events, but when the NBC work came out Columbia decided to junk the parallel idea.

idea.

Still another case of NBC slipping in with an edge-taker-offer was when this spring it preceded Columbia's release of a rural study with one of its own by a few days. NBC's was obviously a rush job, skimming over the subject with lots of picture and a sprinkling of figures, but the original purpose was effectively served.

Buffalo,

While the networks battle over the bard, local broadcasting units are vieing for prestige on the best technical equipment. WERR started it with considerable ballyhoo about its new vertical antenna, 412 feet from the ground. Evening News, which owns the station, even ran a chart showing the respective heights of antennae in this area with WEBR towering over all.

So Buffalo Broadcasting Corp. (WGR-WKBW) went to work to top that and now have completed a new 400-foot antenna plus other improvements at a \$100,000 cost. Publicity and advertisements in the Times and Courier-Express are calling attention to the fact that this antenna is 'the highest above electric ground in

highest above electric ground in western New York.' When the boys here set out to be tops they do it literally.

Sealtest From Expo

Cleveland, July 6.

May Robson is coming to Great
Lakes Exposition Sunday, July 11,
as Seatlest guest on NBC. She will
appear with James Melton and Donald Dickson, latter a Cleveland baritone, in largest commercial program no beason, latter a Cieveland Bartone, in largest commercial program originated so far at Radioland. Cost of staging it here for Expo estimated at \$7,000. Two personal appearance shows planned, one dress rehearsal at 3 in afternoon and broadcast at 9

p. m.
Ralph Humphrey also has lined up
Irene Beasley for early August date
at Radioland, followed by Ramona,
Tito Coral, Jones and Hare and

Buffalo's Own 'Hamlet'

Buffalo, July
Shakespeare feud of the networks has hypoed interest i
the Bard_among smaller stations, thinks Herbert Colin
Rice, production manager of
WGR-WKBW. He's adapting
better-known works of Shakespeare into two half-hour programs each for use on smallerstations and to be distributed
by a commercial firm.
Rice presented 'Romeo and
Juliet,' Romplete, in three nights
of broadcasting last January,
playing Romeo himself with his
wife, Lorraine Pankow,
Juliet. Now has 'Hamlet' in
production with himself as the
Dane, which will make three
radio Hamlets for this town,
counting John Barrymore and
Burgess Meredith. Buffalo, July

Lambs Club Bulletin In Appeal for Free Actors On Religious Programs

Father Anselm, Franciscan riar from the Graymoor Monastery, Harrison, N. X., who handles the 'Ave Maria Hour' over the Inter-City regional, last week had a letter pinned to the bulletin board at the Lambs Club, N. Y., asking actors to donate their services on the dramatization. or cuff for expenses only.

the two years since the 'Ave' period started, troupers from legit have always been paid close to standard network wages, with some fairly prominent names often working anonymously for the extra income on Sunday nights.

There were no 'volunteers in answer to the letter on last Sunday's (4) program. 'Ave' buys its time on WMCA, N. Y., and WIP, Philly, asking for contributions from the listeners. Other stations on the Inter-City system may pick up the dramatications if they care to and fade cut the donation-requests:

Al Levine, WCAM, Camden, N. ,, announcer, doing post-graduate at College of South Jersey.

TWO AGENCY NEWCOMERS

in, Wasey Gets Jack Adam Eggleston to Campbell-Ewald

Eggleston to Campbell-Ewald
Jack Adams has displaced Lew
Amis at Erwi , Wasey & Co, and
Stuart Eggleston has with Campbell-Ewald. Amis had been in E-W's
radio department for six years, taking over the directoriship a couple
years ago when Charles Gannon
moved out of the agency with
Eggleston career in the business
dates back to six years ago when
he was head of the CBS Artists
Bureau. For a while he was with
Hearst Radio, Inc. His present job
has him working on a prospect but
gives him no executive authority in
C-E's radio department.

Insurance Expose Talks Move From WBNX to WMCA

Morris H. iegel, insurance analyst who caused something of a furore

who caused something of a furore among insurance companies last year with a series of 'exposing' foreign-language programs on WBNX, N. Y., is primed to return to the ether. His new whirl will be in English for 13 weekly quarter hours on WMCA, N. Y. Commences July 12. Siegel will not be permitted to name companies by name when he attacks Siegel will not be permitted to name companies by name when he attacks 'em as giving the public a clipped edge, as he did last year, WMCA having made several restrictions in the copy permitted him to conne. Series is commercial on WMCA

with Siegel buying the time direct.

'H'wood Hotel' Guesters

'H'wood Hotel' Guesters.

Guesters for a month were lined up last week for Hollywood Hotel. Leading off July 9 are Madeleine Carroll and Francis Lederer in 'It's All Yours.' Following week Rober Taylor, Sophie Tucker, Eleanor Powell and Buddy Ebsen enact a sequence from Metro's. 'Broadway Melody.'

Fred Murray and Frances Farmer bring 'Exclusive' to the mike July 23, followed by Irene Dunne and Randolph Scott in Par's road-shower, 'High, Wide and Handsome.'

Stations Must Control Programs

By WILLIAM J. SCRIPPS WWI. Detroit

Detroit, July.

Our new policy on station-produced programs is a recognition of the merit in many of the criticisms levelled at the N. A. B. by Arthur Pryor of B. B. D. & O. and of the tom-tom for showmanship which Vanizry itself has been beat in the past flux verse or more 6.

tom-tom tow.

VARIETY itself has been beati the past five years or more.

The broadcasting industry has been selling on an open market basis. This has resulted i both networks stations losi control over their own programming. This, we believe, is not in the best ultimate i of radi as a whole. For ourselves at WWJ we trying by our new policy to the past of the past whose. For ourselves at WWJ we are trying by our new policy to concentrate control of programs in the hands of the station where it belongs.

the hands of the station where it belongs.

This is no innovation but is in li ith similar control exercised by newspapers and magazines. While we cannot say at this stage just what type of program will be broadcast on specific nights the general idea is to study each nightly schedule and effect proper balancing with studio features so that entire program picture will aim at eliminating repetition of similar programs in monotonous succession.

This idea will be gradually extended to entire broadcasting day, one and one-half hours from Chicago and three hours from New York by airplane so that entire talent facilities of both cities are

available to augment local talent for high class presentations.

In line with our beliefs, WWJ will institute a plan, ith the return of Standard Time, which will be a starter toward regal ing the confidence and interest of the listener.

fidence and interest of the listener. One-half hour of prime time will be taken each night for six nights, and into each will be built a fine program. This program will fit with the shows on either side. If a script show precedes and a swing band follows, the show probably will be symphoni. If variety precedes and comedy follows, the show probably will be drame.

will be drama.

Once established, these balanced programs will be kept there. Any inquiry to the availability of the time for sponsorship will be answered on the basis that the prospective client, if he takes that time. MUST sponsor the program already there. There will be no deviation from is plan, no matter what the pressure, temptation or the cost. The program thus set will be kept on the air in that spot even if it's never

But WWJ's pioneering plan is ever more ambitious than is seen at first more ambitious than is seen at first glance. It expects its plan to point the way toward similar reforms on the networks. It expects it also to affect favorably and institute a control over commercial credits and copy. In short, radio is for the listener—and the listener MUST BE SERVED.

More NBC-CBS Rivalry

Bitter rivalry between NBC and Columbia on the exclusive rights to sport and other public events broadcasts has now reached the point where NBC is accusing the other of bootlegging the former's airings. Charge developed from the way that CBS handled the American Athletic Union's meet in Milwaukee Saturday (3).

NBC claims that Columbia di more than rent à building overlooking the event's track for which Ted Husing could observe what was going on, after NBC had obtained the exclusive rights to the AAU outdoor runoff for 1937. Husing, charged NBC, made frequent use in his broadcast of the results aired from the track by NBC's sportscaster, Bill, Stern. This, said NBC, was made particularly noticeable when Husing failed to note the stumble and fall of Archie San Romani on the track until 30 seconds after it had happened, or after it had been mentioned by Stern.

NBC ridiculed Husing's alleged statement that he had had to surround himself with guards in Milwaukee for fear that NBC employee would slug him (a WOR spécial events man was slugged recently). NBC effected somewhat of a rebuke for Columbia when it got Judge Jeremiah Mahoney, AAU official, to state over the NBC hookup that NBC was the official broadcaster of the track meet and also commend that network for its handling of the event.

Columbia's cutting in on the Milwaukee affair was looked on i the track as that web's revenge for what NBC did to it during the national open golf championship tournament which CBS had bought exclusively. Following the opening date's round NBC got the mike option on 10 of the contest's participants with the result that it was able to put the winner, Ralph Goudahl, on the air first.

What's Wrong With Radio By EDDIE CANTOR

(Published in New York Daily Mirror, July 5, as guest columnist for Walter Wi n vacation. Reprinted here by permission.)

I have discovered that no matter what anybody's business is-it is that

I have discovered that no matter what anybody's business is—it is that, plus being an expert on radio.

Having given it a little time, in, my time, perhaps I, too, mi something to say on the subject, All right, let's start. What is wrong with radio? And by the way, IS there anything wrong with radio? Not counting the early years of experimentation, radio itself is about 10 years old. What was this newspaper like when it was radio's age? Remember the motion picture industry on its 10th birthday? How were YOU at the age of 10? The radio baby isn't perfect by any means. But how serious are its imperfections?

Let's take this matter of studio audiences: the laughter and applause that follow the comedian's quip and the singer's number. Several years ago a great team of comedians, Burns and Allen, decided to work without a studio audience. The same critics—professional and non-professional—who decry the presence of this audience intimated that despite excellent material, Burns and Allen were slipping. What happened? Burns and Allen got themselves a radio audience, with its accompanying laughter and applause, and presto! the critics yelled hooray!

However, some program directors use poor judgment in the handling of studio audiences. But after all, there are people who drive their automobiles at 60 miles per hour, and you wouldn't take all automobiles from the highways because of some individual's misuse of the vehicle, would you?

Internes ill Patients

Internes iil Patients

If you could afford a good surgeon, would you allow an interne to operate upon you? And yet that's what happens in radio every day. The producing of a radio show needs a shownan. But what do we find? Some young fellow in an advertising agency, who wrote pretty good copy and who once managed to bring into the firm an important client, is assigned the responsible job of producer, in sole charge of presenting a show costing as high as \$20,000 a performance. This young man may develop i time, but it is a slow process involving trial and error. The guy is serving his interneship and may kill off many a patient before he is sufficiently experienced to hang out his shingle.

Imitative Curse

Imitative Curse

Before it becomes adult, radio must grow out of its imitative stage. A comedian evolves a formula for a successful program and at once the various sponsors send out a cry: 'Aloysus the Dope's program is catching on. We must get something like that!' Whosis kids his commercial, and suddenly every other comic feels that that's the thing to do, and does it. One amateur program is good, and so it is reasoned, 'Why shouldn't 14 amateur programs be good?'. But they are not. As it happens, twist-your dial and you will see that those performers who are constantly creating are those who remain on top. The imitators eventually peter out, but during the 'petering,' Mr. and Mrs. Public are writhing away on their kiloevcles.

Old Scripts Haunt Radio

Old Scripts Haunt Radio

If the mimeographed manuscripts could be burned up after use (and sometimes before) and if, there were no recordings made of the broadcasts, radio would be in a healthier condition. A program hires a writer, the writer goes along with it for a period, and then, for one reason or another, leaves the program. With him go all the radio scripts. On his next job he doesn't write—he re-writes. His new program suffers and he cannot understand why. Whosis got a big laugh with that gag, he figures. Why don't they laugh when Whatsit says it?. I guess Whatsis us isn't comical. But the guy should be told that the line was created for Whosis' personality and simply doesn't suit Whatsit. Moreover, since Whosis first used the gag, 30 other programs have used it in various forms. One of these days a court of law will determine to whom the radio script actually belongs once it has been paid for; the sooner the better, for radio in general and our long-suffering ears in particular.

Dosage of Copy

Many an advertiser thinks he has somethi when he concludes that, inasmuch as his product is selling with a minute commercial, it will sell twice as well with a two-minute commercial. I would sentence that advertiser to spend seven evenings week in the parlors of the nation, listening to the groans of the tuner-inner and the comments made on these long- indeed sales talks.

The whole theme of radio is good will. It the purpose is defeated when the intelligence of the radio listener is insulted by lengthy, repetitious commercials. The day will arrive when the advertiser will present such a good program that the listener will feel obligated to buy the product because of the enjoyment afforded him, and not because of 'if-you-don't-buy-Bloofus'-Pills-you'll-never-live-through-the-year' type of threat.

Censorship Danger

Censorship Danger
Radio is heading for the most rigid kind of censorship unless the networks impose an intelligent surveillance over their program. True, advertisers spend fabulous sums of money with the networks, but no amount of money is more important than radio itself. These advertisers have the erroneous idea that they are 'getting away with something' because of their of money is more important than radio itself, these advertisets have erroneous idea that they are 'getting away with something' because of power, backed by huge expenditures. But they are slowly killi-proverbial goose. Oh, yes—I guess there are many things wrong with them is the people who tell you what's wrong with radio.

SAUTER DERIDES 'KICKBAC

Agreement Made Through

Featured Artists Service, Inc.

247 Park Avenue, New York

mentioned on which ARTIST may appear, ARTIST shall receive no compensation for rehearsals.

ARTIST agrees to pay to FEATURED ARTISTS SERVICE, INC., a New York corporation, a sum equal to five percent of the compensation herein provided as commission for procuring ARTISTS engagement hereunder. ARTIST hereby authorizes CORPORATION to deduct the said commission from ARTISTS sempassion hereunder and to deomnission to FEATURED ARTISTS SERVICE, INC.

If for any reason beyond the control of corporation the particular program on which ARTIST is to render services is not performed, ARTIST waives all claims against CORPORATION for compensation or otherwise. ARTISTS services hereunder shall be rendered in connection with the

AIR FEATURES,

Kids Bored by Life Story of Lily Pons, **But Curious About Those Funnymen**

Ireene Wicker, on her Lady programs over NBC for Kel-

Lady programs over NBC for Kelther through the spirity was in the habit of telling her kid audiences about contemporary classical music percitalists, such as Heifetz, Pons, etc. Letters from her fans convinced Miss Wicker that her juve audience wanted rather to hear about radio comics, and this week the artistic figures give place to stories on Cantor, Baker, Allen, et al.

Jack Benny and Burns and Allen will not get treatment from Miss Wicker, because Kellogg (through the N. W. Ayer agency considers Benny's sponsor, General Foods, a competitor, as well as B. and A's bankroll, Grape Ruts.

For the past four years NBC has had a rule prohibiting any program ired over its two nets from menized over its from the from the from two real was from the fro

SOSNIK TO HOLLYWOOD WITH MCA OFFICIAL

Harry Sosnik, leader-arranger, goes to Hollywood Saturday (10) to negotiate a couple of pending radio rogram deals. He will be accompanied by Harold Hackett, of the New York office of Music Corp. of America. Meanwhile Sosnick is set for another whirl for Lucky Strike starting Sept. 27.

After being under MCA management 10 years, Sosnik asked and received a contract release last week alleging dissatisfaction. Subsequently, while visiting in Chicago, the conferred with J. C. Stei That resulted in patching up differences. Trip to Hollywood, under personaling of MAC official is one result. Sosnik was with Real Silk until May.

ier Most Beautiful iladelphia, July 6.

It's summer and dull. So Murray Arnold of WIP took a poll to find the station's best-looking guy and gal. A! Cormier, general manager, won the beauty contest.

the beauty contest.

Betty Schaffer, of the program department is niftiest femme.

KING LEAR MISSING

WMCA, . ., Spieler May Have Quit but Forgot to Mention It

Announcer King Lear has evidently quit WMCA, N. Y., but the station really doesn't know because Lear did not notify anyone to that effect. Deny it's a publicity stunt.

Mikeman wound up his schedule one afternoon last week and has not been seen since. Efforts to communicate with him at his address have proved unavailing, since he has been missing there also.

Lear joined WMCA two months ago as a sports spieler. Aside from the fact he hailed from Texas, little

BUY OF AVON

Avon theatre west 45th street, N. Y., has been purchased by the Columbia Broadcasting System and will be used as a studio indefinitely.

will be used as a studio indefinitely. It is the first outright purchase of improved property to be made by. CBS. House which was built by the late Marc Klaw for his sons and named after him, has been operated by the network for more than two years is known "Radio Playhouse Number Two."

Playhouse Number Two.'
Audience preference for the spot led to the chain's purchase. It had been intended to concentrate all broadcasting in the new studios to be built on Park avenue by CBS. There is no hurry on construction plans of latter. CBS is also using two other Broadway theatres for cuffo broadcast programs, the number one house being the Manhattan (Hammerstein) and number three being the Golden. Latter lease is for a limited term, and may revert to legit after next season.

BOOKING SET-UP FOR CONVENIENCE

Bit Players Reported Peeved Over New 5% Tap-Second Corporation Set Up to Service Air Features Which Services Blackett-Sample-Hummert

75c COMMISH

Blackett - Sample - Hummert shows will hereafter be booked through a new auxiliary or-ganization, Featured Artists Service, Inc. A charge of 5% commission will be made

writers, ously no commission

writers, reviously no commission pai
Bit actors around the New York
advertising zone were complai ing
against the payment over the holiday weekend, objecting to the
'salary cut' of '75 cents on the average \$15 check for small jobs. They
claim that Featured Artists, which
does business only with Air Features, Inc., which in turn does business only with Blackett-SampleHummert, is a 'department' of the
advertising agency and that in consequence it amounts to kicking back
to the boss.

James Sauter pooh-poohs the kickback angle. Most of the bit players
used on the dramatic shows do not
place through an agent to start with
and if they did, or where stars do,
Sauter avers there would be no
double commission payment. In such
contingencies it is stated that an adjustment would be made with the
regular agent.

Dauble Commish

regular agent.

Double Commish

Double Commish

Informed by VARETY that actors booking themselves 'direct,' but wishing to continue in favor it heir regular agent have often paid a double commission unofficially, Sauter declared he did not know about that, but did not believe it would apply in this instance.

Sheer mechanical necessity for the booking details to be concentrated outside the production office (Air Features, Inc.) is responsible for the setting up of the placement bureau of which Maurice Scopp and Milton Klein, both certified public accountants (as is Sauter), are the nominal heads. A prominent booker from show biz is scheduled to take over eads. A prominent booker from now biz is scheduled to take over

later.

Clause in the new contract (see adjoining column) which exempts contracting employer from all liability for compensation in the event of a cancellation of the program is characterized by Sauter as 'a necessary modern protective measure against strikes and other unpredictable events.'

About 30 bit actors are employed weekly for the lackett-Sample-Hummert serials, out of New

About 30 bit actors are employed weekly for the lackett-Sample-Hummert serials, out of New York City, American Album of Music, Waltz Time and the Bi-So-Dol programs have remained outside the sphere of Air Features, Inc. ich otherwise has a production monopoly on the agency's shows which are predominately conceived and written by Mr. and Mrs. Frank Hummert.

As 4th New Radio Editor
Buffalo, July 6.
imes, Scripps-Howard daily, now
has its fourth radio columnist in
eight months. Don Tranter
the dianapolis. July 6.
dianapolis. Maxwell is De Pauw
University man, other De Pauwiet
ay on staff being Eugene C. Pulliam,
senior and junior; Al Beverigiene hi self, being a former
my senior and junior; Al Beverigiene hi self, being a former
my senior and junior; Al Beverigiene hi self, being a former
member of a pi team ith his
senior and junior; Al Beverigiene hi self, being a former
member of a pi team ith his
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yore Raleigh, which was originated
by the paper during the reign of
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columnistic
co

Authors League Expects 100 Radio Writers: No Union Connections, **Standard Contract an Objective**

Better Be Good

That retribution-is-about-to-fall look on Cecilia Ager of Variery this week is due to the fact that the gal has allowed herself to be talked into a date—for cash—on the Rudy Vallee program tomorrow night (8). Sam Weisbord of William Morris is the guy that got the better of her judgment. Hollywood and other parties who have been commented upon by Madame Ager are not making any dates for Thursday.

WLW Ponders Candidates In Chi; Takes 3

Cincinnati, July 6. Cincinnati, July 6.
Of the 514 persons auditioned in
C cago last week by Crosley talent
scouts, only three received the not
of approval from Bob Kennett, Mike
trials were conducted in the Hotel Sherman

trials were conducted in the Hotel Sherman.

Three that passed the test: Angelo. Rafaelli, young tenor; Lynn Cole, pop singer, and Deon Craddock, blues warbler. They are to report here warbler. They are to report here July 12. Rafaelli did chores with various Chicago stations. Cole sang with George Olsen's band and worked on the nets in the Windy City. Miss Craddock also worked for the webs in that burg.

In addition to vocalists, Kennett and his crew listened to numerous candidates for jobs as announcers and for places on Crosley's big dramatic staff.

Tommy and Betty, on WLW for the past six months, will double as guests i the transcribed series which Chevrolet is sponsoring on 360 stations. 'Betty' is a kid character, impersonated by Tommy Riggs.

GRABHORN QUITS BLAIR

Differs Over New Production Policy of Station Rep Firm

Murray Grabhorn, v.-p. and New York manager of John Blairs & Co., is breaking with the organization after two years as soon as a stock settlement is worked out with Blair. George Bolling, Blair's Detroit man-ager, is slated to take over Grab-horn's spot.

horn's spot.

Split resulted from a difference over organization policy. It had to do with the company's entry into the field of program production. Crabhorn discussed his decision to quit with Blair while attending the NAB convention Chicago and suggested the date of effectiveness be settled at a later meeti in New York

Grabhorn was KNX, Los Angeles, Network:

field, now in the preliminary stage, is not expected to get under active way for about a month.

longer. Authors League of America,

way for about a month, which will handle is proceeding with the formation of its subordinate group, the Radio Writers Guild, which ill do the active organizing.

Permissi has already been granted by the Dramaitists Guild, the Screen Writers Guild and the Authors Guild for the establishment of a new unit to cover the writers for radio. With Marc Connelly, Authors League prez, in Hollywood on a Metro writing ticket and active there in the SWG fight against the Screen Playwrights, Inc., much of the radio preliminaties are being handled from that end.
But a constitution for the RWG is being drawn up in New York. Membership committee has also been named to line up the ether writers when the setup is established. Composed of Kenneth Webb and Katharine Seymour, with Merrill Dennison and Charles K. Field as alternates.

Alt Credi

Air Credi

Authors League anticipates no opposition from the radio execs to its organization activities. Aims of the new Guild will be a standard writers contract, air credits (where practical), more authority in production of programs, etc. While it snot expected any strict elighbility rules for membership, the Authors League figures about 100 radio writers will probably join the Guild. Organizing is proceeding slowly at present. Thought unlikely that the Guild will affiliate with any other radio employee group, or with the A. F. of L., the ClO, or any of their affiliates. Authors League is and has been against affiliation with any other bodies, though usually cooperating on matters of sympatheti policy.

OLDEST LOCAL COMMERCIAL IN LOUISVILLE?

Louisville, July 6.

Creater Louisville Hour, sponsored by Greater Louisville Hour, sponsored by Greater Louisville First Federal Savings and Loan Association, and thought to be the oldest commercial program on any local station (having aired since 1924), was recently obtained for WAVE by James F. Cox, commercial manager of the station, Gustav Flexner is producer and announcer of the program.

Original personnel of the mixed quartet is still intact, and consists of Esther Metz, Melva Husak, Joe Eisenbeis and William G. Meyer. George Latiner director and accompanist.

WJR Show on WTAM

month his place will be taken by his brother, R. H. Bolling. Latter is now in the Chicago ice. Charles Dilcher, previous Charles Dilcher, previous Borleys-Howard, Joins salesman on R. H. Bollin Detroit.

Jean Paul King Off uschool Finance last Saturday (3) pulled the early a.m. news series it had on WABC, New York, after a run of 13 weeks.

Account had Jean aul. King mixing news bulleti ith comment.

Arthur Church Defends and Explains New Contract for Program Strips

Kansas City, July 5.

With publication of a new rate card station KMBC has brought out a new blanket contract notable for numerous discount allowances and principally a quantity discount for two or more shows. Local radio men are inclined to look upon this as an admission on the part of KMBC that their rates are too high. Arthur Church, KMBC, parries that the contract feeler toward standardization in time contracts standardization has been one of his pet radio hobbies. Church's station was the first to offer strip rates. Last week the first of these contacts was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept we contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into effect when some accept a contact was put into the contact was a contact was put into the contact was a contact was a contact was a contact when a contact was a contact was a contact when a contact was a co

Sample & Hummer, signed tor two strips.
Contract is not limited to strips but also may include independent programs and announcements and carries either a non-cancellable or cancellable clause. Non-cancellable contract protects the advertiser agai rate increases for 52 weeks and entitles him to accumulative discounts.

contract protects the advertiser agai rate increases for 52 weeks and entities him to accumulative discounts.

New discount feature is a quantity discount that is earned during weeks when more than one stri is ordered and broadcast. This discount is: 2 strips, 5%; 3 strips, 10%; 4 strips, 15%, etc.

While contract is apparently aimed toward the large buyers Church says that he does not feel that the large advertiser is entitled to privileges, not extended to the small buyer. He points out that his station rate card carries a single rate for national or local accounts.

A contract with cancellable clause protects the advertiser against rate raise during the 13-week minimum required of him. However, the advertiser may protect himself against rate increases in whatever length of broadcast orders he places.

Other discounts offered in the contract are: Advertiser may place insertion orders for individual programs and dependent upon number of non-cancellable weeks, or actually weeks used, he will be entitled to discounts as follows: 13 weeks, 5%, 5% weeks, 10%, 52 weeks, 15%. Also at the end of 52 consecutive weeks and additional discount will be paid of 10% of the largest amount of weekly net billing.

Insertion orders may be for either specified or guaranteed time. Latter is not movable by station or cancellable by advertiser except at end of 13-week period on notice.

is not movable by station or can-cellable by advertiser except at end of 13-week period on notice.

WINNIPEG SUIT ON CENSORSHIP

Winnipeg, July 6, Radio station, CIRC, Winnipeg, is being sued by W. S. Harris, organizer, after Sound Money Economic System Association of Winnipeg, for breach of contract. Annunt asked was continged to Harris, he contracted to make a speech, the contract being signed and money accepted the day before the broadcast, and that three-quarters of an hour before the contracted time he was called and told the broadcast had been cancelled.

Station officials state that after. Harris had submitted his script they deemed it inadvisable to allow the speech on the grounds of the controversial nature, of the views expressed, adding that money deposited for time was available and the script had been submitted to the Canadian Broadcasting Corp. for an official clearance and had not been returned in time for the broadcast, hence the cancellation of time. Local CBC officials stated, however, they knew nothing at all of the matter and had not seen any script.

L. W. Brockington, K. C., chairman of the CBC will foster the freedom of speech, and that they did not exercise any censorship over speeches to be delivered over private stations. Only-regulations the CBC found advisable were designed to prohibit attacks upon race and religion and to ban-discussions on certain subjects, such as birth control, etc.

New Tax Idea

Atlanta, June 6. Atlanta, June 6.
City Council has under consideration ordinance introduced by Chairman Frank Wilson of the tax committee.
Would require broadcasting stations to pay licenses of \$300 per year, 'because they do not pay any ad valorem taxes.'

ALICE JOY' IN AND OUT OF WINNIPEG FAST

Winnipeg, July
A gal claiming to be Alice Joy appeared in the city, registered at one of the hotels as from Louis-We, and then contacted program director Harold Green of station CJRC, Winnipeg, offering to go on the air Despite the fact the gal seemed to know all the answers Green became suspicious and started checking with the local radio eds. Denny Brown of Tribune wired NBC for confirmation, answer coming from NBC that Miss Joy was appearing daily on the 'Streamliners' show out of New York. Gal' was one step shead of 'em though and had scrammed the hotel leaving only a bag containing a pair of very loud pajamas. Had been in town for one week.

This was second appearance of

of very loud pajamas. Had been intown for one week.

This was second appearance of Alice Joy' in town. She came here once before and was reported to have a letter from Gloria Le Vey, NBC singer and former Winnipeger, which was to be delivered to Miss Le Vey's mother. The letter was never received by the mother of the NBC warbler, Had the press boys on the lump trying to locate her but they were unable to get any track of her at that time, but ran a story to the effect that Alice Joy was in town and left it at that. This time they didn't even bother.

Not much known around about her except that she is claiming her proper name is Marion Robertson and that she uses the Alice Joy title for radio work only, and also claimed that she had just finished a series of programs over a Louisville station. Efforts to trace her have so far been of no avail.

WSYR Nuptial Rampage

Syracuse, July 6.
Bill Rothrum sports announcer;
Paul Adanti, control engineer, and
Frances Seevens, secretary to Bill
Lane, commercial manager, all of
WSYR, Syracuse, preparing to marry
their respective sweetles on the same
date, Aug. 17.
Press dept. acting as emcee?

Janet Baird, Frisco radio scripter,

Agencies—Sponsors

Benson & Dall agency renewed two hour-seven day a week period on WJJD, Chicago for Drug Trade Products.

Roy Toy Co. has invaded air advertising for the first time, plugging a new table game, Alley Cop, with a test campaign on WPG. Atlantic City's municipally owned station. Account is using a through-summer series of vox poppers picked up off the boardwalk. The ozone cam-

off the boardwalk. The ozone campaign is being buttressed by a merchandising stunt that has 20 bathing beauts playing the game on the beach at the time of the broadcasts. Carrying a test campaign for a new game is no unusual experience for the resort station. Several years ago Hi-Li and Monopoly received their first air plugging on WPG.

Tom, ick and Harry, from WGN, Chicago, get a 15-station Mutual net setup, sponsored by Fels & Co.

Jerome Wolk & Brother, furriers, have taken novel 'Audio-Grafs' from WWSW, Pittsburgh, for next 13 weeks. Program was devised by Allen Trench, of station's staff, and it's a contest in which sound effects are supposed to represent titles of pictures, books, songs, etc. Program was originally sponsored by Kelvina-tor-May-Stern of Pittsburgh and picked up by Wolk's when original backer dropped it for summer. Account placed direct.

Peter-Paul Co., manufacturers of Dreams and Mounds candy, has signed with WAE, Pittsburgh, to re-turn to air in fall for 13 weeks of Rhyme-a-Li five-minute snot-

rent's Cleaning Co. will extend its quarter-hour spots on WWSW, Pittsburgh, with Darrell V. Martin, radio ed of Post-Gazette, from three to-five times weekly begi ing early in September.

White Beach, amusement park on Ballston Lake, N. Y., is using regional radio, as well as newspapers and other media, to advertise the season. Has one-minute, announcements, Saturday noons, up to September 4, over WGY, Schenectady.

Chambers & Wiswell, Inc., oston, placing for John E. Cain Company (salads), Cambridge, Mass., one-minute announcements daily until August 15.

H. W. Kastor, Chicago, spotting one minute e.t. daily, except Sun-day, for Pursang, tonic prepared by the McKesson & Robbins Company, Bridgeport, Conn.

Baldwin Laboratories (insecticide), Saegertown, Pa., taking one-minute participations in WGY's Market Basket, twice weekly, to Sept. 17, through the Yount Co., Erie, Pa.

Charles Miller, graphologist, on WSAY, Rochester, N. Y., for Dare's Mentha Pepsin.

Chain Income from Time Sales

| _ 4.2 | | | |
|---------------------|--------------|--------------|--------------|
| | NBC. | | |
| 1937 | 1936 | 1935 | 1934 |
| January \$3,541,999 | \$2,681,895 | \$2,895,037 | \$2,391,667 |
| February 3,295,782 | 2,714,300 | 2,758,319 | 2,211,637 |
| March 3,614,283 | 3,037,873 | 3,025,308 | 2,507,890 |
| April 3,277,321 | 2,741,928 | 2,682,143 | 2,373,890 |
| May 3,214,819 | 2,561,720 | 2,685,211 | 2,475,173 |
| June 3,003,387 | 2,323,546 | 2,380,845 | 2,177,857 |
| Total\$19,947,591 | \$16,061,262 | \$16,426,863 | \$14,381,114 |
| | CBS | | |
| 1937 | 1936 | 1935 | 1934 |
| January \$2,378,620 | \$1,901,023 | \$1,768,949 | \$1,405,948 |
| February 2,264,317 | 1,909,146 | 1,654,461 | 1,387,823 |
| March 2,559,716 | 2,172,382 | 1,829,553 | 1,524,904 |
| April 2,596,238 | 1,950,939 | 1,615,389 | 1,371,601 |
| May 2,552,374 | 1,749,517 | 1,287,455 | 1,255,887 |
| June 2,476,576 | 1,502,768 | 1,066,729 | 925,939 |
| \$14,827,841 | \$11,185,775 | \$9,222,536 | \$7,872,102 |
| MU | JTUAL | | |
| | 1937 | 1936 | |
| January | \$187,362 | \$166,260 | 3 |
| February | 202,088 | 152,064 | |
| March | 212,861 | 191,483 | |
| April | 167,590 | 137,934 | |
| May | 133,431 | 129,90 | 7 |
| JuneNo | t Reported | 104,510 | |
| Total | | \$882,164 | - |

CBS Up 64.8%, NBC Up 29.3%; Red Link \$265,000 Behind Columbia

NBC-Red web in California following the July 4 broadcast to take over the 'Professor Puzzlewit' program on the California Blue chain effective July 13. Larry Keati as the Prof.' Shows originate in San Francisco. Station line-up includes KGO, KECA, KFBK, KWG, KMJ, KERN.

W. Joplin Agency placed eight 30 min. programs for the Triangle Milling Co. with KEX, Portland.

Gambarelli & Davitto (wines and vermouth) will hit the ozone on WOR, New York, with a fall cam-paign of quarter-hour news periods, commencing Sept. 5.

Knox Gelatine account shifts from Federal agency to Kenyon & Eck-hardt on Jan. 1, '38.

Borden will have a fall campaign on 'Uncle Don's' WOR Kiddie Klub, using participatory plugs. Pedlar & Ryan placed.

Richardson & Robbins (soup) is recording the series it's carrying on NJZ, New York, for placement on six other stations. Program con-sists of 10 minutes of harmony by the Revelers.

Montgomery Ward is cutting a 15montomery ware is cuting a 15-minute series, Neighbor Jim' at NBC, New York, for placement with 69 stations. Recording job was originally set to be done in Chicago, but the rule of the Chicago mu-sicians union applying to transcrip-tions caused the shift east.

Morris Plan Co. (loans), through Leon Livingston agency, has signed for three announcements, weekly on the KJBS, San Francisco, morning Alarm Klok Klub broadcasts.

Howard Clothing Co., through J. H. Diamond & Co., is bankrolling quarter-hour Sunday morning pro-grams over KJBS, San Francisco, and KQW, San Jose.

Majestic (department store), through Ray Brouillet, is sponsoring the 10 a.m. newscasts on KJBS, San Francisco, daily through Dec. 31.

John Blair now station repping Con Lee Coast Chai itchover rom William Rambeau.

W. Hobler, prez of enton Bowles, passed 10 days on the Coa to arrange for launching of the ne Show Boat series from Hollywood.

J. Lee Groves, of Groves-Keen, Inc., Atlanta advertising agency, making ing through the south.

Italian Swiss Colony Wine Co. has begun a series of 15-minute daily shows to air for 52-weeks over WPEN, Philly. Will be in Italian, originating in New York. Norman B. Furman, Inc., N. Y., handling.

Columbia grossed \$2,476,576 from the sale of hookup time in June, or 64.8% more than prevailed in June, 1936. It was the highest percentage boost for the web since September, 1936. NBC garnered \$3,003,887 the past month, with the comparative increase figuring 29.3%.

NBC's red (WEAF) link ran \$265,000 behind the Columbia take. Breakdown of the NBC tally for last month gave the red \$2,211,500 and the blue (WJZ) trail \$791,827.

In June, '36, NBC accounted for \$2,323,564, as compared to \$2,230,645 i 1935, and \$2,177,857 in 1934. Columbia did \$1,502,768 last June and \$1,066,729 the year before, while June, '34, gave the network a gross of \$925,939.

SCHEDULES JAMMED IN CHI DESPITE SUMMER

Chi DENTILE SUMMER

Chicago, July 6.

Nightly Symphony concerts from Grant-Park not to get as much air time this year as before. While stations and nets genuinely want to carry them, the increase in sponsored time makes it impossible to ether more than a partial schedule, when compared to last season.

WBBM will use two non-contiguous half hours for the concerts, and then, as sort of a peace offering, are setting aside a weekly Saturday noon-time 15-minute spot for purpose of interviewing those concerned with the production. Concerts are provided by James C. Petrillo, musician's local head and Chicago Park Commissioner.

Tribune station, WGN, can find only 45 minutes, three times a week, on Fri., Sat: and Tues. On those nights, are offering the program to Mutual, but are guaranteei only the local outlet. Somewhat similar schedule is being lined up by NBC, which will ick up. 30 minutes nightly, shooting it out locally, or to either Red or Blue net, which ever papeams Station

New Panama Station

Panama City, July 6:
New station bows on the etherhere July 20, when HP5A, operated
under the label of Radio Teatro Estrella de Panama, turns on the juice,
HP5A is controlled by the Panama ity Star & Herald, biggest
newspaper here. Appointed g.m.,
of the station is A. Villegas Arango,
shifted over from the publication.
Alfredo Graziana
ill be the program director. Representing the broadcaster the U. S. is Fally Markus.

Fred Foley, KLZ, Denver, man, has switched to the Hower agency in charge of radio commer-cial department.

WAX LIBRARY A.F.M. BOGEY

Remembers He's Phi Beta Kappa

(Don Davis, the Missing Host, in Moratorium an Essay)

By Don Davis WHB, KANSAS CITY

Kansas City, What's an NAB convention for anyway?

what's anyway?

There are rumors running around that a lot of stations are going to resign from the NAB because this year's convention was a dud; but I'll just; betcha they don't. Not if the new administration uses a little of that showmanship which Varuer's asy the broadcasting industry needs. Right at the moment, some of the boys are mad at Arthur Church because with the properties of the convention to get religion. And Art is mad at some of the boys because they frankly like to come to NAB conventions to get drunk and raise a little hell.

Now, being a fellow-townsman of

to get drunk and raise a little hell.

Now, being a fellow-townsman of Art's (which he can't help nor me either). I sympathize with both viewpoints. Nobody devotes longer hours, nor more serious thought, nor more candid camera film, to the problems which beset our industry than does Art Church. And when he gets all set to deliver his convention orations, it naturally miffs him that a lot of the brethren are still upstairs in bed nursing a hang-over, when they ought to be down in the convention hall at the business sesgetting the latest from Olym-

On the other hand, Art should realize that with the play-boy type of conventioneer, the serious business of broadcasting is entirely secondary—while said play-boy is at convention.

Just possibly, it could be the convention's fault!

For example? And what to do about it?

Well, here John Elmer, are seven suggestions from a guy who ought to care but doesn't:

suggestions from a guy who ought to care but doesn't:

(1) Let's admit that there are all inds of people in the broadcasting industry. Let's admit that even though some of them like to carouse around at night during conventions, still they ought to be saved—for the good of the industry. Let's admit that they can learn something from attending conventions sessions. So, next year, let's start the general business sessions at 11 a.m.—and really start'em when scheduled, win, lose or draw. This should enable the night owls to sleep it off in bed, grab a bite of breakfast, get to the meetings on time, and stay awake while the sessions are in session. Meantwhile, the serious thinkers can arise at 6 a. m. if they wish, take their morning exercises, if they insist, have breakfast at the normal hour, and spend as much as two hours or more in serious, world-redeeming, early-morning conversation with other serious thinkers—providing they remember to get to the business sessions on time at 11 a. m.

(2) Let's have only one general

the business sessions on time at 11 a. m.

(2) Let's have only one general business session a day, and have that one not in a meeting hall but i a big dining room with a decent p. a. system where everybody can be seated in comfortable chairs at tables for eight. Let's have ash trays on the tables, and pads of note-paper, and room for a fellow to rest his el-hows. Let's have page boys with rowing mikes for brethren who speak from the faor! For an industry which makes its living by use of sound, the NAB has met up with more poor p. systems in the last en years than Marconi ever imagined! Maybe the administration could persuade RCA our Western Electric or somebody to put a model, demonstration for the meetings!

ings!
(3) Along about two o'clock each day let's relax from serious deliberation while the nearest local radio stations or networks put on a little musical entertainment, and the hotel serves luncheon. Then continue the business session right through the afternoon without adjournment for the meal. This will keep some of the guys out of the cocktail bars at noon—maybe.
(4) Every hour on the hour invite. have you.

Manusical entertainment, and the hotel envires luncheon. Then continue the usiness session right through the thermoon without adjournment for the meal. This will keep some of the guys out of the cocktail bars at con-maybe.

When can tell? Maybe it might (4) Every hour on the hour, invite that the suite of the cocktail that the cocktail that

Father Follows Son

Hal Stretch, Sr., yesterday (Tuesday) joined the sales staff of WHN, N. Y. His son, Hal, Jr., has been peddling WHN

time for a year.

Elder Stretch was at one time an exec with Hearst's newspaper advertising department in New York.

everybody to get up, change tables, and introduce himself to a whole new crowd of folks. Remember that about one-fifth of this year's registration consisted of broadcasters who had never attended an NAB convention before—and one of the things a broadcaster likes to do is to get acquainted with other station owners or managers, so he can tell folks what a swell station he has, or learn from them just what they do that makes their stations so swell."

(5) By all means, let's not banish

from them just what they do that makes their stations so swell.'

(5) By all means, let's not banish displays by equipment and supply dealers! Let's even invite the special representatives and the networks and even Variety. Transcriptions, for example, are the backbone of broadcasting to just one helva lot of stations. Some of us even need new broadcasting equipment! Lots of us would like to hear the latest developments in instantaneous recording. And unless an exhibitor has something of merit for the convention, he shows just about as bad judgment in exhi ting as we members do in not giving the worthy ones a hearing! Your average station operator, however, is just a little bit letery of being lured down a hotel hallway to an exhibitor's demonstration. In a general demonstration to the assembled meeting, your station owner - conventioneer might find that said exhibitor had just what he wanted—and would seek out the exhibitor's quarters later, after the preliminary display of wares at the business session.

(6) Let's get some new faces (and voices and ideas) into the picture.

later, after the preliminary display of wares at the business session.

(6) Let's get some new faces (and voices and ideas) into the picture. And here I intend no criticism of those loyal and faithful workers who have so earnestly fathered the NAB. But after all, if this year's convention was a dud, it was because it held so few new thrills. Art Pryor's freworks sorta made up for the absence of Ike Levy—and personally, I think we broadcasters deserve both barrels of all Pryor handed us. Our conventions do need the advice and opi ions and ideas of men like Pryor... and other hard-working, straight-thinking agency radio heads who can tell us things about broadcasting from their point of view. There are the special reps; I'll betcha a batch of speeches from Free & Peters, Edward Petry, Hank Cristal, Voynow, Blair, Rambeau, McGillur, Barrelt and others of the rep gentry would tell the boys more in two hours than they learn in a year trying to sell tin cans to national advertisers.

(7) Let's enlarge the exhibits of station promotion, and urge the sta-

(7) Let's enlarge the exhibits of (7) Let's enlarge the exhibits of station promotion, and urge the sta-tions, networks, agencies, reps and equipment-supply dealers to really go to town with displays! This year's try was a fine beginning—hats off to Johnnie Gillin and his helpers! off to Johnnie Gillin and his neighers.
Next year, ive everybody all the space they can use for decent displays—and make 'em bring extra copies of all their literation, so the home town boys can take away souvenirs, and ideas!

venirs, and ideas:
After all, what's an NAB convention for, anyway? I'll betcha that
ten years from now well still be
trying to solve the recurring question of copyright, clear-channel operation, accurate audience measurement, network domination or what

HARRY FOX SEES GESTURE NEEDED

Transcription-Makers Could Sooth 'Mechanization Neurosis of Petrillo and His Cohorts, M.P.P.A. Gen. Mgr. Thinks

ONE-TIMERS O. K.

Harry Fox, gen. mgr. of the Music Publishers Protective Association, believes that the manufacturers of transcription libraries can forestall drastic action against their wares by the American Federation of Musicans. It is his suggestion that the transcription men get together and devise a method of assessment on library contracts which would provi money for contribution to the unemployment fund of the various local musicians unions.

As proposed by Fox the allowance could be tacked on to the flat fee charged the station for the library. How much the allowance for the local union's unemployment fund should be is something that would have to be worked out by the manufacturers themselves. It might be a percentage of the library so the station, or included a sum individual than the second of the station of the station of the library is on dividual to the station, or included the sum individual than the second of the station of the station of the library so the work of the station of the library so the things of the library so the work of the station of the library so the work of the station of the library so the work of the station of the library so the work of the station of the library so the work of the station of the library so the work of the station of the library so the work of the work of

More Mechanization

Seattle, July 6.

Veriphone Co. (Bruce Maburg and A. E. Kane, owners), is trying out recording apparatus i Superior courts here reproducing arguments and testimony with view of installing machines on a large scale. Local judges reported pleased with quick reproduction in typewritten form. Company is using hill and dale method of recording with two mikes catching everything even to the side comments not for record. If successful new mechanization will eliminate court stenographers.

that Petrillo was far more con-cerned with transcription libraries than with commercial recordings. Latter, explained Petrillo, could be treated as a network. Once a spon-sored dise is aired it's finished in a particular town. But when it comes to a sustaining (library) record it, can be played over and over it can be played over and over again by the same station. Petrilk indicated that when the international

again by the same station. Petrillo indicated that when the international union acted on the recorded program issue it would strike hardest at the library.

'Allowance' Gesture.

Fox is of the opi ion that the allowance arrangement would appeal to AFM leaders and the contribution from library deals could be treated in the same light as payments made for standby men in the case of live broadcasts or stage engagements. The sum relayed to union unemployment funds might total nationally anywhere from \$50,000 to \$100,000.

Number of station clients held approximately by each of the library services follows:

100 OFFICE OFF

Uproar in Winnipeg Over Dismissed Musicians: Show Goes On Unrehearsed

More Quotes On Convention

EDWIN W. CRAIG

that substanti benefits will accrue to industry as a result of certain fundamentals considered and agreed upon at recent convention.

STANLEY HUBBARD KSTP. St. Paul

Convention WILLIAM GILLESPIE

KTUL, Tulsa

Convention dull to some, thanks to Spiritus Fermenti. Commercial managers discussion in open meeting was a fine thing. It's a swell thing for radio station operators and commercial managers to get together in an old-fashioned session and discuss their various problems no matter whether they are 100 watts or 50,000. We all should know and understand one another better. For first time at the N.A. B. they discussed programs. Ain't you surprised you have been telling them. for years that the plays the thing.

DR. LEON LEVY WCAU, PHILADELPHIA

"There should be two distinct broadcasters' associations.' In one should be all the small stations. That is, those that are strictly local in nature and have power outputs of 100 and 250 watts and thereabouts. In the other association should be those stations which have been allotted regional and national channels. It stands to reason, taking the Philadelphia situation as an example, that WCAU, with its 50,000 watts, has little in common as to trade problems with WDAS, which doesn't even have a network affiliation. "For one organization to try to solve such dissimilar problems as are faced by both sized stations means lack of progress. Strong organizations of broadcasters, I think, are good and necessary things, but they should be based on a common foundation."

JOHN SHEPARD, 3D

Yankee Network

Have no comment to make on the NAB convention at this time. Feel we should wait and see what the new officers accomplish.

Ralph Atlass Still Looking

Chicago, July 6. esides looking around for a national sales manager for his WIND, Ralph Atlass has decided to increase both the caliber and number of the station's present sales force.

First move was to reach out and take Whyth. Walter from WBBM, Columbia key, and add him to the WIND staff. As yet, no sales manger has been found, but a couple are under consideration, and one will probably get the job before long. Several other additions to the regular sales force are reported to be contemplated. regular sales for be contemplated.

WGAR on 5-Day Week

Cleveland, July 6. day working week for WGAR engineers and announcers was in-augurated last week by John Pratt,

station manager.
Two departments are being enlarged to shorten hours of staff, giving new jobs to about a dozen outsiders.

Winni July

Local (190) Musicians union cracked down on the Canadian Broadcasting Corp. when efforts were made to drop two musicians from Backstage' program brought in as a substitute for a previous program, 30 Minutes to Go. As a result program under conductorship of Isaac Mamott is temporarily cancelled. Matter is expected to be thrashed out this week.

Series of conferences, ballots, long distance phone calls and general uproar preceded the final broadcast before cancellation which went on the air practically unrehearsed and siminutes short in consequence.

Don Swalles, secretary of the Winnipeg union, acting for the released men ordered the two men be reinstated by: the CBC, and when this order was not compiled with ordered out all union men on the show. In order not to cause cancellation in the scheduled show florace Stovin, western regional program director for the CBC, acting for the CBC offered to pay the two men's wages (temporarily) but would not use them. This offer was refused by the union, resulting in a quick ballot being taken among the orchestra members, answer being that they were willing to go on with the show and take a chance on what might follow in the way of union suspension or fine.

A telephone call to Gladstone Murray, general manager of the CBC at Ottawa, resulted in the discovery that union rules stipulated a 24 hour notice be given before they would be allowed to withdraw any of their members. Union has only given two hours official notice. A second ballot was taken, the decision being that they would go ahead with the show. Final ballot counted four minutes before air time.

Don Swalles, when queried by VARIETY refused to make any comment on the matter, saying only that it was a private scrap and that he refused to give anything for publication. Mamott, also declined making any statement, other than that he was taking advantage of the two week cancellation of the show to grab a holiday in New York.

Horace Stovin, of the CBC, stated there was no trouble between the CBC and the union

John Elmer to **Spend Full Day** Wkly at N.A.B.

Washington, July 8,
Close watch over headquarters
activity was promised last week by
John Elmer, new president of National Association of Broadcasters.
Conveniently located only 40 miles
away, Elmer plans to be a regular
visitor at association offices and has arranged to spend one day weekly
(Thursday) keeping his hand on the
throttle. This will be an innovation
since all previous presidents have
lived so far away their calls to
Washington were irregular.

Nellie Revell Restored

Nellie Revell's 'Neighbor Nell' pro-gram is back to its former Sunday niche, 11:15 am on the NBC Blue. Fan mail expressed a desire to trade in an English commentator for Nellie's return. NBC heeded.

R. E. Blossom in N. Y.
Indianapolis, July
R. E. Blossom, guiding hand behind WFBM, left Saturday (3) for
week's stay in New York, and then
hits Bermuda for two weeks' vacash.
Until recently, Blossom has been
doing job of merchandising manager of utility parent in addition to
running radio station.

WILD LIFE STUDY OF LAUGHTER:

CANDID CAMERA CATCHES EFFECT OF PARAMOUNT'S

ON HUMAN RISIBILITIES

PINSTER, debutante, drug store cowboy, Savant, mugg, marble-masked matron, all were given chance to see, hear Paramount's "Easy Living," starring Jean Arthur and Edward Arnold, featuring fan mail record-breaker Ray Milland. Directed by Mitchell Leisen. Candid camera caught reactions published here, proving newest Paramount contribution to mid-summer madness 346.7% funnier, 259.33% goofier than any comedy of year. Recommended to sweeten sour dispositions.



The Gurgle-Gurgle . . . Result of seeing restaurant patrons' difficulties when someone throws pepper in electric fan.



Smile with Freckles . . . Reactio seeing Ray sock detective in waist with the commonly called "one-t



The Girlish Giggle. Effect not of hil but of glimpsing Ray Milland and in what is known to the trade as a cl



The Spinster Smirk . . . Result of Jean and Ray's being drenched when the shower bath unexpectedly turns on!



Middle Western Belly-Laugh. Result of seeing Jean Arthur smash her boss over the head with picture frame.



The Frozen Custard Chuckle ... Matronly mirth evoked by Edward Arnold's hand to hand struggle with the irate chef.



The Professorial Pleased Puss Result of seeing Jean's method of l fired from job



The New England Nut Cracker . . . Maine and Vermont vote with nation: "Easy Living" is a New Deal in laughter.



The Bucktooth Grin . . . Result of seeing Jean make her entrance into the old office in a \$75,000 fur coat.



The Hohokus Holler! . . . Caused by seeing Edward Arnold execute a neat fall down a whole flight of stairs.



Le Rife (Fr. with mustache). Effect Jean's being biffed on the head \$75,000 sable coat while riding bus

JEAN ARTHUR and EDWARD ARNOLD

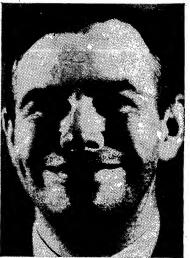
A Paramount Picture • Directed by Mitchell Leisen



The WOW or Basement Bellow! ... Result of seeing final gag of picture, which hits new all time high in hilarity. First a grin, then a chuckle . . . then "Easy Living" lays you in the aisle with laughter!



The Cheerful Little Tearful... Proving people laugh till they cry at picture like "Easy Living."



Breadway Deadpan Smirk. Caused by riot at automat as Ray Milland gets Jean a feed on the house.



Girlish Glee Result of seeing Jean battle to break in, of all things, a pig bank.

"EASY LIVING" with RAY MILLAND

by Preston Sturges

Based on a Story by Vera Caspary



DRAMATIZED **NEWS LOSING VOGUE?**

Sponsors seem to be doing a chilly about-face confronted with dramatized news programs now. United Press, after spending around \$2,200 on auditions of its idea of renacting headline and human news stories for a flock of agencies and clients, is reported beginning to believe it has a dud.

U. P. made transcriptions to demonstrate versatility of handling different types of news breaks. Besides expense involved in hiring top-flight radio actors and crack script scribblers, a 21-pc, orch directed by Harry Salter was also used. After several weeks of high-pressure auditions, the U.P. is frankly discouraged.

Time, Inc., which for the last several years has had an in-and-out experience in trying to hold a sponsor for its 'March of Time' program, loses Servel, Inc. (Electrolux), and goes back to ballyhooing Time and Life mags on July 15. Servel's stay will wind up after 13 weeks of supplying the bankroll.

THAT LA-LA LANGUAGE MOVES TO WMCA, N. Y.

WMCA, New York, is putting together a novel atunt in behalt of Spatari, another of those international languages. Invented by Carlo Spatari, the new lingo is a code one, especially designed for short-wave broadcasts of intercontinental coverage. It has been ballyhood extensively by WBNX. It is built up around the eight musical scale notes, which are invariably fixed in all languages.

Stunt prepared by Leon Goldstein, new p.a. at WMCA and formerly with WBNX is to equip radio editors in and around N. Y. with Spatari code books and have 'em pick up a sample broadcast. The editors are invited to pen their estimates of the code language and decide if it is feasible to future use.

Swicegood Bosses WAGA; Junior to WSB, Atlanta

Atlanta, July 6.

Atlanta, July 6.

Same day N. Y. dispatches announced expansion of NBC's Blue network, Atlanta Journal smeared tis page one with news that it would be in on deal through operation of WAGA (nee WFFI, of Athens, Ga.), in conjunction with Liberty Broadcasting Co.

Physical setup is being rushed so station will be ready by Aug. 1, date set for 10 new Dixie outlets to go on air. Transmitter is situated three miles from center of city and 375-fort vertical antenna, highest in Georgia, is under construction. Station will go on air with 1 kw day, 500 km might.

500 kw night, Both WSB and WAGA will be under Both WSB and WAGA will be under supervision of Lambdin Kay. Jesse M. Swicegood, former manager of WATL here, will be manager and Earle J. Pudney, formerly with WIBX, Utica, N. Y., and the Muzak Corp. of Ohio, and now program director of WATL, will become pro-gram director and chief announcer of the new station.

WMBC to Hagedorn

Horace Hagedorn, station rep, has dded WMBC, Detroit 100-watter ans any network affiliation, to his

sans any network string, rings, the Hagedorn representa-tion to a total of six stations. WMBC has had no rep heretofore,

Lady Exporter on WIP

Lady Exporter on WIP

Philadelphia, July 6.

WCAU has added woman commentator to staff. She is Lucy A.

Goldsmith. Will be aired first time at 5.45 p.m. today. Miss Goldsmith was first woman export manager in country, directing foreign trade for Aeolian Company from 1909 to 1924, and has met numerous European big-shots,

Was foreign trade carriers.

F.C.C.'S WASHINGTON DOCKET

DECISIONS

Washington, July 6.

Mashington, July 6.

Alabama: WJRD, James R. Doss, Tr., Tuscalloosa, day power jump from 100 to 250 watts; WBRC, Birmingham, commish reconsidered action of Feb. 16, granting operation on 930 ke with 1 kw nights, 5 kw days without a hearing, and designated application for hearing on protest of the Birmingham News Co.

on protest or the Birmingnain News co.

California: KHUB, Anna Atkinson, as executrix of
the last will of F. W. Atkinson, deceased, Watsonville,
granted involuntary assignment of license to Anna
Atkinson, executrix; KJBS, San Francisco, denied petition for reconsideration and grant of application for
frequency change from 1070 to 1080 ke and change in
time of operation from limited to specified.

Fields: WINO present stockholders of Hazlewood.

Florida: W3NO, present stockholders of Hazlewood, Inc., Palm Beach, granted authority for transfer of control of Hazlewood, Inc., from present stockholders to Jay O'Brien.

Iowa: Telegraph Herald, Dubuque, granted new sta-on to be operated days only on 1340 kc with 500 ratts, Examiner Bramhall reversed.

watts, Examiner Brainfail reverses.

Maryland: Frank M. Stearns, Salisbury, g
station to be operated days on 1200 kc wit
Chief Examiner Dayis G. Arnold sustained.

Maryland: WFBR, Baltimore, denied petition for partial grant of application to authorize the use of 1 km nights, 5 km days and for consideration of the application under Rule 104.7.

nights, 5 kw days and for consideration of the application under Rule 104.7.

Massachusetts: Hildreth & Rogers Co, Lawrence, granted new station to be operated on 630 kc with 1 kw, days only, Examiner Walker sustained; Old Colony Broadcasting Corp., Brockton, denied new station to be operated on 630 kc with 250 watts, days only, Examiner Walker sustained; WLLH, Lawrence, granted special experimental authority for a stellite station at Lawrence to operate on 1370 kc with 10 to 100 watts; unlimited time synchonously with WLLH, Lowell (1370 kc with 100 watts nights, 250 watts days), commiss sustaining Examiner Hill; Harold Thomas, Pittsfield, granted new station to be operated on 1310 kc with 100 watts nights, 250 watts days, Examiner P. W. Seward reversed.

Minnessel: The Times Publishing Co., St. Cloud, granted new station to be operated on 1420 kc with 100 watts. Examiner R. L. Walker upheld; Michael F. Murzy, St. Cloud, denied new station to be operated on 560 kc with 400 watts daily, Examiner Walker susined.

Mississippi: WCOC, Meridian, install new antenna system and increase night power from 500 watts to 1 kw.

Misseuri: The Courier-Post Publishing Co., Hannibal,

Missourt: The Courier-Post Publishing Co., Hannibal.

1 kw.

Misseuri; The Courier-Post Publishing Co., Hannibal, denied new station to be operated on 1310 kc with 100 watts, 250 watts days, Examiner Melvin H. Dalberg reversed; Hannibal Broadcasting Co., Hannibal, denied new station to be operated on 1310 kc with 100 watts, Examiner Dalberg upheld.

Misseuri: KFRU, Columbia; commish granted petition to deny as in case of default application of T. B. McChristy for new station at Brownwood, Tex., to use 630 kc with 250 watts, days only. Chenied petition of T. B. McChristy to waive provisions of Rule 105.25 and accept his appearance. Also McChristy's petition to withdraw his application without projudice.)

Nebrasks: KGKY, Sottsbluff, granted two months' extension of present license.

New Jersey: WMFL, National roadcasting Co., Inc., Bound Brook, granted changes in equipment, reduction of power to 500 watts and addition of Al and A2 emission.

Bound Brook, granted changes in equipment, reduction of power to 500 watts and addition of A1 and A2 emission.

Ohlo: Allen T. Simmons, Tallmadge, granted new high frequency experimental station using frequencies 31,600, 35,600, 38,600 and 41,000 with 100 watts.
Ohlo: WGAR, Cleveland, denied authority to transfer control of corporation from G. A. Richards, Lee Fitzpatrick, John F. Pratt and P. M. Thomas to WJR, the the Goodwill Station, a Michigan corporation, Examiner Walker reversed; Continental Radio Company, Columbus, denied new station to be operated on 1310 ke with 100 watts, Examiner Irwin sustained; Continental Radio Company, Toledo, denied new station to be operated on 1200 ke with 100 watts, days only, commish sustaining Examiner Seward; WALR, Toledo, denied permission to move studio and transmitter from Zanesville to Toledo, Examiner R. L. Walker reversed. Community Broadessing Co, Toledo, granted new daytime station to be operated on 1200 ke with 100 watts, days only, commish sustaining Examiner R. L. Walker reversed. Community Broadessing Co, Toledo, granted new daytime station to be operated on 1200 ke with 100 watts, commish sustaining Examiner R. L. Walker reversed. Community Broadessing Co, Toledo, granted new daytime station to be operated on 1200 ke with 100 watts, commish sustaining Examiner Seward.
Oklahoma: WBBZ, Estate of Charles Lewis Carrell, Adelaide Lillian Carrell, representative, Ponca City, granted renewal of license on temporary basis, subject to cancellation without advance notice or hearing at any time by the commish, pending disposition of the estate of C. L. Carrell, deceased.

Pennsylvania: WCAU, Philadelphia, granted new high frequency experimental station using frequencies 31,600, 35,600, 36,600 and 41,000 ke with 100 watts.

Texas: KOCA, Kligore, granted day power boost to 250 watts; WDAH, Tri-State Broadcasting Co., Inc., granted new station to be operated on 1440 ke with 500 watts, Examiner John P. Bramhall sustained.

EXAMINERS' REPORTS

Lady Experter on WIP
Philadelphia, July 6.

WCAU has added woman commentator to staff. She is Lucy A
Goldsmith, Will be aired first time
at 5.45 p.m. today. Miss Goldsmith
was first woman export manager in
country, directing foreign trade for
Aeolian Company from 1809 to 1924,
and has met numerous European bigshots,
Was foreign trade adviser to Primo
de Rivera, late dictator of Spai

Angeles, was represented by Ben S. Fisher and Charles V. Wayland.
Interference difficulties which would result from the change were quoted by Examiner Tyler Berry as the only reason for a turn-down for KROV, Sacramento, on its appeal for a change of frequency, juicejump and change in hours of operation,
Disturbance within an area which is at present interference-free would occur to the service of KGIR, Butte, Mont, if the application were granted, Berry found, and considering the area (does not enjoy equal broadcasting facilities with the idea proposed to be served, an unfair distribution of facilities would result. Station, which requested a change of frequency from 1210 to 1349 kc, extension of hours from daytimes to unlimited and increase in power from 100 watts to 250 watts nights, 1 kw days; was represented by Ben S. Fisher.
Louislana: Daytime power boost for WSMB, New rleans, was recommended by Examiner Seward, who found the applicant could improve service if permitted to make full use of its frequency.
Increase to 3 kw should be given the NBC outlet to the control of 1 kw. Station would continue operation on 1320 kc. Paul D. Spearman appeared in behalf of WSMB, Inc.

Missouri: Scrap between KSD, St. Louis, and KFUO,

or I kw. Station, would, continue operation on 1320 kc. Paul D. Spearman appeared in behalf of WSMR-Inc.

Missourl: Scrap between KSD, St. Louis, and KFUO, Clayton, over the 550 kc frequency which both transmitters share was temporarily terminated by Examiner Seward, who recommended granting of the KSD application. KSD, owned by St. Louis Post-Dispatch, has not played ball with KFUO, Seward charged. Smaller station, owned by the Evangelical Lutheran Synod, claimed 62 time encroachments by KSD, principally caused by KSD failing to sign off at the proper time. As a penalty, Seward recommended that KSD, principally caused by KSD failing to sign off at the proper time. As a penalty, Seward recommended that KSD, principally caused by KSD failing to sign off at the proper time. As a penalty, Seward recommended that KSD, principally caused by KSD failing to sign off at the proper time. As a penalty, Seward recommended that KSD, principally caused by KSD failing to sign off at the proper time. As a penalty, Seward recommended that KSD, principally caused by KSD failing to sign off at the proper time. As a penalty, Seward recommended that KSD, instead of receiving full time operation should have its service to one-half time, he told the commish. Time at present has been split between them, with KSD receiving 91 hours to KFUO's 28. Both stations should have their applications renewed, Seward said. Paul M. Segal and George S. Smith appeared for KSD, with William Stanley, J. Edward Burroughs, George O. Sutton and Otto Karbe representing KFUO Oregon: Transfer of KOOS, Marshfield, from the Pacific Radio Corp. to Shelton F. Sackett, newspaper publisher, and two other individuals was stymied by Examiner Seward on grounds of excessive price. Fact that outflat laso listed permits and good-will for sale roused Seward's ire.

Depreciation value of transmitter was set by the

that outfit also listed permits and good-will for sale roused Seward's ire.

Depreciation value of transmitter was set by the corporation at \$9.029, while a commish enginer estimated it at \$5.248. Replacement costs quoted at \$12,951, were nearer \$5,965, engineer testified. KOOS pricetag was fixed at \$14,000.

Attorneys for KOOS were John C. Kendall, Fisher and Charles V. Wayland.

Texas: New station for WACO was nixed by Examiner Berry because of the untamiliarity of the applicant, T. E. Kirksey, with the area proposed to be served and the slipshod manner in, which a survey of the locality was conducted to ascertain the demand for a new transmitter.

a new transmitter.

Request for operation on 930 ke with 250 watts ights, 500 watts days, should be waste-basketed, Berry said. Applicant was represented by Elmer W. Pratit. West Virgilals Switch from daytime to unlimited service for WBLK, Clarksburg, was approved by Examiner Seward, who found a need for additional night ime service in the area to be served.

Slight interference might be experience by WPAY. Portsmouth, O., Seward admitted, but not sufficient to justify denial of the application. Transmitter, which operates on 1370 kc with 100 watts, was represented by Ben S. Fisher.

NEW APPLICATIONS

Colorado: KLZ, Denver, new high frequency broadcast station.

Kansas: Carl Latens ... Atchison, new station to be operated on 1420 kc with 100 watts, days only.

Michigan: First Baptist Church, Pontiac, authority to ansmit programs to CKLW, Windsor, Ontario, Canada Montana: KFBB, Butterey Broadcast, Falls, boost day power from 2½ to 5 kw.

Nebraska: KGKY, Scottsbluff, authority to transfer control of corporation from A. W. Hilliard to L. . . Hilliard, 42 shares common stock.

New York: WGNY, Peter Goelet, Newburgh, crease day power from 100 to 250 watts.

North Dakota: Frank Ray, Dickinson, new station be operated on 1310 kc with 100 watts nights, 250

watts days.

Ohlo: WNOX, Scripps-Howard Radio, Inc., Cincinnati, increase night power from 1 to 5 kw.; WGAR, Cleveland, boost night power from 500 watts to 1 kw. Aday power from 1 to 5 kw.

Fennsylvania: Reading Broadcasting Co., Reading, new high frequency relay broadcasts station on 31,100, 34,600, 37,600, 40,600 kc with 10 watts.

South Carolina: WFBC, Greenville News-Piedmont Co., Greenville, install directional antenna for night use and jump night juice from 1 kw to 5 kw.

Texas: Sam Houston Broadcasting Association, Huntsville, new daytime station to be operated on 1500 kc with 100 watts.

Ke with 100 watts.

West Virginia: Kanawha Valley Broadcasting Co., Charleston, new station to be operated on 1500 kc with 100 watts.

SET FOR HEARING

California: Adams Recording Studio, San Diego, authority to supply electrical transcriptions to XEBG and XEMO, Tia Juana, Mex., to be delivered by private

carrier.

Georgia: WRBL, Columbus, install new equipment, change frequency from 1200 to 1330 kc, jump power from 100 watts nights, 250 watts days, to 1 kw all times.

Blinels: Sherman V. Coultas, Milton Edge and Hobart Stephenson, Jacksonville, new station to be operated on 1310 kc with 100 wat

WCAU-KYW-WFIL Meet With Union On Autumn Scale

Philadelphia, July 6. Representatives of KYW, WCAU and WFIL will meet wth music union exec ices of Dr. Leon Levy, prexy of WCAU, Friday, for confab that should go a long way toward solving the old music-radio

here. A. q.t. get-together of Doc Levy;

here.

A, q.t. get-together of Doc Levy;
A. A. Tomei, union prez; and Rex
Riccardi, union secretary, in Doc's
office last Wednesday, paved the way
for Friday's gablest. Last Wednesday's talk was at behest of radio stations; not the union. Tomei and Riccardi were invited to attend by
David Bortin, WCAU attorney. Bortin was not present, however.

WCAU expects definitely to have a
house band in the fall. Meyer Davis
now has the inside track and, will
likely get the spot, although every
band leader in Philly is pulling
strings.

Circumstance which gave local i
opportunity to hammer the wedge in
hard was announcement that Philly
orch Friday night commercials next
season probably will be extended
from 30 minutes to full hour. Last
year, station as penalty for carrying
program had to pay 80 men of orch
double the regular commercial rates.
Same edict would be in force next
fall. But with prog twice as long,
amount would be so huge that the
difference between the double and
ordinary commrcial scale would
more than pay for a house band.

difference between the double and ordinary commrcial scale would more than pay for a house band. Levy, at last week's conference, offered the union \$48 a week for 16 men, two hours a day for 40 weeks. They would be required to play for spot announcement programs and sustaining, but no full straight comercial. Tomei wants a considerably higher scale and four more men.

mercial. Tomei wants a considerably higher scale and four more men.

Jim Begley, program director, or Leslie Joy, station manager, or both, will represent KYW at Friday's confab. A conference between them and the union has already been held in regard to Jan Savitt's termer, which, like all contracts between musicians and radia stations, peters in September. Station wants to continue under same conditions as last year, except it desires privilege of using bandsmen sustaining or commercial. Now paying \$45 for 16 men. Since union has professed to see light on the combo rate, only thing remai ing is getting an equitable scale. Direct negotiations between Savitt and station have already been completed and hinge only on union deal,

WFIL rep Friday will be Don Withycomb, general manager. Several conferences have already been held between him and union. He also wants combo privilege. Now paying \$36 for 12 men.

Talks between him and union. He also wants combo privilege. Now paying \$36 for 12 men.

Talks between Ben Gimbel, WIP prexy, and Tomei have also taken place, Gimbel wants a renewal of the present contract, which pays \$37. He wants only sustaining. Union desires certain conditions improved and addition of two more men. Gimbel ing Friday.

ED WYNN CITED AS TAX DODGE EXAMPLE

Washington, July 6.

Washington, July 6.

Legal tax avoidance by Ed Wynn
was decribed before Congressional
committee probing tax dodging last
week by Treasury Department of
ficials. Fire Chief was said to have
ducked \$196,728 in levies by setting
up personally-owned corporations
to receive his checks from Texaco
and other sponsors and employers.
By creating Sonny Keen Productions, Minny Lee, Inc.; Wynn Commercial Enterprises, and Alrwynn
bespectacled entertainer cut his tax
liability on fat earnings, headed by
\$5,000-per-broadcast check from the
oil company, to less than half of
what he would have owed if he had
received the compensation directly.
He reported his personal income,
from the companies, at \$261,067, and
gave the revenocers \$150,353. Treasury experts say he should have
added \$550,367 to his receipts and
paid another \$196,728 in taxes.

FREE DUCATS COST WEB 48

Why Radio Is a Crazy Biz

ing a classic example of the political tiptoeing some agencies have to go through is the relationship now existing between a certain agency and its food account. Those running the business are split into two factions, with the dominant position of each shifting from time to time. Rather than lose the account the agency has exercised extreme caution in recommending a program.

It may think the show at hand an excellent one for the product and its merchandising problems but it is afraid that what the rent dominant faction considers okay will be damned when the other coterie takes control. Agency feels that the best way around the situation is to show no enthusiasm in recommending anything but leaving it to the two factions to fight out the selection between them.

Pacific Coast Radio Notes

Margaret Emahiser, formerly with stations, is the newest mikeman at KHQ and KGA, Spokane, now hammering keyboard in publicity department for KOL, Seattle.

Vic Hurley now on conti ity at KOMO-KJR, Seattle.

Harry Elliott left is Frisco base to aid Dave Carter and his Holly-wood CBS staff in grinding out and planting Shakespeare copy.

Nate Tufts, producer of Joe Penner's Cocomalteaser, will pass his layoff in Jersey.

Lieut. William Biber east to scare up a national account for hi war drama series, Experiences of a Mil-lion Men.' recently sponsored on KFWB (Hollywood) by auto dealers.

Harry Ommerle first of the Holly-wood agency producers to step out ith a Brummelish swish.

Lynn McManus recruited from the east to script the new Fleischmann summer show. Sandy Barnett, Lux writer, dished up the opener.

G. A. Palmer, Australian scripter, in Hollywood to pick up some point-ers—and drop off a few.

Wilson, of Jello, getti is first touch of grease paint at Universal. He's doing a character bit in 'Behind the Mike.'

Julietta Novis and Paul Keast warbling with Frederick Stark's ork across the Mutual web from KHJ (Los Angeles).

Jose Rodriguez back on the symphony trick at KFI-KECA (Los Angeles) and ducking the publicity chore. Hall Bock doubles over from National roadcasting.

George Fischer, Mutual pic gossiper, taking bows for being the first to put Shirley Temple on the air. Occasion was preem of moppet's picture at Carthay Circle, L. A.

Long to the commentaries on both KFI (Los Angeles) and KNX (Hollywood) for Sweetheart Soap. First time one chappie hi both nets regularly. Thomas Conrad Swayer now dish-

Spencer, Negro basso, NBC staff in San Fran-is week for the summer. He's a student at the Curtis Institute in Philadelphi

Knickerbocker Quartet (Robert tevens, George Nickson, John Teel, Armand Girard) will fill a guest spot on the Tales of California drama over KGO, San Francisco, July 4.

Charles Gerrard reading commercials on 'One Man's Family' during the Sunday and Wednesday iring this week from the NBC San Francisco studies

of KYA, San Fran-in New York. Back

Joan Callaghan, secretary to Wil-bur Eickelberg, manager of KFRC, San Francisco, vacashing in Yosemite National Park.

Rarl Barron, formerly with WIP. Philadelphi, and various California

George Nyklicek subbi for Charles Runyan, NBC staff organist i San Francisco, while Runyan va-cashes. Nyklicek is on the KYA

Ralph Patt, announcer at WJR, Detroit, doing month's sojourn on West Coast.

Matida Tringali, 16-year-old con-tralto, will warble with Johnny O'Brien's Harmonica High Hats in airings over coast NBC networks from San Francisco starting this week. Girl won' a Bennie Walker tyro contest on KGO several months

H. . Feibig, account exec for the Ralph Brunton stations, KJBS, San Francisco, and KQW, San Jose, is vacashing in Denver and o.o.ing a number of transmitters en route,

Dick DeAngelis is verse-spieling on a new Sunday airer, 'Golden Treasures,' over KJBS, San Fran-

Coleman Cox, philosopher and newspaper columnist, began a series of thrice-weekly morning programs last week over KSFO, San Francisco.

Bernice Claire, musical comedy, radio and screen soprano, answered the questions of Bill Holmes, radio and music itor of the Oakland Post-Enquirer, in a Woman's Magazine of the Air broadcast (1) from NBC's San Francisco studios. Miss Claire planed east the following day to sing in the world preem of a new operetta, 'Salute to Spring,' in St. Louis, Mo.

Carmen Dragon left San Francisco for Hollywood last week to arrange music for Meredith Willson's orch on the new Show Boat series be-gi ing Thursday (8).

inky Lee motored to San Fran-cisco last week with his wife and son. Lee is set for a stanza at the Golden Gate theatre starting Wednesday (7), then goes to Holly-wood for two weeks before return-ing to New York for new NBC air-

San Francisco Opera Guild Is plugging its Gilbert and Sullivan Festival in the Greek Theatre on the University of Californi campus, Berkeley, in sustainers over KGO, San Francisco, July 8 and 15.

R. H. Schofield, of KIRO, Seattle, is back to work after operation in hospital where co-workers of station presented him with layette and 'Advice to Expectant Mothers' as a shower indicative of quick recuperation.

KIRO, Seattle, due back from Washington and New York this week.

Patricia Wilder drew a 13-week ticket on Jack Haley's syrup show from Hollywood.

Archdale Jones bowed out as producer of 'Hollywood Extra On the Air' on KFI (Los Angeles). Don Clark and Glan Heisch doing the

STUDIO SERVICE

CBS Reticent and NBC Evasive on How Much It Costs to Seat Pass-Holders

NOT AUDITED?

CBS is officially reticent and NBC is evasive about the cost of seating a customer's customer for a visual view of a broadcast in a New York

a customer's customer for a visual view of a broadcast in a New York radio studio.

Reason for the mum attitude is undoubtedly because of the surprisingly high cost of cuffing the public to the shows. Breakdown of all the expenses entailed indicates that CBS is necked around 48c, for each person admitted to each broadcast.

That includes rental for the former legit theatres, all costs of maintenance including help, taxes and the mechanics involved. Not lessening the expenses any are the numerous rehearsals held in the three broadcasting barns in the am's. While there are never audiences present, spots have staffs on hand for the smoothing-out processes.

NBC, with its audience-accommodating studios bunched under the same roof with all the other depts. Of the company, claims no breakdown has ever been made of the expense of oakleying onlookers. When asked, the Treasurer's Office of the web broke out a spinaker in an effort to be evasive and conjured up calculus fermulas which it was alleged wauld be necessary to arrive at any remotely accurate figure. It was said that the space alloted audiences in the studios would have to be measured and deducted from the rent paid for entire quarters, plus mi iscule computations on ushers,

to be measured and deducted from the rent paid for entire quarters, plus mi iscule computations on ushers, pages, etc. Fact that rubbernecks rambling round on the NBC studio tours are eased in and out at 40c. per head would also enter into such an expense; as would wear on car-pets, cost of dusting and removing chewing-gum wads from chair bot-toms.

chewing-gum wads from cnair pos-toms.

It is an oversight on the part of NBC if the network doesn't break down the real figure. It might be less than CBS; and that would be a big gloating satisfaction.

Anyway, it's no dank, dark secret that each company dislikes cuffoing the customers at the company ex-pense. The only reason each does is because the sponsors demand it.

TRADE COMMISH RAPS NATIONAL SILVER CO.

Washi

Washi , July 6.
Misrepresentations in radio copy
sponsored by National Silver Co.,
New York, were assailed Wednesday
(30) by Federal Trade Commission
in formal complaint charging unfair
competition.
Company was accused of duping
potential customers by announcing
prices via printed and radio advertising ich are greatly in excess
of the normal prices of their products. Then the silverware is offered
retailers at much lower figures and
aut on the market at 'greatly reduced prices,' Commish said.
Company turns out 'King Edward,'
Devotion,' 'Candor' and 'Martha
Washington' plated grub tools.

New Physiogs at WIP

New Physiogs at WIP
Philadelphia, July 6.

Marti Oebbecke has been appointed assistant to Clifford C. Harris, technical supervisor at WIP. James Peterson has been upped to equipment supervisor and LeRoy Nuss has been added to panel staff.

Jessie Kane, secretary to WIP prexy, Ben Gimbel, has resigned to hit the bridal trail. She will be succeeded by Anne Emilie Schmidt, secretary to Clifford Harris, technical supe. Newcomer, Hilda Grudgins, to take Harris' dictation.

SPONSORS WANT ASCAP Challenge in Washington Heard

Broadcasters Assn. Defends Law Which Performing Rights Soc. Calls Unconstitutional

Radio 'Resignation'

Following lalog occurred last week in a New York so-cial club between two local sta-tion press agents friendly:

friendly:
First pa.—'When are you taking over my job?'
Second pa.—'Next Wednesday. Why?'
First pa.—'Oh, nothing,
just haven't been notified.'
Second p.a.—(Turning red)—'I thought you knew.'

1933 Audition Basis of Damage Suit Vs. B.B.D.&O.

Temporary injunction Household Finance's broadcasting of 'It Can Be Done' over NBC ill be

Temporary injunction inst Household Finance's broadcasting of It Can Be Done' over NBC ill be asked by Sol Rothschild in the Brookly supreme court next Monday (12), Rothschild is also suing for \$50,000 damages, claiming that the show with Edgar. A. Guest is an infringement of one that he broadcast over WRNY in 1932, auditioned for NBC in May, 1933, and that had been submitted for him to B.B.D. & O., agency on the Household account; in the spring of 1933.

Rothschild admits that none of these contacts was made by im personally, but that all the sales representation on the program was left to the late Charles D. Isaacson, of WRNY. In a supporting affidavit Alyce Kushman claims that as secretary of the late Charles Isaacson, she recalled paying a visit to Bruce Barton, then B.B.D. & O. prez, to present the program. B.B.D. & O. counsel declare this statement to be basically absurd since Barton has never concerned himself with radio, but left this department entirely the direction of Roy Durstine, formerly gen. mgr. and now prexy.

"It Can Be Done' is built by the B.B.D. & O. agency in Chicago, which claims that it developed the program idea in co-operation with Guest and that it knew nothing of the Rothschild program of 1932. Counsel for B.B.D. & O. has called a list of titles of the same name and dealing with the same theme, 16 from novels and short stories, seven from legit plays and five from radio. During 1923, Rothschild was injured in an auto accident. He suffered a complete paralysis of the lower part of his body. Doctors are said to have despaired of his life, but Konschild, after being bedridden for two years, regained muscular control and movement in his body.

This, it is stated, inspired him to have dramatized parts of his book for WRNY, in this city.

JESSELS AND CARRS IN **NEW COAST MUTUALS**

July 6.

Lon Lee chain is concocting two shows here for the Mutual network. First to go out will be a revue headed by George Jessel and Norma Talmadge (Mrs. Jessel). Other will be a comedy turn, with Nat and Alexander Carr doing their 'Max and Mawruss' dialect routine.

Jessel program is being sold to regional sponsors, if the east already set. Piece carries tag of '30 Minutes in Hollywood.'

Both shows break i

Three judges of the Federal bench, composed of E. E. Cushman, Tacoma; Bert E. Haney of San Franc. and John C. Bowen of Seattle, took under advisement a test case in which the American Society of Composers, Authors and Publishers seeks to have declared unconstitutional the Washington state music

law.

Battery of attorneys argued case in an effort to break the law, which compels ASCAP to place on file with the state secretary a list of its copyrighted compositions, thus giving users due notice.

Counter action by ASCAP was brought against 10 county prosecutors. Station KMO, Tacoma, intervened on behalf of the Washington State Broadcasters Assh. Two New York attorneys, Herman Finklenstein and Louis D. Frohlich, for ASCAP made the major arguments. E. C. Mills, chairman of the board of ASCAP, detailed the Society's formation.

Deposition by Harold Weeks, composer, refuted Mills' testimony. Weeks in his deposition said ASCAP discourages local talent and as a monopoly operates for the benefit of a few composers.

a few composers."
Arguments on behalf of defendants were made by Clarence C. Dill, counsel for the Washington State Association of Broadcasters. Following all-day arguments the three Federal judges took the case under advise-

ment.
Outcome is eagerly watched by radio broadcasters, theatres, cases and anybody using music for profit. The theatres in the state have not intervened publicly.

JURY TO HEAR SESAC SUIT

Atlanta, July 6.
Georgia Court of Appeals Friday
(2) ruled the suit of the Society of
European Stage Authors and Composers' Ass'n against the Savannah
(Ga.) Broadcasting Co., operators of
WTOC, should be submitted to a

witch, should be submitted to a jury. Organization brought its suit in Savannah City Court for a judgment of \$525 allegedly owed by the broad-casting company under terms of a non-exclusive license to broadcast musical compositions under its con-trol.

Cincy Social Report

Cincinnati, July 6.

Don Becker, of Transamerican, and his wife visited with their folks in Cincy over the weekend. Pooled their luck with Frank M. Smith, Bob Kennett and Jim Krauters, of WLW-WSAI, and with I. B. Wilson, of WCKY, and his missus at the Latonia track Saturday (3).

Bib Jennings, in charge of WSAI, Clincy, and his wife are on a fortnight's holiday in the East.

Winfield K. Hunter, program traffic manager of WLW, was married July 3 to a West Virginia belle in Charleston, W. Va. Eldon A. Park, the station's program co-ordinator, was best man.

Hunter has been with the Crosley io Corp. since 1931, He started the, broadcast-research department and of late has been active in the formulation and development of the WLW line.

Mixed Career

Mixed Career
Indianapolis,
Cliff Courtney is new spi
at WiRE here.
Came on after last winter as Prof.
of Speech at Park School for Boys,
local private spot for pounding
education into the heads of the Indianapolis 400.

Brooklyn Chop Suey Case Settled

It's Been Settled Before and F. C. C. Not Unanimous This Time—Costly Mess

Washington, July 6.

Bewhiskered Brooklyn cases were settled for the second the last week when the Federal Communications Commission ordered three stations out of existence and split the 1400 kc berth between WBBC and WYFW. Application of the Brooklyn Eagle for full time was knifed. Four-year-old muddle wound up in a 4-1 division, with Commissioners George Henry Payne and Paul C. Walker not participating. Vice-Chairman Irvin Stewart, who retired the day of the decision, filed his second dissenting opinion, opposing the stand of Chairman Anning S. Prall and Commissioners Thad H. Brown, Eugene O. Sykes, and Norman S. Case.

Effective Sept. 15, the Commissioner dred eletes stations WARD and WLTH, subsidiaries of the Jewish paper, The Day, and gives their space on the clock to WBBC, which now goes from 1-4 to 3-4 time. Remai ing fraction is awarded WVFW, which received a renewal permit on the same terms as before. Eagle's application was waste-basketed.

Whether there will be further proceedings in the hard-fought rivalry, which dates back to 1933, is conjectural. Defeated applicants are unlikely to decide until they have had a squint at the formal statement of facts by the minority and tewards's minority views. Cost item, which already has reached a staggering proportions in view of three prolonged hearings since the pleas were filed, may block an appeal to the cour

Polities and Religion

Aside from the politically trouble-some widely. Will will could be a proper to the cour Politics and Religion

Aside from the politically trouble-some widely. Will will be some widely will be some widely will be contained to the renewal permit on the same terms as before. Eagle's application was waste-basketed.

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Politics and Religion

Politics and Bellgion

Aside from the politically troublesome WOV-WLWL case settled last
fall, the Brooklyn mess was the
worst dish of radio chop suep ever
placed before the Government
agency. Religious and political issues, which 'never broke into the
open, complicated the decisions,
forcing the Commish to order two
opublic hearings before examiners
and finally to spend several weeks
itself ventilating the complaints and
ambilitions of the conflicting groups.
Final verdict differs notably from
the recommendations of the two
examiners—George H. Hill and
Ralph L. Walker—and from the only
prior decision, handed down by the
Broadcast Division in 1935 and later
upset by the full Commish in 1936.
First round, which involved only
the four partners on 1400, wound up

IN CHICAGO

izational ac-

tivity on the part of the Internativity on the part of the International rotherhood of Electrical
Workers local in Chicago to bring
the radio station engineers into the
fold. Are campaigning for recruits.
NBC and Columbia outfits here
have inside unions. IBEW is laying
off them for the time being.
Most of the indie station managers
are making no move to hinder the
organizing of their engineers by the
American Federation of Labor unit.
There are about 75 engineers in
local radio affected by the IBEW
drive.

'Bad Taste' Travesty

Jack Mills, head of Mills Music, Inc., last week asked the American Society of Composers, Authors and Publishers to find out from NBC why it permitted Beatrice Lillie to do a travesty on 'America, I Love You' on the Kolynos program last Wednesday night (30) without obtaing permission from the copyright owner (Mills Music). Even if permission, Mills sai

Even if permission, Mills sai, had been asked, he would have turned it down. He added that in his opinion any travestizing of the tune, particularly when done in dialect, as happened in the case of Miss Lillie, couldn't avoid being in bad taste.

640 DECISION STARTS FIGHT

Washington, July 6. itch fight over the right of Federal Communications Commission newcomers to settle cases pre-

Federal Communications Commission newcomers to settle cases previously presented to other members was assured last week when machinery was started for appeal from decision of the D. C. Court of Appeals upholding the decision in the sensational '640 case.'

Heartened by a dissenting opinion criticizing the Commish, Eastland Co. and Congress Square Hotel, latter the licensee of WCSH at Portland, Me, asked the court to stay the operation of the majority opinion and served notice of intent loak the Supreme Court to review the record. Eastland and Congress Square contend the decision which gave Portland Broadcasting System a franchise for a daytime outlet on the KNX channel, conflicts with the will of Congress and is not compatible with FCC.'s own rules.

The Broadcast Division's ruling was sustained by a split decision of the appellate court a week ago, with four members pooh-poohing the squawks about irregularity in procedure. Justice Harold M. Stephens, however, was sympathetic toward the principal beel.

HANON TO LADY ESTHER

Bob Hanon, who came east for several auditions including the Woodbury tenor spot, has joined the Wayne King-Lady Esther programs back in Chicago. Last-minute booking.

Reverse 10 of 25 Examiner Reports

F. C. C. in Pre-Recess Rampage Sets Down 15 Applications—Only 9 Get Through

Lingual Issue Criticism By So. African Radio Exec **Brought Out Loud Protest**

Capetown, June 4.

Capetown, June 4.

Battle, which for a time threatened to blow the chairman of the
South African Broadcasting Corp.
out of his job, raging over the
question of separate language programs. Fireworks has died down to
some extent, but rumbles are still
being heard from the outraged
citizenry who want their programs
in Dutch.

citizenry who, want their programs in Dutch.

Uproar started when the chairman stated that demands for separate programs in English and Dutch were 'venomous and stupid.' South African dialers, who figure they pay the broadcasting piper and should have the say about what tunes he plays, hit be ceiling so hard they bounced.

Protest meetings were held here, in Johannesburg and elsewhere before large turnouts. Chairman was censured and demand was made that the recent referendum, in which seems and demand was made that the recent referendum, in which seems the consured and demand was made that the recent referendum, in which lies servant and cannot dictate what language must be heard over the air, that listeners, who pay the entire cost of running and staffing the radio stations, should decide the question. question.

question.

Proposal that the chairman be called on to resign was cheered, but meeting later voted to give him chance to correct conditions. Broad-casting Board was requested to proceed at once with separate transmissions in Dutch and English.

Reporter-Police Lieut. Tries Broadcasting Idea

incoln, July 6.

KFOR will air a trio of weekly traffic programs using Dick Bennett, former Journal reporter, now police lieutenant in charge of traffic. Bennett will interview traffic officers, one each program, and accident vicious traffic officers.

one cache-tims, too.

If it clicks, the deal will be ex-tended. Bennett spent term at the Northwestern University police

McDonough Joins Yankee

Boston, July 6.
Dick McDonough, formerly with
WBZ and WBZA, Boston and Springfield as sports commentator moves field as sports commentator moves over to the Colonial and Yankee

Will be sports editor for the news service of those nets.

True potent figures

business were on the casualty list this week after the Federal Communications Commission Friday (2) held the first of two mop-up sessions to dispose of raft of pending examiners' reports before summer

cess. Among those thrown for losses were Clarence C. , Scripps-Howard, and George A. Richards, of WJR, Detroit; WGAR, Cleveland, KMDC, Beverley Hills.

Reversing a variety recommendations from examiners, two of the three Broadcast (Chairman Anni Prall having walked out earlier in the week) put Prall having the knife in Richards'

solidate ownership of his Michi and Ohio transmitters, Dill's aspiration to move into the Washington, D. C., radio picture, and Continen-tal Radio's (Scripps-Howard subsid) plan to go on the ir in Toledo and Columbus.

Columbus.

All together, Chairman Eugene O, Sykes and his side-kick, Gov. Norman S. Case, hard-heartedly nixed is applications, mostly for new outlets and dismissed one. Only nine applications came through the Commish stews.

Exami suffered almost many blows as applicants. Divisites upset recommendations in 10 of the 25 cases. Most mauled was Examiner John P. Bramhall (who has figured in numerous tough cases in the past), who had three reports ashcanned. Ralph Walker and R. H. Hyde were bruised in two cases, and Ralph Irwin, Mel Dalberg, and P. W. Seward in one each.

In California Marvaville Yuba City.

In California, Marysville, Yuba City-Publishers, Inc., were denied new station on 1,140 kc. with 250 watts, days only, Commish reversing R. H. Hyde; Times-Herald Publishing Co, Vallejo, was denied new station on 1320 kc with 250 watts, days only, Commish upsetting Examiner John P. Bramhall; Golden Empire Broadcasting Co., Marysville, denied new daytime station to be operated on 1140 kc with 250 watts, Examiner George H. Hill sustai Harm, Fresno, granted new station to be operated on 1310 kc with 100 watts. Commish reversing Examiner Hyde; Loyal K. King, Pasadena, denied new daytime station to be operated on 1480 kc with 250 watts, sustai ing Examiner Walker. In California, Marysville; Yuba City

Honolulu drew a nix when Advertiser Publishing Co., Ltd., was denied new station on 1370 ke with 100 watts, Examiner Irwin reversed; Fred J. Hart denied new station to be operated on 600 ke with 250 watts, Examiner Irwin sustained.

IRV S. BRECHER

MILTON BERLE program sponsored by Gillette. SOLE AUTHOR—45th consecutive week.

WROTE

Screenplay (in collaboration) "NEW FACES OF 1937" an RKO-Radio picture.

WILL WRITE

"ZIEGFELD FOLLIES"

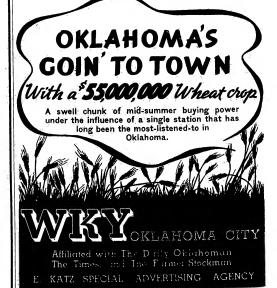
a Messrs. Shubert Production.

Under Contract to

MERVYN LeROY

Commencing Nov. 1

Management: IRVING MILLS





Radio Directory

A NEW RESEARCH WORK FOR RADIO EXECUTIVES

Orders for the first annual VARIETY RADIO DIRECTORY are increasing daily.

This advance demand is mostly from radio executives who have only seen an outline (dummy) since the DIRECTORY is now but on its way to press.

Significant, however, is that the outline alone has convinced these men that this new publication will accomplish its purpose.

For distribution late this month.

Price: five dollars the copy.

1937

Attention-Getters, Tie-Ups, Ideas

VARIETY

Outstanding Stunts:

HOLIDAY MOTORING BULLETINS WOR, NEW YORK

WOR's Safety Tle-up
New York City.
Station WOR won front page publicity, strengthened official ties in New Jersey, its geographically-allocated home state, and otherwise had something in a holiday week-end tie-up ith traffic and safety campaigns.

Relow New York Comments of the page 10 to 10 t

end tie-up ith traftic and sarety campaigns. Below New York City the densely Haveled holiday routes through New Jersey constitute a police problem. Head Cop Mark Kimberling charted an 'expectancy' of ni deaths and 353 accidents on a basis of previous years' statistics. Trying to -reduce such guesome records is a customaty holiday week-end ambition of the police.

with the state of the state of

'Home to Listen to WDAS'

"Home to Listen to WDAS!"
Philadelphi, July 6,
WDAS is using daily cartoon, 2
cols. by 3 inches, on radio page of
Evening Ledger, to popularize station. Space obtained through timespace swap deal with the sheet. (Don
Davis of WDAS, Kansas City, has
similar sturies.

Davis of WDAS, Kansas City, has similar stunt.)
Cartoons, inked by Jim Guenther, picture people left in humorously embarrassing position by someone walking off and leaving them. They shout (in balloons) 'Hey, where you going?' to which reply is 'Home to listen to WDAS.'
Hope of station is to popularize tag-line, 'Home to listen to WDAS.'

ial Network's Stunts Boston

Colonial Network's Stants
Colonial Network is Boston.
Plenty of attention downtown with a
race ball with the stant of the Baseball Schools for Kida street bally of a town crier in buff and blue Colonia cown with a street bally of a town crier in buff and blue Colonia town crier in buff and blue Colonia cown buff and blue Colonia cown buff and buff

ment scroll invites plenty of peeps over his shoulder. Bally man is a member of the Lexington Minute Men and looks and acts the part. Local radio columns have paid more attention to the stunt than any radio showmanship gag in months. Angle: oldest form of advertising used to plug the newest. Supplementing this summer stunt, the Colonial net has mailed resort postcards from ten different vacation-spots to agencies and sponsors, briefly calling attention to possibilities of reaching vacationists by radio. Among the postmarks: Newport, Lexington, Laconia, N. H., Salem, Mass., Natucket, Gloucester, Boston and Pawtucket.

in Two Places

In Two Places
Salt Lake City.
Salt Lake Rotarians at last week's meeting heard Earl J. Glade, general manager of KSL, preside over luncheon meeting, although he was in Chicago attending the National Broadcters association convention.
Glade, who is third vice-president of local club, conducted chore of presiding from waxed discs operated by studio employe. Recording timed properly and even included banging of gavel.

Newkirk's Coast Coup
Beverley Hills, Calif.
Three girls murdered in Inglewood, near here. Same day bodies,
were discovered by six Boy Scouts,
Van Newkirk had them on KMPC
relating their experiences leading up
to the gruesome and. He built a pup
to the gruesome and He built a pup
to the gruesome and He built a pup
to the gruesome and the built appear
plished by the youthful organization
in assisting peace officers and rising
to the occasion in other emergencies.

to the occasion in other circles.

Triple slaying has been the hottest topic locally in years and dailies have devoted columns to the crime and hunt for the slayer. After Newkirk's coup, other transmitters set up facilities at Inglewood police station to report progress of the manunt. Real reason for the line setup is that town fears a lynching if slayer is captured.

Baseball Schools for Kids

are being lined up for a team to be taken to Catalina next spring when Chicago Cubs do their spring train-

are being lined up for a team to be taken to Catalian arext spring when Chicago Cubs do their spring training stint.

In stint.

School are under direct supervision of the American League, and former manager of the Chicago White Sox. Acting as his assistant is John Harrington, sports announcer whom WJDI borrowed from WBBM and Columbia, to do the games, Guest instructors are the guest announcers on the program: Joe Tinker, Tris Speaker, Joe E. Brown, and Walter Johnson, among others. Every boy participating gets a button making him a member of the school, and no box tops or other proofs of sale are required for entrance. Hal are for the season, to be held at Wrigley field, and there admission will probably be a Kellogg's Corn Flakes' box top.

First day the school was run saw an attendance of approximately 5,000 boys between ages of eight and 16.

ios Used for Meetings

To bring advertisers and local dealers into closer contact with station, KMOX invites their brganizations to hold sales meetings in air conditioned KMOX studios.

Organizations recent

conditioned KMOX studios.
Organizations recently entertained in this manner by KMOX include Brown & Williamson tobacco dealers, and members of Associated Grocers and General Grocers of St. Louis

Other Roosevelt on Wax

New York City.
Thursday (8) WOR will broadcast a 15-min. program on which will be heard the transcribed voice of Teddy Roosevelt on the radio for the first

Robert Vincent, in 1913, visited Rosevelt the First at his home in Oyster Bay and got him to have a short speech transcribed on a now out-dated wax disc to be played before a meeting of the Boys Progressive League at one of their conventions.

The spiel deals with juve uplift.

WGN's Window isplay

wun's Window isplay
Chicago.
Conly studio in town to have its
own show windows, WGN, Chicago
Tribune station, uses them to plug
both equipment and acts, changing
displays monthly.
Use photo-montage backgrounds
with material in front. Last display
was of sound effects. Stuff was laid
in front, with pictures and cards
giving explanation of how each was
used. Present alternates to acts, and
next will show transmission tubes
and equipment.

EIGHT RADIO

STATIONS IN

MICHIGAN'S EIGHT LARGEST CITIES

ASKS RADIO **PROBE**

Sen. Wallace White (Rep) of Maine late today (Tues.)
resolution calling for investigation of radio industry,
state Commerce committee would conduct.
About 25 specified points for investigation include network and
newspaper domination, F. C. C. laxity and the financial structure

newspaper domination, F. C. C. laxity and the financial structure generally.

Burton Wheeler, hot on radio himself, is chairman of this com-mittee. Other members include anti-block booking champion Neely of W. Va., Bon of Washington, Barkley of Kentucky, Wagner of New York.

may include postage stamps, hair pins, pipe cleaners, etc.

Team of Bert Pearl and Wally Armour, when not playing pianos, take the mike of the pint of

Flaw in Success Stor

Flaw in Success Story

Lancaster, Pa.

robably the most popular goodwill builder yet employed by WGAL
here is its Lost and Found Department, which it handles in connection
with city and state police. Program
has no set period or frequency and
the number of broadcasts dependsupon the importance or the number
of things reported lost.

Ernest Stanziola, Station Program
Director, complains, however, that
station's batting average is very low
when it comes to recovering lost,
strayed or stolen hunting dogs.

Norfolk, Va.

Jeff Baker, WTAR announcer for
the 7 Up Man on the Street Promotion, did a twist the other afternoon.

noon.
Arranged to have the crowd by
the Norva Theatre quiz him concerning the bottle product.
Change of pace from usual blah-

WGAL Draws a Crowd
Lancaster, Pa.
A novel remote planned to call attention to the new equipment and better facilities of WGAL here by visual means was recently staged under the direction of Walter Miller, station manager.

under the direction of Walter Miller, station manager.
Station's new antennæ was being painted and Miller sent chief announcer Eddie Gundaker to the top of the tower in a boatswain's chair to interview the painters. Gundaker to interview the painters. Gundaker riding a two foot plank and surrounded by control box and other equipment took the high ride and spent a gleeful 15 minutes describing the town as seen from aloft and kidding the crowd in the street by means of a special amplifier system. Stunt which had plenty of advance publicity both on the air and in local newspapers attracted a crowd of several hundred people and drew nearly a hundred questions which listeners wanted announcer to ask painters he was interviewing.

WTMV's Pamphlet Series

WTMV's Pamphlet Series

St. Loui

WTMV has prepared a series of nine advertising pamphlets, as attractive as anything produced by any station in this section, which are distributed to local prospects and left days.

The state of one acade the days, and the series of the days, and the days, and the days, and the days, and the stations altered the days of the stations although it reaches 317,600 listeners in Metropolitan St. Louis, Others assert 'You're in the show business—if you have a product to sell St. Louis, 'What's the answer to bigger profits in St. Louis on smaller advertising budgets,' what's the answer to bigger profits in St. Louis on smaller advertising budgets,' and the days of the

Scout Stunt

Scout Stunt

MIRE grabbed nice publicity on
Boy Scout Jamboree, now in progress in Washington, D. C. Local station had recording made at National
Capital by Indianapolis scouts attending, rushed back to Indianapolis,
and put the disc on last Sunday (4)
and printed stalva. Got relatives
and riends talking up WIRE for
boiling them their absent one's
voices for the stalva. Got of the stalva
One scout evon got in a hello for
an unnamed girl friend he left behind here, for his jaunt to Washington.

JAMS WHN, N.Y.

K. idney, of WHN, New York, spent all day yesterday (Tuesday) giving testimony to the Federal government labor board examiner on the situation affecting union panelmen at WHN.

Engineers at WHN are organi by ARTA 100%, but the theatricrafts in LATSE-threaten to strike in Loew theatres if the C.I.O., rival is recognized.

recognized.

Government will take the matter under advisement. Sidney wants to be told what union to do busi with.

Pappy Cheshire's Motor Trek

Pappy Cheshire's Motor Trek
St. Louis, July
To keep Pappy Cheshre's personality on the Slack Furniture Co. proagram and at same time permit station's Hill illy, boss and family to enjoy vacation, KMOX waxed number of one-minute greeti from Pappy spotted at points on itinerary.
These records are interpolated Cheshire's regular a.m. 'billy' programs during his motor trip that is embracing Dallas, El Paso, Los Angeles, Salt Lake City, Omaha and several other points.

WTMV salesman, Al Rauer, returns to East St. Louis hospital for further treatment on skull injury suffered in auto accident three years

Leslie Lieber guests on the American Can (Ben Ber ie) program over NBC-blue on July 6,

Paul Sabon replacing the Kin Jesters at the LaSalle hotel, cago.

Jim Hennessey added WTMV. E. St. Louis, announcing staff.





The ONLY **RADIO STATION IN**

Grand Rapids....WOOD-WASH KalamazooWKZO

Battle Creek.....WELL

Lansing **WJIM** Bay City-Saginaw. WBCM

Flint WFDF . WIBM Jackson

PLUS THE KEY STATION

Detroit WXYZ NBC blue

GIVE PROFITABLE COVERAGE OF MICHIGAN'S BIG RICH MARKETS OVER 4 MILLION PEOPLE BY

The MICHIGAN RADIO NETWORK

OPERATING ON FULL DAILY SCHEDULES OF COMMERCIAL AND SUSTAINING PROGRAMS: JUST LIKE COAST-TO-COAST NETWORKS OPERATE

PHONE CO. ANSWERS CLAIR McCOLLOUGH

American Telephone & Telegraph
Co. admits that the airmile charges
involved in Delaware represent an
increase over the old circuit mile
bookkeeping. This is in answer to
charges filed some weeks ago with
the Federal Communications Commission by Clair McCollough, of the
Mason-Dixon Radio Group, regional
network with headquarters in Lancaster, Pa.
Dispute, according to A. & T.
(speaking for its subsidi Diamond State Telephone) involves
only \$7 monthly. Asked to comment

Shepard's Experience

John Shepard, 3rd, in sponse to query from Variety explained his experience with A. T. & T. as follows:

Thew basis has reduced our cost of local lines in Boston from 30% to 50%; The minimum does not affect us. In Providence and Bridgeport some prices went up and some went down so it is about Rates were effective Jan.

John Gillin of WOW, Omaha, is still on circuit cable at 75 per quarter mile, rate in force several years.

on this statement, McCollough told VARIETY that the phone company is trying to confuse the issue if they claim Delaware rate dispute amounts

claim Delaware rate dispute amounts to only seven dollars.'
Considerable publicity last fail en-couraged broadcasters to anticipate reductions in line charges for local transmission (not network, which is entirely separate and apart from the issues raised by McCollough). Former circuit mile was computed as the actual distance, by wire, in-Former circuit mile was computed as the actual distance by wire, inclusive of all detours in routing. Rate was 87 cents per quarter mile. New airmile system measures the actual distance between station, central phone switchboard and transmitter and is figured at \$1.25 per quarter mile. quarter mile.

Since the adoption of the airmile system of radio transmission book-

Hollywood, July 6.
Consensus among local stations would indicate revised phone schedule in effect since Jan. 1, effecting station saving from 10% to 15%. Minimum under airmile schedule for first quarter is \$3.50 against circuit first half mile of \$1.50.
Some operators claim reduction greater on short haul than long haul.

brought under this method. An annual saving of \$250,000, estimated in advance by telephone auditors, is, however, not uniform in its application. Geographic conditions and the relation of the three sites—studio-exchange-transmitter—might favor some stations and not others.

Delaware proved, the phone company avers the exception to the rule that, considered state by state, the rates were equal or lower. Phone company has now put it up to the Federal Communications Commis-

rederal Communications Commis-sion as to a return in Delaware to the former circuit mile computation. States still on circuit mile charges are New York, Pennsylvani Ne-braska, Iowa, Minnesota both

Detroit Slightly Less

Detroit, July 6.

Minimum quarter mile
airmile local telephone transmission is \$3.50 with \$1.25
charge for additional quarter
miles.

Went into effect Jan. 1. Slightly less than formerly.

Dakotas. Latter five states all belong to Northwest Bell.
In his original complaint to F.C.C. (May 13), McCollough said, among

'As of May 1, the Diamond State July 26.

keeping, A. T. & T. states 540 stations out of the national census of 685 broadcasting units have been In Hollywood

In Hollywood

In arrivation of the national census of subsidiary in the State of Delaware, increased our rates for local remote broadcast lines approximately 243% for the first quarter-mile and approximately 44% for each additional quarter-mile.

quarter-mile.

'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 WILM of \$3 for the first quarter-mile and \$1.5 for each 'additional guarter-mile.

Chicago Situation

Chicago, July 6.
Local Telephone transmissi
line cost from 25 to 40% less
since airmile system substituted for circuit lines. Greatest saving is to Station WIND
because of long haul. WGN,
WCFL and WJJD less saving
because of short distance.
Remotes minimum, cost are:
irst quarter mile, \$4. Subsequent costs, first half, \$5.50;
three-quarter, \$7; mile, \$8.50;
three-quarter, \$7; mile, \$8.50;
three-quarter, \$7; mile, \$8.50;
three-quarter, \$7; mile, \$8.50;
with sort hault same as
when circuit lines. Long runs
Switchover went into

1, and is for all
Illi

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, will suffer an in-crease in rate beyond all reason when the new rates become general.

Dorothy Worthington set Reinald Werrenrath repeat July 13 on Ham-merstein music hall. Same office booked Channing Pollock for Heinz

Inside Stuff—Radio

With the idea of eventually raising the standard of radio writing, a series of semi-annual awards for outstanding scripts and productions will be made by Radio Script Foundation, of New York. Radio Events, Inc., is behind the thing and is putting up the coin.

Awards will be made on the recommendation of a board of judges, representing various branches of show business. Members include Brock Pemberton, Carl Reed, Selena Royle, Alfred J, McCosker, Ben Gross, Dr. O. H. Caldwell, Georgia Backus, Paul S. Ellison, Lloyd Jacquet, J. M. Koehler, William Burnham and Antony Stanford.

First prize will be \$25. Production director of the winning script will also get an award not yet decided upon. While the matter is still unsettled, understood some members of the committee are in favor of requiring that the ten best scripts, from which the final selections will be made, be judged in an actual performance or via wax. On the other hand, Georgia Backus and J. M. Koehler, who organized the idea of the competition and are dividing the bankroll, are anxious to avoid establishing too many entrance requirements and involving unnecessary expense for contestants.

Script entrants are to be submitted

Script entrants are to be submitted present rules.

Some thirty-odd stations throughout the country have paid \$250 each for de luxe copies of the convention program published last year by the Democratic National Committee for the Philadelphia huddle which renom-

Democratic National Committee for the Philadelphia huddle which renominated President Roosevelt.

When the books were or inally published last year, the Democratic National Committee used 'em as a means of raising campai money; \$385,525 was realized from ads; \$481,467 from sales.

With a deficit recently, the committee took 1,500 of the fancier editions which remained on the shelves, got the President to signature sheets of paper, and pasted 'em in the books.

Of the eight southern stations added to the NBC list last week or two, WNBR, Memphis, and KXYZ, Houston, will have their schedules made available also to Mutual clients. Others in the group of NBC newcomers are WAGA, Atlanta; WSGN, BirmIngham; WROL, Knoxville; WJBQ, Baton Rouge; WDSU, New Orleans; KFDM, Beaumont, Tex.; KRIS, Corpus Christ, and KRGV, West Laco, All alliances become effective Aug. 1. Entry of the eight will make it necessary for NBC to put out a new rate card immediately. Network distributed the last one several weeks age effective July 1.

ago, effective July 1.

New shares of Columbia Broadcasting System were approved for listing on the New York stock exchange by the board of governors at a special meeting last week. Actual trading in shares, however, has not started, Action stepped up the price for both CBS 'A' and 'B' stock, in Over-the-Counter market, with the bid prices around \$28 and the asking quotation high at \$30.

Employes in the newsroom of a Denver station were worried for a few hours after they had invited the new owner of the station to leave their (Continued on page 52)

VOYAGE TO PROSPERITY

As the good ship WLW sails on the ocean of Business to the land of Prosperity, are you aboard "The Empress of the Air Lanes"?

Every National campaign must include

THE NATION'S STATION

Schools for Air Conditioning Training Using Radio to Drum Up Students

Chicago, July 6.

that make money teaching young men how to make money
in new businesses are common
phenomenon of any, 'trend.' At
resent the expectation of air conitioning and refrigeration expansion has made the 'school' in
that field bi

40

At least three such institutions are using radio to drum up More tuition-seekers are

students. More tuition-seekers are expected to buy time. Mrne now operating and using radio in an increasing degree are Utility Engineering Corp. of Chicago, Refrigeration and Air Conditioning Institute of Chicago, Refrigeration and Air Conditioning Training Corp. of Youngstown, Ohio. At the N. A. B. convention last month Bob Barrett and Harold Higgins of the Chicago WOR office got talking to Hugh Rager of First United Broadcasters, agency handling tility Engineering, and before they got finished talking Rager okayed a once weekly 15-minute shot on WOR, New York.

How They Bat at KMOX

How They Bat at KMOX.

Merle S. Jones, asst to James D.

Shouse, gen. mgr. KMOX, departed
Monday (5) for Chicago to become
western mgr. of radio sales for
CBS. Bob Dunville has been upped
to replace Jones and Bob Sampson,
formerly with KSD, drops into Dunville's chair.

ville's chair.

Arthur Casey has been made asst. program director with Ti Renier still head man. Casey joined studio in 1935 after stage career and boss of Casey Players' who folded during depression.

Back from Hollywood where they worked with Gene Autry in 'Ride, Ranger, ide' and 'Yodelling Kide from Piney Ridge,' Dick Hartman and his Tennessee Ramblers have rejoined staff of WWSW, Pittsburgh.

results: COUST MOST

The international scope and sound growth of this organization are the re-wards of experience and service applied to station representation.



SHAKESPEARE IN CANADA

NBC and CBS Example May Be

Winnipag, July 6 Winnipag, July 6.
Government-controlled Canadian
Broadcasting Corp. is expected to
jump into a Shakespearean cycle in
the fall. Localities have already been
after the CBS officials in town asking em to carry either the CBS or
NBC Shakespearean blasts and it
was then that the proposed series
came to light.

But beyond the fact that they
hoped to do a series in the fall, nothing more was said, ith local radio
editors still asking, 'How about
taking the American produced
shows?'

WCPO Moving Studios

WCPO, (Scripps-Howard) will soon transfer its studios and office from the Hotel Sinton to another downtown location. Necessary nermit expansi .

downtown location. Necessary to permit expansi;
Identifyi itself as 'Cincinnati's news station,' WCPO now has 14 of its quarter-hour and 10-minute regular news periods bearing commercial tags. Two of them are for Sunday stanzas; Resthaven Memorial, acemetery, and the Fisher-Griffin Co, dealer in electrical appliances.
Daily, newscast; spots are on the hour, except for 8 a, m, and 3, 5 and 7 p. m, from 7 o'clock in the morning to midnight. Sears Roebuck Co, has the 9 a. m, and 9 m. hrograms. Others are sponsored by Frank's Radio shop, King Drug Co, Cincinnati Post, Fairbanks Morse Co, refrigerators; Capitol Clothes' Shop, Becker Clothes Co, Savin loan and jewelry shop, Norge refrigerators, rostal Telegraph Co, Rosen's men's year, and the Model Shoe Co.
Postal Telegraph Co, is a new air advertiser locally.
James Hanraban, general manager

Postal Telegraph Co. is a new air advertiser locally.
James Hanrahan, general manager of Scripps-Howard Radio, Inc., is transferring Bob Knapp and Don Pavey, announcers, and James Knox, time salesman, from WCPO to WNBR, Memphis, Tenn. Changes are temporary, but may become permanent.

rio will start in at WNBR July,
the a brief vacation as a bracer.

Woodruff to Bermuda

Jim Woodruff, Jr., manager of WRBL, Columbus, Ga., has been in New York few days. Sailed yesterday (Tuesday) for Bermuda with his bride.

SPRINGS

Alfred S. Moss has joined A. W. Lewin Co., Inc., Newark ad agency, as an account exec. Moss for the past year was sales and ad manager of WQXR, New York. SUN LUND IN and they If Spend \$15,000,000 Making a good year 'round living for the thou-sands gainfully employed i the region's pro-ductive tourist trade.

COLORADO

Dear Boss: Stay Away

Missoula, Mont., July 6. Coca-Cola has bought a man on the street show from KGVO, Missoula. Deal was closed by the beverage company's here while Arthur Mosby station's manager, was off in New York calling agencies for business.

Program will be tagged 'Vox

Here and There

Kay Kyser to do his Mutual-Willys shot from WGN, icago, Aug. 25 Band now doing one-nighters.

'Painted Dream,' recently celebrat-ing its' 1,500th performance on WGN, Chicago, moves to the 10:30 a.m. spot left vacant when 'Arnold Grimm's Daughter' (General Mills) switched to Columbia.

Frank WGN Chicago executive, eyeing a three-week yachting trip to begin around Sept. 18,

Bess Flynn, Chicago radio actress and writer of 'Bachelor's Children' and 'We Are Four,' taking family dude-ranching for three months.

Ed Wood, sales manager at WGN, to N.Y. for week:

Nat Vincent of the Happy Chappies duo on KSO-KRNT, Des Moines, is back from New York City with copies of the Chappies new song, 'Kitty Lou,' just published by Mills.

Marna Stansell, Drake U. co-ed who recently won a student film contract with Paramount, was presented on a congratulatory program by KSO. Des Moines.

Jack Egan has just joined Bob (Believe It Or Not) Ripleys radio production staff.

Allan McKee, announcer at WMT, Cedar Rapids, Iowa, is writing, pro-ducing and announcing a new pro-gram called 'Did You Know?'

Jean Fahrney, 13, Cedar Rapids, owa, on WMT's 'Smooth Sailing' Iowa, on program.

George Trimble of Marschalk & Pratt agency visitor at the KSO-KRNT, Des Moines, last week.

Alice Frost is Walter O'Keefe's dialogic punching bag on the Town Hall series starting tonight.

A. regory and L. H. Franklin new ir of salesmen at KOY, Phoenix. Eugenia Kehr is the new studio hostess at the station.

Ted Schneider has rejoined the WHN, New York, program dept. He quit the station several months ago to get out of radio biz, but returned.

Molly Picon guests on the Rudy Vallee show Aug. 8. Sammy Weis-bord, of the Morris office, agenting. Cecelia Ager (VARIETY) is on this Cecelia Ager Thursday (8).

Darrell Sinon has joined WNBX, pringfield, Vt., as control room

Cotton Blossom Singers, Negro quartet from Jackson, Miss., are now at WGY, Schenectady, for thrice-weekly broadcasts.

Lester Lindow, of WCAE, Pitts-burgh, accompanying Ford Billings, back west for a vacation.

While Darrell V. Martin, radio editor of Pittsburgh Post-Gazette, is vacationing, his column is being con-ducted by his brother, Ken Martin,

Arlington Stake Races being broadcast over WGN, Chicago, and Mutual. Handled by Lincoln Plopp.

'Snowball,' 13-year-old negro boy tap dancer and singer signed by Selviair ad agency to do a weekly 15 minute spot on WAAF, Chicago Daily Drover's Journal station, for Feldman Petroleum.

Ted Husing and immy Dolan in Milwaukee for the track meet and Chicago for the horse race last week. Going to Princeton next for the Big Three meet.

Mrs. Lawrence H. Pike has taken over the morning food program of Schaffer Stores-Empire Community

Markets over WGY, using the nom de radio of 'Jane Evans.' Also pre-sents an afternoon WGY household feature, with cooperative advertis ing, under tag of 'Betty Lenox.'

Franklin Tooke has been promoted from the announcing staff of WOWO, Fort Wayne, to production manager. Another newcomer to the production depart. Is Bill Davies, formerly of WLBC, Muncie, Ind. Davies will also do publicity.

Don Thornburg, CBS v.-p. in charge of the Pacific division, started back for that point Friday (2) after a three-day visit at the network homeoffices.

Phil Baker trained to the Coast last Monday (5) for his pic debut in 'Goldwyn Follies.'

Mike Riley leaves Mountain View House, Port Kent, N. Y., July 17, to go into the New Penn Club, Pitts-burgh, with a KDKA and NBC wire. Felix Ferdinando replacing him at the Port Kent spot. Set by

Cally Holden band at the cal-Nova Club, Reno.

Four Gentlemen of Rhythm set for unlimited stay at the Hotel Radisson, Minneapolis. Consolidated set.

Tim (Ryan) and Irene (Noblette step before the cameras at Astoria L. I., July 12 to make another Edu-cational short.

George McMurray quit CBS publicity pen to p.a. Horace Heidt's orch. Replaced on the roster at Columbia by Cecil Brown, last with the defunct N. Y. American.

Tommy Dorsey crew guests on CBS' Swing Club July 10.

Don McClean, gabber from WVED, Waterbury, has been added to KYW, Philly, spielstaff. He will work at Million Dollar Pier, Atlantic City, from which daily half hour sustai ing is pumped to net.

A. W. Dannenbaum, prexy of WDAS, Philly, recuperating from appendix slicing by spending three weeks in Maine tinkering with his speedboats.

Pat Stanton, general manager at WDAS, Philadelphia, visiting sta-tions throughout New England using Irish programs to get ideas for his own shamrock offering.

Morrison Parker, formerly at KCMO, joins WTMV E. St. Louis announcing staff.

Marie Love Cross, WTMV E. St. Louis, auditor, in St. Mary's Hospital. Appendicitis.

Florence Daniels added to WTMV E. St. Louis, continuity staff. Her stint will be to furnish women's touch to accounts aimed at femmes.

WTHT, Hartford Times station, taking extension to full time yesterday (6) in stride without special celebration.

Robert Cartiere, who also sings under name of Bob Carter on KDKA, Pittsburgh, has joined

1540 BROADWAY

permanent cast of Night at the Inn, Old Shay Ale's commercial on WCAE once a week. He replaces James Hayden in male warbling

Doe Schneider, cowboy boss at WTIC, Hartford, from pneumonla. Staff pinch-hitting.

Rev. Hugh Shields, humorist, off WICC, Bridgeport, for while because of death of mother.

Dolly Mitchell, juve somestress, switching from WICC, Bridgeport, to weekly children's frame at WOR, New York, where her father Al is 'The Answer Man.'

igelow Twins, formerly at WELI, New Haven, moved city's WICC substation.

Louis Prima opened his own nit-ery on Vine street in Hollywood.

Stuff Smith left the Coast to complete his contract at the Onyx club in New York. He's due back in Hollywood Aug. 8 to open a six month stand at the Famous Door.

Ernest Stanzlola, Program i-rector, at WGAL, Lancaster, has also been made Personnel Director of the stati

Pat and Don, formerly of WEEU, Reading, have transferred to WGAL, Lancaster,

Wynn Wright, dramatic director at WWJ, Detroit, sojourning at Torch Lake, northern part of Michigan.

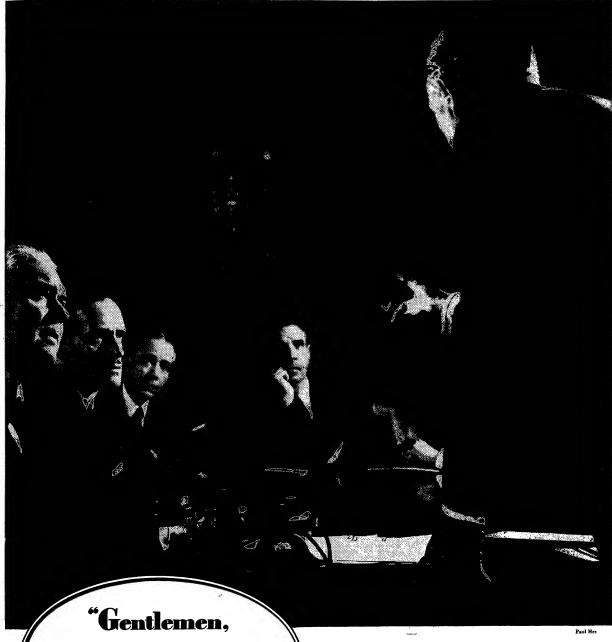
Russ Persen, WCCO, St. Paul, remote control engineer, had his first crack-up after 50 solo hours as airplane pilot, but escaped with only his pride bruised.

L. E. Dutten, Tom Gootee, A. D. Aldred and Homer Courchene added to the NBC Chicago engineering staff. Dutton comes in from WIOD, Miami, as studio engineer; Gootee comes in from the foreign staff of RCA to join NBC field gang. Aldred was formerly with WGES here and (Continued on page 56)









"Gentlemen,
We must get that across
to the Public"

"We must take people into our confidence—talk to them in their homes. We must do the next best thing to visiting them personally: we must go on the air."

RCA presents the "Magic Key of RCA" every Sunday, 2 to 3 P. M., E. D. S. T., on the NBC Blue Network.

Faced with new situations, new standards of economics, new attitudes of labor, Business must campaign for public favor as never before. It must recognize public good-will as the greatest possible force in Business, as it is in Government.

Every sound business knows that people are responsive to honest leadership, honest service, honest products. And so we say: "Get your story across through the greatest force the world has ever known for influencing lives and thoughts—Radio, over NBC!"

Use NBC to interpret your aims and ideals. Sell your services and your products through their outlets to 24,500,000 homes.* Use NBC consistently. For wherever people are—wherever people go—there is radio, and the far-flung stations of NBC!

*-plus 4,500,000 automobile radios.

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Rush of sponsors counterbidding full firm has optioned Saturday for broadcast rights to college grid afternoon time on 50 stations from games that was anticipated this New England through Georgia. The autumn has not arrived. By all signs options must be picked up or reat present there will be no vast vying among the bankrollers.

Deals for game rights have already

among the bankrollers.

Again Atlantic Refining has hogged
the field through the East and South.
Thus far the other sections of the
country have found prospective
sponsors lethar particularly
through the midwest. Big Ten teams
and Notre Dame, which are the kingpins of the section, have not been
signed and it now appears unlikely
that they will. that they will.

In the East, Atlantic Refining is spending around \$350,000, as against an approximate \$260,000 last year.



T

12-

HENRI NOEL

His Continental Music His French Songs

CURRENTLY AT FRENCH CASINO Atlantic City, N. J.

HARRY SALTER

CONDUCTING

LUCKY STRIKE "HIT PARADE"

EVERY WEDNESDAY

N.B.C. Red at 10 P.M., EDST

linquished by August
Deals for game rights have already
been made by Atlantic with Pitt,
Penn, Cornell, Virgini, V. M. I.,
V. P. I., Duke, Georgia, Holy Cross,
Dartmouth, Colgate, Syracuse, W. &
L., William and Mary, Riehmond,
Maryland, Pending are half a dozen
other schools.

other schools.

Sponsor has not yet worked out all details for the placing of games on specific stations, but it is definite that WCAE, Pittsburgh, will carry the Panther titts, and WCAU, Philly, the Penn home games.

the Panther titts, and WCAU, Philly, the Penn home games.

For the first time the Virginia Conference has been broken down and brought to heel in the matter of radio. Heretofore the schools have disliked broadcasting to the extent of nixing even sustai ing airings in or each institution to have aired two of its home contests over a linkup of strictly Virginia stations.

In the New York area Atlantic is considerably anxious to have its fanciest foot forward, and consequently the optioned time on WOR will be used to carry the game each week that sponsor thinks of most interest to the public. That will be done to counteract the Yale games which Socony plans to put, on WMCA, as a metropolitan New York adjunct to the Yankee network.

Socony, after bagging Yale, which Atlantic had last year, has not evinced further interest in getting more than the seven Old Eli games for which \$30,000 was paid. An overture was made to Cornell, but Atlantic moved in quickly and snappelit up.

No New York college has been

lantic moved in quickly and snapped it up.

No New York college has been bought. Fordham would be willing, but its asking price is still considered too high. Last year Atlantic was interested, but the Jesuit school held for \$20,000 for its home schedule. Columbia refuses sponsorship, not entirely out of ritzyness, but because a wrinkle in the gift of Baker Field from the late banker George F. Baker precludes any aroma of commercialism. whatsoever. And Columbia's won't play its games on ynother lot just for some broadcast boodle.

nother lot just just some boodle. Notre Dame won't even listen to any bids for an exclusive commercial carry of its games. The South Bend public relations dept. has always been smart, and it demands coast-to-coast air coverage, and usually gets it five times annually. At ally gets it five times annually. At the new South Bend statdium there

FARMED OUT, NOW REAPED

Polished at WHAT, Now Graduates to WCAU

Philadelphia July 6.

Philadelphia, July 6.
First return from its recently announced system of farming out promising young announcers to small stations to gain experience was plucked by WCAU this week.
George Thomas, who got out of high school a year ago and has since been gabbing at WHAT, Philly, has been added to the WCAU staff. He replaces Lon Pierce.
Last summer Thomas came to San Lee Broza, program director at the 50,000-watter, for a post. Broza saw hope, but also saw need of polish and practice. He made a deal with Milt Loughlan, WHAT exec, to take Thomas. Lad had been auditioned again by Broza about four times during year, who now feels he's ready. four times durin feels he's ready.

Prof. Sulzer Places Studes Louisville.

Louisville,
Imer G. Sulzer, director of University of Kentucky studi, airing through WHAS, placing students to fill places in local stations during the summer. Has studes at WHAS, WAYE and WGRC.

Educational radio script exchange for United States Department of Interior, Department of Education, Department of Education, Washington, has notified Sulzer that script series "Epoch Discoveries of the Past," prepared and presented by University of Kentucky radio staff members, is receiving wide demand, and that 1.290 copies of the script have already been distributed.

KYW Adds Panelmen

ia, July 6.

ia, July 6.

Three engineers plussed to Westinghouse staff at KYW, Philly, during past week.

They are Jas. V. Thunell, formerly
of WOWO-WGI, Fort Wayne, Leslie
E. Schumann, formerly of WHAT,
and a transmitter testman for RCA,
and W. Sheridan Gilbert, of WIBG.

are indivi broadcast booths.

Last season Kellogg bankrolled the home tilts of Notre Dame, but could not get exclusive rights and was limited by the school to carrying the sponsored descriptions on only one station, WTAM, Cleveland.

Kellogg, being an Ayer agency account along with Atlantic, has not been negotiating in the East; nor thus far in the west.

As it stands to date that is the national sponsored football picture. There will assuredly be some local stations bagging sponsors for small boal college games of wave-length-

stations bagging sponsors for small local college games of wave-length-distance interest, but they haven't popped up yet and never do till the season is underway and the public

va.

It was Wade's wish to have the games broadcast across an area where resided the philanthropists and their friends who had materially helped Duke with mazuma in the past years.

When Atlantic demurred, with the explanation it wanted to spot the games according to market charts and sales statistics, the ante on the cost of the games was hiked.

Femme director of drama will han

dle things at WEBR for two weeks in mid-month when Helen Caw-thorne bats for vacationing Al Zink.

Pride and Football Prices

In bidding for the broadcast rights to the coming season's football games advertisers and agencies have found that the prices have been substantially boosted, not because the college authorities think they're worth more but because of local pride. They read last year that Yale got \$20,000 for the season's rights from Socony and Atlantic Oil and they consider the ratings of their teams in the public interest make them worth as much if not more than the Yale alliance.

One thing that the agency contacteers have encountered less than ever this year is strong alumni sentiment against having their grid-

iron heroes tangled up with commercial plugs

Kidding the Listeners One of the Fine Arts in Toronto, Buffalo Radio Circles

Fooling the listener with electrical transcriptions, dramatized wired reports of baseball games, and stunt broadcasts banking on a studio audience studded with shills, is getting to be a fine art in this neck of the woods. Listeners rarely know when they are getting the McCoy or the proverbial works.

proverbial works.

Regulations set down by the Canadian Broadcasting Corp. call for announcement before and after transcription programs which are etherized after 6.30 p.m. deadline. This ruling apparently has no teeth, as stations all but break a leg to hide the fact they devote hours of evening time to canned programs.

One local cattle after a belf-bour

One local station airs a half-hour show each week which has plenty of announcements such as 'Our singers step to the microphone..., 'And now the boys play...' etc. At conclusion of announcement the en-

announcements such as 'Our singers step to the microphone. . . "And now the boys play. . . . 'etc. At conclusion of announcement the engineer slaps on a record.

'Pop Concert,' from Buffalo, gives listeners-same stuff. Announcer, between transcriptions of symphonic music, tells the audience of the conductor stepping up to the podium, bowing to the crowd, picking up his baton and, with the announcement that 'the music is about to begin, mikeman signals for another record. Wired baseball broadcasters here and in Buffalo aren't quite as secretive, but don't exactly put up sign boards. Announcements that games being described are Teconstructed' are aired softo voce only about twice during the long broadcasts. Sports announcers call upon their imaginations to great extent during course of these games owing to meagre telegraphed reports.

When Toronto plays Buffalo on former's home grounds, things usually get complicated for listeners here. Tuning in on Toronto's CKCL they hear Al Leary in play-by-play report. As 'broadcast originates in the ball park, Leary is right on too of the play. Confusion reigns, however, when listener switches to WGR studio, Buffalo, where Roger Baker is dramatizing wired reports of the same game and working about two ings behind the play. This works

TRUMPET KING OF SWING

LOUIS ARMSTRONG

ISCHMANN YEAST Walter Thompson)

ON TOUR

DECCA RECORDS

MGT. JOE GLASER ROCKWELL-O'KEEFE

JACQUES. FRAY MARIO BRAGGIOTTI

Miss Cawthorne will also be Aunt Helen—m.c. of a children's hour usually handled by 'Uncle Bill.'

Friday, WJZ, 7:15 P.M.

vice versa when Toronto plays at Buffalo. Planting hired help in the studio Planting hired help in the studio audience is another common practice here. This, of course, is not admitted by production men, but it makes the listener, wonder when mikemen wander through the audience and bump into relatives of the sponsor, agency men, and musicians who happen to have their instruments handy

BUD PEARSON

LES WHITE

BOB HOPE and "The Rippling Rhythm Revue." on the Air Sunday Eve., 9 P.M., F.D.S.T., WJZ—NBC

Now in Tenth Week

6th FOR Blackett - Sample HUMMERT, INC.

NACIN



MOREY AMSTERDAM

Master of Caremonies NBC "NITE CLUB"

is Week Personal Appearance ORIENTAL, CHICAGO

Dolphe Martin

ORCHESTRA CONDUCTOR AND COMPOSER Returns from long stay in Europe

DOLPHE MARTIN'S DRAMATIC MUSIC makes him a figure to be reck-oned with in any discussion of music and theatre.—Edith J. R. Isnace. THEATRE ARTS MONTHLY.

"A composer with a rare gift."—
THE STAGE.

Address:
Hotel lysee, 60 East 54th St.,
New York

Sponsor Versus Donor

Atlantic Refining Market Areas Don't Coincide with Homes of Duke U's Givers

Atlantic Refining has nailed six the exclusive, due to unwillingness Duke University grid games for to spot the games on a number of commercial airing this fall. There swill be a small link of stations football coach at the North Carolina through the south set up to carry the contests. contests.

Atlantic had to go into a higher bracket than it had expected to get

Wade was anxious to have the

sponsor place the broadcasts on WPTF, Raleigh; WSOC, Charlotte; WFBC, Greenville; WWNC, Asheville; WIS, Columbia, and WCSC, Charleston, plus WRVA, Richmond, Va.

'THE O'NEILLS' By JANE WEST NOW RADIO'S MOST POPULAR FAMILY BRINGS YOU MORE AUGHTER TEARS AND -EART-THROBS 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
DIM. COMPTON ADVERTISING ACENCY
MGT., ED WOLF-RKO BLDG, NEW YORK CITY HABRY VON ZELL With Oscar Bradley Orchestra, Ken Christy Swing Cheir, Steopnagie and Budd, Vivien del Chiesa

abu Mins.
GULF GASOLINE
Monday, 7:30 p. m.
WABC-CBS, New York
(Young & Rubicam)

GULF GASOLINE
Moday, 7:30 p. m.

(Young & Rubidam)

Summer time-holder for Good
Gulf gas uses Announcer Harry von
Zell suddenly promoted to the rank
of m.c. and personality. Thus has
another voice become an individual

Announcers are easily the most
radiosegue of radioites, the front line
treenchmen of air advertising, the
universal X on all programs, big and
gmall, network or locations, the the
universal X on all programs, big and
gmall, network or locations, and turned acmercluton Zell has been getting theretsop by slep and now with the backstop by slep and now with the backord of Young & Rubicam he steps
oid in the full glare of the spotlight.

Only radio would fancy that
a reader of announcements could be or
hybuid be an entertainer. But radio
ecidenly figures—unconsciously perhybrid the guly who makes 'emsymilow the blurbs must be a prepring the programs, becomes an impresario, Don Wilson
has been an the star faints
of the vaudeville act, Jean Paul King
becomes an impresario, Don Wilson
have assistant hero.

Now comes Yon Zell A nice plearsquit value, a good announcer. Butant voice, a good announcer the program. Not with the semisilty uncertainties of the character the
script drew for him to fill. Or may
be nobody listens much or cares,
Summer shows are 45% net of the
winter average anyhow. Perhaps it's
ist a tax they're paying to hold
the time and the frequency discomes with the and has been getting the presons playreadily the program. Such as the program of the cortect answer.

Cash private and the deal of the spotsquite for the program of the cortect answer.

Since the requestion of the dol parstates and the like the stage waits are long and plaing.

How the radaption of the old parstates and the like the stage waits are long and plaing.

Stanza starts for with a couple
des

SURPRISE PARTY With George Patterson, Blackwell 30 Mins.—Local HONEY KRUST BAKERY Friday, 9 p. m. CST. WAVE, Louisville (Elmer. H. Doe)

counting and the frequency discounting and the serve counting and the serve developed the s

50,000 WATTS

OLSEN AND JOHNSON
With Gertrude Niesen, Benny Burt,
Eddie Kane, George Hamilton's
orch;
30 Mins.
RICHFIELD OIL CO.
Wed., 7:30 p.m.
KFI, LOS Angeles.
(Hizson-Q'Donnell)

Kind. of a show that will make the RFD lads drop their plows and run the nearest set. un the nearest set.

SONJA HENIE
Dramatization
Mins & SANBORN
SMAGN, & SANBORN
SMAGN, & P.M., DST
WEAF-NEC, New York
(J. Walter Thompson)
Skater-pic player, guest-of-the-week the Sunday night coffee show, had quite a workout and emerged after impressing via separate straightings for Edgar Bergen's ventriloquial dummy and W. C. Fields, plus a short skit with Don Ameche.

Miss Henie proved rather a sober-sided straight, with quite a quaint touch over the air derived from her Norwegian accent. Her work with Fields especially stood out, plenty heetic and humorous as it was.
Dramatization was "The Romantic Young Lady," short and light piece by the Spanish playwright Martinez-Sierra. It dealt with the familiar young girl who fell in love with a writer of romantic novels. It was not too strong a vehicle.

GOLDEN MELODIES

show's otherwise brisk tempo.

Music end of the piece okay, he we can toast up a torcher ith more fineses than Gertrude Ni She the Benny Goodman of the votation of the content of the con

JANE FROMAN
With Don Ross, Freddie Lightner,
Tune Twisters, D'Artega's Orch.
30 Mins.
JELLO

Tune Twisters, D'Artega's Orch.

30 Mins.

JELLO

Sunday, 7 p. m. DST.

WEAF-NBC, New York.

(Young & Rubicam)

Program subbing for Jack Benny's brigade during the summer is purposefully a lightweight. As such it stacks up as oke for the heat weeks and no more

Leans heavily on the musical side, and that seems its best asset. Policy is to have guest comics weekly. On the first edition Freddie Lightner was at bat, and if he got to first base it was on a balk. His material was limp and his mike technique of the sake of compactines was at bat, and if he got to first base it was on a balk. His material was limp and his mike technique or the sake of compactines was at bat, and if he got to first base it was on a balk. His material than a best of the sake of compactines was a sort of skit on the trailer fad. Weak portions should have been cut for the sake of compactness, and with the better bits bunched together, the impressin would have been theightened.

Miss Froman is a strong soprano, and she stood high above the program. Ross is an affable mc, sings acceptably and does nice straight for the humor. The Twist-Toun.

D'Artega's (omits given names, which are Alfonso Armando Fernandez) orchestra is a newly organized unit and sounded slick on the straight stuff, accomps and acroatics. This is the first whirl for the conductor on a network spread.

PEPPER-UPPERS
With Roy Cowan, Ruby Mason,
Jimmy Joffries, and Alex Keese
Orchestra

Jimmy Joffries, and Alex Reese Orchestra Music, Songs 30 Mins-Regionai DR. PEPPER BOTTLING CO. Sunday, 4:30 p.m. 65T. WAVE, Louisville Sunday afternoon musical show, originating in the studios of WFAA, Dallas, swings along at a brisk pace and proves satisfactory entertainment for a hot afternoon, and an excellent vehicle for plugging the soft drink product. Half-hour session rides over some 23 stations, in the south, and entire cast speaks with a soft southern drawl, which should fall pleasantly on the ears of the deep south listeners.

Musical chores are handled by Alex Keese's ork, staff combo on WFAA, with brass and string section subdued to a point hardly audible. Vocal numbers turned in (Continued on page 44)

(Continued on page 44)

ANOTHER NAME for value

PHILADELPHIA

(Continued from page 43) by Ruby Mason and Boy Friends so-so warblers, and soloist and femme trio, Three Debutantes, guest-ing on this shot. They're regulars with Ted Fiorito's ork at Pan-Amer-

this shot. They're regulars with Ted Fiorito's ork at Pan-Amer and Ted Fiorito ork and Ted

their efforts. Hold.

BENNY GOODMAN ORCHESTRA
With Rufe Davis
30 Mins.
CAMELS
Tuesday, 9:30 p.m.
WABC-CBS, New York
(William Esty)
Camel program is twice as good
now that it is only half as long.
Simple device of getting away from
assignment—has been an automatic corrective of many of the previous flaws.

It is now swing music. The best
swing. People will know the program for what it is and go for it or
provided to the program for what it is and go for it or
provided to the program for what it is and go for it or
provided to the program for what it is and go for it or
provided to the program for what it is and go for it or
provided to the program for what it is and go for it or
mot go for it. But in any event, it's
now clear what the Camel program
is trying to do. During the past seaston. As a 13-week summer fillerinn. As a 13

pointless interruptions and the rest of the continuity padding. Land.

THE BOSS'
With Ray Collins, Betty Garde 20 Mins.
A. & P.

Thursdny, 8 p.m. EDST
WABC-CBS, New York
(First & Kear)

It remains the rest of the result of the

MAURICE BROWN 15 Mins.

Sustaining.
Tues.-Thurs., 3:45 a.m.
WABC, New York
Satisfactory filer-in for the morning hours. Maurice Brown offers classical compositions, but wisely concentrates on the lighter variety. On show caught (6) he actually included one number in modified jazz rhythm. Put it over okay.
Cellist plays smoothly and capably, his style possessing confidence and not a little color. Sidney Raphael's accompaniments add to the effect. Session hasn't wide enough appeal to set the air waves throbbing, but it makes an agreeable throbbing, but it makes an agreeable and distinctive ticket for the a.m.

Hobe.

AS YOU LIKE IT
With Leith Stevens Orchestra, Kay
Lawrence, Russell Dorr
Orchestra, Songs
25 Mins.
Sustaining
Thursday, 9 a.m., EDST
WABC, New York
Well above average music. Boys
dish up okay renditions in various
modes, Uses brasses and saxes to
effect.

effect.

Kay Lord, who sounds as if she might be a comparative beginner, is the femme vocalist. Has soft, flexible voice, without notable depth or range. Exceptional enunciation. Singer must learn to build a number up to a climax. Russell Dorr, baritone vocalist, has been heard frequently before, Robust voice is typified by number he sang on show caught (1), 'Wagon Wheels.' Hobe.

BARRYMORE'S 'MACBETH' With William Farnum, Elaine Ba rie, Mary Forbes, Henry Hunte Creighton Hale, Will Prior Orch. 45 Mins.

45 Mins. Sustaining Monday, 9:30 p.m. WJZ-NBC, New York

WJZ-NBC, New York
Radio writers have recently organized with the ultimate objective of unfurling the guild flag of the Authors League and sounding off some things you lords of the ether may not do. By the time NBC and CBS and all of the myriad local stations with summer vacancies to fill get through playing around with his works, Shakespeare will no doubt the proposed guild in spirit. spirit. Not that others besides radio and

Not that others besides radio and before radio have not thrown snow-balls and knocked the bard's hat off. He's been condensed; he's been modernized, musicalized, done in seenery louder than the actors, and with actors, English to the last in-audible syllable, who have stressed all the poetry and skipped over the blot.

all the poetry and skipped over the plot.

New stream is the radio 'Maches' to the kick or the story, the Scotch the course of the story, but in the end it would seem his own collar-line has been perforated. At least artistically.

'Streamlined' Shakespeare has its moments. And it is probably mauled out of necessity rather than irreverence. It may be put down as a case of network wild oats. Midsummer. madness. Dangerous because it's contagious, it is now clear that smoothing the cause it's contagious, it is now clear that smoothing the standard of the standard that has generally been considered proper radio play-building. Sans costumes, sans scenery, lacking the opportunity to set the mood, the tug-o-way between original text, the atrical tradition and the bald, cold limited scope of radio tends to defeat even as a stute a Shakespearian spouter as John Barrymore.

Arguments may ensue about Madame Baur ensue about ens

MEN OF ZEST With Clucas Male Octet Vocal Music 15 Mins.—Local SNYDER'S CATSUP Mon, Wed, Fri., 6:39 p.m. WBBM, Chicago (Stewart, Hanford & Frohman)

Stewart, Hanford & Frohman)

Slick program spotting is exemplided by this one. Usual thing would
have been for food account to slap
on a typically femme appeal show
at a conventional hour, but this one
didn't. Spotted at the dinner hour,
this program has just as much male
as female appeal. Even the name
of show is in line with the product.
Offer solid arrangements of both
semi-classical and popular stuff,
pacing everything at a good tempo.
Arranged so that there are no letdowns anywhere along the line,
something which makes the standard
grade ocet seem to belong in a
first of the standard
grade ocet seem to belong in a
successible for music—not a bad idea,
especially for the dinner hour.
Two commercial plugs which could
be cut down a trifle, and still get
over. Program includes a giveaway
gag.

HAMPTON ROADS REGATTA

HAMPTON ROADS REGATTA 90 Mins. Local TEXACO Sat.-Sun.

Sat.-Sun. WTAR, Norfolk, Va (Hanff-Metzger)

(Hanfi-Metzger)
WTAR did a slick job of shortwaving description of the two-day
Hampton Regatta, picked up from
station's short-wave experimenter,
W3XEY, with four mikemen, Tom
Hanes, Ralph Hather, Lee Chadwick and Jeff Baker, posted around
the course-commenting on the succession of runabout, power boat,
moth, star and cat classes of events.
Commercial copy was a bit tedious
at times, stretched, as it was, to undue length.
Sand.

RAY PERKINS
With Helene Daniels, Willard Amtson, Sid Gary, George Stone, Frank
Knight, Embassy Trio, Kay Men,
Nat Brusiloff's Orchestra

60 Mins. Sustaining Sunday, 9 p. m., WOR, New York

80 Mins.
Sustaining Sunday, 9 p. m.,
WOR, New York

Remodeled version of WOR's old
Saturday Night Variety Show, chief
change being the addition of Raygram's second week and rounding
into more compact form. Crew is
frankly after a sponsor (numerous
gags about it in the script) and
should stand chance of landing one.
Show is already better than some
with sponsorship.

Perkins keeps the mike busy,
sandwiching the acts with his familiar brand of spoofing. Still works
in the fashion he used on the Feenamint series, and it's dependable foolshness. Some of the lines are as
sorobably up to nearly any comic on
the air. His personality is ingratiating and it lends style to the show.
Individual turns are all known
quantities via the kilocycles. Helene
Daniels is a forte warbler, and she
bore down this session with 'It Ain'th
Necessarily So,' a natural which sho socked, icely backstopped
by the
Own of the seminary of the seminary
stale. Embassy Trio and the Key
Wussian characterization i the Parkyakarkus-George Givot manner, but
this sort of things seems growing
stale. Embassy Trio and the Key
Men are chiefly for vocal background, while Brusiloft turns in
work of the seems of the something
in the way of a novel program setup
that will give the show a more distinctive character. As it now stands,
the program is too much in the sterotype variety formula to cop and
hold listener attention on a wide national scale. Just what form that
idea should take is something to
or of the seminary of the conprogram is too much in the sterotype variety formula to cop and
hold listener attention on a wide national scale. Just what form that
idea should take is something to
or of the conprogram is too much in the sterotype variety formula to cop, which
is about the only unique bit in the
stanza.

Even so, the show is mo means
a weakle. It's strong fare now, and
has wallop possibilities. Hobe,

SOVIET FLYERS TESTIMONIAL With Lowell Thomas, Ambassador A. A. Troyanovsky, Vihjalmur Stefansson, Valery Chkaloff, Alex-ander Beliakoff.

60 Mins. Sustaining Wednesday, 10 p.m. WJZ, New York

WJZ, New York

Ultimate in something or other,
but not entertainment. It's diplomacy, also it's summer. Banquesare smallpox to most people and the
only redeeming feature of a remote
of banquet speeches is that the dial
is handy.

only redeeming reature of the dial is handy.

As to astimaster. Lowell Thomas earned every cent he got. Even he started every cent he got. Even he started every cent he got. Even he started every control of the sort heard only at banquets. Frogram was supposed to be for 30 minutes, but ran a full hour. Explorer Uhijahmur Stefansson read congratulatory wires—just like all such messages.

Someone at the speaker's table kept coughing near the mike, better coughing near the mike, better coughing near the mike, broadcast strangulation. Flyer Georgi Baidukoff wasn't able to be with his mates because he had 'banquetitis,' according to Thomas. Nothing Valery Chkaloff and Alexander Beliakoff went through in spanning the North Fole could have been like this. No wonder Col. Lindberg left America.

LUD GLUSKIN
Musical
Musical
With Virginia Verrill, Clarke Ross,
Three Hits and a Miss
30 Mins.
Tues., 845 p. m.
Hudson Bealers of Calif.
RNX, Hollywood
(Brooke, Smith & French.)

KNX, Hellywood

(Brooke, Smith & French.)

Satisfactory summer offering that should find its stride after a bumpy showe-off after higher of a near Rain. Gluskin went ordinary the rest of the way. Virginia Verrill, who should know better, struck a dramatic pose in one of her selections and aulified an impressive earlier effort. In their zeal to strike off in a new direction, both the meastro and his top-billed vocalist went off registerial barytone, and a known of the company of the control of the

Follow-Up Comment

Greta Palmer continues to be one of the most colorful lady word-tossers on the air in her series over WOR for Walker-Gordon. Notable in last Wednesday's (30) session, however, that her 'news comments' from the femme angle ran more to comments on the stories about the news than to the events themselves. In every one of the topics selected, the spieler discussed either books, magazine articles or newspaper stories.

In the latter category, Mrs. Palmer took the New York newspaper editors to the mat for printing so much psychoanalyst hokum anent. Abott in the latter category from the stories and that the editors don't know what have not of vogue years ago and that the editors don't know what have readed to the stories of the stories of

zine articles or newspaper stories.

In the latter category, Mrs. Palmer took the New York newspaper editors to the mat for printing so much psychoanalyst hokum anent-Robert Irwin, the killer, Claimed that stuff went out of vogue years ago and that the editors don't know what their readers want. Maybe Mrs. Palmer knows reader interest better than the eds, but an amusing atternath came when the program immediately following Mrs. Palmer's over WOR was a talk on child psychology,

Babe Ruth is playing the comic in his baseball spiels for Sinclair over WABC these nights. Has the same frog-voice delivery and his inter-viewing would never grab a Puitzer Prize. But he's still the most color-ful ball player in the history of

ful ball player in the history of the game.

Jimmy Wilson, Phi amore and catcher, guesting the show caught (30), got off some explosive comment about the all-star game between the American and National League teams. Criticized the player nominations and the system of having the managers, instead of the fans, do the picking. Announcer John Reed King's diotic giggles into the mike were apparently to show the boys were really only kidding. Just too cute.

Just too cute.

Ken Murray got off a gag of extremely dubious tate in last Wednesday's (30) show for Campbell. Referring to a mythical uncle, Murray compared his two-quarts-a-day capacity to that of a noted show business figure. Only justification would appear to be that the comic ad-libbed that one, not realizing until too late how it would sound. Certainly, it would have been incrusable scripting, or shouldn't have been delivered even if included in the written lines.

As a matter of fact, the whole program had script trouble. Apparently the only kind of humor the present writers know is punning, and they drag that brand in from remote distances, Murray and Oswald's bearing down on such material only accentuates its weakness. Sole punch of the stanza caught was Connie Boswell's guest warbling.

Palmolive wisely concentrated on

Connie Boswell's guest warbling.

Palmelire wisely concentrated on the music last Wednesday (30) in airing an adaptation of Pink Lady, before the music last wednesday (30) in airing an adaptation of Pink Lady, before the state of the second Dragonette do the announcing. Destroys what little illusion remains in the old-fashioned operetta setting. Destroys what little illusion remains in the old-fashioned operetta setting. Tunes of the show, particularly the celebrated Beautiful Lady, were put over nicely by Miss Dragonette and Charles Kullmann, but the pair's dramatic ability was no bargain, even for lavender and old lace epics. Still, it's doubtless strong enough for the sentimentalist dialers.

Chesterfield offers a straight combination of two standard radio acts in its new 30-minute stanza over CBS at 9 o'clock Wednesday nights. Frank Parker is the star, with Andrer Kostelantz's orchestra accompanying. Both okay as usual.

Parker sings four numbers as his share of the half-hour. Opening program (30) brought a well-selected array of songs. Nice contrasts. Included were 'Moonlight Madonna, 'Siboney,' Where or When' and 'One Aione.' Notable that the third song, which might be expected to prove the sock of the group, turned out the weakest. Arrangement tended to make an aria of it, and even Parker couldn't rescue that. All Kostelantz' offerings were well arranged and played by his large orchestra.

Robert W. Horton, Washington correspondent, did a good reporting

BOB BUENS With Radio Rogues, Phil chestra Transcriptions 15 Mins.—Local HI-SPEED GAS M-W-F; 6:30 p.m. WJR, Detroit

WJR. Detroit

Waxed on coast, 15-minute show
has as permanent; attractions Bob
Burns and Phil Harris' band. At
least two other guests on each program. On show caught they were
the Three Radio Rogues; mimics,
and Larry Berg, warbler. Ton
Jeffery fills role of mc.

-Program runs along nicely with a
short, punchy few minutes provided
by each of artists. Burns is natural,
with Rogues following close behind.
Harris' music meritorious.

Spieling autile lengthy for 15-mi

Spieling quite lengthy for 15-mi - ute spot, but not too tiresome.

closes rather abrupily.

Beauvais Fex. publicity agent for the Mohawk Drama Festival on Union College campus, Schemetady, tod story of his experimencetady, tod story of his experimence of the manes of numerous headliners (half a dozen for whom will, by coincidence, appearin festival productions this season) and plays he had ballyhooed, will odd happenings, etc.

His voice was pleasing and his accurate the conversation of the month of the conversation of the co

when company actors go on the air.

Reland Young, stage and screencomic, lived up to his best can
comic, lived up to his best can
comic lived when the can
define the can
de

ivori Levitzki indicated versality by joi ing in some of gagging.

Mutual's ambitious 60-min. Sunday night sustainer-shopping-for-sponsor program presided over by Ray Perkins continue just fractionally beneath proper grade for network show. Most recent edition (4) found comedy strained till the seams almost gave.

Pacing was poor and Perkins himself was afront the mike too much for what his material and stuff warrand was afront the mike too much for what his material and stuff warrand was afront to the state of the seams almost gave. Be such as the seam of the formation of the state of the state

fashi Dixons also participated in a parody on Shakespeare's 'Merchant of Venice.' It was passable.

Alice Faye made it tough for herself in the debut shot of her new series with Hal Kemp over CBS for Chesterfield last Friday (2) night. Swinging into a vocal early in the session, singer hopped in too soon. She was forced to a complete stop, had to ask Kemp to 'take it again' and wait for the introductory bars all alice and the session of the sessio

such an incident was amazing enough considering the rehearsal such network shows get, more surprising and commendable was the way Miss Faye came back to bang over the tune for a forte climax. Nice trouping.

Varady of Vienna is goi in for ultra-ultra swank in the commercials on its Oil of Youth Face Cream series over Mutual at 12:30 noon Sundays. Blurbs are spieled in a slight, though unmistakable, Viennese accent, supposedly by Herr Varady himself. All very distingue, as the former of the supposed of the

Last Week's 15 Best Sellers

| . It Looks Like Rain | . Morris |
|--|-------------|
| Merry-Go-Round Broke Down | Harms |
| Sweet Leilani | Select |
| Sailboat in the Moonli | Crawford |
| Prive Hawaii | Famous |
| was it Rain? | Santly-Joy |
| Never in a Million Years | Robbine |
| twhere or When | Channell |
| *September in the Rai | Pomiok |
| Cause My Baby Says It's So | Domick |
| Cause My Dany Says It's Do | Charles |
| Toodleoo | Snapiro |
| You and Me That Used to Be | . Berli |
| Dream In My Heart | . Harms |
| Carelessly | . Berli |
| *I Hum a Waltz | . Miller |
| • Indicates filmusical son † Indicates stage production others are pops. | ction song. |
| | |

Lysle Tomerlin and Andy Iona Long have peddled two new songs, Polynesian Romance' and 'Just About Right,' to Vanguard.

Announcing the new Gordon and Revel score for the forthcoming Darryl Zanuck-20th Century Fox Producti

"YOU CAN'T EVERYTHI

The swell score follows:

AFRAID TO DREAM THE LOVELINESS OF YOU

PLEASE PARDON US-WE'RE IN LOVE YOU CAN'T HAVE EVERYTHING

Also, Gordon and Revel's reat

I HUM A WALTZ

from 20th Century's "This Is My Affair"

KITCHI-MI-KOKO ISLE England's Novelty Hit

MILLER MUSIC, Inc. HO BROADWAY . HEW YORK



Agin' Weber Trust Fund

Louis, July 6.

Opposition to proposal of American Federation of Musicians to tablish a \$250,000 trust fund for retirement of its president, Joseph N. Weber, was made by local tooters' union in resolution adopted last week. Fund, which would remain under control of AFM, would provide an annual income of \$7,500.

Clarence E. Maurer, rec. sec. of local union, said St. Louis ion learned of plan through daily rags.

Rival Musikers Use WTAM Broadcast in Noise War: Uproar at Cleveland Expo

Cleveland, July 6.
Feud between two bandmasters who work for the same boss, owner of two niteries at Great Lakes, Exposition, exploded during a broadcast and drew two announcers into another argument. It almost ended in a hattle royal and it still achieved. in a battle royal and is still echoing in radio circles

Ruckus began when L. Nazaar Kurkdjie's band on Pirchner's Showhort was airing opening of boat's new Eldorado Club through WTAM. Club was formed for Expo showmen, radio and newspapermen and all the town's scribblers were taking mike

bows.

In the middle of it Otto Thurn's orchestra, from Pirchner's nearby Alpine Village, crashed the broadcast party with brass horns going full blast. For about five minutes the two rival bands almost blew out the mike trying to drown each other out

the mike trying to drown each other out.

Bromley House was handling the announcing, but went up into the air himself. Neither maestro would listen to him nor stop. Three fan phone calls came in asking what all the hullabaloo was about.

Tom Manning from WTAM staff. visiting at one of the tables, settled it by grabbing the mike from him and stopping both bands. Denying that it was a preconceived double-cross and that he didn't know Kurkdjie was on the air, Thurn and his Bavarians finally marched out looking too innocent to be entirely convincing. Rival resumed prognatut is still burning. After the musical battle was over another vas started by House, who jumped on Manning for butting in.

ANTI-BRIBERY PACT WIDELY WINKED AT DANGER OF TRADE COMMISH PROBE

Santly's Columbia Tunes

Santly Bros.-Joy will publish the core of Columbia Pictures' forth-oming 'When Life Begins with ove. Ben Oakland and Benee

Santly Bros-Joy will publish the score of Columbia Pictures' forth-coming "When Life Begins with Love." Ben Oakland and Benee Russell co-authored.

What Makes You So Sweet?" will be the top tune.

Warn String Music

Teachers Not to

Lift Copyrights

Teachers Not to

Lift Copyrights

When the American Guild of Fretted Instrument Teachers holds its annual powow in Detroit next week, it will be in receipt of a message from the Music Publishers and them professional mentity would again find itself under investigation by the Federal Trade Commission.

Initial move to bring the situation under control was the appointment of a committee of professional men. If will be up to this committee to for copyrighted numbers MPPA publishers have got into the habit of overlooking the fact that such arrangements must not be made without permission of the copyright owner. The practice also cuts into the sales of banjo, guitar and ukelebooks by these publishers.

MPPA frequently is queried by fretted instrument teachers about the right to do their own breaking down of popular tunes for puplis as part of the course. Invariable answer is that the law makes no exception for special instruction methods and that any tampering with a copyrighted work constitutes an infringement.

If it can be conveinently ar-

books by these publishers.

MPPA frequently is queried by fretted instrument teachers about the right to do their own breaking down of popular tunes for pupils as part of the course. Invariable answer is that the law makes no exception for special instruction methods and that any tampering with a copyrighted work constitutes an infringement.

John Schulman, Songwriters Pro-

Warner

Harry Fox Warns Music Biz That Hypocritical Behavior on Competitive Issue Has Become Real Threat to All

Incentive

with a copyrighted work constitutes an infringement.

As has happened on previous occasions when called to account for unfair exploitation practices, the prowill have a representative from the association deliver the word of caucition in person to the convention.

Pubs-SPA Memorandum Pact

Synchronization and Transcription Issue Now Crystalized for Vote

objective was making a good show-ing on these lists and it was their suggestion that the industry could go a long ways toward curbi bribery if this incentive were elimi-nated.

One professional contacteer admitted paying out of his own pocket for a plug so that his total for the week would be just enough to gethim on one of those lists. Out of the discussion on this point came the proposal that the MPPA negotiate for the takeover of the Accurate Reporting Service, which organization does the local checking of air performances, and that VARETY be requested to refrain from the publication of plug recapitulations.

Professional men named on the clean-up committee are Rocco Vocco, Joe Santly, Jonie Tap, Elmore White, Chester Cohn, Harry Link, Sid Lorraine, Phil Kornheiser and Irving Tanz.

Horms Presents

The Novelty Sensati

THE MERRY **GO ROUND BROKE DOWN**

THE LITTLE OLD FASHIONED **MUSIC BOX**

VIENNA DREAMS

I'M HATIN' THIS WAITIN' AROUND

THE MOON IS IN TEARS TONIGHT

From WB Prod., "Kid Galahad

BORN TO LOVE

rom FN's "Talent Scout

HARMS, INC., RCA Bidg., MACK GOLDMAN, Prof.

HERALDING A NEW HIT DUO FROM BEN MARDEN'S SMART "RIVIERA FOLLIES OF 1937"

THE IMAGE OF YOU I'M HAPPY DARLING DANCING WITH YOU

THE PAN AMERICAN CASING REVE DON'T YOU KNOW OR DON'T YOU CARE

LEO FEIST, Inc.

1629 BROADWAY

NEW YORK

A. M. Wattenberg, counsel for the several of the major indie publish-farner ros. music interests, and ers, who contend that the old ar-largement of 331-3% for the writers was an equitable one. These indie pubs assert that they will not be sold tective Association' lawyer, have tective Association' lawyer, have drawn up a memorandum agreement giving the writers 45% of the money collected on synchronization and transcription rights. It is now up to the SPA and the music publishers to vote on making the terms of this agreement part of the uniform contract prevailing between writers and pubs. pubs assert that they will not be sold down the river by the firms which are either controlled by or allied with film producers. Latter have little to do with works that are not their property by virtue of studio contracts with the writers, which leaves only the indie publishers obligated to give up 50% of what they receive to SPA members when it comes to mechanical rights. writers and pubs.

SPA officials are also insisting that the Music Publishers Protective Association remit to their exchequer 2% of the 10% deducted by the MPPA for its licensing service in connection with the sync and radio disc rights. The SPAites say they need this money to finance the association's offices. Harry Fox, MPPA g.m., sees no reason for splitting commissions with the SPA since it is the MPPA which does all the work in licensing rights and collecting royalties. Fox also objects to paying the salary of an SPA checkerupper who would be stationed in the MPPA ices.

Proponents of the 45% net split

Hits from the RKO Radi

. "NEW FACES OF 1937"

OUR PENTHOUSE ON THIRD AVENUE LOVE IS NEVER OUT OF SEASON IT GOES TO YOUR FEET

THE WIDOW IN LACE

NEW FACES

LEO FEIST, Inc. . 1629 BROADWAY

NEW YORK

THE COUNTRY'S BIGGEST SONG HIT!

Proponents of the 45% net split are faced with the opposition of

IT LOOKS LIKE RAIN IN CHERRY BLOSSOM LANE

No. 1-Lucky Strike Hit Parade

No. 1—Sheet Music Sales

No. 1-Most Played On the Air

By Leslie and Burke---JOE MORRIS MUSIC CO., 1619 BROADWAY, NEW YORK

1



Warren and Dubins Greatest YOU CAN'T RUN AWAY FROM LOVE Banight LKNOW NOW THE SOME OF THE MARINES CALSE MY FABY NAYS IT S SO 📈 THE LADY WHO UNDEDN'T

REMICK MUSIC CORP., N.Y.C.



\$182,278 **IN TAX** ARREARS PAID

Atlantic City, July 6.
Million Dollar Pier opened for the summer season Friday (2) after dumping \$182,278 for back taxes into

dumping \$182,278 for back taxes into the municipal treasury.
Charles A. Hill, manager of the Pier, and Leo Lewis, representing the South Jersey Title Co., made the payment, which covered the years 1933-36, and the first-half of '37. An \$857.50 fine was included.
Ozzie Nelson orchestra and the Jan Savitt crew are providing the dansapation, while Stepin Fetchit heads the current vaude lineup.

On the Upbeat

Mike Riley has returned to New Penn, Pittsburgh, for his second en-gagement within a month, the result of his click on original visit. That was for one week only. Stays until July 30 when Don Bestor comes in for fortnight. CRA handled.

Jess Hawkins' band into Kenny-wood Park, Pittsburgh, for two weeks and Austin Wyle into West View Park for similar stay. MCA handled first and CRA the second.

Rudy Vallee orch set by Leo Sal-kin of CRA Chicago office, for the week of August 23 at Chicago's lake front celebration.

Josephine Huston and Enric Mad-riguera orchestra open tomorrow (Thursday) night at the Surfside, Atlantic City, replacing Shep Fields band, with Bert Frohman.

Frankle, manager of iverview park, Des Moines, in Chicago to book name bands for one-night appearances in the park ballroom during July and August. Al Katz and His Kittens set for July 10.

Val Ernie band into Ben Marden's Riviera, last week to alternate with Mickey Alpert's orch.

Johnny Messner's orchestra, with Jeanne D'Arcy as vocalist, tooting for a series of Friday night fra-ternity dances at the Hotel McAlpin roof, N.Y.

Maurie Sherman band dated for the Cherry Queen's Ball of the Na-tional Cherry Festival, Traverse City, Mich., July 15.

Silvertown Cord Orchestra, with Sam Ross batoning, into the Hotel Nassau, Long Beach, N.Y., for the summer.

Paul Coilins band at Westlake Terrace, Indianapolis, for summer, has added Jenifer Sheffer, Indianap-gal to replace Eleanor Hansen. Lat-ter got herself spotted by Lucille Ryman, Universal talent scout and

Tops in the Music Business THE YOU AND ME THAT USED TO BE

0 F

CARELESSL

CABIN

Most Played on Air

Combined plugs on WEAF, WIZ and WABC are computed for the week from Sunday through Saturday (June 27-July 3)

It Looks Like Rain (Morris)

(Chappell)
Sailboat in the Moonlight

(Crawford)
*There's a Lull in My Life

*They Can't Take That Away (Chappell)
Merry-Go-Round Broke Down
(Harms)
*All God's Chillun Got Rhythm

*September in the Rain (Remick)
Carelessly
(Berlin)
Gone With the Wind

(Berlin)
You and Me That Used to Be
(Berlin)
Strangers in the Dark

(Crawford)

*I Know Now
(Remick)

*Tomorrow is Another
(Robbins)

*Cause My. Baby Says It's So.

Image of You

You'll Never Go to Heaven (Donaldson) Miller's Daughter Marianne

(Shaptro)

Having a Wonderful Time
(Pauli-Ploneer)

Never in a Million Years
(Robbins)

Sweet-Lellani

(Select)
*Whispers in the Dark

*Me, Myself and I
(Words and Music)

*Message From Man in Moon
(Robbins)

*Was It Rain?

icates filmusical song. roduction Number.

departed for Hollywood with her

Charles Lanterman's band playing nightly at the Carmen, Mi isink Hills, Pa.

Bernie Whitman's ork set for sum-mer at Bossard's Mt. Pocono Grill, Mt. Pocono, Pa.

William Penn Hotel's Urban Roof, Pittsburgh, has picked up Happy Felton's option for four weeks more.

Hal Stearns orch opened at the Bel Air Beach Club on the Coast.

Dick Jurgens played two-day engagement at Saltair, Utah, July 6-7. Outfit heading east.

ed Norve-Mildred Bailey organization one-nites Sunday (11)
Lake Compounce, Bristol, Conn.

Beb Crosby band plays Roton Point park, South Norwalk, Conn., next Sunday.

Oak Grove Casino, Milford, Conn., orking lanche Calloway's orch.

Nane Redrige tango orch i the new Patio del Sol, outdoor terrace at the Traymore Hotel, Atlantic City, for the summer:

Orchestra of Duke University studes dishing out the dance tunes on the S.S. Bremen this summer.

Berlin's Film Four

Hollywood, July 6 Hollywood, July 6.

Irving Berlin's music firm will
publish four ditties featured in
Grand National's Something to Sing
About under an arrangement just

Arana National's 'Something to Sing About' under an arrangement just completed by Victor Schertzinger, who is producing the film. Numbers include 'That's What Loving You Did for Me,' Right or Wrong,' Out of the Blue,' and 'Something to Sing About.' All the ditties are warbled by Evelyn Daw in the film.

Gasparre's Loop Date

Chicago, July 6.
Initi appearance of Dick Gas-parre's orchestra in Chicago set, be-ginning Aug. 6, to replace Eddie Duchin at the Palmer House. Set with Gasparre for the Mutual wire spot are the DeMarcos.

Ballroom's 100-Mile Pick-Up

saircom's 100-Mile Pick-Up
Philadelphia, July 6.
One of longest indie remotes in
country began Saturday (3) when
WIP started airing Art Shaw band
from Marine Ballroom, Wildwood.
Pick-up is wired about 100 miles.
It is sponsored by the ballroom.

Associated Renews

Associated Music Publishers, Inc., last week renewed the licenses for list transcription library through the Music Publishers Protective Association. New agreement runs to June 30, 1938, and involves a minimum nayment of \$25,000 in royalties. Not covered by the renewal are a large-number of selections which are gradually being pruned from the AMP library. These in a large measure consist of pop tunes which have run their course of popularity. Associated Music Publishers, Inc

Music Notes

Edgar Leslie and his wife left last eek for a round-the-world cruise.

Harry Wurtzel purchased 'Lonely River,' tune by S. H. Samuels and Robert Joseph.

Harold Adamson and Jimmy Mc-Hugh authored a new ditty, You're in Love,' at Universal.

Gus Kahn, Bronislau Kaper and Walter Jurmann cleffed trio of dit-ties for Metro's The Ugly Duckling titled 'Never Was There Such a Per-fect Day,' 'From Every Lonely Heart' and 'Early Morning Sequence.'

Hoagy Carmichael aired two of his new ditties, 'I Love You Like an Old Felt Hat' and 'This Is How a Dream Should End.'

George McMurray new press agent for the Horace Heidt orches-tra. He was formerly on the CBS publicity staff.

ASCAP's Coast Meet

Coast members of American Society of Composers, Authors and Publishers huddle with E. C. Mills at Victor Hugo cafe tomorrow (Wed.) night.

Mills is coming down from Seattle where he fought anti-Ascap legislation.

Half-Price to Peek

Hershey, Pa., July 6.
Bob Crosby orchestra set in at Hershey Ballroom here for the July 4th holiday killing with management using double barrelled price policy. Special stands for spectators put in service with tariff fixed at half a check a head.
Double to denote

Charley Agnew's option at ill Green's Terraced Gardens, Pitts-burgh, lifted for additional month. MCA handled.



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'

MOVIETONE MUSIC CORPORATION 1250 SIXTH AVENUE NEW YORK

"POLYNESIAN ROMANCE" "JUST ABOUT RIGHT"
By LYSLE TOMERILIN and ANDY IONA
LONG, Writers of "SOUTH SEA ISLAND
MAGIC"
VANGUARD SONGS
II Hollywood,
JULIO ALONSO, Prof. Mgr.

Sensationed Social Hit From RKO "New Luces of 1937 PECKIN'

The New Summer Sensation IS THIS GONNA BE MY LUCKY SUMMER

Will Hudson's Latest YOU'RE MY DESIRE

Season's Lordiest Ballon MOON AND SEA

TODAY I AM A MAN

MILLS MUSIC, Inc. 1619 Broadway • New York, N. Y.



Witmork Presents OLD MAN MOON

MEM ADER

From "CHEROKEE STRIP"

MY LITTLE **BUCKAROO**

LITTLE HEAVEN OF THE SEVEN SEAS By Scholl and Jerome Writers of "Buckaroo"

WITMARK & SONS 1250 Sixth Ave., RCA Bidg., N. Y. SOLLY COHN, Prof. Mgr.

SEPTEMBER IN THE RAIN WARREN and DUBI

REMICK MUSIC CORP.

1250 Sixth Ave., RCA Bidg., N. Y.
CHABLIE WARNEN Prof. Mgs.

A great musical score from MGM's production featuring

"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

ROBBINS MUSIC CORPORATI

799 7th Ave., New York

GORDON and REVEL Click Again!

IRVING BERLIN, Inc. 799 SEVENTH AVE., NEW YORK HARRY LINK, Gen. Prof. Manager

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 Corporati

799 7th Ave., New York

BURLESQUE'S REPRIEVE

Burlesque, in New York, it would appear, is to be given one more chance It is to change its name, its style of entertainment and avoid the filth and vulgarity which eventually drove recent burlesque from the field. The further it keeps from the old formula the better its chances of surviving under the watchful eyes of an inimical city government and outraged

Those interested in the upbuilding of the show busi ill watch the developments with serious attention if not optimism. They will hope for the best, but fear the worst; a not altogether encouraging attitude, but one for which the outsider cannot well be blamed. The theatres about to be reopened are still under lease to those whose flagrant flaunting of nudity and obscenity resulted in their closi It is perhaps not unnatural to speculate as to whether or not they have learned their lesson sufficiently well.

Recently burlesque has been in the hands of those who found it easie work along the lines of least resistance than to attempt seriously the production of low-cost, low-priced entertainment. It was simpler to plac increased stress upon nudity than to endeavor to raise standards of enter tainment to a higher level. When one stripper failed to excite a prope commotion at the box office, it was easier to add more strippers than t improve comedy and productional values.

In its heyday, burlesque approached rather closely the musical comedy standards. It is very possible that this was a mistake. When burlesque departed from its free and easy ways and too closely aped the Broadway standards, it lost the appeal to its original clientele without gaining sufficient new supporters to make the departure profitable. Burlesque once possessed a quality of its own. It was rowdy, racy entertainment of a quality to appeal to the type of patron who found himself ill at ease at the more politie Broadway shows. It spoke the language of the unlettered, It did not awe them with its pretentions. It was on the level of its responsive patrons. And those patrons were not the morons and degenerates who came later to the support of the exotic form.

If the new experiment is to be a success, the style of entertainment ill be framed to appeal to those of slow mental perceptions. The comedy ill be obvious rather than subtle. It will be more slapstick than satiric, it will be something the elemental mind can grasp and appreciate without overtaxing a limited intelligence. Which does not mean that it has to be irty. Broad humor is not necessarily suggestive nor indecent. It needs only to be simple. Unless the former burlesque tycoons can keep their new shows reasonably clean, they might more profitably rent their lobbies for juice joints and keep the auditoriums closed.

Trying to see just how closely the new style show can approach the urlesque standards will not be profitable. Burlesque went too far. It would only invite comparison to follow that model. The new form must edifferent, distinctive, amusing—and clean.

Shuttered Philly Negro Vaudeville House, Burley Attacked As Obscene

PITT. SHOWBOAT FOLDS

SUDDENLY; NO PAY-OFF

Pittsburgh, July 6.
First nitery casualty of the year
around here arrived last week when
Show Boat folded without warning
Thursday night (1) leaving band and
a flock of performers holding the
bag. Boat was taken over by Furey
Ross in September and managed to
survive two early spring floods,
which damaged the spot considerably both times.
Show Boat at one time was Pitts-

ably both times.

Show Boat at one time was Pittsburgh's leading nitery. Used to have a gambling casino on second floor and has never fully recovered from a police raid on spot about six years ago. It's been operated since that time by seven or eight different managements.

Inducted Into Office

NVA Friday (2) inducted into of-

icers for the now strictly so-

as secretary,

fice practically an entirely new slate

Henry Chester as secretary, and John M. iddy as treasurer.

Loui Handi former actor now an attorney, was elected president, with Erni Van getting the post of v.p. Elections are for one year.

Board of directors, totalling seven, elected includes Jim Harkins, Charles H. Preston, Joe McInerney, Rosa Crouch, Joe Verdi, Wilbur Held and Mrs. George Primrose.

Unlike the past, none of the club's

NVA's New Officers

cial club.

Henry Chester

Pittsburgh, July 6.

Philadelphia, July 6.
Negro waude shows at NixonGrand theatre here and burlesque
figured promitently in charges fired
Thursday (1) by Mayor's Crime
Commish that District Attorney
in't doing all he could to protect
morals of good people of Philly.
Report made several months ago
by commish, which consists of five
clergymen, has just been made public. D. A. replied that it was 'vile,'
'untrue' and 'full, of slimy innuendos.'
Regardi rand, which is now

shuttered for summer, me communication and the bistrict Attorney was given a report on the Nixon-Grand theatre, the investigation in this instance having been personally made by one of the members of the Commission (Rev. Daniel A. Poling, pastor of Grace Baptist Temple, which is practically across the street from the house).

which is practice..., from the house).

"The programs during the week The programs during the week of the Commissioner's survey were particularly lewd, suggestive and obscene. There was a dancing contortionist advertised as 'Tanya,' who seemed determined to tear her body apart as she entertained lewdly. The whole program was inexpressibly

ious.

The place was crowded with men, women and children of both colors and all ages. Children as immafure as seven and 10 were present. The report passingly referred to liure of police to take action sgainst burley houses and niteries. No mention here yet of a burley purge, as all houses were already dark to duck the heat when New York shebang broke.

Chicago, July 6.

Balaban & Katz has set Eddie
Duchin for one week at the Chicago here, through Music Corp. of
America, following appearance at
Minneapolis week of Aug. 6. Salary
reported \$17,000 for the two-week
period

PHILA. NITERIES STILL DIVING

iladelphi July Niteries, which hit punkaroo about two months ago, are still traveling downhill trail here. Ops look for nothing promising till mid-

took for nothing promising till mid-September, either.
Three of the top spots are now shuttered. Latest to go is 1214 Club. 221 extinguished couple weeks ago, as did Frankie Palumbo's. First time in 54 years that the Palumbo spot closed.
Only four his mid-

spot closed.
Only four big midtown spots are operating now their swinging doors aren't swinging much. They are Benny the Bum's, Arcadi, Adelphia and Walton Roof.

Adelphia and Walton Roof.
Two ace clubs clicking neatly now
are Anchorage and Evergreen Casino. Both have terraced dining
space and dance floors. Anchorage,
on river drive, and Evergreen, on
Roosevelt Boulevard, are picking up
much of better auto trade coi

Sandrini, Charles Readying the Show For N. Y. Int'l Casino

Charles, producers, are now in New York readying the show to inagurate the new International Casino atop the Criterion theatre, N. Y. This cabaret-theatre, a la the French Casino, feature 'international' show and Sandri Charles, et al. are currently casting the American components on this side. The foreign talent will come over later.

to open end of Spot is August, Joe (Hollywood restaurant) August. Joe (Hollywood restaurant). Moss, Louis J. Brecker (Roseland ballroom), George Olsen, the bandman, and Dave Loew are among, the financial investors. Olsen is currently at the Cocoanut Grove, Los Angeles. His wife, Ethel Shutta, sails Saturday (10) for a Honolulu vacation before returning to engage actively in the new nitery venture.

AUSSIE ACTS SHOVE OFF

Hollywood, July 6. Four acts are sailing from Vancouver for Melbourne Wednesday

Group, all booked by Sam Kramer. Coast rep for Tivoli it, includes Three Flames, Henning and Betty, Earl Pope and Lang, and Christye and Gould.

DUCHIN GETTING \$17,000 New Faces Feature the Opening FOR 2 MIDWEST WEEKS Of What May Be Big A.C. Season

Osterman Now Also Nitery Producing

Jack Osterman, who on a come-back is now i is seventh week at Mario's Mirador, N. Y., more or less ing producer for

the spot and will put on a new show to open next Tuesday (13),

comi has organized guest Wednesday

has organized guest Wednesday nights and a week ago, rangements with the Hotel Astor Roof, Rudy Vallee and his entire troupe held the Mirador floor from 230 until 4 a.m. as a compliment to Osterman. Starting the Wednesday nights first with Patsy Kelly, followed by Beatrice Lillie, Fannie Brice and Jack Pearl, tonight (Wed.) it will be Willie and Eugene Howard. Others arranged for include Belle Baker and Dave Rubinoff.

George Black Jr. Now In U.S. to Learn Show Biz Through J. C. Stein

.. son of the London theatre operator, has joined the New York office of Music Corp. of America. Figures on ing busiband and itery ness from the American ther returning to England to help handle his father's interests.

Arrangements were set by the elder Black and Jules C. Stein, MCA prez, during the latter's recent stay in London.

SUBURBAN DETROIT **NITERIES ON CARPET**

Operators of several exclusive nite spots in Detroit area, included among 40 niteries in Macomb and Wayne counties, were called on the carpet last week by state liquor control commish on of alleged commiss on of alleged liquor violations. Quiz is result of intensive drive launched coupla weeks ago on gambling and rum violations in the Macomb area, which surrounds Detroit.

surrounds Detroit.

Among the better spots werned at conference in Lansing were Blossom Heath, Lido, Vennic Club, the Chalet, Lake Shore Golf Club and Mikes Bar, serving a swank Grosse Pointe clientele. All were called on the carpet for alleged Sunday liquor sales.

sales.

Club Lido and the To-Jo Farms
nitery were raided two weeks ago
and gambling devices smashed by
Macomb officers.

MACOUND OTHERS.

After the hearing, punishment was meted out by the liquor board as follows: License suspended, Club Lido and Lake Shore Country club spot. Fines, Blossom Heath. \$300, and the Chalet, \$50.

Atlantic City, July For the first time since prohibition days, shore night life swinging into high. Only the mayoral ban against nudity and the legislative bar against femi ine employment after midnight have thus far been the disturbing factors, but operators are hoping for the best and going along as if neither barrier existed. Nearly all the 40 or more night clubs in and about the city have been redecorated, several renamed, and most of them showing a brand new crop of entertainers in the modern style to succeed such names as Evelyn Nesbit, Paul Whiteman, Jimmy Durante, Joe Frisco, Ann Penington and Little Jackle Heller. Babette's new Atlantic

my Durante, Joe Frisco, Ann Pennington and Little Jackie Heller.

Babette's new Atlantic room, there is Rudy Vallee's Stanley Meahan, who is featured as the main male vocalist ith the Three Sophisticated Ladies handling the comedy assignment. Meehan is an Atlanti City boy and former electrici on the Municipal Auditorium's public address system. Oshins and Lessey, comedians, and Mark Plant, a baritone, are tops at Phil Barr's 500 Club. Mack Pepper, dancer, features the brezzy show at the Chez Paree, which is the Frenchifed moniker the old Beaux Arts. La Costa and Lolita, a clever adagio team, are doing a turn in the small but talented show at Renāult's Tavern. where Etzi Covato's orchestra is installed for a second season. Aberdeen Ali and Ravida, dance team, are at the colored Club Harlem.

The Brooks Twins are camping at the Old Club Marlem.

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The Brooks Twins are camping at the Old Club Marlem.

The Brooks Twins are tarted to the Torch Club, along with a pair of nut' comedi Jackie Miles and Lenny Kent.

Sheila Barrett is just now the bi

Sheila Barrett is just now the bi gest name in town, the impersonator holding forth at the Bath and Turf Club, where Nan Blackstone is also doing some of her risque piano-logues.

Cittle, where Na Blackstone is also doing some of her risque planologues.

Hotels Laying Off
None of the Boardwalk hotels have opened up very strong, due to labor strife. Several of the more important hostelries have been embarrassed in the past month by sudden walkouts of waiters and kitchen help. The Ritz Merry-Go-Round, one of the more popular cocktai spols, is unsuitable for any other than vocal talent and there are no names slated. Roger Kay's music, standard vaudeville and radio acts will be featured at the Ambassador Grill as the season progresses. The Shebburne Grill promises no more than the incidental music of a pianist and the hotel orchestra. The Traymore's new spot, Patio del Sol, features the tango music of Andre Taloff, with Bill Madden's orchestra in the grill and dance teams over the weekends, The St. Charles plans a night clubarrying the title of Burl-Esquire, with talent doubling from the Globe burlesque show nearby. The Banker's Tavern boasts a Skyway show headed by Arthur Budd, while Joe

burlesque show nearby. The Bank-ers' Tavern boasts a Skyway show headed by Arthur Budd, while Joe Ray leads the 'French Folli' at the French Casi

French Casi
Among the names who have been booked for the summer are Ted Lewis, Bill Robinson, Jack Pearl, James Hall, the Three Stooges, Belle Baker and Harry Richman. The old system of high tariffs seems to have gone with the wind. Popular prices prevail most of the establishments.

Hill's 2 Elephants-5 Ponies Act Cops Chi Dept. Store Showmanship Race

Pro Nights to Fox, B'klyn

Mal Hallett in Theatres

Mal Hallett orchestra does two week engagement at the Paramount, NY, popening July 21, following with the Earle, Philadelphia, Aug. 6.

Dates then follow at Iroquois Garden, Louisville, Ky, Aug. 13; Michigan, theatre, Detroit, Aug. 5. Steel Pier, Atlantic City, Aug. 31, and the Metropolitan theatre, Boston, Sept. 6.

Hal LeRby will augment Mal Hallett orchestra does two week engagement at the Paramount, NY, steeling the city of the store and the city of the store and the paramount of the policy of the store and the paramount of the policy of the store and the paramount of the policy of the paramount of the paramount of the policy of the paramount of the

"SHAPE UP AS ONE OF THE TRULY NOVEL BALLROOM TEAMS ON BOTH SIDES OF THE ATLANTIC"

> Abel Green in 'Variety' Issue June 30, 1937

"Considerably smoother and more polished than their premiere nervousness, Mary to the late and Naldi shape up as one of the truly novel ballroom teams on both sides of the National Seemingly aware of the swelteness of the other terpsichorean (about to split, and Naldi shape up as one of the swelteness of the other terpsichorean (about to split, and Naldi shape aware of the swelteness of the other terpsichorean (about to split, and Naldi shown and Renita, Dario and with shown and Renita, Dario and with shown and Renita, Veloz and Yolanda, et al.—Miss Raye and Naldi do their terps with shown and Renita, and developed routines. The encortant of the sweltz and t rhumba, are unterent right down the line.

They're the surprise hit of the Rainbow Room and responsible for considerable repeat freely the surprise hit of the Rainbow Room and responsible for considerable repeat aronage. Naldi's strength as an understander, yet preserving the grace and case of the repeat freely repeat the grace and line of the Rainbow Room and Wiss Rave is a highly worthy viseavis. The Continental altroomelogy. Is amazing, and Miss Rave is a highly worthy viseavis. notes and pictures in the course of their vicinies ing rhumbs, are different right down the line.

Mary aldi

Booked for an extended engagement of 40 weeks

At the

RAINBOW ROOM RADIO CITY, NEW YORK

NOW IN 5TH WEEK

Management JACK DAVIES International Theatrical Corp.



Rainhow Room Gets Interpretive Dancer A.W.O.L. From Reich

Lotte Goslar, Nazi refugee, considered Europe's greatest dancing mime, opens July 14 at the Rainbow Room, N. Y. It's a departure for a nitery to book an interpretive terper of Miss Goslar's calibre, but John Roy, managing director, is personally sponsoring her as a unique novelty.

miss Goslar toured with Erika Mann's 'Pepper Mill' revue abroad and then played for Voskovez & Werich, the Prague impresarios, be-fore coming to America.

fore coming to America.

During her engagement, Marie
Raye and Naldi, adagio ballroomists,
drop out, but are booked back for
a series of repeats. Raye-Naldi hold
one of 'the longest term deals at
the swank Rockefeller nitery ever
accorded a dance team.

RUFE DAVIS HELD WEST. PITT SHIFTS 'MT. MUSIC'

Pittsburgh, July 6.

Unable to finish his assignment in Par's 'This Way Please' in time, Rufe Davis, the hillbilly comic, has asked for and received a release from his contract to play Stanley here in connection with his first picture, 'Mountain Music.' As result of this the WB-Loew, nool has shifted 'Music' into Penn, where it will play week beginning Friday (9) without benefit of stage show.

Davis was to have been on the

Davis was to have been on the Stanley bill week of July 16 with Herman Bing, so Stanley has booked in Joe Venuti's band to share honors with spluttering comic.

So far WB deluxer is without a flesh attraction July 23, but with another Major Bowes unit a more than likely entry for this spot, with Three likely entry for this spot, with Three Stooges due in following week to round up list of bookings so far. Harry Kalmine, zone manager for WB here, going to New York for a week to try and round up some dates for August.

CIO Loses Out in Philly Nitery Battle with AFL

Philadelphia, July 6.
American Federation of Labor-CIO struggle to represent employes of Arcadia-International Restaurant here, which for a while had operator Art Padula faced with pickets which ever way he moved, has been ironed out by forcing CIO from the picture. Jam was straightened by the A. F. of L. sending each amplies.

of L. sending each employe a letter telling him he was ineligible to work telling him he was ineligible to work if his dues weren't paid up. Those who joined CIO weren't going to pay twice, so they were dropped from A. F. of L. and Padula was given privilege of firing them. He hired A. F. of L. men in their place. When CIO'ers began to picket, they were shoeed by Mayor Wilson.

Diamonds for Dallas

Diamond Bros. (3) have been set for six weeks at the Pan-American Casino..nitery adjunct of the Greater Texas-Pan American Exposition in Dallas. Open Aug. 21. Deal set by Larry Puck of the Lou Irwin office in N. Y.

Kalcheim's Coast Trek

Nat Kalcheim, of the William Morrls agency in New York, is en route
to the Coast. Left N. Y. Thursday
(1) by train, with a stop-off first in
Detroit.

It's strictly a vacation trip.

AGENTS

hday, Everyday, Convales Greeting Cards In Boxed Assortments Very Liberal Commissions Write for newlands Very Liberal Commissions
Write for narticulars
DOROTHEA ANTEL

226 West 72nd St. New York, N. Y.

RUDY VALLEE

SIDNEY FISHER

75/77. Shaftesbu PICCADILLY, LONDON, ENG.

200 CHARLIE McCARTHY KIBITZERS FORM ASS'N

Cincinnati, July 6.
The Puppeteers of America was
organized here last week during a
four-day convention at the Hotel
Gibson. Body claims 200 professional and amateur puppeteers as members.

members.
Paul McPharlin, Birmingham, Mich, was elected honorary president. Rufus Rose, Waterford, Conn., was named chairman of the governing council. Other members of the council are: George New, Decatur, Ill.; Helen Reisdorf, Detroit, secretary; William Duncan, Cleveland, weasurer; Romaine Proctor, Springfield, Ill.; Blanche Hutto, Ft. Wayne, Ind.; Don Vestal, Chicago, and Martin Stevens, New York.

Ft. Wayne, Ind.; Don vestal, cnicago, and Martin Stevens, New York.

Stevens and his wife, Olga, arranged for the roundup of puppeteers, 150 of whom were present from all parts of the U.S. Organization's 1938 convention will be

from all parts of the U. S. Organization's 1938 convention will be held in Chicago.

The Stevens are to present their Joan of Arc' puppet show at the International Exposition in Paris, the week of Oct. 14-19.

Of the hundreds of hand-made puppets which members displayed at the convention, one that attracted considerable attention was 'Oscar,' a ventriloquist's figure produced by George McElroy, 24, who helps his dad in a print shop in Harrison, O., a suburb of Cincy.

'Oscar' moves not only his lower jaw, as do other dummies, but also his upper lip, rolls his ping-pong ball eyes up and down and east and west, arches his eyebrows, sticks

west, arches his eyebrows, sticks out his tongue, has a lighted nose, wriggles his nose and ears, and has a fright wig.

Saranac Lake

By Hanny Renway

By Happy Benway
As usual, the Downie Bros. Circus
was here; Col. Charles Sparks again
opened house for every one connected with show biz.
Willard C. Patterson left the
Rogers hospital for a change of
'downtown' ozone. He is now private cottage'ing.
Alice Carman, singer, who has
seen 10 years of this thing, holding
un nicely.

vate cottage ing.
Alice Carman, singer, who has seen 10 years of this thing, holding up nicely.
James Seeley, Loew theatre treasurer from Miami, Florida, here as a new ozoner.
The John Louden's are New Yorking and messing around New Jersey for a fortnight of vacashing.
Tommy Abbott, who spent two weeks at the Daisy Farm, Pine Bush, N. Y., will 47th St. and Broadway it for a day, then return to the Rogers hospital.
Revised and official list of names and addresses of 'show-folks' in the Actors' Colony.
Will Rogers Memorial hospital:
Sylvia Abbott, Thomas Abbott, Marie Bainchi, Marya Blake, Theodore G. Bodwell, Robert Wm. Burke, Marion Carlon, Camille Carpentier, Fifi Climas, Ethel Clouds, John Dediovani, Alfred DeLoraine, Eddi (Cardomone) Dowd, John Edwards, Herbert Elder, Melvim Fox, Murray Friedman, Mildred Gardner, Harry Gordon, Jennie Grande, Marion Greene, William Oliver Janney, Dorothy Kruse, Beatrice Lee, Dan, H. Lee, Edith Lemlich, John Louden, Peggy McCarthy, Edward McGushion, Lucile McKay, Mollie Mantel, William Milne, Richard J. Moore, Armond Monte, Margaret Newell, Cora O'Connell, Joseph Parker, Salvadore Ragone, Ford Raymond, Milton Reich, William J. Robettson, Martha Gill Rogow, Edward Ross, Micheal Schultz, Garry Sitgreaves, Ben Schaffer, Joseph Tio, Brian Tracy, Mark Vance, Eddie Vogt, Irving Wilbur, Henry G. Wunsch, Jules Zwilling, James Seeley.
Claude Lawson, 68 Lake Flower venue; John Dempscy, 19 Broadway;

Wunsch, Jules Zwilling, James Goley.
Claude Lawson, 68 Lake Flower avenue; John Dempscy, 19 Broadway; Chris Hagedorn, 28 Church street; Katherine Keenan, 49 Franklin avenue; Russ Kelly, 19 Broadway; Alice Carman, 66 Lake Flower avenue; Jimmy Cannon, Northwoods San; Arthur Alverez, c/o W. N. B. Z.; Ray Ketchem, 10 So. Hope street; Jimmy Marshall, Rainbow Lodge; Harry and Charlie Barrett, 302 Broadway; Manny Lowy, Ala-Vista Lodge; Helen O'Reilly, 40 Main street.
Write to those you know at Saranac.

YOUNGMAN TO DETROIT

Henry Youngman goes into the Fox, Detroit, week of July 16. William Morris office set the

15 YEARS AGO (From VARIETY and Clinner)

Columbia Amusement Co., burley wheel, celebrated its 20th anniversary. VARIETY got out a special issue.

Famous Players bought the Black New England chain.

Will Hays telling the General Federation of Women's Clubs, at Chautauqua, what they could do to-ward making pictures better. His first big contact.

Lights, a theatrical club, toured amateur circus. Rained out four performances in six and the tour a bust.

Morrison's theatre, Rockaway, went tab. First time in 25 years it had not used big vaudeville. The late William Morris persuaded Patsy Morrison to try the high priced stuff, and it was a winner. Lately the Keith office had booken. and it was a winner. I Keith office had booked.

Chorus girls in the Cantor show staged a riot on the stage of the Winter Garden the closing night. Had expected to work all summer nd plenty sore at the shutdown,

Rainy weather was making it tough for the beaches and parks, but it was helping hold Broadway houses open. End of June showed 21 shows still running.

For Fannie Brice's fourth consecutive week at the Palace, they made it a family affair by adding her brother, Lew, to the bill. York and King and Adelaide and Hughes also featured. Van and Schenck had to do nine songs before they could get away.

Glut of foreign acts, most German, anticipated the coming se son. Bars only recently down f the Huns. American acts no like.

Little theatres on the downbeat, chiefly through lack of care in play selection. They came back.

'Shuffle Along,' Negro musical, heading for Boston after 62 weeks in N. Y. Record for a colored troupe.

Equity starting to enforce the rule calling for the posting of two weeks salaries.

Radio was talking of a new scheme to get profit from broadcasts. To send out programs on scrambled waves. Only those possessing 'unmixer boxes' able to obtain results. Revenues would come from royalties on these boxes. Sponsors found to be a more simple solution.

A. C. STEEL PIER HITS **NEW ATTENDANCE MARK**

Attendance at the Steel Pier, Atlantic City, July 4 (Monday) broke the spot's all-time record for a single day's business. Claimed that more than 100,000 persons paid 75c admission to the Pier. Approximately 20,000 feet of extra floor space were opened for the day and 10 additional box offices handled the influx. Old attendance record, set last Labor Day, was 78,000.

Day, was 78,000.

Show offered for the single admission July 4 included Belle Baker, Kay Kyser orch, Red Norvo band with Mildred Bailey, Ina Ray Hutton orch, minstrels, a circus and three feature pix, including 'Slave Ship' (20th).

Indpls.' 30 Mins. Time-Out Because of Juice Trouble

Because of Juice Trouble
Indianapolis, July 6.
Failure of supply of electricity
for 30 minutes in downtown theatres
Sunday evening (4) at 7.45 o'clock
in a thunderstorm during the peak
time of the theatre rush caused
plenty of loss to first run spots
which were generally loaded at the
time. Refund slips and return
checks were issued while candles
and flashlights were put to work to
keep audiences calm.

At the vaudfilm Lyric Cab Callo-

keep audiences calm.

At the vaudfilm Lyric, Cab Calloway and his orchestra were hurriedly called from their dressing rooms and put on the stage for a 'jam session.' Two candles were lighted on each side of the stage and Calloway brought down the house when he announced that his band would play even if it was 'too dark for the audience to see the boys' in the orchestra.

Nitery Reviews

CRAND TERRACE

(CHICAGO)

(CHICAGO)

(CHICAGO)

Newly built Grand Terrace is named after the spot its operator, Ed Fox, made a big something in Chi nite life a few years ago. Located a little farther north, it is probably the most pretentious black and tan nitery in the country. Not alone is this because of its physical equipment, but because Fox Knows his black-and-tan clientels from one cate this knowledge into every detail of cafe set-up.

Cafe represents plant

cafe set-up.

Cafe represents plenty of money; big money. But wisely spent, for the nitery is choice for eyes in design and layout. Square room, done with modern effects and equipment, has an all-glass bar off to the side. This, crescent in shape, is backed by complately mirrored walls and ceiling. In the room the raised bandstand has a latticed glass background, but the control of the control

ored lights predominating.
When producing show, Fox never
lets Addison Carey get away from
the idea that it's a colored show he's
doing, and must be colored style.
That's a wise idea for this territory.
Line of 16 sepias is in to give show
a big effect, and their work is good.
Opening number, 'At Your Service,'
is especially well costumed, and the
Actional Zulu interlude shows good

routining.

Billing is divided between Fletcher
Henderson's band and Ada Brown.
On opening night, the band was too loud and too brassy, a serlous fault, but one easily corrected, Miss Brown, however, deserved the top spot given her. One of the hottest singers in the business, she gets away to plenty

of stuff.

Another act at the peak of entertainment is Morris and Mayes, a
couple of swing dancers who'll go
down as exponents of their style.
Purtell and Johnson, exhibition
dance team, are fair, with so-so routining and execution, but better than
average costumes.

Singers with the band, Chuck Richards and Dorothy Derricks, also work in show, and are able to hold their own.

Opening nite saw cafe at capacity with big shots, and turning more away.

Loop.

WIVEL, N. Y.

WIVEL, N. Y.

Evelyn Nesbit is another on the Broadway trail. She is heading an entertaining little floor show here, giving it a substantial sock with well-selected songs and some gags. She sells both well and is putting plenty of ambition into her work, suggesting possibilities of a run here, plus stage or other dates as well. This is Miss Nesbit's first engagement in New York in seven years. She was for a long time in Atlantic City with her own club, while about 12 years ago she had her own restaurant in 52d street. Miss Nesbit stitling in so satisfactorily with Wivel requirements that Swend Jorgenson has extended the date for another necessary of the service of the serv

matter.

Miss Nesbit is doing a routine of from 15 to 18 minutes as the feature

Leon & Eddie's. Hotel Lexington, Pacing N.Y. Hula

Leon & Eddie's new Pago-Pago Room in their West 52d street madcappery, and the novel decor at the Hotel Lexington, transforming the former Silver Grill into an Hawaiian atmosphere the pacemakers in the Hotel Rosevelt and others are slated to follow, both spots are doing OK business because (1) the new atmosphere is seasonally refreshing and (2) it's a new thing all ever again to the present generation. At this rate, they'll be reviving those 1915-vintage songs such as They're Wearin' Em Higher in Hawaii and Yacka Hula Hilety Dula.' The beachcombers motif has been

waii' and 'Yacka Hula Hicky Dula.'
The beachcombers motif has been effectively carried out in both. Leon & Eddie's Pago-Pago room is actually more in the South Seas motif and Charles E. Rochester, manager of the Lexington, has adhered more to the Walkiki. Andy Jona's orchestra, with Ray Kinney featured vocally and Meymo Holt doing native Hawaiian terps, comprise the Lex's shows.

Hawaiian terps, comprise the Lexs shows.

The rainstorn lighting effects in both spots are effective and a great flash for the customers. Per usual, Eddie Davis works hard and to good purpose at Leon & Eddie's. Strong support comes from Nelson's Boxing Cats, last seen at the Hotel New Yorker; Gloria Cook, James Keogan, Norman and McKay, Mile. Denis, and Haines, Tate and Simpson, latter a hard-working Harlem 'stravis' trio. Lou Martin is the dance combo and all right, succeeding Willie Farmer, shitted over to the Promenade Cafe in Rockefeller Center.

From the standpoint of the Lex-

snitted over to the Promenae Care in Rockefeller Center.

From the standpoint of the Lexington, which formerly played seminame bands, it's quite a saving; and besides, the spot's doing more besiness than ever before. Iona's 12 Islanders don't cost what a Rockwell-londers don't cost while the vogue lasts, it's a b. o. hypo and a sawing at the same time. Iona and Kinney are both prominent on the Decarecords. Jac Lissman did the Lexing the control of the Tago-Pago room at Leon & Eddie's also rates billing because his is an even more intricate creation.

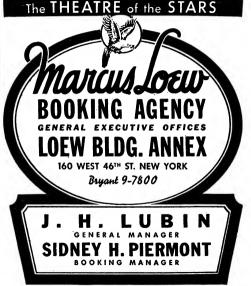
Both spots naturally feature trop-

Both spots naturally feature tropical drinks and South Sens dishes to fit the atmosphere.

Abel.

of the program. She opens with 'Them There Eves,' a cute floor number, follows with 'You Let Me Down,' and then 'Queens of History,' an exclusive. The last-mentioned is a novelty special that's ideally suited to her manner of working. 'Mrs. Worthington's Daughter,' to Noel Worthington's Daughter,' to Noel to the Missey on the Minsky, written for Miss Nesbit by Abner Silver. It is particularly well sold. Her gags also click. Miss Nesbit makes a good

(Continued on page 62)



MUSIC HALL, N. Y.

Standard stage portion supple-ments 'New Faces of 1937' (RKO), the feature. Leon Leonidoff's absence abroad. ith the Rockettes'

absence abroad, ith the KOCKEUES,
ight stand in Paris, Florence
Rogge has again put on a good
show, although a little extra perkiness to 'Variations in Blue'
would have rounded out its variety. the title implies, a blues might

been highly apropos for the hot interlude. Instead, the four sec-tions are captioned Blue China, Blue

House, The Morning-After Blues and
Blue Danube, The third stanza
sounds like the idea desired but,
actually, it's another way of, saying
Ben Dova, doing his standard stooge-

Ben Dova, doing his standard stooge-comedy routine.

Blue China features Georgia Hayes tiptop toe terping, against a novel background whereby cups, saucers, urns, etc., come to terpsichorean life. It's beautifully conceived, lighted and presented, Brune Maine getting, the bends for the settings and costumes by Marco Montedoro, Willa Van and executed by H. Rogge; lighting by Eugene Braun. The ballet corp's scintillates in this portion.

H. Rogge; lighting by Eugene BraunThe ballet corps scintillates in this portion.

Blue Hour tees off with Rubinstein's 'Romance' and features Edwina Eustis and the Giee Club
(Van Lindhe, director), segueing into 'Valse Bluette', Marie Grimaldi, premier ballerina. Then Ben Dova, who, like all sight turns in the accgroove in the mammoth Hall, registers; strongly The Blue Danube waltz finale calls out the entire personnel—the choir, the ballet, plus John Dunbar, Marian Raber, Rosa Akersten and Earl Lippy as features. The Strauss waltz, ever surefluid to the strength of the strength of the Strauss waltz, ever sureMalter Massended in miniature 'Great
Walter 'Basended in miniature 'Great
Hall rostrum.

Productioned overture, 'Martha' (Von Flotow) with Viola Philo, Jan
Peerce, Edwina Eustis, Earl Lippy
and Hudson 'Carmody featured vocally, sitting in on the platform with
the symph.

Biz fair opening night. Abel,

PALACE, CLEVE.

Cleveland, July 6. Low grosses for the past month at RKO Palace, the town's only fo

Low grosses for the past month at RKO Palace, the town's only flesh stand, is causing some confirmed flicker wisearces to argue that Clevelanders are absolutely cold about any kind of vaude during the hot months. That only pictures will draw them away from outdoor events, but it's a fallacious argument. Analyzing the situation impartially, this has been a poor season for all the cold that th

would make money if more shekels were in circulation, so the only factors to be blamed are business continuous to be blamed are business continuous. The continuous c

Penner, however, are too okay to be pruned.

Angelo returns for a 'My Sombrero' song in high soprano that's more flattering to chorines than to

him. Annette Ames in baby outfit builds up some bright quips, hoofing and repartee with Wally Brown but should be spotted before Tannen. Latter steals hands from everybody. Mile. Dore's powder-puff dance is change from old fan-wavers and smartly staged.

Trickiest B- winch a nudie is carried with files in arms of green-eyer of the stage of t

TABOR, DENVER

TABOR, DENVER
Denver, July 2.

with a few weeks of the present alliber of stage shows crowds could be expected to dwindle at the Present of t

ground.

With Nancy Steele Is Missing'
(20th) on the screen and entertain-ment value of the layout is low.

Rose.

HIPP, BALTIMORE

Baltimore, July 3.

It's 'jibe' music on the Hipp stage this week with Benny Meroff up to his same old tricks, backed up by a capable ensemble musicians.

Florence Gast and Mile. Sonya are Florence Gast and Mile. Sonya are added for necessary change of pace. As far as the 'jibe' is concerned, it's still swing and swing of the clam-bake variety with the six brasses and two bull fiddles going to town in vociferous manner. The interludes ssigned to this portion of Meroff's stint go over well enough, but it's the versatility of the maestro and

assigned to this portion of Meroff's, sint go over well enough, but it's the versatility of the maestro and general clowning of his, bandsmen that brings home the bacon.

Swingy opening by band, followed by Meroff's contribution on the sax, cello, clarinet, bass sax and minial and the sax of the

STATE. N. Y.

Duke Ellington's, the unchallenged cream of all colored combos, holds the stage this week, at what is the top spot for what remains of vaudeville. Winding up the works after three time-tried variety acts have incely paved the path, the keyboard-knuckling knight and his crew of the control o

the going good.

Opening, Carlton Emmy and his percel of pooches. Fundamentally, the same vet turn. Emmy has added to his kennels and whips up several new stunts.

The first three acts all do their chores in 'one,' which makes it rather monotonous.

Reature 'Woman Chases Man' (UA).

Embassy Newsreel, N. Y.

Paramount's full footage on the fatal Memorial Day riot between steel strikers and Chicago police hed the Roosevelt-DuPont pushed the Roosevelt-DuPont wed-ding out of the No. 1 spot, where it had been originally placed on this program. Some 600 feet or more, seemingly unedited and cred-ited as such, of the Chicago fray were rushed into first program break more, seemingly unedited and credited as such, of the Chicago fray were rushed into first program break when received Friday (2) at this theatre. But after first day was moved into the opening of show.

Embassy management probably figured this Paramount special as a life-saver because, aside from several humorous moments, the newseral humorous moments of the Civil Liberties probe, it is a natural for a newsreel theatre draw even though it may be disappointing to those who had expected too much side Senator Thomas), as chairman of this Senate committee, speaks for the Par newsreel cameras, explaining that the film shots had been made one of the committee exhibits in order to get all info possible straight of the property of the prop

heard, police clubbing standing out heard, police clubbing standing out along with the tossing of rocks and missiles by pickets.

Feculiarly enough, the newsreels in recent weeks got more graphic coverage of strike troubles in other cities, notably at Monroe and other folicities, notably at Monroe and other folicities, notably at Monroe and other folicities, and the standard of the coverage of the coverage as martidea) aside from the opening-remarks by LaFollette. Much of it seemed to be silent stuff though a few sounds are heard in part of clip. Takes about six minutes on the screen to unreel.

Embassy also centers on two weddings, Roosevelt-DuPout: ceremony and the marked by Roorse. Motro the marked the former, showing cabinet officers, the President and his party and the DuPonts as well as the bride and groom, latter two after the actual services. Flashing of still camera bulbs mars much of newsreel forces. Endered Roogers and the DuPonts as well as the bride and groom, latter two after the actual services. Flashing of still camera bulbs mars much of newsreel forces of the control of the control

done by Peramount, is brief but does not suffer from bulb flashes.

Boy Scout Jamboree in Washington is given neat handling by Par, with many lively closeups, rating next in lineup, Fox Movietone caught a new army bomber flying over Mount Ranier but explured popular far with the first particular of gider with the first particular far and the first particular far and for the first particular for Shirley Temple and her new film by showing celebs, with Eddie Cantor as m.c., at premiere of picture in Hollywood. Movietone showed King George tree planting, the queen honoring English nurses, christening of Sir Malcolm Campbell motorboat, Al Smith in France, dynamtling for a sunken battleship, the new French premiere and services for Deutschland victure.

France, dynamiting for a sunken battleship, the new French premiere and services for Deutschland victims.

Other strike news is supplied by Universal, in smart coverage of new developments at Johnstown, ringing for strikers and employer. Unalso holds prominence with many freak items. It showed wild animal cargo aboard ship arriving in N. Y., copper bathing suits in Arizona, prison guards graduating, caterpillar plaque in Ontario, a champ woman log roll-text of the control of the co

TOWER, K. C.

TOWER, K. C.

Kansas City, July 3.

Merchandising department this week blew its buttons in peddling June St. Clair, whom it heralded with all the punch lines it to commodified by the c

CHICAGO, CHI

Chicago, July 3.

Many a \$4.40 show has lacked the intertainment and production which. Balaban & Katz has given the ace house bill this week. There are vaudeville acts; yet, the strict sense of the word, this isn't a vaude show. Everything is woven together like a revue.

Probably the thing which contributes the most for this effect is the read of the strict of th

Orpheum, Salt Lake

Orpheum, Salt Lake

Salt Lake City, July 3.

Too much July 4 atmosphere kept previous record crowds away from weekly combo offering at Orpheum, many of the sale o

drafters.

Johnny Lee and the Three Lees follow medley of Irving Berlin songs by band. Woodbury sings for the first time during his month of stage chores.

by band. Woodbury sings for the first time during his month of stage chores.

Johnny Lee and his stooges aren't newcomers to waude patrons here.

Johnny Lee and his stooges aren't newcomers to waude patrons here.

Single their last appearance, nearly two years ago. Johnny's style of buffoonery and his much-thwarted chances to be a piano virtuos offers perfect foils for the trio, which also dishes out several eccentric steps.

Acrobatic control specialties by a cute moppet, Barbara Morrison helps to move show along a brick pace.

Tender of the several eccentric steps.

Acrobatic control specialties by a cute moppet, Barbara Morrison helps to move show along a brick pace.

Tender of the several eccentric steps.

Acrobatic control specialties by a cute moppet, Barbara Morrison helps to move show along a brick patron with the patron of the several stage and the several stage stage stage and the several stage stage stage stage several stage.

Singing Marine' (WB) is the feat-

stunts.

'Singing Marine' (WB) is the fea-ture film, supported by Pathe news. ture film, supported by

ROXY, N. Y.

A not bad stage show has been set up for Fourth of July week. It's more like vaude than most, but with the management obvious

hen set up for Fourth of July week. It's more like vaude than most, but with the management obviously wanting to keep the nut down to summer satety, staging leaves much to be desired. Sets are extremely simple and low-cost. Feature is 'King Solomon's Mines' (GB), which was reviewed from London in last week's Variety, and should do all right here. Platform portion runs 55 minutes and is nit slow in spots, palpably her sin a Venetian canal scene, with a unbilled singer paddling a gondola on to center stage and the passenger alighting to do a dance. This is Dorothy Crooker, control dancer, whose work is impressive here as well as in the closing stanky from the control of the stage of the control of the stage of th

Boys have a unique type of ourreit of as a bit.

Going to very simple set in full, background is provided for the Gae Factor of the following set of the fuggler. However, we have a fine for the fuggler, the full set of the

a nittle wight the state of the

STANLEY, PITTS.

ittsburgh, July 3. If this be vaude, then the Stanley should hot-foot out for plenty more of it. Four acts in all and by far the slickest socko delivered since two-a-day's obit was first written. Slap-bang entertainment from beginning to end through a layout that lasts an hour and seems like half that.

STANLEY, PITTS.

It this be vaude, then the Stanley abould not-foot out for plenty men and the customers; but more receptive ears among the standard customers and the standard customers and the standard customers. And the secondard customers are considered to the control of t

garbed in three different eye-filling ensembles and matches her looks with some A-1 tapping. Boys dispatch their unison soft-shoeing with an effective studied nonchalance and put it over smartly, although they mum, this is so easy attitute. In one, using the pit crew for accompaniment, Marjorie Gainsworth, blonde songstress, makes it plenty tough for Armetta to follow her. She's a newcomer with plenty on the ball, including a corking pair of pipes slightly on the operatic side, good material and loads of salesmanthy. Ties up the show with her side, with an 'Italian Street Song' that makes it just as difficult for her to get away."

that makes it just as difficult for field get away.

Picture is 'Slim' (WB) and combosems to have what it takes. First show virtually filled the downstals and, the balcon, was about half. Far and, the balcon, was about half. Far hewsreel and Popeye carton, there items on the bill.

Cohen.

MET, BOSTON

Boston, July

With a good film complement the holiday crowd would doubtless take this little show in its stride and call it a good day; but as a bolstere. For Sing and Be Happy (20th) it bogs down around the edges.

For production, the presentation.

For production, the presentation of the treet.

For production, the presentation of the treet.

Miss Schumann offers a thoroughly efficient musical routine with help-ful backing by four male pianists, the set in weeks here. Spotted in the tree, Miss Schumann offers a thoroughly efficient musical routine with help-ful backing by four male pianists (Mario, Mantini, Harry Smith, Paul Luke and Samuel Goldberg) arranged in tiers. A neatly executed transpared the corround the set of the set of the transpared the corround the set of the se

EARLE. PHILLY

Philadelphia, July 2. Philadelphia, July 2, Earle's vaude show this week brings N.T.G. back to the house for fourth time in year, but most of his show is new, this being a break-in prior to Hollywood cafe opening in N. Pic is Married Before Breakfast, above-warrage comedy that's several degrees too subtle for this theoretical clients.

several degrees too subtle for this theatr's clientele.

Granlund introduces his show with a brief spiel before the curtain which, when upped, reveals Earle house orch on stage with a seminate of the control of the c

Unit Reviews

HELLO, AMERICA (CAPITOL, ATLANTA)

Atlanta,
Unit, produced by Al Weston of
Chicago, fails to measure up to
calibre of shows Capitol patrons are accustomed to, One act with flash would pull it out of the mediocre class. As thi stand, management and a exercise and a exercise and a

would pull it out of the mediocre class. As thi stand, management has to provi overture and a local girl singing act to bolster it. Traveler parts to reveal band car down front, with 12 tooters, five with show, offering 'Wake Up and Live,' assisted by Bob Hess, organist, with offstage vocalizing over p.a. system, by the Johnson Sisters. Unit's line girls, five in number including Ruth Cook, a 'Miss Chimilitary tap routi. To 'Bugle Call Rag.' At this point, personable Ethel LaChance, takes over baton from Enrico Leide, house maestro, and assumes emcee duties. Billy Walsh, eccentric comedy dancer, bounces on for a brief bit of hokum will be an experience of the control of th

close of act and ride around on a small bicycle. They're on 12 minutes.

Ethel LaChance sings Tormented' and Billy Walsh comes back and does his comedy dancing, which includes imitations. He sings a parody to the Toreador Song and then offers a series of international comedy dances, waltzes and clogs. Gets a discussion of the toreador song and then offers a series of international comedy dances, waltzes and clogs. Gets a discussion of the series of the sings a parody dances, waltzes and clogs. Gets a discussion of the series of staying on too long. The mistake of staying on too long. The mistake of staying on too long, the mistake of staying on too long, the mistake of staying on the local radio experience, are inserted in this spot. Girls, lookers, have nice volces that blend well. They use mike and sing 'Swinging on the Suwanee Shore,' Sweet Leilani Swing.

Line, billed as Five Liberty Girls, comes back at this point to do a handkerchief drill number to 'Ac Table Under a Tree.' Girls dance well together.

Hilbilly act by Chester and Dulcey Gunnells, is in the closing spot. Cap's customers never tire of mountain folk times and these two give the service of the service of the service of the mountain folk times and these two gives the service of the service of the service of the mountain and palse. Moonlight and Roses' on the musical saw and fingers a creditable accompaniment for him on the miniature organ while he dances and rattles the bones some more.

dances and rattles the bones some more.
Finale, which, it must be conceded its different, is in form of barn dance. While band bats out Turkey in the Straw whole company, in rustic attire, comes out and goes through Virginia reel and square dance figures, with Gunnells pair holding center of stage. Unit is clocked in 53 minutes.

Lucchese

51

in jail scene skit with Jewett, Paige and Mills, sets the scene for the finale. Whole company comes on and joins in chase as traveler closes.

There are 17 in the company, five of them bandsmen. Unit has been south only three weeks and is jumping out of Atlanta to Canton, Luch.

New Acts

GIL LAMB Comedy, Dancing, Harmonica 11 Mins.; One

11 Mins.; One Hippodrome, Baltimore Gil Lamb, formerly of Bellett and Lamb, and more recently i The Show Is On, is essaying a single aided by Tommy Sanford, unbilled, in an okay interlude of harmonica stuff.

aided by Tommy Sanford, unbilled, in an okay interlude of harmonica stuff.

Opening vocal of When You're Smiling, done deadpan and serving to introduce a comedy thumas ample use of toothpick physique and back-bending propensities for some okay comedy and legitimate hoofing to very strong start.

Introduces Sanford, who follows with Noka, swinging from there into Tiger Rag, played on various sized harmonicas produced to suit key and intonation required. On sized harmonicas produced to suit key and intonation required. On the sized harmonicas produced to suit key and intonation required. On a street of the suit o

ANDY and LOUISE CARR

ANDY and LOUISE CARR
Dancing
Arcadia Rest., Phila.

Brother and sister hoofers have, plenty on the ball. Been dancing together since they were so high and town appear to know each other's every move. Concentrate on taps, but mix in plenty of comedy.

Major appeal of the pair lies in spontaneity and animation. Despite the time they've been working, the concentration of the control of the contro

Birth of Ambition

Buffalo, July 6.

ver since George Givot played a couple of dates at Chez Ami night-ery, all the waiters have been un-leashing Greek dialect, with not-too-secret ambitions to become comics

secret ambitions to become comics themselves.

Last week hasher Charley Cohen got a break when announcer Jack Gelzer invited him up to the WGR mike to introduce a dance tune.

Ruby Carmen Succumbs To Injuries from Fire

Ruby Carmen, dancer, ied Sun-day (4) in County Hospital, Chi-cago, of burns incurred when she fell asleep while smoking. Had been appearing at the Bon Air Country Club, Chicago.

Iturbis, Brother and Sis, Pop Out One at Lewisohn

Jose Iturbi and is sister, Amparo, will be soloists tonight (Wednesday) at the Lewisohn Stadium Concert, N. Y., playing the Mozart Concerto in E flat for two-pianos and three Spanish dances by Infante.

Plauist-conductor continues podium appearances beginning Sunday (II) at Robin Hood Dell, Philly,

JOINS BENNY GOODMAN

Mary Alcott, indigo warbler, or Crosley's WLW and WSAI for the past year, has left for the We Coast.

Variety Bills

NEXT WEEK (July 12) THIS WEEK (July 5)

Numerals in connection with bills below indicate show, whether full or split week

RKO

CHICAGO
Palnee (9)
Conatella Bros & C
Nonchalants
Judy Starr
Henry Youngman
Alyce Chapelle
Earl Fox

Paul Haakon
Alyce Chapelle
Earl Fox
State Lake (9)
Follies D'Amour
CLEVELAND
Palace (0)
Major Boses Co
Count Bernivici Co
KANSAS CITY, MO
Barbarina & Poms Earl Fox (2)
Dountella Bros & (Nonchalants
Judy Starr
Henry Youngman Tower (9)
Barbarina & Poms
3 Slate Bros

Loew

NEW XORK CITY
State. (8)
Arthur LaFleur Co
Condos Bross
Gus Yan
Arrild Johnson Ore
FITTSBUSH
Stanley (8)
Duke Ellington Ore A Gerston Dogs

HENRY SHEREK **HOWARD BROOKS**

IN LONDON

Paramount

NEW YORK CITY
Paramount (9)
Emery Doutsch Bd
Martha Raye
Jack Williams
Metropolitan (9)
Bill Dyltahy Bd
Bavin Lawier

NICHIGAN
Ted Mack Ore

Warner

PHILADELPHIA

Earle (9)

Henry Armetta
Radio Station KYW
Jackle Green
(2) N T G. Rev
PITTSBURGH
Stanley (9)
Duke Ellington Ore
(2)
The Lathrops
Henry Armetta

Calif Collegians M'rj'rie Galneworth WASHINGTON 4 Kraddocks
(2)
Patsy Dell
Eddie White
Olympic Ice Follier

London

Week of July 5

Canterhury Mexano Bd Dominion
on Rico Bd
Tromatero Rest,
Max Miller
Brookins & Van
Fred Brezin
Gresham Sin
Matte Eye
Maurice

Maurice
CAMDEN TOWN
Gaumont
Wilfred Greene 8
CLAPTON
Rink
Garvey & Mac
Gaston & Helen
Claude Willams
EAST HAM
Greene S
G

EDMONTON
Fingles

obby Howell Bd
Drucy & Ramond
FINDBURY PARK
Asioria
Joe Loss Bd

HAMMERSMITH
Palace
J Markeleyne Co
LEWISHAM
Palace
Chevalier Broe
Renara
LEYTONSTONE
Blatto
Beem's Rahes Beam's Babes SHEPH'RDS BUSH Pavillon

Pavilion
Act Superb
STREATHAM
FAIce
3 Williards
Robert 3
TOOTING
Granada
Steffari's Songster.
TOTTENHAM
Palace

Palace
Garvey & Mac
Gaston & Helen
Claude Williams
TOTTENHAM
COURT BOAD
Paramount Paramount
Anton Bd
WALTHAMSTOW
Granada
Bobby Howeli Bd
Drury & Ramond

Provincial

Week of July 5

LIVERPOOL,
Faramount
Turner Layton
MANCHESTE
Paramount
Levis' Discoveries
PLYMOUTH PLYMOUTH
Palace
Bertini & Bd
Karlna , Vario & H
Con Kenna , Puri
Beryi Berestord
Jones & Thomas
Bex & Bex
Stella & Pinr
Ara & Zetta
SALISBURY
Palace

Palace Dora David

ttor.

Dilly Swanson Ore
Hate See House
Nat Brandwyene O
Maxim Tappin
Dick Stone
dohnsy Une
Murray Carun
A J Calinan

6 Spirite of Rhythm Maxine & Janice Paradise Jay Freeman Ore Ann Pennington Lucille Johnson Andrews Sis

Piace Elegante
Biii Farrell
Marlo Basini
Toto Canglosi
Rex Gavitte
Larry Mado Oro

Rainbaw Grill
Emery Deutsch Ord
Helen Myers
Evalyn Tyner
C & L Bonner
Glover & La Mae

Ralibbow Room
Al Donahue Orc
Eddle LeBaron Orc
Agrona & Barna
Agrona & Barna
Holon Mydd.
Holon Mydd.
Holon Mydd.
Holon Mydd.
Mickey Alpert Orc
Nano Rodrigo Orc
Lois Kay
Welre Bros

otel Lexings
Andy Iona Orc
Ray Kinney
Mey mo Holt J Messner Orc Jeanne, D'Arcy
Hotel Montcinle
(Casino-in-the-Air).
Coral Islandera,
Hal Hope Ore
Harb Well
Electronic 3
Fellx Papile
Hotel Murray Hill
(Fountain Room)

Callente
Beth Raborn
Heien Shaw
Ruth Wayne
Carol Sis
3 Rhythm Boys
Callente Cabelleron Joe Cappl Orc Nancy Garner Gus Arnheim Orc Evelyn Chandier Baptie & Lamb

Peppino & Camille
etel Piaza
Will McCune Oro
Pencho Oro
Panl Draper
Neila Goodelle
Hotel Rooweelt
Freddle Starr Oro
Hotel Savoy-Plaza
Emile Pettl Oro
Russell Swan
Hotel St. George
(Brooklyn)
Eli Dantzle Ore

Eli Dantzig Ore Charley Paul

Hotel St. Morlts (Sky Gardens)

Hal Richarde Ore

Hotel St. Regis (Viennese Roof)

Jacques Fray Ord A Rasch Dancers Pierce & Harris

Hotel Taft Geo, Hall Oro Dolly Dawn

Motel Walderf-Astoria (Starlight Roof) Guy Lombardo Orc Ralph Rutgers Orc Roberta Jonay Raphael

Raphael Wellington
Ed Maychoff Ore
Jimmy Kelly's
Lionel Rand Ore
doe Capello Ore
Montmartre Boys
Carter & Schaub
Jimmie Costello
3 Raymonds
Danny Higgine

Larne Eddie Davis Oro Hirado Orc

Mori's
Lou Ferris Orc
The Onks
Al Lambs Orc
Tommy Lymen
Gene Archer

Hotel Gov. Cli Phil D'Arcy Stuart Jules Kay Marshall

Calente Cabellero
Claremont Ina
Jolly Coburn Oro
Club Gaucho
Vaccaro's Orch
Jose Diaz.
Trini Plaza
Lita Moya
Holen Virgil
Dimitri Matel Park Centra (Coccanut Grove) (Cocoanat Grove)
Jerry Blaine Orc
Ross & Edwards
Darrell & Young
Barney Grant
Claire Scott
Flying Whirlos
Dorothy Jeffers
St Clair & Elliot
Ferry the Frog
Tania & Kirsoff

Cabaret Bills

NEW YORK CITY

Barney Gallant's
June Elkins
Luan Craig
3 Musical Rogues
Meri & Meriam
3 Dandics

Bertolotti's
Jimmy Whalen Orc
Tommy Harris Orc
Yula Flournoy,
Nysa Aina,
Joyce Faye
Greta Lewis

Bill's Gay 90's
Eddle Leonard
Joe Howard
Spike Harrison
Ethel Gilbert
Gus Wicke
Einitt Casey
Jim Bishop

Dimitri
Club Mirador
(Roof Garden)
Buddy Wagner Or
Marion Martin
Jack Osterman
Ja Biondes
Eddie Lang
Winifred & Lorr'n
Jacqueline Joyce
Renee - Vilion
Joan Vickere etel Pierre (Roof Garden) Basil Fomeen Oro Anne Heath Peppino & Camilie

Club Yune Don Hilberto Ore Antonio & Carite Sarita Herrara Rosita Ortega

Rosita Ortega
Jack Dempsey's
E Carpenter Ore
El Clice
Don Alberto Ore
Carlos Montoya
3 Fampero
D'Avolos & A
Antonita Morales
Jose & Patricia
Las Guarecitas
Rolando

El Morocce Ernie Heist Ore French Casine French Casine
V Travers Ore
C Cromwell Ore
Adalet.
Feral Benga
Betty Brite.
Betty Bruce
Florence Chumbec

pertal Benga Betty Bruce Florence Chumbscos Hilda Elfonts Hilda Elfonts Hilda Elfonts Florence States Lemerci 7 Maravillas Rioenrada Florence Spences Florence Spences Tullat & Myl Ceta Appe Leta Appe Leta Appe Leta Appe Leta Hilda Elfonts Hilda Elfonts Science Halph Watkins Ore Gien Island Cusline Nye Majhew Oro

Glen Island Cust Nya Mayhew Oro Helen Reynolds Doug Newman Harry Willifor Hickory House Joe Marsala Oro Jim Moorehead Hickory Lodge

Hirado Orc
Le Cog Renge
Horacio Zita Or
George Sterney
Le Mirage
Harry Horton Orc
Cuquita
Marie Almonte
Washe Almonte
Or MacNaughton
Brown's 3 Shades Patricia Gu Charmion Agnes & T Nip Jr Ruth Gaylor Glen Pope Hotel Ambassador Ramon Ramos Orc William Alder Paul Taubunga V. MacNaughton
J. MacNaughton
J. Simdes
Leon & KddliCrago-Pago Mon
J. On Martin Or
Patricia Gilmore
Vician Ray
Gilmore
Vician Ray
Gilmore
Vician Ray
Gilmore
Addisons
Cata
Halmes
Tate & S
Tete & Kongo
Co
Mon Paria
Gone, Foodiel Ore
Laurence - White
Murlon Pierce
Versattle 3
Mundyneur ofel Antor

offi Aster
inriden)
Ted Lewis Ore
Radio Aces
Churlie Whittler
Ruth Days
ldtu Jede
H Hatters
Lydda Sue
Stuart Morgan
Diaz Don & Dulores

Halet Ellimore (Monnfight Terrace)

) LOS ANGELES

Brus Facther, Charles Deverty Wilshys, Barry Owen Ore Illinoire Bowl Iromy Grier Ore The Pearl 2 Madde & Lay Minde Harry Owen Ore The Pearl 2 Madde & Lay Jimmy Hadress Dick Webster 10y Hodges 3 Randall Sis Randall Sis Cofe La March 1997 (1998)

Cafe La Maze Stan Clair Orc Park Ave Boys Ann Codee Gene Marve

Clever Club Bob Grant Ore Cocoanut Greve Geo Olsen's Orc Edgar Bergen Charlle McCarthy Edith Caldwell

Tania & Kirsoff

Metel Pennsylvania
Tommy Dorsey Ore
Edythe Wright
Jack Leonard
Allen Storr
3 Esquires
Hotel Plecadilly
Jeno Bartal Ore Hawalian Pari Sol rights Orc Satini Tuat Loa Sol Hoopi Wanda Diana Toy

Little Club Lucien
Jane Jones
Paul Kendall
Helen Warner
Ross Valyda

Marti
Charlie Kaley
Charlie Bourne
Omar'e Dome
George Redman Ore
Gagnon & Brough'n

Ball-Ball Billy White Ore Dancing Dietrick Wardell & Dade Sally Joyce

inckhawk
Joe Sanders
Ruth & B. Amb
Jane Kay
June Giory

June Giory

Ches Parce

Lou Holtz

Helen Morgan
Georgie Tapps
Readinger 2
Rosemary Deering
Lillian Carmen
Honry Busse Orc

Club Chesterfield Patt Morgan Ord Devon Sis Hariett Norris Sid Schaps Alice Logan

Club Mayflowe Lou Sales Orc 3 Variety Boys Mildred Rock 4 McNally Sis Buddy & Selma 4 Rhythm Girls

Coconut Grove
Mark Fisher Ord
Irene Bordoni
Stooges
Jerry & Turk
Helene Carroll
Louise Miller

Bob Tinsley Janis Andre Maxine DeShon Dorothy Wahl Willie Shore

Willie Shore
Congress Hotel
(Cashno)
Jesse Crawford
Helen Crawford
Chas Carlile
Bernhardt & G
Diax, Don, D & D
Tommy, Trent
Varzos & McDowell

Colleen Georgia Lucky Lew King Mignon Ingrid Jules Novit Marion Miller Jack Elkins Harry's N. Cabaret

Chas Engles or Melba 8 Parislans 8 B. B. B. Rider Sis Dorothy Johnston 111. Strond 2 Jean Sargent Gould Sis Pats Ogden

Irena Beasley
Nick Long Jr
Kay Picture
Kay Picture
Kay Picture
Muster Shaver Ca
Ben Yost Collegians
Sands Point Bath
Paul Rubel Ore
Entilly Stevenson
Wilson Lans'
Stork Club
Sonny Kendia Ore
Gus Martel Ore
Surfalore
(Affantic Beach)
Bert Fromello
Bert Fromello
Bert Fromello
Bert Promello

Tavern On Green (Central Park)

Believite-Strattore (Traines Room)
Meyer Davis Ore
Ben Franklin Rotel
Moe Juffe Ore
enny the Bum'e,
Deloyd McKay
Stafford & Lloyd
Frank Hall
Hall
Ling Hall
Lee, Perfins
Myrna Foland
Gloria Mausier
Clift Hall
Evergreen Casloo Hughle Barrett Or Vallealla Maurice Shaw ro Marita Lorraine Barrett Roud Hai

Versailles H Rosenthal Orc Joe Rodriguez Orc Marjorle Gainsw'th Gomez & Winona

Cathlyn Miller Twid Von Lucas Naomi Warner George Blarkte Mimosa Rhythm Rogues

iclinf Hall
Evergreen Casino
Henry May Orc
Heilans & D'nidern
Heilans & D'nidern
Heilans & D'nidern
Kathleen May
Stanley Broe
Fat. Sinclaid
Herry May
Fathleen May
Stanley Broe
Harold Knight Ore
Frank Gaby
John Uppman
Miciam Verne
Harold Knight Ore
Frank Gaby
John Uppman
Alice Dawn
Micham Verne
Harold Knight Ore
Frank Gaby
John McCabe
Aznes Tolid

Lambe Tawers
Lambe T Rhythm Rogues
Pacific Sunset, Club
Al Heath Orc
Peggy Page
Martha Gammeter
Junet Jordon
Geo Ball's Rev
F Gilleite's G-Giris
Buddy La Rue

Casa Lorna Oro Kenny Sargent Pee-wee Hunt G Reynolds & B The Knight Sis Glen (fray Hudson Metzger Gir

Paris Inn
Pete Contrelli Ore
Dominic Columbo
Ren Henryson
Ren Henryson
Ren Henryson
Ren Henryson
Ren Henryson
Ren Henryson
Rudy-& LaTosea
Thora Malthaisen
Marguerita del Rie
Juan de Martinis

Seven Sens Lonnie McIntire Lily Gibson

Lity Gibson

Somerset House

Kay Hoftman
Bill Zerker
Pat Holden
Betty Borden

Topsy's.

Al Eldredge Oro
The Dee Sistere
Bunnle Lind
Deroth Roy
Lols Gleece
Leon Rice
Irane Recy Jack Pettis

CHICAGO

Marion Morgan
Hotel Bisman
(Walnut Roo
Eddle Varzos C Lucio Garcia
Walker 3
The Quanos
Dean Murphy

otel Breveore Dorothy Duval Earl Smith Commodore Due Joe Parlato

Drake Hotel (Gold Coast Ro Jack Denny Oro
Jess Willard
Gayle & Lloyd
Kay St Germals
Bob Hall
Harriett
Gale Page

Hotel Egdewater Beach

(Board Walk)
Bernie Fummins Or Gloria Sutter H Smith Ballet

H Smith Ballet
atel Lasalle
lue Fountain
Ruom)
King's Jesters Ore
Majforle Whitney
Gene Jerome
Geo Howard
fra Bastow
John Ravencroft Hotel Palmer Ho

(Empire Room Eddy Duchin Orc Holland & Hart Bruce Holden Ellen Bigh Mari Lorm 4 Aristocrats Abbott Dancer

Hotel Sherm (College In At Trace Ore Gertrade Hoffman Myrus Actene: Owens Juck-Wilcher Russell Crowell Coleman Clark

Holet Stevens (Continental Room) ('artos Melica Loyanne & Renard Janis Williams

Janis William 606 Billy Carr Nora Ford Boots' Burns Etin Reed Ford & Barn Yachr Clob

Yacht Clan Nino Rinaido Ore Jack Weltiron Ann Lester Shirley Rust Rotte Rourk Robloson 2 885 Club Salle Sure

PHILADELPHIA Lorraine Rhoda Panthy Crawford Phillippe Girls Anchorage
James Craig
Travis & Gray
Paddy La Verne
Saily La Mary
Johnny Gray
Mary
Johnny Gray
Millon And Hary
Millon And Hary
Millon And Gro
Mayfair Girls (8)
Texas Tommy
Kathryn Rand
Andy & J. Cars
Irina Bundel
Bellevue-Stratford
(Planet Room)
Mayer Davis Ore

dilver Lake Ima(Clementon).
Joe Milikopt Ore
Beth Chailis
Mahone & Rucker
George La Tour
26th Century Taver
Lou Longo Ore
Marcelle Marchand
Duvai Sis
Frankle Hyres
4 Esquires
Lucille Howard
Stump & Stumpy
Ethelina Fraye
Die Traye
Leon Hill
Pewes Gilletts
Jenoy McCoy
Farrish Cafe
Bobby Lee Ore
Leon Hill
Pewes Gilletts
Jenoy McCoy
Drittin's Rathelselle
V Norman Ore
Florence Marchel
V Norman Ore
Florence MacD'nal Silver Lake Inn (Clementon)

V Norman Orc Florence MacD'nald Pattl Norton Freddie Lane Cleo Valenteen Frank Ponti

Frank Pontl
Stamp's Cafe
Jack Hutchinson
Bella Belmont
Rvelyn Barnes
Paul Neff
Winston & Diana
Pastines
Fio Hulse
Johnny Walsh
Venice
Marty Barton Oro

yonny Waish
Venice
Marty Barton Oro
Fay Ray
Katis & Ranassee
Viking Cafe
Porn Fay Ore
Wilder Cafe
Porn Fay Ore
Midred Beason
Midred Beason
Midred Beason
Harry Sweeney
Waifon Roof
Peter Kara Ore
Edity & Froberts
Arry Sweeney
Marry Stevens
Marry Stevens
Marry Stevens
Marry Stevens
Waifon Collay
Waifon Collay
Waifon Collay
Waifon Collay
Walfon Collay
Walfon Collay
Walfon Collay
Walfon Collay
Walfon Collay

Weber's Hof Braz (Camden)

(Camden)
Louis Chalkin Ore
Diane & DelCamp
2 Bardelangs
Ted & E Walker
Instrumental 2
Hingo Klee
Sid Golden
Joe Ramona
Inse Hart
Gregory Quinn Co
Eldoradians

Eldoradians
Sunset Inn
Dan Duncan Ore
Betty Vallone
Al Cornag
Bert Reed
Bob Gerard
Peggy Sium ck Gardens Nitery Placements

Xavier Cugat' orch. Veloz and Yolanda, Gracie Barri Rodney McClennan set for the foreweek racing season beginning July 25, at Arrowhead Inn, Saratoga, N. Y. You Toonahue, Marcella Sharkey, for four weeks beginning July 9, at the Village Barn, N. Y., Russell Swann into Savoy Plaza, N. Y., for two weeks starting July 6, Texas Tommy and his pony ticketed by MCA into the Rainbown Rom July 12, for eight weeks starting July 12, for eight weeks starting July 12, for eight weeks starting July 13, for eight weeks starting July 14, for eight weeks starting July 14, for a find for the Rainbown of the Grosvenor House, London, open at the Arcadia Restaurant, Philly, Sept. 1. Jeanne Goodner, acrobatic tapster, Continental Room, Stevens Hotel, Chicago, July 8, for a fortnight. Shirley Brown now doing the wocals for Bill Farmer band at the National Casino Del

Promenade Cafe, Rocketeller Center, N. Y.
Harry Williford, singer, joined the show at Glen Island Casino, Pelham, N. Y.
Joe Rodrigues orch replaces the Hawaiian Serenaders at the Versailles, N. Y.
Russell Swan succeeded Grace and Ray McDonald in the Cafe Lounge of the Savoy-Plaza hotel, N. Y.
Tommy Dorsey band with Edythe Wright, Jack Leonard, Allen Storrand the Three Esquires will take over from Bunny Berigan on the Pennsylvani Hotel Roof Garden, N. Y.
William Adler and Paul Taubrae.

N. Y.
William Adler and Paul Taubman,
concert pianists, at the Hotel Ambassador, N. Y.
Irene Beasley, singer, and the
lirene Beasley, singer, and the
Weire Bros., comedy trio, replaced
Cross and Dunn Tuesday (6) at Ben
Marden's Riviera, Fort Lee, N. J.

New Shows at WSAI

incinnati, July 6.

Nixson Denton, sports editor of the Times-Star, who has been doubling of late with a humorous chatter stanza on WSAI, is now sponsored on that station by Twenty Grand cigarettes. Hits the air Mondays through Fridays for 15 minutes at 6:30 p.m. McCann-Erickson, N. Y. C. Same sponsor recently terminated a thrice-weekly 10-minute period, styled 'Women of Today,' for the O'Brien Paint & Varnish Co., placed through Beal & Waldie agency, Chicago. Program uses interviews with local club women on their hobbies. Run is for 13 weeks.

Inside Stuff—Radio

(Continued from page 39)

ice while they prepared the next newscast. Reporters and editors had not met the new boss who walked in and started telling them that on their newscasts they usually had practically the same news as their com-petitor—on the air ahead of them two or three times a day. Boss poi petitor—on the air ahead of them two or three times a day. Boss poi out other shortcomings of the broadcasts, but still the force did not tumble. They just thought it was a radio news fan. It was getting along toward time for a newscast to go on, so the editor says to the boss: 'We're pretty busy just now, so if you could come back some other time we'll be glad to talk to you.' And the boss left.

Boss thought it was a huge joke—getting the bum's rush newsroom. And from then on thre news hounds have deci

Speech made by Senator Wagner (Dem., N. Y.) over WEVD, New York's labor-union station, June 25 was transcribed by Morris Novi

program director at WEVD, for resale to other stations. Novi wired almost every station i country, offering a copy of the waxed when almost every station i country, offering a copy of the waxed spiel at \$1.50 each. ince Wagner upheld CIO side of the currently raging industrial wars in the midwest, four Michigan stations immediately snapped up the disc, including WBK. Detroit. Other stations which aired the et. over the weekend are WCOP, Boston; WELI, New Haven; WPEN-WRAX, Philly, and WBNY, Buffalo. All these broadcasters regularly carry uni organizing programs on commercial basis.

an agency time buyer about joini

of \$7.000 a year. The agency man shook his head.
\$7.500. Again the agency man shook his head. The rep appeared non-plussed: Well, he said, why let a matter of \$500 stand between friends? Now, you name your own figure.

The agency man said he had none to quote and that he preferred to do the subject. When the rep persisted in knowing why the agency specialist rejoined, 'If you must know, I'm not interested in workin your organization at any price.' specialist rejoined, 'If you must your organization at any price,'

istem of controlled has been instituted on the Coast by J. Savington Crampton, producer of enny Goodman 'Swing School' for Camel. Only in two or three spots will the au ience be allowed to give stem of controlled camel. Only in two or three spots will the au ience be allowed to give physical vent to their enthusiasm, the idea being to utilize as much of the network time as possible without audience intrusion. Crampton recanted on his original thought of moving out of the Hollywood Music ox into KNX to entirely eliminate audience. He also had to put a stop to dancing in the aisles to Goodman's swi ich nearly disrupted the first airshot.

NBC execs in Chicago are excited over possi ility of General Mills switchover of its full hour morning show from Columbi NBC has its stations as to clearance of time. Flour company however, switch—just a future possibility.

B'WAY'S \$14,000,000 IN '36-7

Arbitration to Determine Who Should

The Jimmy Savo incident that punctuated the prelude to the presentation of White Horse Inn,' at the Center, N. Y., last season is yet to be closed. There is to be an arbitration of the final week's 'salary'
paid the pantomimic comic. The item is \$687.50, which has or will be paid Savo, but the arbitrators will whether the coin be charged

Inc., which pro-, or the cast of

Savo received nearly \$18,000 between October and May last, in lieu of his contract, without any appearances in 'Inn.' Salary was to have started at \$1,000 weekly and increased, but he settled for 55% which was paid him weekly, starting with \$530.

which was paid him weekly, starting with \$550.

Inn' was to have closed one week before it folded, but the cast took it over under a pro rata basis. Equity assented because the players were united to the attempt to keep the show playing. There was a provisi however, that the chorus be guaranteed regular salaries. On Monday ight of the closing week the players signed an agreement to the effect that Savo's salary be deducted before there was a split-up of the proceeds. That money has been on deposit with Equity ever but the corporation released any claim upon it last week. Question arose, however, if Charivers was responsible for the Savo payment or the players which resulted in the arrangement to arbitrate, since his contract is with the corporation. In light of the signed agreement by the players their claim appears faulty but should they win, the coin would be payable to them from the corporation.

Savo was engaged by Erik Charell, who staged Inn' and had a piece of

from the corporation.

Savo was engaged by Erik Charell, who staged 'Inn' and had a piece of the show. Warners had people present at a Westport try-out in which the comic appeared last sumer and were dissatisfied with his performance. Stated that the time that one of the picture people told Charell that if Savo were retained it would 'not be with our money.' Settlement was made and William Caxton engaged for the part. Gaxton dictated the terms of the contract which provided that he insert any material he wished. Included were other provisions said to have made it the most unusual actor's contract ever known.

Had the management accepted one

contract ever known.

Had the management accepted one profier to settle the Savo contract it would not have cost Charivers anything. That deal called for payment of the stipulated salary in full, contingent, however, on what money Savo earned during the run of the show. He played six weeks in Chicago during that period at a reputed salary of \$2,500 weekly, also having a successful London engagement. Savo is now said to be under contract for pictures. Claim that by replacing him in 'Inn' tended to injure his reputation as an actor appears not to have been substantiated in light of the other engagements.

Marjorie Rambeau Returns To Stage in 'Whispered'

San Francisco, July 6. Marjorie Rambeau will make a comeback on the stage after being in retirement for three years when she appears in the world premiere of:
The Story to Be Whispered, at the
Geary theatre, Aug. 9 or 16. Play
deals with the Comstock days and is
by William S. Hurlbut. Now being
rehearsed in Los 'Angeles, play is in
three acts and six scenes.

After tryout here show will so

After try-out here, show will go back to Los Angeles and then possibly on to New York. Edwin McGregor is producing "The Story to Be Whispered," which at one time had been announced for roadway by A. H. Woods.

Horse Habituates

Horse called Godspeed was a seven to one winner last week, and it was claimed most of the cast of Room. Service, Cort, N. Y., had a deucer on that nag, Play mentioned in 'Service' is 'Godspeed,' ich provided the hunch.

hunch.
Several players in the cast
were in "Three Men On a Horse"
and have been race-minded
ever since—some before that.

ROCKEFELLERS LAVISH ON **'VIRGINIA'**

'Virginia,' the operetta which will bring the Rockefellers into legit production, due into the York, Aug. 24, will be the most costly show of the 1937-38 season, it is indicated. It will not, however, compare in outlay of that which went into 'The Eternal Road' at the Manhattan, nor 'White Horse Inn' which was the Radio City stage show

Budget for and may run another \$25,000. 'Road' cost over \$500,000 but more than

structural changes withi tre and was used up the previous year. 'Inn' stood its backers \$263,000

tre and was used up the previous year. 'Inn' stood its backers \$263,000 and while a considerable sum was earned, inclusive of the house end, it failed to operate out of the red. Virtually nothing was made out of the operating of 'Road,' though its many angels are hopeful that if sent on tour some of their coi, or that which they will be called on to repay on the notes they signed, some of the investment will be recaptured. The Rockefeller show should have a much better chance to play profitably than its predecessors at the Center. First show was 'The Great waltz,' which was the most successful and more than balanced the books on the road, although last season's tour was involved with too much railroading. 'Virginia' will go into rehearsal July 19. Recently Owen Davis was called in to aid on the book. Willard Keefe has been added to the staff as press agent. Shuffle of the Shubert plans now spots 'Between the Devil' as the first musical from that office for next season. It starts rehearsals Aug. 23.

EDMUND LOWE HOT ON DOING B'WAY PLAY

Lowe's plans were still

for the Coast last Saturday (3), but roadway legit show east in the fall. Understood John Golden wants him for the lead in 'Susan and God' and has several other offers. ic comhas several other offers. It commitments may prevent his playing the lead i 'Susan' opposite Gertrude Lawrence. lay is being rewritten and is expected to be brought to

and is expected to be brought to Broadway this fail. Tried out on the road last spring.

Only thing definite in Lowe's plans when he gets to the Coast is an appearance on Bing Crosby's radio program. Date is either July 15 or July 22. Also is considering a part in Mae West's next film, but won't decide that until he reads the script.

N. Y. LEGIT HAD

\$14,000,000 Gross Take by Broadway Past Year Includes Several Holdover Hits-'Show Is On,' \$771,-000; 'Tovarich,' \$653,500. Top Hit Grossers-'White Horse Inn' with \$1,003,-200 Take Technical Flop Because of Huge Overhead - Maxwell Anderson and George S. Kaufman Top the Money Playwrights

NO 'LUCKY' THEATRES

roadway legit grossed nearly \$14,000,000 during the 1936-37 season. Figure includes the take on the hold-over productions from previous seasons as well as the new shows during the theatre year. Actual amount, based on VANIETY'S box office estimates, was \$13,886,300.

Hit shows of the 1936-37 reason clicked off an estimated take of \$4,757,900. There were 13 productions in that classification. For simplification, 'Room Service,' a smash at the end of the season, is not included. In the two weeks it ran before the season closed, show rang up an estimated gross of \$25,000.

Total gross for the moderate successes was \$1,333,200. Holdover clicks from previous seasons, ight in number, drew \$3,571,200.

Total gross for the moderate successes was \$1,333,200. Holdover clicks from previous seasons, ight in number, drew \$3,571,200.

Total gross for the moderate successes was \$1,335,200. Holdover clicks from previous seasons. West was 'The Show Is On, which piled up a total take of \$771,000. Next was 'Tovarich,' with a \$63,500 gross. Other bi money makers: 'The Women,' with \$407,000; 'You Can't Take it With You, ith \$355,000 'Yes, My Darling Daughter,' with \$235,000; 'Stage Door,' with \$356,100; 'Tonight at 8:30,' with \$354,000; 'Wes, My Darling Daughter,' with \$425,300; 'Stage Door,' with \$356,100; 'Tonight at 8:30,' with \$354,500; 'The Katharine Cornell plays ('Candida and Wingless Victory'), with \$320,000; 'High Tor,' with \$287,000; 'Enderlied Follies' (new edition), with \$340,000. Brother Rati, '\$285,500. Having Wonderful Time, '\$175,500, and 'Babes in Arms, '\$1285,000. Moderate successes also piled up some impressive totals. 'Red, Hot and Blue' pulled in \$620,700; 'Frederika,' \$165,500; 'Masque of Kings, \$147,500; 'The Amazing Dr. Clitterhouse,' \$75,500; 'Excursion,' \$71,500; 'Reflected Glory', \$200,000, and 'Swing Your Lady', '\$81,500.

Of the technical failures, the most startling was 'White Horse Inn, which grossed at total of \$1,003,200, top take of any show during the season, and yet never climbed out of the red. Another spectacular failure was 'The Eternal Road, which grossed only '\$457,000 agains a nut of at least \$500,000 to open. The McClinite 'Hamlet,' with John Gielgud, Judith Anderson and Lillian Gish, drew an estimated take of \$267,800. 'Masque of Ki was any and gross

Miller

Of the producers the Shuberts slipped ahead of Gilbert Miller a bit on the estimated grosses. Figures were around \$1,500,000 the former, ith the latter running only about \$100,000 less. Considering-two of the Shubert hits were heavy-expense revues, Follies' and 'Show Is On,' however, while Miller's two major clicks were less expensive to operate, 'Victoria Regi and (Continued on page 55)

(Continued on page 55)

Reinstatement of FTP Dismissed Ones Pay Jimmy Savo's Final Inn' Salary 13 REAL SMASHES Depends on Mrs. Flanagan's Decision

Bragging

Caravan Theatre of the WPA Federal Theatre Project figures it's about to win the ultimate recognition

recognition.

'Brooks Atkinson and Burns
Mantle have been to see our
shows, one of the actors
boasted last week, 'and even
George Jean Nathan may come
when he returns to New York.'

WARNERS' LEGIT **ENTRY INTO LONDON**

Hollywood.

Jacob Wilk, head of Warners story department, will go to set up the Warner London headquarters in charge of corporation's eminto the legitimate theatre field there.

field there.

At least six plays will be produced by Warners in London during the season starting next September. Business manager and production executive will go to England soon after Wilk's departure. O'Bryen, Linnit & Dunfee, British producers, are lined up with Warners in the enterprise.

'Road' on Dixiana Off When Rammed **By Coast Guarder**

Performances of "Tobacco Road" suddenly stopped Monday (4) aboard the showboat ixi tied up at a dock in Michigan City, Ind.. Closing did not come as the result of conflict with local authoriti but the stage was ruined when the showboat was rammed by The Hawk, a coast

was rammed by The Hawk, a coast guard boat, formerly owned by the present Duke of Windsor. Vessel was so badly damaged that it could not be repaired within one month. Company was called back to New York but may play upstate dates. Sam Grisman, co-producer, started mandamus proceedings against a flock of Michigan City officials and planned keeping Road' at the resort indefinitely. After receiving a certificate of incorporation by the State manager proffered \$50 for ity license, but acceptance was refused and the mandamus actions followed.

Manager denied that, by getting a license from the Department of Commerce, he intended avoi ing paying local fees nor that he aimed to dodge the jurisdiction of the city and state.

WANT DOROTHY BRYANT TO STAY WITH EQUITY

Equity doesn't want Dorothy Bryant to withdraw as executive head of Chorus Equity. At last week's council session, called to especially consider the WPA ituation, time was found to iscuss Mrs. Bryant's resignation. It was resolved to offerher a two months' vacation with pay, during which time she is requested to reconsider her resignati
It is theafrast time in Equity's history that such a proposal was made to any of its officers. Mrs. Bryant named Aug. 7 as the date of her leaving the chorus secretaryship, which she held since the strike of 1919.

Successful reconsi

missals of bona fide professionals i the WPA theatre project in New York, now appears to be up to Halli York, now appears to be up to Halli Flanagan, the Federal relief's na-tional director. That resulted from-ia conference in Washington last Fri-day (2) between leaders of groups and unions with two assistant FTP administrators, who made the suggestion and who will be present during the meeting with Mrs. Flan-agan.

agan.

Armed with figures and percentages the comilities during a three-hour session at the capital presented much data to support the contention that the let-outs of professionals should be rescinded because of the number of persons who did not receive pink slips who did not reactive pink slips who did not reactive pink slips who did not reactive pink slips who did not entered the professionals are the professionals are the professionals and the professionals with the superpriation was specifically made to air pros.

Basic argument is that the appropriation was specifically made to ai pros.

Union heads made further appeal on behalf of their people on the let-out list, claiming that a check-up shows 29% of those in the legit division are of non-professional rating. Stated that of the supervisary people who compiled the list of let-outs in each unit, only 8% were of the theatre prior to the project and therefore, not qualified to decide so important an issue.

Claimed that in some localities as high as 40% on the FTP are non-professional. That may be the reason why the project will be discontinued or 'liquidated' in five states—Indiana, Nebraska, Texas, Iowa and Rhode Island.

The dismissals are dated to be effective on Thursday (15) of next week. Because of the holiday (Fourth of July) no contact was made with Mrs. Flanagan to arrange the conference. That session may not come off for another week or more but the union leaders (Equity, stage hands, musicians, etc.) will.

Percentages show that the stage hand let-out approximated 50% of those on WPA in New York. actly 30% of the vaudeville division received slips although less than that percentage was the count among Equityites. In the latter division there were 156 let-out, 35 of; whom were chorus people, principally acting as extras.

Stated by Mrs. Flanagan that it cost between \$12 and \$13 per percent

ing as extras.

Stated by Mrs. Flanagan that it cost between \$12 and \$13 per person

'Time' Biz Improves, **Postponing Salary Cuts**

Under a summer arrangement, salaries of part of the 'Having Wonderful Time' cast were supposed to be cut last week but business at the Lyceum materially improved and full pay was received. Arrangement for the slice is unusual, since it is retronctive, which provision, was volunteered by the management. Players are to be paid the entire amount deducted if subsequent grosses prove.

are to be paid the entire amount deducted if subsequent grosses prove.

Should 'Time' hold to its bettered nace the cut will not apply at all. Deal calls for salaries to go down only if the gross is less than \$8,000. Last week takings approached the \$10,000 mark. Understood that only eight players will be affected if the cut goes in. Lower salaried people who received small increases recently will not be included in the if and when slice.

Claim of Albert Cowles, ori inally stage manager, who walked out after a preview performance, was settled by Mark Connelly, show's producer, before he left for Holtywood. Manager confended the walk-out imperiled the show's chances and that the matter was to be arbitrated. Connelly, however, settled the matter by paying Cowles two weeks' salary.

Contract With Managers, If and When Broadway managers will again iddle ith the New York TheatriI Press Agents in reference to the intract sought by the pa.'s League New York Theatres. The shownris organization, however, is rerited to have been advised or orned by a leader of the IATSE not sign with the NYTPA because it ght violate the Wagner National bor Relations Board act. Week Play Festival gets under way here July Ibsen's A Doll House, staged and the Managerial end is said to have in told by the stagehands official it it would not deal with press it it it would not deal with pressent to be open to argument, with pas's contending that its organition includes all Broadway publy people. IATSES side seaters where the play includes Denviting Week-end. **Stagehands Union Opposes P. A.'s**

Broadway managers will again huddle ith the New York Theatrical Press Agents in reference to the contract sought by the pa.'s. League of New York Theatres. The showmen's organization, however, is reported to have been advised or warned by a leader of the IATSE not to sign with the NYTPA because it might violate the Wagner National Labor Relations Board act.

Managerial end is said to have been told by the stagehands official that it would not deal with press agent majority. That point, however, appears to be open to argument, with the p.a.'s contending that its organization includes all Broadway publicity people. IATSE's side is that the Theatrical Managers, Agents and Treasurers union is the majority faction. TMAT is supposed to merge with the IATSE, which aims to organize the front of the house. Inclusion of p.a.'s, into the union appears to be a problem, with some in the TMAT being of the opinion that the agents do not properly belong to the front of the house. Union apparently has not ironed out the status of company managers ither. Stated in 1-nor circles that a company manager should be excused from union regulations when on the job, he must treat with unionists when acting for the producer.

The NYTPA agreement was first believed to be acceptable to the managers, but the latter recently asked the p.a.' to make changes. Publicity people refused and the contract is unchanged. One thing the managers sought was to drop the minimum salary from \$150 to \$100. Pa.'s came back by saying the higher figure applies only for exclusive services.

Denver's Muny Audi Lost 25G Per Annum In 29 Yrs.' Operation

Denver, July

According to a report issued by
City Auditor William H. McNichols
the municipal auditorium has never
paid a proft in the 29 years of operation. Loss has totaled \$716693, averaging about \$25,000 a year.
The building cost \$891,000 to build.
McNichols compiled his figures to
show city could not hope to
realize enough reintals from a proposed stadium and convention hall
to retire the \$840,000 rental fund
certificates' which the city would
have to issue to ild the coliseum.
The highest annual loss of the
auditorium was in 1917 when the
deficit was \$60,600. In 1936 receipts
were \$11,055, with operating costs
\$27,887.

Power' at Alcazar, Frisco, on Aug. 12

San Francisco, July 6.

Peter Heiman, former European director and assistant to Max Reinhardt, has laken over the direction of Power the Living Newspaper play, which the FTP will present at the leazar theatre here starting August 12. This is the play that it was said would never he presented, when William E. Watts and a number of the cast were dropped from the WPA payroll several weeks ago. Heiman, who arrived here last week project by New York. Heiman immediately took hold of things and Power ill open as schedule. Watts was rehearsing the play when he was given his notice.

Donald Cook Playing Five Strawhat Roles

Five Strawhat Roles
Donald Coek, set for the east of
the Guild's 'Chost of Yankee Doodle,'
with Ethel Barrymore, in the fall,
has been engaged for a series of
strawhat stints over the summer.
Doing 'Let Us Be Gay,' at Rye
Beach, N. H., is week.' In 'The
High Road,' at Madison, Conn., week
of July 19: 'Pride and Prejudice,' at
Suffern, N. Y., week of August 2';
'Remote Control.' at Cohasset, Mass,
week of August 16, and 'Dearly Beloved,' (New) at Ogunquit, Me,
week of August 30,
Bob Kennedy, of Lyons & Lyons
ice, agented.

House, staged Harris and starring Ruth Gordon. Richard S. Aldrich, of New York, is the new director of the festival this summer, succeeding Robert Edmond Jones and Frank St. Leger. Supporting cast in the play includes Dennis King, Walter Slezak and Sam Jaffe. Donald Oenslager desi ing the sets and costumes.

The Teller House, the mining town's historic hostelry, will play an important part during the festival with its night club setup featuring Sheila Barrett, comedienne-mimic.

Pitt Strawhat Season **Begins in South Park**

Pittsburgh, July 6.
Pittsburgh's lone straw hat gets under way ight (6) for eightweek season under auspices of Allegheny County Parks Association, Playhouse has been installed in Museum building of South Park, about 10 miles out of town, and will accommodate more than 1,000.
Arthur Marlowe, graduate of Carnegie Tech drama school who used to play with George Sharp stock company here, is directing and local cast includes James Mac-Farlane, Tom Lewis, Martin Fallon, Charles Kerns, Ameli 'Tome, Virginia Irwin, James Reed and Chester Adams.

Four shows will be presented for two weeks each. First is 'Milky Way' to be followed by 'Hell Bent for Heaven,' 'The Phantom' and 'Taming of the Shrew' (in modern dress).

Moore's Lineup

Dennis, Mass., July 6.

In addition to 'Calling All Men,'
musical comedy featuring Imogene
Coca and Catharine Cathoun Doucet,
now current at the Cape Playhouse,
Dennis, Mass., Raymond Moore plans
to present four other new productions during the 1937 summer season.
They will include 'Marriage Royal,'
a play by Robert Wallsten, week of
July 12; 'Accidental Family,' a
comedy by Seymour Gross, week of
Aug. 2; 'Western Union, Please,' a
comedy by Albert Hackett and
Frances, Goodrich, authors of 'Up
Pops the Devil,' with Percy Kilbride, week of Aug. 9, and 'New
Faces of 1937; Leonard, Sillman's
new revue, week of Aug. 30.

STRAWHAT BOOKINGS

Julie Haydor and Phyllis Welch Set For Summer Theatre Jobs

For Summer Theatre Jobs

Julie Haydon, in from the Coast
this week, has been set for two summer stock dates. Doing the tryout
of 'Accidental Family,' at Dennis,
Massa, the week of August 2, and
The Queen Was in the Parlor,' at
Cohasset, Mass, the week of August
23. Film actress is also after a legit
show in the fall.
Phyllis Welch has been booked to
do the Miriam Hopkins part in
Lysistrata' at Mt. Kisco, N. Y., and
Westport, Conn., the weeks of July,
19 and 26, respectively,' Her fall
plans are still indefinite, depending
partly on whether 'High Tor' goes on
tour. If It does, she may resume
her part in that.

Current Road Shows

(Week of July 5) hitryon 38, (Lu 'Amphitryon 38,' (Lunt and Fontanne), iltmore, Los Ange-

rancisco. "You Can't Take It With You," Harris, Chicago. (NEW PLAYS THIS WEEK) 'The Lady of La Paz,' Lakewood theatre, Skowhegan, Me, 'Calling All Men,' Cape Playhouse, Dennis, Mass.

Denies Any 'Deal' With WB on 'Dr.' Play

While there is a contest over the film of 'The Amazing Dr. Clitterhouse,' ice of ilbert ice of ilbert Miller states that some of the -ported facts are incorrect. Manager presented the show on roadway, interest in the London That there

showi That there deristanding between Miller and Warners, who had an interest in the American 'Clitterhouse' and who were supposed to have purchased the picture rights for \$50,000, is denied. According to the producer's office, the agreed on that figure with Norman Bright, the author's agent, before leaving London to produce the show in New York. Carl Laemmle, If, was advised of the deal between Miller and the author's agent. Laemmle, however, proffered \$55,000 for the rights which figure the agent accepted.

New Playhouse Soon At Ogunquit, Maine

illian Foster is appeari in the leading role of 'Hay Fever,' at the leading role of 'Hay Fever,' at the Ogunquit Playhouse the second week in Walter Hartwig's season in Maine. Henry Hull, Jr., and Rosemary Ames play important roles in the Noel Coward comedy, with Violet Besson, Wilfrid Seagram, John Williams, William Swetland, Mary Newnham Davis and Cecile Wulff.

Hartwig expects to move into his new Ogunquit Playhouse, which is now practically completed, July 18, with 'Boy Meets Girl.'

ENGAGEMENTS

John Barclay, Lenore Sorsby, Lester Lonergan 3d, Starr West, Iso-bel Rose, Clara Thropp, Mirso-Battista, Teddy Jones, Clement O'Loughlen, Ralph Sumpter, 'Alias the Deacon,' Starlight Theatre, Paw-ling, N. Y.

the Deacon, Starlight Theatre, Pawling, N. Y.
Kay Strozzi, Percy Waram, Selena
Royle, Charles Coburn, William
Thornton, John Burke, Mary Hutchinson, Roland Bottomley, Henry
Buckler, Fairlax Burgher, William
Facker, Arleax Burgher, William
Facker, Arleax Burgher, William
Facker, Arleax Burgher, William
Kang, W.
Joanna Ross, Sweet
Newport Casino Theatre,
R. I.
Beatrice Terry, Guy de Vestel,
Beatrice Terry, Guy de Vestel,

R. I. Scattle Terry, Guy de Vestel,
The Secret Heart, Newport Casino
The the Newport, R. J.
Walter Williams, Many Mansi
Berkshire layhouse, Stockbri
Mass.
Al Trahan, Lady Yukona Cameron
(Mrs. Trahan), Hotel St. Regis roof,
N. Y.

Mrr Sandan, Hotel St. Regis roof, N. Y. Teahan), Hotel St. Regis roof, N. Y. Marren and Bodee. Cocoanut Grove, Hotel Park Central, N. Y., with Jerry Blaise orch. Francis Blaise orch. Francis Blaise orch. Francis Blaise orch. Register Blaise orch. Register Blaise orch. N. Y., and Westport, Conn. Harry Ellerbe, Susan Fox, Phyllis Langner, Allan Hewitt, Charles Dingle, Leslie Gorall, Jules Schmidt, Lucia Robinson, Betty Lee. "Petticoat Fever," Westchester Playhouse, Mt. Kisco. Y., and Country Playhouse. Westport. Conn. Phidelah Rice. Jessica Rogers, Mary Arbenz, John Seager. Arthur Gould-Porter, Melbourne Ford, Mathew Smith. Clifford Brooke. The Playhouse. Mirtha's Vineyard. Mics. Margaret Anglin, Tamara, Robert Walsten. Philip Huston, Herbert Yost, Martha Scott, H. Dudley Hawley, Edward Fielding. Otto Hulett, Fred Scars. 'Marriag Royal,' Cape Playhouse, Dennis, Mass.

Newsreeling Strawhats

Mount Kisco, N. Y., July 6.
Paramount News unit has just spent five days alternating between strawhats here and at Westport, Conn., taking footage of the playhouses, their casts, including Eva LeGallienne, rehearsal: scenes and shots of actual performances. Pictures will be released by Par at once and constitute the only summer theatre coverage by newsreels to date.

Films of Miss LeGallienne and her company rehearsing out of doors and performance scenes may also be used in a special Par short.

Halliday to Bermuda To Regain His Health

Understood
who left the cast of Tovarich' at the Plymouth, N. Y., last week, may not return to the show again, Actor had not been in good health for some weeks and finally collapsed in his dressing room after Saturday (26) ight's performance, ing on a nervous breakdown, he sailed Wednesday (30) for a rest in Bermuda, Physician has ordered him not to return or do work until September, at the earliest. Halliday had recently been speaking of retiring from the stage, but it's not believed likely that he would do so germanently. Had previously intended touring with Tovarich' in the fall.

the fall.

Actor's leading part opposite
Marta Abba, was played last week
by Frederic Worlock, understudy.
Paul Cavanagh, who returned from
Europe during the week, fook over
the role Monday (5).

Understood Osgood Perkins, who

Understood Osgood Perkins, who came east several weeks ago after playi the part in the Coast company of 'Tovarich', was asked to go into the show in place of Halling of the show in place of Halling over the part might prevent him from accepting possible film offers or a new legit show. Perkins is now without plans, but will probably leave for a vacation in the country in the next couple of weeks.

Mary Astor's Legit

Hollywood, July 6.
Arthur Berbard, who will present a series of plays at the Lobero theatre in Santa Barbara, has signed Mary Astor for the lead in Ways and Means, which opens Thursday (8).
Bramwell ivian
Tobin are also cast.

EMERY'S LEGIT YEN

Prefers That to Hazardi Another Picture

John Emery, recovered from the gallstones attack he suffered when he came east to attend the opening of 'Road Back' at the Globe, N, Y, starts rehearing is 'week in 'Busman's Honeymoon' to be tried out at Mt. Kisco, N. , next week, and at Westport, Conn., the following week.

week.
Actor has been propositioned for a film in September, but doesn't like the time element in the offer. Wants to do a legit show this season, but feels if he goes to the Coast in September he won't be able to get back east until around early November, when a number of the legit productions would be cast. Chance, of course, that he'll Busman's Honeymoon' on Broadway if it clicks in tryout.

Brother Rat' Vacations Arranged for B'way Cast

Arranged for B'way Cast
George Abbott is conti ing his
policy of staggered vacations for his
players this summer, but only in
Brother Rat, not in Room Service.
Frank Albertson and Jose Ferrer are.
already replaced in 'Rat' at the Biltmore, N. Y., with the other pri
cipals set for enforced layoffs.
Mary Mason is expected to leave
for her country place at Westport,
Conn. July 17, remaining out until
September. Kathleer Fitz will probably visit her home on the Coast.
Others' plans not set.
While it's understood the cast. of
'Room Service' ill not get 'must'
layoffs, Eddie Albert may take a
month or more off to do a pic, if a
deal with Columbia jells. Nothing
is set at present.

NEW AMST'DAM **COULD RETURN** TO LEGIT

New Amsterdam theatre roadway's standout reopened ith p reopened theatres, reopened ith pictures policy Saturday (3), under the management of Max Cohen, who recently bought the property and who states that the house can be made available for a stage show i this 10 minutes. It is possible that the New Amsterdam will house one of next season's planned musical comedies. picture

dies.

New canopy and exterior dress had made it the most attractive entrance in the Times Square zone, Extensive renovation of the lobby and interior also toned up the New Amsterdam, which now compares with the house at its peak.

'A Midsummer Night's Dream' is the opening film. It was chosen because the Shakespearean comedy was the first attraction when the theatre opened 34 years ago, with the late Nat C. Goodwin, the lead player. Cohen will, probably book duals in the house for the balance of the summer. Admission 25c.

Arena Owners' Suit Against St. L. Audi **Under Advisement**

St. Louis, July 6.

Arguments on a demurrer filed by Arguments on a demurrer filed by city to suit by Reorganization Investment Co., owner of Arena, to enjoin use of \$5,000,000 Municipal Auditorium for sporti events and other purposes not of a civic nature were heard last week by Circuit Judge Kirkwood who took case under advisement. Counsel for city-owned building contended that plaintiff had no cause of action.

owned building contended that plaintiff had no cause of action.

Attorneys for Arena Co. asserted city had no authority to rent-auditorium for such events as boxing and wrestling exhibitions and argued it was erected with funds obtained by a \$5,000,000 bond issue for a civic center 'to be used for the holding of 'public meetings, gatherings and public questions, and to supply suitable meeting places for educational, labor, industrial and other purposes. Before completion of auditorium boxing and sporting events were held in Arena, in western secticity, but now practically all indoor sporting events are held in the Auditorium loc at ed downtown. Plaintiff asserts its building is now practically useless because of competition from city owned property. Another point presented by plaintiff was that Arena pays high while Auditorium is exempt.

Hedgerow Prepares Cycle of Shaw Plays

iladelphia, July 6.

iladelphia, July 6.

Dates for Hedgerow theatre's 4th annual Shaw Festival in their Rose Valley have just been officially nounced. Festival will start this year with 'Arms and the Man,' oldest of the Shaw plays in their repertory, on Monday, July 19. There will then be four full weeks—si ing performances a week—of the Irish playwright's works.

New addition, will be 'Too True to Be Good,' which bows in as the 123d Redgerow production, our July 26, and will be given, six performances in all. 'Arms and the Man,' dida,' 'Saint Joan,' The Devil's sciple,' 'Heartbreak House,' etting Married,' 'You Never Can Tell,' 'Misalliance,' and a double bill of 'Audvocles and the Lion' and 'Dar Lady of the Sonnets,' ill be given twice each.

twice each.

Rehearsing at Church

Nenearsing at Church
Jules J. Leventhal is now rehearsing his road company of 'oy Meets
Girl' in the belt tower of the Union
Methodist Church, N. Y., here he
just finished ready!
touch of Dead End;
Brighton Beach, Asbury Park, ewar, Atlantic City and other saster
lowns.

Inside Stuff—Legit

Charles G. Stewart, general manager of Laurence Rivers, Inc. (Stebbins) attractions, and Barney Klawans, in charge of Warners' legit department, have the same tallor, and thereby hangs the tale of a cutaway coat, not copyrighted by Ned Alvord. Stewart ordered the cutaway years ago, at the time 'The Green Pastures,' in which he had a piece, was going strong, but feared he might have to answer some embarrassing questions if the thing was sent home. It has been hanging in the clothes shop ever since, but Klawans had the privilege of using the coat for special occasions. Sometime ago the Warners man thought of wearing it to a funeral, but iscovered he had no top hat and scrapped the idea. Last week Klawans went to the tailor's, planning the cutaway adornment for a wedding, but found he had grown too heavy around the girth. Same goes for Stewart, who claims he paid the 'tailor off long ago.

Not generally understood over here that 'Lovers Meeting,' put on in London' by Theron Bamberger, was a try-out. It was booked into the Embassy for two weeks, but played a third week, which resulted in a West End offer for the fall. Bamberger prefers putting the play on Broad-

way, however.
Embassy is one of a number of try-out spots at varying distances from
Piccadilly Circus. In such theatres salaries are small, average pay being
about \$25 weekly.

Vacations which had been promised by Max Gordon for the six pricipals in 'The Women,' at the Ethel Barrymore theatre, N. Y., were cancelled by the producer just before he sailed for Europe recently. Original plan, which called for actresses cast for the road company to replace original players in the Broadway company in single relays, was too complicated, according to Gordon. Said extra rehearsals and possibility of rough performances made vacations for the si inadvisable.

Yiddish Art Theatre will be quartered the former Jolson theatre, 59th and Seventh avenue, N. Y., next season. House used several labels and during last season was mostly known as the Venice, with a policy of lian shows. WPA also used the spot. iddish theatre group has already advertised, offering benefit party ings. First attraction will be 'Brothers Ashkenazi,' due to open Sept. Maurice Schwartz is again heading the venture.

With salaries cut and operating expenses at a minimum. 'Excursion' is ing to get through the summer at the Vanderbilt, N. Y. That apparently kayoes the chance of the play being done this summer at Ann Arbor by the Michigan Repertory Players. Unless they can get Whitford Kane for the lead, understood Players won't attempt the show. Actor figures 'Excursion' to last into fall.

Carly Wharton, who is slated to make her debut as a manager with a drama called 'iolence' by Dore Schary, is the wife of John Wharton, an attorney. Latter's clients include several managers and he is also a member of Selznick-International's legal staff.

Mrs. Wharton was in the Delos Chappell office.

French critics in Hollywood who had seen and heard Giraudoux's French original of 'Amphitryon' 38' were surprised at the beautiful job of adaption by S. N. Behrman for the Lunts. Many of 'Hollywood's critics went to San Francisco to catch the opening and caught the play on the bounce for a second time here.

B'way's \$14,000,000 in '36-'37

(Continued from page 53)

Tovarich, the latter's profit was undoubtedly much greater. Of the playwrights, Maxwell Anderson probably rated more income than his closest rival, George S. Kaufman, Because of split royalties and other complications; it's hard to estimate playwright incomes, but Anderson's plays, including Winterset' (on its brief return engagement at the beginning of the season). High Tor,' Wingless Victory and Masque of Kings' drew in the neighborhood of \$700,000. Kaufman's collaborations. You Can't Take It With You' and 'Stage Door,' pulled in an estimated \$721,100. Figure doesn't include any film right to plays. Grosses rung up by Kaufman's 'First Lady' on tour are also not included. not included.

not included.

If the season proved anything particular, it was that there is probably no such thing as a 'theatre of hits'. If any theatre cope big grosses it's because it happens to get hit shows. House won't make the showy, despite any traditional good-luck omens; shows make the house. That's demonstrated time after time.

\$1,111,000 Winter

That's demonstrated time after time.

Winter

Winter Garden grossed \$1,111,000
during the season, but because two
smashes played the house, 'Follies'
and 'Show Is On', Music Box, always rated as a "lucky' house, did
okay ith 'Stage Door,' but flopped
ith 'Young Madame Conti' and
was dark the rest of the season.

Plymouth played 33 weeks of
Tovarich to \$653,500 gross; Empire
date of 438,700 with 'Spring Dance'
(a flop), the McClintic 'Hamlet' and
the Cornell plays. Imperi also
bore out the fact that no theatre is
lucky.' It laid an egg with 'Orchids
Preferred' after clicking with 'On
Your Toes,' 'Frederike' and getting
by with Howard's 'Hamlet.' Martin
Beck, did okay with three shows,
Winterset,' the D'Oyly Carte troupe
and 'High Tor.'

In the matter of whether moving a
show is likely to kill it, at the boxoffice, the season proved 'nothing
particularly, one way or the other.
'Boy Meets Girl' and 'bree Men on
a Horse' closed long runs soon after
being moved from the Cort and
Playhouse, respectively, but that was
faured due anyway. Number of

other shows, including the McClintic 'Hamlet,' the Cornell plays, 'On Your Toes' and 'Swing Your Lady' seemed to be affected not at all by change of theatres.

FTP Dismissals

(Continued from page 53)

for players in the N. Y. project who have been getting around \$24 weekly That cost is so figured because of the admission receipts but probably does not consider the expense items such as rent, id out of ad-missions takings. However, because missions takings. However, because the theatre project the only-branch of the WPA that brings in money, is an argument that it be made preferential in the reduction forced by the lower works relief appropriations.

When the union heads gathered When the union heads gathered last week principal question was whether by striking that would or would not be effective method or gaining the desired results. Decision not to go out came on the heels of word from Washington that strikers would not receive pay. Possibility that such agitation might lead to a larger reduction was also a factor. Over the week-end there was no further strike talk.

strikers would not receive pay. Possibility that such agitation might lead to a larger reduction was also a factor. Over the week-end there was no further strike talk.

Washington Unreceptive Washi July
Delegation of labor leaders representing theatrical groups interested in the Federal Theatre Project went away empty-handed Friday (2) after trying to get pledges from WPA heads that curtailment of relief versit ures, ill not affect professional drama people.

While they were received sympathic and the supposed to have 10 producers. Because of the small amount of the strike and the supposed to have 10 producers and Film Producers.

Because of the small amount of heatrical activity at the present, musticians, stagehands, dancers, musicians, stagehands, dancers, led by Frank Gillmore Equity president, were unable to pin down David Niles and Mrs. Ellen Woodward, assistant admi istrators. They were linformed that reduction of appropriations make cuts in personnel i evitable, and that the theatre program must take a pruning along with all other WPA activities.

The principal point made by the delegation was for a special con-

sideration toward elderly and experienced show folks now depending on the government for subsistence. Gilmore expressed fear that youthful talent, non-pros., and novices would be retained while vets would get the gate. Officials said every case will be studied thoroughly before any blue-penciling occurs.

Complete abandonment of the theat venture has been reported possible, but pressure generated through political channels apparently has stalled any such order. Plenty of kicks against curtailment have been registered by Congressmen and backnome party chiefs, to the extent that the program seems certain of continuance. Pruning is inevitable, however, with about 3,000 hired hands due for dump!

Chicago Skeds March

Chicago Skeds March
Chicago, July 6.
With the 30% slash Federal
Theatre Project ranks due next
week, the droppees are readying for
a march on Washington, taking in
the let-outs not only of the Chicago
project, but of all other FTP units
throughout the country.
FTP workers held a war council
here last week and denounced the
30% slice. It means the lay-off of
around 240 members of FTP unit
that numbers approximately \$20 in
these parts.

YOU CAN'T TAKE IT.' LOOP SOLO, \$13,000

Chicago, July 6.

Still the single 'You Can't Take It With You' in the loop, and not having any trouble making the grade. Extra matinee on Monday (6) added some extra sheckels to the profitable run, now in its 22d week, and the end still far off. Nothing else expected for the loop for a month.

Both the WPA's shows picking up surprisingly. 'O, Say Can You Sing?' the musical, getting a good play at the Great Northern, and 'Lonely Man' an even better one at Blackstone.

Blackstone, Estimate for Last Week "You Can't Take It With You, Harris (1,000; \$2.75) (22d week). All alone, and getting a great play. Around \$13,000 last week, and plenty profitable.

WPA

'Lonely Man,' Blackstone.
'O. Say, Can You Sing,' Great
Northern.

Elitch Gets \$8,500

Denver, July 6.

With no sellouts for the week, but with steady business, and in spite of the week-end beginning a holiday, the gross at the Elitch Garden theatre was up over the former week and ran around 8. Steamer. Popularity of the cast determining factor in the week's gross. week's gross.
Both Your ouses on currently and starting strong.

Ilka Chase Recovers

Ilka Chase Recovers

Ilka Chase has returned to her duties in 'The Women,' at the Ethel Barrymore, N. Y., after missing four performances due to an injured eye. Understudy subbed for her.

Betty Lawford, of the same show, was also ill last week, but continued playing. Actress contracted arsenic poison from eating fruit not properly washed. Also had a cold.

Dempsey's

(Continued from page 5)

B'way Legits Show Welcome Strength; Okay Holiday Trade Upping the B. O's

Hassard Short to Stage Frank Crumit Musical

Hassard Short will stage 'Great Lady,' which will be Frank Crumit's debut production a manager, early in the fall. Director is in England, deal being okayed by cable-gram. Score for 'Lady' was com-posed by Fritz Loewe, with the book by Edward Crooker.

Same writing team's Salute to Spring will be presented by the St. Louis Municipal Opera company next week.

'MIKADO' IN ST.L.: **'LOUIE' SOCK** \$38,000

Gibert and Sullivan's perennial
"The Mikado' opened as the fifth attraction of current outdoor operataseas nast night (Monday) before a nopulous audience that swelled the take to an approximate \$3,800.

It's the third 'Mikado' production to be staged in the Forest Park alfresco bowl, predecessors having been launched in 1920 and 1927. This latest production micely set up and possessed of lavish oriental sets. While bentam in size compared to

and possessed of lavish oriental sets.
While bantam in size compared to
other KoKo's who have previously
appeared here. Ralph Riggs, making
his St. Louis debut, easily snatchest
Daum as Yum Yum, Detmar Poppen
as Pooh-Bah, and Erika Zaranova as
Pitti Sing took two encores each.
The role of the Mikado was a
natural for Joseph Macauley, Mary
Hopple was a click in aubordinate
part. Backing up nicely was the
stout si ing chorus.
Last week at Forest Park theatre.

stout si ing chorus.

Last week at Forest Park theatre
Louie the 14th achieved fine and
above-expectation biz. Closed out as
even-might run Sunday (4) with a
gross of bucking route at a good
that the property of the control of bucking route
that were blooming all over town
over the Fourth weekend town
ove

'AMPHITRYON' \$38,000 IN SAN FRANCISCO

San Francisco, July 2.

The Alfred Lunt-Lynn Fontanne production of Jean Giraudoux's comedy, 'Amphiryon 38' for the Theatre Guild at the Curran theatre did big business during its stay of 10 days but the engagement wasn't a sellout. San Francisco is very much like New York in that capacity is unusual during the first week of a meased with the Lunts were so becaused with the Lunts were so that they may come to San Francisco next year with a new play.

'rother Rat' is doing good business at the Geary theatre, but failed to build as expected. Hotel strike has hurt considerably. Engagement will be a profitable one, nevertheless. 'Pursuit, of Happiness', with some old-time stock players in the cast, onened at the Alcazar theatre under the FTP auspices last Thursday (1). Expect fair returns on a short run or this one. The summer Sal. Curran (10 performances) (1,700: 33.30). No complaints at the \$38,000 take. Bix fell below the house record established by the Lunts in 'Idiot's. Delight! Public wanted to be sure comedy was definitely in the hit class before plunking \$3.30 on the line to see it. Audience response has been fine.

'Brother Rat,' Geary (3d week) (1,700: \$2.50). It \$10,000 the first week and has maintained a steady wait ever since then. Two more weeks to go and then the company goes to Los Anseles.

Jursuit of Hapaess,' Alcazar (4 performances) 2,269: \$0c. Set (or four weeks expect to do cor by San Francisco, July 2.

ursuit of Hanniness. Alcezar (4 nerformances) (1,289; 50c.): Set for four weeks, expect to do fair biz with this one which has had the edge taken off it somewhat by the screen cursion with Francis Lederer and Joan Bennett. First four performance showed a take i the Leighborhood of \$2,000.

Some shows on the summer list lost pace last week, but it was far from the 'worst' period leading up to the Fourth of July. Three or four attractions upped their grosses with the aid of excellent attendance during the first three days.

Nine of the 11 survivors played and the professional of the second of the distriction of the first three days.

Nine of the 11 survivors played and the packet of the profession of the second of the first three days. Mind week matthees, which will be five in number. Excellent business on the hollday came as a surprise. Sunshine on Sunday made for a deserted Broadway and the backets were jammed by visitors as well a New Yorkers who did not face the city. Monday, however, was overeast, with rain sprinkles, weather being a real break for the legits and other Broadway attractions. Yaudefilmers, which held down to four same schedule Manday played an extra performance. Night trade was off, which is usual at the end of a holiday.

Top money trio of straight shows:

same schedule Mondoy, played an extra performance. Night trade was off, which is usual at the end of a holiday.

Top money trio of straight shows: You Can't Take It With You. Room Service! and The Women. Runner. Tovarich! The Women. Runner. Tovarich! and Yes My. Darling, Daughter, with the others varying downward. Added are the two musicals with The Show Is On-easily topping Babes Arms, which, however. me money right along.

The country showshm scason is firsted startless that the country showshm scason is fisted startless that the country showshm scason is necessary playing the country showshm scason is necessary to the country showshm scanon in the country showshm scanon in the scanon shows the scanon s

of 1.01umbia and Virini
No syneduced classing
disconsisting the Broadwg
disconsisting the Broadw

leaders and popular again but oray around \$14,000.

"Tobacco Read," Forrest (187th week) (D-1,017-\$1,65). Draw seems inexhaustible; grosses moderate but profitable; around \$4,500; lowest scale among survivors.

"Tovarich," Plymouth (38th week) (D-1,036-\$3,30). Coupled with "Cnnt Take It' as only survivors; on 45th street; business rated around \$9,000 and only for summer period \$9,000 and only for summer period.

"Tovarich," Playment Playmen

street: business rated around \$9,000 and okey for summer period.

'Yes, My Darling Dau-ther, Play-house (22d week) (C-878-\$3,30). Claimed some increase with run expected to extend into fall peri quoted nearly \$9,000.

'You Can't Take it With You.' Booth (30th week) (C-878-\$3,30). Standees present at all performances, smash comedy being unique in that respect; over \$15,000 week.

WPA

Prof. Mamlock, Daly's.
'Prower,' Ritz.
Paul Green Playlets, Adelphi, half. 'Case of Philip yette, Harlem.

FTP Caravan Troupe's Busy Month in N. Y.

Busy Month in N. Y.

Caravan Theatre, of the WPA
Federal Theatre Project; played to
approximately 440,000 attendance in
75 performances during the month
of June.

Playing in parks and playgrounds
in the five boroughs of New Yor
the units gave six different
Included was 'Mi summer
Dream,' Tolanthe,' 'The Showtoy the Negro unit,' Tons of Money,'
The Can't Happen Here' and a voude
troupe. Performances ar 'iven
outdoors by travell
when weather allows.

Summer Theatres

MARIETTE

MARIETTE

tockbridge, Mass,
Comely with nuale, in two ac , and, an eping (tourd scenes) by Sacha Guttry; music by Oscar Straus, English adaptation William Miles; byics, Arthur Guiter, Marie Comely, and the series of the series

Anabeth stewery shore the profession of the property of the considered state of the profession of the performers like Guitry, himsent and yonne. Printemps, to give it importance.

On the basis of ichard Hale's portrayal of the character, one may wonder why Louis Mapoleon was forced to relinquish his mistress, Mariette, upon ascending the transportance of the character of the ch

A History-Making

EVENT

this fashion, Guitry informs us, is history written.
Miles, responsible for the adaptati acquits himself creditably as director. Settings have been designed with taste by Charles Holden.

ALL'S FAIR

Curterville, Mass., thy
Curterville, Mass., thy
Curterville, Mass., thy
Curterville, Mass., thy
Stores and Charles Collins, presented by John Craig, 2d at Mary
Young therite, July 2, Centerville, Mass.
Directed by Mary Young and 3f. lanley
Pratt. Sett, Cruig Seenle, Siudio Branch
Leave Diffingham Charles Collins
Hurate Elitson William Lawson
Murgaret Ellison Dorothy Store
Laura (Leubrook Murryn Vye
Howand Van Dyne; Lie Kalkhuest
Mrs. Ellison Googe Cleveland fectly suited to strawhats, Il's

Fair, as premiered here, falls short

I. MILLER

Semi-annual Sale

riage, combines the gush usually associated with Mary Boland and Billie Burke, but in all her swishings never lands solidly. William Lawson, okay for romantic roles, doesn't jell as the sentimental father of the chased girl. Terry Fay tangles in the superfluous part of the younger sister. Direction okay.

LEGITIMATE

CALLING ALL MEN

CALLING ALL MEN

Dennis, Mass., July

A intimate muteal consety in two acts and annion. Crounted consety in two acts and annion. Crounted consety in two acts and annion. Crounted the consety in two acts and annion. Crounted the consety in two acts and annion. Crounted the consety in the con Captui Mr. Palue..... Mr. Van Astor...

Retreat from Folly

Mount Kisco, N. Y., June 29, onneds in three acts by Any Kennedy Condition Stelleen Russell, Staged by Day Tuttle. Settling, John Koenig, executed by Mylliam Gran. At Westchester play-fluid and the settlement of the Stelleen Russell. Margaret Angle Flora Laiviet. McKay Mortis Crant Cumarcaque. Stiano Braggiotti Grant Cumarcaque. Stiano Braggiotti Clark Conway. Dan Duryea Jain Phillip Tonge

widow. Maurice comes to her for advice about their runaway children, Derek and Elsa, whom she has not even seen since the divorce and who are, it appears, raising merry hell. Without revealing her relationship to them, Flora contrives to meet the youngsters. Derek likes her immediately: Elsa, in love with an older man who proves to be a dear friend of Flora's, hates her with a jealous

youngsters. Derek likes her immediately: Elsa, in love with an older man who proves to be a dear friend of Flora's, hates her with a jealous to be a dear friend of Flora's, hates her with a jealous to be the property of th

Out of Town

MONTEZUMA

Pasadena, June 28.
A dramatic fantania de general y General Hauptinannia translation of the decision of the de

Pasadena Communes,
37: \$1.50 top.
Montezuma Gilmor Brown
Guntemotzin, his son Herschel Daugherty
Cacamatzin, Montezuma's brother,
Bruce Hayden Bruce Hayden
Aztec war lord,
Preston Meservey
fexican princess. Ann Peck
st. Robert Hood
Onslow Stevens
Alvai George Bessolo
Berry Kroeger Qualpor Marina, Mexican princess.
High Priest.
Cortez.
Pedro de Alvai
Las Casas.

Presented as the first of seven plays in the third annual Midsummer Drama Festival of the Pasadena Community Playhouse, Monte-uma plays in the third annual Midsummer Drama Festival of the Pasadena Community Playhouse, 'Monteauma' is excellent historical pageantry, but falls far short of the mark as entertainment. This despite an excellent cast, well trained, and a wealth of artistic costumes and settings. The whole script, done inverse by Gerhart Hauptmann and translated by Willa and Edwin Muir, hews close to the historical line. The poetical, presentation of the lines makes it hard for the auditine. The poetical presentation of the lines makes it hard for the auditine. The poetical presentation of the lines makes at hat Cortez, with a small bail of Spanish warriors, bamboozled the Aztecs into thinking he was a new Redeemer. This was possible because of the strange si ligrity between the Christian and Aztec religions. Montezuma, despite the trigings of his counsellors to drive the invaders from Mexico, allowed himself to be trapped and imprisoned, with tragic death his involved the fruits of his trickery. Abhorring human sort of fellow who enjoyed the fruits of his trickery. Abhorring human sacrifice in religious rites, he finds that the best way to stop it was to slaughter those who practice it. With the robed standard bearers of his own religion always at his side, he does not hesitate to take unto his bedchamber Marina, a beautiful young. Mexican princess with out benefit of matrimonial rites. This, lucidentally, its he only touch of romance permitted to tincture an otherwise stald recital of historical fact.

Gilmor Brown, as Montezuma, and Onslow Stevens, as Cortez, both give finished and convincing performances. They dominate almost exercise of the stage is that it fits into the Mexican motif of the Pasadena Community Playhouse's third Annual Midsummer Dorama Festival, which is the stoxy of the great southwest. Murl.

Links and the direction lacks of the praise of middle age, charming, apparently adding role is one of those typical fempest women a captill probably become better integrated but any first report on it must be in the main unfavorable.

Play is the work of Amy Kennedy Could and Eileen Russell. and served as which for home presulted and middle age, charming, apparently adding role is one of those typical fempest women. A captill and the proposed of the control of the co

Here and There

(Continued from page 40) goes to the WMAQ transmitter with Courchene, formerly with KOY, to WENR.

Tem Turner new vocalist with Don Albert orch, station crew at WHN, N. Y.

KRLC, Lewiston, Idaho, scribed to World Broadcasti gram service.

Jack igen is back broadcastin Broadway chatter over WHN, N. each Tuesday night.

Lucille Manners will sing in Atlantic City, July 18, before the convention of the American Federa-tion of Business and Professional

Kraft Cheese will use one-minute announcements for its O-Ke-Doke product, Started on WMAQ, Chicago, among others.

Mende, singing trombonist, replaced recessing Jack Riley, vocalizer, at WELI, New Haven.

Patricis Cook wound Sketches' season at WICC, port, and off to summer,

Joe Ripley, formerly announcing at WTIC, Hartford, until laid low by auto accident, recuped and now on spieli staff at WABC, New York.

Charles Armstrong and Dorothy Weller of Connecticut WPA broad-casting division announced engage-

Eddie Byron, program producer, is writing the book for a musical show which Norman Bel Geddes proposes to produce on Broadway the coming season.

David MacKay, formerly assistant general comsel for the RCA Manu-facturing Co., has become a partner of Milton Diamond. MacKay's resignation from occurred recently.

Ed Harvey, program director of WCAE, Pittsburgh, on vacation New York and Bermuda.

T. A. McClelland, chi engi KLZ, Denver, is back on the job after a six-week siege of pneumonia.

Eleanor Leftingwell is now the Breakfast Guest on the Campbell-Sell Baking Co. program, KLZ, Denver. Replaces Les Weelans who has gone to KDYL, Salt Lake City.

Tastyeast Jesters, with Pauline Alpert at piano, doing a theatre date July 16 at Michigan, Detroit. Agented by Henry Frankel.

Lewis Allen Weiss lai eral days with blinkers.

Jim and Marion Jordan (and Molly) icted the L. A. press gang before hitting the tr il back to Chi-cago.

in from

Joe lense Columbi

Jim lerney moved is Texaco show into Hollywood for the sum-mer, turning over Wilshire-Ebell theatre to Harry Ommerle's Chester-field gang.

Leo Tyson turned workmen on two new studios for KMPC in Beverly Hills.

Jacques Renard passing his milestone in radi in mid-month.



Mgt.: LOU CLAYTON erkshire Hotel, New York



Philly Mayor's Concert Burn-Up

Thought Divvy Inequitable, but Worried To Soon—Nothing to Split

Philadelphi .

ich Ferde Grofe led illy Ork at Convention Hall here fortnight ago left Hizzoner the Mayor unable to talk. Mayor Wilson found himself in such a rage at intermish that he feared to step to the mike to welcome the aud because of what he might say.

the mike to welcome the aud because of what he might say.
What made Hizzoner hot was that proceeds from the concert, on which a number of radio stars guested, were to be ivided between Philly orch men's Robin Hood Dell Association and the Mayor got to figgering things out, he found 6,500 people in the 16,000-seat hall. Of the 6,500 about 6,000 tickets had been sold through Wilson's work and only 500 through the men of the orch.

Hizzoner, who had had city employees and even cops selling pastenoards "Souldn't quite get himself around to seeing an even divy on that basis. He was fulminating plenty on the matter when intermish arrived and it was his turn to speak. He had to ask Sam Rosenbaum, v. p. of Philly Ork Association, to pinch-hit.

Mayor could have well stowed his wrath however, it turned out laterfor there we'ren't any proceeds to divy. Whole affair just about bree even. Radio guesties, whom, it was announced all along, were doi it all for good old charity, got their fair share of the take, which cut the net to an even

Symph Season in Hollywood Bowl Starting July 13

Hollywood, July 6.

Summer season of symphonies under the stars in Hollywood Bowl, comprising 24 programs, begins July 13. Southern California Symphony Association has arranged three programs weekly for eight weeks. Tuesdays are given over to conductors and symphonies; Thursdays, operas and ballets, and Fridays conductors and soloists.

Program 4-11.

Program follows:

July onducting. Vladimir Golschmann

July 15, 'Carmen,'

July 16, Golschmann, conductor, ith Rosir Josef Lhevi ianists.

July 20, rno Rapee. July 22, Ferde 'Grand Canyon'

roadbent. July 23, Rapee with Jan

July 27, Hans Ki

July 30, Howard Hanson, tor, Dalies Frantz, pianist. Aug. , Carlos Chavez.

Aug. 5, Efrem Kurtz, conductor; Homer Simmons, ist; Lester Horton, ballet.

Aug. 6, Chavez, John Charles Thomas.

Au Kindler, conductor, Aug. 12, 'The Bartered ichard Lert conducti

Aug. , Andre Kostelan

ily Pons.
Aug. 17, Fritz Reiner
Aug. 19, Viscount Hidemaro
noye, conducting, Michio Ito ballet.
Aug. 20, Reiner conducting with
elen Gahage.
ug. 24, Otto lemperer conduct-

fly, Peroni conducting.

Aug. 27, Klemperer conducti
with Jascha Helfetz, violinist.

Aug. 31, Klemperer conducting.

Sept. 2, Kurtz conducting. Edith
Knox, pi ; Petrouchka ballet
with Kosloff. Knox, pi with Kosloff.

Sept. 3, all-Wagner program with Klemperer conducting,

20th's Roxy

(Continued from page 7)

after the first year to an board selected by the Federal Court. hearing Thursday (1) before Judge Caffey when the proposed franchise was submitted, Harrepresenti

old represent the only group of bondholders opposed to the franchise, claimed that under the arrangement 20th-Fox could set operating expenses so that Roxy would not receive a substantial share of the income.

share of the income.

The franchise provides that the theatre is to pay a minimum of 42,500 to Fox for each feature and to split 50-50 of the gross receipts in excess of \$32,500 a week; and 65° over the \$40,000 weekly gross for the first year.

first year.

Seli claimed this arrangement unfair, that before the Roxy can share: in any profi the theatre must meet the weekly budget arbitrarily set by 20th-Fox. In other words, he claimed, should the gross reach \$38,000 there was nothing to prevent 20th from fi ing the operating budget at that amount, thus depriving Roxy of its split on the income.

thus depriving Roxy of its spir on the income. He asked that a flat operating budget be set for the first year. This contention was disputed practically by every other group represented in the proceedings who voted confidence in 20th's integrity. Among

sented in the proceedings who voted confidence in 20th's integrity. Among these was an attorney appearing or, the present trustee of the theatre, who held the franchise in his opinion was equitable and expressed confidence in the film corporation's ability to eventually bring Roxy out of the red.

The franchise also holds that 20th-fox provide a minimum of 40 pictures a year to the theatre and that her hoxy be licensed for all issues of Fox Movietone News on the payment of \$200 a week. Roxy ill also be the exhi itor of all 42 two-reel and 52 one-reel trailers produced by Fox in addition to releases on carbon subjects. For this latter group the theatre is to pay 20th \$13,000 a year rental in monthly installments starting August 6.

rental in monthly installments starting August 6.
Roxy will be licensed on television
or any future developments in pictures which may arise.
A defi ite stipulation in the franchise is that 20th-Fox can terminate
the agreement should the Roxy at
any time during the contract become
insolvent.

Calif. Labor

be heard de novo (as if

new case).'

Collier-Wallis versus Astor dates from 1930 and was based originally on a managerial contract si

from 1930 and was based originally on a managerial contract si tween Miss Astor and the agency. Contending that it obtained a tract for Miss Astor's services, ing the life of the managerial contract, the result of which RKO Radi ictures paid the player \$25,000, agency, demanded \$2,500 commission. Player demurred on the ground that services were actually performed nearly a year after the managerial contract had expired.

Labor Comish Comes First According to Attorney Ben White linzig, who has folowed case closely, in the future, before any action can be maintained by a plaitiff, such plaintiff must first go before the labor commissioner or he will be unable to state a cause of action before. Also, plaintiffs must specify in their complaints that they have gone before the labor commissioner and that they are now apealing from his decision.

Claim was set up that, the labor commissioner thereby would be encroaching from the executive, into the judicial branch but this the Supreme court overruled, defining the commissioner's office as: fact-finding body.

Hollywood legal lights are eyeing th decision with keen interest be-cause of the fine law points involved, and generally agree that its effects will be revolutionary.

They Must Like Him

Alfred Piccaver, pop American tenor, will sign up for another year of state opera. He has been with the opera for 25 years without interrution now—not even war could interfere in his work.

SALZBURG' BUG **BITES IN UTAH**

Salt Lake City, July 6.
Squire Coop, founder and musical director of the Salt Lake Oratorio society, has hatched idea of making town 'Salzburg of West' and has obtained the glad hand of the Mormon church and the chamber of commerce.

merce.
ratorio will participate during
Covered Wagon Days celebration,
July 21 to 24, inclusive, A chorus
of 150 voices will chant. Haydn's
'Creation' on July 21 in University
of Ulah stadium,
of dawn con-

JOSEPH SZIGETI OF **HUNGARY SET IN U.S.A**

Joseph Szigeti, Hungari violin-ist, has been set for a series of eight guest soloist dates with American symph groups next Also is skedded for a Carnegi cital Feb. 23.

is skedded for a Carnegicital Feb. 23.
ineup of symph is as follows: Boston Chamber String orchestra, Jan. 26; Philadelphia orchestra in Boston and Washington, Feb. 1-2; Harrisburg Symphony, Feb. 7; People's Symphony, Feb. 5; New Orleans Symphony, March 14; New York Philharmonic Symphony, March 24-25.
Plans to arrive from Europe late.

March 24-25.

Plans to arrive from Europe late
in January, accompanied by his new
accompanist, Andre Petri, also Hun-

Schima Kauffman Fiddles **Again After Altercation**

Again After Altercation iladelphia, July 6.
Schima Kauffman, who drew \$80 a week as second fiddler for Philly orch all winter although he never lifted a bow, is back with 'Men of the Philadelphia Orchestra' in summer concerts at Robin Hood Dell. Dell concerts are on co-perative basis and have no official connection ith Orchestra Association, which was outfit with whom Kauffman had disagreement on 1936 transcontinental tour. As a result of the tussle, Kauffman worked for a New York publishing house all season, although he was officially a member of the orch, is seat has been moved several paces, farther away than formerly from that of his sparring partner, Violinist Gordon Kahn.

Pitts. Summer Concerts

Summer Concerts

Summer series of symphonic popconcerts from Schenley Park will be
broadcast this year for first time
over KDKA. There will be nine of
them, hitting the air every Tuesday
night from 7:30 to 8 beging tonight (6). irection Victor
Saudek;

Millen Toman Concerts

Milton Lomask, concertmeister for Milton Lomass, concertmenser for Pittsburgh Symphony orchestra, who was with Saudek in similar capacity 15 years ago, ill hold down the same post for the KDKA-

down the same post for the KDKA-park series.

Although the concerts will last an hour and a half, KDKA will carry only 30 minutes of its, using the time of the Philadelphia Company's Pittsburgh Varieties, which has faded from the air for the warm months.

Sydney Rayner Visits N. O.

Sydney Rayner Visits N. 0.

New Orleans, July 6.

Sydney Rayner, Met opera singer, arrived Friday (2) to relux for a week at his home here before continuous to New York. He was accompanied by is wife and Charles K. Gordon, his manager, who will profluce his Hollywood fleker. Rayner in talk with city fathers. Saturday, (3) urged rebuilding of old French Opera House destroyed by fire in 1915.

Rayner will also sing three operas in the Hollywood bowl West. Coast, before returning to fill his next season's contract with the Met.

Philly Union Secy. Claims Manhandling Of Self and Delegation by 65 Policemen

JURY SKEPTICAL

not Musical

Philadelphi uly 6.

Judge Curtis Bok, former prexy, and generous sugar-daddy of Philly. Ork, proved he knew his half-notes last Thursday when William Lista, an unemployed musician, appeared before him on charge of policy number writing.

Lista claimed speets police took from him weren't number but with the same of the second of the secon

Legion

(Continued from page 1)

and the bonus rai on Congress, should (but don't) know better. should (but don't) know better. Unofficially, it is estimated that from 300,-400,000 will visit the city, and that the gross take by local merchants, hotels and various branches of the amusement biz may come to \$30,000,000. Visitors will include not only the Legion members, but therefermmes who belong to the American Legion 200,000.

femmes who belong to the American Legion auxiliary.
Review of a few past Legion parties indicates the reason for the police precautions. Following the convention in 1925, in Omaha, city offici were scorched for "Josing their eyes to the rumpus and wholessele distribution of Ilagor which actended those Prohibition days. In 1930 after the Boston convention, the Harvard student publication took the boys to task in a forthright editorial titled. The Drunken Legion. 'is burned high Legionnaires who said the revelers were hooding, not bud-

boys to task in a forthright editorial titled. The Drunken Legion.' is burned high Legionnaires who said the revelers were hoodings, not buddies. In 1932, Portland, Ore., hotels-removed all pillows from rooms, to prevent repetition of feathers being tossed out the window. Paper laudry bags were sliced to prevent dropping of 'water bombs.' These were a few of the recollections which undoubtedly prompted Harry W. Colmery, National. Commander of the Legion, to issue words of reassurance to assembled hotel men in New York last week. He told them the city would not be a shambles when the 19th Legion convention adjourned on Sept. 23.

In the past, Colmery declared, Legion conventions had been judged unfairly. Last year, despite the reported damage and luri stories which emanated from the Legion's. Cleveland convention, one hotel reported damage and luri stories which emanated from the Legion's. Cleveland convention, one hotel reported damage and luri stories which emanated from the Legion's. Cleveland convention, one hotel reported \$25 damage, another \$10 and the others even less.

"Naturally there is going to be some fun in New York.' he said, 'but it will be the biggest thing of its kind you have ever seen or ever will see.' Declaring that every possible restraint would be imposed, he further promised that the roof would remain on the Waldorf-Astoria, and the mooring mast would still be atop the Empire State Building, "Our men' he declared, who believe that law are the very tests of a great and the moting mast would still be atop the Empire State Building, who believe that law are the very tests of a great and the moting mast would still be atop the Empire State Building. "Our men' he declared, who believe that law are the very tests of a great state."

Road's Hypo

(Continued from page 1)

lected by the contributors. What is termed an audience manager would encourage ticket sales, with subscripti "likely offered should the number of bookings warrant it. Instead of a theatre formerly showing legit, it is expected to use the theatre in the War Memorial building stage, having modern stage.

iladelphi, July 6.

Rex Riccardi, secretary of Mussicians' local here, charged he brutally beaten by Cossack parlice: when he led a delegation of 30 persons to Washington, to protest WPA Jayoffs in Federal Musiand Theatre projects.

We wanted talk trator Hopkins or one of his assistants, Riccardi said. Instead, would only let us talk with Nels derson, a labor relations director. We said we were going to stay there until we were treated with common courtesy. Then Anderson, called i 65 cops. They formed a gantlet down the hall of WPA headquarters. A couple of cops would grab one of the delegation and then the other policemen would and then the other policemen would seat the victim with cibbs. Several women were knocked down and I suffered a cut head and badly brulsed face.'

Anderson, fearful of the consquences, told a cop to stop beating him and began hitting him with a club. Fortunately for him, the lice captai intervened.

Three members of delegation finally allowed to see Assistant istrator David Niles. They demanded all dismissal notices be cancelled; all future dismissals be on basis of need, and appeals board be established in Philly to pass on need. Niles said there must be reduction in relief rolls and nothing could done about dismissals.

Weather Crimps Philly Dell's Opening Wk.

With rain washing away one concert and threatening two others, at Philly orch's outdoor shows in Robi Hood Dell. was a bare so-so, opening week. Wicket clicked 24,000 times for \$12,000 for five concerts.

Okay weather, with Mary Binney Montgomery skedded in tonight and tomorrow night, should do a little better for week ending tomorrow evening and produce about \$14,000.

Alfred Reginald Allen and Gi Baldini, of Dell management, understood to be somewhat disappointed in experiment of moving Tuesday night concerts from star-studded Dell to 16,000-seater Convention Hall. And af first of programs in hall last Tuesday night fell below Dell average. Abandonment of hall concerts from seen if this continues.

Advance subs this year best in Dell history. The \$25,000 worth of ticket books sold is \$5,000 better than 1936 and \$7,500 over 1895, according to Albert M. Bershad, auditor.

Dell seats 7,000. Tickets 50 cents and \$1 at gate or 25 cents and 50 cents in season books.

Milan's New Operas

rand new operas ill be trotted out for public approval during the 37-38 season of the Scola. Margherita da Cortona, by Refrice, and Prosepi 'by Renzo Bianchi are the works. Book for the latteris by Sem Benelli, whose recent legit play 'The Elephant' created such a sensation and was suppressed by the government after its 25th performance.

ance.
Set for orioling at the Scala duri
next season are Beniamo Gigli, /
Schipa and Gina Cigna, all with reps
at the Met Opera, N.

Bruckner Fests

Bruckner festivals committee Ir announced its program: Festi-commemorating Austria's most mous composers will start July. Robert Kehldorfer will direct. On the following day Eugeo Ormandy of Philadelphi will direct, then Arthur Trittinger. Hans Weisbach and Oswald Kabasta of the Austrian Radio Broadcasting Co.

Irwin 'Deal' Explained

Irwin 'Deal' Explained
Supposed inside of the surrender of Robert Irwin, confessed perperator of the Gedeon murders, had it that two New York tabloids knew of the killer's whereabouts and were bidding for the exclusive story. That is not true, although there is little doubt that if Irwin had the bus fareleveland he would have given himselt up in the N. Y. Mirror offices. Shortly after he arrived in Chicago, he telephoned the Herald-Examiner, asking for the editor, saying he could deliver Irwin for \$2,500. The nan said he would be at a fountain near the art Institute on Michigan boulevard and would wear a white it. Austin O'Malley, an Examiner reporter, was assigned to the lead, icked up the murdere and took he unidentified fellow to the editorial offices.

Upon proving he was the wanted man, a contract was entered into after several telegrams to New York and with the Hearst executives okaying the arrangement stating \$5,000 is to be placed in trust for use of his brothers wno are in jail out west. Dr. Blaisdell, of the Rockland County (N. Y.) asylum, where Irwin had been an inmate, was named as the trustee. The contract was mailed the doctor, Irwin placing it in the letter box himself at a Loop street corner. It is now in the possession of District Attorney Dodge of New York.

After Irwin spilled his confession, George Clark, city editor of the mirror, arranged for their plane trip to Chicago. All negotiations were between Clark and John Dinehart, managing editor of the Examiner. Thereinhall in the contract mentioning attorney. Dinehart told Ir he asked for counsel, that the paper did not go in for procuring lawyers, but Clarke did telepione criminal attorney Samuel S. Liebowitz, who then came in on the case.

Liebowitz, who then came in on the case.

N. Y. Daily News attempted to track Irwin through William Lamkie, who first tipped the police about a week after the murders. That tab figured the killer was hiding in New Jersey and set up a contact point in Hoboken. Walter Winchell claimed in his paper, and also on the radio, that the News had the inside track. That irled the News editors, who falt it might hamper their search. Tor Irwin. Should Irwin be found insane, the legality of the contract may be questioned in court, but it is understood the Hearst office has no intention to contest the point.

tion to contest the point.

Seattle Star Strike

Seattle Star Strike

A jurisdictional dispute over union, iliations of the circulation department employees at the Seattle Star; a Scripps League afternoon daily, resulted in the closing of that paper on Monday (5). The strike was called by the Newspaper Guild unit comprised of both editorial and business office employees who threw a picket line around the building. This is the second newspaper strike in Seattle within a year, the first having been against Hearst's Seattle Post-Intelligencer.

ispute started last week when the teamsters, who are affiliated with the American Federation of Labor, had joined the Guild instead of the teamsters' new affiliate, the Newspaper Drivers and Helpers' Union. An agreement was reached on Saturday by which the teamsters guaranteed to deliver the papers and 19 circulation men were transferred to other duties. The Guild then called a 'strike on the grounds that their men had been taken off their obs after they had refused to leave the union their own choice to join the teamsters union.

Guild's move to take over teamsters is being opposed by: Dave Beck, Seattle labor leader.

AP Switches Staff Members
Switches of Associated Press personnel to go into effect shortly were
announced last week by the syndicate's management. Staff changes
will be made in seven foreign
bureaus and five domestic cities. In
li with policy of shifting men,
forei appointments will be made
from all over the country rather
than from only New York and
Washington.

than from only New York and Washington.

Frank H. Ki ief of the London bureau and responsible for the AP's coverage on the addication of Edward VIII and the Coronation, will return to head up the Dallas, Tex. bureau, largest AP state service in the U. S. Fred Dye, after nine years in Dallas, shifts over to New Orleans Aug. 1.

Joseph E. Sharkey, chief of bureau at Geneva and dean of the AP's

foreign staff, will retire after 40 years' service. He has covered nearly

foreign staff, will retire after 40 years' service. He has covered nearly all important postwar conferences and has been in Geneva covering the League of Nations since 1933. Melvin K. Whiteleather, currently in Berlin, replaces Sharkey at Geneva, with a roving assignment. James A. Mills, bureau chief at Tokyo, becomes the veteran of the AP's foreign staff. He will return to New York in the fall and be succeeded in Tokyo by Helman Morin of the Los Angeles staff. Latter is a recent newcomer to the P but has had wide experience in the Orient.

J. C. Stark, who goes to London, is a newcomer to the foreign service. Recently, as chief of bureau in Newark, he directed coverage of the Hindenburg disaster. Robert Cavagner Ill be acting chi of the bureau in Newark. Paul Miller transfers from Sait Lake City to Harrisburg, Pa; David Fernsler leaves Harrisburg for Washington; Andrue Berding, chief of bureau in Rome, joins the Washington staff after nine years in Italy and recent coverage of the Ethiopian war; John Lloyd, paving been chief of staff in Madrid; Charles P. Nutter succeeds Uhl as chief of the Madrid bureau, He has been in charge of the Miscow bureau and will vacation in Europe before moving into Spain.

Richard Massock is to be new bureau chief of the foreyone interior in Morsow. He has

Spain.

Richard Massock is to be n bureau chief in Moscow. He been covering the rebels in Spaince last July.

Newspapermen are wondering what will happen to Harold Denny as the result of his exceptionally forthright recent articles from Russia on the executions and the general situation there. In many respects his stories were in direct conflict with those of Walter Duranty, one of whose pieces ran simultaneously in the N. Y. Times. Credible explanation may be that the Times was smarting under criticism on account of the kind of news that Duranty has been sending for years and gave Denny carte blanche to go to town. Understood Denny will go vacation soom and whether he will be re-admitted is a question causing much speculation.

ill to Change . Censorship

ill to Change Censorship

ill to revise present arbitrary
method of censorship by an anonymous Post Office official, who determines what is 'obscene, seditious or
fraudulent,' has been introduced in
Congress by Rep. Henry Ellenbogen
of Pa. and has support of numerous
publishers. Proposed bill would require Postmaster-General to send
material which in his opi ion violates the law to the U. S. District
Attorney of the district where the
matter- was mailed with a request
for a jury trial to determine whether
or not matter is legal for mailing.
Similar law has been established as
the method used by the customs
bureau.

the method used by the customs bureau.

Bill is being consider 1 by a special subcommittee headed by Rep. Emanuel Celler.

There is a strong possibility of its being introduced in the Senate and of its having a hearing in the House shortly. Nat'l Council on Freedom from Censorshi is supporting the bill.

ruck Strike Ties Up Philly

Philly Inquirer and Record were forced to suspend publication after bulldog and state editions Friday night (2) when general ing buildog and state editions Friday might (2) when general ing strike in city made deliveries impossible, imitted quantity of first two editions were run off, but none hit the street. Staffs were informed at 11 p.m. not to report to work until further notice.

Union leaders made strike effective at 5 p.m. Friday. Evening Leaders

Union leaders made strike effective at 5 pm. Friday. Evening Ledger didn't even attempt publication of its Two Story' edition that afternoon. Evening Bulletin printed less than usual number and tried, mostly unsuccessfully to get them on stands. Camden Courier moved up edition time of its final and called quits at 5.

Strike settled a.m.
Saturday and evening that day were published as usual.

New Low

A new low in picketing last week had a single picketeer urging the public not to buy publications from a newsstand in the Rialto theatre building, N. Y. Talking sign bearerbroadcast, I broke him in; now he's got my job, 'indicating lad on duty at stand.

Newsstand is week bore sign proclaiming that had signed with American Federation of Labor.

ive New Magazines

ive New Magazines

World Observer is a new magazine out this month. Editors are Alice and Joseph Bailey. It is published by the Lucis Publishing Co. of Camden, N. J., with offices in N. Y.

Eleanor Choate Hill will be editor of a new slick women's mag titled You, due out Oct. 15. It will have a large format, be a quarterly and sell for 50c. Publisher and business manager is James V. Spadea. Mag will be largely staff written. Those currently on the mag are Marian Neery, Jean Spadea, fashion editor, and Ruzzie Green, art director.

Gags is a new, slightly larger than pocket-size quarterly published by United Features Syndicate. L. S. Gleason is editor. First issue includes drawings by Lichty and will sell for a dime. Healing is a new bi-monthly published in Chicago to sell for a quarter. L. A. Nels is business manager. Top Notch, Complete Stories (Street & Smith) and Thrilling Mystery (Standard Mags) change from monthly to bi-monthly.

Hearst Folds Rochester Sheet

Hearst Folds Rochester Sheet
Suspension of Hearst's JournalAmerican in Rochester last Wednesday marks a reduction of Rochester
dailies from five to two in 15 years.
Both remaining are owned by Frank
E. Gannett, morning Democrat &
Chronicle aud evening Times-Union.
Gannett bought the physical plant
and circulatin lists of Hearst papers
and divided features between his
two papers.

and circulatin lists of Hearst papers and divided, features between his two papers.

On the day following suspension the Times-Union printed 135,000 copies, a record for the city and the first time T-U has exceeded D. & C. Deal ties up all news services.

Dr. Meyer Jacobstei , publisher of the Journal-American, at last minute, reportedly tried to buy the properties in behalf of Rochester Democrats and brewery interests, as liquor advertising is barred from Gannett papers, but got nowhere with Hearst management.

Gannett deal here in with the deal the concentration of th

a clear field. "Financial angle is kept a close secret, but Gannett is believed to have paid substantial amounts. Hearst paid nearly a million dollars for Rochester Post-Express 14 years ago to get the Associated Press franchise which was allowed to lapse when, Journal suspended.

Flash, local green weekly, successor to Bugle, announces plans to publish a local daily.

Merritt Succeeds Goddard

Merriti Succeeds Goddard
Abraham (Abe) Merriti succeeds
Morrill Goddard as editor the
American Weekly joined the
publication 26 years ago coming over
from Philadelphia where he was
night city editor of the Philadelphia
Inquirer. Mike Porter, with the
Weekly for 13 years, will be assistant
editor.

editor.

Merritt is the author of several books including 'Burn, Witch, Burn,' which was filmed under the title 'The Devil Doll,' with Lionel Barry-

Chi American Dismisses Two

Two personnel changes the Chicago American, Hearst evening rag, last week see the departure of Ed Reticker, acting managing editor, and Ed Geiger, sports promotion manager.

Ed Reticker, and Ed Geiger, sports promanager.
Flo McCarthy, editor, takes over also as managing editor. Roy Topper, who has been on general promotion for the American, takes over snorts promotion also.

Chicago Ogles B'way Column

Newspaper reader and circulation battle which is the worst in Chi-cago's history at this time may lead to the Chicago Tribune's snatch of the Sidney Skolsky and Ed Sullivan columns from the tab Times.

Tribune has had several Hollywood correspondents and columns but has yet to carry a 'Broadway' column. Should the Tribune take over these two features understood the Chicago Times is readying to replace with the Jimmy Fidler column for the Coast and Leonard Lyons for Times Square feature.

Nat'l Headliners Awards

Nat'l Headliners Awards

National Headliners Club, through its chairman of the awards committee, Earl Johnson, general news manager of the United Press, has made public the names of winners of 11 prizes for outstanding journalistic achievements during the last year. Awards, in the form of gold plaques, will be made at the club's annual dinner on Saturday (10) at the Traymore hotel, Atlantic City.

Mominations for prizes were sub.

Nominations for prizes were sub-mitted by newspapers, mags, news services and radio stations in all sec-tions of the country. The winners

tions of the country. The winners are:

Best Domestic Spot News, Robert Okin of AP, Trenton, N. J., coverage of Hindenburg disaster. Best Foreign Spot News, Henry T. Russell of UP Bureau, London, abdication of King Edward VIII. Best Series of Stories on Subject of Public Interest, Paul Y. Anderson, Washington correspondent of St. Louis Post Dispatch, hearings before La Follette Civil Liberties committee. Best Domestic Feature Story, Henry McLemore, of the N. Y. office of UP for his feature on the New London, Tex, school disaster. Most Enterprise in Journalism, W. R. Hearst for exclusive story obtained by him definitely announcing impending marriage of King Edward and Mrs. Simpson., Best Non-Fiction Magazine Article of General Interest, Dr. Thomas Parran, U. S. Surgeon General, for his article, Why Don't We Stamp Out Syphilis, published in Survey Graphic and Readers' Digest, July, 1936. Best News Photo, John Lindsay of N. Y. office of Ap for his picture, 'Working on the Levee,' taken in the flood district. Best Newsreel, Arthur Menken, Paramount, reel entitled 'Relief of

Levee, 'taken in the flood district.

Best Newsreel, Arthur Menken,
Paramount, reel entitled 'Rellef of
the Aleazar' made on Spanish front.

Best Domestic Radio Reporting, Joseph Eaton and W. L. Coulson of
WHAS, Louisville, for outstanding
work during floods of January. Best
Foreign Radio Reporting, H. V. Kaitenborn of CBS, coverage of Spanish
front, during actual combat, on Sept.

Most Outstanding Work of General Public Interest by a Columnist,
Westbrook Pegler, N. Y. World-Telegram, series, on income tax evasions
by public officials.

Photographers and newsreel men

Photographers and newsreel men covering the Hindenburg crash re-ceived high praise for their notable

Opposed to Closed Shop

Opposed to Closed Shop
Strong opposition to the closed
shop as a threat to freedom of the
press was expressed in a formal
resolution adopted by representatives of 11 publishers' and editorial
associations meeting in Chicago last
week. Meeting was attended by,
more than 500 editors, publishers
and managing editors, as well as
newspaper business executives.

A Newspace Committee server.

A Newspaper Committee representing the associations which attended the meeting was formed with James C. Stahlman as chairman and L. P. Palmer, general manager of the American Newspaper Publishers, as secretary.

Thompson Vice Henderson

Oscar Thompson was appointed Friday (2) as the successor to the late William J. Henderson as music critic of the New York Sun, William J. King has been named music J. King has been named music editor and Irving Kolodi, associate

Both Thompson and Kolodin were assistants to Henderson, and King was a member of the editorial staff.

Writers Will Convene

Willers Will Convene
Annual writers' conference at
Olivet College, Mich, ill be held
from July 18-31. Lectures will include Carl Sandburg, Nannine
Joseph, Ford Madox Ford, Kenneth
Horan, Franklin Meine, Paul Engle,
Alice Gerstenberg, Jean Starr Untermeyer, Alice Tate, Caroline Gordon
and Grace Hemingway.

imes Articles Compiled

imes Articles Compiled
'Special to the Times,' a collection
of articles by 15 N. Y. Times correspondents, will be edited by Shepard Stone and Hanson W. Baldwin
and published by Simon & Schuster
this fall. Frederick Birchall, Arthur
Krock, Anne O'Hare McCermack
and Walter Duranty will be among
the contributors.

Literati Deaths This Week

Literati Deaths This Week

Morrili G. Goddard, 70, long editor of Hearst's American Weekly, died July 1 of heart disease at his summer home in Naskeag, Mée, after two days' illness. A native of Portland, Me., he started his newspaper career in New York on the old World following his graduation from Dartmouth in 1885. He became city editor of the N. Y. Morning World before he was 21, later becoming Sunday editor. He joined the Hearst Publications in 1898. Surviving are his widow, two sons and three daughters.

Francis X. Bastible; 50, for many years a reporter on Hearst's N. Y. American, covering police court and political news in Brooklyn, died suddenly July 1 of a heart attack at his summer home in Haines Falls, N. Y. Born. in West Philadelphia, Pawhere he received his education, he moved to Brooklyn and joined the staff of the old Standard Union, later going over to the American which he served for 28 years. When that paper suspended publication recently he had been transferred to the N. Y. Journal. Surviving are his wil and four children.

Herbert L. Wood, 69, county editor of the Brockton (Mass.) Enterprise-Times, ied June 30 at his home i Brockton. He formerly was associated with the Boston Globe, the Boston Post, the Manchester (N.H.) Mirror and the Brockton Times, which was later absorbed by the Enterprise, in that city.

Charles A. Flanagan, 63, who tired as circulation manager of the Innex circulation from 25,726 in that capacity for 27 years, died June 26, in New York. He had been largely credited for building up the Times' circulation from 25,726 in 1888 to its present position. He served on the paper for 44 years in 1888 to its present position. He served on the paper for 44 years in all. Burial was in Calvary cemetery, N. Y.

CHATTER

ims will vacation in Ber-

Moffat

Mai

Margaret Ernst author of a juve ook titled 'Words.' Harper's mag will have a modern-istic cover in August.

istic cover in August.

Jack Campbell laid up last week
with an infected foot.
Dorothea Brande sailed to Europe
(30) for four months.

Al Kendricks' about-the-towa
column out of the Philly Inquirer,
Dorothy Thompson (Mrs. Sinclair
Lewis) into a N.Y. hosp for an operation.

Dorothy Thompson (Mrs. Sinclair Lewis) into a N.Y. hosp for an operation.

Mary Morris, AP photographer, is engaged to Ralph teiner, free lance cameraman.

Louella Woodford, 19-year-old novelist, has written her third novel, titled 'Attestation.' Random House will publish.

Kenneth Roberts to be interviewed in Boston on his new book, 'Northwest Passage,' July 8, over NBC's Red network.

Two weeks' severance pay granted to editorial men Literary Digest who are not moving over to Review of Reviews.

Alva Johnston's 'The Great Goldwyn,' serialized in the Saturday Evening Post, comes out as a Random House \$1 book around July 15.

'First Families' is the tentative title of a new book by Stanley Walker due out in the fall. Book will giveniside stuff on American society. Impetus given Bucks County, Pa, as a writers' colony by George S. Kaufman moving in at Hollicong. Others in the vici ity are Pearl Buck and Dorothy Parker.

Leo Wingshot, columnist on the Philly Record, resigned last week, Leis a prof at the U. of P's Wharton School and his real name is Ed. McKenna.

School and his real name is Ed. McKenna.

Several changes in the Associated Press photo feature service. Philip Ratnoff moves into the post left by Edward Brown. Latter will join the Boston Traveller. Ken Mayo leaves the photo service after 15 years there. Kip Ross is joining the department.

elman Mori , Associated Press writer in Hollywood, is being transferred to the Far East, with probability hell be stationed at Tokyo. Florence Pine, his wife, has resigned as secretary Terry De Lapp in Paramount's publicity department, to go along.

to go along. Grover Jones' Wheeze, Hollywood Grover Jones Wheeze, Hollywood gag mag, has become just Jones monthly, and the scenarist has removed his avocational publication from his Backyaid Press and made it a regular \$3-per-annum subscrition proposition. Formerly more or less of a giveaway to the Hollywood insiders calling it Wheeze-Bank, etc., prompted the change.

Plays Abroad

('Revue of Laughter')
Paris, June 24.

Kevue in two acts (it scenes) by Pierre Vargane, and Saint-Grander; directed by Fiels Outard and Hemdey; dances, First Ward, Carlon, Ca

This one is a production reckoned cash in on the influx of visitors with an eye toward home trade also, and, while not tops, it has the stuff to serve its purpose. Cannot be expected to draw a great deal of the foreign tourist trade other than those wanting to see a thoroughly French revue. But it should pull o.k. with the natives.

poeted to draw a great deal of the more of the content out is trade other than those wanting to see a thoroughly French revue. But it should pull ok. with the natives.

Seemingly no attempt has been made to produce a spectacular offering, but it is full of French humor, mostly saire, and the cast carries its parts well. Little if any of the music is new and the cast carries its parts well. Little if any of the music is new and the cast carries its parts well. Little if any of the music is new and its on an ordinaty level. Marie Dubas, who stars, has long been a favorite in music-halls here, and her popularity, seems not to be waning. She handles French comedy in a way localities like and her songs are rendered for the French tast. In her solo appearance near the wind-up everything she sings is known and has been popular for some more in another of the tried and true music-hall stars, Mauricet. His songs have next to no music, but the gag lines draw laughs steadily. Included in the repertoire of his appearance is his poem Tiberte, 'which is the seem of the control of the

follow, the latter being played by Mauricet, with Marle Dubas as his wife.

Mauricet, with Marle Dubas as his wife.

Silve and Ferrara, dancers, are spotted twice. First time after the contract of the contr

To Have and to Hold

| London, June 23. |
|--|
| Cornedy in three acts by Lionel Brown. |
| produced by Irene Hentschel at Hav- |
| market theatre. London |
| Roberta de Winter lenon O'Doherty |
| Robert de Winter Basil O'Doherty |
| Cyril Richard Warner |
| Max Halding |
| June Harding Marle Nev |
| Brian Harding Keneth Ken |
| Boney Danille |

CREVUE DU RIRE

('Revue of Laughter')

Paris, June 24.

Jeope in two acts (16 aconsols) by Pletre

propose, and Saint-Granter; directed by the Pont; continues, Max Welly, or best a feet on the propose of the Pont; continues, Max Welly, or best a feet of the propose of the Pont; continues, Max Welly, or best a feet of the propose of the Pont; continues, Max Welly, or best of the propose of the Pont; continues, Max Welly, or best of the Pont; continues, Max Welly, or best of the Pont; continues of the Pont; or best of the Pont; or

home with him she will tell the husband.

Wife tells her lover he must go away, and he decides to return to South America. Cripple refuses to send the sousin to depart, offers to send the young girl to Italy to study singing, and things are eventually arranged that way. It only develops toward the finale, in a fine scene with the invalid and the young girl, that he has been aware of what is going on, and confides in her he has but a short time to live—a year at the utmost. So why not wait around?

Outstanding is the fine characterization by Keneth Kent in the role of the cripple. All the others in the cast, including the two comedy reliets, are skilfully handled. Acting throughout lives up to the old Haymarket tradition.

The Great Romancer

| * | London, June 23. |
|-----------------|---|
| New play in th | ree acts by Jules Eckert |
| | ed by Howard Wyndhum |
| & Bronson Albei | y; produced by Charles |
| | New theatre, London, |
| | Coral Browne |
| Michel | onald Simpson |
| Victor run | Portman |
| Auguste Maquet | |
| Paul Meurice | Ichard Littledale |
| Alexandre Dumas | |
| Dupont | Charles Lefeaux |
| Alexandre Du | Peter Coke |
| Marie Dorvat | Charles Lefenux Peter Coke Vivlenne Bennett |
| | |
| Dr. Bixlo | Athol Fleming |
| Adah Isaac | |
| | |

After being tried out some weeks ago for a single Sunday performance by the Repertory Players, this latest play by Jules Eckert Goodman, had a public showing at the New thea-

a public showing at the New theatre.

Robert Morley repeats his excellent character study of Alexandre
Dumas, of whose thriftless, shiftless,
up and down career the story is
concerned. It shows him surrounded
by his colerie of literary 'ghosts' and
amorous actresses. The genial,
happy-go-lucky scribe, the pivot of
the boisterous household, takes misfortue and good favir all the forcumstances are fictitious, there is
sufficient fact and colorful incident
to make an interesting play, which,
if not successful in itself, will undoubtedly make the reputation of
Robert Morley, whose name went
up in lights after the first night.
Carol Goodner has the best of the
supporting roles as Adah Menken,
but the entire production is finished
and praiseworthy.

THREE SET OUT

| | comed | in th | ndon, | .by | Phl | un |
|------|---------|----------|----------|-------|------|-----|
| Leav | ; produ | ced by I | dargaret | Wel | ster | R |
| the | mbassy | theatre, | . Londo | n, Ju | ine | 22, |
| | | | | | | |

| 117. | 144 | | |
|----------|----------------|--------------|------------------------|
| Larry St | arr | Michael I | Redgrave |
| Peter Ra | lne: | Walt | er Hudd |
| Penelope | Marsh | .Constance C | uminings |
| Miss Ste | vens | Olga | . Martin |
| Marv | | Paulli | e Wynn |
| Slr Arth | ur Manni . | Henry | Wolston |
| Indy Me | anning | Marjorie | Fielding |
| Miss Tro | nuble enham | Julle | t Mansel |
| Lord Tre | enham | Robert | Holmes |
| Johnson. | | Howard I | Deyonshir [.] |
| | | | |

To Have and to Hold

London, June 23.

Comedy in thirty extent Linear Brays produced by these Heart Common June 24.

Comedy in thirty extent Linear Brays produced by these Heart Common June 23.

Comedy in thirty extent Linear Brays produced by these Heart State Brays and the He

Big Outdoor Theatre Paces Italy's Legit

Rome: June 18.

An outdoor theatre that can accommodate 3,000 spectators is to be built summer in Rome's big public park, the illa Borghese Gardens. The stage to be only a summer affair, to be dismantled after the summer season.

The Femi 'Co, which is to be composed almost exclusively of temmes, will start its summer season at the Barberini Theatre in Rome, thence go on to San Remo, Salsomagiore, and finally to Milan. Pietro Scaro and Gian Maria Comietti ill direct the company. Repertoire includes The Rebels. by Gina Kaus and Thomas B. Foster; Fascination, by Robert Milton and Alice Duer Miller; 'Mattinate d'Aprile, 'April Morning), by Alessandro De Stefan; 'Beauty Parlor', by Vicki Baum, and Serpente a Sonagil,' by Vicki Baum, and Serpente a Sonagil,' by Vicki Baum, and Serpente a Sonagil,' by Performances of 'Rom and Juliette' starting July 20 and performances of the old Veneti comedy, 'Il Bugiardo' (The-Liar). undo Salvi will irect Romeo,' while Renato Simoni is to direct the Goldoni play. Latter will be given in the Campo San Rovaso, where the performances of 'Merchant of Venice' were staged three years ago.

Companies that will tour the cities during the summer, there will be three Thespian Carts'—one operated and two dramatics—which will tour the small towns and villages. These carts' are furnished, with complete equipment for setting up stages as well as seats, lights, costumes. They are manned by regular dramatic companies and their repertories include the plays and operas that have been most successful before city audiences during the past seasons.

BIIY ON *VICTORIA* THE

BUY ON 'VICTORIA' THE **BIGGEST YET IN LONDON**

London, June 27.

iggest deal for any
straight play has just been completed
by Gilbert Miller 'Victoria Regina,'
The June 27.

Deal is for 10 weeks at \$6,250 per week, and star two and a half weeks after shows opening, as house is sold out till then. Conditions of deal are also rare, calling for 5% for the libraries, instead of the usual 71/2%.

London's Guild Plan

London, July 6. London, July 6,
Forbes Randolph, former New
York Theatre Guild producer, is
here to promote a similar scheme for
London. Randolph has the backing
of Atiya Begum of Jan Jira, and
several Indian potentates.

'Limelight' Clicking

London, June 27.

Without attracting any notice on the part of the show folks in the West End, 'Black Limelight' has caught on. After a slow start at the St. James', immediately running into the bus strike, it was compelled to move to the Duke of York's to make room for Gilbert Miller's production of Yes, My Darling Daughter.'

The libraries are now buying regularly and the show is playing to a steady weekly profit, ith every indication it will stay, six months in the West End.

Paris Expo, Open 1 Mo., Still Only Half Completed

With ris International Exhibiti open exactly month, much can't be said, the impression the big show has made after the public has had 30 days in which to rummage around.

rummage around.

2,370,000 isitors have paid something in the neighborhood of \$500,000 to view that portion which is sufficiently completed to warrant a look. And to get down to bare facts, that includes only about a half of what the whole will be when it is completed.

be when it is completed.

Of the 42 foreign pavilions only 22 have opened their doors to reveal something like a finished interior. These include those of Belgium, which has one for the country proper and another for her African colonies, Germany, Russi, Italy, Switzerland, Sweden, Norway, Denmark, Holland, Palestine, Monaco, Portugal, Austria, Hungary, Luxembourg, inland, Egypt, Poland, Battic States, Japan, Czecho-Slovakia and Great ritai.

Much steel, work is still showing

and Great rital

Much steel work is still showing on the United States uilding even at this late date. Official opening is set for July 4, but it is understood the building will be closed to the public again after the inaugurations on the interior can be finished. A two-day strike there last week retarded completion.

The foreign pavilions which are yet to be finished are those of Argentine, Australia, Brazil, Bulgaria, Canada, Finland, Iraq, Italy, Mexico, Peru, Roumania, Siam, Spai, South Africa United States, Uruguay and Venezuela and Yugoslavi

The new Trocadero building is far

The new Trocadero building is far from being completed and the pavilions which will be devoted to the cinema industry and the press are not yet open.

For the first time in the troubled story of what is and what is not open in the present Exposition, the bosses of something concerned with the big show have shown the work-ers, and directors, too, for that mat-ter, how to turn a real closing trick.

ter, how to turn a real closing, trick.
This time it is the Parc des Attractions. It closed June 28 at two
o'clock in the afternoon and those in
the know say it is going to stay
closed until the concessionaires who
have invested money there get what
they want.

The time het the bit on the concessionaire who

they want.

Entire battle hi on admission fee of 25 cents. Admission price charged for the Exposition itself is 30c, ile another 25c is charged by the expo for entry into the Parc des Attractions which is entirely separate from the expo. This, the concessi ires claim, was not agreed upon. im that because of this 25c admission price they are only getting about one-tenth of the visitors actually visiting the expo as people are not going to spend money for the right to spend more of it.

Because of this, every display.

more of it.

Because of this every display ride, sideshow and lémonade stand in the park pulled down the shutters and told the customers to scrum that they did not want their money. And so far the boys are sitting tight. They say they are going to leave the shutters down until the 25c en-trance fee is eliminated.

Tibbett for Vienna

Lawrence Tibbett has : opera some time in October. Will probably follow i

Nitery Openings Continue 2-W'kly Average in Paris

isitors no visitors, and whether those here are spending money or not, ight club openings i is town have kept up the average of about two a week for the last six weeks.

Fourteen spots in all have put

Fourteen spots in all have putsigns in front of new interiors or for clubs which have changed hands, been redecorated or just reopened. Largest contingent came withilast two weeks with no less than signening. Largest of is the Eal Moulin Rouge, where the Cotton Club Show with Teddy Hill's band is the attraction. High in Montmartre, this spot seals close 1,000. Operated by Pierre Sandrini and Pierre Dubout, it is run along the same lines as the Bal Tabatin, which Sandrini also heads, ut competition between two places is practically nit as offerings are diametrically different.

American musici

diametrically different.
American musici
mand for the night
No less than seven
of which are colored,
playing in Paris.

playing in Paris.

Led by Willie Lewis, still at
Restaurant des Ambassadeurs, there
is Leon Abbey at the Cotton Club,
Bobby Martin at, Chez Florence,
Freddy Taylor at the Harlem Club,
George Johnston at the Villa d'Este,
Ceddy Hill at the Moulin Rouge and
Hayward Fowers and his Society,
Boys, the only white band of the
lot, are still playing at the Bagatelle.

SHUBERTS TO STAGE 'BALALAIKA' ON B'WAY

London, June 27.

Tommy Bostock has finally is-posed of the American rights to Balalaika, after several ibbles by Marti Beck, Max Gordon and the Shuberts.

Milton Shubert, when last over here, reported adversely on the show. But when J. J. Shubert saw it recently, he thought it good enough for Broadway, with Lee finally cinching the deal, which calls for 10% royalties, ith \$10,000 paid on account. Shuberts are in on any future film deal to the extent of 10%. Deal also calls for Bostock to supervise the Broadway stag! in October. He leaves London sometime in September. in September.

TWO LONDON LEGITS FAIL TO IMPRESS

London

leep for the Wicked, ich opened at Daly's Friday (30) is an outmoded secret service-international say plot drama. It's unconvincing playwriting and extremely unlikely for success. Claire Luce and Delano Ames, author of the play have the leading roles. Author is a cousin of President Franklin D. Roosevelt.

British Victorial States and President Franklin D.

Roosevelt.

British Lion tried out a play at the Arts. Theatre Club same night, titled 'In the Best Families,' with a vi to future filming. Vehicle proved old-fashioned French farce, lot being about an infant left on a doorstep and three men suspecting themselves as its father. Play is crudely written and valueless.

Arrest Fem. Charging Lehar with Plagiarism

Mrs. Lanik Laval was arrested and will be charged with attempted extorti of Franz Lehar. She still claims that the book to Lehar's operetta, 'Guiditta' is a plagiarism, that she had sent a libretto like it to Lehar and that the maestro used most of the ideas of her plot.

Mrs. Laval has written a letter to the French Minister Herriot, because 'Gluditta' will be produced at the Paris Lxposition. She wirned French authorities of the alleged larism.

Broadway

Jack Connolly bought a yacht and ip to match.

Jack Hartley bitten by a dog at Suffern, N. Y.

Jimmy Murphy of the Belasco b. o. lost mother recently.

Judy Canova back to the Coast after a brief jump east. Lee Childs set by the Morris office or Warner screen tests.

Nelson Hesse due back yesterday (Tuesday) from the Coast.

ide Dudley, back from a Coast quickie, sporting a new car. Metro screen-testing Cross and Dunn, now at Marden's Riviera. Guthrie McClintle vacationing for a fortnight at his new country place. Louis Haywar arrived from the Coast Monday; sails today for vacash.

Jack McInerney has taken off 12 ounds ight the last couple

Barbara Fulton and Bruce Mac-Farlane to be married in a couple of weeks.

of weeks,

John Murray taking over Walter
Batchelor's summer home in Bucks
county, Pa.

Universal dickering for Miriam
Graham for the next Buddy De
Sylva tuner.

Dick Keene taking driving lessons chauffeur Nat Beers around the immer stocks.

Dick Keene taking driving lessons to chaufteur Nat Beers around the summer stocks.

Gene Fowler is at his old stamping grounds, Sea View, Fire Island, for the summer, Sidney Kingsley sold the Czechoslovakian rights to 'Ten Million Ghosts' last week.

Parkyakarkas and the missus, Thelma Leeds, are in New York on belated honeymoon.

Jame Bancroft summering at her home near Boston, expected back in low the stamp of the missus, Thelma Leeds, are in New York on Calder and the Wilson (Mrs. Calder) vacationing at Cutchogue, Long Island.

Joey Deutsch reported somewhat improved after operation Mt. Sinai, but no visitors.

Arthur Loew leaves today for fortnight's vacation, crusing on his boat on Lake Champlain.

To the continue his dance four.

Exodus of film company employees from New York for July 4 holidays started early Friday (2).

World's Fair publicity boys move out on Flushing meadow, exposition site, the middle of August.

Par is tossing a coctail party this afternoon (Wed. to Makara, Reconstruction of the Calder of the Ca

Armstrong.
Aussie fighter, at Garden Lieuwick.

(8).
Mitzi and Manning, dog act, pacted by 20th-Fox. Probably be used only in one picture, Shirley Temple's only in one picture, Shirley Temple's

next.

Tyree Dillard, Jr., of Metro's legal staff, sailed last week on North Cape cruise.

Will be gone more than a

cruise. Will be gone more than a month.

Mother of Allen and Howard Schnebbe in Long Branch hospital, aftermath of motor shake-ups, but better.

etter.

Nick Long, Jr., going into the Met., oston, after his current stay at the iviera. Then to the Coast for a

pic stint.

Kelcey Allen to Sharon Springs on Saturday as the first stop in an itnerant vacash. To visit Atlantic ity later.

Milton Lewis, of the Liebling Coast office, in town to visit his ill, mother. Hustled back to L. A. over the week-end.

Milton Lewis, or the Liebing Coast office, in town to visit his ill mother. Hissiled back to L. A. over the week-end. Week-end. Treedman, widow of the radio scriptist, now doing quite a bit of freelance writing for the air on her own.

Day Tuttle took time off from his Mount Kisco and Westport strawhats to visit the mater at Bellport, L. I., over the weekend.

Blas de Rocafort, Cuban fiancee of the Spanish Duke de Covadanga, is and the spanish Duke de Covadanga, is not at the weekend.

Blas de Rocafort, Cuban fiancee of the Spanish Duke de Covadanga, is not the Spanish Duke de Covadanga, is not the Spanish Duke de Covadanga, is not the Weitman, is leaving the shore shortly for higher ground planning a brief vacation up-State.

Monogram's advertising-publicity department has taken quarters twice the size of the old ones in the RiCo building, with Louis Lifton in charge.

Leonard Gaynor reports snake hunting in New Jersey on the up-beat, taking credit for snaring three huddon, near his home across the Hudson.

Harry Schumer m. c.'d a two days' shing trip of Fire Island, denying shing trip of Fire Island, denying planning a brief vacation up-State.

Monogram's advertising-publicity department has taken quarters twice the size of the old ones in the RKO building, with Louis Lifton in charge. Leonard Gaynor reports snake hunting in New Jersey on the up-beat, taking credit for saring three ribilles near his home across the RHAPY Schumer m. c'd a two days' fishing trip off Fire Island, denying it was a fiopperoo, although his first day's catch consisted in something called a lulu.

Nina Gabrillowitsch, daughter of Ossip Gabrillowitsch, daughter of Ossip Gabrillowitsch, the planist and conductor, apprenticing at Mt. Kisco.

Ditto for Florence Odets, sister of Clifford Odets.
Sid Phillips on a month's motor excursion of the New England strawhats Booneing for Metro. Gummo Marx, the 196,er. accompanying Phillips page 196,er. accompanying Phillips page 196,er. accompanying Phillips page 196,er. accompanying the straight of the same arriving next Monday (12) to begin rehearsals for "Virgina". Dennis Hoey, set for the same show, debarks a week later (19).

James Foran, who was graduated from Princeton this spring, heads for Hollywood this week, where he is under contract to Universal. Expects to start work July 15.

Glen Boles, film player, strawhatting at Ivoryton, Conn., signed for the Boston company. of You Can't Take It With You'in the fall. Set by William Liebling.

Sol Jacobson-pa.'ing the Forty, when the set of Brother Raf at the Bitmore, N. Y., last week, Finished the performance and has continued in the show.

After a summer season of ingenue leads i stock at Elitch Gardens.

more, N. X., last week. Finished the performance and has continued in After a summer season of ingenue leads i stock at Elitch Gardens, Denver, Ona Munson will return to Hollywood and pictures. She arrived in Denver last week and remains there until Sept. 1.

Raiph Reader, English film player, under contract to Herbert Wilcox, in Washington for the Boy Scouts world jamboree. Reader is prominent in the British Scout movement, and came over expressly for the soundaye.

Indicative of numerous velsitors world jamboree. Reader is prominent in the British Scout movement, and came over expressly for the soundaye.

Indicative of numerous velsitors world jamboree to Times Square area and came out an expression of the second of the second secon

Sydney

Sydney.

Tito Schipa opened concert tour in Melbourne.
Harry Strafin, one-time vaude manager, on exec staff of Cinesound. Stuart F. Doyle appears to be very happy now he's all through fighting, loads of directors.
One of the staff of Cinesound of the staff of Cinesound of directors.
One of the staff of Cinesound of the staff of Cinesound of the staff of Cinesound of the staff of the staff of the staff of Cinesound of the staff of

Tokyo

Dr. Felix Weingarmer and wife batoned Tokyo New Symphony orch, Max Malini, American magician, giving performances before foreign clubs. Shuichi Yamazaki, managing i-rector of Shinko Kinema, returned from eight-months' tour of U. S. and Europe.

London

J. Robert in has gone to Carlsbadd.
Stuart
August.
Alpha Ince left English estate valued at a round \$30,000.
Kurt Robitschek planning visit to New York late in July.
Isabel Jeans en route to Hollywood to appear i "Tovarich."
Max Gordon, having looked around London, going to Continent.
Pamela Frankau taking over drama critic's chair of Sunday Referee.
Hugh Findlay has joined, New World Pictures (Robert T. Kane) as pa.

Agency.
William Goetz here to make a survey of production activities in

the Stoll Circuit, has Agency.
William Goetz here to make a survey of production activities in Eventual and the survey of production and the survey of the survey of

musical in. which Staaley Lupino and Laddic Cliff play their original roles.

Diana Chyrchill off on holiday to France prior to sailing for America to play in George and Margaret' on Broadway in the fall. Richard Bird, who produced show over here, ill stage it in America.

The Tivolation of their greated by Columbia's For You Alone, with house reverting to continuous policy. George Abbott to do Room Service' over here in conjunction with Tim Whelan.

Revival of Somerset Maugham's The Constant Wife, starring Ruth Chatterton, closed June 19 after four and a half weeks at the Globe. New Barre Lyndon play, They Came by Night, goes in July 7, starring Owen Nares, Ursula Jeans, David Burns.

Pittsburgh Hal Cohen

Jane Wyman, WB actress, in from Coast for week's visit here. The Joe Salas have named the new addition to the family Mercedes. Polly Rowles on leave of absence from U for month's stay with family, Police recovered Joe Hiller's stolen car after it was gone a couple of days.

rom U for month's stay with family's folice recovered Joe Hilley's stolen car after it was gone a couple of the control of the

and bride honeymooning via Great ruise, na Judge, Hollywood film visiting her parents and

Lakes cruise.

Neoma Judge, Hollywood film player, visiting her parents and brothers here.

Leo Moliter, Mound, Minn., exhibitor, back from a Yellowstone National Months of the Wilson on UA office manager, motoring to New York and Boston to visit relatives.

George Turner, veteran Metro salesman, gave fishing party for fellow employes at White Bear lake.

Ringling Bros., Barnum & Balley cruss playing first Minneapolis engagement in three years, July 26 and Lowell Kaplan of Pantages and

gagement in three years, July 26 and 27.

Lowell Kaplan of Pantages and Bill Evideon, Columbia bookers, spent Fourth holidays, at Breezy Point resultance of the Power of the

Paris

Lys Gauty off for London. Barbara la May off on tour. Hotel strike agai threatening. William H. Harris in from Ameri-

June Stick opening cabaret of her Ballets Pleyel. at Salle

Metro buyi Guitry.

Town full of tourists every nationality.

Georges Rigaud getting ready for early American trip.

early American trip.

New revue starring Yvonne Legeay
in rehearsal at Concert Mayol. New revue starring Yvonne Legeau in rehearsal at Concert Mayol.
Gladys Swarthout and hubby Frank Chapman in from America.
Emil Jannings scheduled to make first Comedie-Francaise appearance.
Madame Gerard d'Houville appointed dramatic critic of Echo de Paris.
Cinema Commission of Chamberwinding up hearings before drafting new bill regulating French film industry.

Baltimore

By Howard A. Burman

Babe Mednick itery ooker. Joe Katz going abroad with the missus. Rodney Collier vacash.

missus,
Rodney Collier two-week
vacash.
Mac Weinberg sans tonsils hoping
for more weight.
Jack Miller and Eunice Fine back
from honeymoor cruise.
Jack miller and Eunice Fine back
from Schanborger aving box office for both J. Carlin back from tour of
his park at Buckeye Lake, Ohio.
Max Cohen considering vacash
from nitery stint to run for Sheriff.
Clem White breaking local columns as expert on swings language.
Melbourne Christopher back home
after European tour with Fred Sanborn.

Roy Bergere to Pittsburgh and en Trout, South, for summer nitery

Roy Bergere to Prissourga and Len Trout, South, for summer nitery bookings.
Ted Routson ernie Seamon of Hipp made honorary members of Junior Birdmen. Window' by Norman of Hipp made honorary members of the Work of the Coat file comment of the Work of the Coat file comment of the Work of the Wor

Chicago

Minneapolis

By Les Rees

Walter Branson, RKO istrict manager, in town.

Laura Benham of Warner home of fice publicity dept. a visitor.

Tarrold Harris here alcondum.

More Levy, 20th-Fox district manager, only ground to the construction to start this month on new, air-cooled 20th-Fox film exchanger.

Charlie Kiley open him own.

More Levy, 20th-Fox district manager, on swing around branch offices.

Meria Carpenter of Paramount vacationing at norther winnessot also reasonated to New York for an o.o.

Ted Levis gave Ted Weber, Chez Faree pa., a wrist ticker in appreciation of press job Weber turned on the process of to north woods, after fring 83 at Spring Meado Country club.

Wednesday, July 7, 1937 Hollywood

Paula Stone back from Catalina Dorothy Haas gandering the lots. Marjorie Gateson back from Phills

Bobby Clark in from N. Y. for pie Owen Davis, , to Skowhegan for

Herb Magidson back from Broad-av ambles.

Mrs. Roscoe Karns opening eatery on the Strip.

Jerry Briski
Metro cutter.

Edwin Knopf back at is Metro

Edwin Knopf back at is Metro
editorial desk.
Pete Sinth.
Peter Si

Summer in Colleen Moore's Bel Air cottage Del Ruth vacationing in Phoenix before his next Metro directorial job. Ernst Lubitsch walks into the Mallou surf with that cigar at a 45-

Malibu surf with that eight at a wides till:

G. Taylor Spink, publisher
the Sporting News, looking Hollywood over.
Frank Albertson planed in for two
nonths vacation from 'Brother Rat,'
N. Legit.
Edwin B. Willis, Metro prop chief,
back from Europe with 'Marie Anteinnette props.

book from States with Marie Antology of the Newman, for several years Metro assistant director, now is directing shorts.

Muriel Hutchison and Jane Dewey in from the N. Y. stage for their Paramount contracts.

Clark Gable and Carole Lombard ogle 'Nothing Sacred' rushes together every afternoon.

Hollywood went bangtail over the holiday with Del Mar racing Saturday and Monday and Caliente sandwitched in between.

William T. Lipsomb had his new pryste golf our decided by the Toppers, composed of English golfers in the plc industry.

Philadelphia By Herb Golden

Doc Levy proudly exhi

Doc Levy proudly exhinew yach:
Gene Morgan visiting brother at Palm Beach.
Perry Lesse now doit the Lorraine.
Mickey Kipple flew to St. visit home folks.
Tex Ritter and Ed Finney in from Coast to visit local GN office.
Al Zimbalist back from Lorraine.
Mario Villani back at Anchorage and Arcadia after 10-day illness.
Doug George on vacash after exploitation campaign on Si Marine' in Wilmington.
Harold Seidenberg and Herman Whitman golfing their way to Canada on two-week summer respite.

Asbury Park

Ocean theatre opens.
Governor Hoffman in town,
Billy Watson back at Belmar.
D. W. Griffith in town for a few days. Ted Deal summer home. Josephi opener. Jimmi crutches.

Jimmi crutches, Ham Fisher nods boardwalk.
Producer Campbell resti at Montauk.
Johnny Walker Berkeley-Carteret.
Ariene and Charlene bathing at Elberon.
Tom Howard first-ni vention Hall theatre.
Douglas Gilbert plays 'Asbury Park Court of the Court of t

Rank Nite Draws 14.949 in Cleve. As Expo Beats the Ram Hoodoo

Cleveland, July

Even with handicap of 18 days of steady rain that is giving concession-naires a load of sni les, the Great Lakes Exposition is nearly equaling last year's attendance records. Up to Sunday (4) it had pulled in nearly a million sightseers—904,025, to be exact—in 33 days. That is descond highest for 1937 here, and sunnier weather indicated that the Fourth of July week-end would bring in an estimated 140,000 visitors. Practically every exhi it on Saturday, enjoyed S.R.O. business for the first time in a fortnight. Billy Rose's Aquacade played to 14,000 customers with well lined pokes in three performances. Ted Weems opened in the marine show there Friday for two weeks, following Xavier Cugat. Harry Harrison's Winterland, which has brought in Evelyn Chandler to topline the ice-skating fantasi, dittoed by attracting 9,500 hor rubberneckers whowere looking for a cool spot to light. Chief magnet expected to build up

ing 9,500 hot rubberneckers who were looking for a cool spot to light. Chief magnet expected to build up a record for the Fourth was a double-header ball game between Cleveland Indians and Detroit Tigers at city's stadium flanking the lakefront fair. Team has been cooperating by selling special ball tickets which are okayed at cententials state.

Streets of World section, composed of nationality villages and niteries, is; jumping out of the doldrums readed by a two-bits admish tax. Lincoln Dickey answered icks of concessionnaires by pulling, several high-pressure stunts. One was showing of the Crown of the Andes, a diadem of emeralds valued at \$4,500,000, in a new 'Streets' exhibit. Owner is Warren Piper, Chicago jeweler, who has treasure guarded by a dozen cops, two with machine guns, and electric-eye alarms. It once belonged to the Inca Emperor Atahualipa.

guns, and electric-eye alarms. It once belonged to the Inca Emperor Athualipa.

Hughie Mack also installing free amateur talent shows in International Circle to boost this area. Simon-pures ranging from local contortionists to ladder-jugglers do their stuff every Thursday night now on a street-stage for five weeks, and it's causing traffic-jams.

With town hit by strike conditions, Expo is recognizing fact that money is tight by introducing new bargain prices. Besides free Mondays to women with escorts and mickel charge for kids, they're now selling special family tickets. A family of five—two adults and three youngsters—can get in Mondays for 65c although regular rate is four-bits per head.

Banko revived again for Fridayights is proving to be another picker-upper. Despite rain, 14,949 optimists turned out with umbrellas to take a whack at fair's \$500 pot but the mugs with the lucky number called didn't show up. Prize to both the mugs with the lucky number called didn't show up. Prize to about \$1,500 before somebody won it.

PHILLY EXHIBS WATCH CARNEYS FOR GAMBLING

Philadelphi , July 6. Philadelphi, July 6.

Carney ops here being eagle-eyed for signs of gambling by film exhibs as result of court decision giving Mayor immediate right to close show upon evidence of con stuff.

Exhibs have been warned by their organization, United Motion Picture Theetre Our new testing the program of the pr

organization, United Motion Picture Theatre Owners, to visit carneys and watch for gambling. Under court ruling, Mayor may not refuse license to a show, but he can close it if gambling reported. Exhibs have been told to report. violations to UMPTO secretary, George Aarons, who will take it to authorities.

Welcoming the Waggoners

tah state fair grounds here, with a seating capacity of 15,000, is being zebuilt to accommodate expected record crowds during Covered Wagon Days celebration, July 21, 22, 23 and 24. Fair will

22, 23 and 24.
Fair will be held during latter business several part of September. Already about 3,000 have negotiated for vari us time of death.

NEW CIRCUS GRIFT

On Open Parking Strip Cars, Decamp

Syracuse, July 6.

Syracuse, July 6.

Commissioner of Public Safety
William E. Rapp cracked down on a
new racket last week when Ringling
Brothers & Barnum & Bailey circus
played here.

The commissioner received complaints that in other cities wherethe show had appeared the racketeers had hired vacant lots near
the show grounds and had opened
them as parking places for a slight
charge. While the car owners were
viewing the show the cars were
rified and stripped, and the operators of the lots vacated before the
completion evening per-

formance.

A special detachment of police camped on the grounds to prevent their operation here.

RINGLINGS WIN SUNDAY SHOW

Buffalo, July 6.

Buffalo, July 6.
The Ringling-Barnum show played four performances here Sunday and Monday (4-5) following an altercation with local authorities over the Sunday date which, finally had to be decided in the courts.

Several months ago city granted the circus permission for two shows July 4 with R-B putting up \$1,000 to be distributed to the Joint and Catholic Charities. A week ago the president of the Common Council and local church authorities announced through newspapers that they would petition the mayor to stop the Sunday performances and last week the Buffalo Church Council joined the fight by sending out to pastors of all Buffalo churches a plea for support in calling upon the mayor to enforce the law.

With the show advertising two

churches a plea for support in calling upon the mayor to enforce the law.

With the show advertising two Sunday performances, both the Police Commissioner and the mayor issued statements that they would stop the Sunday performances if attempted and would arrest those in charge of the circus.

Friday, Frank Braden and Eddie Vaughan, of the show, arrived in Buffalo and at the same time application was made to Supreme Court Justice Hinkley for an order restraining the police from interfering with the Sunday performances. Arguments were had in Supreme Court as a result of which a temporary stay was issued returnable Tuesday (6) after the show left town. The stay was obtained by a demonstration that under the penal law shows of all kinds including night clubs and burlesque, shows were permitted Sundays and that circus performances were also legal under the section. In view of the fact that the Common Council had granted the circus a permit to show on Sunday and that considerable money, had been expended in preparation for the performances, Judge Hinkley stated that he thought the Common Coulcil's position in rescinding the permit was 'not exactly just and fair.'

Shortly before the Sunday opening, police arrested Vaughan an as-

and fair."
Shortly before the Sunday opensing, police arrested Vaughan an assistant manager of the show on a
charge of violati the city ordinance. He gave immediate bail and
was released for arraigment in city
court Tuesday when a test of the
vali ity of the Sunday closing ordinance will be made.

Fat Woman Shot

Louis, July 6.

Josi Mae rass, 39, formerly a fat lady in circuses and carrys, was shot to death as she slept in her home at Lexington, Mo, June 30.

Elmer Long, 40, who was living at Miss Grass home, was found severely wounded in throat. He is held for questioning and Prosecuting Attorney L. I. Morris asserts Long shot self. Miss Grass quit show business several years ago at time when she tipped beam at 530 pounds. Her weight dwindled to mere 380 at time of death.

Sock for Marshall

Dallas, July 6.
George Marshall, irector of entertainment and sports for, the Dallas exposition, got red around the gills last week when he called on the local mayor with his visiting troupe of South American athletes.

Mayor, George Sprague, who is a first-termer and a novice at such routines, had just pulled the key gag on the South Americans, then turned to Marshall who was standing by:

"I am very happy to meet you Mr. Marshall, the mayor said politely, 'Did you have a pleasant trip up from South America?" Dallas, July 6.

WALLENDA ACT SAVED IN **BAD FALL**

Schenectady, N. Y., July 6,
Quick thinking by a prop man,
Ralph (Curly) Lill; saved several
members of The Flying Wallendas
from possible death in the snapping
of a cable holding a igh wire, at a
matinee performance of the Ringling
Brothers-Barnum & Bailey show
here last week. The rain-softened
ground caused Lill, head of the prop
crew working with the act, to double
the usual 12 men who grip a net
three feet from the lowest wire
on which Joe and Herman Wallenda
balance themselves with poles, as
they hold on their shoulders a pole
on which a 15-pound chair is balanced for Karl, in turn supporting
Helen Wallenda on his shoulders.
Shortly after the turn opened,
Karl, head of the troupe, decided
against the use of the bicycles because of the funny feel of the guywires. He decided that the 'understanders' should walk on the wires
Instead of riding bikes, summoned a
dozen ushers to take hold of the net,
along with the regular crew. Suddenly, the main wire gave way,
Helen, highest in the air, was thrown
sideways in the direction of Lill, who
lunged and pushed her into the net.
However, she could not avoid sideswiping the chair. Helen was
knocked unconscious, as were Karle
and Herman. Joe, burned by guy
wires, was shocked. Herman was
gashed.
They soon revived and received

wires, was snowed gashed.

They soon revived and received treatment in the circus hospital. Management announced, before the big show lett for Ulica, that the act would go on, but that Karl and Helen, his wife, would be out of would go on, but thelen, his wife, wou action for a few days,

WALLACE BR. CIRCUS STYMIES HOOT GIBSON

Detroit, July 6.
Enjoined from performing with Hagenbeck-Wallace circus, Hoot Gibson remained in Ann Arbor last week to answer charges of contract breach filed by Wallace Bros. circus. Charged, with quitting the Wallace Bros. circuit in Gary, Ind., last Tuesday and joining Hagenbeek in Jackson, Mich., the next day, Gibson was halted from appearing with latter circus; just about one hour before scheduled to go on, by a circuit court injunction.

Ex-cowboy film actor declared he signed temporary contract with Wallace Bros. while still under option to Hagenbeck-Wallace and that his job being only temporary with the former he was merely waiting until Hagenbeck called him.

Wallace Bros. asserted Gibson's contract has 20 weeks to run, and seek \$10,000 damages. While Gibson was detained Ann Arbor, Hagenbeck-Wallace moved on to other towns in Michigan, did Wallace Bros. troupe.

Circus Routes

Week of July 12 Barnes-Sells Floto

Sterling, Colo., 12; Boulder, 13 offins, 14; Greeley, 15; Laramle, 6; Rock Springs, 17; Rawlins, 18 Ringling Bros Barnum & Bailey

Pittsburgh, Pa., 12-13; Columbus, O., 14; Payton, 15; Springfield, 16; Toledo, 17; Detroit, 16th, 18-20.

Fourth Ups Casa Manana Biz 25%; **Titled Dance Pard Quits, No Gigolo**

HOXIE CIRCUS HUNG UP

Attachments Tie Up Trick—Advance

irmont, W. Va.,

Jack Hoxie circus had its equip ment impounded here under nearly a dozen attachments filed through justice As the suits were not heard for several days, Mr. Hoxi , ace performer with the show

arranged to feed the stranded troupe. He purchased food and set up a commissary.

Hoxie was not one of those filing suit for back pay, it is understood. It is stated that Cly Newton is regarded as owner and manager of the show.

Dennison, July 6.

The advance billing crew of the Jack Hoxie circus, which folded suddenly Monday at Fairmont, W. Va., ended its activities here just a week ahead of the show, and joined, almost intact, the Ringling Bros.-Barnum & Bailey circus advance.

According to Ringling-Barnum executives the big show has been shorthanded all year in its billing forces, due to the shortage of experienced men this season.

The several trucks of the show remain here waiting decision of executives of the former Hoxie show as to future plans for the outfit.

DALLAS TAKING IT IN THE NECK

Dallas, July 6.

With an impressive title, the Greater Texas and Pan American exposition has proved to be a local proposition through its first 22 days. Attendance figures at closing Saturday (3) had reached aggregate of 448,052.

Most of the attendance is at night and exhibits scattered over the grounds of last year's Centennial get hardly any patronage during day. Weather-wise Texans just don't stick their heads out in the mid-day sun. When the lights go on, they have been making an appearance in the entertainment spots and giving the exhibits no play. The exposition has started retrenchment in line with the preference for night-time stuff and took a big slice out of the day-time personnel. Frank McNeny, director general of the fair, also took occasion last week to issue a formal statement denying rumors that the celebration would end before its scheduled time Oct. 31. Jack Benny and Mary Livingstone were brought in over the holiday

statement denying rumors that the celebration would end before its scheduled time Oct. 31.

Jack Benny and Mary Livingstone were brought in over the holiday weekend to act as baif for the front gale. The pair was presented in a Saturday night in Cotton Bowl which was free and stunt was to be repeated Sunday and Monday nights. Free show had the entire setup which ordinarily broadcasts for Dr. Pepper on a Southern network Sunday nights and included Lyn Murray's male chorus, Jack Arthur and Art Jarrett from the Casino. Attendance at the first free show was estimated at 15,000; much less than exposition officials had anticipated. Benny also made appearances in Cavalcade and Casino shows nightly to earn the \$15,000 he reputedly received for stopoff here.

Rudy Vallee comes. in Saturday (10) to succeed Ted Fio Rito, at the Casino show. He is set for two weeks after which Phil Harris takes over. George Marshall, director of entertainment, reports that Borrah Minevitch is leaving this week but that his harmonical troupe will continue extra two weeks. Jack Arthur also will bow out with Art Jarrett taking over whole singing burden, excepting through Lanny Ross.

Marshall's sports program will begin July 15 and run three days, with South American, track and soccer stars meeting American toppers. The South American track and soccer stars meeting American toppers. The South American track and soccer stars meeting American toppers.

Attendance at Casa Manana, main attraction of the Frontier Fiesta, ran 25% ahead of the first 10 days of last year, getting the flests off to a good start. The three-day holiday over the Fourth brought large crowds, missed last year as the show then opened July 18.

Casa Manana revue has been speeded up. The result is a snappy show running little more than an hour and with gobs of flash.

John Murray Anderson, director, left Friday (1) for England after polishing up the performance. Bob Allen is staying an extra week to speed up the dencing and to put more finish to Pioneer Palace show. Calgary Brothers, pantomime comedians, moved from large Casa Manana to Pioneer Palace. First spot too large for their type of act. Paul Whiteman bought national rights to 'Gone With the Dawn,' romantie song, and is expected to play it on his twice-weekly broadcast from a new studio just opened on the grounds.

Whiteman drove half ight Thursday to take part i real cowboy reunion at Stamford, getting plenty of publicity and ing goodwill for the show.

Albert Johnson, scene designer, will remai a month to work on plans for a flesta on 'wheels which Billy Rose, director general, has in mind for a fall tour. Carlton Willer, technical director, will remain through run of Casa Manana.

Whiteman announced auditions for a girl singer which he hopes to botain in Texas. He wants a girl who can go into the movies.

Count Nicoli Vegetti Di Caffa, one of a group of titled dancing partners provided at Casa Manana, quit in a huff when he read in New York reviews that he was called a rigolo. The others stayed put, however. Di Caffa said he was not a gigolo and swore vengance at the visiting columnists,

Fireworks finale to Casa Manana revue prohibited by city because nearby tent caught fire.

Award N. Y. Fair \$3,000,000 With \$1,500,000 to S.F.

Washington, July
Measures carrying \$4,500,000 for,
Federal participation in the rival.
World Fairs skedded for San Francisco and New York in 1939 received approval of the House last week.
Stalling by the lower branch ended with ratification of revised Merritt bill appropriating \$3,000,000 for the Gotden Gate show. The S. F. money proposal previously was passed by the Senate but House Foreign Affairs Committee changes require further action. The N. Y. legislation, similar to a \$5,000,000 bill which the President vetoed several weeks back, has not been taken up in the Senate.

Congressmen will have a say in

in the Senate.

Congressmen will have a say in formulating plans for Government spending, despite President Roosevelt's prior objection that this is an unconstitutional invasion of the rights of the executive branch of the government.

unconstitutional invasion of the rights of the executive branch of the government.

Commish for the Frisco jambore embraces four cabinet officers—sees of Interior, Agriculture, Commerce, and Labor—three members of the House, and like number of Senators. Group to supervise N. Y. exhibit includes si lawmakers and three cabineteers, representing Labor, Commerce and Agriculture departments.

Legion Bally

Battle Creek, Mich., July 6.
What is believed to be the only traveling post of the American Legion marched in the Fourth of July parade here Sunday.
The 'traveling post' is compose of member veterans employed by the Greater Exposition Shows, which are showing here this week

are showing here this week.

There are 60 members and meetings are held weekly.

News From the Dailies

is 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. VARIETY takes no credit for these news items; each has been rewritten from a daily paper.

East

Jim Barton played Jeeter Lester in Tobacco Road' for the 1,000th time last Wednesday. That's the record. Henry Hull went 23 per-formances and James Bell 305.

formances and James Bell 305.

Paul White, Harlem Negro lad, picked by Universal for a part in Adventure's End. He worked for the Guild in But for the Grace of God. Selected because he can speak with a cockney accent.

with a cockney accent.

Eugene Ormandy named prez of
the Schubert Memorial. Succeeds
Ossip Gabrilowitsch.

English Home Office figures show
that only about 10,000 from the U. S.
attended the Coronation.

Understudy club to make a picture
short of its activities. Also plan another performance.

That Jones Reach animals.

other performance.

That Jones Beach private weather bureau heat the Government predictions three times in the first week.

Mrs. Ted Healy got a divorce last october. Later and an anged her mind. But she only remembered to have the decree officially quashed last week.

last week.

Arnold Reuben announces he's
quit naming sandwiches after the
near-great. In future he'll use fiction and historical characters to
sponsor his output.

Belle Livingston announces she's
going to open a new club. To revive the old time charm of the
smeaks.

Belle Livingston announces she's going to open a new club. To revive the old time charm of the speaks.

Nite club gem gang got to Mrs. Joseph Forrestal, socialite, for about 348,000 worth of jewelry last Thursday (1). Trailed her from the Plaza. I have been supported to the state of the sta

suit filed at Long Beach, Calif., by Mrs. Vera Codona, who asks half of \$34,000 property and \$200 a month. Ted Healy, divorced last October, joined by ex-wife in plea to L. A. Superior Court to call decree off. Mrs. Lita Grey Chaplin Aguirre, was granted a divorce from Henry Aguirre, film player, by Judge Burnell, who earlier had refused her a decree.

lecree.
Sheila Wilcoxon divorced from
Henry Wilcoxon i A. on cruelty

Sneua WIICOXON divorced from Henry Wilcoxon i A. on cruelty grounds.

Mrs. Josephine Austin (Irene Delrov) won a divorce in Reno from William L. Austin, Jr.

Damages of \$100,000 are asked in a suit filed against Metro resulting from the drowning of Kresten Gomesan, a sailor, during the filming of Captains Corageous.

Contracts of Betty Grable and Marsha Hunt, both 20, with Paramount were approved by L. A. Superior court.

Nitery Reviews

(Continued from page 49)

appearance and performs with an appearance and performs with an enthusiasm good-fellow touch that is fetching. The cards are distinctly stacked in her favor as a floor show entertainer in New York and if she doesn't move to other

tinctly stacked in her favor as a floor show entertainer in New York and if she doesn't move to other night spots later she might prove a good b. o. bet on theatre personals.

Supporting troupe includes Charles, athiof, standard hick-diddling turn in vaudeville for many years and a clickful proposition from a floor. Like many others who have gone from vaude to niteries he fluds himself very much at home and no trouble with his audience.

A flashy acrobatic dancer is Loma from the standard state of the standard shadeness. A flashy acrobatic dancer is Loma fluth. She has a fast and rather tricky routine. Patricia Reilly, personality songstress, remains here, as does Ebbe Gyldenkron, who calls himself the tainging baron, are resonality songstress, remains here, as does Ebbe Gyldenkron, who calls himself the tainging baron, are resonality songstress, remains here, as does Ebbe Gyldenkron, who calls himself the tainging baron, are remained. The standard has been been supported by the standard of the standard of

HOTEL ASTOR, N. Y.

HOTEL ASTOR, N. Y.

It's some five years since Ted (Is Everybody Happy?') Lewis has been on Broadway, but seemingly he's not forgotten. Times Square over the long holiday week-end looked like the proverbial deserted village, but they must have come up from manhole covers and hideaways the way they piled into the Astor Roof Mondon and permitted himself to become a bit standardized on his reent vaudfilmery jaunts, but seemingly, in between the Chez Paree (Chi) engagement last month and this lap on Broadway, he's refurbished his stuff. There's a judicious admixture of the old and the new and this lap on Broadway, he's refurbished his stuff. There's a judicious admixture of the old and the new and while Lewis danspation is still one which the he hyper-amplification of the loud-speakers all over the Roof—his is an effective presentation. Ok both for sight and hoof.

On the sight end, opening with a musical cavalcade that sets him off well, Lewis is augmented by the Radio Aces, vocal trio; Teddy Hale, yeoman tenor with the band, who could, however, subdue his vocal enthusiasm and not pyrami his boil whitter, who does Lewis' shadow'; Ruth Daye, tapster, and Lita Lede, vocaliste. All specialists are clicky. Lewis on his own has now made Baby Smiles at Me' and his clarinet and sweet-hot reed work personal trademarks and this, fortified by an intrinsic capability to meriandize himself to the fullest, impresses him anew on his Broadway return. An had permitted himself to be tract date.

Richard Furlong, arrested when found asleep in the N.Y. Strand theatre after the house had closed. Parents testified he was subject for fits of somnolency. Given a suspended sentence in court.

Karla Kruger, of the Kansas City Fullharmonic, engaged to lead the Harland of the Court of Italian cities next spring. To give like th

choruses nicely with vocals, with Al Stuart, one of the musicians, also steeping out for some singing. Dell and Hamory, mixed accordion and singing team, work the tables between dancing.

As at the Hickory House in N. Y., feature of this spot is the food, especially the steaks. Label to the series of the series of every degree, with the popular Glen Island Casino not very far away.

Scho. h the not very fa Scho.

EL CHICO, N. Y.

Highlight of the new floor show at El Chico, authentic Castilli class nitery in Greenwich Village, is

Highlight of the new noor snow at El Chico, authentic Castilli class nitery in Greenwich Village, is lando. He's a young Mexican who does impressions. His billi the human caricaturist' covers the situation icely because his grotesque makeup, while doing a takeoff of Lefty Gomez pitching, in rhumba rhythm, is a new idea in impressionism. He effects a chalky makeup and exaggerated eye-penciling for contrast, augmenting his stuff with contortive rhumbaing. The pantonings highly effects dose and Particla, a pair of personality ballroomings highly effects dose and Particla, a pair of personality ballroomings highly effects and he a nice visea-vis. Their terps are likewise new, incorporating such characteristic tempos as the fado from Portugal, the zambra from Anadalucia, the Mexican jarana, chapanecas and other new dances.

Las Guarecitas are a sister team of the row dances.

Las Guarecitas are a sister team of the row dances. The summer of the row of the row

SILVER FOREST ROOM

(DRAKE, CHICAGO)

Chicago, July 2. During past couple months, the Drake has found, astonishingly enough, that there is a certain amount of truth in the text book theory of merchandise being a pre-requisite to selling. Before that time, waiters were complai ing of having no other duties except to appliate the nightly performances of scale bands. There seemed to be no way to meet this demand except to close the two rooms; a decision almost reached when Consolidated set Paul Whiteman for four weeks. He stayed eight.

Paul Whiteman for four weeks, He stayed eight.

Not only did Whiteman's engagement forestall any room-closing, but it broke Drake records, and started the present avid demand for name bands in Chicago, Jack Denny, following Whiteman, has upheld the validity of the theory. Starting his second four weeks, business in the Silver Forest room is still remarkable, despite even the use of electric fans as the principal cooling system.

Denny band is a ton-noteh outfit

OBITUARIES

FREDERIC A. JUILIARD
Frederic A. Juilliard, 70, textile manufacturer, died at his home in Tuxedo Park June 29, of a cerebral hemorrhage.
He was the nephew and heir of the late Augustus D. Juilliard, founder of the Juilliard school, and carried on his uncle's work. He was a member of the board of the Metropolitan Opera and Real Estate Co, the Metropolitan Opera Assn., one-time president and currently a director of the N. Y. Philharmonic Symphony and was connected prominently with other musical tures. tures.

HELEN LOWELL

Helen Lowell, 71, veteran stage and screen actress, died at her Hollywood home, June 28, after a lingering illness. Deceased went on the stage at 17, playing lolanthe in the Gilbert and Sullivan comic opera of that title. She created the role of Dearest in 'Little Lord Fauntleroy' and of Miss Hazy in 'Mrs, Wiggs of the Cabbage Patch.'

After wide stage experience, including several foreign tours, she went to Hollywood under contract to Warners 1934, appearing in

IN MEMORY THE MINER BOYS

TOM — ED — GEORGE BARNEY and GERTRUDE GERARD

many films. Her later appearances were i 'Valiant Is the Word for Carrie,' 'I'd Give My Life,' and 'Strike Me Pink.'

. PARKER

George D. Parker, 64, veteran American producer, died in Sydney, Australia, May 29. Parker went to Australia many years ago under contract to Williamson-Tait and produced many of their comedy and dramatic hits prior to the decline of the legit stage.

Quitting W-T he went to Cinesound as dialogue director and resound as dialogue director and remained with unit for quite a spell. He left Cinesound and found the going fairly hard to get set again in legit. Made his biggest success with Journey's End.

ROBERT T. SMITH

ROBERT T. SMITH
Robert T. Smith, 44, manager of
Grauman's Chinese theatre, Los
Angeles, died July 4 as a result of
a heart attack contracted while
swimming at San Clemente, Cailf.
A native of lowa, Smith worked in
Skouras houses in St. Louis prior
to going to Hollywood five years ago
to manage Pantages' Loew's State.
For the past three years Smith had
been at Grauman's Chinese,
Survived by widow and three

Survived by widow and three daughters.

JOHN C. LYNCH
John C. Lynch, 62, retired electrical engineer, died at Stockbridge,
Mass. June 29, of coronary thrombosis. He went to the N. Y. Telephone company on his graduation in
1896 and remained with that organization until deafness forced his
retirement in 1931 retirement in 1931.

neer in radio research He was a pioneer in radio research and established a number of broad-casting stations, notably WEAF, New

JEROME WILLIAMS
Jerome Williams, 83, former
leader of the Sampson Opera House
orchestra, Kingston, and for many
years director of the Kingston Point
Band, ied June 30 in Kingston, N.
Y. He was known to thousands of
excursionists who stopped on Day
Li steamer trips to Kingston
Poi where he batoned the band.

ELLA WOODS

ELLA WOODS

Ella Woods, 77, pioneer film scenarist, died in Hollywood July 3. The
wife of Frank Woods, former Famous
Players' production chief.

Mrs. Woods had been in the writ-

ing end of picture biz for 25 years. She did many of the scripts for the early Norma Talmadge starrers.

LILLIAN B. OSLER

Mrs. Lillian B. OSILER
Mrs. Lillian B. OSILER
Mrs. Lillian B. OSIC, 67, pianist
and accompanist of years ago, died
at her home in Philadelphia July 1.
A member of the Matinee Musical
Club, she had a studio in the Presser building and was correspondent
i iladelphia for Musical Courter.

JOSEPH PEARE
Joseph Peare, who claimed to be
the first electrician in a New York

textile thorne, N. J., July 2.

this claim is not substantiated, si electricity was used in numerous theatres long before the Broadway was built.

JAMES CARDINA
James Cardina, former owner and
operator of the Varsity, Kensington
and the Glen, Williamsville (Buffalo), died at Buffalo July 3 after
short illness.

JOSIE MAE GRASS

Josi Mae Grass, 39, formerly fat woman with circus side shows, was shot to death at her home in Lex-ington, Mo., June 30. Details on the outdoor page.

Mrs. Meta M. Tillotson, wife of Howard Tillotson, Denver theatre orchestra director, died i Denver

Mother of Carey Wilson, Metro producer-writer, died at Rutherford, N. Y., June 27.

MARRIAGES

Virgi ia Geehan to John Bigelow, June 26, in Ellensburg, Wash. Groom is VARIETY correspondent in Spo-

Catherine Davidson to Forrest Judd, June 26, in Des Moines, Iowa, where groom is head of the Mono-

gram exchange.

gram exchange.

Dorothy Frazer to Jack McGaffey,
July 4, at San Diego. Groom is
Columbia studio employe.

Cora James to Gale Beatty, in
Hollywood, July 23. Groom

Hollywood, July 23. Groom
Warner's publicity dept.
Elvia Allman, radio actress, to C. C.
Pyle, in Los Angeles July 3. Groom,
former sports promoter, is head of
Radio Transcription Co. in Holly-

wood.
Jane Wyman, film actress, to
Myron Futterman, June 28, in New
Orleans. Groom is a Los Angeles

business man.
Pat Selwyn to Donald Klupfer,
June 30, in New York. Bride is a
niece of Arch and Edgar Selwyn.
Groom is co-publisher with Bennett
Cerf of Random House.

BIRTHS

Mr. and Mrs. Dick Perry, son, June 30, in New York. Father is member of sales force of Grand National Pictures.

Pictures.

Mr. Mrs. Charles Quigley,
daughter, June 28, in Hollywood.
Father is a film player.

Mr. and Mrs. Frank W. Davis,
daughter, at Culver City, Calit, July
2. Father is i Metro art depart-

Mrs. Bertram Lebhar, daughter, in New Yor, June 1. Father is sales manager at WMCA.

Mr. and Mrs. Leland Hayward, daughter, July 4, in Los Angeles. Mother is Margaret Sullavan, father an agent,

Tax Bill

(Continued from page 6)

thirds vote, or 88 affirmatives, was required to pry the bill out of committee and that, therefore, the motion was lost.

During the heated debate on the measure, several members charged

tion was lost.

During the heated debate on the measure, several members charged that it was not primarily a tax bill at all, but represented a fight between rival theatre interests. The Benz Bros., millionaire liquor dealers and real estate owners, have been previously accused of sponsoring the tax retaliation against Publix for allegedly having been instrumental in getting local film exchanges to refuse to service the Benz Minneapolis and St. Paul theatres for dime subsequent run pictures. Northwest Allied States has not supported it.

Representative George Hagen, who led the fight to get the bill onto the floor, said the tax would yield \$400.00 annually, but admitted it should undergo 'some severe trimmings i rates.' He asked why Il men in rates.'

undergo some severe trimmings i rates. He asked why 11 men in-rules committee should dictate to the entire House of 131 members as to what legislation should be con-sidered.

Jessica Dragonette will sing at Sidney Me., on July 11 for the American Federation of Women's Clubs. Organization is having a summer rally-around.

Crix Dwindle

Wednesday, July 7, 1937

(Continued from page 1)

creased. There are a rew critics still on the drama job exclusively in the key cities. Ashton Stevens of the Herald-Examiner and Charles Collins of the Tribune, both in Chicago, are the survivors but with little to do in way of play reviewing Lloyd Lewis, one of the youngerscribes in the Loop city is both reviewer and sports editor on the Chicago Daily News and is the author of a novel or two. Chicago developed two of Broadway's best known critics—the late Percy Hammond, and Burns Mantle, active critic of the News.

In Boston two of its best known critics died within a year. Most widely read was 'H. T. Parker, who composed long reviews for the Transcript. Edward Harkins, who has covered the stage for 25 years, is the sole remaining well known play specialist on the Hub papers, he besind and Chicago have been sent most of the road shows in the past several seasons, with Philadelphi third. In the latter spot, a few of the oldimers are around but in other stands they have dropped from attention.

imers are around out in other stands they have dropped from attention.

Death and newspaper mergers were not the only factors in depleting the critical ranks. With the constriction of the number of shows there was a decline in revenue from the theatre. That was further lessensed by the directory form of daily inserts in the New York press. In other times display space frequently found theatres taking up a full page, especially in Sunday editions. Amusement revenue has virtually been belanced, however, by splurge for motion pictures, yet that coin does not cover the expense of the drama departments.

New York's critics are the youngest group of reviewers in the world. With the passing of Hammond, Mantle is the dean and all the others on the regular dailles are his junior by a wide margin. A point in passing is that the News reviewer (Mantle) usually covers more shows than single critic in New York.

ing is that the News reviewer (Mantle) usually covers more shows than single critic in New York.

Few Contractees
Only some of the critics in the metropolis are under contract. There are eight first stringers remaining, ith the suspension of the American. Gilbert Gabriel of the sheet is in the last seven months of a three-year contract, which may be taken over by another daily. John Anderson, of the Journal, is also a contract man, it being the Hearst system to tie up its by-liners, with the result that the Journal's sports department is jammed with ined seals.

partment is jammed with ined seals.

Although not under contract, men ike Brooks Atkinson of the Times are under weekly salary throughout the year, with little to do in the summer months. On the other hand, Anderson grinds out dailycopy for the Journal. So does Douglas Gilbert, who succeeded Robert Garland on the World-Telegram, also revi ing some of the summer theatre ideaway try-outs as did his predecessor. Robert Coleman, of the Mirror, also contributes a daily stint. ichard Lockridge of the Sun usually spends a month on the rewrite desk. Richard Watts, Jr., who succeeded Hammond, is on a European vacation. John Mason Brown, of the Post, usually leaves the staff during summer; write and lecture.

In the days when the theatre was in the days when the theatre was igh the out-of-town critics came roadway in the spring and summer to look over plays which would visit their cities the following season. That custom has stopped and only a few critical visitors come to New York for that purpose every so often.

While not infrequent for drama reviewers to cover pictures, only two film critics have become drama critics. Watts is one and Mordaunt Hall, formerly of the N. Y. Times, is another. He has the drama desk on the Boston Transcript. Radio has curiously failed to develop critics. Most of the radio columns are made up of comment or casual references to broadcasts. VARIETY set the style in reviewing io and is virtually unopposed in field. None of the drama or picture reviewers has touched radio coverage to date. not infrequent for

Ansermet to Ravina

rist Ansermet, Swiss patoner, arrived in N. Y. Monday from Europe.
Left immediately to conduct the summer symph series at Ravina Park, Chicago.

WHAT THINK THEY

For an Opera Bouffe Revival Brooklyn, N. Y., June 29. Editor VARIETY:

With half a hundred societies with imposing titles all aimed at the improvement of the stage, chiefly, it would seem, through the promotion of sociological brainstorms, why cannot some little group give a thought to the revivals of the operas bouffe?

not some ittie group give a thought to the revivals of the operas bouffe? Half a century ago no town of importance was without its summer season of light operas. Today the best we get is the occasional appearance of the Gilbert and Sullivan scores and the intermittent revival of some of the old Shubert successes. The answer, I suppose, is that the old timers are regarded as outmoded. Perhaps they are, but they still are more tuneful than the more recent output. When has New York seen 'Fati itza,' The Grand Duchess,' Maritana' and their ilk? Or getting closer to the present day, what has become of 'Black Hussar,' 'The Lady or the 'Tiger,' 'Falka,' 'Nadjy' and other tuners of that era?

They all carry better, more tuneful melodies than the machine-made output of more recent times, and many have served to supply suggestion if not inspiration, to the modern composers.

tion if not inspiration, to the modern composers.

I believe that such a venture would meet with some favorable response could they be done with the old celat. That probably would prove the obstacle, for where can we find today such finely trained troupers as DeWolf Hopper, Digby and Laura Joyce Bell, Mathilde Cotrelly, Marling, Manola, Bertha Ricci, to men-

ion Manola, Bertha Ricci, to men-tion only a few.

Perhaps I am old-fashioned and talking out of my turn, but I am convinced that an adequate presen-tation of the old timers would prove acceptable to a host of moderns.

Why cannot the Metropolitan, in why cannot the Metropolitan, in its supplemental spring season, give us a week of the old timers? It would be interesting. It might prove renumerative. It certainly would be enlightening.

Dudley Carso

Mr. radford's Got Somethin' There Baltimore, July 1.

Editor, VARIETY:

If evidence were needed to prove the utter lack of business sense in the picture industry, the high prices paid for recent stage successes

the utter lack of business sense in the picture industry, the high prices paid for recent stage successes would prove the point amply.

A company pays \$100,000 or more for the rights to a Broadway hit with the proviso that the picture may not be released until the end of the run. This automatically prevents the company from making a picture of this type, but every other producer ill hurry into work a picture along similar lines, and by the time the purchaser of the stage rights is ready to produce the edge has been completely taken off by the pirated versions. This has been the case ever since Universal bought Fbroadway, only to have it go stale on its hands after every other company had cleaned up.

The irvelligent procedure would seem to be to pay the play producer for the immediate rights, the play being withdrawn after the picture is released. It does not seem too much to ask, in view of the large purchase price. All the film company gets is the title, and titles alone do not mean much. The whole idea seems to be screwy.

being withdrawn after the picture is a released. It does not seem too much to ask, in view of the large purchase to price. All the film company gets is the title, and titles alone do not mean much. The whole idea seems to be screwy.

James Bradford.

James Brad

and make Nebraska, as regards music, a foreign country?

If Germany, for instance, did not agree to pay performing rights on any English song or work, then we would make the position reciprocal, so it amounts to this: Nebraska in the end would have to write own music, perform it in their own State, and it would not have entire into any other part of America. This position would then bring them their senses.

any other part of America. This position would then bring them their senses.

At an earlier date you reproduced a letter of mine in your issue of July 22 last, and I would like to say since then the evils that I pointed out in that letter have been put right in this country—special arrangements are not only being supplied by publishers; band leaders are getting more money, and broadcasting fees are nearly doubled.

I mention this hoping that you may take a little notice of what I have said earlier in this letter, as I really do feel if a New York publisher were handling one of my publications I would not allow him to handle it if I thought that the State of Nebraska could perform my works without paying å fee.

We have our troubles here, but I am sure over there you have more, and I can only feel that in the end after all the money in litigation that has been spent, it will boil down-to one thing again, and that is the publisher who holds the copyright of a song will have the control of that copyright and the performing of that work through ASCAP wherever the song is played, and that he should be paid within reason for the through and the performing of that work through ASCAP wherever the song is played, and that he should be paid within reason for that my many your legal department, with all the knowledge and the facts their hands, could publish a solution to stop all this expensive littigation.

In conclusion, you might say, well what has it got to do with you. It only concerns us here inasmucl

Vours faithfully MACMELODIES, LTD. F. McMillan. Managing Director.

Gene Garrick's Performance Hollywood, July 2.

Editor, VARIETY:

Editor, VARIETY:
I was very anxious to read your review of The Road Back, because when VARIETY gives you a rating, I've always felt it meant something. That is why I was particularly disappointed when Kauf picked out my bit as 'outstanding' (the word is yours), but gave Nosh Beery, Jr., the credit for it. Beery, Jr., was the boy who died on the road back, but I did the impersonation of dementia praecox.

praceox.

I'm not writing a beef, but publicity is important when you're just beginning in this business and this role was my first in pictures, so there is my story.

's) Theory Himber's (or

July 1.

Editor, VARIETY:

It's all this crying about where has good old vaude gone to? It's gone the way of all junk. It was no good, that's why it has disappeared.

no good, that's why it has disappeared.

And don't tell me it's coming back. Why should it? When you can go into a picture theatre and see two pictures for a quarter, with a lot of real entertainment, why bother with paying twice as much to hear a lot of stale jokes?

As for the hullabaloo about the poor actors who can't get jobs—why let 'em'eat cake. The good actors get jobs i ictures, or radio.

Al Garfinkle.

Al Garfinkle.

New York

Editor. VARIETY:

Editor, VARIETY:

Probably the most consistent failure on the radio is the average children's program. Many of them are initiated, have a short-lived place in radio's schedules and then pass away.

Radio lords hardly be expected to turn out daily works which will stand on par with the rare creations of Lewis Carroll and Edward Lear, but it does seem they could approach the problem of presenting children's programs with less condescension, less of the adult viewpoint.

children's programs with less condescension, less of the adult viewpoint.

The whole thing falls short when
radio forgets or ignores to inject
the childish imagination, childish
naturalness. The first thing to remedy this situation would ostensiblybe to discard the sexy songs and
sophisticated comedy that is present
throughout most of the afternoon
programs and Sunday attempts:

Rarely indeed has a radio profilder. Instead they aim at a
completely artificial, manufactured
plot that has no more imagination
quality than a complete satisfaction
(even in the mind of the youngest)
that the impossible is still impossible.
Let's go! Radio has just about
worked wonders with the adult entertainment in the evenings, the
women's programs in the morning
and early afternoon. Let's see some
action for the kids.

Whaddyesay?

Lee Witey.

Lee Wileu

itery Mixing Philadelphi July 1.

Editor, VARIETY:

I am glad to see your paper turn-ing the spotlight on the growing practice of requiring women cabaret entertainers to mingle with the male customers to encourage the sale of

drinks.

The evil—and it is an evil—seems to be spreading rapidly and can have only one result; the eventual exit of the supper rooms. Actresses who will 'work the wine room,' to use the old expression, do not have to be clever. Clever women will not submit to this semi-prostitution. The entertainment value of these ventures will be reduced to so low a level that they will cease to attract have the amusement business will have gone to join the now defunct burlesque and vaudeville shows.

The cabarets are about the last stand of the single entertainers. It would be regretable if the cupi ity and short-sightedness of their owners shut this last door to the old-time variety acts and their successors.

Henry J. Collison. The evil—and it is an evil—seems

Lively Trading

(Continued from page 4)

(Continued from page 4)

for featured players. Players thi that a good thing. It gets them around, prevents them from going stale or typed, gets them accustomed to the ways of different directors and fellow players.

Fredric March is one of the growing number of stars who insist on getting around from studio to studio. In March's case the idea has worked out to his advantage, so much so that. Joan Crawford currently is understood to be contemplating a similar policy when her contract with Metro expires around six months hence. Miss. Gaynor parted from 20th-Fox and her next appearance was in Selznick's 'A Star' Is Born.' Now she is reputed dickering with Selznick for a contract calling for 200,000 a picture.

With half a dozen players under contract, Wanger has been probably the most active individual in the star auction market.

In the last year, for example, Madeleine Carroll has toiled for plenty of bosses not her own—in 20th-Fox's 'On the Avenue, 'Selznick's 'Prisoner of Zenda,' Columbia's 'It's All Yours.' Boyer has played with Dietrich in 'Allah' and Greta Garbo in 'Madame Walewska,' and goes next to Warners with Miss Colort in 'Tovarich.' Sylvia Sidney has been with Goldwyn and Paramount; Henry Fonda is to be featured in two Warner films.

Wanger Takes. Chances Wanger's policy, its to lend his

mount; Henry Fonda is to be featured in two Warner films.

Wanger Takes. Chances
Wanger's policy is to lend his
players out freely but only for toprank pictures which, he feels, will
improve their box office stature. He
must know the story, director and
supporting cast before he will sign
for the services of one of his players.
He is just as free and just as exacting in borrowing and recently,
has made use of Joan Blondell, Jean
Arthur, Warner Baxter and Leslie
Howard from elsewhere.
Wanger applauds the new star
idea of refusing to tie themselves
with term contracts but believes thi
will work out to the best advantage
only when they hook in with topnotch indies such as Selznick, Goldwyn or Mervyn LeRoy.
Radio has numerous contract players but most of them are usually to
be found elsewhere than on their
own lots. Thus Miss Stanwyck, Fred
Stone and Herbert Marshall are contracted for six each annually but
elseldom make more than two at
home.

Tey selecting two fine stories and

home.

Thy selecting two fine stories and lending them out to other studios for top class pictures, 'said S. J. Briski 'they appear in half a dozen superior parts and score half a dozen hits—and go on to greater nonularity. popularity.'
'Interchar

popularity.'
Interchange of players,' sai
Darryl Zanuck, 'both with Europe
and in Hollywood, can be a good
thing for the industry. It depends
mainly on the vehicles for which the
players are lent.'

Odlum

(Continued from page 3)

chance to be benefited by a possi alteration in the R.C. claim. The reason for present keen inter-est in the R.C. claim situation is due to recent remarks made. est in the R.C. ciaim situation is que-to recent remarks made in open court by the special master which might be interpreted as indication of dissatisfaction with the proposed

of dissatisfaction with the proposed settlement terms.
Disposition of the RKO first-run film franchise on Broadway and the future operations of the R.C. Musi Hall and the Center theatre are inseparable links of the proposed settlement and the claim itself.
Any change in that situation thus could alter the Broadway first-run vetum at large.

could alter the Broadway first-run setup at large.

Among other matters of the RKO reorganization situation in which the trade and creditors are generally interested the possible findings which the special master may make regarding the status of the old RKO class. A's shareholders. One or two of the port inal holders of this class is a smooth of the port in the property of the port of the property of the proper of stock are among disputants of the

there were scores of 'Tom' shows produced within a short period, but they none of them had original Little Evas. That honor belongs to Troy, and the record is so clear that it is amazing that newspapers should credit all these various claims.



15¢

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NEW YORK, WEDNESDAY, JULY 14, 1937

72 PAGES

AY WEEK WOULD UP B.O.'S

Sally Rand Fan-Dances to Brahms, Likes Babbitts, and Muses on B.O.

By CECELIA AGER

The fan-dance and the strip-tease are often lumped together in the same category by people who, to their shame, don't think things out heir shame, don't think things out. For when they are looking at these two arts which they contrive to do with all their might and main while are the same time managing also to look askance—they get all balled up and see the strip-tease and the fandance both as motivated by the same end in Yelev. This is very wrong, The strip-tease and the fandance have nothing in common; indeed, they are diametrically opposed, as Miss Sally Rand, fan-dancer, is generously boath to point out, but will, when cornered.

Miss Rand, fan-dancer—also busi-

will, when cornered.

Miss Rand, fan-dancer—also business woman, picture star, dramatic actress, lecturer and philosopher—has never seen the strip-tease, because when she used to enliven our N. Y: town, one just didn't go to burlesque; and then when the infelligentsia made it the amusing thing to see, Miss Rand was very busy fanning the road. But from what she's heard about strip-teasers, Miss Rand in all modesty is jeatified to be a fan-dancer—an artiste who isn't coy, an artiste who has nothing to hide, and doesn't hide it, an artiste who disdains that 'now (Continued on page 15)

Anticipating the Worst. Amelia Earhart Farewell Song Hits Tin Pan Alley

Before even the search for Amelia Earhart and her navigator, Frederick Noonan, was intensified by the U. S. government last week, a pair of songwriters were around publishers' offices trying to place a song commemorating the event. Title which the team, Harry Pease and Jack Meskill, gave the tune read, They Needed an Angel in Heaven So God Took the Queen of the Air. Pease and Meskill tried to get some publisher to register the title for them with the Music Publishers Frotective ASsociation, but all approached shied away from the idea. They thought that the laste exercised by the writers in rushing the thing to market was not on the side of good taste, or judgment.

When the great tenor died, Jack Mills published They Needed An Angel in Heaven so God Took Caruso Away! This is a slight switch.

Swinging the Mortgage
Norfolk, Va., July 13.
A Norfolk church is swinging ists debt away with swing music. St.
Peter's Epigcopal parish is blasting away at a debt of long standing with weekly (Friday) dances at Baxter's
Barn, Keyneyth.

away at a deot of long samulative weekly (Friday) dances at Baxter's Barn, Kempsville.
Parson and leaders do chaperoning with young set having swell time and local orch performing.

Had to Steam 'Em Out

Minneapolis, July 13.

Most local lower loop 'shooting galleries' are now offering refrigeration along with two features and three or four shorts, all for a dime. During the extreme heat the past week many of these houses found it impossible to obtain any turnovers at all, as most patrons parked themselves for the cutire day and night, sleeping in cool comfort and getting away from the broiling sun.

In desperation, one exhibitor turned off his cooling system in midday and mid-evening and succeeded in this way in driving some of the chair-fillers out.

BROADWAY DUE FOR BARRAGE OF BROGUE

Although Lee Shubert has announced sponsorship of a season of Abbey Theatre over here next fall. Eddie Dowling is figuring on importing an opposition troupe of Irish players and is sailing today (14) with the idea of making such an arrangement. He will be joined on the other side by Boris Said, who is also sailing this week on another liner.

liner.

Dowling and Said are teamed in the management of the St. James and 44th Street theatres, N. Y., and each has a 25% interest in 'King Richard II.' Partners have not been getting along any too well, according the street of the street

COSTS FOR LABOR

Unionization Campaigns for Many Industries Concentrate on a Short Work Week - This Extra Leisure Should Be Reflected at the Film Boxoffices

ANTIDOTE

By ROY GHARTIER

The great cohecutration for forces seeking unionization of all classes of employees, coupled with the fact that some industries and businesses have retained the flve-day week of the NRA which labor demands in negotiating contracts, should importantly redound to the benefit of pictures. It should offset the increased operating costs of the industry that are being or will be caused by recognition of unions. And it may even be a help. This assumption in picture circles, including theatre operators, is based on the theory that when people have more time for leisure they will have more time to spend in theatres.

This was clearly demonstrated during the period when the NRA with its enforced five-day week were in effect. Because of the fact the Blue Eagle didn't fly for very long and conditions arising out of a depression were changing, it was difficult for theatre operators to estimate how much lower receipts would have been if a six-day week had prevailed as in years prior.

At the moment, with the outlook good for a return to five days for a vast majority of persons, it was also impossible to gauge what the added benefits to theatre box offices might eventually be. Added receipts may make up for added costs directly due to labor or they may not. That is something for the future, operators being able only to predict that ex-

OFFSET TO EXTRA Geographical Span of U.S. Indicates Some Important Show Biz in the Stix

Time Marches Back

With the webs and many in-With the webs and many indie stations going back 300 years for classic dramatizations that are giving Shakespeare the shakes in his tomb, WMCA, N. Y., figures it is topping irvials by plotting a series of broadcasts using the works of the famed Greek dramatists of 3,000 years back.
Radio nowadays goes backwards faster than forwards.

RECORD CROPS **POINT TO BIG** B.O. BIZ

Kansas City, July 13.
Show biz in this section, the self-labeled 'breadbasket of the nation,' can look forward to one of its best seasons in the past eight years, The reason: from hereabouts last week poured into Kansas City the most welcome caravans of prairie produce—car after car or wheat. Cars received last week blasted the all-time volume record. Kansas crop alone is variously estimated from 140,000,000 to 160,000,000 bushels and they're bringing an average \$1.20 per they're bringing an average \$1.20 per bushel. Which means that the per capita allotment of spendable coin for amusements has skyrocketed to a high not seen here in some time.

high not seen here in some time. The first big swath into this pocket-scorching tender will be taken by the numerous county fairs and fiestas that will soon be drawing what is expected to be record turn-outs to county seats. There has been a steady revival of fairs during

What's happened to show business? Where's it gone to? It's not all on the screen and radio.

The answers are apparent from a transcontinental gaze into far-flung, but somewhat dimly recognizable corners of the country. Go down to the lonely prairie of Texas and you'll find show business. Or gander the wide open spaces of Colorado and you'll find show business. Not to mention such cosmopolitan spots as St. Louis and Cleveland. Real shows being put on in all those places, with names and combos such as would command respect, to say the least, in the top levels of Broadway in its heyday.

The road is dead? 'Maybe. But the sticks have found their own answer—their own extravaganzgs.

Just a peek at the names should tell the story. Dallas, Tex, with a midway, which costs approximately \$3,500,000. Rody Vallee Borrah Minevitch, Ted Fro. Rito, Arthur Jarratt, Jack Arthur, Chester Hale chorines, Stan Kavanaugh, sets by Jo Mielziner, revolving stages, lavish costumes an eatery a-la-French Casino, seating 2,400. Or Fort Worth, only 45 minutes away and with a population of somewhat over 200,000. The names currently showing there include Paul Whiteman, Harriet Hoctor, Everett Marshall, John Murray Anderson, Clyde Hager, Moore and Revel, Charles King, Janet Read, Caligary Bros. Even a little spot named Prairieville, in Texas, not even a dott on a map, with a popula—(Continued on page 71).

Amateur Show On **Grind Basis Newest** N. Y. Pic House Idea

A New York indie pleture theatre chain plans entering the amateur show field as an experimental sideline. It's considering the presentation of a continuous am and film performance in a midtown theatre, idea emanating from radio and the unit shows which are being foured. Prizes would be awarded and the lure of catching the eye of talent scouts is expected to attract enough amateurs to keep the performances going on a five or six-show schedule daily.

Drama schools would be invited to send students, with playlets to be tried as well as specialty turns.

Anything's Possible With Noel Coward

Story around Broadway mentions a musical tragedy for the new sea-son by and with Noel Coward. Irene Dunne and Lawrence The-bett are mentioned in the midsum-mer bubble as members of the cast.

'Vaude Revival' a Dud So Far; Clean Burlesk Needs More Showmanship

By JOE SCHOENFELD

The much heralded revival of vaudeville in the former New York burlesque houses exploded Monday (12) with the detonation of a peashooter. Temporarily, at least, it's a

dud.

Probability remains that the burlesque operators will soon switch to a more variety-type of entertainment through sheer necessity, but the opening shows at the Republic, Gaiety and Ettinge, in Times Square, though varying in quality, practically shout the question.

Just where did burlesque go, and

where these vaudeville come in?
And these isn't an answer. Burlesque remains, only under the tag
of 'Follies' but sans strippers, bump-

New Peeve

Drugstore across from one N. Y. de luxer is riled because the big theatre hasn't had draw pictures lately.

They're ruining us with those bad pictures,' is the lament.

ers, thigh-grinders and the obviously ers, thigh-grinders and the obviously dirty blackouts and double-talk. Vaudeville doesn't come in, because the type of vaude these houses are playing never went out. Burlesque always used specialty acts, even though they were stage waits between strippers and blackouts. In Follies, they are stage waits between and blackouts, with plenty of both the former and the latter.

Now, however, there's no stripping; no body jiggling; no muscle work. Semi-nudity, yes, with the chorines stripping from the waist up (Continued on page 8)

Mayer's Party Abroad-Joe Schenck Also-Metro's Legalists Over There for Some Weeks Surveying Matters-Carlsbad First

Carlsbad, July 13.
The Gaumont-British, 20th Fox,
Metro-Goldwyn-Mayer muddle will
probably be entirely unwound here
within the next month. Just what
the finale will be is still one of those things, but it's a cinch that a definite and clear status will be evolved as the result of conferences to be held

her esult of conferences to be leadhere.

J. Robert Rubin, David Bernstein and Isidor Frey are all here taking the baths and laying the groundwork. Rubin and Frey are Loew-Metro's top legalists. On the way over from America to join them are Joseph M. Schenck, Louis B. Mayer and others. Whether or not the Ostrers or their representatives will join them here is not known, but it is thought likely, with the probability that a John Maxwell rep will also be on hand.

London, July 13.

The Ostrers are adopting a hushhush policy as regards the future of
Gaumont-British. John Maxwell has
a suit against the Ostrer brothers
are for hearing in November, with
that an important factor in the notalk attitude.
Understanding is that Maxwell's
\$3,000,000 investment in GaumontBritish includes a five-year option
on the Ostrers' personal holdings,
which is the only hold-up on any
deal between the Ostrers and Metro20th.

20th. Indications are that the Americans are prepared now to submit alternative propositions to clear up the situation. Either they will return Maxwell's investment, providing he cancels his option; or they will permit Maxwell to buy the American holdings. Latter deal was practically consummated when Sid Kent was here a few months ago, but faded over a difference of \$750,000.

Louis B. Mayer, Joseph M. Schenck Benny Thau, Howard Strickling, et al, sail for Europe (Continued on page 66)

'21' Bunch Dickers Again for Vendome And Troc Takeover

Charlie Berns ('21') left Monday (12) for Hollywood to consummate a deal for purchase by his syndicate of three Hollywood eateries, the Vendome and Trocadero, patronizel by the picture mob, and an un-named downtown Los Angeles chop-bute.

Deal has been on and off for some De-! has been on and off for some tire. If eventuating Berns would make his home on the Coast, operating the cafes, while his partner, Jack Kreindler of Jack and Charlie's, would be in charge of 21 in New York. Emil (Emil's Chop House, N. Y.) is accompanying Berns on the present western trip and would be in charge of the L.A. chop house.

If going through, Jack and Char-lie take over immediately.

KOHNER AT COLUMBIA AFTER LONG DRY SPELL

Hollywood, July 13.

After 15 months in a producer's berth at Metro without making a picture, Paul Kohner moves over to Columbia Thursday (15).

His ticket calls for three features a year, the first to be with Francis Lederer.

ARRIVALS

ARRIVALS

Sol Shapiro, Mile. Matouschek, Mr.
and Mrs. Cyril Baumann, Anna May
Wong, Charles Farrell, Mary Lewis,
Belle Baker, Mr. and Mrs. Watter
Damrosch, Rosa Stråder, Ralph
Blum, Carnel Myer, William Gotz,
Mr. and Mrs. Max Gordon, Peter
Witt, Oliver Wakefield, Joe Jackson,
Joe Shapiro, Music Hall Rockettes,
William K. Howard, Anna Booth.
Script is now being prepared.

Bank of England's Idea

London, July 13.
Rumored here that the Bank of England has suggested that the Westminster Bank soft-

was suggested that the Westminster Bank soft-pedal the film insolvency situ-ation locally. Theory is that the B of E feels drastic action might seri-ously affect Lloyd's underwrit-ing.

ENGLISH BANK TRYING TO COLLECT

London, July 13,
Westminster Bank, which loaned
large sums of money to finance film
producers on guarantees of underwriters, will shortly issue writs in
an endeavor to collect loans.

writers, will shortly issue an endeavor to collect loans.

Some of the underwriters are unable to meet obligations and the bank is endeavoring to make a test case to determine responsibility.

W. C. Crocker, who smashed the firebug conspiracy here on behalf of the insurance companies, has been investigating film loans aggregating \$12,000,000. Difficulty has been that producers sent costs of production far exceeding their estimates.

KORDA SEEKS CAPITAL FOR UNITED ARTISTS

Alexander Korda is having conferences with Lord Beaverbrook, N. L. Nathanson and Major Andrew Holl, also a director of the Daily Express, Idea behind the confabs is Korda's

desire to interest them in his option with Sam Goldwyn on United with S Artists.

N. Y. to L. A.

N. Y. to L. A
American Ballet (25),
Walter Anderson,
Ralph Blum,
Bill' Goetz,
Monroe Greenthal,
Harold Hackett,
Charles A. Leonard,
Abe Lyman,
Carmel Myer,
Sid Rechetnick,
Raymond Scott Quintet,
Harry Sosnik,

Barnéy Balaban. Binnie Barnes.

L. A. to N. Y.

Binnie Barnes, Sandy Barnett, Diana Bourbon, Danny Danker, Marlene Dietrich, Drew Eberson, Dave Garber, Harry M. Goetz, Mack Gordon, Stanton Griffis, Mack Gordon.
Stanton Griffis.
Nelson Hesse.
W. B. Lewis.
Louis B. Mayer.
Harold McCord.
Louella Parsons.
Paul Reibourn,
Royer.
Joseph M. Schenck,
Rudolf Seiber.
Jack Smalley.
Arthur Stebbins,
Howard Strickling.
Benny Thau,
J. D. Trop.
Millon Weiss.
Lou Wertheimer. Lou Wertheimer

Song Pluggers De Luxe

Hollywood, July 13.

Elissa Landi and D. J. Vecsei have authored a new song titled 'Sym-phonies Under the Stars,' which will be peddled to Hollywood Bowl audi-ences this season, opening today (Thes)

Among pluggers lined up to boost Charles Thomas, Grace Moore and Deanna Durbin.

Standard Oil's Feature Film with H'wood Prod.

Indianapolis, July 13.

Indianapolis, July 13.
One hundred and forty cities and towns in Indiana will be visited before Dec. 3 by representatives of the Standard Oil Co. showing a 7,000 foot film called 'Stan,' extolling the commercial romance of the company. The picture was directed by Marshall Neilan, and is feature-length, showing the events in the life of an agent of Standard Oil in a small midwest community caled 'Prairie View.'

View.'
Pic was put on celluloid by RKO
and the cast includes Robert Armstrong, Andy Clyde, Peggy Shannon,
Si Jinks, Mary Doran, George Beban, Jr., Hershall Ruth and Kermit
Maynard, former Indiana University football player.

'X' at Starting Line

Hollywood, July 13.

Metro gives the go signal to
Madame X' next Thursday (15) with
Sam Wood directing and James K.
McGuinness producing.
Cast is headed by Gladys George,
Warren William and John Beal.

Baldwin's Old English

Hollywood, July 13.

Earl Baldwin has returned to the Warner lot and started the scripting of an English play which David Lewis will produce.

Baldwin retains title of executive but confines himself to writing.

Other News of Pix Interest

| Rudy Vallee's program reviewed with Douglas Fairbanks, Jr., | |
|--|----|
| as guesterPage | 48 |
| New Jack Haley, Chas. Winninger, Virginia Verrill, Meredith | |
| Wilson radio show reviewedPage | |
| Werner Jannsen's radio program | 49 |
| George Gershwin anecdota | 53 |
| Film-style radio disc distribution | 35 |
| John Royal sends Bing Crosby \$100 check for Del Mar race- | |
| track spiel and offers crooner sportscaster job anytimePage | |
| How Tom Mix and Jack Hoxie's circuses are doingPage | 69 |
| Broadway vs. Hollywood tussle anew over plays and players Page | 63 |
| Robt. Montgomery-Madge Evans radio show with Mrs. Wal- | |
| lace Reid, et.alPage | 48 |
| Burgess Meredith's radio 'Hamlet' reviewed | 49 |
| Jackie Coogan's 'Hollywood Hit Parade' unit with Lila Lee, et | |
| al, starts tour | 57 |
| Palmolive-Metro deal hot Tuesday but no signaturesPage | |
| Equity organizing radio artists | 38 |

Bischoff's Trio Ready

Hollywood, July 13.

Three pictures go into production at Warners in August with Sam Bischoff producing.

Swing Your Lady, directed by Ray Enright, and Gold Is Where You Find 1t, Michael Curtiz director.

MAXWELL PARD WITH POMMER. LAUGHTON

John Maxwell has acquired a substantial financial interest in Mayflower Pictures, originally formed by Erich Pommer and Charles Laughton as a 'gamble.' Director and actor were to have shared in the costs and profits, if any.

Mayflower will make three pictures starring Laughton and directed by Pommer costing \$500,000 each. Distribution will be by BIP, but designed for the world market.

Maxwell said that 'this is only a practical commercial unit, inasmuch as the star and director are gambling their services to share in the profits.' First picture, based on Somerse Maugham's 'Vessel of Wrath,' is going into production in August.

Report from London is that Paramount will distribute the Maxwell-Pommer pictures. Par. h.o. execs say maybe; nothing set yet.

LETTY LYNTON ACCOUNTING WINDUP

Protracted litigation started in 1932 by Margaret Ayer Barnes and Edward Sheldon, against Metro and Loew's. Inc., charging, defendants with plagiarizing, their play, 'Dishonored Lady,' passed into climaxial stage this week as special master hearings neared a close. J. Robert Rubin, general counsel, who is expected back from Europe July 21, probably will be the last person to appear at these hearings before briefs are submitted to Gordon Auchincloss, special master.

After Barnes and Sheldon had

Auchincloss, special master.

After Barnes and Sheldon had won a victory in the U.S. circuit court of appeals and were successful in preventing Metro from carrying the case to the U.S. supreme court, Auchincloss was appointed special master by Federal Judge John C. Knox, to ascertain the amount of profits due them from the defendants as a result of court ruling that Letty Lynton' was an infringement of the stage play which Barnes and Sheldon authored.

Special master, together with

Special master, together with counsel on both sides, spent two weeks in the accounting department at Culver City a short time ago. Since that time, almost daily hearings have been held in the office of special master, 50 Broadway, N. Y. These hearings will be virtually finished by the close of this week, lacking only Rubin's testimony. Then briefs and findings will be submitted to Auchincloss before the end of present month. It is expected that the special master's report will be filed late in August or early in September.

September.
O'Brien, Driscoll & Raftery are representing the plaintiffs.

SAILINGS

Aug. 16 (Paris to New York) Dick Hery (Normandie)
Aug. 4 (Paris to New York), Mr. and Mrs. Clifford C. Fischer, with new French Casino Revue (Cham-plain),
July 21 (New York to London)
Ralph Reader (Berengaria),
July 17 (New York to Bermuda)
Helen Strauss (Monarch of Ber-muda).

muda)
July 17 (Los Angeles to Honolulu)
Robert Z. Leonard (Malolo),
July 17 (New York to Carlsbad)
Joseph M. Schenck, Louis B. Mayer,
Howard Strickling, John Zanft,
Benny Thau, Louella Parsons, Dr.
Harry Martin, Lou Wertheimer
(Rex.).

(Rex.);
July 14 (New York to Paris) Marlene Dietrich and daughter Maria, Rudolf Seiber, Mr. and Mrs. Paul Klepper, Dick Henry, Clifford C. Fischer, Jim Wittereid, Georgie Hand 12 Hale Girls, Peggy Hopkins Joyce, Nate Spingold, Jack Benny, Mary Livingstone, John Royal, Joe Zimanich, Max Milder, Norman N. Durant (Normandie). July 14 (New York to London) Jack Whiting (Aquitania). July 10 (New York to Havana) Terry Ginsberg (Munargo)
July 10 (New York to Holywood Abe Lyman (California). July 10 (San Francisco to Manila) Roy Scott Cres. Taft). July 9 (New York to Paris) Jake Wilk, Max Reinhardt, Sam Eckman, Jr., Douglas Fairbanks, Jr., Billy Bennett (Id de France).
July 8 (New York to London) Mr. and Mrs. A. L. Ashby (Hansa). July 14 (New York to Paris) Mar-

Without Too Much Annoyance

Newsreelers Covering Strikes

Despite the widespread controversy over Paramount's recent newsreel shots of the Chicago strike riots newsreel companies have so far met no additional difficulties in covering no additional difficulties in covering strikes. It had been predicted in some quarters that, as a result of the storm of criticism in Congress and the press against the Chicago police, newsreel cameramen would be barred from scenes of strike dis-

orders.

While no more outbreaks as serious as the Chicago one have occurred, newsreel execs say that police, strikers and National Guardsmen have in general imposed no further restrictions on the camera crews. In one case, where Ohio National Guardsmen ordered Universal crews from the strike area of Warren, an appeal to Governor Davey brought a quick order to permit the newsreel men to take all the shots they wished.

Even though they're not running into further headaches in covering labor disturbances, newsreel crews point out that industrial warfare is point out that industria warfare is one of the meanest assignments in the cameraman's job. Best the crews can hope to meet is an attitude of suspicion, it is claimed. Usually they're greeted as open enemics and are likely to be manhandled by both sides when violence breaks out. In that regard, it's explained that there's little difference in the attitude of either side. No matter what the opposing factions think of each other, they both usually look on cameramen as enemies.

Getting Hunk

Chicago, July 13.

Newsreel cameramen are most unpopular lads in Chicago these days. Chi cops peeved over Paramount's newsreel shots of the Memorial Day fatal clash. One daily (Chi Times) is inclined to defend the cops and ride Par for not releasing it originally.

One sign of the attitude by the police concerns traffic tickets.

olice concerns traffic tickets. Newsreel companies here report an epidemic of traffic tix being handed newsreel boys, no par-ticular reel being singled out but all getting a share of so-called violation tags.

they attempt to assault one crew or destroy a camera they may be filmed by another camera generally dissuades the rioters from actual violence. Neither strikers nor police want a film of their action to bob up later in court as evidence.

later in court as evidence.

Beatings, camera-smashing and
other trouble of the sort is an old
story to still cameramen and reporters covering labor battles. Experience usually shows that after
publication of pictures of serious
strike disorders both cops and
strikers make it tough for the newsnagermen, particularly the appeared.

that regard, it's explained that there's little difference in the attitude of either side. No matter what the opposing factions think of each other, they both usually look or cameramen as enemies.

Covering UP Each Other
Best protection the camera crews have in case of trouble is each other, it's explained. Knowledge that if

PIX BIZ CHILLY ON TELE

Pathe Film in Experimental Visio | || SEES TELEVISION

First hookup between a broadcasting network and a film company is the one now involving NBC and Pathe News. Latter is making the credit frames which NBC uses in its television experiments. Rule of the Federal Communications Commission requires that the station call letters, kilocycle location and permission wording be lelevised in some form, even though announced along; the sound band. NBC could get by this formality through the device of printing this matter on a blackboard, but it has elected to resort to film for all credit frames.

Pathe newsreel got the nod for this and any other film work required because of the vestige of stock relationship which still exists between RCA and RKO.

Heaviest Summer Production Skeds at 20th, RKO, U and WB

Hollywood, July 13.

Busiest summer season in the studio's history gets under steam at 20th-Fox with six pictures in work and seven skeded to go before the cameras within a month.

"Life Begins in College" started yesterday (Mon.). Next Monday (19) gun will be given to 'Mr. Moto's Gamble,' with Peter Lorre, directed by Norman Foster. Following week will see The Great Diamond Robery' started. Then in order will come 'Royal Bristol Hotel,' Jean,' 45 Fathers,' with Jane Withers, and Little Princess,' Shirley Temple starrer.

Radio also moved into heavy summer production with S. J. Briskin handing the signal to six new pix. They are: Fight for Your Lady, produced by Al Lewis, directed by Ben Stoloff; '40 Naughty Girls', produced by William Sistrom, directed by Edward Cline; 'Saturday's Heroes, Robert Sisk production with Edward Killy directing; Don't Forget to Remember,' Al Lewis producing and Joseph Santley directing, and 'A Love Like That,' Edward Kaufman at producing helm and Al Santell director.

At Universal, Edmund Grainger is preparing four, with the first, 'Daughter of Rosie O'Grady,' due for the go signal the end of this week. Others are 'Prescription for Romance, 'Mightier Than the Sword' and 'The Shannons of Broadway.'

Warners has 11 in work with the starting of 'Tovarich' last week. Others are 'The Great Garrick,' Submarine D-1; 'The Perfect Specimen,' 'Expensive Husbands,' 'Sergensive Husbands,' 'Submarine D-1; 'The Perfect Specing,' 'Rayensive Husbands,' 'Sergensive Husbands,' 'Sergensive Husbands,' 'Sergensive Husbands,' 'Swall 'Sergensive Husbands,' 'Sergensive Husband Radio also moved into heavy sum-

MAJOR READIES NEW PAR GROUP

Hollywood, July 13.

With two more films to deliver on this year's current program to Paramount, Major Pictures has started plans for the second year's output. Three-year-deal calls for 24 pix at an approximate expenditure of \$10,-000,000 annually.

Two films to complete the property of the program of the

an approximate expenditure of \$10,000,000 annually.

Two films to complete the current list are 'Love on Toast' and an untitled Mae West starrer.

First on the sked for the second year is an untitled musical starring Bing Crosby and the second is 'What Ho!', starring Gary Cooper.

Loew's UA Deal

George J. Schaefer, v.p. in charge of sales of United Artists, has con-cluded a deal with Loew's to play all of the UA product in all of the Loew theatres this coming season.

Par's 'Wings' in Color

Los Angeles, July 13.

Par's 'Men With Wings' will get color bath on its \$1,000,000 budget, William LeBaron producing.

Only other Par tinter is 'Ebb Tide.'

How Ya Doin'?

Hollywood, July 13.
Studio guillotiner making the round to prune the payroll strolled into story ed's office, inquiring who can be spared, when told that the staff is way low as is, efficiency chap cracked:

'Someone's got to the staff is a single staff in the staff is way low as is, efficiency chap cracked:

'Someone's got to go; I can't find anyone else to kiss off the lot and all that's left to cut is the boss' salary.'

Kahane Leaving Col.; Mediator **Berth Folds Up**

Hollywood, July 13.

Ben B. Kahane, vice-president and executive at Columbia studio, steps out of the organization in August upon the expiration of his contract with the company.

Kahane probably will look for further studio affiliation as it is understood the plan to have him function as an arbiter for producer relations with the Screen Actors Guild has gone cold. The idea is said to have been kicked over for this spoot by Harry M. Warner, who, since the St. Louis theatter litigation brought by the U. S. Government against Warners and other companies, is disinclined to go into any entente trade agreements or arbitration matters outside of the Hays organization dealings in N. Y.

Warner is in favor of having each studio settle its own differences between the various picture organization affiliates in the acting, directing, writing groups, and-has even shown this indication in the labor end. At the time that producers agreed to recognize the Screen Actors' Guild Warners was a bit reluctant about subscribing to the agreement until it got to a point whereby the entire industry might have been involved in a walkout should Warners not sign.

LELAND HAYWARD'S OWN H'WOOD AGENCY

Leland Hayward, Inc., talent agency, is opening its own office in Hollywood. Hayward himself is now on the Coast and expects to have the branch ready within a month. Understood he'll put someone already in Hollywoo in charge, leaving the New York office personnel as is. Denied at the New York end that the opening of the Coast office implies any change in the agency's tieup with the Myron Selznick talent office. Nevertheless, the understanding in Hollywood is that the move presages the severance of the Hayward-Selznick working agreement. Claimed in the east that Hayward will continue to represent Selznick clients in New York for radio and legit and that the new office is merely to relieve the Selznick agency in Hollywood of carrying too unwieldy a talent list.

ONLY AS NOVELTY

And Then Tele Will Have to Come to the Motion Picture Industry for All Its Talents

RESTRICTIONS NOW ON

The picture industry wants no part of television.

part of televisors.

If and when sight-and-sound broadcasting has developed to the point
where programs are decently comparable with screen productions, a
few individual theatres might go
for the televized idea, but then only as a novelty.

as a novelty.

Haysians scoff at the idea that the Motion Picture Producers and Distributors of America, Inc., had any thought of tempting to take television und.. its wing. Though the Hays office is in constant touch with television development, if only to protect picture interests, there is no evidence that the organization or the industry has any desire or is planning to dabble in television. Right now, film companies are managing to keep busy looking after the picture business. iness.

business.

While radio, in some circles, may be in a dither over the thought that the picture business might want to go into television field, film executives believe the shoe should be on the other foot. That is, they think television will need to horn into the picture industry eventually for its requirements and if tele places commercial programs on an extensive scale.

Plavers writers, producers and

Players, writers, producers and directors are a few of necessaries Continued on page 15)

REPORTS ANEW ANENT 'TIME' **FEATURE PIX**

'March of Time' is quietly prepar ing production or giving serious consideration to putting out an additional series of short features, according to persistent reports in the trade. "Time" reel chiefs have been mulling the feature film possibilities for some time, only the failure to uncover a yarn that might be given "March of Time" treatment or novel slant holding back the actual start of filming. of filming.

or Himmg.

'M. of T.' officials disclaim that another short series will be made or that steps have been made in getting together production staffs for any additional pictures, either feature or short.

It was reported m several places this week that 'M. of T' was setting production and technical men preparatory to additional film work. All signs point to feature picture activity because of the condition of the short feature market currently and the subsequent difficulty in getting high prices.

When 'Time' reel executives When "Time' reel executives decided on a story and other angles of treatment for a feature-length vehicle it probably will be on a type of production altogether novel for the industry. It is this fact that is understood to have swayed decision in favor of feature films since it might justify healthy percentages and real exhibitor demand.

HOWARD'S QUICKIE VISIT William K. Howard is in from London to visit his ailing mother.

Par Mulling Two Sites in Coast Studio Move: Plane Noises Peril Pico Spot; Sell Old Plant to RKO

The Kids Agree

Minneapolis, July 13.
President W. A. Steffes of
Northwest Allied says he favors
the proposals of Ed. Kuykendall
that the entire product of all
film companies be sold to all
exhibitors on a fair percentage
basis, instead of only a select
few films.

basis, instead of only a select few films.

This probably marks the first time Steffes ever has agreed with Kuykendall on anything.

Balaban-Griffis Also Talk Costs

And Expansion

Hollywood, July 13. Barney Balaban and Stanton Griffis conferred with Adolph Zukor William Le Baron and other studio execs on forthcoming product and looked at pictures already completed. They also discussed means to keep production and general studio overhead costs down, feeling that current budgets are a bit unwieldly;

Balaban stated that Paromunt currently is in good financial shape and that the company will, during the new season, go in for theatre expansion in fields and territories which warrant it. They do not want to go into any operation war in the construction or acquisition of theatres, he stated, but will go into situa-tions which would prove beneficial from biz standpoint.

Barney Balaban and Stanton L. Griffis returned to New York Mon-day (12) and are expected to be present at a meeting of the board July 29.

WANGER'S DUCE DEAL STILL ON

Hollywood, July 13. Hollywood, July 13.

Walter Wanger indicated strongly last week that his project to make an elaborate production in Italy is more alive than ever, and that he is in communication with Italian sources assembling information on production accommodations, technical crews, etc.

nical crews, etc.
Wanger said he believes his project is of great importance to the industry and feels that it will help to cement friendly relations between film leaders of Italy and the United States. He plans to go abroad in August

DIETZ'S SEQUEL

He Has the Followup More Complete Than the Original

Simon & Schuster have got Howard Dietz, Metro publicity chief, to do a book, 'How to Break Into the Movies.' Volume will be a symposium of how to break into every phase of the biz, from acting to accounting, from publicity to props.

william K. Howard is in from
London to visit his ailing mother.

Expects to return to England ten, but hasn't got the first one more where he is signed to direct for than blue-printed. Sequel is called Alexander Korda (London Films).

How to Get Out of the Movies.

Hollywood, July 13.

Paramount executive committee and board of directors at its next meeting will vote on the approval of a new site in the Hollywood area for the studio. Barney Balaban and Stanton Griffis, who returned to New York yesterday (Mon.) from a studio visit accompanied by Paul Raibourn, Paramount realty expert, will report on two sites which are available for studio setup, with the possibility that a 150-acre tract located at Pico and Westwood, within close proximity to the 20th Century-Fox studio, will be the one selected, providing tests for sounds and noises in that area prove okay from an interference standpoint.

Other site, in case this one is out, would be on Robertson and National boulevard in the Baldwin Hills area, which is taker rugged one but free-of noise interference by planes, which it is said, due to proximity of an air field, might stand in the way of the Pico site. There was one (Continued on page 68)

Lunts Interested In WB 1-Pic Deal, With Reservations

Hollywood, July 13.
Deal is being talked between Warners and Alfred Lunt and Lynn Fonetanne for a picture to be made on the Burbank lot next summer, with the Burbank lot next summer, with the Lunts holding out for certain conditions. Playing duo insists on privilege of okaying the script and on completion of all production plans before they come to Hollywood; also that they remain here no more than four weeks.

The Lunts' touring schedule for next season would wind up in Los Angeles if the deal is signed.

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Planning to Tilt Pix Admissions In Fall; Not Cutting This Summer

Though plans are being laid on all sides and many other exhibitors are considering it, there will be no widespread move to lift admission prices at film theatres until this fall. Most leading exhibitors and major circuits count on going along much as is because of the product available at this-season of the year and because admission tilting is untenable in the summer months. Tendency has been the other way, i.e., to cut scales, in most cases during June, July and August, but whis year prices are remaining about the same.

Another factor is that the exhibs will not be getting into the new 1937-38 product at increased rentals until the last of August and early in September. With the arrival of higher rental pictures, both circuits the quality (with the start of a new season) will be considerably raised over the present quota.

season) will be considerably falset over the present quota.

General and perhaps comprehensive ducat tilt, with the major circuits leading the way, probably will start about the time theatres will be start about the time thearres will be getting full benefit of any upswing in fall trade. They also will receive aid from an increased potential au-dience with the close of the vacation

Wallace's \$300,000 Suit Against TWA In for Trial Again

Hollywood, July 13.
Damage suit for \$300,000, which Richard Wallace, film director, has against Transcontinental Western Air, for injuries received in a plane Air, for injuries received in plants crash last year, came up for re-trial today (Tuesday) in Federal Court, Los Angeles. Previous trial re-

today (Tuesday) in Federal Court, Los Angeles. Previous trial re-suited in a hung jury. Action grew out of the TWA transport crash in which Senator Bronson Cutting and several others lost their lives. Wallace was im-jured in the wreck. Cutting estate could not collect because the senator was riding on a pass. Transport company has settled the other claims.

company has settled the other claims.

Understood defense claims will be that the accident was an 'act of God'. Wallace charges negligence and asserts there was no two-way radio communication between the plane and the ground just before the crash. Judge James called the attention of the jury to that testimony during the first trial of the suit.

PICKFORD YARNS ON REBOUND FOR SHIRLEY

Hollywood, July 13.
Two film stories, made as silents by Mary Pickford, are being dusted off for Shirley Temple at 20th-Fox. Yarns are 'Rebecca of Sunnybrook Farm' and 'The Little Princess.'
Ben Markson, William Conselmand Julien Josephson are scripting to fit the moppet.

Par's \$1,500,000 'Empire'

Hollywood, July 13.

Paramount's \$1.500,000 production
of 'An Empire Is Born' gets the go
signal Thursday (15), Frank Lloyd
producing and directing, Howard
Estabrook is associate producer and
did the screen play.
Cast is headed by Joel McCrea,
Frances Dee, Ralph Morgan, Lloyd
Nolan, Spencer Charters, Porter
Hall and Raymond Walburn.

Landau's New Termer

Hollywood, July 13.
Leslie L. Landau Had his contract
renewed at 20th-Fox for another
year as associate producer.
Contract also was dished out to
Edward Snyder, cameraman, for one

MONO'S AIR PHOT PIC

Hollywood, July 13.

Jack Lamble, co-pilot with Dick
Merrill on a recent round trip to the
London coronation from New York,
will get feature billing in Monograms 'APlantic Flight'
He started work in the film last
week. William Nigh directs.

'Time' Plug for John D.

New March of Time' features a celluloid chronicle of John D. Rockefeller, Jr.'s, phlanthropies and show biz ventures, notably Radio City, as part of Rocke-feller Center. Ever chary about publicizing the Rockefeller con-tributions to charity, etc., it's the first time that the Rocke-celler angles in show hiz have

the arst time that the tocker-feller angles in show biz have been so exploited. Rockefeller is in on RKO-Radio, which distributes 'March of Time,' but 'the film doesn't mention this phase. 'Time' reel captions it, 'Rockefeller's Mil-lions'.

Rockefeller, Sr., Natal Home as Show Biz Prop?

Possibility is that the small frame house in which John D. Rockefeller, Sr., was born at Richford, N. Y., may be used in one of the films based on the multimillionaire's life now being prepared on the Coast.

prepared on the Coast.

Building is owned by Mrs. Sarah
S. Dennen, of Sheepshead Bay, N. Y.,
who bought it several years ago.
She had it dismantled and the parts
numbered and cataloged. Intended
reconstructing it as an exhibit at
Coney Island, but was prevented at
that time by a court order obtained
by the Rockefellers.

by the Rockefellers.

With the elder Rockefeller now dead, Mrs. Dennen hopes to have the restraining order set aside. Dismantled home and all its furnishings are still stored in a warehouse and Mrs. Dennen is dickering with film producers for the use of the house. Owner also offering it to the Rockefeller family with the idea of it being set up in Rockefeller Plaza as a memorial.

Beetson Up As Liaison

Hollywood, July 13. Producers' end of negotiations in-volving the Screen Actors Guild and screen writer organizations will be placed in the hands of Frederick W. Beetson, executive secretary of the Association of Motion Picture Pro-ducers, provided Beetson can find sufficient time to do the job.

Selection of Beetson has been given the okay of SAG.

Wood Passes London Trip for 'Mme. X' Meg

Hollywood, July 13.
Sam Wood will direct Madame at Metro with Gladys George, Waren William and John Beal as ca

Assignment cancels Wood's trip to England to make a film for there this summer.

Simone's Cute Trick

Simone's Cutte Trick
Simone Simon, who notified 20th.
Fox she would arrive in New York
Monday (12), was not aboard the
Normandie when representatives
from the home office met the boa
to greet her. She had cancelled sailing at the last minute and now won'
leave the other side for two weeks

Darryl Zamyle deciding to steep

Darryl Zanuck, deciding to start production earlier on Love and Hisses,' Winchell-Bernie starrer, had cabled her to prepare to return for this nicture. this picture.

STICKUP LEADS SET

With Claire Trevor and Cesar Romero in the leads, Sol M. Wurtzel has set July 26 as the starting date for "The Great Diamond Robbery' at 20th-Fox. Miss Trevor is nearing the close of her Dead End' engagement with Samuel Goldwyn.

Maureen's O'Connor's Break

Maureen s O'Connor's Break Hollywood, July 13. Maureen O'Connor, 13-year-old radio singer, has been signed for the lead opposite Jackie Cooper in Mon-ogram's Boy of the Streets.' Youngster was recently voled the 'baby star' of the Los Angeles radio editors.

Hollywood, July 13.
Warners has established a new policy barring commercial advertising tieups involving its top-flight players.

Exceptions are Kay Francis and Errol Flynn.

U's New Finish For 'Road Back': Placate Germany?

(By Cable to VARIETY)

London, July 13. J. Cheever Cowdin and Gus Schae J. Cheever Cowdin and Gus Schaefer, Universal exces, are back here
from Germany, where they interviewed Paul Goebels, head of the
ministry of propaganda, on U.'s The
Road Back'. Picture faced a ban in
Germany because of its allegedly
uncomplimentary picture of the
post-war Reich.
Goebels, however, agreed to license 'Road Back' for screening in

U Denies Nazi Angle

New York, July 13.
Editor, VARIETY:
A recently published story to the effect that our company changed the ending of The Roal Back for the purpose of 'Glorifying Hitler' is a complete alseleted from start to finish. Nothing but ma'uce could have readed it. I am in receipt of a created it. I am in receipt of a cablegram from J. Cheever Cowdin, chairman of our board Cowdin, chairman of our board of directors, who is now in Europe with our foreign sales manager, Custav Scheefer, in which he says, Neither Scheefer nor I ever met Dr. Goebbels in the first place and in the second place we have never discussed The Road Back' with any official in Germany at any time. Both of us hope you will use this denial as emphatically as you can.

this denial as emphatically as you can.

The simple truth is that after showing the picture to the public we decided to add several romantic scenes. Those who have seen both versions say the new one is immeasurably better. Politics and fear had nothing whatever to do with it. UNIVERSAL PICTURES CO., R. H. Cochrane, President.

Germany on the condition that the ending was changed. Understood that Cowdin and Schaefer agreed to make the switch.

Coast's Version
Hollywood, July 13.
Cutting out the ending which
showed various nations marshalling showed various nations marshaling forces in anticipation of another war, Universal's new fade to 'The Road Back,' is allegedly to stress the romantic element. Charles R. Rogers said that the change was dictated purely from the entertainment standpoint and was not to be construed as an attempt to mollify any nation

NAT LEVINE'S 10 FOR M-G STARTING AUG. 2

Hollywood, July 13.

Nat Levine starts his Metro producing deal Aug, 2 with his own unit and production staff, working with E. J. Mannix. He will likely make 10 pictures the first year of his term contract.

ontract.

Levine's contract was negotiated oon after he resigned as production hief at Republic. He recently returned from four months in Europe

Balanchine's 'Follies'

Hollywood, July 13. Samuel Goldwyn has handed over the entire dance direction job on 'The Goldwyn Follies' to George Balanchine as result of Balanchine's

Balanchine as result of Balanchine's initial terp creations for the film. Director is planning to import 30 of this ballerinas from New York for the nucleus of a line for the 'Follies'. Vera Zorina, ex-Ballet Russe dancer and also of the London production of 'On Your Toes,' has arrived for a top terping chore in the picture.

Luckies Not Kind to Them Par Wondering How Its Strike Riot Newsreel Got Into Chicago

Easy on the Hoof

Hollywood, July 13. Hollywood, July 13. Foot-weary workers at Metro, who cover miles in moving around the various lots, will get a much needed rest for their arches. Studio has installed miniature electric trains, which will shuttle back and forth across the Culver City plant.

'Conveyance also will he need

Conveyance also will be used as sightseeing bus for visiting rubbernecks.

Mistress Goes Sponsor As Cook Goes Profesh

Atlanta, July 13. Annie Belle Hunnicutt, dusky amaeur who did okay on Major Bowes program when it was still a coffee our, is Hollywood bound. She is being accompanied west by Mrs. Lillian Crawford, for whom she cooks, and who also took her to New York when she appeared on the air.

Annie Belle, after her mike experience, was hired by Lucas & Jenkins' Fox theatre to appear in musical atmospheric prolog to Green Pastures' and went over big.

Jovial colored gal has a three month contract with a Hollywood nitery and is skedded to break the long jump between here and West Coast with radio and civic club bookings in New Orleans, Houston,

Selznick Tags Colman

Hollywood, July 13.

Seiznick International has placed Ronald Colman under a term contract following completion of 'The Prisoner of Zenda.'

S.-I.'s list now includes, besides Colman Janet Gaynor, Carole Lombard and Douglas Fairbanks, Jr., besides a number of featured character players.

MORE PAR-GOLDWYN TRUCE

Seen in Dicker for W. C. Fields
Loanout Deal

Hollywood, July 13.

Sam Goldwyn is trying to borrow
W. C. Fields from Par for the
broken-down juggler who is rehabilitated by the-WPA in 'Sweet Land
of Liberty,' satire on Federal Theatre project, scripted by Joe Bigelow and George Bradshaw.

low and George Bradshaw.

Borrowing would indicate further rapprochement between Par and Goldwyn since the threatened \$5,000,000 suit over Gary Cooper was squared by Goldwyn's offering to loan Coopervto Par when wanted.

fields hasn't worked in a Par pic since his breakdown a year ago. His last loanout had him priced at \$10, 000 weekly. Fields is especially wanted for the Goldwynner because he used to be a juggler.

Haskell Terps Abroad

Hollywood, July 13. Jack Haskell has settled his dan director contract at 20th-Fox and will go to England.

It is understood he has a deal to direct dance sequences in a musical production there.

NAYFACK'S SIT-IN

Hollywood, July 13.

Nick Nayfack, assistant to Louis
B. Mayer at Metro, will function in
Benny Thau's spot during the latter's sojourn in London with the

Mayer party.
Thau will be gone about eight weeks.

Powell With Annabella

Hollywood, July 13.
William Powell has been borrowed from Metro by 20th-Fox for lead in Jean' opposite Annabella, latter be-ing brought from England for part. It's latter's first for 20th in U. S.

A mystery which Paramount has on its hands is solving how newspeel pictures of the South Chicago Memorial Day clash between police and strikers, barned from exhibition by Chicago police, were obtained for showing at a hall in that city which was described as headquarters for the West Side Young Communists League. Paramount News is trying to find out how the pictures got into Chicago but doubted it will ever trace the print that was shown and confiscated.

Because of the ban in Chicago, Par made no sales on the riot print to anyone there, including non-the-atrical accounts or for private showing. The ukase of police was accepted by Par as not only including exhibition publicly or in any other way but sale as well, with a sale undoubtedly making Par as liable as a theatre which would exhibit.

Theory is that the strike print which was confiscated by police and over which arrests were made, was bicycled from some nearby town or stolen. If actually bicycled, it may be that Pan, can trace the point from which it was borrowed, although with any account where it might be found missing, difficulty would be in proving it wasn't stolen rather than biked.

than biked.

Par has been careful to avoid trouble in connection with the riot films it: got and is chary about commenting on them now that they have been released. This would (Continued on page 28)

A.P. Capitulates to Idea of Cooperating -On a Film Production

Selznick-International completed negotiations Monday (12) with the Associated Press in New York for the filming of a full-leight feature film depleting the history of the syndicate and the part it has played in the 'development of the free American press.' Picture will be similar in treatment to 'Lloyds of London' and will be titled 'Freedom of the Press.'

Despite the apparent coincidence

and will be titled 'Freedom of the Press.'
Despite the apparent coincidence of the completion of these negotiations with agitation on the part of publishers for a free press in its conflict with the Newspaper Guild, there does not appear to be any tieup between the two. Negotiations have been going on for more than four months and were only consummated this week. Previous efforts on the part of film companies to produce such a picture have been made for 10 years but have all been turned down flatly as the AP has always been very tauchy about publicity of this type. One of the few stories giving an insight into its workings was the recent article in Fortung mag on the setup and personnel of the syndicate.

Some 1,400 AP members will cooperate in furnishing data. News

operate in furnishing data. News service is sending men to the studio to function as technical advisers.

Hemingway Previews Spanish Pic to H'wood

Hollywood, July 13.

Ernest Hemingway winged in from New York last Sunday (11) with a print of 'Spanish Earth, film made behind the lines on the Spanish was the superior of the spanish was the superior of t

ish war front.

Privately bidden audience of 200 viewed the picture at the Ambassador hotel and a second group saw it at the home of Fredric March. Author was accompanied by Mrs. Hemingway and Joris Ivens, Dutch director.

Col. Renews Brahm

Hollywood, (uly 13.
Columbia has extended John
Brahm's directorial ticket to 40
weeks. Option was plucked before
Brahm had completed his first picture in this country, Columbia's
'Counsel for Crime.'
Director was signed in England
by Myron Selznick for one pic. Hegot his stage training under Max
Reinhardt. Hollywood, Yuly 13.

PAR-PHILLY 'WAR' A TEST

News Lensers the Fair-Haired Lads | BOYCOTT TO BE With Pic Mob; Fear Absent Treatment

Most feared and most toadied to all the army that lives on world appetite for news and features about follywood personalities are the freelance bulb pressers. These gentry are here, there and everywhere that the stars can be found, they go to all the big shindigs, sometimes with camera boxes slung on their backs, sometimes armed with a canidic amera that can become deadly. We betide the player so badly adjused as to high-hat the camera founds, for their punishment is swift and there is no reprisal. They may see their unretouched faces that the camera from the pages of some field and in manner that not only does not flatter them but strikes terror to their souls. Or they may get a fact Hollywood, July 13.

may see the many see that and any see that and any see that and any said in a mainer that not only does not dater them but strikes terror to their souls. Or they may get a fast go-by, as the lensers are a clannish lot and to offend one is to bring down the wrath of the others.

You have to go far from Hollywood to point out the outstanding example of what a candid camera, and of the Illusion of romantic glamour. This was true of the shots made of the Duke and Duchess of Windsor just after their marriage. Photos reproduced in roto pages throughout this country are said to have done more to destroy the illusion of the ex-King's glamour than all the cracks taken at him by the government-controlled press, etc.

Mollifying the Miffed
Story is told here that at the time of Jeanette MacDonald's marriage to Gene Raymond recently some of the younteer lensers were miffed because they failed to obtain the shots they were after because of an over-efficient secretary. When Miss MacDonald finally heard of this, she went to considerable pains to see that all of the fotog folk were appeased.

peased.

Reason why the stars, especially the femmes, are so fearful of the camera lens is because they are so helpless to offset the damage it can helpless to offset the damage it can do. Nowadays no player makes a date with a camera without preening herself to the fullest advantage and dolling up as carefully as if she were going on the set.

Not a few of the stars have been photographed so much that they have learned how to beat the racket. They usually give them—
(Continued on page 71)

LICHTMAN ON COAST WHILE MAYER ABROAD

Hollywood, July 13.
Al Lichtman remains at the Culver City studio during the absence of Louis B. Mayer abroad and will function as liaison exec between Metro's home lot and Nicholas M. Schenck, Loew's prez, in New York.

Mayer was overcome by standing in the sunshine to deliver an address of thanks to studio personnel, who tendered him a farewell party, but he soon recovered.

Soph's Nitery Dates Before Next MG Pix

Hollywood, July 13 Without a current picture assignment at Metro, Sophie Tucker goes tast to fill nitery dates starting Aug. 2.

She goes into the Eastwood Gar-

Starting Sta

Jack Fier to Col.

Hollywood, July 13 Jack Fier, production aid to Nat Levine at Mascot and Republic Pic-tures for past 10 years, has signed the Columbia Pix as producer under Irving Briskin.

'Twasn't a Rib

Hollywood, July 13.

Large sign bearing the legent of United Artists Studios' over the main gate at UA was removed one morning last week when Samuel Goldwyn arrived for work and in its place was a sign reading Colossal Studios.

Goldwyn was night purped

'Colossal Studios.'
Goldwyn was plenty burned
thinking someone had put over
the gag at his expense until
his confreres informed him the
'Colossal' sign had been placed
there for a scene in the Walter
Wanger production 'Stand-In.'

Ohio Indies Urge Other Exchanges To Get Par's Biz

Columbus, July 12.
P. J. Wood, secretary of Independent
Theatre Owners of Ohjo, continued
the indie exhibitors' boycott campaign against Paramount this week
with an open letter to 300 exchanges urging them to go out and get their share of the business which he claims will be turned from Par. Wood declared that hundreds of

Wood declared that hundreds of cancellations by theatres which will refuse to buy the Par product in August will leave open thousands of playing dates which must be filled by other distributing companies. The independent exhibitors are protesting Paramount's alleged failure to deliver certain pictures in the 1936-37 season.

HERBERT, JENKINS TEE OFF AS COMEDY TEAM

Hollywood, July 13. Production started yesterday at Varners on 'Sh! The Octopus!', first

Production started yesterday at Warners on 'Sh! The Octopus!, first of a new series of comedies co-featuring Hugh Herbert and Allan Jenkins, new comedy team.

William McGann is directing the initialer under the renewed contract just handed to him. Cast includes Marcia Ralston, John Eldredge, Eric Stanley, Margaret Irving, George Rosener, Brandon Tynan and Elspeth Dudgeon.

Hecht's Goldwyn Termer, His 1st Long Contract

Hollywood, July 13.

Ben Hecht has signed a writing contract with Sam Goldwyn, first assignment being to script "Sweet Land of Liberty," satire on the Federal Theatre Project. Writer will do similar chore on 'Duchess of Broadway' in October after rehearsing his New York play To Quito and Back.

Marks first time Hecht has ever signed termer as he has previously declined all deals beyond one picture at a time. Hollywood, July 13.

Taurog Takes 'Tom'

Hollywood, July 13.

Norman Taurog has taken over
directing Selznick International's
'Adventures of Tom Sawyer,' vice
H. C. Potter, who pulled out of the
studio after disagreeing with David
O. Selznick as to story handling and

Picture had been in work around a week when the switch was made and probability is that it will be restarted.

INDUSTRY DRIVE

\$5,000 War Chest to Keynote Exhibitors' General Campaign Vs. All Distributors Who Allegedly Fail to Deliver Promised Pictures-Other Exhib **Bodies Follow Suit**

AUGUST EMBARGO

Philadelphia, July 13.

Moral and financial support for the anti-Paramount drive was pledged here Thursday (8) by 100 members of the UMPTO meeting in the Broadwood hotel. Approximately \$5,000 was raised on the spot for the drive's war chest. The meeting was marked by enthusiasm.

The campaign which was outlined by David Barrist, chairman of the committee who presided, will include the touring of the city by three trucks carrying banners and using sound. The situation will be explained and the public will be asked to boycott theatres showing Paramount pix. A half-million heralds have also been ordered for the same purpose. Philadelphia, July 13.

have also been of the transfer and the purpose.

All theatres, circuit or indie, will be picketed if they refuse to abide by the organization's decisions. 'Showmanship methods' will be used in the picketing, according to Barrist. A meeting will be held shortly with Joe Bernhardt of Warners for the purpose of soliciting Warner coperation.

purpose of soliciting name operation.

Exhibs have been asked to give Paramount no dates in August, including shorts and newsreels. They've also been asked to cancel contracts already made, and the organization will defend any suit that

ganization will defend any suit that may result.

Messages sent to Paramount, both by letter and wire and not acknowledged, were read at the meeting.

The four points emphasized most strongly in the anti-Paramount campaign include insistence on delivery of pix promised for 198-37, modification of the coming season's terms, adjustments on last year's contracts in the case of exhibs who lost money, and the making of work-sheets part of contracts.

of contracts.

Barrist, in his general address, called attention to the fact that Uni(Continued on page 28)

WILK ABROAD TO 0.0. **WB'S LONDON LEGIT**

Preparatory to setting up legit producing facilities in England through a deal with O'Brien, Linnit & Dunder for the coming fall season, Jake Wilk of the Warner home office, sailed Friday (9) for the other side. In addition to representing WB in connection with proposed play producing venture in London, where shows will be put on by local producers with Warner backing, Wilk will also survey the material market.

ducers with Warner backing, Wilk will also survey the material market. He will visit France as well as England looking over play prospects, at the same time checking on any material that may be suitable directly for the screen. Plans of Warners in producing plays in England are to later film them, either there or on this side.

Accompanying Wilk abroad is Max Reinhardt, who goes over to stage this summer's Salzburg festival. Reinhardt will return in the fall to produce 'The Gamblers' for WB.

Grady Goes Booneing

Hollywood, July 13.

Bill Grady has left on a sixmonth talent search for Metro, expecting to gander little theatres in key cities and elsewhere and also look over college summer theatres and regular campus showings in the fall.

First paûses will be in Kansas City and St. Louis.

Chi Indies Talk Par Boycott As Retaliatory Move Against **B.&K.**, Due to Animus Over Duals

Self-Conscious

San Diego, July 13. San Diego, July 13.

It doesn't take a college prof
to understand why this town is
getting so popular with film
exces for sneak previews. Two
race tracks are running—40

miles apart.

One studio last week pulled three sneaks at this border town, a short drive from either Caliente or Bing Crosby's layout at Del Mar.

SAG EXTENDING ITS EASTERN DRIVE

That the Screen Actors' Guild in the eastern territory within a radius of several hundred miles of New York City is not fooling about its campaign for membership was plainly indicated this week when officials in charge began checking with production heads general man-agers and vice-presidents to make certain that the Hollywood form is observed in the east.

observed in the east.

This' survey will be continued through next week with the hope that all producers, major companies and others engaged in production will be signed or set to observe the SAG pact by Aug. 1. Majors with studios in the east are being notified of the alignment while other major companies doing location work near Manhattan also have been told.

Metro is expected to tell all those notified in a call for extras in location work next week that they must be SAG members before being accepted for employment. Metro curcepted for employment. Metro cur-rently is doing spot production on a feature along the East River, most of it being background stuff. How-ever, the one person employed in location shooting is a Guild member.

Activity of SAG in New York area is to take in all studios and companies producing industrial or commercial films as well as regular short and feature productions, making the players conform with regulations in effect on the Coast.

GUILD ACCOLADE FOR MONTGOMERY'S 'NIGHT'

Hollywood, July 13. Robert Montgomery's performance in 'Night Must Fall' was voted the best of last month by Screen Actors Guild

Supporting honors went to Dame May Whitty in the same picture.

Swing Combo Set for 1, And Maybe Another Pic

And Maybe Another Pic Raymond Scott Quintet left last night (Tuesday) for Hollywood to work in Selznick International's Nothing Sacred. It makes the first act in years which has received a bid from picture or the theatre as a result of a reputation gained almost strictly through phonograph records. Scott has appeared on several occasions over CBS. He is otherwise Harry Warnow, brother of Mark Warnow, CBS maestro.

Irving Mills, who is managing di-

Irving Mills, who is managing director of Master Records, Iuc., agented the deal. Swing unit may also do a bit in the 'Goldwyn Follies.'

More determined than ever to do way with double features, which they believe to be the cause of the

recent poor business, the local independent exhibitors are now threatening a boycott against Paramount pictures in this territory, based on the exhibs' rancor against Balaban & Katz, Par's local theatre affiliate.

B. & K. is blamed as the parent of the double feature epidemic.

Since the local exhibs have been able to get nowhere with B. & K., they feel that by striking at Par product they may obtain some action in regards to the bargain bills.

product they may obtain some action in regards to the bargain bills. Exhibs had a pretty disastrous experience with the boycott action two years ago when they had a blanket blackball against Metro-Goldwyn-Mayer product, They backed away from the boycott quickly when the M-G theatre affiliate, Loew's, immediately came to town and began preparations to build some 12-16 houses throughout the territory. Loew's took options on property close to those exhibitors which had led the boycott campaign. Loew's did start and complete one theatre on the far westide, but killed off the other building activities when the exhibitors capitulated.
However, despite the Loew-Metro incident, the local exhibitors incline to the belief that nothing like that can happen with the Paramount-B. & K. crew since B. & K. is a known quantity, having already nearly 40 houses in town.

Balaban & Katz has always been building acquiring that the

muses in town. Balaban & Katz has always been building or acquiring theatres at the rate of two or three a year, and the exhibs expect no real campaign on the part of the circuit to start any spite building.

spite building.

Unusual angle in the boycott threat against Paramount is the fact that the relations between Paramount and the independent exhibitors have been extremely friendly in the past, with the exhibs openly stating that they have been generally able to secure more adjustments on complaints with Paramount than practically any of the other major distributors.

For this reason the exhibation.

For this reason the exhibs have no particular heart in their blackball threat against Paramount, but insist that they will use this means since only through Paramount can they possibly hit back at the B. & K. stand on double features,

John Montague Ouite A Fave With Film Folk

Hollywood, July 13.

Arrest of John Montague on an alleged robbery charge on a warrant from the east was quite a shock to friends and others of the film colony here who had fraternized with the personable golfer. Montague's association with picture people was strictly social and mostly among those at the Lakeside Country Club. He was a golf crony of Bing Crosby and through the crooner had met others of the film colony. For the past six years he had lived at the home of Oliver (Laurel and) Hardy. His prowess at golf made him somewhat of an ideal with film-player golf enthussiasts.

Montague had been in California about five years but was away for a year three years ago. He derived a livelihood around here through matches with Crosby and other moneyed players at Lakeside. He was also quite proficient at poker when big stake games were played at the club a few years ago. He was never interested in any way in picture business affairs despite having been in a position through contact with film folk to hear lots of gossip and promotion deals.

Summer Torch Shriveling L. A. Trade, Waring Main Prop in Par's \$21,500, 'Gun' Clicks Off 211/2G, 'Winkie' Fades

Los Angeles, July 13.

Effects of the heat wave, a box office bane around the country, has sort of settled down in this locale
with the operators of the cinema emporiums none too optimistic about results. Theatres here all have cool-ing systems and most of them feel lack of trade in the afternoons, with

lack of trade in the afternoons, with that lack being particularly felt in the downtown Los Angeles area where mat trade counts, outside of the Paramount, this week. This house has Fred Waring and his band on the-stage drawing trade extraordinarily for the screen feature, 'Last Train from Madrid,' Indications are that take will reach an easy \$21,500 on the week.

A rather obvious fact with refer-ence to matinee biz being negli-gible proportions is that the Chinese in Hollywood for second successive week is doing more biz than the downtown Loew's State. These houses are playing They Gave Him a Gun' and 'Sing and Be Happy,' Hollywood house running \$500 or so

ahead.

Estimates for This Week
Carthay Circle (Fox) (1,513; 5533-1,10-1,55).—Wee Willie Winkie'
(20th) (2d week). The \$1,65 de luxe
iap too much for the kiddies who go
for the Temple, with trade sagging
his week. Last week, second, with
holiday thrown in, no coin impression by take little over \$6,100.
Chinese (Grauman-FWC) (2,028;
0,40-53-75).—They Gave Him a Gun
(MG) and Sing and Be Rappy
(MG) and Sing and S

\$1,600.

Dewntown (WB) (1,800; 30-40-55-65)—Singing Marine' (WB) and Devil is Driving' (Col) dual (2d week). Figuring heat of previous week kept Powell fans away, this one held over and will hit a good \$6,700. Last week first, not up to expectations with final count bit over \$7,200.

\$6,700. Last week, first, not up to expectations with final count bit over \$7,200.

Make Way for Tomorrow (Par).

Make Way (Pa

o expectations with a \$7,300 sound off.

Paramount (Partmar) '(3,595; 30-40-55)—Last Train from Madrid (Par) and stage show. Fred Waring outfit on stage bringing in lots of coin and strictly accountable for good \$21,590. Last week, 'Mountain Music' (Par) and stage show (2d week) getting the transient holiday play for the windup stanza and did used what was expected, fair \$13,900.

RKO (RKO) (2,950; 30-40-55)—New Faces' (RKO) and 'Armored Car' (U), dual (2d week). Holdovernot so forte with preview aid needed to get a \$5,000 showing on six days, nothing to brag about.

State (Loow-Fox) (2,024; 30-40-55-15)—They Gave Hinn a Gun' (MG) and 'Sing and Be Happy' (20th) dual. With heat kicking tar out of mat-

ince trade, this combo not being helped any and will wind up with meagre sum of \$9,500. Last week, 'Emperor's Candlesticks' (MG) and 'She Had to Eat' (20th), brought in bit short of \$10,600, fair.

'United Artisgs (Fox-UA) (2,100; 03-04-55) — Emperor's Candlesticks' (MG) and 'She Had to Eat' (20th) dual. Moveover from State not so helpful as will do a rather weak \$3,000. Last week, 'Slave Ship' (20th) and 'Married Before Breakfast' (MG), dual, rothing to rave about for holiday week as windup was bit over \$3,100. Wilshire (Fox) (2,296; 30-40-55-65) — Emperor's Candlesticks' (MG) and 'She Had to Eat' (20th), dual, Trade in this area going for this combo and house will do a good \$6,500. Last week, 'Slave Ship' (20th) and Married Before Breakfast' (MG), not good at \$4,600.

RACES' \$13,000, BIG, AS BALTO WILTS

Baltimore, July 13. Heat's getting them here and downtown houses are taking it on the chin. Loew's Century with 'Day the chin. Loew's Century with 'Day at the Race's (MG), is setting the pace at '\$13,000, which indicates a nice profit. Make Way for Tomorrow' (Par) in spite of critical raves, is not garnering more than \$3,500 for its efforts, but may pick up later in the week on the strength of mouth to mouth.

up later in the week on the strength of mouth to mouth.

Estimates fer This Week
Century (Loew's-UA) (3,000; 15-28-30-38-40-55) — 'Day at Races' (MG). Leading town and marking up nice \$13,000 in spite of heat. Last week, second of 'Captains Courageous' (MG) held up fairly well at \$6.200.

Hippodreme (Rappaport) (2,300; 15-25-35-40-55-66) — 'Devil Is Driv-ing' (Col) plus vaude headed by Herman Bing. Not much at \$9,300.

Herman Bing, Not much at \$9,300. Last week. New Faces' (RKO) and Benny Meroff's band got good day time play to \$11,700 ero.

1.00 feb. 1.00 ero.

1.00 feb.

1st Runs On B'way

Capitel—'Emperor's Candle-sticks' (MG) (2d week). (Reviewed in Variery June 30). Central — 'Damaged Lives'.

(Retrieve of Wallery Jules 30).

Central — 'Damaged Lives'
(Weldon) (6th week).

Criterion—'Midnight Madonna'
(Par) (17),

Globe—'Juggernaut' (GN)

(14).
Music Hall—'Knight Without Armor' (UA) (2d week).
(Reviewed in Variary this week).
Paramount — 'Easy Living'
Par (2d week).
(Reviewed in Variary July 7).

Rialto-'Devil Is Driving

(Col).
(Reviewed in Variety July 7).

Biveli—'Slave Ship' (20th)
(5th week).

Roxy—'Super Sleuth' (RKO)

Rosy-Super Diesel.
(18).
(Reviewed in Variety this week).
Strand-They Won't Forget'
(WB) (14).
(Reviewed in Variety June 30).
Week of July 22
exten Wide and Hand-

week of July 22
Astor—'High, Wide and Handsome' (Par) (21),
Capitol—'Saratoga' (MG).
(Reviewed in Vantery this week),
Central—'Armored Car' (U)
(24),
Martin Fall (MG)

Music Hail—Toast of New York' (RKO). (Reviewed in Variety this week). Paramount—Exclusive' (Par)

(21).
RONY—Wee Willie Winkie'
(20th) (23).
(Reviewed in Variety June 30).
Strand—They Won't Forget'
(WB) (2nd week).

'FACES' HEADED FOR FINE \$8,000, L'VILLE

Louisville, July 13.

Weather was torrid over the week-end, resulting in an exodus to cooler spots outside the city. Showhouse takes are holding up surprisingly well, however.

Product is not so forte curently, with the exception of the Riato, where New Faces is oulling plently of juve trade and an unusually hefty number of radio fans.

of juve trade and an unusually hefty number of radio fans. Estimates for This Week Brown. (Fourth Ave_Loew's) (1,500; 15-25-40).—Slave Ship' (20th). Trade slowing down to expected \$2,000 on moveover. Last week Captains Courageous' (MG) and Disnamer of the convergency award pic, snared nice \$2,800 on moveover.

Kentucky (Switow) (900; 15-25-Marked Woman' (WB) and Top of Town' (U), dual, split with 'Don't Tell Wife' (RKO) and 'Go-Getter' (WB), dual. Pretty good at \$2,100. Last week 'Wake Up' (20th). and 'Jeeves' (20th), dual, held for full week to fair \$2,200.

Loew's State (3,000; 15-25-40).—Between Two Women' (MG) and Thunder in City' (Col), dual. House belling are proceeded by the control of the contr

at \$5,300.
Mary Anderson (Libson) (1,000:
15-25-40)—'Singing Marine' (WB).
Should do big biz, but opposish will

'Slave Ship' Riding High in Pitt., \$8,700; 'Gun,' Ellington Oke \$19,000

put crimp in expected takings. Due for fine \$4,200. Last week, 'Another. Dawn' (WB), looked more like a sunset at \$2,300.

Ohio (Settos) (900; 15)—'These trives' (UA) and 'Pigskin Parade' (20th), dual, spik with Road to (Par.), dub how everye by the Cart, dub how everye by the Cart, dub, how everye we will be the control of the contro

Brown.
Stand (Fourth Ave.) (1,500; 15-540)—Midnight Madonna' (Par) and 'Great Gambini' (Par), dual. Under average, not move than \$3,400. Last week 'Sing and Be Happy' (20th) and 'She Had to Eat' (20th), dual, dull \$3,200.

Heat Biffs Buff: 'Slim' Fair 8G's. 'Marine' Way Off

Buffalo, July 13, Heat is giving Buffal, July 13.

Heat is giving Buffal, July 13.

their first sock during the present stanza. Grosses are dropping way off, with the quality of features not calculated to help much. 'Slim' will get the best comparative figure, with 'Marine' at the Buffalo probably due to hit the season's low.

wo nit the season's low.

Estimates for This Week
Buffalo (Shea) (3,600; 30-40-50)—
Singing Marine' (WB). Very much
off, with around \$3,000 indicated,
Last week, Emperor's Candlesticks'
(MGM), did okay considering,
\$12,000.

\$12,000.

Century (Shea) (3,400; 25-35)—
Kotel Haywire' (Par) and Men in
Exile' (WB). Back to about \$8,500.
Last week, Manhattan Melodrama'
(MG) (2nd run) and 'Can't Buy
Luck' (RKO), built to swell gross of
\$8,300 on strength of Jean Harlow
revival.

58,300 tasteringth of Jean Harlow revival Great Lakes (Shea) (3,40); 30-50) — Slim' (WB). Not bad, around \$8,000. Last week, 'Captains Courageous' (MG) (2nd week), did better than expected for nice \$7,600.

Hipp (Shea) (2,400; 25-40) — 'Woman Chases Man' (UA) and Disney revue. Looks set for fair \$6,000. Last week, 'Sing and Be Happy' (20th) and 'Once a Doctor' (WB), poor \$4,500.

Lafayette (Ind) (3,400; 25-35)—'Hit Parade' (Rep) and 'Circus Girl' (Rep). Building to good \$7,000. Last week, 'Wings Over Honolutu' (U) and 'Oh, Doctor' (U) did nicely at \$6,500.

Woman,' Disney Top Port. \$6,000; 'Races' H.O. \$5,500

Portland, Ore., July 13.

"Generally good, biz for this time of year all around, even though some slipped a few pegs in gross division last week.

last week.

'Woman Chases Man,' dualing with
Walt Disney Award Revue, topping
the week's take. 'Day at the Races,'
hold-over, slipping, but still run
ner-un

Estimates for This Week

Pittsburgh, July 13.

Heat-breaking rain on Sunday (11) was a lifesaver after depressing week-end biz and shot trade generally right back into high again week-end biz and shot trade generally right back into high again be recouped before the enses may be recouped before the enses may be recouped before the enses high stanza. Couple of aftractions, however, are riding out the soaring mercury, with 'Slave Ship' at the Fulton heading the parade and knocking off a surprising sock gross under the circumstances. It's the noul first-run site downtown which stands are considered to the full stands of th

'MARINE' OKAY \$10,000, **DENVER**

Denver, July 13. Rain is helping grosses this week y keeping people in town and by keeping people in town and driving convention visitors indoors Elks convention has added 30,000 to Denver's population and few will take time out to go to a show unless it rains. First run business is okay. Estimates for This Week Aladdin (Fox) (1,500; 25-40)—'An-

other Dawn' (20th), following a week at the Denver. Slated for \$3,500. Last week 'Slave Ship' (20th) was

Philadelphia, July 13.

No telling how low some of the film grosses may drop this week, if the continuous showing. July 13.

No telling how low some of the film grosses may drop this week, if the grosses may drop this week, if the didner of the film grosses may drop this week, if the film grosses may drop the film grosses may drop this grosses may drop this week, if the film grosses may drop this week, if the film grosses may drop the film grosses may drop this grosses and drop the grosses was drop the grosses of the grosses

Heat Worries Philly, 'Courageous' Opens Fair, 'Marine' \$12,000, 2d Wk.

Chi Don't Know from Heat; 'Living' Good \$29,000, 'Reckless' and Vaude \$17,000, 'Faces' and 'Races' Oke H.O.'s

Chicago, July 13.

It's just as hot in Chicago as it is in the rest of the country, so skip the weather as a topic. It rates as a alibi only for those spots which haven't any attractional the other the stage and screen the screen the stage and screen the scree

week' Another Dawn' (WB) turned in fine \$33,400.

Garriek (B&K) (900; 35-55-65)—
Dreaming Lips' (UA), Came in Thursday (8) when 'Midnight Madonna' (Par) foozled, Will hit \$6,-500, nice. 'Madonna' under \$3,000, very sad in six-day try.

Orlental (B&K) (3,200; 35-45-55)—
'Born Reckless' (20th) and vaude.
Three Stooges on stage helping take, which will count up to around \$17,-600, on the right side of the books.
Last week 'Married Before Break-fast' (MG) ine \$13,200.

anst (MC) nne \$19,200, Talaoc (RKO) (2,500; 35-55-65-75)
Palaoc (RKO) (2,500; 35-55-65-75)
Palaoc (RKO) and vaude (2nd week). Holding to better than \$17,000, excellent, after last week's bang-up \$25,600.

bang-up \$25,600.

Roosevelt (B&K) (1,500: 35.45-55-65-75)—Emperor's Candlesticks' (MG). Opened Saturday (10) and headed toward \$16,000 for okay intial session. Last week Singing Marine (WB) managed fairish \$\$,700 for second half of fortnight.

State-Lake (Jones) (2,700: 25-35-40)—Love from Stranger' (UA) and Folies 'de Paree' unit. Holding to steady gross at around \$13,000. Last week upped with holidays to \$15,100 for 'Husband's Secretary' (WB).

United Artists (B&K-UA) (1,700;

United Artists (Bek-UA) (1,700; \$5-55-65-75)—'Races' (MG) (2nd Week). Marx boys holding the register at a bright pace for \$16,000 currently, following hotcha \$23,100 last week

DAY AT RACES' BIG \$22,500, D.C.

Washington, July 13.

It's the big houses' turn this week, with the little fellows scrambling for the crumbs. 'Day at the Races' at the Palace, straight jot spot, is leading the town, although both week will get good takes. Week will get good takes. Week will get good takes to be some the sound of the straight will be sound their scodus, plus government employes scurrying to the seashore for perfect bathing weather, sent the bo, down on the weekend.

Estimates for This Week

Estimates for This Week

Capital (Loew) (3,42½; 25-35-60)—
Between Two Women' (MG) and vaude. Title getting the dames and Red Skelton plus vaude should aid to good \$2,2000. Last week 'Emperor's Candlesticks' (MG) and Major Bowes unit overshot estimates for, swell \$25,300.

Columbia (Loew) (1,583; 25-40)—
"Way Out West' (MG). Maybe fair
\$4,000. Last week 'Manhattan Melodrama' (MG) (reissue) surprised
with nice \$5,300.

drama' (MG) (reissue) surprised with nice \$5,300.

Earle (WB) (2,244; 25-35-40-60-70)

Earle (WB) (2,244; 25-35-40-60-70)

Singing Marine' (WB) and vaude.

Noname stage bill leaving it all up

P sic. which will pull good \$18,000.

P sic. which will pull good \$18,000.

As the see of the

'FACES' RED \$7,500

Kansas City, July 13.

Looks like a poor week, with exception of 'Emperor's Candlesticks,' which is drawing much better than expected.

Ball club hit town last week and went into a winning streak. Night games hurting pic takes.

Estimates to "This "This "This This Islands of the stream of the st

Estimates for This Week

Estimates for This Week

Mainstreet (RKO) (3,200; 25-40)—
New Faces' (RKO). Doesn't augur
better than poor \$7,500. Last week,
'Mountain Music' (Par), so-so \$3,000.

Midland (Loew) (4,000; 25-40)—
'Emperor's Candlesticks' (MG) and
'Pick a Star' (MG). Only double
bill in town and indicating good
\$13,000. Last week, 'Captains Courageous' (MG) 2tnd wk), mild \$7,000.

**Newman (Par) (1,900; 25-40)—
'Mountain Music' (Par) (2nd run).
Moved from Mainstreet and looks
fair at \$4,000. Last week, 'Riding
on Air' (RKO) and 'Behind Headlines' (RKO), poor \$3,800.

Tower (Fox) (2,200; 25-40)—Born
Reckless' (20th) and vaude. Looks
average at \$7,000. Last week, 'Wings.
O'ver Honolulu' (U), \$8,500, n.sh.
'Slent Barriers' (GB) (3,200)

Slent Barriers' (GB)

Slent Barriers' (GB)

Stanger' (UB). Doesn't mean much,
\$3,500. Last week, 'Love from a
Stranger' (UA), poor \$3,900.

SPITALNY, **LIVING' BIG 18G, HUB**

Easy Living, with the Phil Spitalny band on stage at the Met, will be the top grosser this week. Captains Courageous, plus the Watt Disney special, easily won a second frame at both the Orph and State, while 'New Faces,' on a dual bill, was strong enough to stay another stanza at the Memorial.

Estimates for This Week

was strong enough to see another stanza at the Memorial.

Estimates for This Week
Boston (RKO) (3,000; 25-40-55)—
Riding on Air' (RKO) and 'Espionage' (MC), dual. Off to encouraging pace, around \$6,500. Last week sour. Despite holiday, \$5,500 for 'Nobody's Baby' (MC) and 'Thief Meets Thief'
Forman at Olympies' (20th) and 'Wild Money' (Par), dual. Very tame, \$3,000. Last week okay \$4,700 for 'Madrid' (Par) and 'Hotel Haywire' (Par), double.

Keith Memorial (RKO)-(2,900; 25-40-55)—New Faces 1937' (RKO) and '31th Chair' (MG) dual. Held over for second week, firting with satisfactory \$1,1000. First week \$16,000, very leasing the same of t

chosen to tiff with the newspapers and as result all publicity has been pulled.

Estimates for This Week
Liberty (LTC) (1,200; 10-15)—Fury and the Woman' (Rialto) plus 'Men in Exile' (WB) split with 'What Frice' Vengeance' (Rialto) pilus 'Let Twenk' (California Justfair, \$800. Last twenk' (Liberty Liberty (Liberty Liberty Liberty Liberty (Liberty Liberty Liberty Liberty Liberty (Liberty Liberty Liberty

HEAT WILTING ALL PROV. B.O.'S

Terrific hot weather putting big dent in box offices. Grosses are reported to be lowest in many months and with no sign of relief in prospect for days, it's going to be another tough week all around.

Film fare is just fair, with nothing outstanding to tempt the throngs who have taken to beaches and

who have taken to beaches and parks.

Estimates for This Week
Fay's (2,000; 25-35-50)—Love in a Bungalow' (U) and vaude. Pretty weak show, and with natives scrambling for watering resorts, biz is lowest of the season; not more than \$4,500 in prospect, off. Last week 'Angel's Holiday' (20th) and vaude started off okay, but the heat made it tough; slid to \$5,000.

Loew's State (3,200; 25-35-50)—
'Captains Courageous' (MG) (2d week). N.S.g. so, far because of sizzling heat, maybe \$7,000 if things don't break any worse. Last week of the beat was the state of the

showing. Besides, theatres have chosen to tiff with the newspapers and as result all publicity has been pulled. Heat Sloughs B'way but 'Knight' Braces Music Hall to Strong 82G; Martha Raye Ups 'Easy' to Wow 57G

The five-day heat spell sloughed business, with only two theatres, Music Hall and Paramount, getting a good play, but the amazing feature of it all is that the sum total of grosses among downtown houses beats not only last week's aggregate lake but also tops the business of the definical week growing about 56,000 more than the same theatres did last week (which included the Fourth of July holiday), the answer must be that cooling systems have their virtues when blistering heat strikes town. For purposes of comparison, the Criterion, which was not in operation a year ago, as well as the Central, which then was in double feature that week against last there isn't a difference in gross intake, however, of more than about \$1,000.

Relance for the theaters taking in Carlot of the Golden and the considered. Between these two theatres this week as against last there is the search of the theaters taking in the considered. Between these two theatres this week as failing Marine, 'ending it is second week last night (Tues.) at the Strand week last night

routin or July noliday, in a answer must be that cooling systems have strikes town.

For purposes of comparison, the Criterion, which was not in operation a year ago, as well as the Central, which then was in double features (including revivals) are not considered. Between these two theatres this week as against last there isn't a difference in gross intake, and the strength of t

totals are slightly better than over the Fourth, and show an even larger increase than for the same week a year back.

Emperor's Candlesticks, at the Capitol, and Two Who Dared, at the Roxy, are each looking for \$25,000. This is just fair for the Cap but close to red for the Roxy, which carries at the theatres are the theatres are the comparison of the Capitol Cap

Estimates for This Week
Capitol (4,620; 25-35-55-85-81.25)—
Emperor's Candlestick's (MG). This one, with the Powell-Rainer names, will do only \$25,000 or short of that, fair, but holds over anyway.
Saratoga' (MG) is scheduled for Thursday (23). Last week, third for Day at Raees' (MG), under \$20,000, loka, or the control of the cont

something for wenesday 1.1. Last week (3d) for "Ship" was \$14,000, milk week (5,836: 25-45-55-75)—Two Mro Dared (GN) and stage show. May manage \$25,000 and get through but more is highly improbable. Last week was better with 'King Solomon's Mines' (GB), \$23,200.

Strand. (2.767: 25-55-75)—Singing Marine' (WB) (2d week). Did fairly nicely first week at around \$25,000 and the control of the cont

'Courageous' Sock \$13,000, 'Marine' \$7.000. Mpls. Biz Oke Despite Heat

Paramount (M&P) (1,800): 25-35
Town's two ace house are corraided for an ellipse of the state of the state

'Vaude Revival' a Dud

in tableaux. That's a concession from Mayor F. H. LaGuardia and License Commissioner Paul Moss, but only if the girls remain in one spot. The blackouts have been cleaned up to the extent that they write in some semblance of subtlety. cleaned up to the extent that they retain some semblance of subtlety, but otherwise they are the same old burlesque routines with the same old burlesque comics. It's not a vaude revival—8's just the pushing back of burlesque about 10 years.

So It's Poor Vaude, Again

So It's Poor Vaude, Again
Which repeats again, poor vaudeville! Even now, though practically
forced back into the limelight by an
order from the mayor of the largest
city in the world, it gets the boot
before even getting the opportunity
to climb the stairs. This doesn't
speak well for the showmanship of
the burley ops, inasmuch as vaudeville, in some form, was their only
possible salvation. Eventually, they
will have to turn to bona fide variety
entertainment—burlesque with its
ears pinned back and denatured
won't draw—but then, possibly, it
may be too late. The circuits tried
several times to bring back vaude
after kicking it around, but never
succeeded despite high-presure sellsucceeded despite high-presure sell ing in some instances.

ing in some instances.
Only an immediate switch may save the burley ops. With their present entertainment setup, they may just as well scrap their code, tell the layman board of governors to return to their families and close to return to their families and close their doors, or go grind pix. However, they have an allbi for their opening shows, and it is a reasonable one, i.e., that the productions went into rehearsal a couple of weeks ago, when it hadn't been made clear just exactly what type of shows they would be permitted to run. But it also proves that the minds of the burley ops still run in the one channel—burlesque.

Mische the Ownertunity

Missing the Opportunity

Missing the Opportunity or vaudeville and also for the burlesque operators. Vaude still holds some draw if presented right and sold smartly. Loew's State on Broadway is concrete evidence along those lines. A developing ground for stage, screen and radio talent and material is sorely needed—and it could just as well be the former burley houses. Acts are desperate for New York showing spots, and herein lies the opportunity for the theatre operators to buy talent cheaply and still do the acts a favor.

There's a wealth of good stage ma There's a wealth of good stage material around the country, most of it hidden in the honky-tonk niteries and scattered among the cheap units playing one and two-day stands, available to the burley ope. If they'll look for it, they'll profit, if they remain in their current groove, then Commissioner Moss may just as well begin polishing up on some more revocation-of-licenes speeches. Several things may be said in favor of the burlesque operators jin-favor of the burlesque operators jin-favor of the burlesque operators jin-favor of the burlesque operators jin-

more revocation-of-license speeches. Several things may be said in favor of the burlesque operators insofar as the opening Follies at their houses are concerned. Productions are more expensive, costuming is cleaner and neater, plus the evident desire to spend more money on talent than they did before Commissioner Moss' purge of May 1. If all this didn't total up to at least nearly first-grade entertainment. then this didn't total up to at least nearly first-grade entertainment, then they've got to clean house. The fact that burlesque producers are still doing the staging is probably the first mistake. They're permitting the comics to use the old black-outs, though cleaned up a bit, and that's another mistake. Failure to book vaude comedy acts that could hold down 12 to 15-minute spots is certainly an error. certainly an error:

Republic's Lineup

Republic's Lineup
Lineups of the shows at the Republic, Eltinge and Gaiety read like old burley programs. Republic's Follies cast includes Pinto and Della, Irwin Selig and George Rose, as comies; George Murray and Ched Atland, straight man and singer, and the Misses Lee and Moore, straight-women. Only act in the show that can' be classed as from vaude are Wales and Bradley, adagioists. Beverly Carr is the producer, with a line of 12 ponies and eight show-girls for the ensemble and posing scenes. Pic is 'Deception' (Col).

Galety's Show

Gaiety show leans more than the Galety show lears more than the others on specially talent, but here also the production setup and cast has a strictly burlesque tinge. Shorty McAllister, Harry K. Fields, Harry Evanson and Joe Wilton are comiss and straight men; Gladye Fex, for

mer stripper, for s. and d.; Heler Davis and Jack Lyons, for vocals Davis and Jack Lyons, for vocals; Florence Mann, straight woman. The specialty acts are The Little-johns, novelty; Christine and Suzanne, daneing sister team, and the Three Phantom Dancers, mixed colored trio. Line of 12 girls plus six showgirls augment. Billy Koud the producer. Pic here is 'You May Be Next' (Col).

Eltinge's Burly Format

The Eltinge, even more so than the Gaiety and Republic, is presenting its show strictly in burlesque format. There are more -tableaux scenes here, meaning more stripping, for the chorlnes and showgirls from the waist up, and only one vaude furn, Seyton and Seyton, hand-to-hand balancers. Allen Reno, singer-dancer-impersonator, worked somewhat like a vaude act, but also has the appearance of coming from burlesque. Rest of the cast includes Jim Flaherty, Maxie Ferman and Little Jack Little, comics, latter not the bandman of that name; Chick Hunter and Eddie Cole, straight man; Jack Hamilton and Alma Maiben, singers; Madeline Raye, hoofer, man; Jack Hamilton and Alma Maiben, singers; Madeline Raye, hoofer, and Jalita, who does a veil dance. In order to make sure that the customers see at least a little something, she clutches tiny flashlights in each hand under the gauze. Wears a gee-string, though. She's done the same routine on cafe floors. There are 14 chorus girls at the Eltinge, plus seven showgirls, with Paul Kane as producer. Picture is They Met in a Taxi' (Col).

All three houses tossed in at least

All three houses tossed in at least one bedroom scene among the many blackouts, all of the latter being set routines for the burley comics for years. And as in the past, they are just as dull, only cleaned up. That's not so forte for vaude fans, nor can they be expected to draw the popeyed burley-goers of the past. Latter tolerated the blackouts because they knew a stripper or a bumper ter tolerated the blackouts because they knew a stripper or a bumper followed. The blackouts now won't even draw the slummers, who now 'n' then hit the burlesque joints just to hear the dirty language.

No Dirt or Strippers

No Dirt or Strippers

But the dirt is out, and so's the stripping, so the only thing the theatres can sell now is entertainment. Latter could just as well be vaudeville, but not in a burlesque frame. Against the admixture is first the weather at the present time, none of the theatres being equipped with cooling systems other than electric fans; secondly, the competis is going to be too keen among six houses in Manhattan and three in Brooklyn (that is when all of them are open) to leave enough trade for poor shows to balance the books. to balance the books.

Scales at all the houses are uni-Scales at all the houses are uniform, 25c afternoons and 55c even 1 igs. Business opening day and night (Monday) was fair, with most of the audlence in each spot looking very burlesky, or else curiosity-seekers and quite a few newspapermen as the dailies have been giving burly's renaissance quite a sendoff.

Fleet Week Aids Seattle: 'Chases.' **'League' OK \$4,800**

Seattle, July 13.

Annual fleet week started Sunday (1) and 25,000 goar expected here and hope on the seat of the

'Mt. Music'-'Madrid' Duo Not So Bad in Montreal

Montreal, July 13. Exodus for holidays and heat-scapers overbalanced any extra tourist biz and look like keeping that tourist biz and 100K like Keeping disk way as long as the heat wave last's 'Captains Courageous,' Palace h. o., is still doing best biz in town. Estimates for This Week Palace (CT) (2,700; 50)—'Captains

Courageous' (MG) (2d week). Held up well in terrific heat and may

gross \$6,000, very good, after socke

\$7,500 initialer.

Capitol (CT) (2,700; 50)—'Mountain Music' (Par) and 'Last Train tain Music (Par) and Last Train from Madrid' (Par), Points to \$5,-500, good enough. Last week's h. o., 'Slave Ship' (20th) and 'Big Busi-ness' (20th), fair at '45,500. Loew's (M. T.) (3,200;40)—League

ness (2011), 1ar at \$4,500.

Loew's (M. T.) (3,200; 40)—League
of Frightened Men' (Col) and 'Behind the Headlines' (Col). Biz Side
with not much more than \$4,500 in
sight, fair. Last week, 'Wings Over
(Fac). \$4,000, fair.

Princess (CT) (2,300; 50)—Kid
Galahad' (WB) and 'Everybod
Dance' (Emp). Might gross \$5,000,
good. Last week, 'Night Must Fall'
(MG) and 'That Man's Here Again'
(WB). \$4,500, good.

Cluema de Parls (France-Film)
(600; 50)—Cesar' (8th week). This
will stay all summer and is getting
regularly between \$1,000 and \$1,200
weekly, according to heat, good
enough.

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

—Les Mariages de Mile. Levi' and
'Rigolboche.' Döwn to \$3,000, just
fair. Last week, \$3,200 for 'La Loupionte' and 'Le Joli Monde,' fair.

'SLAVE SHIP' BIG \$13,000, **CINCY**

Cincinnati, July 13. Biz at the ace cinema cham surprisingly good in face of Cincy's first siege of hot weather. 'Slave Ship' is toting the heavy

sugar currently, \$13,000 at the Albee 'New Faces' is next with \$10,000 at the Palace. Only other new release

the Palace. Only other new release,
'Married Before Breakfast,' is pegging \$4,000 for Keith's.

Estimates for This Week
Albee (RKO) (3,300; 35-42)—
'Slave Ship' (20th). Very good,
\$13,000. Same last week on 'Singing Marine' (WB)

Capitol (RKO) (2,000; 35-42)—

'Çaptains Courageous' (MG), Second week at this house, following initial seven days at the Albee. Swell, \$4,000 Last week, \$5,000, dandy.

Family (RKO) (,000; 15-25)—13th Chair' (RKG) (,000; 15-25)—13th Chair' (RKG) and 'Hospital Mystery' (20th), split, Par at \$2,000. Last week 'Promise to Pay (Col) and week 'Promise to Pay (Col) and self-this (Libson) (1,500; 25-40)—

'Married Before Breakfast' (MG), Pair, \$4,000. Last week 'Slim' (WB), \$200, Pair, \$4,000. Ditto last week on 'Emperor's Candlesticks' (MG). (RKO) (2,000; 35-42)-

'LIVING'-'LAST TRAIN' FINE \$8,000, IND'POLIS

Indianapolis, July 13.

Natives are beginning to get used to the hot weather now and oming back to theatres after straying away from the downtown sector for the past few weeks. Circle, with a dual of 'Easy Living' and 'Last Train From Madrid,' is doing surprisingly well, the set the best pace among the first runs, while the vaudfilm Lyric also keeps its doorman busy with a combo of 'Riding On Air' and a stage show.

Estimates for This Week

Estimates for This Week
Apolla (Fourth Ave.) (1,100: 2540)—Singing Marine (WB). House
going long nicely all the reached and the state of the state

Inside Stuff—Pictures

The Dies resolution and the Hobbs resolution, both of which would pry into the affairs of the picture industry on numerous and sundry angles,

into the affairs of the picture industry on numerous and sundry angles, still remain in the committee. Fact that the Dies plan, which would air the film biz via a subcommittee with almost unlimited power, still is lingering in the committee room with small chance of being reported out before Congress adjourns, is cheering to all concerned in the industry. The Dies project, which would incorporate a junket for special committee, was framed after the Hobbs resolution. And it incorporates all features of the earlier proposal but is more sweeping in scope. Legislators and industry leaders alike feel that the Dies resolution or measure has more possibility of passing than the other. Now it may be lost in committee because of the deluge of other vital subjects up for consideration.

Warners plans unique buildup prior to the national release of They Won't Forget,' Mervyn Leroy production, which deals unequivocebly with a Deep South lynching. The sociological meller gets its New York release today (Wed.), but won't be nationally sprung until autumn. Warners is utilizing the time between to prime the public. It is the first time a film has ever dealt with such a subject in so objective a manner. Leroy, in selecting his cast for 'Forget,' used players new to average filmgoers. Claude Rains, in a featured role, is one of the few with much screen background. Other leads, Edward Norris, Allyn Joslyn, Linda Perry, Gloria Dickson and Lana Turner are newcomers to films. Leroy chose them because audiences unaccustomed to 'em, would not anticipate their actions, as known juves, menaces, etc.

New Universal two-reeler explains how 'new faces' are uncovered and tested for the screen. It is called 'Hollywood Screen Test,' produced by Charles Ford who has been making one or two annually for U in addition to being newsreel editor. Short showing steps taken in bringing out best in potential candidate for acting role follows closely actual Hollywood procedure on screen testing without revealing everything. Kay Hughes, now on Universal's player rolls, portrays candidate for screen job, with Cesar Romero spotted in for informal scene and actual test enactment, S. Sylvan Simon, film's director, is the test director in pix.

Possibilities of the short as a means of arousing interest in local talent quests understood to have attracted exhibitors and circuit that figure in a search-for-talent contests.

March of Time may not go into Scandinavian countries after all. Officials of reel had mulled the idea for a number of weeks but thorough check revealed that many of these nations in Scandinavian group buy according to program, which would mean that 'M, of T.' would merely supplant some short series on RKO's lineup. Hence, it would mean little additional revenue with the number of theatres not justifying a special issue on such a basis. Big returns make Australia and New Zealand among the most profitable of recent additions to the 'Time' reel fold. Situation with Italy and Germany remains unchanged. Understanding is that 'M, of T, might go into Italian theatres abroad if censorship restrictions were lifted.

Independent studio publicity head who has been occasionally noted for flamboyant tactics has again stirred the wrath of more orthodox departments on several major lots. Genesis of the majors' burn is that this flack, when some topline star comes to his lot to make a picture, persuades the star that the thing to do is to give out very few interviews and let him attend to them all. Thus he blurbs the product of his boss by the use of these few high-grade players who are sure space-grabbers. Flack promises them by-lines and-quote-enclosed copy, thus spoiling them for the boys on the home lots, who fail to obtain cooperation at all. Hence tempers are high.

Martha Raye's personal appearance at the Paramount, N. Y., is the first mild Hollywood name (though she's only recently developed into that) to play a New York house in more than a year. Booking does not inaugurate the N. Y. Par on any policy for film names. Biggest picture names the street has had during the past year are Herman Bing, recently at the State, and Henry Armetta and the Ritz Bros., who played the Roxy. With Miss Raye's opening at the Par the autograph hounds, long idle so far as Hollywood stars are concerned, mobbed the theatre, both out front and backstage, when the comedienne opened.

First move by a fanmag editor to combat competish by radio gossipers was launched last week by John LeRoy Johnston, Fawcett's western manager, who edicted that all stories written for the mags on assignment must be guaranteed exclusive for 90 days. Johnston said a number of scripts bought on the premise that they were exclusive were cracked via the ether prior to publication. Mags now are assigning all their stories as part of the new policy, nothing bought on spec. Air raidings on available news and features have given many fan editors red necks.

Majority of the five newsreels, impressed by the intense heat and humidity in New York during last few days, photographed various freak angles of hot wave around Manhattan last Friday for use in reel this week. The old faithful one about frying an egg on the pavement, the improvised shower baths atop skyscrapers in Times Square area, bathing beauties at the beach, and various means devised for keeping cool were included by smart camera boys.

Bert Holloway and Richard Speers, who recently transferred from the Universal publicity department to Terry de Lapp's Paramount puffery, demanded and sot their own conditions before jumping. Terms were (1) they come in as a working duo, (2) they get vacations before toiling the customary annum, and (3) they handle only A product.

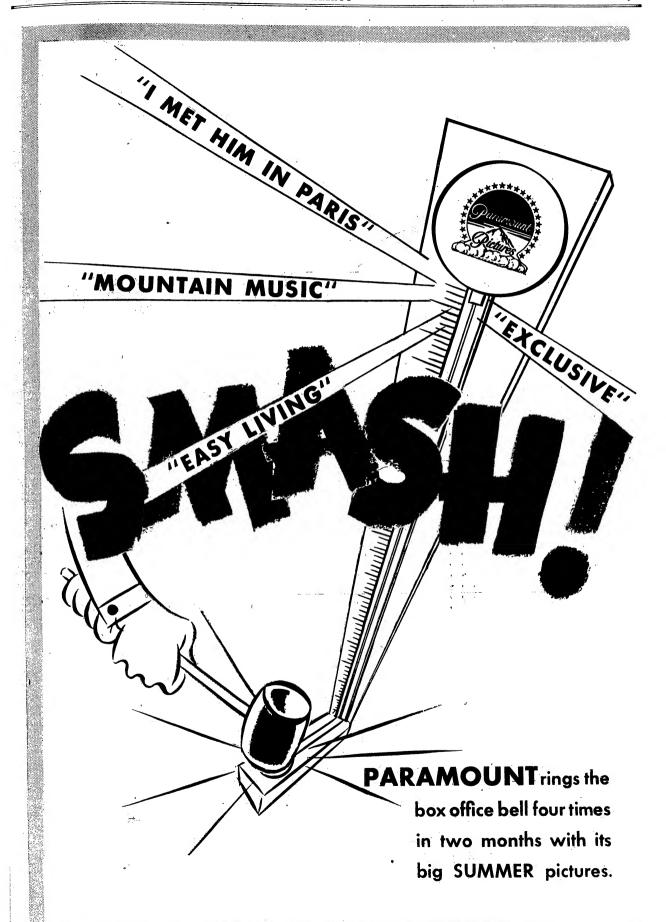
Following a sneak preview of 'Dead End,' Samuel Goldwyn decided to elaborate on several dramatic spots. Lillian Hellman, who did the original script, is working out added scenes and Director William Wyler and members of the cast will be brought to the studio for another week's

After turning down Selznick International on the use of 'Kidnapped' the title of a picture, Hays office has had the verboten tag thrown bad on its doorstep. This time 20th-Fox has taken in the orphan and publicity has already cleared the drama desks. Now Dave Selznick wants to know what's the his idea.

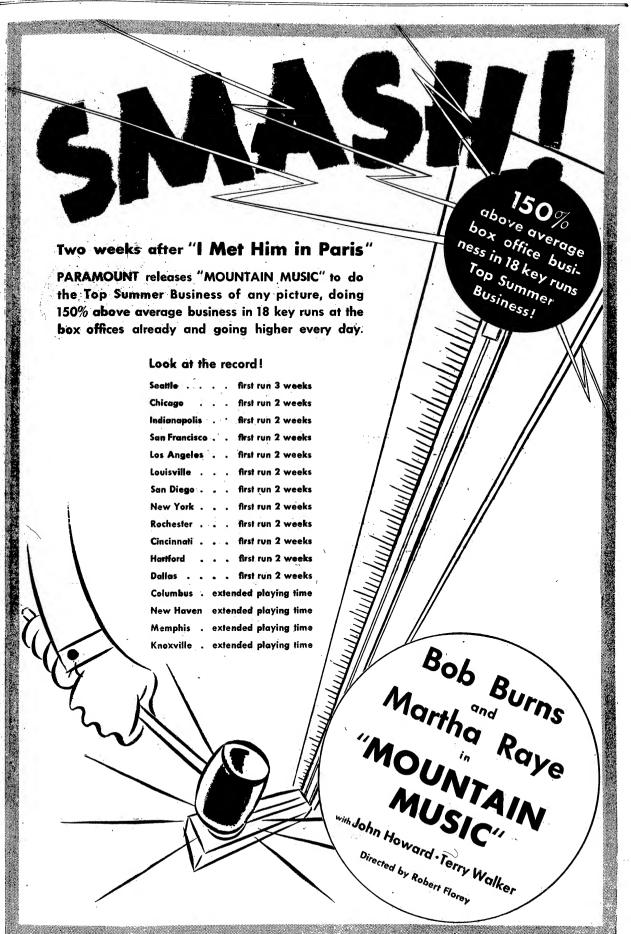
Similarity in theme between story submitted to Metro before the studio purchased the play Excursion cost the outfit an added \$10,000. Understood this figure was split between Byron Morgan and Henry Arnold so that there might be no cloud on the screen title.

When 'Emile Zola' opens at the 51st St., N. Y., at \$2, twice daily, next month, it will be minus 600 feet since previewed on the Coast.

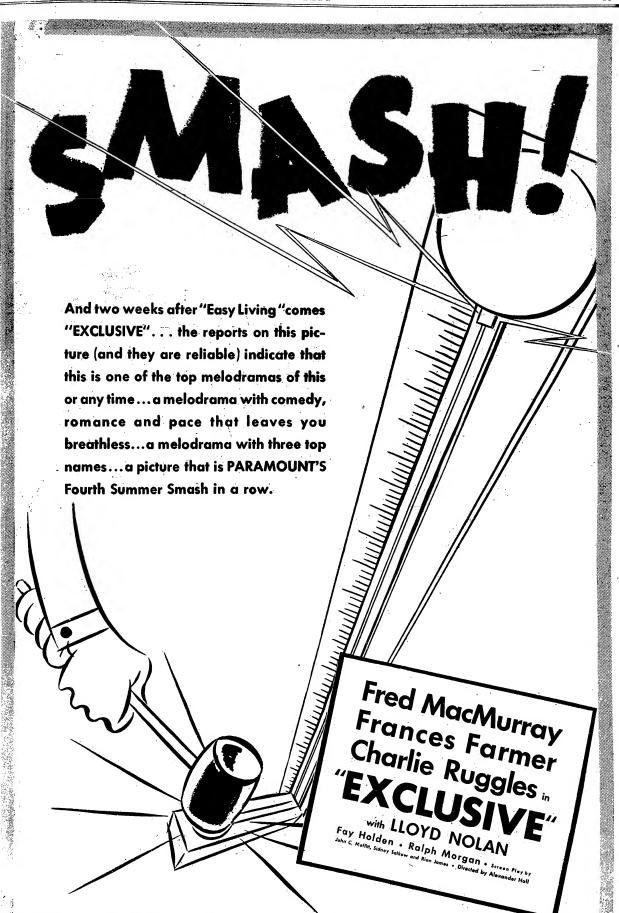
bill with 'Behind the Headlines' (RKO) was moderate at \$4,500.
Loew's (Loew's) (2400; 25-40)—
The control of th











August 6th, 1937-38 Release

JACK BENNY in "ARTISTS and MODELS"

with Ida Lupino, Richard Arlen Gail Patrick, Ben Blue, Judy Canova The Yacht Club Boys, Lauis Armstrong

Specialties by Martha Raye, Andre Kostelanetz and His Orchestra, Russell Patterson's "Personettes" Judy, Anne and Zeke, Connie Boswell Directed by Raoul Walsh

August 27th, 1937-38 Release

BING CROSBY and MARTHA RAYE

"DOUBLE OR

Andy Devine, Mary Carlisle William Frawley, Fay Holden, Samuel 5. Hinds, William Henry, Benny Baker

Directed by Theodore Reed

Seplember 3rd, 1937-38 Release GARY COOPER and GEORGE RAFT

"SOULS AT SEA

Frances Dee, Henry Wilcoxon, Harry Carey, Olympe Brodna, Robert Commings, Porter Hall Virginia Weidler, Joseph Schildkrau Directed by Henry Hathoway

ll be cont

Richman Takes Over London Nitery For Month: 1st Wk. \$6,000 Profit

London July 4 Harry Richman is the first Amer ican artist to lease a night spot from the owners on this side.

It happened this way. Richman was a hit at the Cafe de Paris recently and Martinus Poulsen wanted him back, but would not pay more than \$3,000, while Richman asked for \$3,500. So Richman suggested that

stant 35,000, when he same money the spot took in last July, when Beatrice Lillie played there for the month to which Poulsen readily agreed.

Richman has Florence Desmond supporting him, and pays her \$500 per week, with percentage of profits. First night of opening Richman and Miss Desmond held the stage over 60 minutes, with the American songster doing all the numbers he did with Frances Williams and June Knight in New York, besides introducing several blackouts, which has never been attempted in nite spots here.

here.
Since opening the house has been so jammed that dancing has had to be abandoned. It is figured that Richman will get, for his end, nearly \$6,000, with Poulsen burning. Is in for four weeks, then goes to Deauville for two weeks, and already has an offer to operate his own nitery in

FOREIGN FILM EXECS ALL OVER THE MAP

Max Milder, Warners' British chieftain, sails back to his post to-day (Wednesday) after three weeks of New York ho. confabs. It was just his usual annual chatter session. Joe Friedman, Columbia's British rep, is in town talking things overwith J. H. Seidelman, company's foreign boss. Sam Eckman, Jr., Metro's British rep, sailed back Friday (9) after two weeks of the same. Arthur Loew, head of Metro's foreign department, is off on a vacation on his yacht. And just to be sure it's a vacation, and none can reach him, he has left no address. Just cruising around for two weeks, come what may.

Maybe It Would Be Better Idea to Cut Pix

Buenos Aires, June 24.

Suggestion by President Justo here that all picture houses wind up their programs not later than midnight has aroused much discussion on the editorial pages of the dailies here. Many favor the plan, claiming it is bad mentally and physically for the working population, to hold out until three and four in the morning for the late picture shows.

Francisco Iaria and Santiago Lopez, speaking for the Sociedad de Cinematografos Theatre Owners Society, say that the customary minimum of five full length pix per program in S.A. theatres positively forbids the cutting of hours. Claim the loss, of midnight patronage would be much too heavy to support. Buenos Aires, June 24.

'Mlle. Docteur' Shooting

London, July 5. London, July 5.

Max Schach's Trafalgar Films production of Dita Parlo's new English film, 'Mademoiselle Docteur,' is now shooting at Worton Hall for United

Based on an authentic spy story of the Great War and shows Erich Von Strohem in the role of chief of the German intelligence service, with John Loder in the opposing English role, Claire Luce as a dancer, and Clifford Evans and Gyles Isham in supporting characters. Edmond T. Greville will direct. ed on an authentic spy story

Durant's New RKO Post

Norman N. Durant, sales manager for RKO over India, Burma and Ceylon, sails today (Wed) for Naples from which he will embark for Bom (Wed) for Naples

Appointment of Durant was made to take added duties off shoulders of Reginald Armour, g.m. of the Far East, who has had direct charge of the India branch.

Int. Group in Dutch Indies for Feature

The Hague, July 2.

An international trio of film specialists is now in Netherland India: Dr. Fejos, an American, who will act as director: Frank Frederikson, Danish, who will be the camera man, and M. Leyonkufondt, tech-nical expert, Swedish.

They are going to shoot films in the less known islands of that colony, Flores and Komodo, and also New Guinea.

3 PLAYS DEBUT IN LONDON; 1 FOLDS

'A Spot of Bother,' which opened July 6 at the Strand, is another farcical vehicle for Alfred Drayton and Robertson Hare. While not up to the standard of its predecessor, it well received.

was well received.

'They Came by Night,' which debuted at the Globe Wednesday night
(7), is a comedy crook melodramby Barre Lyndon, author of 'Dr. Clitterhouse.' Well received and a likely

success.

"Women of Property," which bowed in at the Queens July 8, is a translation from the Finnish and a rather feeble imitation of Ibsen. It's unlikely for success.

"Satyr" closed Saturday (10) after three and a half weeks.

Pix and Tele

(Continued from page 3)

for televizing. All four divisions go to making the finished story found in motion pictures. And a tele-vision program comparable with radio broadcasts must be as letter-perfect as a completed screen vehicle.

Embarges
Realization of this had led many

perfect as a completed screen vehicle.

Embarga
studios to safeguard their reservoirs
of talent by making stipulation regarding television in contracts signed
recently and those being framed for
the future.

Aside from the fact that producerdistributor firms always desire to
protect the exhibitors, who pay the
bills. in the long run, it is simple
business acumen not to permit use
of films for television programs.
They figure that the top price obtainsable on a feature film for sightsound broadcast would be \$100,000
and then in only rare instances).
This broadcast would immediately
and automatically kill the rental possibilities of the picture. Few industry leaders envision producers or
distributors permitting use of a print
for televising when it would spoil
the chance of getting \$1,000,000 return in rentals.

While some have suggested that
screen stars and other talent from
Hollywood might be used in television broadcasts, this is held impossible except over a limited area,
perhaps California or parts of it,
without the use of a nation-wide
co-axial cable system, considered
necessary for television transmission. Enormous cost of this sort of
a cable network is expected to keep
levision from being employed save
as a strictly local proposition for
pears to come.

Even on a local scale, in an area
within 40 miles, few industry chief.

years to come.

Even on a local scale, in an area
within 49 miles, few industry chieftains fail to see where it would fit
into a picture theatre excepting as
a novelty stunt for one or two brief
programs daily. The cost of this
undoubtedly would keep any television out of except a few of the
most de luxe theatres.

London, July 13.
Press demonstration of five by four feet television was given yes-terday by Scophny. It was the best ever given here. Samuel Sagall, managing director,

Samuel Sagall, managing director, says full size television screen should be ready before the end of the year and it would shortly be possible to televise the entire Covent Garden ballet to 500 cinemas in Greater London.

Sally Rand

(Continued from page 1)

you see it, now you don't' business. (Not, of course, that she isn't proud

(Not, of course, that she isn't proud to be a fan-dancer, anyway.)

For Miss Rand's been told that casers seek to bridge the gap between auditorium and stage, to tear down the barrier of the footlights, to become one with their audience, to get, you might say, 'ramiltar,' Stripping, she hears, is a highly 'personal' art, Well, Miss Rand's is not.

sonal' art. Well, Miss Rand's is not.

**Immune to It All

Miss Rand makes no attempt to
personalize her numner or her
nudity.' Miss Rand merely happens
to be dancing around without any
clothes, and if the audience happens to notice, she can't help it. She
works in a cold blue light; she prowides agring further two intrinse.

pens to notice, she can't help it. Sheworks in a cold blue light; she provides a scrim further to maintain her aloofness, and she dances to Debussy, Beethoven and Brahms. They the strippers, 'swing it,' they've got to have hot numbers to sell their stuff, but all that Miss Rand requires to get in the mood is Debussy, Beethoven and Brahms. That's because her work is ethereal. 'My dance is completely abstract,' she says. If fact, Miss Rand is never so mental' as when she is fanning. When the pit band is playing Beethoven and the cold blue light is picking her out'-from the black velvet set and her white fans are floating upward and the hushed house is straining forward in its seats—that's the one time I get to do my concentrated thinking,' she says. It's the one time I achieve complete aloneness.' While the others contemplate her-er-navel, that's the very time Miss Rand herself contemplates the urreality of material things,' she says.

Says.

But since Miss Rand doesn't be-lieve in any sort of limitations what-ever, she also employs the spiritual solitude she attains only while danc-ing before an audience, in contem-plating their reality too. Though in ing before an audience, in contemplating their reality too. Though in her fan dance, her body may be engaged in 'epitomizing a bird in flight, expressed, in two-dimensional-design, by the pattern of two circles to a straight linc,' or, in her bubble dance, her earthly clay may be busy 'portraying the pure abstract, for unlike my fan dance, my bubble dance has no deep meaning of any kind. You might compare my fan dance to a frieze of nymphs, and my bubble dance to the classic acanthus leaf pattern, or maybe to the three-dimensional sphere. That's it, the circle of life. Woman, It's round, like woman, It takes round music—the Waltz in A Flat,' Miss Rand said, analytically. Though her feet may be always on the ground, her mind admits to no limitations, her mind admits to no limitations, as well. and dwells upon the practical as well as the metaphysical with equal ear-nestness. Fortunately Miss Rand does

as the metaphysical with equal earnestness. Fortunately Miss Rand does
plenty of dancing, because she's got
plenty to think about.

There is, for instance, the riddle
of her own personality. Miss Rand
has come to the conclusion that she's
an extrovert, she says. She has an
enormous curiosity about things.
She's curious about life and people
and the great middle class—they're
the onts who pay off Garbo's salary,'
she muses—but especially, she's
curious about the advisability of fat
guarantees versus a percentage of the
gross. In fact, when she comes right
down to it, 'All I want to know is
how much?' she says.

Just a Big-Sister Type

Just a Big-Sister Type
But when she summarizes her
musings so, Miss Rand is a little hard
on herself. For only a moment beon herself. For only a moment be-fore she had been saying, 'I sincerely like people, I really do. I like them on nerseli. For only a mineral defore she had been saying, I sincerely like people, I really do. I like them in the mass, great ticket-buying masses. I've never been able to get up scorn for Rotary Clubs, nor curl my lip at their Women's Guilds. I love to go to their meetings, to make little speeches to them when I hit a new town, to listen to their own goings-on. I'm impressed as hell at those who, while telling what to them seem ribald little jokes, take care of their own. Of the halt, the lame and the blind. If they're Babbitts, so what? All over the country they have the same idea—the beautiful idea of Service. And so I love to go to their meetings, for when I can find out what they think, I can put on a better show for them. I can find out what they think, I can put on a better show for them. I, too, can serve. And after I make my little speech to them, they come up to me and tell me how surprised they are to find what a real homey person I am. That's just as effective as aloof, unreachable glamour. Glamour, being seen only in the best places with the best poolic—bah! I have neither the face nor the figure—one the time for it. All I want —nor the time for it. All I want to know is, do I get paid off; and I prefer to associate with people who are the same way. In my profession,

G.U. Splits Away from Hoyts; Anzac Film Franchising to Be Realigned

Waller's 'Room Service' In London; Abbott Stages

London, July 13.

Jack Waller has acquired London rights to 'Room Service,' American comedy hit, having outbid two competitors

George Abbott, producer of New York show, is due here week after next to stage piece here. Romney Brent has been signed for one of

Ambrose Almost Played in Paris;

London, July 4.

Ambrose, English band impresario, is getting ready to sue Edmund Sayag is getting ready to sue Edmund Sayag for breach of contract and damages for \$20,000, including \$15,000 of salary. Sayag booked Ambrose and his band for three weeks at the Monte Carlo restaurant, Paris, and when the band arrived to open the restaurant was not yet ready.

As an alternative Sayag offered Ambrose the Chateau de Madrid, and to double in a nite spot. Former being in the open, Ambrose turned it down cold. After week of exchanging temperaments, band

exchanging temperaments, band leader collected his outfit and went

Ambrose resumes at Ciro's, his own club, where Jack Harris and his band substituted while he was

Museum Film

The Hague, July 2.
Otto van Neyenhoff, Dutch cameraman; is at present shooking films in
the Ryksmuseum (Museum of the
Dutch government) in Amsterdam.
Idca is that visitors will see the film
first and then pay more attention
to special features of the Museum

to special features of the Museum when they know what to look for. Not only the exhibited pictures, historic pieces, etc., are to be filmed, but also the public. Nevenhoff claims he is succeeding in getting on the camera the reaction of the public on seeing various specimens. Film will be released by Universal.

Greta Keller at Hague

At the Kursaal in Scheveningen show is headed by Greta Keller, who is a panic here. She will also appear one night at the Palais de Danse, where at present Moreton and Kaye, jazz pianists, are the craze. Other attractions at the resort are the Kursaal-Cabaret, the Cabaret on the Pier and a Luna Park.

I've got to choose between having it on the ball when I need it, or being glamorous and all that kind of hooey. Well, I'd rather have it on hooey. V

And This for Grover Whalen
And This for Grover Whalen
Having it on the ball, Miss Rand
is able to figure out what was eating
Mr. Grover Whalen when he announced that there'd be no Sally
Rands at his Fair. He wasn't getting too much space in the papers
at the time, she thinks, so his press
agent got the idea that if he were
only to say something about Sally
Rand, he could ride along on what
her name would bring in. She
doesn't mind, though. His statement
only gave her importance. It only
made people say, 'Sally Rand must
be mightly big, if a great big world's

doesn't mind, though. His statement only gave her importance. It only made people say, 'Sally Rand must be mightly big, if a great big world's fair has to go into conference and decide to ban her.'

And the World's Fair wil find out. 'Why do people come to fairs' she asks. 'Because they don't want to stay at home. So you've got to give them something they don't see at home. 'They want a good time, not education. After all, how much education can they take? You've got to give them something to take their mind off all the education the Fair subjects them to—some spectacle, some form of strong, sock entertainment—something that makes them feel, 'I've seen this, or I haven't seen the Fair.' Miss Rand said, significantly.

Sydney, July 13.

Greater Union has decided to go solo despite everything and will break away from Hoyts on Jan. 1. This is a surprise new development in view of the fact that Stuart F. Doyle was forced out of Greater Union merely because he insisted on a split. Other members of the coma split. Other members of the company's firm fought him on that, feeling that amalgamation with Hoyts was more favorable to both, with

that battle the direct answer io his departure. Norman Rydge, who succeeded Doyle at the helm of Greater Union, claims he has been offered ample local finance for continuance of de-velopment policies of the chain on

suit in Offing

London, July 4.

Dies. English band impresario, gready to sue Edmund Sayag ch of contract and damages plus check and the charact and damages plus tieups with heir own houses, plus tieups with their own houses, plus tieups with their own houses, plus tieups with heir own houses, plus tieups with heir own houses, plus tieups with heir own houses, plus tieups with hidles, leaving no major film product possible for major booked Ambrose and his research the Chooses to go British or indie.

or indle.

This may, of course, develop in Metro or Paramount, or both, fixing a deal with Greater Union which would put the latter in a healthier position. Whether this can be arranged in view of existing arrangements is doubtful since a lot of the M-G and Par spots are in direct GU opposition.

It all may also lead to a return of Stuart Doyle, despite the latter's insistence that he is fed up on picture business.

STRIKE SHUTTERS TIVOLI IN SYDNEY

Sydney, July 13.
Deadlock between the Twoli chalu management and Theatrical Employees Union as regards the payment of a basic wage increase of 60c per person, resulted in a shutdown of vaude in Sydney Saturday night (10).

night (10).
American acts at the Tivoli, local name house of the chain, included Harmony Kings, Moran and Weiser, Deys, Perry and Lillian.
Settlement of the battle is expected soon, but meantime the theatre remains shut.

'MAYTIME' TOPS S. AFR.

Mostly U.S. Pix Showing and Biz Plenty Oke

Capetown, June 22.
Top draw here is 'Maytime' (MGM)
in its third week at the Plaza
(Union) and still playing to capacity.
House was forced to inaugurate a
thrice-daily policy, with one show
morning, afternoon and evening.
All other pix here are American,
'Three Men on a Horse' (WB), New
Grand (ACT); 'Born to Dance'
(MGM), Royal (Union); 'Rhythyn
on the Ranse' (Par), Anolle (ACT):

on the Range' (Par), Apollo (ACT 'Casino de Paris' (WB), Elstra

In Johannesburg U.S. pix are tops with four, 'Witness Chair' (RKO), Palladium (ACT); 'Cain and Mabel' (WB), Standard (ACT); 'Sky Parade' (WB), Standard (ACT); 'Sky Parade' (Par), Plaza (ACT); 'Dark Journey' (MGM), Metro (MGM), and two British, 'For Valour' (GB), Coliseum (ACT); 'It's in the Bag' (British), Prince's (Indie).

Prince's (Indie).

Durban is also 100% American.

Currently having 'Old Hutch' (MGM),

Prince's (ACT); 'Show Boat' (U).

Criterion (ACT); 'Piccadilly Jim'
(MGM), King's (Union); 'General

Died at Dawn' (Par), Playhouse
(ACT); 'Irish in Us' (WB), Alhambra
(ACT); 'Servant's Entrance' (20th),

Avenue (ACT); 'Special Investigator' (RKO, Cameo (Indie).

Newsreol Exploitation
The Hague, July 2.
As a special stunt, the Cineac Co.,
Ltd., which runs newsreel-cinems in Europe, has bought the paste English crown jewels, which were used at rehearsals at the Abbey in London

They are at present on view in the hall of one of the two Cineac houses in The Hague.

National Labor Laws, When and If **Enacted Permanently, Would Apply** To Show Biz but Unlikely to Affect

Washington, July 13.

Permanent national labor standards law, which has doubtful chance of enactment this session, will apply technically to film production and distribution, may hit exhibition, but actually will make slight difference to the bulk of the picture business.

Without waiting for the slow-moving house group, the senate labor committee Thursday (8) reported a much-modified version of the brain trust measure which puts definite limitations on the scope of power delegated to the proposed regulatory agency and contemplates gradual rather than abrupt improvement of working conditions. Bill will not get attention in the senate, however, until the finish of the supreme court controversy, which may last for several weeks.

Exact effect of the measure on film enterprises remained conjectural, with solons unable to clarify some of the fundamental provisions. From

of the fundamental provisions. From all indications, few units of the picture industry need worry about being upset by the new government venture in labor control.

As perfected, the bill allows the contemplated Labor Standards Board to fix hours and wages at a point which would eradicate 'oppressive' working conditions. The agency is (Continued on page 70)

Court Indicates Orph Stockholders' Claims Will Be K.O.'d

Orpheum Circuit stockholders who have been battling, so far unsuccessfully, the sale of the defunct corporation's assets to Stadium Theatres Corp. for \$700,000, and for the right to intervene in RKO reorganization proceedings, brought their grievances to the U. S. Circuit Court of Appeals, N. Y., Thursday (8). Through their bounsel, Isador J. Kresel, the group claimed they are entitled to be represented in the RKO hearings, on the basis that Orpheum was a subsidiary of RKO. They appealed from District Judge Robert P. Patterson's ruling denying them this right and also his refusal to stop the Orpheum-Stadium deal. 'During the months preceding the filing of the voluntary petition in bankruptcy by Orpheum,' Kresel argued before the higher court, TRKO, working through its ownership of voting stock, caused all the assets and property, except \$3,000, which had a book value of \$6,800,000, to be transferred to KAO. On April 1, 1913, these assets were placed in the name of the Stadium Theatres Corp. which is another RKO subsidiary. The transfer was made purportedly furnish security for a debt.

'As a result of this manipulation, orpheum creditors will receive substantial value in securities.'

ers will receive substantial value in

bers will research that securities.

Disputing Kresel's contention that Orpheum was solvent, Edward K. Hanlen, for the trustee, said the Stadium offer was the best obtain-

Jules C. Randall, on behalf of Jules C. Randall, on behalf of Philip J. Snyder, debenture trustee, said that Orpheum Circuit had been hard hit during the depression and had to borrow from RKO. The lat-ter was given indentures amounting to \$2,800,000 as a guarantee of pay-ment.

to \$2,800,000 as a guarantee of payment.

Although it reserved decision on the Kresel motions; two of the three judges sitting gave an indication of their attitude on the stockholders' contentions. After noting that the appraisal of Orpheum properties indicated that the corporation was insolvent, Judge Learned Hand remarked: 'If the appraisal is correct you have no standing.'

Judge Augustus N, Hand commented, 'The idea that you can get something for stockholders when creditors get perhaps 15c. on the dollar is abhorrent to me.'

Kresel said that if suit was instituted to recover the assets transferred way from Orpheum, creditors would get full payment and stockholders would get full payment and stockholders would get worth-while securities.

Typed Even So

Hollywood, July 13. Walter Wanger has found a way to play Humphrey Bogart, Warners' brilliant bad man, as a different kind of heavy. 'Stand-In' he's cast him as

32 WB, U PHILLY STENOGS, ETC. SIT DOWN

Philadelphia, July 13. Thirty two employees in two of Philly's film exchanges are on a sitdown strike which started vesterday (Thursday) morning. The exchanges affected are Vitagraph-Warners and Universal, 19 in former and 13 in latter. They include stenographers, bookkeepers and other office workers. Kick, as usual, is subject of demands for sole bargaining rights. The employees affected are not included in A. F. of L. affiliations of other exchange workers and are all

other exchange workers and are all members of the United Office and Professional Workers of America, Local 2, a C.I.O. affiliate.

Louis Vennett, business manager of the union, stated that the strike was called after three weeks of fruitless conferences with heads of exchanges. The workers want salary increases, union recognition and a closed shop.

There has been talk that employees of the Paramount exchange may join the sit-down, though not as yet. Pickets have been walking up and down in front of the exchanges affected.

Roxy Gold Noteholders' Stymie Irks Legalists

Roxy gold noteholders who have been hedging on giving consent to the theatre's reorganization plan were threatened Friday (9) with foreclosture proceedings by Carlos Israel, counsel for the Pounds preferred bondholders committee, unless they mark time within a week. This step would place the bondholders in a similar position as the stockholders who will receive \$1 a share for their holdings and this only through 20th Century-Fox, the new parent of the Roxy.

Israel made the threat at a hearing before Federal Judge Francis C. Gaffey, who is seeking to iron out the edges preparatory to 20th-Fox taking over control of the house for the next 20 years. Under the TB bankruptcy law, two-thirds consent of the first mortgage bondholders is necessary in reorganization proceedings. Israel announced that holders is necessary in reorganization proceedings. Israel announced that holders of \$2,405,941 first mortgage holders, or \$9,000 more than necessary, have been received, but the proponents of the plan were still shy the consents of holders of a bout \$50,000 of gold notes. If figures the only way to force them to agree is to place them on the spot through foreclosure.

Since Judge Caffey okayed the debenture and film franchise yellaring to the theatre last Thesday (6), he has received several petitions from brokers who claim credit for having a hand in bringing the deal to a successful windup. The control of the plan were reviewed from a successful windup. The control of the plan were services rendered in connection with the 20th-Fox Roxy and All claim credit for having a hand in bringing the deal to a successful windup. The control of the plan were services rendered the petition of the Rompoa-Kenny Co., and George M. Garsson, brokers, who asked \$0,852 in fees. Although he denied the requirest, Judge Caffey said he did so without prejudice and suggested the applicants as well as others file the petitions at the proper time.

Due Up Again Tomorrow

Although an indictment against Harry Sherman, former president of Local 306, Moving Picture Machine Operators of N. Y., was quashed on a 22-page recommendation of the District Attorney's office, which was unique for its length and language, that being last March, efforts of a 306-group to carry on against Sherman now has him in a spot where he has to defend action attempting to force him to personally return most of the money over which the indictment was broug's. indictment was brought.

most of the money over which the indictment was broug's:
This is revealed through a report of George Brokaw Compton, special referee, recommending that Sherman be required to pay into Local 306 a total of \$150,961. When he was indicted, on complaint of enemies in 306 who assertedly were part of the old Sam Kaplan regime, it was over a question of \$156,000 which Sherman declared he had spent for the union. He had been given the right to disburse money in behalf of 306 on his authority alone at a time when the 306 local wt. In bad shape, following Kaplan's administration, and was facing troubles with other unions that had to be settled in some way.

unions that had to be settled in someway.

The recommendation of Special Referee Compton, on which there will be a hearing tomorrow (Thurs, of union funds spent during Sherman's presidency on which Compton has been taking private testimony. The members of 306 last Thursday (8) moved that the report be confirmed, but hearing was set for the following day (9) and then adjourned. Sherman's attorneys asked for the adjournment in order to have more time in which to prepare an answer.

PLEADING TAX **BREAK FOR FILMERS**

Roger Marchetti, Hollywood attor-ney, left New York Sunday (11) for Washington, where he will try to promote legislation to reduce inpromote legislation to reduce in-come taxes paid by picture stars. Present rate paid by actors calls for a tax of \$41,000 on a \$100,000 income. Marchetti contends that in other businesses, oils and minerals, for ex-ample, allowance of 25% annually is made for depreciation and that theatrical personalities should be granted a similar allowance. In their case, however, he terms its deple-tion. promote

Operators' Stance On Fleischer Up Wed. (21)

Question of active participation by the Moving Picture Machine Operators Union, Local 306, in the Commercial Artists and Designers Union strike against the Max Fleischer studios, N. Y., has not been decided. Vote on the matter was not reached at last Wednesday's (7) meeting of the 306 membership. It was discussed then and will come up for renewed consideration and probable vote at the next meeting of the union, scheduled for next Wednesday (21).

Although the sentiment among the

union, scheduled for next Wednesday (21).

Although the sentiment among the
MPMOU membership is strongly behind the CADU strikers, there is no
certainty that the vote will be in
favor of boycotting the Fleischer
product. Even if it is, permission
will have to be obtained from the
International Alliance of Theattical
Stage Employees executive board to

will have to be obtained from the International Alliance of Theatrical Stage Employees executive board to refuse to handle the Fleischer cartoons. This permission was previously denied when the 306 executive board voted a boycott. Idea of the coming meeting is that the IATSE board might not turn down the expressed sentiment of the entire MPMQOU membership.

Outpome of the strike appears to hinge almost entirely on, the vote and the resultant action by the IA board. Felt that a boycott by 306 would quickly beat Fleischer, while a nix by the membership or the IATSE board would be a sharp setback to the CADU, breaking the strike or prelonging it indefinitely. Reason advanced by the IATSE board in nixing the previous 306 move was that it would violate operator contracts with theatres.

Sherman's \$150,961 Suit | Studio-Labor Contract Signing Stalled by Strike-Breaker Ruling; Agents and Riding Actors Org.

Hollywood, July 13,
Harry Green and Fred Buick
are back together again, but the
old order is reversed. Eight
years ago Buick managed
Green, then a stage comic.
Now Green, an agent, is
handling Buick, who just came
in from Australia, where he
was 'The Voice of Hollywood'
in radio there.

GB Committed To Individual **Selling of Pix**

'As far as Gaumont-British's finan-cial status is concerned, one major American company has had an in-terest in Gaumont-British for some terest in Gaumont-British for some time, and only recently another major company saw fit to buy its way into GB. You cant task for anything better than that. This was Arthur A. Lee, vice-president of G-B of America, Inc., speaking at the opening session of the company's three day sales convention which got under way in N. Y., Friday (9). Lee was addressing sales representatives and home officials from various; parts of the country to whom he announced that George W. Weeks, general sales manager, was

Weeks, general sales manager, wa remaining in this capacity with the

firm.

Weeks who addressed the meeting on Saturday (10) announced that GB will distribute 12 feature films for the coming season in America. The company's sales policy is to be a broad one, Weeks told his salesmen and wherever it is desired, the GB program will be sold on a picture-baselic thresholder hasis.

by-picture basis.

"Because we are going in for individual, rather than mass production, our pictures can be handled and sold individually," Weeks told the assemblage

sold individually, Weeks told the assemblage.

This is GB's fourth season in America and the meeting was attended by exchangemen from GB's offices around the country. Budd Rogers, American representative for British International Pictures was emorge the gifted This News

ative for British International Pictures, was among the guest speakers who addressed the convention. The memoral of the convention of the convention of the convention included Clinton M. White, asst. general sales attending the convention included Clinton M. White, asst. general sales manager; Albert Margolies, publicity director; Al Selig, advertising and exploitation manager; Arthur Greenblatt, circuit sales manager; Charles W. Leach, secretary; Reg Wilson, Kenneth Hodkinson and William Berry, special sales representatives; Claude MacGowan, comptroller; C. E. Schwengeler, B. J. Kearney and H. William Fitelson, counsel to the company.

Loew's \$17,018,081 Net Profit for 40 Weeks

Loew's, Inc., has issued a comparative earning statement of the company for the 40 weeks ended June 3, 1937, showing that the company's net was considerably greater for this period than for the similar period, 1936. The net earnings per share on the preferred stock was \$85.68 and the per share earnings on the common stock averaged \$7.07 per share. The company's share of operating profit after subsidiaries' preferred dividends was \$17.018,081, and the aggregate net without provision for surtaxes on undistributed profits was \$11.714.712 after depreciation and taxes of \$5.303.359 beneficial \$1.286 the

\$11.714.712 after depreciation and taxes of \$5.303.359. For the similar period, 1936, the company's per share earning on preferred was \$54.06 and the net earnings on the common stock averaged \$4.47.

\$4.47. Aggregate net was \$7,390,495 and the company's share of operating profit after subsidiaries' prefered dividends was \$11,488,106. Depreciation and taxes for this period amounted to \$4,097,611.

Hollywood, July 13 Disposition of men hired during the May studio strike and jurisdiction disputes between various crafts affiliated with the American Federation of Labor are blocking signing of contracts between the producers and workers in film industry.

Metro and Warners are insisting that about 25 non-union painters be admitted to membership in Motion Picture Painters Local 644, Warners is reported to have advanced \$1,400 is reported to nave advanced \$1,400 initiation fee for men. Painters insisted that all men hired during strike be evacuated from studios and called 10-minute strike at Warners until non-union men were dismissed.

until non-union men were dismissed.

Several conferences were held between studio production managers and Herbért Sorrell, business representative of painters, but no agreement was reached. Sorrell contended the men could not pass the required test, and said even should they pass examination it still would be necessary for them to get unanimous vote of Local 644 before they could receive eards. He insisted latter would be impossible.

Problem finally was referred to Pat Casey, producer labor contact, Froblem finally was referred to Fat Casey, producer labor contact, for settlement. Sorrell claims men will not work with 'strikebreakers' and that strike is certain to follow if studios insist on working nonunion men.

Studios claim preliminary agreement signed with painters called for qualified men to be admitted to membership.

Dispute Over Draftsmen

membership.

Dispute Over Draftsmen

Agreements' between producers and makeup artists, hair stylists and scenic artists have been delayed by jurisdiction dispute over draftsmen between 'United Scenic Artists Local 721, International Alliance of Theatrical Stage Employes and Society of Motion Picture Set Designers. Latter has asked National Lachor Relations Board to hold election of draftsmen to select bargaining representative.

Signing of contract between producers and Studio Utility Employes Local 724 has also been delayed by Jurisdiction dispute between SUE and IATSE. Latter has issued Class Be cards to laborers and is claiming jurisdiction over all laborers actually engaged in film production.

Actors' agents completed organization of Artists Managers Guild last week and named executive committee to direct fifairs of organization. Committee is composed of M. C. Levee, Frank Vincent, John Hyde, Bert Allenberg and Leland Hayward, Guild has opened offices in California Bank building in Beverly Hills, with Julia Johnson, assistant secretary, in charge.

Guild was organized by 13 leading agents, but smaller percenter will be invited to Join up when code of ethics is drafted by executive committee.

Cavalry Rescue Nixed

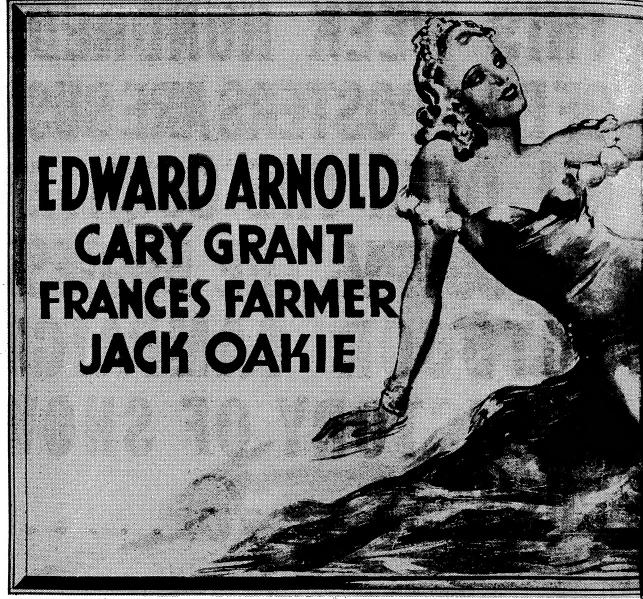
Cavalry Rescue Nixed
Riding Actors Association came to
life last week and halted location
shots with United States cavalry at
Monterey on Warners' Sergeant
Murphy' by filing protest with
President Roosevelt. Permission for
use of troops was withdrawn by
army chief of staff, but Warners said
delay was only temporary and that delay was only temporary and that problem would be ironed out with Screen Actors Guild, Guild shop contracts exempts use of armed forces for atmosphere shots.

Rudd's Newsreel Post

Rudd's Newsreel Post
Major H. G. Rudd, veteran contact man and assistant news editor
at Pathe News, leaves at the end
of this week to go with Embassy
newsreel theatres. With the opening of the third house in this circuit in the Bronx Sept. 1, Rudd will
act in supervisory capacity over all
three theatres. Understood that
its title will be managing director,
but this is to be settled later.
With the launching of the tird
theatre on Fordham Road, the Bronx,
the Embassy group, will have 1.700
seats in the greater metropolitan
area. Embassy, on Broadway, has
800 seats, while the Bronx house
seats 600. Newark theatre has 300seat capacity.

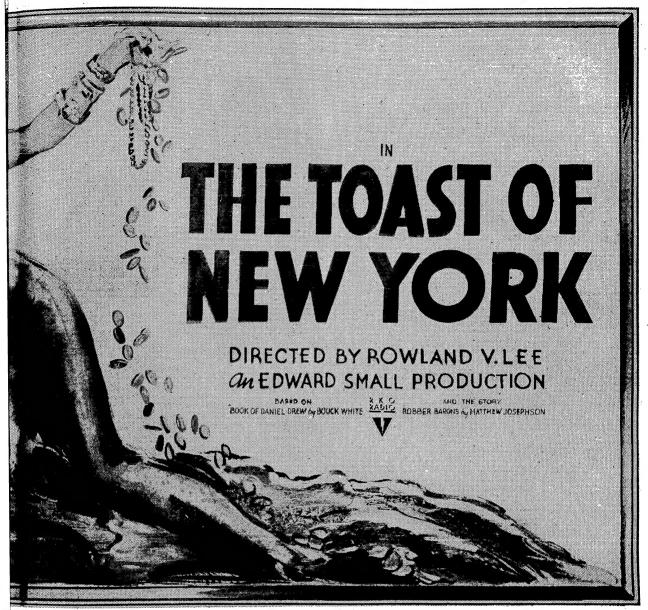
THIS WEEK HUNDREDS **OF BILL-POSTERS ARE BUSY** ALL OVER THE COUNTRY ... POSTING THE BIGGEST OUTDOOR CAMPAIGN IN HISTORY OF SHOW BUSINESS.







by car!..blazoning their
..A coast-to-coast adv
everywhere!..News of



STRATEGICALLY SPOTTED ALONG

WAYS . . reaching everybody who travels anywhere mighty entertainment message to more than 30,000,000! ance billboard campaign pre-selling seats for showmen an important coming attraction spread to every city, town let along every traffic artery and byway in the country!..

THAT'S RKO RADIO SHOW CO-OPER-ATION ON THE YEAR'S BIG PICTURE!

SARATOGA

(WITH SONGS)

(WITH SONGS)

Glendale, Calif., July 13.

Metro retease of Berfurd M. HymanJohn Emelone of Berfurd M. HymanJohn Emelone of Berfurd M. HymanJohn Emelone of Berfurd M. HymanJohn Merkel Directed by Jack Conway.

Una Merkel Directed by Jack Conway.

Line of Jack Conway.

Experiment Hopkina: score, Edward Ward:
songs, Walter Donaldson, Bob Wright,
Chet Forrest; camera, Ray June: film
solitor, berief, Glendale, Calif., July 13,
37. Running time, 90 mins.

Grad Clayton. 4. Glendale, Calif., July 13,
37. Running time, 90 mins.

Grad Clayton. 4. Glendale, Calif., July 13,
57. Running time, 90 mins.

Grad Clayton. 4. Glendale, Calif., July 14,
57. Running time, 90 mins.

Grad Clayton. 4. Glendale, Calif., July 16,
57. Running time, 90 mins.

Grad Clayton. 4. Glendale,
Calif. Bulwards

Dr. Beard George Zucco

Frank Clayton Jonethan Hack

Brad Riding Hurley. Henry Stone

Timely as the latest racing extra, Saratoga, a story of the thoroughbreds and the men and women who follow the horses around the circuit, is a glamorous comedy-drama that will take the track and pull box office figures way in front. This is the film which the late Jean Harlow was completing, as co-star with Clark Gable, last month. The few scenes remaining to be made at the time of her death were photographed with an alterated with the state of her death were photographed with an alterated with the state of her death were photographed with an alterated with the state of her death were photographed with an alterated with the state of her death were photographed with an alterated with the state of her death were photographed with not easily distinguish the substitution. Once before a star appeared in a posthumous film when "Steamboat Round the Bend" was released soon after Will Rogers was killed in an airplane accident. In that instance, however, the picture had been entirely photographed prior to Rogers' untimely death.

The unique circumstances attached to the completion of "Saratoga will enhance public interest in the widely known, and unquestionably film picture.

Anita Loos and Robert Hopking who collabors the one interest in the scenes at racetracks and breeding farms to tell a story of human interest. Gable characterizes a bookmaker in a breezy, horsey manner. He speaks the language of the paddock and the betting ring, and his interests and conceptions of life and the world at large are confined to the mile ovals.

dock and the betting ring, and his interests and conceptions of life and the world at large are confined to the mile ovals.

Miss Harlow is the daughter in a family which has bred and raced horses for generations. Father and grandfather have been trainers and speculators on the tracks of many cities. Last of her sporting line, she is brought up to a social life in the hope she will not become a 'racing gypsy,' a person who travels the northern tracks in summer and the Florida meetings in the winter. The phowever, and she takes her small hisheritance and wagers on the horses. She is prompted to this in an effort to win enough to repurchase the family breeding farm from Gable, who holds the mortigage to cover losses incurred by her father.

Plot of the film permits introduction of numerous familiar racing customs, of which the most interesting is the annual auction of yearlings at the Saratoga summer meeting. Shorter episodes of actual racing at Tropical Park, Miami, and at Churchill Downs, Louisville, on Derby day, are incorporated.

Liberal dramatic lleense has been taken by the director, Jack Conway, in the photographing of a near dead had a proper comment of the state of the director, Jack Conway, in the photographing of a near dead had a proper comment of the state of the director, sershown and the winner identified.

Miss Harlow's performance is a mong her best in years.

| Alexandra | Marlene Dietrich |
|------------------|------------------|
| A. J | Robert Donat |
| Duchess | Irene Vanburgh |
| Vindinoff | Herbert Lomas |
| Colonel Adraxine | Austin Trever |
| Axeistcin | Bitell Gill |
| Maronio | Davil Tree |
| Poushkoff., | John Clements |

without setting any box office on fire. Picture has plenty of action and star appeal.

Film is not a standout because Frances Marion's screenplay, for one thing, has lost a great deal of James Hillon's characterization in the original novel and dispensed almost entirely with the aconomic and the star of the Revolution. Result is that only those familiar with the pre-1917 Russia will understand what the shootin's all about. The butchery also begins to reach senseless proportions by the time the film is half unreeled. First the Reds line up a string of Whites against a wall and machine-gun them down. Then the White Russians line up a foct of peansts forestand the string of Whites against a wall and machine-gun them down. Then the White Russians line up a foct of peansts forestand the string of Whites against a wall and machine-gun them down. Then the White Russians line up a foct of peansts forestand the string of the string is the inevitable cluster. The portrayal of their escape from both the White and Red armies is the inevitable cluster that the composition of the old serials. Film ends on the easiest escape of all.

Performances on the whole are good, though Miss Dietrich restricts herself to just looking glamorous in any setting or costume. Donat handles himself with restraint and capability. There's only one other important cast assignment, John-comments as a substring of costume. Donat handles himself with restraint and capability. There's only one other important cast assignment, John-comments as a sylving or costume. Donat handles himself with restraint and capability. There's only one other important cast assignment, John-comments as a sylving or content of the production looks expensive, though as couple of process shots are "too and the too."

forte job.
Production looks expensive, though
a couple of process shots are too
obvious. Direction of Jacques Feyder is fair enough. At least it
moves.

TOAST OF NEW YORK

TOAST OF NEW YORK.

RKO-Radic release of Edward Snull production. Directed by Rowland V. Lee.
Story from 'Book of Daniel Drew,' by
Bouck White, and 'Robbert bronn-by
Book of Daniel Drew,' by
Bouck White, and 'Robbert bronn-by
Bouck White, and 'Robbert bronn-by
Bouck White, and 'Robbert bronn-by
Robbert Bouck, and 'Robbert bronn-by
Richols, John Twist and Jeel Sayre. MueRadic Mirch Shiftert; ComeraLadic Green, Nathaniel Shiftert; ComeraL. Walker; film editors, George Hively and
Lawright Shifter Shifter Shifter Shifter Shifter
Lawright Shifter Shif

| Luke | Jack Oakle |
|--|--|
| Daniel Drew | |
| Fieurique | Thelmo Leeds |
| Vanderbilt | Ciorence Wolh |
| Photographer | Pilly Cilbert |
| Broker | Billy Gilbert |
| | |
| Lawyers | Frank M. Thomas |
| 1 | Russell Hicks |
| Wallack | Oscar Apfel |
| Colling | Dudley Clements |
| President of Board | Lionel Belmore |
| | |
| Bellhop | Robert McClune |
| Belihop | Robert McClung |
| Janitor | Robert Dudley |
| Beef Dooley | Robert Dudley Dewey Robinson |
| Janitor Beef Dooley Top Sergeant | Robert DudleyDewey RobinsonStanley Fleids |
| Janitor Beef Dooley Top Sergeant Major | Robert DudleyDewey RobinsonStanley FieldsGavin Gordon |
| Janitor Beef Dooley Top Sergeant | Robert DudleyDewey RobinsonStanley FieldsGavin GordonJoyce Compton |

She is prompted to this in an effort to win enough to repurchase the fame to win enough to repurch as the fame to the fame

Miniature Reviews

'Saratoga' (M-G), Postumous Jean Harlow starrer, with Clark Gable opposite. Surefire box-office and tastefully produced.

Knight Without Armer' (UA). British production about the Russian revolution. Has Marlene Dietrich, Robert Donat and action. Fair enough.

The Toast of New York' (RKO). Rollicking comedy of New York in the 60's when Jim Fisk was trimming the boys in Wall St. Good entertainment which will get money.

vaich will get money.

'Super Steuth' (RKO), Jack
Oakie in amusing crime mystery story, most scenes of
which are laid in a picture studio. Plenty of laughs.

'Great Gambin' (Par), Light-reight, routine murder mystery with Akim Tamiroff topping

'She Had to Eat' (20th)—
Nothing to recommend this one, even for the short end of the duals.

'Fly-Away Baby' (WB)-Swift-moving reporter-sleuth comedy meller in Torchy Blane series patterned after Dorothy Kilgallen air flight. Glenda Farrell tops strong cast.

in which the incidents are comically revealed, Fisk also is portrayed as a generous suitor, friend and protector of the actrees. Josic Manadella and the actrees, Josic Manadella and the actrees and the actrees and the actree with his young star and is reviled and threatened by his enemies. Subsequently, when warrants for his arrest are issued, he escapes to New Jersey behind an armed bodyguard. Picture ends with his assassination, which clears the way for the girl friend and Boyd (Cary Grant) to Almoo dears the way for the girl friend and Boyd (Cary Grant) to Almoo dears the way for the girl friend and Boyd (Cary Grant) to Almoo dears the way for the girl friend and Boyd (Cary Grant) to Almoo dears the way for the girl friend and Boyd (Cary Grant) to Almoo dears the way for the girl friend and Boyd (Cary Grant) to Almoo dears the way for the girl friend and Boyd (Cary Grant) to Hallow (Cary Grant) to Manadella and Boyd (Cary Grant) to Hallow (Cary Grant) to Manadella and Boyd (Cary Grant) to Hallow (Cary Grant) to Manadella and Boyd (Cary Grant) to Hallow (Cary Grant) to Manadella and Boyd (Cary Grant) to Hallow (Cary Grant) to Manadella and Boyd (Cary Grant) to Hallow (Cary Grant) to Hallow

SUPER SLEUTH

RKO-Radio release of Edward Small production. Features Jack Oakle, Ann Soth-duction. Features Jack Oakle, Ann Soth-by Harry Segul, ecreenplay by Gertrude Purcell and Ernest Pagano. Camera, Jo-seph R. August; special effects, Verson L. asst. director. Kenny Holmes. Previous and at RKO Hill 8t. theatre, L. A., July 9, 27. Rouning time, 13 mios.

| 7. Running time, 75 | mins. |
|---------------------|--------------------|
| iii Martin | Jack Oakie |
| iary Strand | Ann Sothern |
| rofessor Horman | Eduardo Ciannelli |
| arry Frank, | Alan Bruce |
| t. Garrison., | Edgar Kennedy |
| oris Dunne | Joan Woodbury |
| aiph Waring | Bradley Page |
| lbbons | Paul Gullfeyle |
| Varts | |
| leckett | William Corson |
| kidje , | Alec Craig |
| arker | Richard Lane |
| lotorcycle Cop | Paul Hurst |
| oliceman | George Rosener |
| ailer | Fred Kelsey |
| анеу | Robert E. O'Connor |
| ullivan | Philip Morris |
| rlmes | Dick Rush |
| | |

distinctly. Edgar Kennedy and Alan Bruce complete the list of principals. Although the plcture lacks big names, outside of Oakie, it will draw by word-of-mouth comment, and can be booked and exploited with confernce.

TOPPER

TOPPER

Metro release of Hal Rucch production.
Associate producer. Million H. Andrew Control of Hall Rucch production.
Associate producer. Million H. Andrew Control of Hall Rucch Production.
Associate Moral Product of Hall Rucch Production.
Associate Moral Camera. Nowbert Brodien.
Film editor. William Terhume. Messical Boore by Arthur Norton. conducted by Sowney.
For the Hall Rucch Control of Hall Rucch Products.
Film editor. William Terhume. Messical Society March 1971, 737. Running time, 188 mins.
Contance Bennett Goorge Kerthy Carry Grant Cosmo Topper Roland Young Control Composition.

Wilkins Developer Helm Wilkins Control Composition.

Contance Bennett Coorge Kerthy Carry Grant Cosmo Topper Roland Young Wilkins Developer Helm Composition.

Ling Million Market March 1971, 1871.

Elaine Separat Market Miss Johnson Virginia Sale Miss Johnson Wilkins Shepard Miss Johnson Waver, Si Jenks Three Mils and a Miss' Three Meaver, Si Jenks Three Mils and a Miss' Three Meaver, Si Jenks Trechnica ease with which the mo-

"Three His and a Miss"....... Themselves
Technical ease with which the motion pictures are made to the contions of the state of the contions of the state of the contions of the state of the state of the condisappear from the screen, always has tempted producers and screenwriters to delve, sometimes seriously, sometimes humorously, intostories which invade the field of the
spiritualistic and occult. Of such
were Earthbound, directed by T.
Hayes Hunter, One Glorious Day,
the state of the state of the contions of the con
the contions of the con
the contions of the con
the

Donat in "The Ghost Goes West," produced by Alexander Korda.

Now comes Hal Roach, heretofore identified with o by io us action comedy and, with the assistance of Norman McLeod, as director, he has produced as weird and baffling at late of spiritualism as the screen ever has seen. It is entitled Topper, from a story by the late Thorner Smith. It is carefully made, excellently photographed, and adroitly employs mechanical illusions of cinematic composition and trick sound effects.

How substantial the fan support will be in terms of boxoffice dollars is difficult to anticipate. None of the other films of similar themearoused more than mild enthusiasm among a small group who patronize futures in terms of art expression. The rank and file of theatregoers will experience difficulty in following strange and surprising twists of the story, and are not likely to distinguish easily the passages of realism from the sequences of unreality.

Story is about the adventures, among living persons, of a young

from the sequences of unreality.

Story is about the adventures, among lives a bout the adventure and a bound of the limax of a wild night of drinking and carousing. Their astral bodies rise from the ruins, and their conversation continues in a casual manner as to their next objective. They agree that until they have done some one a good definitely in a state of double exposure. Reviewing the possibilities for charitable action, they decide that their friend, Cosmo Topper, a hen-pecked bank presic int, who has lived a dull, routine life, shall have the benefit of their assistance.

Same carefree, flippant viewpoint

that, their friend, Cosmo ripper, a hen-becked bank presic int, who has lived a dtl., routine life, shall have the benefit of their assistance.

To an accardree, flippant viewpoint of the couple before their deater and their throughout the subsequent series of farcical events. Possessed with unusual power, they are able at will to appear in the flesh, converse and move about among their friends. Occasionally, they make known their presence by spoken words only. All the comedy and playfulness of their adventures results from these attuites. I say engage, both visibly attributes. They engage, both visibly advices of speeding automobiles, and crist of the couple of their adventures results from these attuites and restaurants.

Effort to excuse the story's absurdities on the theory that the intent is farce comedy does not entirely excuse the production from severe rebuke. Fact also that the living dead always are facetious may be shocking to sensibilities. Some of the situation of the story and does it will be a sensibilities. Some of the situation of the story and does it well. In the title role, he is the docile, good citizen until the transformation of his personality changes him into a dashing man about town. I well for the companies of the story and does it well. In the title role, he is the docile, good citizen until the transformation of his personality changes him into a dashing man about town. I well man to the story and does it well. In the title role, he is the docile, good citizen until the transformation of his personality changes him into a dashing man about town. The story and does it well. In the title role, he is the docile, good citizen until the transformation of his personality changes him into a dashing man about town. The story and the story and does it well. In the title role, he is the docile, good citizen until the transformation of his personality chan

THE GREAT GAMBINI

THE GREAI GAMBINI

Paramonin release of B. P. Schulbers
production. Features Aidm Tamileon Mers
production. Features Aidm Tamileon Mers
and Marsh, John Trent. Geneview Follon,
Reginald Denny, William Demarret. Dib.
Reginald Denny, William Demarret.
Dib.
Reginald Denny, William Demarret.
Dib.
Reginald Denny, William Demarret.
Dib.
Reginald Denny, William Demarret.
Dib.
Reginald Denny, Demarret.
Dib.
Reginald Howard Irving Young: Alim editor,
Robort. Bleckott cemers. July 10, 315
Running time, 70 mins.
Running time, 70 mins.
Aidm Tamileon
Aidm

piece of detective fiction except that the murderer is a stave mindreader who helps solve the mystery.

Tamiroff plays the fawning clair-voyant, but it's not a strong part for him, nor will it impress. It's slow and deliberate, frequently making him a tiresome character. This is especially true through the stretches, where he is assumedly playing detective only to find that his efforts result in his own capture. More diresome than Tamiroff, however, is Generieve Tobin's chattering matron role, always putting her work in the contract of the contract of

comedy.

Initial sequence is laid in the night club, where the Great Gambini is an attraction which rates a terrific ovation, but on a vaude bill at Loew's State might not be so hot. Shifted into this setting are most of the principals, including the victim of murder later that night, plus Trent. The start could be faster and tighter. The start could be faster and tighter, of the country of the whole.

MIDNIGHT MENACE

MIDINGTI MENACE

(BRITISH MADE)

London, July 2.

Grosvenor Sound Films production and
Associated British Film Distributors reproduction of the Control of the Control

British Simulation of the Control

British Magnitude

| Brian Gaunt | Charles Farrell- |
|-----------------------|--------------------|
| Brian Gaunt Peters | Fritz Kortner |
| Mary Stevens | Margaret Vuner |
| locks | Danny Green |
| Smith | Wallage Thomast |
| Pierre | wanace Evenete |
| Pomer | Monte de Lyie |
| rony | Dino Galvani |
| Vronsky | Dennis Val Norton |
| Cearns | Terence O'Brica |
| мас | Arthur Finn |
| Sir George | Lawrence Hanray |
| Zadek | Andrea Malandrinos |
| President | Revner Burton |
| Kleisch | Arthur Comer |
| Banks | Dille Once |
| Marsh | Dans John |
| Horala | Evan John |
| Harris | raymond Lovell |
| Groves | victor Tandy |
| Graham Stevens | Sydney King |

A man's picture. May not attract the femmes, but, if once inside, like-ly they'll be entertained. Should make good anywhere, despite the negligible love interest.

ly they'll be entertained. Should make good anywhere, despite the negligible love interest.

Story develops into tense drama in an unostentatious and natural way, with a sense of quiet reality in the handling of structions which could also the structure of the

SHE HAD TO EAT

SHE HAD TO LAT

(WITH SONGS)

Hollywood, July 13.

20th-For raleas of Sumuel of English of Songs of Sumuel of Songs of Sumuel of Songs of Sumuel of Songs of

| ping time, it mine. | |
|-------------------------|----------------------|
| Danny Decker | Jack Haley |
| Ann Garrison | Rochelle Hudson |
| Carter | Arthur Treacher |
| Carter | tarienar areactici |
| Raymond Q. Nash | .Eugene Panette |
| Duko Stacey | .Douglas Fowley |
| Біееру | Tohn Quelen |
| Б168ру | **** . SOULL QUALEIL |
| Finger Print Expert | Maurice Cass |
| G Man | Waliis Clark |
| Mrs. Cue | Lella Tyler |
| Pete | Tom Kennedy |
| F. 0fg | erradin accimical |
| Rusty | Tom Dugan |
| Mr. Phonecian-Wylie, Fr | anklin Pangborn |
| | |

Mr. Phonecian-Wyllei...Franklin Pangborn
Someone stumbled badly over this
one, which has nothing to recommend it. All reaction is on the
downside particular because it of
Harry particular because it of
Harry particular because it of
Harry particular because
the start. Wake Up and Live,
to completely wasted. Haley has had
more than his share of bad breaks.
About time some serious thought
was given to his ability and choice
of stories. Exhibitors, loaded down
under double bills, can make valuable use of personalities. Haley has
what it takes, but 'She Had to Eat'
is a mistake.

able use of personanties. Haley has is a mistake.

Using the old formula about the sot who forgets the identity of his drinking friends in his sober moments, the story and be a middely did to the bosom companion of Eugene Pallette, an alcoholic adventurer who travels around the country on a private train. Arthur Treacher, as a valet, tries valiantly to bridge over the stupidities of the script by injecting some fair comedy, but the whole thing gets sidetracked into weird melodramatic farce and finishes up on a blind switch.

Prevailing Hollywood notion that

finishes up on a blind switch.

Prevailing Hollywood notion that nothing is so important as a laugh gets a rude tossing around by the audience reception of the worn story premise. Ilm staggers to complete disappointment. Haley has no opportunities and seems quite as pleased as the audience when the picture is through.

Haley and Rochelle Hudson sing two songs which are tossed into the hopper on the theory that a little music can't help or hurt. Flin.

FLY-AWAY BABY

Warner Rose, production and release.
Features Glende Farrell. Barton MacLane, Hugh O'Connell, Tom Kennedy, Directed by Frank MacDonkid. Screenplay by Ion by Dorothy Kligallen; dallog director, Harry Seymour; film editor, Doug Gould; week July S. 37 on doubt bill. Running time, 69 mins.
Torchy Blane. Glende Farrell, Connell C

Joseph King
Raymond Hatton
Gordon Hart
Gordon Hart
Anderson Lawler
Harry Davenport
Emmett Vogan
Gcorge Guhl

Topnotch performances by Glenda Farrell, Barton MacLane, Hugh O'Connell and Tom Kennedy make Zly-Away Baby' a palatable programmer. It was constructed obviously for dualers by Warner Bros, which has gone to some pains despite continuity that's a bit flighty. And it will be a most welcome addition on programs needing a little bearing for the No. I feature these bearings of the Single Porter, Torchy Blane.

Fable eventually winds up as a thoroughly altered screen version of

Blane. Fable eventually winds up as a thoroughly altered screen version of the Dorothy Kilgallen world air race with two male reporters. A little late to cash in on this dash, but germ of this publicized jaunt is injected into the reporter-detective plot. Starts off as a routine sleuth mystery, with dashing femme scribe spotted-lorgeround as the gal who gets her story against hordes of male reporters.

spotted-foreground as the gal who, gets her story against hordes of male reporters.

Usual mysterious killing is switched about through having the dashing Torchy Blane, going away from her usual scribe ventures, to the police of rival papers. She suspects one of being involved in the gem slaying, and eventually bags her man, and the police official.

Varn is reminiscent, yet it drags in several novel angles that hold interest. Pleture slows up slightly as the thio of newspaper workers circle of the police of the po

cause so aptly staged by Harry Seymour.

Intrigue and mystery elements have been done pertinently by Don Ryan and Kenneth Gamet, who turned out the script.

Character of Torchy Blane is a natural for Glenda Farrell. Here it is well seasoned with the flippancy and sense of comedy which comes naturally with her. Barton MacLane, cast for once in a sympathetic

role, makes a typical stalwart police official with whom she is in love, Hugh O'Connell, as a luxury-loving reporter, and Tom Kennedy, as police car chauffeur turned private sleuth, are superb in two comedy roles.

roles.

Gordon Oliver, cast as the reporter-son of a newspaper owner
suspected of the gem slaving does
fairly well. Raymond Hatton, playing a managing editor, handles the
bit with emphasis. Marcia Ralston
makes a haughty night club fame
opposite Oliver.

opposite Oliver.

Picture has the alternative title of Adventures of Torchy Blane, being in the series of femme reporter pix.

Wear.

HEART'S DESIRE

HEART'S DESIRE

(BRITISH MADE)

OPERETTA)

British International production and release. Statement of the st

| Josef Steidier | Richard Tauber |
|------------------|-----------------------|
| Frances Wilson | Leonoro Corbett |
| Anna | Kathleen Kelly |
| Florlan | Paul Graetz |
| Oliver | Carl Harbord |
| Van Straaten | Erank Vosper |
| Granville Wilson | George Graves |
| Diana Sheraton | Diana Napler |
| Lady Bennington | Viola Tree |
| Ted Mayer | Denier Warren |
| | Trees control trained |

Guickie grab to cash in on Richard Tauber's fine voice. But there's little else to the pic. Plot is aggressively commonplace, score is undistinguished, supporting cast is weak and the production is inadequate. Heart's Desire will hardly be that production is indequate. Heart's Desire will hardly be the state of the season of the production is inadequate. The production is indequated by the state of the season of the se

handling and Tauber's strong performance, that stereotype yarn might have charm.

Treatment is clumsy and almost every conceivable production boner is pulled, and only Tauber remains for whatever he's worth at the box office. Stars acting is no great demands on him in that line, wisely a star acting is no great demands on him in that line. Plays simply, relying on his voice and natural poise.

As the singer's friend and adviser, Paul Graetz gives a satisfactory performance. Neither Leonora Corbett nor Kathleen Kelly are properly cast as the benefactress and the sweetheart, respectively, but Diana Napier has looks and enough personality to make her bit role stand out. Frank Vosper, unbilled, appears briefly as an egotistical opera star.

Despite the film's other shortcomings, its direction and production are the most painful. Pic is crammed thus Editing is bad, while to photography and sound are incredible. Production with the technical flaws of 'Heart's Desire' would never have left a Hollywood cutting room. As a matter of fact, it would never have ached there.

Hobe.

RECKLESS RANGER

RECKLESS RANGER

Columbia production and release. Stars Bob Alien, features Louise Small, Jack Perrin, Harry Woods. Directed by Spencer Gordon Bennett. Story, John Levering and J. A. Duffy; screenplay, Nat Gatzert; cam-era, Bert Longenecker; editor, Dwight Caidwell. At Kiva. Lincoln, dual. Kun-

| Caldwell. At . | | THICOIL. | uuui. | Atum- |
|-----------------|-------|----------|--------|---------|
| ning time, 59 ı | mins. | | | |
| Bob | | | Bob | Allen |
| Mildred | | | Louise | Small |
| Mary | | Me | rv Mac | Laren |
| Barlow | | 1 | Inrry | Woods |
| Chet | | | . Jack | Perrin |
| Jimmie. | | | Budd | y Cox |
| Mort | | | ck Ro | ckweil |
| Congress | | | cer W | illlame |

Another of the Bob Allen ranger series, and a little better than the average.

average.

Allen plays a dual role, twin brothers, one a sheepman and the other a ranger. The sheepman gets hung in the opening two minutes and his law relative comes in to solve the problem, and the difference between sheep and cattlemen.

ence between sheep and cattlemen. One of the first westerns to throw sympathy to the sheep side of range warring. Reckless Ranger' has Harry Woods as a hardfasted leader of cattlemen trying to grab off Texas free range. Woods is a child-scarer and well at home in his near throat-sitting role. Opposite him, Allen never forger of the same and the present to switch the cameras turn.

fore the cameras turn.

Jack Perrin, one time starrer in
the western quickies, is held down
to an untrimmed second lead.
Henchmen of the Woods villainy
crew are Jack Rockwell and Roger
Williams, the latter a traitorous
sheepman.

sheepman.

What with a liberal amount of gunfire, three chases, kidnapping, a half dozen fist-fights and a hanging in less than an hour, the film should have more action than it has. However, it's one of Allen's better tries in the prairie pic series. Burgn.

The Shadow Strikes

I NE SIRROW SITIRUS

Grand National release of Alexander
Bros. production. Features Rod Las
Rocque, Lynn Anders, Kenneth Harian,
Directed by Lynn Shores, Based on mugaline-radio character by Maxwell Grant,
Rocque of Interest of Maxwell Grant,
Rocque of Maxwell Grant
Rocque of Maxwell Gra

remely boring.

Plot neglects to thoroughly establish Lamont Cranston, 'the shadow,'
as an amateur Sherlock at the outset. It plunges too hurriedly into a
presentation of 'The Shadow' at
work. Probably was intended to
shroud his identity; if so, fails because this only makes it more baffling to follow on screen.

After halling a cofe rephase and

fling to follow on screen.

After halting a safe robbery and getting the police on his trail, Shadow goes along in the guise of an atteney and brings onto two ture the mystery deepens as Shadow uses a gangster chief with a silly concealed wire stunt. It all ends with a real solution as the gangster and the actual slayer accidentally bump into each other off trying to plug the Shadow.

Author undoubtedly bed made and a support of the same and the actual slayer accidentally bump into each other off trying to plug the Shadow.

plug the Shadow.

Author undoubtedly had many ingredients for a flourishing sleuth picture. But, as projected, it is neither even passably plausible nor diverting. Stalking of figures behind trees, and opening and closing of auto doors along with other incidents smacks of serial school of scripting and acting.

cidents smacks of serial school of scripting and acting.

Rod La Rocque has not been afforded a happy vehicle for his return to screen prominence. He looks much older, but strains valiantly to put life into this phoney 'Shadow' character. His slight romance with Lynn Anders, new face to the pictures, is subordinated throughout and calls for little exertion. She is only passably fair.

Kenneth Harlan does convincing work as a police captain, Walter McGrail, James Blakely, Norman Arinsley and John Carnavale top a feeble supporting cast.

Direction by Lynn Shores is as inept as the scripting. Photography is uneven, though several dim scenes can be traced to fact that the continued of the controlled for outdoor night sequences.

quences.

Film might be plugged on angle of being a mystery sleuther, but this one won't go anywhere in particular after the opening day.

Weaτ.

Three Legionnaires General Pictures release of Robert E

| Welsh production. Directed by Hamilton |
|---|
| MacFadden. Screenplay by George Wagg- |
| ner, Carl Harbaugh, from original story |
| by George Waggner. Film editor, Finn |
| Ulbach: camera, Ira Morgan, At Rialto |
| N. Y., week July 8, '37. Running time |
| 05 mins. |
| Chuck |
| JimmyLyle Talbo |
| Olga |
| SonlaAnne Nage |
| U. S. GrantDonald Meel |
| StavinskiStanley Fields |
| Aide Maurice Binci |
| InnkeeperLconld Snegof |
| lvan 'Man Mountain' Dear |

synthetic What Price Glory? fashion.

Robert Armstrong plays a hard-hoiled sergeant along familiar lines, and Lyle Talbot is his more romantic crony, the soldier who falls in love with attractive Anne Nagel (Sonia, the Princess), which isn't a bad idea. The third member of the film's title must be Donald Meek, as a timorous scientist who joins the miniature and the soldier of th

doors and brick walls, when he is not quietly knitting socks.
Director Hamilton MacFadden, in megging this first Robert E. Welsh production for General, does what he can with the materials at hand and, to his credit, the pace seldom slackers. The camera work is only fair. This is not a picture to be fair. This is not a picture to be discrete will be those who will maintain that it should never be taken at all.

Calif. Straight Ahead

Calif. Straight Anead
Universal release of Trem Care production. Stars John Wayne, features Ioutie
Latiner, Robert McWaid, July Manshail,
Latiner, Robert McWaid, July Manshail,
Boxer: sereenplay, Socti Darling; camera,
Harry Neumann. At Liherty, Liscoin,
Boxer: sereenplay, Socti Darling; camera,
Harry Neumann. At Liherty, Liscoin,
Mary Porter.

Louis Latiners
Mary Latiners
Mary

John Wayne's popularity with the John Wayne's popularity with the action traffic will suffer none by this picture and he may gain a few more friends. Film may be unpopular with the railroad industry, since it purports to show trucking can accomplish-speedier transportation on a transcontinental basis than the rails. Climax builds up in a cross-country race to make a steamship loading wharf before a general strike is called.

loading wharf before a general strike is called.

Wayne, best known in westerns, besides being a handsome lad, is well equipped with physique to handle himself convincingly in the film's frequent suggests. He squares of the film's frequent suggests. He squares of LeRoy Mason on the male side, and with Cupid, who almost outpoints him in the case of Louise Latimer. Latimer girl is more striking in this picture than most of her other tries, having recently come over from the RKO lot to do this Universal job.

Wayne, associated with Emerson Treacy in a two-truck enterprise, also busy taking Louise away from one Eitz, who is head of a railroad shipping department. Ultimately he joins the forces of Robert McWade's big trucking concern, after Mason is instrumental in bringing actions of the control of the strike in the first incling the the tatter joining with von Eltz. Then the race which is first inkling the fluid in the sing and the season of the strike in the season of the strike in the season of the strike in the season of t

audience gets of the title meaning.

McWade is amusing as a knucklepounding, hardboiled boss, and there
are occasional given so the more
Marshall, and a simplane manufacturer.
Film is nowhere strong on character,
but it's long on muscle stuff. Everything happens as the audience expects and wishes, so in its field it
will do okay.

ROARING TIMBER

ROARING TIMBER

Columbia production and release. Stary
Jack Holt and Grace Bradler. Directory
Jack Holt and Grace Bradler. Directory
Jack Holt and Grace Bradler. Directory
Jack Holt Republic Hold Republic Republic
screenplay. Cosgriff and Paul Franklin
screenplay. Government Jackson
Jack Holt
Kay MacKinley. Grace Bradley
Aunt Mary. Ruth Donnely
Tennesses. Ruymond Inton
Andrew MacKinley. J. Farrell MacDonsid
Sam Garvin. Charles Wilson
Silm Bagnell. Ernest Wood
Cronner. Fred Kohler. Jr.
Stumpy Ben Hondricks
Duke. Tom London

Brawny stuff for the 10-20c traffic Brawny stuff for the 10-20c traffic and dual bills. Jack Holt is head man, talks through his teeth, seldom smiles, and has a fist that knows where every member of the cast's jaw is and frequently goes visiting.

jaw is and frequently goes visiting.
Lumbering and logging background puts Holt right at home.
Story concerns the death of a lumber magnate whose daughter, knowing nothing of the business, inherits the enterprise. She gets rid of the good employes and hires some coddling bad ones, who try to sly her out of a big contract. Brother Holt comes to the rescue with axes, saws, and fists.
Grace Bradley is the femme who wrenches the logging machinery by selection of Charles Wilson and Williard Robertson to run her interest of the selection of the property of the selection of the selection of the property of the selection of the selection of the property of the selection of the selection of the property of the selection of the selection of the property of the selection of the selection

slighted.

Plenteous scrapping, timber warring, train wrecks, forest fires, are the ingredients. Old quickle trick of using the same scene from different angles is pulled in here with the dynamiting of trees to make a backfire. Dynamiting, itself, is phoney. Trees have already in the property of the p

logging country seer wonder.

Holt can do no wrong as far as the kids are concerned and the elderly action enthusiasts also. This is his type and as good, or slightly better than, the stuff he's done lately.

Barn.

Said O'Reilly to McNab

SAIG UKCHIN TO WICHARD

(BRITISH MADE)

London, June 30.

General Flim Distributors ricase of Gamunt - Hrillsh - Galnaborough

From Mahoney, Will Fyffe, Directed by William Bauudine.

Timothy O'Relly ... Will Mahoney, Timothy O'Relly ... Will Mahoney, Will Syffe, Markey, Markey, Markey, Markey, Markey, Sandy McDough, Mary McNab ... Jean Winstanley Cerry O'Relly ... James Grandy Crery O'Relly ... James Grandy McNab ... James Grandy McNab ... Marfanca Winstanley Crery O'Relly ... James Grandy McNab ... Markey, Markey, McNab son Jock ... Robert Gall

Story abides by the approved formula of play-writing, but progresses humorously to a logical suspensive conclusion. Director has made full use of his material. Picture is reason and the conclusion of same and the conclusion of same and the conclusion. Director has made full use of his material. Picture is reason audience on either side of the Atlantic, and its commercial valuation of same dependent upon the drawing power of the two stars.

Is Will Mahoney's name strong enough to draw picture audiences in America and is Will Fyffe a big enough draw in England? Those are the questions.

Piece opens in New York, showing Mahoney as a share pusher combelled to scram to avoid the attentions of the pollee. His son is courting the daughter of a retired Scottish business man, portrayed by Fyffe. Mahoney visits Scotland, encounters after on the conflicts between the continuation of the poller. The continuation of the poller of this poller of the poll

is the dialog, which is crisp and to the point.

Fyffe is a pleasure to watch from start to finish. Every word he utters is for the start of the sta

RANGE DEFENDERS

RANGE DEFENDERS

Republic release of Sol C. Riegel production. Stars Bob Livingston. Ray Corrigon,
Max Terhune. Directed by Mack V.
Wright. Original screen story Joseph
Mix Terhune. Directed by Mack V.
Wright. Original screen story Joseph
William Colt. McDonnidl; camern. Jack
Marta; supervising aditor. Murray Rolloen;
Joseph
Milliam Colt. McDonnidl; camern. Jack
Marta; supervising aditor. Murray Rolloen;
Jalon William Colt. McDonnidl; camern. Jack
Marta; supervising aditor. Murray Rolloen;
Jalon Employed.
Jalon Employed.
Jalon Bulling. Max Terhune
Jalon Bulling. Max Terhune
Jalon Bulling. Bartol Hodgius
Jalon Bulling. Bartol H

Another chapter in the "Three Mesquiteers' series and a natural for Juve matines. Also satisfactory for adults who yen concentrated action. Hoss opry at its best.

Story is in the usual western style, slight variation being the accent on the bitter rivairy between the sight variation per content of the standard rivairy between the standard of phoney mortgage fore-closures, crooked sheriffs and general human oussedness. Plot is kept logical, however, and an exceptional amount of excitement is hung on the standard framework. Tension steadily builds to a sock mass gunfight finale.

Livingston, Corrigan and Terhune combine for strong personality and convincing he-man stuff. Unusual to find so much attempt at comedy down to the standard framework attempt at comedy when the standard framework and the standard framework. The standard framework and the s

help.
Mack V, Wright's direction enlivens the script. Jack Marta also
rates a bow for his camera iob.
Hobe,

CONDOTTIERI ('The Knights') (ITALIAN MADE)

(ITALIAN MADE)

Produced by 'Convorto Condottert in Garman and Italian versions simultaneously, Italian version released by EMIC Stars Louis Trenker. Directed by LOUIS Trenker.

Louis Trenker. Louis Trenker. Louis Trenker. Catherino Carla Sveya Maria Louis Clark Stephen Carla Steph

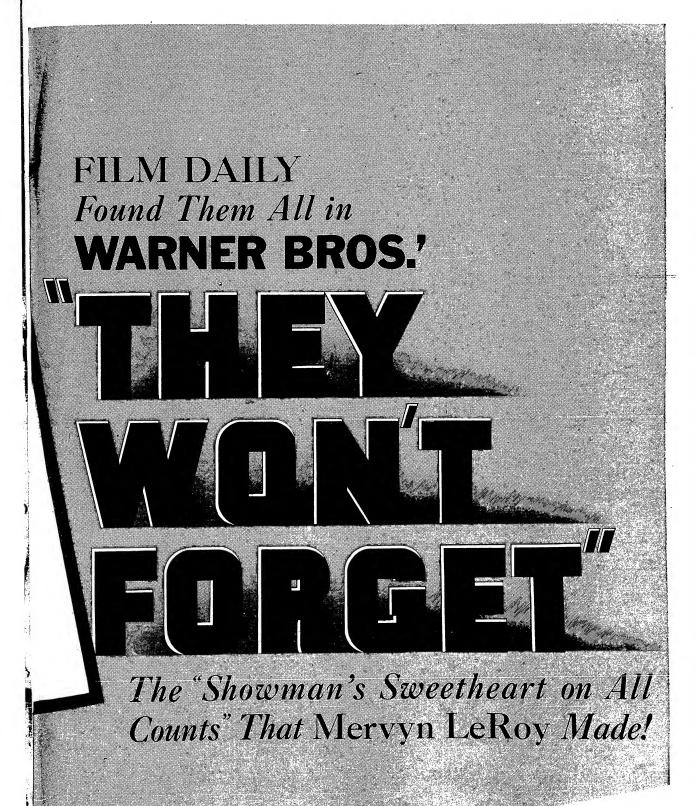
"Condottieri" was a term used in the time of the Renaissance, when Italy was a mass of little foudat states with several powerful families wrangling for supremacy and the Church trying to have a finger in every pie. From this picturesque period Giovanni di Medici was chosen to be the hero of the film story, because he was the only one of the various feudal lords of the time who had the idea of striving for a united Italy. There's a good deal accordingly, about a "nited Italy, and the men who rally around Italy, and the men who rally around Italy nood deal like (Continued on page 31)

TILM DAILY NAMES THE 10

- 1. A great mother's story
 - 2. A great wife's story
 - 3. A great sweetheart story
 - 4. A story that's never had anything like it

 - 5. A smashing screen document 6. The kind of vital drama that makes
 - the screen fairly pulse with life 7. A picture that shocks audiences out
 - of their smug self-complacency
 - 8. A picture to send something choking into their throats while their pulses pound and their hearts beat faster
 - 9. A word-of-mouth ending to send the picture over big
 - 10. A REALLY great production

EST FEATURES OF THIS YEAR!



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.)

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| WEEK OF RELEASE | TITLE | PRODUCER | DISTRIB. | TYPE | TALENT | DIRECTOR | | VHEN REVIEWED BY VARIETY |
|--------------------------|--|---|------------------------|---|--|--|-----------------------|--------------------------------|
| 5/21/37 | SING, COWBOY, SING PICK A STAR | E. Finney Hal Roach | GN Par | Western Musical | Tex Ritter Haley-Kelly-Laurel-Hardy | E. Sedgwick R. N. Bradbury | 76 | 6/2 |
| | PICK A STAR NIGHT OF MYSTERY THERE GOES MY GIRL | W. Sistrom | MGM RKO | Musical Comedy | R. Karns-H. Burgess G. Raymond-A. Sothern-B. Helmes | F. A. Dupont Ben Holmes | 66 74 | 6/30 6/16 |
| | COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS WINGS OVER HONOLULU | Sol Siegel J. Stone E. M. Asher | Rep 20th U | Western Mystery Rom-Dr | B. Livingston-R. Corrigan W. Oland-K. de Mille R. Milland-W. Barrie | Joe Kane H. B. Hum'stone H. C. Potter | 53 71 80 | 6/16 5/26 6/2 |
| | THE GO GETTER | Cosmo | WB | Rom-Dr Drama | G. Brent-A. Louise L. Hervey-W. Connelly | B. Berkeley Al Green | 71 | 6/9 |
| 5/ 28 /3 7 | LEAGUE OF FRIGHTENED MEN 1 MET HIM IN PARIS HOLLYWOOD COWBOY | E. Chodorov W. Ruggles G. A. Hirliman | Par RKO | Rom-Com Western | C. Celbert-Melvyn Deuglas G. O'Brien-C. Parker-E. Scott | W. Ruggles Ewing Scott W. A. Seiter | 85 | 6/9 |
| | THIS IS MY AFFAIR UNDER THE RED ROBE | K. MacGowan R. T. Kane | 20th 20th | Musical Drama | R. Tayler-R. Stanwyck- C. Veidt-R. Massey | V. Seastrom | 99 1 00 | 6/2 6/2 |
| | DREAMING LIPS THE MAN IN BLUE KID GALLAHAD | M. Schach K. Glasmon WB | UA U WB | Rom-Dr Melodrama Drama | E. Bergmer-R. Massey R. Wilcex-N. Grey E. G. Rebinsen-B. Davis | Paul Czinner M. Carruth M. Curtiz | 70 60 100 | 5/26 6/2 |
| 6/4/37 | RECKLESS BANGER TALK OF THE DEVIL | Col B. & D. | Col GB | Western Rom-Dr | Bob Allen-B. Weeks R. Certer-S. Eilers | S. G. Bennett Carl Reid | 59 76 | 7/14 5/19 |
| | HELL DIVERS (RE-ISSUE) PARNELL | MGM J. Stabl | MGM MGM | Com-Dr Rom-Dr | W. Beery-Gable-C. Nagle C. Gable-Myrna Ley | G. Hill John Stahl | 169 115 | 12/29/31 6/9 |
| | HOTEL HAYWIRE BORDER CAFF | Paı Bob Sisk | Par RKO | Comedy Western | L. Carrille-L. Overman J. Beal-H. Carey-Armida Bu. Steele | G. Archambaud Lew Landers Sam Newfield | 65 67 | 6/16 6/9 |
| | DOOMED AT SUNDOWN ANGEL'S HOLIDAY WLEN THIEF MEETS THIEF | A. W. Hackel J. Stone Criterion | Rep 20th | Western Drama Rom-Dr | J. Withers-Robert Kent D. Fairbanks, JrV. Hobsen | James Tinling Raoul Walsh | 74 | 5/26 6/16 |
| | THE WILDCATTER CASE OF STUTTERING BISHOP | Geo. Owen WB | UA U WB | Drama Mystery | S. Celten-J. Regers D. Weeds-Ann Dverak | Ray McCarey W. Clemens | 58 70 | 6/16 6/2 |
| 6/11/37 | A DAY AT THE RACES THE GREAT GAMBINI | L. Weingarten B. P. Schulberg | MGM. Par | Comedy Melodrama | Marx Bros. A. Tamiroff-J. Trent | Sam Wood C. Vidor | 109 70 | 6/23 7/14 |
| | MEET THE MISSUS IT COULD HAPPEN TO YOU | Al Lewis L. Fields | RKO Rep | Comedy Rom-Dr | H. Brederick-V. Meere A. Baxter-A. Leeds | Joseph Santley Phil Rosen | 65 71 | 7/7 7/7 7/14 |
| | SHE HAD TO EAT SLIM BLAZING SIXES | S. G. Engel WB WB | WB WB | Comedy Drama Western | Hudsen-Treacher-Haley P. O'Brien-H. Fonda D. Feran-H. Valkis | M. St. Clair R. Enright Noel Smith | 71 86 | 6/30 |
| 6/18/37 | TWO-FISTED SHERIFF | H. L. Decker Condor | Cel GN | Western Melodrama | C. Starrett-B. Weeks | Leon Barsha Louis Gasnier | 64 | 6/23 |
| | MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE | S. Zimbalist Harry Sherman | MGM Par | Com-Dr Western | R. Young-Florence Rice Wm. Boyd-Geo. Hayes | E. L. Marin Nate Watt | 64 78 | |
| | MOUNTAIN MUSIC RIDING ON AIR | Ben Glazer David Loew | Par RKO | Comedy Comedy | B. Burns-Martha Raye Jee E. Brewn | C. Reisner E. Sedgwick | 76 70 60 | 6/30 6/30 |
| | RHYTHM IN THE CLOUDS YODELIN' KID FROM PITE RIDGE BIG BUSINESS | A. E. Levoy A. Schaefer Max Golden | Rep Rep 28th | Musical Western Comedy | P. Ellis-W. Hull Gene Autry-B. Brensen J. Prouty-S. Deane | John H. Auer Joe Kane F. R. Strayer | 61 | 6/2 |
| | WALT DISNEY'S ACADEMY REVUE ARMORED CAR | W. Disney E. M. Asher | UA | Comedy Melodrama | Cartoen R. Wilcox-J. Barrett | W. Disney L. Foster | 62 | • |
| | FLY AWAY BABY WHITE BONDAGE | WB WB | WB | Com-Dr Drama | G. Farrell-B. MacLane Jean Muir-G. Oliver | F. McDonald Nick Grinde | • | 7/14 |
| 6/25/37 | DEVIL IS DRIVING GIBLS CAN PLAY | Col Ralph Cohn B. F. Zeidman | Cel | Melodrama Comedy | R. Dix-Joan Perry J. Wells-C. Quigley | H. Lachman L. Hillyer | 69 | 7/7 6/30 7/7 |
| | SWEETHEART OF THE NAVY CAPTAINS COURAGEOUS LAST TRAIN FROM MADRID | B. F. Zeidman L. D. Lighton G. M. Arthur | GN MGM Far | Comedy Spectacle Drama | Eric Linden-C. Farker F. Barthelemew-Spencer Tracy L. Ayres-D. Lameur | D. Mansfield V. Fleming J. Hogan | 63 115 85 | 5/19 6/23 |
| | YOU CAN'T BEAT LOVE A LAW MAN IS BOBN | Robert Sisk A. W. Hackel | RKO | Rom-Com Western | P. Fester-J. Fentaine J. M. Brown-L Meredith | C. Cabanne Sam Newfield | 60 61 67 67 | 6/30 7/7 |
| | SING AND BE HAPPY LOVE IN A BUNGALOW ANOTHER DAWN | M. H. Feld E. M. Asher WB | Rep 20th U WB | Musical Rom-Com Rom-Dr | J. Davis-A. Marin N. Grey-K. Taylor K. Francis-E. Flynn | H. Lehrman Ray McCarey W. Dieterle | 67 67 73 | 6/23 7/7 6/23 |
| 7/2/37 | A FIGHT TO THE FINISH ONE MAN JUSTICE | R. Cohn H. L. Decker | Cel | Action Western | D. Perry-R. Keith C. Starrett-B. Weeks | C. C. Coleman Leon Barsha | 58 | 7/7 |
| | ROARING TIMBER RIDERS OF THE ROCKIES THE EMPEROR'S CANDLESTICKS | R. Flothow Ed Finney | Col GN | Outdoor Western | Jack Holt-G. Bradley Tex Ritter | Phil Rosen R. N. Bradbury | 67 | 7/14 |
| | THE EMPEROR'S CANDLESTICKS THIRTEENTH MAN MIDNIGHT MADONNA | J. Considine Lon Young | MGM Mene Far | Rom-Dr Mystery Melodrama | Powell-Rainer W. Heyburn-L Courtney W. William-M. Correil | G. Fitzmaurice W. Nigh J. Flood | 95 | ° 6/30 |
| | FORLORN RIVER NEW FACES OF 1937 | E. Cohen Par Edward Small | Par RKO | Western Musical | L. Crabbe-June Martel M. Berle-J. Penner-H. Hilliard | C. Barton Leigh Jason | 56 55 105 | 7/7 |
| | SLAVE SHIP DARK JOURNEY | N. Johnson V. Saville | 20th UA U | Spectacle Drama | W. Baxter-W. Beery-E. Allen C. Veldt-V. Leigh-J. Gardner | Tay Garnett V. Saville | 90 59 | 6/23 7/7 |
| | I COVER THE WAR SINGING MARINE | Trem Carr L. Edelman | WB | Drama Musical | J. Wayne-D. Barclay-G. Gaze D. Pewell-D. Westen | A. Lubin Ray Enright | 105 | 7/7 |
| 7/9/37 | THE TWO OF US THE SHADOW STRIKES BETWEEN TWO WOMEN | Gainsborough Alexanders MGM | GB GN MGM | Rom-Com Mystery Drama | J. Hulbert-Gina Male R. LaRecque-L. Anders Tene-V. Bruce-M. O'Sullivan | R. Stevenson Lynn Shores G. Seitz | 61 87 | 7/14 |
| | HOOSIER SCHOOLBOY WILD MONEY | K. Goldsmith Par | Mene Par | Drama Com-Dr | M. Reency-F. Shields E. E. Herton-L. Campbell | W. Nigh Louis King | 62 70 66 | 6/30 |
| | ON AGAIN, OFF AGAIN BORN RECKLESS WESTBOUND LIMITED | L. Marcus M. H. Feld | RKO 20th U | Comedy Melodrama | Wheeler-Weelsey-E. Muir B. Denlevy-R. Hudsen L. Talbot-P. Rowles | Edw. Cline M. St. Clair F. Beebe | 60 | |
| | PUBLIC WEDDING EMPTY HOLSTERS | McRae-Koenig WB WB | WB WB | Rom-Dr Com-Dr Western | J. Wyman-M. Wilson D. Feran-P. Walthall | Nick Grinde B. Eason | | |
| 7/16/37 | IT CAN'T LAST FOREVER KING SOLOMON'S MINES | H. L. Decker GB | Col GB | RomCom. Spectacle | R. Bellamy-B. Furness A. Lee-R. Young-Robeson | Ham. MacFadden R. Stevenson | 68 80 | 7/7 6/30 |
| | BOOTS OF DESTINY BLAZING BARRIERS | Condor K. Goldsmith | GN Mone | Western Drama | Ken Maynard F. Cerhian-E. Arneld, Jr. | A. Rosson A. Scotte | | • |
| | RIDERS OF THE DAWN TOPPER EASY LIVING | R. N. Bradbury Hal Roach A. Hornblow, Jr. | Mone MGM Par | Western Comedy Comedy | Jack Randall C. Eennett-R. Young J. Arthur-R. Milland | R. N. Bradbury N. MacLeod M. Leisen | 98 | 7/14 |
| | SUPER SLEUTH THE RED ROPE | A. W. Hackel | . RKO Rep | Mystery Western | J. Oakie-A. Sothern Beb Steele-L. January E. Arlen-R. Cortex | Ben Stoloff S. Roy Luby | 88 75 | 7/7 7/14 |
| | THE CALIFORNIAN THE ROAD BACK EVER SINCE EVE | Sol Lesser Grainger-Whale Cosmo | 26th U WB | Western Drama Rom-Com | R. Arlen-R. Cortex J. King-B. Read-A. Devine M. Davies-R. Montgomery | Gus Meins J. Whale L. Bacon | 59 105 77 | 6/23 6/30 |
| 7/23/37 | RENDEZVOUS IN ALPS BROADWAY MELODY 38 | J. Hagen J. Cummings | GN MGM | Rom-Dr Musical | J. Baxter-A. Bushel Tayler-E. Pewell-S. Tucker | B. Vorhaus R. Del Ruth | | |
| | PARADISE ISLE RUSTLER'S VALLEY | Dorothy Reid H. Sherman | Mene Par | Drama Western | Movita-W. Hull William Boyd | A. G. Collins Nate Watt | 70 58 | 7/7 |
| | THE BIG SHOT THE LADY ESCAPES TOWN SCOUT | Maury Cohen L. L. Landau WB | RKO 20th WB | Comedy Rom-Com Comedy | C. Witherspoon-Kibbee M. Whalen-G. Stuart D. Woods-J. Madden | Edw. Killy Eugene Forde Louis King | | |
| 7/30/37 | A DANGEROUS ADVENTURE | W. MacDonald Gainsborough | Cel GB | Action Rom-Dr | D. Terry-R. Keith Will Hay-Lilli Palmer | D. R. Lederman M. Varnell | | |
| | SMALL TOWN BOY LEGION OF MISSING MEN | Zion Myers I. E. Chadwick | GN Mene | Comedy Drama | S. Erwin-J. Compton Relph Forbes | M. Varnell Glenn Tryon H. McFadden | | |
| | EXCLUSIVE TOAST OF NEW YORK | Ben Glazer Edw. Small | Par RKO | Melodrama Rom-Dr | F. MacMurray-F. Farmer E. Arnold-F. Farmer-Oakie | Al Hall Rowland V. Lee | 93 | 7/14 |
| | WEE WILLIE WINKIE VOGUES OF 1938 REPORTED MISSING | Gene Markey W. Wanger E. M. Asher | 20th UA U | Drama Musical Melodrama | S. Temple-V. McLaglen W. Baxter-J. Bennett | John Ford J. Feyder M. Carruth | 105 | 6/30 |
| | MARRY THE GIRL SHE'S NO LADY | WB B. P. Schulberg | WB | Comedy Melodrama | Mary Reland-H. Herbert | Wm. McGann C. Vidor | 65 | |
| 8/6/37 | | | Cel | Western | B. Allen-E. Stewart | S. G. Bennett | | |
| 8/6/37 | RANGER STEPS IN MYSTERY OF HOODED HORSEMAN | Col WB | WB | | P. O'Brien-H. Rosart | | | |
| 8/6/37 | MYSTERY OF HOODED HORSEMAN SARATOGA THE OUTER GATE ARTISTS AND MODELS | WB Ed Finney Hyman-Emerson I. E. Chadwick | WB GN | Melodrama Western Rom-Dr Drama | P. O'Brien-H. Bogart Tex Ritter Gable-Harlow Ralph Forbes | L. Bacon Ray Taylor Jack Conway H. MacFadden | 90 | . 7/14 |

H'WOOD'S RAH-RAH SPIRIT

Progress of Color

Polite feud going on between various producers over how much color the public will take isn't really affecting the progress of color. Each production seems to show a decided advance, and color partisans are now arguing that if as much progress were made with each production in black and white as is being made in color, no studio would have to worry about its grosses for a long time to

ome. Walter Wanger's 'Vogues' is considered as much better than A Star Is Born' as 'A Star Is Born' was considered better than

Ramona. Chief advance in 'Vogues' is in the gradations of color. In 'A Star Is Born' the color was reddish and lacked natural gradations, with shadows having a tendency to go black. In 'Vogues' even the shadows show fine color gradations, and the close-ups have pastel shading, which is a great advance over the old grain which used to spoil color in close-ups.

Pa. Test Suit on Chain Biz Tax; Affects Theatres, Chain Stores, Etc.

Philadelphia, July 13.
Temporary injunction restraining
State from collecting newly-passed
axo on chain theatres, pending test of
the act's constitutionality, was issued
by Harrisburg courts Friday (9):
Action came on suits filed by chain
groceries and five and dime stores,
which also would be badly hit by
levy: Tax, it is figured, will cost
Warner circuit about \$25,000 yearly
and Comerford \$16,000.
Constitutionality of the sock was

and comerrord \$10,000.

Constitutionality of the sock was challenged by the circuits on the grounds it was discriminatory and exempts certain 'chain' groups, such as newsstands. It is also argued that as newsstands. It is also argued that tax is so stiff in upper brackets (\$500 per establishment), that it amounts to 'confiscation and destruction of business.'

D. C.'s 2% Idea
Washington, July 13.
Another tax rap on National
Capital theatre-owners is in the
offing with Congress scraping the
cash draw er for \$6,000,000 to wipe
out deficit of the District of Columbia government. Two percent levy
would be imposed on firms for
oprivilege of doing business here.
Measure passed the House weeks ago
but has been drastically revised in
the Senate.

WB'S 'ZOLA' INTO ITS 51ST ST., N.Y., AT \$2

'Lite of Emile Zola,' a 1937-38 feature recently completed by Warner Bros., will open in New York next month at \$2 top, the first picture to be roadshown by Warners since 'Midsummer Night's Dream,' two seasons back. Latter was very extensively two-a-dayed acress the country and in Canada, going into smaller towns, but whether or not similar selling of 'Zola' will be decided awaits the New York opening.

Tentative date set for the 51st Street (formerly Hollywood), N. Y., where 'Zola' will be roadshown, is Agg. 11. Heavy ad campaign will

Incorporations

CALIFORNIA

CALIFORNIA

Mudera Pictures Corp.; distribution; coulast, 1,500 shares, no par; permitted to particular, 1,500 shares, no par; permitted to professional professi

Preferred Pictures, Inc.; film exchanges and William Han, which seems to present the prese

'Dead End' Into Riv, N. Y.?

George Skouras is angling for Dead End,' new Samuel Goldwyn film, for showing at the Rivoli, N. Y. It is understood that Skouras ha had several conversations with United Artists sales officials in thir regard but no deal has been consum

NW ALLIED STILL HOT ON DIVORCEMENT BILL

Minneapolis, July 13. President W. A. Steffes of North west Allied announces the launching of a fight in Minnesota to put over a divorcement measure and a theatre chain tax bill at the next regular session of the state legislature two years hence. Both laws would have the effect of driving the Minnesota Amus. Co. (Publix) out of business, he admits.

he admits.

Steffes explains that the fight is the only move left for the independents in this territory as a result of the refusal of the producing company heads to meet with the independent leaders at a roundtable peace conference to try to settle trade differences on a compromise basis.

basis.

Work already is under way to organize all legislative districts, he says. Sentiment for the independents' proposed legislation will be created by talks by J. P. Devaney, former state chief justice and now Northwest Allied counsel, over the radio and before local civic organizations. Theatres also will run trailers giving the independents' side of the matters and candidates for office will be pledged to support the program, according to Steffes.

J. D. Clark Huddling On Coast Until Aug.

John D. Clark, 20th Fox general sales manager, will not return from the Coast until around Aug. 1 from conferences relating to sales and plans for the coming season.

plans for the coming season.

Another high distribution executive, Al Lichtman of Metro, isn't expected back to New York unit around Sept. 1. With his leaving, Bill Rodgers, national sales head, returned to his desk at the home office Monday (12).

Loaded with Loan-Outs

Hollywood, July 13.

Ann Nagel, borrowed from Warners, and William Hall, on loan from Universal, top cast of Republic's Fools in Paradise, which Harold Shumate is directing. Hamilton Merchales directs

IN BRISK PLAY

Keeping 'Em Under \$1,000, 000 in Cost-Most All with Songs and Dance Numbers-Elastic for Talent Budgets

O.K. AT THE B.O.

Hollywood, July 13. College musical pictures will be quite a vogue during the 1937-38 with practically all of the season with practically all of the majors having lined up or lining up story material for this type of production. Studios figure that with the swing vogue and the desire for youthful and refreshing light entertainment at fairly moderate costs the college musical type of pictures will be very much in demand by exhibitors for the new season.

Studies point out that they need

Studios point out that they need not overextend themselves in topheavy cast names or expensive directors to turn out this type of product which can prove glamorous, colorful and flashy at a cost which leaves the producer a safe margin of profit almost regardless of the quality of picture.

of profit amost regardless of the quality of picture.

Paramount jumped the gun on this type of production in 1933 when it turned out 'College Humor,' directed by Wesley Ruggles, and which proved a box office clean-up. It had Bing Crosby, Jack Oakie, Richard Arlen and Mary Carlisle topping the cast. Then it was 'College Rhythm,' directed by Norman Taurog, and last year 'College Holiday,' directed by Frank Tutte. This year it will be 'College Swing', to be directed by Raoul Walsh, which will have in its cast Burns and Allen, Martha Raye, Charles Butterworth, Eleanore Whitney, Ben Blue, Johnny Downs, Rufe Davis, John Howard, Robert Cummings, Marsha Hunt and Olympe Bradna.

Keeping It Under \$1,000,000 Mark

Keeping It Under \$1,000,000 Mark

Keeping It Under \$1,000,000 Mark
Though cast for the latter picture
is imposing in talent, the salary nut
is not out of bounds and the pletture should come through for less
than the \$1,000,000. mark, which
seems to be the low for major
filmusicals nowadays.

Darryl Zanuck at 20th-Fox last
season mopped up with 'Pigskin
Parade,' a college musical which, in
Hollywood parlance, 'cost buttons.'
This year's sequel is titled 'Life Begins at College,' in which the Ritz
Bros. get their first starring opportunities. tunities.

Warners just completed 'Varsity Show,' with Fred Waring and his crew in this cycle of pix, which, however, went well over the \$1,000,000 mark in production. That plant, however, is also working on a yarn now, 'Campus Scandals,' which is being drafted by Joseph Schrank and Jerry Wald and which it is figured will be brought in at a price of around \$600,000, to afford Warners a good margin of profit. Plant is also getting into shape a football yarn which will probably have musical interpolations under title of 'Block That Kick.'

Selznick Takes a Whirl

Dave Selznick at Selznick-International is also going in for this type of picture under title of 'Prom Girl,' an original by John Monks, Jr., and Fred F. Finklehoffe, who wrote 'Brother Rat.'

wrote 'Brother Rat.'

Metro has had a large group of writers outlining a college musical idea which is unannounced on the program, but which studio wants to release around the Yule period. Universal and RKO are also mulling yarns of this type, to get them under way in time to swing in with this cycle before the saturation period sets in sets in

sets in.

Columbia has a yarn, 'Collège
Hero,' which will be done as a
musical. Republic is also fooling
around with a comple of college
titles they want to adapt to a musical
pic yarn and score.

GOLLEGE CYCLE | Amus. Stocks' Miniature Bull **Market Because of Summer Boom?**

Texas Nixing Banko

Galveston, July 13.
Beaumont only large city in state where bank nights are still in vogue. where bank nights are still in vogue. Grand jury after investigating ignored them. District Judge R. A. Shivers issued orders to new grand jury to go into matter.

The name has been changed to 'gift night,' but apparently it's the same game,' said the judge.

NATIONAL THEATRES' COLO. CONV. AUG. 9

Denver, July 13. National Theatres Corp., owner of Fox properties throughout the U. S., will hold its annual meeting in Colorado Springs next, month. Head-quarters will be the Broadmoor hotel, and the six-day session will begin Aug. 9.

begin Aug. 9.

Attending will be Spyros Skouras,
Joe Schenck, Sid Kent, Darryl,
Zanuck, Rick Ricketson, president
of the Fox Intermountain Theatres,
Inc.; Ned Depinet, president of
RKO; Gradwell Sears of Warners;
Abe Montague sales manager for of the Fox Intermountain Ineares, Inc.: Ned Deplinet, president of RKO; Gradwell Sears of Warners; Abe Montague, sales manager for Columbia Pictures; Neil Agnew, v.p. Paramount Pictures; Arch Bowles, division manager for Fox-West Coast, at San Francisco; Frank New-Coast, at San Francisco; Frank Newman, president Evergreen theatres, Seattle; Harold Fitzgerald, Milwaukee; John Hamrick, Seattle theatre operator; E. C. Roden, Kansas City; Rosenberg & Finkelstein, operators of a big chain, in addition operators of a big charn, in addition to district managers, bookers and film buyers for the Fox organiza-tion from all parts of the country.

H. B. Franklin's Default Award Vs. His Bro., J. J.

Harold B. Franklin was awarded a default judgment for \$7,500 in U. S. district court yesterday (Tuesday) against his brother. John Jay Franklin, his wife, Birdie, and the Jay Jay Theatres Corp. Plaintiff sued as assignee of the Brookin Corp. claiming defendants failed to made good loan made in 1934 presumably to develop the Franklin theatre chain in Honolutu. Harold B. claimed loan was obtained by misrepresentation.

RKO's Rental Liability Cut From \$17,000 to \$3,700

Chances of former landlords of RKO theatres collecting huge claims on defaulted rentals on long-term leases took considerable dive yester leases took considerable dive yester-day (Tuesday) when the Circuit Court of Appeals reduced from \$17,000 to \$3,700 the lower court's award to the Fort Worth Properties Corp. Its original claim was for \$507,000. The higher court decided claimant was only entitled to payment on actual occupancy of the theatre by RKO due to the fact that the property had been subleased immediately after RKO had filed its bankruptcy petition.

the property had been subleased immediately after RKO had filed its bankruptcy petition. Disputed lease was entered into in 1931 and was to run until 1956. RKO opened the theatre in 1933. a few days before declaring itself, bankrupt. The Fort Worth corp. filed claim for the remaining rental, but had not revealed it had subleased the property. A special master recommended payment of \$17,000 which the corporation and Irving Trust Co... Compilation of records in connection will have considerable weight on remaining rental claims pending against time at the trial. Since then De-Lite Premium out that she hurgharized twice, once in the same night the alleved thief was okayed by Judge Bondy. Both the corporation and Irving Trust Co... Compilation of records in connection with the sale of RCA Photophone will have considerable weight on remaining rental claims pending against time. The decision of the same night the alleved thief was schenced. Now everybudy's wondering.

Compilation of records in connection with the sale of RCA Photophone will have considerable weight on remaining rental claims pending against time.

Steady strength in picture company stocks culminated last Friday (9) in the stock market when they staged a miniature bull move of their own. Not only did this interest shoot up a majority of issues but it produced four and five times the amount of volume in various shares.

the amount of volume in various shares.

Film share quotations were literally all over the tape late Thursday and throughout Friday's trading. Columbia Pictures, General Theatres, Consolidated Film, Locw's, Paramount, Pathe, Radio, RKO, 20th-Fox, Technicolor and Warner Bros: joined in the activity, as traders bid up prices.

Traders figured that the heat wave extending over much of the country would force additional persons into air-cooled theatres because offering the only sustained spot for comfort in many communities. Film company issues with theatre affiliations were particularly in demand, bearing out this bellef. [Actually, current b. o. grosses report the heat's effect as negative.] However, the continued strong earnings of most producer-distributor companies served as the build-up which has been marked by consistently good buying in these shares for 10 days to two weeks.

Enthusiasm for amusement stocke, attracted attention to Pathe Films and Consolidated Film issues, which have been lying dormant for some time. Latter made the most substantial gains, showing more than two points advance in two days while Pathe was up about a point on vastvolume.

Peramount, Warner Bros, Loew

volume.

Paramount, Warner Bros., Loew and 20th-Fox shares made new highs for the current move. Eastman Kodak made several new highs for the year, after an extended period of buying by traders. Loew was aided by an unusually good earnings statement.

B&K ANNUAL PICNIC TODAY SHUTS UP CHI

Chicago, July 13.

Annual Balaban & Katz picnic to be held tomorrow (14) on the Balaban estate. Means that every theatrical office in town will have 'Gone for the Day' signs hung on the door knobs, This is the day when everybody in Chicago show-business becomes brothers under the skin from the time B&K busses pick 'em up early in the morning, until they're dropped off, well fed and tired, late at night.

at night.

Practically only theatrical business done in Chicago that day will be at B&K houses, which will still operate, but without executives.

PHILLY'S FILM RAFFLES

Philadelphia, July 13.
Everyone on Philly's film rialto
was breathing easier last Thursday
after a man charged with being the
sneak thief who had robbed several shear they will had robbed several exchanges and premium houses was sentenced to six months. Three Vine strecters testified against him at the trial.

Since then De-Lite Premium one-

A NEW SEASON A

The approach of the 1937-38 season brings a new era in the sale of GB pictures—and a new policy. . . . The past few years have shown unmistakable sians that both exhibitors and audiences will generally support films of high calibre....That fact will be our sole guide for the new season. The GB program for 1937-38 will offer none but Class "A" pictures - the finest product to come from any studio.... In order to accomplish this goal, GB will release a limited number of pictures-NOT LESS THAN TWELVE-few enough in number to guarantee the maximum in quality and entertainment....That there may be no doubt in the exhibitor's mind as to our intentions and our confidence, GB will arrange. for those exhibitors who prefer it, a picture-bypicture buying plan.

LADY OF LA PAZ

Smashing stage success. Notable cast to be announced scon.

JESSIE MATTHEWS

Lovely, Sparkling, Glorious!
The world's foremost dancing and singing star, in a class by herself as the No. I
Girl of the box-office. Jessie
Matthews will star in 3 big
productions.

"SAILING ALONG"
"SPARKLE"
"GLAMOROUS LADY"

LEE

The Gorgeous Blande. Her popularity grows a hundred-fold with each succeeding release in which she appears. Anna Lee will be starred in 3 productions.

"NON-STOP NEW YORK"
"THE UNCONQUERED WOMAN"
"A GIRL MUST LIVE"



Lefty Runs Off His Pix Fast to Stir Up a Breeze, but Heat's Too Tough

By Joe Laurie, Jr.

Coolacres, Cal., July, 13.

Coolacres, Cal., July, 13.
Dear Joes:
The guy that named this town such as a sense of humor. It's been so hot out here that I even had to change my sign from '30 degrees cooler inside' of '90 degrees cooler inside.' At that, it was much cooler in the theatre than in the sun. We did everything to make the place cooler, ran a hose over it all morning, put fans on the floor, but nothing helped. It was hotter than a strip-teaser on her first show in St. Louis. Louis.

St. Louis.

We had a couple of guys in the other afternoon and we ran the picture off fast, so it would make a breeze. Aggle tries to look cool in the box-offce with a lighter shade of hair. She also has a fan hitting the customers' kissers when they buy a ticket...one guy thought Aggrie had asthma.

of hair. She also has a fan hitting the customers' kissers when they buy a ticket...one guy thought Aggie had asthma.

The other afternoon two kids came up and laid down a dime a piece for fickets. Aggie asked one of em. Helw old are you, boys? He says, 'We'he' 11 years old.' Well. Aggie got suspicious and asks, 'Are you sure?' Andithe boy answers, 'O, yes, ma'm' We're brothers. We were born in the same year. I'm just six montis older than he is.' This one had Aggie winging, but she let them in and tried to study it out until she became dizzy and give it up. You know,' Aggie aim't had much schooling; the little she got she is going to sue them for. She is what they call in; this state natively smart, but this ain't her state.

Talkin' about headaches, I got mine, too.; A. lot of these guys in this town annoy women sitting next to them in; the theatre. Aggie calls 'm' Candid Clutchers'... they keep moving around and always sit next to some woman. One customer came out the other day while I was standin' gabhing to Aggie and she complained about some guy sitting max he was, and she sez, 'An old man.' I said, 'Why didn't you come out and tell us right away, 'so we could have nabbed him?' and she complained about some guy sitting max he was, and she sez, 'An old man.' I said, 'Why didn't you come out and tell us right away, 'so we could have nabbed him?' and she said, Tuasqi hou.' Yell, this made Aggie hot and she said, 'I cady, what the said is the said of the s

neon sign over the marquee, "The World in Motion' (that's the name of our joint). Besides the name of a globe of the whole world spinning around and around and the lights go on and off. The first night it was mostly off.

'It's the first sign of its kind he ever made, so he says he has to learn something about it, too. He watches it every night and has his whole family bring in tools. and meanwhile watch the show for free. It is a good flash when it works. We pay half of it off in dancing lessons to his kids and the other half in cash, at certain times; that is, certain times when we have it. Aggie ser our revolving world works as bad as the regular world. The heat alin't helping Aggie.

Give our best to the boys and girls laying in the sand in front of the

our best to the boys and given in the sand in front of the building. SEZ.

Your pal.

Lefty. building.

P. S. The pictures this week are 'Hot Money' and 'Fun in a Furnace'.

Bette's Synthetic Hop

Hollywood, July 13 Adventures of a globe-girdling aviatrix, probably with Amelia Earhapt in mind, will be depicted in 'Around the World,' planned as a starrer for Bette Davis at Warners. Robert Lord will produce.

PIVAR GN PRODUCER

Hollywood, July 13.
Ben Pivar produces Stuart Erwin's second Grand National starrer, 'Face the Facts.'

Richard English is scripting.

Greenthal. Leonard West on UA Adv. Biz

Monroe Greenthal, chief of advertising and publicity at United Artists, left for the Coast Sunday (11) by plane on general confabs with the company's producers on the Coast. Charles A. Leonard, new western advertising representative of United Artists headquartering on the Pacific advertising representative of United Artists, headquartering on the Pacific slope, preceded him on Friday by train. Leonard will work in close cooperation with Samuel Goldwyn, Walter Wanger and other U. A pro-ducers. Leonard was promoted from the home office post of exploitation manager.

manager.

Carl Kruger, of the field exploitation staff, has been upped to exploitation manager, succeeding

Kohner's Metro Drift

Hollywood, July 13.
Paul Kohner, who has been at
Metro for almost two years without
producing a picture, is leaving the

Producer is negotiating for berth at Columbia studios.

Weber and Fields' Pic

Hollywood, July 13, Joe Weber and Lew Fields will be teamed in 'Park Avenue Follies,' a Paramount musical. B. P. Schulberg produces.

2 More in N. M. Brings Gibraltar String to 27

Gibraltar String to 27
Denver, July 13.
Gibraltar Enterprises, Inc., has increased its number to 27 theatres with the addition of two New Mexico houses. The Loma at Socorro will be reopened after an \$11,000 remodeling job, including Western Electric sound, cooling system, new seats, and redecorating. House was bought from J. R. Foss. Other N. M. House is the Pastime, Springer, to be taken over Aug. 1 from Carl J. Garritson. A \$17,000 remodeling job will give the town a practically new theatre when reopened on Sept. 1.

new theatre when reopened on Sept. 1.

Two Gibraltar houses in Casper, Wyo., will receive attention during the summer. The Rialto will get a new marquee and upright sign, said to be the biggest in the Rocky Mountain area. The America will be closed as soon as bids are in for a complete redecorating, recarpeting and relighting job, with other details to be worked out. These houses are under the direct supervision of E. J. Schulte.

Gibraltar was organized a few

E. J. Schulte.

Gibraltar was organized a few
years ago by Charles Gilmour, former Warner Bros, exchange manager, with several theatpe owners ir
the Denver area pooling their in-

Peggy Phillips at Par

Hollywood, July 13.
Peggy Phillips, playwright, goes to Paramount under a termer.
Her last play was 'The Brink of Glory.'

MICKEY'S RAH-RAH PLANS

Salt Lake City, July 13.
Mickey Rooney, en route to Pocatello, Idaho, to visit relatives, cenied any intention to marry an Idaho

Intends to resume studies at the University of California at Los Angeles next fall.

CONS. FILM EARNINGS AUGUR EARLY RE-CAP

The five-month earnings report of Consolidated Film Industries, re-vealing profit of \$395,483 arte charges, produced a snappy move upwards last week in the company's preferred stock and firming up of common shares.

Consolidated Film is supposed to

pay \$2 annually on present preferred stock, but no action has been taken stock, but no action has been taken on the payment on preferred shares this year awaiting decision on the proposed re-cap plan. Hence, it is in arrears. Reason is that this plan would call for issuance of new preferred and common shares, with the former placed on a new divvy payment basis.

Current earnings are viewed in

ment basis.

Current earnings are viewed in some financial quarters as justifying the payment of at least as much as was paid out in 1936 but it is doubtthe setup is going through or not.

'Nother Tuner for Walsh

Hollywood, July 13;
As the result of his directorial work on Paramount's 'Artists' and Models,' Raoul Walsh has 'bean signed to direct studio's 'College Swing,' forthcoming musical. Walsh currently is in Cedars of Lebanon hospital undergoing treatment.

Netter's Close Call

Leon Netter, Paramount theatre executive, and his family had a narrow escape Sunday night (11) during the storm when lightning struck a large tree only about 20 feet from their house in Bronxville, N. X.

Bolt topped the tree but it fell away from the house instead of on it.

Par's Newsreel

(Continued from page 4)

never have occurred hadn't the La-Follette Civil Liberties committee in Washington shown them amid much publicity at a public screening.

Cleveland's Nix on Pix Cleveland, July 13.

Serious strike situations are re-

Serious strike situations are responsible for unofficial banning of Paramount's newsreel pictures of Chicago riots in all Cleveland theaters for at least the next fortnight, due to police orders. Film was offered to three theatres but Loew's Stillman and University withheld it. Only spot that showed it was the nabe Shaker, where audience cheered it at opening. It was yanked at orders of Eliot Ness, police safety director, on grounds it lice safety director, on grounds it might incite strikers. Wants it held might mette strikers. Wants it held up here until after the reopening of local Republic steel plants closed by a five-week strike of C.I.O. affiliates. Ness put it up to all theatre exhibitors who agreed to his plan of 'voluntary control.'

Columbus, July 13.
All downtown theatres here turned thumbs down on Paramount's mews-reel shots of the Memorial Day riot in South Chicago but J. Real Neth's neighborhood Clinton showed the neighborhood Clinton showed the film, drawing a two-column review from William S. Cunningham, film critic of the Scripps-Howard Citizen. Half a dozen other nabes will play the reel.

Greensboro, N. C./ July 13.

Not a single theatre in the Carolinas has yet shown the Par newsreel of the strike demonstration. Complaints have been heard that censorship of regular newsreels frequently has been made in deletion of scenes regarded by managements as incit-ing organization of labor.

Intends to resume studies at the University of California at Los Angeles next fail.

STAYING WITH IT Hollywood, July 13. Although by tacit agreement local police, Fanchon & Marco and MPTOA of Eastern Missouri and Southern Illinois, Par's 'massacre' newsreel was not shown here, Co. Tearm', working with True Boardman on the script and also being slated to direct.

Lew Ayres heads the cast.

Berle's Film Dates
Milton Berle will probably run between two pictures and two studios in the fall.

He's slated for 'Having Wonderful Time' at RKO and Warner Bros. wants him for 'Hollywood Hotel.'

Par-Philly 'War' Test

(Continued from page 5)

versal has listed six pix at 35% and six at 30% on new season's contract and added that a similar situation will arise in the case of other com-panies if fight against Paramount is lost.

At meeting it was said Barrist's committee, which includes Jay Emanuel, Lewen Pizor and George Emmanuel, Lewen Fizor and George Aarons, had gone to see local Par manager, Earle Sweigert, a week before in an attempt to get some adjustment. Sweigert said his hands were tied and told committee to put it in writing and he'd forward it to the h. o.

the h. o.

Home Office's Ultimatur the h. o.

Home Office's Ultimatum
This was done, but no reply was received. A telegram was sent the h. o. three days before the mass meeting. This also went unanswered, as did one the morning of the big confab. So right before the meeting, the committee got on the phone with New York exces. As a result of this talk, Barrist said that the Far h. o. had unequivocally demanded the following of exhibs:

1. Four pix at 35%. Exhib gets next 17%% and then splits with Bar, 32. Eight pix at 30%. Exhib gets next 17%% and then splits with Bar, 30.50 on remainder.

2. Eight pix at 30%. Exhib gets next 15%, 3nd rest split.

3. Tentpix 10% which, if not up to expectations. Sections to the decidence of the d

and then 50-50 split.

4. Fifteen other pix divided between straight 25% or flat rental.

New York execs, Barrist said, flatly told the UMPTO men that they are not interested in exhibitors who can't make money with Paramount pictures at the prices Paramount wants.

The exhibs at the meeting thereon unequipmously sirged to reight

tures at the prices Paramount wants.'
The exhibs at the meeting thereton unanimously agreed to reject contract for next year in full; demand 20% reduction next season over this; insist that two pix bought last season be delivered—High, Wide and Handsome' and 'Soulast Sea'—and agreed to have no dealings whatsoever with Par.

Those present agreed also not to use newsreels and shorts, as well as features. They were instructed when availability notices arrive to send them to UMPTO headquarters. The committee will return, each of these notices to Sweigert in person. Exhibs at the mass meeting were also informed that UMPTO attorneys are exploring possibilities of suing Far to force delivery of all sold pix. It was said the action is 'intended to give all film contracts, Paramount's in particular, a thorough judicial airing and to that end Mr. Zukor, Mr. Balaban and other Par exces will be subpoeneed to answer a large number of questions that have long bothered exhibitors.

N. W. All Worked Up, Alse

N. W. All Worked Up, Also Minneapolis, July 13. The trade here is expecting fir

The trade here is expecting irre-works aplenty Aug. I when Twin City independent exhibitiors, mem-bers of Northwest Allied States, are scheduled to start picketing the Paramount exchange and any theatres playing Par pictures. The picketing will be in connection with a 'date strike' called against the Zu-

a cate strike called against the Zukor company.

One hundred Miniteapolis and St.
Paul independent theatres were
represented at the Northwest Allied
meeting at which, it was announced
by President W. A. Steffes, the strike
vote was unanimous. A bulletin is
sued following the meeting stated
that the 'strikers' will pull all Paramount dates, including newsreels,
short subjects, etc., and will refrain
from signing any new Paramount
contracts 'until such time as Paramount will agree to give to contract holders the pictures they withdrew from 1936-37 contracts and now
are trying to resell at an advanced
price. price

A big rub is the fact that Publix A big rub is the fact that Publix-Singer has no intention of partici-pating in the 'strike.' The 'strikers' announce they'll picket the circuit houses, carrying banners declaring the theatres and Paramount are un-fair to independent non-chain the-atre owners. They assert they'll 'whip' the Publix-Singer houses along with the Paramount 'into line.'

with the Paramount 'into line.'
'We have no grievance against
Paramount and have no intention of
pulling any Paramount dates,' says
John J. Friedl, Minnesota Amus. Co.
(Publix and Publix-Singer) general
manager. "Threats of picketing will
be the pure to the surrous and manager. 'Threats of picketing will not cause us to alter our course and

not cause us to alter our course and play the pictures that we want.'
Feeling ran high at the strike meeting. One prominent exhibitor who was hesitant about joining the strike was pulled aside by two competitors and told that he might find his theatre bombed if he insisted on

playing Paramount pictures and thus

playing Paramount pictures and thus become a 'strike breaker' and scab.' As part of the strike, it is announced, radio time will be bought to permit 'outstanding orators' to present the independent exhibitors' side of the controversy and to request the public to remain away from theatres showing Paramount pictures on and after Aug. 1.

This will be the second independent exhibitor's strike against a film exchange here. The other was against Warner Bros. several years ago and the independents cfaim they were victorious in that fight precipitated by contract grievances.

A special strike committee has been appointed. Strike headquarters will be opened in Northwest Allied's building.

At the same time, Northwest Allied suitings its boycott of percentage pictures of all companies. President Steffes claims Twin City independents are not buying any new season product except on flat deals. Several exchange managers whose new-season contracts include percentage pictures deny this.

Their mission into the northwest-Affair mission into the northwest-ern territory having been delayed, W. Frank Freeman, Paramount's gen-eral, the properator, and his chief staff. Leon Netter, may get, away by the end of the week. They plan going to Minneapolis, with a stop-over in Chicago on the way out or the return, plus possible other visits in the Minnesota sector, to discuss current operating problems, poli-cies, etc.

Staub's Rep Checkout

Hollywood, July 13.
Republic and Ralph Staub have agreed to a cash settlement and latter has checked off the remainder of his directorial contract, which had eight

Staub is understood to have a couple of deals simmering.

Hall Parts With Par

Hollywood, July 13.

His five-year contract terminated, Al Hall, Paramount director, has left the lot.

Dicker is on for a similar berth at Columbia.

Lull in Leonard's Life

Hollywood, July 13.
Robert Z. Leonard sails for Honolulu on the Malolo July 17 on three
weeks' the Malolo July 17 on three

lulu on the Malolo July 17 on three weeks' vacation.
Upon his return he'll start preparation of Girl of the Golden West' which William Anthony McGuire produces at Metro. Film is skeded to start Sept. 15.

Karloff De-Horrored

Hollywood, July 13. Hollywood, July 13.

Boris Karloff will play a straight character devoid of horror in his next picture at Warners, 'Without Warning,' a murder mystery.

John Farrow will direct and Crane Wilbur has been assigned to the script

BOLAND IN SAGEBBUSH

Hollywood, July 13.
Paramount handed Gilbert Roland the lead in 'Twilight on the Trail,' Zane Grey yarn formerly titled 'Arizona Ames.'

Charles Barton directs and others in the cast include Akim Tamiroff, Monte Blue, Barlowe Borland, James Meade and Billy Lee.

STORY BUYS

STORY BUYS

Hollywood, July 13.

Jane Hinton Smith's original, 'Diamond Doll,' purchased by 20th-Fox.

Teir Town Girl,' unpublished original by Frances Whiting Reid, acquired by 20th-Fox.

Warners bought two originals by Josef Mantiague, 'Canned Goods' and Three Arabian Knights.'

Josef Mantiague, 'Canned Goods' and Three Arabian Knights.'

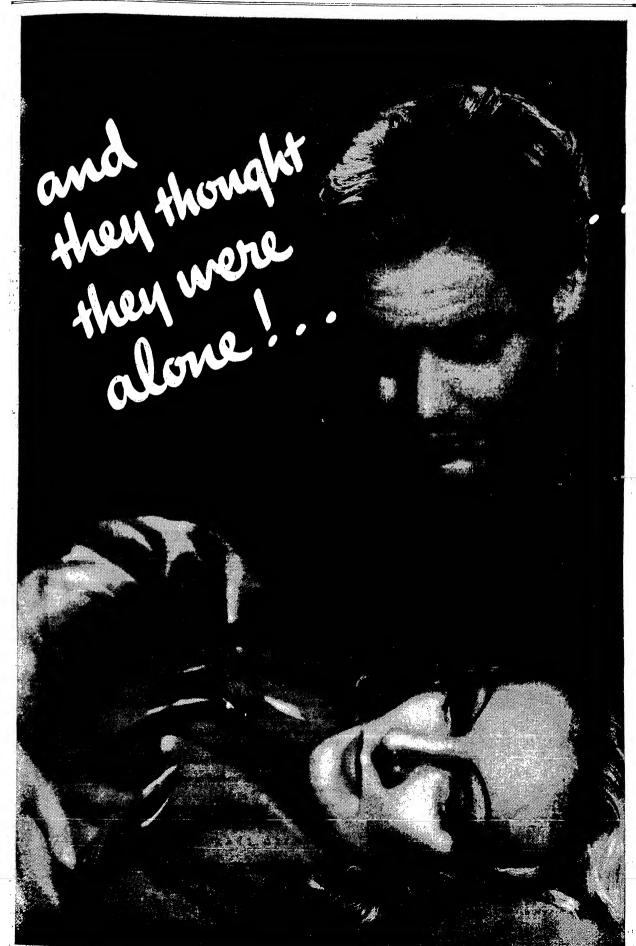
Jackson Gregory, sold to Bluck Jones.

Harry Sherman bought screen rights to two more of Clarence E. Mulford's 'Hopalong Cassidy' stories, titled 'Tex' and 'The Man from Bar 20.'

Grand National acquired 'At Your Service, Madame, 'original by Albert J, Cohen and Hans Kraly.

Grand Notional acquired 'At Your Service, Chen and Hans Kraly.

Touch Luck,' by Dorian Otvos and Newman Levy, taken by Universal.





..... IN THE FIRST HOUR, 6,590 PEOPLE SAT IN RADIO CITY MUSIC HALL BREATHLESS ... 1,500 MORE JAMMED THE LOBBY WAITING FOR SEATS!...

.and

Two Records Fall York
Two Records Fall York
Two Records Had its hots
the the heat wan had its hots
the the heat wan had its hots
City with 93 he year Armothe Radio Early
City day 9 the but at season thousand
test with day for summer the whis year.
Whish day for summer the whis year.
Whish day for summer the whish year.
Whish the highest any picture
afternoon to ver any picture
afternoon to yet any picture
TILM DAILY

NEW YORK'S CELEBRATED CRITICS RUSHED TO THEIR TYPEWRITERS TO SPREAD THE JOYOUS NEWS!

marlene DIETRICH · Robert DONAT

in the ALEXANDER KORDA PRODUCTION

KNIGHT WITHOUT ARMOR

"Long lines of fans waited impatiently for theatre's opening. A moving, absorbing melodrama."—DAILY NEWS

"An exciting tale—colorful, romantic, meoldramatic and a first rate entertainment."—NEW YORK TIMES

"Glamor, romance, in vivid film. A picture to delight."—DAILY MIRROR

"Hilton novel handsomely translated to screen. Dietrich beauty has new warmth."—HERALD-TRIBUNE

("One of the most highly satisfying melodramas in a long time. Quite definitely one of the best shows of the season." WORLD-TELEGRAM

RELEASED THRU UNITED ARTISTS

RADIO CITY ENGAGEMENT DOUBLE-CHECKS THAT Dietrich + Donat = Dough!

EXPLOITATION :-: By Epes W. Sargent

Grabbing Opportunity

Grabbing Opportunity

Dick Wright, Warner zone manager in Cleveland, gave an illustration of with he is a 2m. instead of the word of the control of the cleving much of the electrical control of the electrical of the state of the property of the word of the electrical of the property of the word of the electrical of the property of the word of the electrical of the property of the word of

Old, but Good

Old, but Good

Lancaster, Pa.

Eight wrecked cars, planted at
dangerous intersections in the city
and nearby territory, was the first
step in a sock compaign staged by
Bert Layton, manager here, on "The
Devil Is Driving at the Grand.

Layton secured the co-operation of
Governor George H. Earle's committee on highway safety, the city police and safety commission, and the
local AAA before he got complete
authority for strewing the landscape
with his junkers.

Soop Boxers

With Star-Times, afternoon rag, sponsoring annual Soan Box Derby for boys' management of Fanchon & Marco's 5,000, seater Fox made a swell tieup that not only brought house gobs of free publicity, but also swelled b. o. receipts.

Starting this week the racers of first 15 entrants in annual derby were placed on display in theattree of the start of the sta

Real Help

Joe Weil, of Universal, has sent out a set of blowups of newspaper xeriews on The Road Back' all ready to be mounted on the 40×60 easels. Many houses produce these enlargements on their own, but they are too exponsive for the smaller even to the little fellows probably will appreciate.

e.

's practical and helpful as well imely, the two-a-day runs makit possible to get this material y enough.

Used a Lobster

Lobsters and codfish have figured largely in the promotion of 'Captains Courageous' in various sections. Lester Pollock got hold of a giant lobster for display in the lobby for four days in advance and three current. Those who most accurately figured the weight were given \$10 and ticket prizes

and ticket prizes.

After the lobby stunt the crustacean was broiled and displayed in a downtown restaurant window for further exploitation.

Tied to a Town

Paramount, Cedar Rapids, got a heve slant on 'Parnell' when it played that picture. There is a town of the name nearby and the theatre en-gineered a really readable story in the local paper, telling about the name and how it came to get its

town and now it came to get ...
name.

Landed the yarn by making all Lish residents of the town its guests to the town its guests of the town its guests of the town of the second of th

Gummed Up

M. S. Chakeres, of the Regent, Springfield, Ohio, made a deal with the Adams American Chiele Corp. for 12,000 sample sticks of a new chewing gum. Inserted the sticks in slit cards in the interest of The Sincing Marine. Ohio, but the gum helped, also it provided a more emphatic sampling than the gum would have received alone.



Uses Home Aid

Uses Home Aid

Lee Blumberg, the Warner press book editor, is using the back pages of the press books to advertise the state of the press books to advertise the state of the press books to advertise the state of the press books on Talent Service of the state of the press books on Talent Service of the press of the p

Strip Tease

Strip Tease
Matt Saunders, of the Poli, Bridgeport, tied in with the Times-Star on a circulation stunt that is helping both sides.

The Towing photog makes snapshots. The Towing photog makes snapshots. The Towing photog makes snapshots. The Towing photog makes snapshots with the best each day are worked in the best each day are worked in the best each day are worked to the best each day are worked. The best each day are the form of the property of the prop

Set to Music

Set to Music

For the program-herald on Torever Yours' the Baltimore Little theatre superimposed the title on a musical score on the front page, arresting the attention of music lovers.
Maxwell Weinberg got the mailing
list of a local concert bureau to insure reaching the ones most likely
to the appealed to the Italians with
the local language sheet, with daily
airings of the songs in Italian, and
through local Italian organizations.

6.500 Mickeys

6.300 Mickeys

Leon J. Bamberger, of the sales promotion of RKCo, has sent subsequently to the sales promotion of RKCo, has sent subsequently to the sales of the

Theatre Changes

Lincoln, Neb Lincoln, Neb.
Dr. F. E. Rider opened his new
Chateau theatre in Wauneta, Neb.,
the second \$25,000 theatrical property to go up in Nebraska in two
months. Other was Harry Schiller's
Grand, Grand Island. Chateau is a
400-seater, on the site of old Crystal,
burned to the ground last year after
15 below zero weather hampered
firefighting.

Albert T. Donovan comes into the Lancaster here as manager from the Capitol. Lynn. Edward C. Garrittransfers from the Lancaster to the Capitol. Both houses in the £. M. Loew circuit.

Los Angeles.

Harry Marx, manager of the FoxWest Coast Westwood Village, goes
into Grauman's Chinese as manager,
succeeding Robert T. Smith, who
died July 4 while swimming at San
Clemente, Calif. George Lundberg,
assistant manager at Loew's State
for several years, supplaints Marx.
In Kaplan at the Glendale, Glendale;
Lake, California, Glendale, Junes
Brinton, Strand, Glendale, moves to
the Paramount, Glendale, and Bert
Henderson to the Strand, Glendale.

Philadelphia, July 13.
Perry R. Hoffman, manager of 19th
Street, Allentown, and L. J. Chamberlain, of Shamokin, have taken
over Park Theatre building, Williamsport. Consideration \$150,000.
Includes the theatre, a ballroom, six
stores and six apartments.

Galveston. Grand theatre, McCam, destroyed by fire July 4. H. P. Priddy, man-ager, badly burned.

Portland, Ore.

Led by J. J. Parker houses, all major spots in the burg boosted admish 15 cents to 55 cents top. There is some loss of trade as a result, but grosses in general are as strong if not stronger than ever.

The Drive-In theatre at Union, N. J., is doing good biz at 35. top, Rain, no deterrent, autos providing their own shelter and the screen is protected by a roofed-in stage. Murray Gibson, Jr., manager.

Pittsburgh George Bronson has resigned as manager of WB's Enright in East Liberty to return to New Haven, Conn. Replacing him at Enright is (Continued on page 68)

Heat Folded 'Em Early In New York Last Week

Early afternoon closings of home offices last week focused attention on the number of picture companies in Manhattan possessing air-cooling Manhattan possessing air-cooling ants. Those with such equipment

in Manhattan possessing air-cooling plants. Those with such equipment didn't close early on Thursday and Friday (9), and most employees were glad to remain at work in a comfortable atmosphere after a whiff of the temperature outside. Twentieth Century-Fox, Columbia and part of Loew-Metro now have air-conditioned offices in N. Y. United Artists is completing air-conditioning of its quarters. Others, including Paramount, Warner Bros, Universal-and RKO, were the heavy sufferers in last week's heat wave. sufferers in last week's heat wave, and let their employes leave early. As did the NBC and CBS networks.

U Exploitation Chill

Hollywood, July 13.
Universal is considering discardag its studio exploitation depart-

Universal and the control of the con

ERPI PREZ'S COAST PROWL

Whittord Drake, Electrical Research Products, Inc., prexy, is paying his first visit to Hollywood since taking office, and is devoting all, his time to inspecting the company's new facilities.

He expects to return around July 25.

BARD'S H'WOOD TEE-OFF

Joyce Kalowe is being groomed for a screen test by Paramount following her interpretation on the 'Shakespeare a La Carte' program over WNEW, N. Y..

She won the first prize for her reading of the bard's works on this novelty broadcast.

Anita Loos checked in last week with Samuel Goldwyn to collab with her husband, John Emerson, on script of Spring in My Heart.

Miss Loos was east when the contract was east when the contract was east and arrived on the Coast July 5.

Weigel Takes the Veil Cincinnati, July 13. The Madisov, nabe, in Madison-ville, operated for past 20 years by Charles Weigel and associates, has been purchased by local chain of suburban houses headed by Ike Lib-son.

son.
Weigel, retired as manager, was
tendered a testimonial dinner July
9 in Variety club by 40 friends
from film exchanges and indie

TITLE CHANGES

Hollywood, July 13.

B. P. Schulberg's 'Accidents Will
Happen,' Paramount release, will go
out as 'She Asked for It.'
Metro switched 'How to Wake Up,'
Bob Benchley short, to 'How to Start
the Day 'Mr. Moto' at 20th-Fox will
be called 'Look Out, Mr. Moto.'

CONDOTTIERI

(Continued from page 21)

(Continued from page 21) Fascist blackshirts, salute a good deal like Fascist blackshirts, and talk a good deal like Fascist blackshirts
—exalting discipline, et alter and talk a good deal like Fascist blackshirts
—exalting discipline, et alter and talk a good deal like Fascist blackshirts
—exalting discipline, et alter and talk a good deal like Fascist blackshirts
—exalting discipline, et alter and violent ups and downs of di Medici.
Director-actor Trenker plays the lead very creditably, even finding time for a short romantic aside with Maria, a young shepherdess. As far as acting goes. Trenker is pretty much the whole film. Loris Gizz makes a winnous shepherdess. As far was as daria a truly rural shepherdess—but none of them are really much in evidence. Ethel Maggi, looking more or less like Joan of Arc with shining armor, towseled hair and a rugged interesting face, seems the most promising of the secondary characters, but she is even in the secondary characters, but she is even in the film would not appeal to non-litalian audiences, it could be adapted to American release. Selling point would be the really beautiful spectacular scenes; massing of troops and banners in Florence's historic square; a magnificent cavalry charge; a recruting scene in a small Italian hill town. Those scenes gada element were toned down, and Italian hill town. Those scenes gada element were toned down, and Italian history made a little more clear.

Photography for most part is very striking: musical accompaniment is very German and very martial.

Now It's Encino Vs. Tarzana, in That H'wood-Culver City P. O. Battling

Republic Stock Issue

Registration statement for newly incorporated Republic Pictures Corp. of Delaware seeking permission from the Securities and Exchange Commission for Issuance of 1,316,000 shares of \$1 capital stock plus 261,000 warrants for additional capital stock purchases is regarded in financial circles as being the initial step in getting the shares listed and in trading either on the N. Y. stock. exchange or the curb exchange. It would be the initial time out for Republic on a major exchange. Republic would sell to the public through Hammons' & Co. Of the total number of shares, 625,000 would go to the public via the brokerage house at \$6.25 per share.

CONTRACTS

William Frawley and Paramountaine to terms on a new seven-year

William Frawley ann raramouncame to terms on a new seven-year
acting ticket.
Radio hoisted Lucille Hall's option
Warner is holding William McGann fo. another year as director.
Another year as director.
Another year as director.
Brown of the seven was a single of the seven
under a Jerm base as assistant to
Robert N. Bradbury.
F. Scott Fitzgerald has been handed a scribting termer at Metro.
Reginald Owen signatured a sevenyear playing ticket at Metro.
Metro- picked up Hugh Butler's
scripting option.
Paramount :c holding Porter Hall
for another year.
I holding Porter Hall
for another year.

New Paramount pacts passed out
New Paramount and Robert Ofell, art
directors.

Michael Brooke plased under con-

Earl Hedrick and Robert Odell, art directors.
Michael Brooke placed under contract by Paramount.
Sally O'Neill drew a one-picture contract from Maurice Conn.
Metro handed Laurence Stallings a writing ticker placed up Dorothea Kently ergaty picked up Dorothea Kently ergaty propion.
Brooks Bowman signed a song-writing termer at Selznick International.

writing termer at Selznick Interna-tional.
Harold Kusell and Bert Granet have had their options picked up as RKO scripters. Grand National signed Cully Rich-ards to a playing termer. Selznick International hoisted Alan Marshall's acting ticket for one more year.

Hollywood, July 13.

Encino and Tarzana, two suburbs in San Fernando valley, have fol-lowed Hollywood and Culver City on the Battle of Names. Tarzana, grow-ing out of an estate of Edgar Rice Burroughs north of Encino, is saying there isn't any such thing as Encino; that Encino is really a subdivision of

Tarzana.

As Al Jolson, Mae West, Darryl Zanuck, Robert Taylor, Barbara Stanwyck, Paul Muni, Edward Everett, Bert Kalmar, Ann Dvorak, and Spencer Tracy all think they live in Eacino, the mere idea that they actually are descendants of Tarzan has them.climbing trees to prove they're not.

not. Only old-timer in Encino who got out before the blight is Bill Fields. He moved over to Bel Air. Charley Farrell, about the first of those to move into Encino, quit it for Palm Springs, so he, too, is in the clear. But Jolson, who is the mayor of Encino, is all burned up about this claim-jumping in the new Hollywood

jungle.
Encino and Tarzana, two whistle stops about 15 miles from Hollywood, are on the main highway to Frisco. You hardly see then as you race through, as most of the testales are off the main road. Horton's is the best known.
Climate is about the same as everywhere else around here, except perhaps a little warmer in the summer. There seems to be no particular reason why troupers should gather there except that they are

lar reason why troupers should gather there except that they are so gregarious; that when one sets out to get away from it all, naturally the rest flock there as soon as they can drop their mortgages from their last places.

Edgar Rice Burroughs didn't out Encino to grow fruit dearer than you can buy it in the open market; he laid it out figuring that it would pay for itself when it came time to subdivide. Not only that, but would also be a good ad for his simina specials. If he can now persuade all these stars to' change their postal addresses to Tarzana, that will be the cleverest bit of exploitation in pictures.

New York Theatres



EADIO MUSIC HALL "KNIGHT WITHOUT ARMOUR"

Spectacular Stage Productions

ROXY SEATS 25°, TO

"SUPER SLEUTH"

On the Stage FRANK GABY THEY WON'T FORGET" with

NEW TORK LA COMP O AIR-CONDITIONED — 8 way and 47th Street Doors open 9:30 A.M. — MIDNIGHT SHOW

"THE GREAT GAMBINI" (The Man with the X-Ray Mind)
A Paramount Picture with
AKIM TAMIROFF-MARIAN MARSH
JOHN TRENT-GENEVIEVE TOBIN CRITERION 47th 8t.

CAPITOL H LUISE RAINER

THE EMPEROR'S CANDLESTICKS"

STATE OF STREET Claudette COLBERT in

PARAMOUNT TIMES

STARTS THURSDAY MARX BROTHERS in

'A Day at the Races'

ARTHUR . ARNOLD "EASY

· IN PERSON ! MARTHA RAYE EMERY DEUTSCH LIVING"

"SLAVE SHIP"

With WALLACE BEERY and WARNER BAXTER

UNITED RIVOLI 6'WAY ...



C. AUBREY SMITH . JUNE LANG

MICHAEL WHALEN • CESAR ROMERO CONSTANCE COLLIER . DOUGLAS SCOTT

Directed by John Ford -Academy Award Winner Associate Producer Gene Markey Screen play by Ernest Pascal and Julien Josephson Darryl F. Zanuck in Charge of Production



P.S. AND "SLAVE SHIP" CONTINUES TO BE THE NATION'S CURRENT BOXOFFICE HIGH-SPOT. HOP ABOARD!

MIDWEST STALLS PIX BUYS

Refrigerated Theatres Got Some Extra Biz in Past Week's Heat Spell IN HISTORY OF BIZ

A check on box office takings show that although pictures are spotty as to value and the level of grosses are seasonally low, cooling grosses are seasonally low, cooling systems during the heat wave of the past week apparently drew well enough to make comparisons highly favorable with the prior week, when it wasn't so hot, as well as with the corresponding days a year ago. Receipts were at a low stage last year at this time and also two weeks ago, but were a bit better on an average through the recent hot snell.

ceipis were at a low stage last year at this time and also two weeks ago, but were a bit better on an average through the recent hot spell.

Best available compilations at hand on theatre attendance makes it appear that the houses which are air-equipped, this embracing the majority of the important film stands, are possibly offsetting the decrease which torrid weather brings for those that aren't cooled. One big theatre that is air-conditioned and normally grosses into higher figures, and the hotter days, because of comfort for patrons, to easily offset the drop of several non-iced houses that average smaller takes. This difference in cooling systems and importance of theatres as business grinders may give to air-conditioning an even greater value than believed.

While heat has the effect of keeping people out of, the hot-boxes, at the same time it is responsible for driving people out of, the hot-boxes, at the same time it is responsible for driving people out of, the hot-boxes, at the same time it is responsible for driving people out of, the hot-boxes, at the same time it is responsible for driving people out of, the hot-boxes, at the same time it is responsible for driving people out of, the hot-boxes, at the same time it is responsible for driving people out of, the hot-boxes, at the same that of the past week's equatorial spell when the public, eager to get away from the heat, heavily patronized restaurants and bars with cooling plants even if not having appetites of any kind.

Figures for the past week and over the weekend (10-11), based on a representative number of theatres throughout the country, but not including smaller operations on which reports are not in, would indicate the tremendous draught of cooling plants during the hotter weather. These reports would tend to show that Thursday (3), first day of the nation-wide heat wave, business was better, though very slightly, than for the same Thursday the week prior (1). Friday's (9) business over the country was on an even keel, no better and no poor July three-day weekend, was slightly better also than the prior week end-

The weekend, was slightly the raise than the prior week ending Friday (2).

The weekend, Saturday and Sunday (10-11), showed improvement over the prior Saturday and Sunday (3-4) when weather generally throughout the country was much more livable. A baking Saturday and Sunday (10-11), in spite of a great exodus of folks to beaches and country, actually brought better grosses than the same two days last year (1936) by a little more than 5%.

While the two days weekend, was slightly saturday.

5%.

While the two-day weekend through the heat spell bettered the business of the same weekend a year ago, the seven days ending Friday (9), this taking in two days of the high temperatures, was about 5% behind the same week in 1936 (the week that ended July 10).

Minn. B. O.'s Get the Chill

Minncapolis, July 13.
Cooling systems are not clicking as in past summers, local theatre owners and managers complain. Previously, during hot spells such as that experienced the past week, when the temperature soared daily to the upper 90% certicageted chour.

when the temperature soared daily to the upper 90's, refrigerated showhouses have been crowded by customers seeking an escape from the torrid blasts firstly and entertainment secondly, and the attractions didn't seem to matter much.

This summer the refrigeration has been plugged harder than ever and most of the smaller independent neighborhood houses, as well as the loop and uptown circuit theatres, are air-conditioned, but only the outstanding pictures are drawing and business generally is off. Apparently,

The Pay-Off

Philadelphia, July 13.

Since postoffice month ago banned all references to games and banko in newspaper ads, some exhibs here have started using line, 'It Pays to Go to the......' to signify to patrons that tonight's the night. For years before banko was even thought of, however, Joe Conway, of the Egyptian theatre, in his ads has been using, 'It Pays to Go to the Egyptian'. After several days of verbal varthing about the steal, exhibs were surprised to find one night last week Conway had changed: his ads in the newspapers to read, 'It Pays to Steal Slogans from the Egyptian'.

Inde K. C. Ops Union Ordered Dissolved

Kansas City, July 13, United Motion Picture Operators and Workers Union for the Film In-dustry, Inc., last week lost the last word of their long-winded title heab Judge Darius A. Brown set aside a Judge Darius A. Brown set aside a decree of incorporation granted June 8. The loss of incorporation by the Anti-AFL group came about when James F. Rigney, owner of a nabouse, called court's attention to a letter in which the UMPOWUFI had used the higher hame in soliciting

letter in which the UMPOWUFI had used the judge's name in soliciting members to its multi-lettered ranks. Group is made up of small operators who broke away from the LATSE about a month ago. Their activity has been confined to picketing of nabe houses. The only picketing the AFL-affiliate has done was in countering the independent group's unfair' signs with 'fair' banners of their own.

The UMPO are understood to have asked to be affiliated with the CIO but later representatives say that nothing has been done about it.

Lesselbaum Broke

Samuel Lesselbaum, Brooklyn building contractor, filed petition in bankruptcy in Federal Court Friday (9) with liabilities of \$134,866 and no assets.

Among creditors is Film and

and no assets.

Among creditors is Film and Sound, Inc., of 1600 Broadway, on a Supreme Court judgment for \$78,300 and a loan of \$23,000 from the Miller theatre, neighborhood picture house of Brooklyn.

Selander Takes Over

Hollywood, July 13.

Les Selander has replaced Edward
Ludwig as director on 'The Barrier,'
Harry Sherman production for Para-

Company is on location at Mt. Baker in Washington.

Baker in Washington.

PHILLY'S NEW NEWSREELER
Philadelphia, July 13.
Another newsreel theatre will be
erceted in Phility to compete with
the Trans-Lux, which for the past
two years has had solo rights on the
current events pix field here. New
house will be owned and operated
by William Goldman Theatres, Inc.
Situated just a block from City Hall,
it will be known as the Time.
Building permit was issued Friday
for the 500-seater. Plans have been
drawn by William Lee. It will be
completed in about 90 days. William
Goldman, who heads operating company, was former Warner zone manager here. He controls several houses
in city and nearby.

TARDIEST DEALS

United Front in the Indies' Tiffing With Distribs-Allied's Campaign Bearing Fruit-Want Adjustments on Product Buys

SEPT. DEADLINE

Chicago, July 13.

Latest buying season in the history
f the film business throughout the Latest buying season in the history of the film business throughout the country this summer, with the exchange men everywhere commenting openly on the almost solid front on the part of the independent exhibitors against signaturing early contracts for the 1937-1938 product. In the past, the middle of July found the bulk of the contracts in the making, with August and September left to the cleaning up of small wrangles and the minor situations. But indications are that the real selling season this year won't even get started

dications are that the real selling season this year won't even get started before Sept. 15, and maybe later. It marks, for the industry, one of the most successful campaigns on-the part of Allied to get its members and other exhibitors to delay their purchasing of new product until the last minute. Allied has been hammering away on this theme for years, and it looks to be finally taking effect this year.

At the national convention in Mil-At the national convention in Mil-waukee last month the assembled ex-hibitors were urged time and time again by the Allied leaders to hold back on the negotiations for product as late as possible. This resolution was made one of the keynotes of the convention, and everything was done in every possible way to stress the importance of delaying film buying on the part of the independent thea-tres.

in every possible way to stress the importance of delaying film buying on the part of the independent theatres.

Exhibs here and elsewhere are following through on this theme, and especially so in Chieago and the midwest where certain problems of policy are vexing all exhibitors, both indie and circuit. First, is the question of double features, and whether or not they're going to hold over for another season around here. Many exhibs have the conviction that the single bills will be back with the new product, and rather than get themselves overloaded with too many flickers are holding off any contracting for product until the die is cast. In many situations the exhibitors are battling for adjustments in their clearance and protection assignment and refuse to signature any papers for product until the exchanges give them some satisfaction in the protection clauses. This has once more cropped out in these parts as a ticklish theme, and with the clearance complaints around here piling up daily, it is expected that there will be considerable realignment in the midwest, clearance setup before the selling scason is concluded. For in the matter of clearance the film salesmen are running up against a stone wall of opposition from more than 50% of the exhibs they're contacting for deals at this time.

And equally as important is the matter of percentage pictures, with the exhibs just as determined to kill them off or hold them to a minimum as the exchanges to boost the number of sharing flickers as much as feasible. This has become a scrious bon of contention between the distributor and exhibitor, and it's a wrangle which is tending to push the settling of new flicker deals farther and farther down the date line. For, until the questions of twin bills, protection, percentage, shorts and price are settled the exhibs are keeping their fountain pens in their pockets, and from appearances it will be autumn before they start inking any deals.

LESSER'S 9TH SCRIB

Hollywood, July 13.
Dan Jarrett has been signed to a vriting contract by Soi Lesser.
This brings total of scriveners on esser's payroll to nine.

Sexer Into K. C.'s Dignified Muny Aud Proving a Frankenstein to Pix

Flatfoot Lure

Hollywood, July 13.
Even the cops in Hollywood have to have s.a.
Lads in blue held a parade along Vine and Hollywood the other day but got themselves a couple of lookers in shorts to wave the stick up in front of the band.

J. L. & S. 7TH CHI **HOUSE SET IN** CHAIN MOVE

Chicago, July 13.

Deal has been set locally for the seventh house on the rapidly expanding Jones, Linick & Schaefer circuit here. New theatre will go up on the corner Western Ave. and 11th St. on the far southwest side of towns.

of town.

House, to be tagged the Mayfair, will have 1,200 seats on a main floor and mezz, at a total cost of around \$200,000. Ready for occupancy late this autumn. This makes two houses now being erected for J.L.&S., the other being the Homewood in the suburb of the same name.

houses now being erected for JL&S., the other being the Home-wood in the suburb of the same name.

Circuit has on the fire pending deals for at least four additional houses, with two of these negotiations expected to reach a successful culmination within the next few weeks, JL&S. figure on a chain of a dozen theatres before the end of the coming year, and have an eye on several out-of-town situations in addition to the local setup.

Aaron Jones, Sr., who was on the sidelines for almost a year recuperating from a siege of pneumonia, is actively back in the business and is working with his sons, Johnny and Aaron, Jr., on the establishment of the new circuit. It marks the first time in more than 10 years that JL&S. has embarked on a genuine expansion program. It previously had a large chain in Chi but disposed of most of its holdings in the pre-depresh days.

Unapproved Pictures Cause Arrest in Pa.

Stroudsburg, Pa.

John Greener, of Trenton, N. J.,
and Lawrence Saltzman, of Bloomfield, N. J., were arrested and held
in bail for later hearing on charge
of showing motion pictures that had
not been approved by the Pennsylvania state censors.

Raymond Jackson, censor for this
district, caused the arrest of the two
men, claiming they showed the feature "Million Dollar Baby' and the
short 'Laughing Gas' in various
places in the Poconos.

\$1,000,000 D. C. Plagiarism Suit Over 'Road to Glory

Washington, July 13,
Plagiarism suit against 20th Century-Fox was docketed here last
week, Robert H. Sheels of Jackson,
Tenn, asked for compensation for
alleged piracy of 'Road to Glory'
script.

alleged piracy of 'Road to Glory' script.

Value of \$1,000,000 was placed on the manuscript, which Sheets said was rejected by the studio as unusable in 1935. Picture with same title has many similarities, while plot was changed in ways to constitute 'false, absurd, and perverted presentation of the thoughts, Ideas, and meanings,' causing humiliation, author contended, asking Federal District Court to enjoin exhibitors and account for profits.

Kansas City, July 13.

Kansas City, July 13. Pleture exhibitors have long emitted growls and groans over the formidable competition doled out by the Municipal auditorium, Kansas City's \$6,500,000 civic bid for the large professional and industrial conventions. It's a rare week when something of a theatrical nature is not in progress at the aud. This week the aud is moving directly into a competitive line with the pic exhibs, with the setting of Damaged Goods' (GN) for a week's run in the Music Hall on a two-a-day basis with \$1.10 top.

The Music Hall was built and espe-

with \$1.10 top.

The Music Hall was built and especially designed as a home for the dignified K. C. Philharmonic Orchestra. Atmospheric conditions have been kept on a plane with the carriage trade, but the bally for this pic is in line with that of a grind house selling a sexer. The sudden breakdown of the aud's discriminating attitude has let the bars down for open word-of-mouth that the city dads are oke in their civic capacities but as showmen, handling something as valuable as the aud, they are distinctly out.

The only responsible position in

are distinctly out.

The only responsible position in the aud's managerial staff that is filled by anyone who has had previous show biz experience is that of the treasurer, Jimmy Nixon. But for a group of tyros it must be admitted that they have been stiff competition and the exhibs quake when they think of the possibilities offered by the aud if in the hands of showmen. showmen,

The city's initial year in show biz conjured up a \$90,000 loss. However, compared with the \$200,000 loss expected by the municipality, it wasn't at all bad.

compared with the \$200,007 loss expected by the municipality, it wasn't at all bad.

Many a bitter lesson was learned by the management and chief among them was that an apparently unlimited overhead had something to do with profit. One of the outstanding sore spots (and not due to the management) was in the discovery that the Music Hall acoustics were far from being astisfactory. And it's something for them to work out immediately.

Sans the Philharmonic subscription series and last year's 'Scandais' engagement during the Jubilesta, the Music Hall has failed to register a profit with the possible exception of the 'Follies' engagement and Hopburn's 'Jane Eyre.'

Another letdown has been in the merchandising field. Newspapers are aces in co-operation, the Star feeling exceptionally parental in the matter, but there have been no organized exploitation campaigns and that serious fault, unless remedied soon, may catapult the venture into another pink ledger page this year.

On the bright side of the picture the aud has been responsible for a number of outstanding conventions being brought to K. C. and will undoubtedly pull many more. This, of course, means outside coin dumped into Kansas City and noticeably titls picture house grosses.

3 States 'Adopt' Beery: Also OK for Him at B.O.

Salt Lake City, July 13.

Wallace Beery has become an adopted son of three states, so far—
Utah, Idaho and Wyoming. Capitol theatres here will celebrate Wallace Beery week July 16 to 23, reissuing Hell's Divers' and 'Billy the Kid.'
Idaho's Gov. Barzilla W. Clark last weck guested film player, who recently purchased large land holdings in that state. Gov. Clark went so far so query Beery about a projected praisery campaign for Idaho spuds, apples, onions and prunes.

Wyoming claims its share is due to Beery's regular visits to fishing and hunting haunts in the state.

Beery has visited Salt Lake City four times in last two months. Al-ways makes good copy in local newspapers.



"DAY AT THE RACES"
packs 'em in. Held over 2nd
week and 3rd week! Give it

plenty of Extra Time!



"EMPEROR'S
CANDLESTICKS"
brings WILLIAM POWELL,
LUISE RAINER in their first,
joint hit since "Great Ziegfeld."
It's a honey!



HOT!

"BROADWAY MELODY
OF '38"

with ROBERT TAYLOR;

with ROBERT TAYLOR; ELEANOR POWELL and a screenful of stars is the greatest musical comedy of all time!



HOT!

"CAPTAINS COURAGEOUS"

does sensational business in all pop price engagements. It's an extended run attraction!



HOT!

but

CLARK GABLE

MYRNA LOY

your electric lights in t

in your electric lights in their romantic drama "PARNELL" is lovely for romantic summer crowds!



HOT!

PUBLIC DEMANDS

"SARATOGA"

CLARK GABLE, JEA

CLARK GABLE, JEAN HARLOW in "SARATOGA" is now released. How fitting that it is one of her finest entertainments.



HOT!

JEANETTEM DONALD's

glorious musical "THE FIREFLY" is on the way. Her successor to "Maytime" grosses!



HOT!

"GOOD EARTH"

COMING!

Showmen are preparing far in advance for its pop price presentation. Watch the trade press!



HOT!

but

HIT FOLLOWS HIT!
Flash! "BETWEEN TWO
WOMEN" and "TOPPER"
just previewed on coast are two
more Big M-G-M Summer:
Sensations!

M-G-M NOW! M-G-M ALWAYS!

FILM-STYLE DISC DISTRIBS

Local 802 Banishes WPA Shows Using NEW ATLAS FIRM Waxed Music From WOXR, New York

Musicians' Union 802, N. Y., 'ordered' the WPA Radio Project to cease presenting two programs over WQXR, N. Y., which utilized transcribed music. Sans a murmur the government group acquiesced. Many members of the WPA roster are or were enrolled in 802.

Programs were Symphonic Dramas' and 'Gilbert & Sullivan' series. WQXR was chosen as the outlet because of the high-fidelity station's big library of transcribed music. No. 802 made its demand because of its drive against use of waxed tunes.

because of its drive against use of waxed tunes.

Another program off the WPA list is 'First Frontiers' which had been a once-weekly 30-min. dramatization on WHN for some months, Show faded this week because its author, Phyllis Frederic, was among those dropped off WPA.

'Frontiers' dealt with episodes in the civilization of the Mayas, long-extinct tribe of Mexican Indians, None else remaining on the Radio Project was well enough informed on the Mayas to continue churning out the copy.

RCA'S NEW REFINEMENT OF LATERAL RECORDING

RCA Victor claims that it has developed a new lateral process of recording which eliminates every vestige of ground noise.

Demonstrations of the new cutting device to outsiders is being deferred for the time being, or until Frank Walker, head of the company's transcription studios, returns from his vacation.

Vallee's Texas Aids

Rudy Vallee, in Dallas for the Rudy Vallee, in Dallas for the Expo, for two weeks, will be joined by Joe Cook, Joe Laurie, Jr., George Faulkner, the scripter, and Anthony Stanford, producer, for the Cartaintee.

Cook is due for two guest shots
Laurie, for this week only, although
possibly holding over. It makes
Laurie's sixth lap.

Aubrey, Moore & Wallace 'Or Else' on Campana

Chicago, July 13.

Aubrey, Moore & Wallace ad agency has not completely dropped idea of 'Grand Hotel' show for Campana again next season, but are on the make for a 30-minute variety program. Already have optioned an m. c., and are looking around for acts.

In either case same NBC 'Grand Hotel' Sunday time has been re-

Charlie Hughes' Waxes

Chicago, July 13.
Net setup for 42d St. Products, Charlie Hughes' cosmetic firm, will add a transcription three-a-week daytime drama serial to the regular 30-minute weekly drama shot or adytime drama serial to the regular 30-minute weekly drama shot on WGN-Mutual. The latter show is off for summer, but is signed for next season. Meanwhile the new series is being spotted throughout the midwest, beginning with WJJD, Ralph Atlass indie here, this week. Campaign being handled by McGiveran-Child agency.

Marble Kid on Beer Show

Marble Kid on Beer Show
Cleveland, July 13.
Bill Kloss, 13-year-old National
Marble Champion of Canton, O., appeared on a beer program over
WTAM tonight (July 13). Young
marble king was awarded a sports
second for his recent victory by Tom
Manning, the Leisy Sportscaster.
Also on the program was little
June Lapham, only girl entrant in
the national tourney.

Mutual Dips 9.5%

Mutual's time sales last month fell off 9.5% % 5 compared to June, 1938. Gross this time was \$89,136, while the June before it was \$104,321.

On the first six months of this year the network is 13% abecumulation of last. The 1897 accumulation

date is \$1,016,321, while for e first half of '36 it was \$894,

OTHERS CROWD IN ON MILLS ACCT.

Minneapolis, July 13,

Minneapolis, July 13,
From the number of agency men
who keep visiting this town every
week it begins to appear that the
General Mills ad billing has become
the favorite sniping grounds of the
business. Latest big agency to ogle
that flour firm's billing sheet is
Batten, Barton, Durstine & Osborn,
with the local BBD&O office submitting a plan which will snipe off
around \$1,500,000 worth of annual
ether billing. ether billing

either billing.

Though Blackett-Sample-Hummert agency in Chicago and the Knox-Reeves (General Mills' baby) handle the bulk of the flour company's advertising business, Corbett in New York and Cincinnati handles a portion of it with the 'Hymns of All Churches' program while Baggaley, Horton & Hoyt has a west coast hook-up of film chatter for the flour maker, which will go coast-to-coast. Sperry, Gen. Mills subsidiary, also has a separate agency.

YOUNG & RUBICAM OPTION ART LANDRY

Young & Rubicam Agency has optioned a layout headed and formed by Art Landry, orchestra leader, for October. Contract calls for a half-hour weekly program, with a guarantee of 26 weeks annually. First year Landry show is pegged at \$3,000 weekly. Optionally vearly. vearly.

yearly.

Show has a 25-piece orch, with comedy handled by Ann Butler (Mrs. Landry) and four male stooges. Program has already gone through the audition stage, but Young & Rubicam has not yet lined up a sponsor.

up a sponsor.

Landry, vet vaude band batoneer, has been in retirement for
two years. Miss Butter, a dozen
years back a two-a-day comedienne
headliner, has been out of show biz
for half a dozen years with the exception of a guest-stint on the Vallee program several seasons back.

Robson's Century of Wax

Hollywood, July 13.

May Robson will make a series of 100 quarter-hour transcriptions for Bauer & Black of Chicago under title of 'Lady of Millions.' Waxing starts Aug. 1 at Associated Cinema studios.

Zeke Manners' Return

Zeke Manners and his Gang (hill-

HAS UNIQUE IDEAS

Starting with 890 Completed Transcriptions-Will Hea Regional Franchise Distribs, Press Books, and Other Film Practices

STARTS SEPT. 1

Motion picture system of physical distribution will be adopted by Atlas
Radio Corp. to sell transcriptions. Recently organized outfit is financed by Herbert Ebenstein large scale insurance broker, with motion picture connections, and Harold C. Hopper of Cinema Mercantile Credits of Hol-

lywood.

Company starts functioning Sept. 1 and will adopt the following unique (for radio) methods:

(for radio) methods:

(a) There will be a series of regional enfranchised distributors located in '24 key cities. First franchise has gone to Criterion Radio Productions of New York City, which has the New England, New York, New Jersey and East Pennsylvania territory. Herbert Hayman, formerly a sales manager with Paramount and United Artists pictures, will be in charge. (This distrib is owned by Atlas itself but other regional distribs may be states rights film exchanges, etc., already set up and deemed logical to add a radio service.)

(b) All series will be serviced by press books along motion picture lines (Tommy Kearns, formerly with Fanchon & Marco in charge).

(c) There will be 'release dates' a la film biz. Each week a new series will become available.

(d) Programing will be planned in dvance with an annual 'production hart' again in the manner of Holly-

wood.

(e) Series will be sold in groups and 'protection' in community will be given station. (Second runs, it and when developing as a commercial value, will be decided upon at a later date.)

Atlas is the outgrowth of a former Hollywood transcription firm of which Lou R. Winston was a figure. He is now Atlas chief of programs. He is now Atlas' chief of programs. Hollywood remains the production centre. It is stated that 890 completed transcriptions (some of them have been used) in various series are now recorded and ready. Talent, master records, pressings and organizational expense to date are declared to represent \$400,000 investment. Atlas has been quietly maturing for a year.

"Cantains of Industry and Ports of

a year.

"Captains of Industry' and 'Ports of Call,' first and second week releases for September, have been tested on Pacific stations. In both instances 52 completed installments are available.

"Magic Island' series scheduled for the third week of release has 130 completed episodes."

completed episodes.

Atlas will sell to stations on a series basis. Each series will be exclusive, but not Atlas service itsef, to the purchasing station. Rates are to be based on wattage plus population plus advertising rates. Initial deals are made on the presumption of use for sustaining purposes. In the event of a commercial sponsorship deal, station and Atlas will share in the gross price of series (not time) to the advertiser.

Present waxed service is limited

Present waxed service is limited mostly to dramatic serials. When well under way Atlas expects to make name personalities available. Ken Baker is already recorded in a series. Block booking is one motion picture practice that will be avoided, however.

Zeke Manners and his Gang (hill-billy harmony) have been set to return to WMCA, N. Y., in the fall for Consolidated Drug of Chicago.

Troupe will again appear on two 30-min periods weekly.

Return to the mike carded for Sept. 6. Benson & Dall the agency.

Senate Move May Force Lower House to Revive Connery Bill; **Broadcasting Probe Seems Nearer**

An Announcer's Life

Atlanta, July 13.

John Fulton, WGST announcer, has a 5 pm. program in studio atop Ansley Hotel. He lets another announcer close it, grabs his hat at 5:13, which gives him a seant two minutes to hop aboard an elevator for a 14-floor drop and then synint two blocks to the lobby of Loew's Grand theatre for a 15-minute chore with a buddy on Carroll Furniture Co.'s Sidewalk Snoopers' broadcast.

That done, Fulton must then show some real speed. Skedded to go on air with Atlanta Constitution's newseast at 5:30, he has exactly 45 seconds to grab up mike, which has long cord attachment, dash down flight of steps into boiler room of Grand building and get going. Special messenger hands Fulton his newseast script just before he starts his headlong dash into basement.

SINGER CROSBY PRAISED AS **SPIELER**

Bing Crosby has been guarantee a job as a sportcaster with NBC any time he decides to give up singing and picture acting. John Royal, NBC program head, got the inspiration to make the offer while listening to Crosby do a broadcast Friday (9) from the Del Mar racetrack, Del Mar, Cal., in which the songster owns controlling interest.

controlling interest.

Royal wrote Crosby that whenever he felt that he was getting too old to sell cheese or lift his pipes for a ditty he could turn to NBC for a sports announcing assignment. Royal also enclosed a check for \$100 for contribution to Crosby's favorite charity. It was NBC's way of showing further appreciation for the singer's handling of the sustainer from the track.

JOHN ROYAL VISITING SALZBURG, PARIS, ETC.

John Royal, NBC program chief, who sails today (Wednesday) for Europe, will include Salzburg, Paris and Warsaw in his titinerary. While on the other side he will discuss their coming RCA-NBC broadcast series with Arturo Toscanini and Artura Podricians. tur Rodzinski.

Royal is figuring on seeing Ignatz Paderewski about coming over for a group of broadcasts under the RCA-NBC banner.

'GOLDBERG' SCRIPT BACK

Gertrude Berg Serial Taken by Procter & Gamble

Hollywood, July 13. Hollywood, July 13.

Gertrude Berg has set deal with
Procter & Gamble for the return to
radio of her former click show, 'Rise
of the Goldbergs.' Starts Sept. 3
over NBC.

Deal permits program switch to Hollywood origination at a later date so that Miss Berg may do film writing also. 'Goldbergs' will be a quarter hour across the board.
Original characters of scripts will be hired if available. Author will direct and act as usual.

Washington, July 13.
Congressional grilling of broadcasters and the Federal Communications Commission this fall was regarded as probable last week following prospects of a race between
rival Senate and House groups to
crack down on the radio business.
Instead of being blocked by New
Deal chieftains, leaders of the movement for a thorough ogling of both
the federal regulatory body and the
franchise holders seemed sure to
achieve their objective after Senator
Wallace White of Malne offered a
resolution directing the Senate Interstate Commerce Committee to dig
deep into charges of law violation,
disregard for the public interest and
political favoritism. Meanwhile new
support was being generated for a
similar measure which has been
sidetracked by the House Rules Committee. detracked by the House Rules Committee

Senate probe seemed most likely, although renewed effort is scheduled

Senate probe seemed most likely, although renewed effort is scheduled to bring out the House resolution sponsored by the late Congressman William P. Connery. No definite action on either proposish is likely, however, until close to the end of the session, now looked for around Sept it.

White made serious specific accusations in his resolution and outlined in detail many phases of the situation which he considers deserve comprehensive study. His measure was far more pointed than the Connery resolution, which was designed to grant blanket authority to a special committee to ventilate whatever aspects of the radio problem it desired.

Parliamentary situation in the

Parliamentary situation in the Senate also is now more favorable for probe urgers. With Wheeler on record as critical of various F. C. C. policies and industry conditions, resolution is certain to get committee attention and, even if a majority of the Democrats put up a fight, White-Wheeler team still can make progress in roundabout fashion by staging a hearing on the question. Another possibility is that the committee will hold public examination of the qualifications of the individual President Roosevelt nominates to take the post vacated last month by Vice-Chairman Irvin Stewart. If there is any disposition to smother Parliamentary situation in the

President Roosevelt nominates to take the post vacated last month by Vice-Chairman Irvin Stewart. If there is any disposition to smother the probe idea for political reasons, white will insist on a vigorous quizzing of the new F. C. C. member when the appointment comes up for recommendations to the Senate.

All licensees, both chain and independent, would be grilled about stock-selling, with particular attention to possible valuation placed on frequency, time or power, and about station transfers. One of the matters listed for investigation is the participation of agents, intermediaries, lobbyists, and other third-parties in negotiations for purchase or sale of securities issued by license-holding corporations. Cases where persons denied renewal permits peddled their property to other parties would be studied, along with the existence of holding companies and their effect upon government regulation and station operation.

Senator White's action may stimulate the House leadership. Democratic bosses who have been sitting on the Connery measure fear a Senate inquiry would produce more political casualties than a House probe. Consequently, there is a chance they will beat the Senate to the punch by bringing out the Connery resolution. To some extent, this, is White's desire, as indicated by disclosure that recently he served warning he would propose a Senate study if the House had not acted by July 1.

Ladies Bore Robinson
Hubbell Robinson, Jr., of Young &
Rubicam's radio department, makes
his debut as an author with the lead
article in the August issue of Es-

quire.
It's tagged, 'Glamour Ladics, You Borc Mc.'



Herewith listed are the important "things to come"; films from the foremost Hollywood creators with music by songdom's PROVEN hit writers... Coming from Robbins and associated companies, with an unmatched record of song leaders on all lists, they will provide the trade and profession with an uninterrupted flow of great song material, produced and promoted by companies whose hit records have made music history.

to be published by ROBBIAS

MUSIC CORPORATION



INC.

MUSIC INC.

EQUITY RADIO MEETING HELD IN N.Y.C.: STEERING COMMITTEE AFTER SIGNATURES

Blackett-Sample-Hummert 'Commission' Set-up Plays Into Equity's Hand-125 at Hush-Hush Organizational Rally

Actors Equity is now actively engaged in organizing the radio performer field. Association aims to take in dramatic actors, singers, announcers and sound effects men. Slips of Authorizations of Equity as the collective bargaining agency are

nouncers and sound effects men. Slips of Authorizations of Equity as at ecollective bargaining agency are being widely circulated for signature. (See adjoining column.) First formal organization meeting was held Monday (12) night at the Hotel Lincoln, New York City, with about 125 persons present. It was a closed session, admittance being by invitation. Edward S. Fleiding, Equity Council member, who is heading the radio drive, was not present, being out of town on a legit date. Margot Stevenson, of "You Can't Take It With You," was active in spreading word of the meeting among Equity members active in radio work. She previously denied to Variery and disciplined all knowledge of meetings or of Equity accepted.

to Vanerry and disclaimed all knowledge of meetings or of Equity activity in radio. She attended the meeting, however. Steering committee for radio was appointed and it's understood the drive to obtain bargaining agency authorization signatures will be pushed as, fast as possible. Committee plans to organize the indie stations and out-of-town studios as well as the networks. No action for

Equity's Guess

Number of dramatic players Number of dramatic players engaged in radio in New York is estimated by Actors' Equity at 1,700. Figure includes those engaged in making electrical transcriptions as well as on live programs. No estimate on how many there are outside of New

York.
Conceded that few air performers outside New York belong to or know about Equity, except on the Coast, where the Screen Actors' Guild enters the nicture.

recognition or for standard contracts will be attempted until all possible signatures have been obtained. Hope is ultimately for a closed shop in radio as already holds in legit and films.

C.I.O. in Ghost Role?

Present at the meeting was Mrs
Florence Marston, eastern representative of the Screen Actors' Guild tative of the Screen Actors' Guild, Equity's flin affiliate, which is cooperating in the organization drive. While none, at the meeting would admit it afterward, understanding is there was some discussion about the CIO campaign in radio. General feeling of the radio players is that lining up with CIO would be unwise, since it might bar or handicap radio performers working into atther.

wise, since it might bar or handicap radio performers working into either films or legit, both of which are controlled by the SAG and Equity under closed shop agreements.

Actual plans for the setup of the radio end of Equity are not set so far. Problems involved are more complex and considerably different from those of legit and it's figured the radio members will probably have a large say in what shape the ultimate organization will take. Believed, however, that it will be a separate branch of Equity (the authorization blanks refer to it as the 'Radio Division'), possibly with its own officers, council, etc., somewhat similar to the SAG setup. That and other constitutional problems

what similar to the SAG setup. That and other constitutional problems will be tackled later. Equity group doesn't anticipate serious trouble from either the networks or inside stations in its organization drive. Feeling is that the broadcasters will welcome Equity as a guarantee against the entry of CIO into the field. Understanding is that Columbia Broadcasting System is sympathetic to the Equity campaign. Figured that NBC is a 'tougher nut to crack,' but will likely swing into line.

line. Feeling among radio performers regarding Equity's entrance into the picture was, in the past, inclined to unfavorable. Mike artists felt that there was no need for organization, since the ills that brought intil persented five times weekly tind, since the ills that brought fequity into being in legit and the

however.

Those in favor of Equity as an ormaining agency pointed to BlackettSample-Hummert action as an indication of what must inevitably creep
into broadcasting unless the performers organized. Understood that
nearly all who attended Monday
night's.meeting signed the authorization slips and that many others who
had previously been antagonistic reversed their stand or at least swung
over onto the fence.

versed their stand or at least swung over onto the fence.

Fear Salary Slash
Fear of the performers if Equity enters the radio field is that salaries for broadcasters will take a dive. Many performers frankly admit that the salaries are much better than in the legit theatre.

Feeling has been that if Equity establishes a minimum salary the

Feeling has been that if Equity establishes a minimum salary the standard will immediately drop to that figure. Claim that is what happened in the case of the \$40-a-week minimum in legit.

Equity proponents claim they will not vie with any other group organizing radio. Say performers already belonging to other organizations will be welcome in Equity while still retaining other affiliations. In the case of possible CIO memberships among performers, however, this claim is not accepted too seriously.

Statement by Equity members that Statement by Equity members that they will co-operate fully with the music union also may cover a multi-tude of complications. In the last few years there has been a growing feeling against Equity among the AFM members over a number of noints.

AFM members over a number of points.

There continues to be vague rumor of the entry of CIO into the performer end of the radio picture. Little apparent basis for it, however. While most of those in radio say they've heard of others being approached for CIO membership, none know of any such cases at first hand. Also felt that the CIO high command is too busy with steel at present to attempt any extensive drive into the amusement field. Furthermore, the difficulties of piercing the Equity-SAG-AFM lineup would appear pretty tough.

W. T. GRANT STORES TO AIR VIA N. W. AYER

Chain of W. T. Grant (two-bits to a \$) stores, a new account of the N. W. Ayer agency folio, will definitely invade radio for the first time this autumn with placements of transcribed 15-min. programs on as yet unselected stations.

Broadcasters in the 19 key cities from coget to coart in the control of t

yet unselected stations.

Broadcasters in the 19 key cities from coast to coast in which there are Grant emporiums will get the

WATL Pays Staff Bonus

Atlanta, July 13.

Glee was spread among hired hands at WATL Saturday (10) when J. W. Woodruff, Sr., owner, of Columbus, Ga., cut the whole gang in on a bonus, ranging from \$100 foo on down, on a salary pro rata basis.

Maurice Coleman, mgr., wasn't in out it.

Working Out Vacation

WORKING Uut Vacation
Pittsburgh, July 13.
Carolyn Gray, Pittsburgh gal who has been staff pianist at NBC and CBS, home for a month's vacation was immediately signed up by WWSW for series of weekly piano recitals. They'll expire Aug. 1 when Miss Gray leaves for Hollywood to do Lily Pons' accompaniments in her next RKO fitcker, 'Girl in the Cage.'
First program hit the air Friday

Metro Deal Hot

Metro - Goldwyn - Mayer and Benton & Bowles execs were in conference yesterday (Tues-day) on proposed \$25,000 per-program deal. Matter is likely to be closed in next day or two. Palmolive sponsorship of a super-program to originate in Culver City is involved. Tentative starting date under-stood to be Sept. 27.

DEMENTIA A LA RADIO

Interviewing An Octopus Lates Gar in Cleveland

Cleveland July 13

Carl Mark, mikeman, is going to et to the bottom of things when he faces a 20-foot octopus in the bottom of a 50,000-gallon tankful of water at the Great Lakes Exposition Thursday (July 15). Mark will broadcast his experiences in the tank over WJAY at 11:45 a.m.

over WJAY at 11:45 a.m.
Announcer Mark will have a
microphone inside his diving suit
and will broadcast via a telephone
line leading from his suit to the
surface of the tank. Although the
the octopus will be fed before the
broadcast, it is expected to give
Mark plenty of action for the broadcast.

Sports Writers on Air Guarantee to Deliver Stars of Dav's Games

Dan Daniel and Tom Meany, N. Y. World-Telegram baseball writers, appear July 25 on Gulf Oilshow. Daniel travels with N. Y. Yankees, while Meany moves

show. Daniel travels with N. Y. Yankees, while Meany moves around with the Giants. Contract with Guif, set by Charlie Furey, specifies that writers deliver the star ball player of the day on which they broadcast, each writer being chubby with all members of respective teams they're touring with. Zeke Manners and Gang has been signed for the same program by Furey to appear Aug. 8.

GARLAND JOINS WIND: AIDS RALPH ATLASS

Chicago, July 13.

Charles Garland is leaving WBBM, the local Columbia station, after 12 years to become assistant to Ralph Atlass as overseer of the WIND, Gary, situation.

Garland leaves WBBM this week and joins the Atlass WIND setup on Aug. 15.

Hal Makelim comes to town as Chicago and national sales manager

Hal Makelim comes to town as Chicago and national sales manager for the Ralph Atlass WIND station. Makelim has been sales chief of KXBY, Kansas City, and before that was with WIRE, Indianapolis. Officially takes over his new desk

H. J. Maxwell Dies

San Francisco, July 13. San Francisco, July 13.

H. J. Maxwell, former assistant to Don E. Gilman, NBC vice-prexy in San Francisco, died of a heart attack July 7 in Fresno, Cal. Maxwell, who had been auditor and personnel manager at NBC's Western division. sonnel manager at NBC's Western division headquarters for seven years before his promotion to the post of assistant to Gilman, which he held for two years, resigned in June, 1936, to devote his time to the Fresno Broadcasting Company. Latter organization tried unsuccessfully to secure a license for a new station in Fresho.

Maxwell's widow, step-daughter 15, daughter, 4, infant son, two months old, and a brother survive

Happy Sisters Join NBC Happy Sisters (Muriel, Estelle and Olive L'Heureux), harmony trio, has been signatured for exclusive handling by NBC Artists Service, Act comes from WBZ, Boston.

(COPY)

Actors' Equity Association

Radio Division

45 WEST 47th STREET
NEW YORK CITY

I, the undersigned, hereby agree that in the organization of radio actors, singers, announcers, sound effects men and all performers (except members of the American Federation of Musicians) I consider the Actors' Equity Association (Radio Division) to be my organization for collective bargaining purposes. NAME ADDRESS
TELEPHONE

DATE

NEBRASKA-ASCAP IN COURT ON SEPT. 11

Lincoln, July 13. Federal court set Sept. 11 as the date to open the trial in which Gene Buck, of the ASCAP, will seek to enjoin Secretary of State Swans Attorney General Hunter and a dozen county attorneys from enforcing the anti-ASCAP bill passed by

ing the anti-ASCAP bill passed by the last legislature.

Bill, although not stating its case against ASCAP by name, outlaws all-combinations to fix the price on music sales. Penalty of violation is \$5,000. Bill was signed in mid-May and was of emergency nature, taking effect immediately after Governor Cochran appended his signature.

FILM PLAYER SMELLS **COMMERCIAL MOUSE**

Pittsburgh, July 13.

When Henry Armetta, fillum comic, played the Stanley in Pittsburgh last week, management asked him if he'd go on the air over KDKA to plug the show. He agreed and did a 15-minute show, along with Marjorie Gainsworth, on the same bill. Armetta ran a little overtime, with result that a station-break spot announcement for a toothpaste followed almost immediately after Armetta's last word. He raised a howly with Stanley management and station as well, claiming he had been framed into doing a commercial program without his knowledge.

Stanley and KDKA biggies had a tough time explaining to Armetta that it wasn't the case at all, that spots were a usual thing between programs and he was finally convinced that his appearance was on the up-and-up.

THOMPSON AGENCY LISTEN

Harry Savoy, Vaudeville Team, Get

J. Walter Thompson has auditioned Harry Savoy, vet vaude comic who had a series of guest-cracks on the Cantor program for Texaco in the late spring, Savoy is currently playing Loew's State, N. Y. Also auditioned by Thompson were Benny Ross and Maxine Stone (Mrs. Ross), likewise from vaude. Comedy team is considering deferring its skedded sailing for London on July 21, since agency has notified pair a sponsor may be shortly tottering. Rosses had been booked for some stage dates in England.

Nick Agnetta, of Curtis & Allen, arranged the auditions.

Hawaiian Branch of S.F. Agency Hires Fitzgerald

Radio activities of the newly organized Hawaiian subsidiary of Bowman, Duete & Cummings, the Bowman, Holst, McFarlane & Marson agency, will be directed by Don Fitzgerald, who has resigned as production manager of KGMB, Honolulu

Fitzgerald, whose headquarter: Fitzgerald, whose headquarters will be in Honolulu, was with KSL, Salt Lake City, at one time. He has been on the air recently in the 'Hawaii Serenades' programs released over both Columbia and Mutual networks from KGMB.

Lux Crew East

Hollywood, July 13. Crew on Lux broadcast for J. Wal-Crew on Lux broadcast for J. Wal-ter Thompson hauls east this week. Frank Woodruff, producer, let last Saturday (10) followed by Sandy Barnett, scripter, two days later. Danny Danker, Thompson vice-prez and talent chief, trains out Fri-day (18), accompanied by W. B. Lewis, Columbia program director.

'ALL MUST HAVE **UNION CARDS** RULES 802

New York musicians' union has noved to exercise complete control over all instrumental broadcasting on stations within its jurisdiction, Under a new rule put into effect by Local 802. New York stations are restrained from airing any instrunentalist whatever, including soloists, chamber music quartets or ac-companists, unless the musician holds an 802 membership card or special

an 802 membership card or special permission for his appearance has been obtained from the union.

Order appears to be mainly directed at the exclusive use or inclusion of amateur musicians in classical programs by various New York indie outlets. One program which the rule will affect is the WOR Little Symphony which frequently uses star pupils of the Juilliard School of Music as guestees.

\$10,000 NO AIR **LURE TO LUNTS**

Hollywood, July 13. Offer of \$10,000 for 15 minutes on

the air by Danny Danker of J. Walter Thompson agency failed to move Alfred Lunt and Lynn Fontanne in their resolve to shun radio. Stage pair also gave the go-by to W. B. Lewis, Columbia program director, who wanted them for the

Shakespeare cycle.

Lunts will vacash in northern California and Wisconsin before opening on Broadway in 'Amphitryon

McCLATCHY MONOPOLY BROKEN BY F. C. C.

Monopoly held by the McClatchy group in the Fresno, Cal., market has been broken. Federal Commications Commission has consented to another station being constructed in that town, the permit going to
George Harms. It will be a 100watter, unlimited time, on 1310 kc.
In granting the permit the FCC
overruled the finding of Examiner
R H Hyde

Ed Harvey to WINS

Pittsburgh, July 13. Pittsburgh, July 13.
Ed Harvey, program director' too.
Jast *Ret" Years at WCAE, has been
promoted. box-mellar post with Hearst
New York State Network. Will
make headquarters at WINS. New
York. Leaves here two weeks for
new post.
Succeeding him is Clifford Daniel.
now chief announcer. Hell continue

now chief announcer. He'll continue announcing bigger local commercials.

Baker Staying West

Hollywood, July 13. No sooner did Phil Baker land in No sooner did Phil Baker land in town for picture work for Samuel Goldwyn than he told the old Broad-way mob here that he'll be sticking around for some time. Air comies said he would do his broadcast for Gulf Oil from here, starting in Oc-

bber. Block and Sully are also pitching here permanently.

NO BRITISH JARDINE HINTS

WHO SHOULD CONTROL?

WWJ. Detroit, displays foresight in frankly recognizing the problem of control' over radio programs. A courageous policy at the risk of financial loss will hereafter attempt to return the mastery of WWJ. In this the Detroit station, which would have greater exuse to do otherwise, has the gumption to do what the networks would like to do.

Various reasons united to deprive the webs of their control over their own program schedules. They neglected showmanship for one thing. Did not particularly care, save for the loss of artists bureau talent commissions, in the second place. So the advertising agencies took the programs away from the webs.

The webs would like to have them back but haven't the nerve to really tackle the problem. They're too busy kidding the nation they're highbrow. Shakespeare—in summer! When the time is empty! When schools are not in session! When nobody cares! Shakespeare in summer.

'Open market' selling and buying of radio time without any limitations upon the buyer's program ideas was and is the easy way. But it may yet develop that WWJ is remarkably clear-visioned in seeing that it may not be the best—or the most profitable—way in the end.

No Split Authority on Objectionable **Ads; Trade Commish Power Intact**

Washington, July 13. Tightening of Federal advertising control was voted last week by the House Interstate Commerce Committee after spiking scheme/ to let the Federal Communications Commission censor broadcast blurbs.

Bent on providing closer super-vision over food and drug promo-tion, committee ratified amended version of bill introduced by Chairman Clarence F. Lea of California. Legislation due for report to the House late this week but chances of enactment this year are problemati-

cal.

Text of revised proposal was not revealed, but committeemen said few significant changes have been made. Principal issue was whether the F. C. C. or the Trade Commission should rule on air advertisements, which was settled when committeemen turned down motion to split the censorship job between the two agencies. Part of the old law was modified but alterations were said to affect only procedure followed by the F. T. C. and make sure that alleged offenders have their day in court.

Definition of advertising in the bill was rewritten for purposes of broad-ening scope and making certain that all forms of propaganda, not merely printed in magazines and news-papers or broadcast, are subject to Federal regulation.

Penal provisions were lightened, Chairman Lea declared. While pre-vious proposal had sponsors of any false advertisement designed to infalse advertisement designed to in-duce use of foods, drugs, devices, or cosmetics subject to fines, revised version limits jail sentence or cash assessment to cases where the prod-uct is likely to injure public health. Other deceptive advertisers will be subject to cease-and-desist orders, which could be backed up by court injunctions.

Dr. Pratt on WTAM

Cleveland, July 22 Cleveland, July 22

Heinz (Rice Flakes) starts a kid
serial, 'The Adventures of Tommy
Thatcher,' on WTAM, Cleveland, July
19.

It will have the 5 to 5:30 spot and
Russell Pratt, one of the whilom
Three Doctors, will play all the
parts. Maxon is the agency.

Re-Name Performers

Re-Name Pertormers
San Francisco, July 13.
Two NBC staff artists took new monickers an the past week. Matilda Tringali, 16-year-old warbler and former tyro recently signed for appearances with Johnny O'Brien's Harmonica High Hats, underwent a triple change in names, first to Trilby Gale, then Patsy Moran, finally Lora Tringali, which got an official okay. Name of Shirley Fishman, moppet actress, became Trina Morris.

Sealtest Show Broadcast **Against Many Difficulties** At Cleveland Radioland

Cleveland, July 13.

Sunday Night Sealtest program headed by Jimmy Melton, with May Robson and Jean Muir of the films as guestars, drew a crowd of 6,500 people to the Great Lakes Expo's Radioland Sunday night (July 12). Program broadcast from an outdoor shell adjacent to Billy Rose's Aquacade had to compete with boat whistles, bus noises and an impending thunder storm. thunder storm.

thunder storm.

Despite a strong wind that blew most of the music from the orchestra stands the program was completed without any major mishaps. A cat strolled across the stage during one of Jane Pickens' solos and Melton shed his coat near the end of the program when a few heavy drops of rain fell. Engineers covered the precious microphones with white cloth hats. Carborundum Band will attempt a broadcast from the same attempt a broadcast from the same attempt a broadcast from the sam spot Saturday night (July 18).

Cecil Underwood in Chi For Fibber M'Gee Program

Chicago, July 13.

Having completed their picture, Marion and Jim Jordan (Fibber McGe and Molly) arrived here from Hollywood Thurs. (8), to resume broadcasting from local NBC studios. Brought Cecil Underwood, who produced their shows while on Coast, along with them to act in same capacity. same capacity

same capacity.

Former Chicago producer, Bruce Kammon, decided to drop show when it was learned that the act might journey in and out of town on personal appearances, he being tied up with a couple of other shots here.

Transradio's Stylist

Baltimore, July 13.

Nancy Turner, style commentator for WFBR here, will be given a credit line on coast to coast airings via Transradio, of style bulletins cabled by her on visit to Parish Exposition and London style open-

cabled by ner on visit to raisin Ba-position and London style open-ings.

Arrangement for local coverage of fashion news sent back by Miss Turner already made by WFBR with Bonwit-Lennon, local specialty shop.

Ross, Stone Auditioned
Chicago, July 13.
Benny Ross and Maxine Stone,
while at the Oriental last week, were
auditioned for new Campana variety
radio show, now current at Riverside, Milwaukee, week, and set for
August London dates.
Curtis and Allen, New York,
handling.

WEDDING, QUIZ

Frankly Does Not Want Clergyman Married Duke of Windsor -Mutual Carried Talk

ON HEINZ SHOW

Report that the British Broadcasting Co. had by innuendo sought to exercise censorship in the United States in the instance of the Rev R. Anderson Jardine was denled Monday (12) by NBC, Columbia and Mutual. NBC declared that while it had received nothing as much as a hint from the BBC or any of its reps, the web was inclined by dis-cretion to shy away from the offici-ator of the Duke Edward-Wallis

Jardine Lecture Flops

Atlantic City, July 13.
Rev. R. Anderson Jardine's first lecture on American soil drew only 77 perspiring listeners at the Municipal Auditorium ballroom Saturday night (10).
While thousands strolled along the Boardwalk almost within sound of his voice, the Rev. Jardine, who defied the Church of England, asked his small audience 'to please tell everyone just what he had spoken of and to right the injustice that had been done me'.

Jardine had been expected to speak about the Duke and his American Duchess, but instead chose the theme of Brother-hood. He said the latter would be his topic during his Americans.

chose the theme of Brotherhood. He said the latter would
be his topic during his American tour.

During the past week, the
vicar thought that his lecture
would be sponsored by three
local charities, which withdrew
on the eve of his appearance.
Jardine blamed that on a 'too
eager local promoter.

He referred once to the Duke
and his bride by declaring that
they had been kept paper-because the Church of England
had invaded the realm of politics—where it did not belong.'

This remark drew the single
round of applause from the
audience of 77, which made the
reverend a sad and disappointed
figure in the ballroom that seats
5,000.

5,000.

Jardine wore a light grey suit, brown shirt, and ministerial collar. The heat made him seem uncomfortable and he trembled slightly as he began his address his address.

Simpson marriage and that it would prefer that none of its clients put the retired clergyman on during the remainder of his stay in America.

Mutual broadcast a sermon by the clergyman last Friday night (9). Even though the event had been publicized days in advance, no approach, the network stated, had been made by any one connected with the BBC.

with the BBC.

Matter of the BBC handing out gentle hints to the networks on this side has not been uncommon. The last call they got from this source was just before the marriage of the ex-king. Felix Green, the BBC's U.S. rep, phoned each of the webs and, prefacing his query with the remark that he wasn't speaking in an official capacity, sought to find out whether it was really going to have anything to do with picking up the ceremony. The webs, even if they had planned to engage in something of the sort, interpreted the checkup as a tip that the BBC would not like and the clamp went on all around. on all around.

Jardine was booked by Dorothy Worthington on the Heinz program today (Wed.) over CBS.

Believe Cracks at Bowes Were Slipped NOT REPEATED Radio Editors by Private Press Agent

Buffalo Scouts N. Y.

Buffalo, July 13.

An 11-day talent hunt for Buffalo Broadcasting Corp. is in progress. Production Manager Herbert C. Rice scouting the radio stations and niteries. Rochester, Schenectady, Syracuse, New York City and Boston get quick o.o.

Palev Gets Television Engineers in England: Now Inspecting Europe

William S. Paley has elected to turn to England for his television engineers. Two of these have al-

engineers. Two of these have already been engaged by the Columbia prexy and it is expected that he will do more picking from across the water while in the process of developing CBS' own tele laboratory. The two engineers which Paley has put under contract have had considerable experience with Marconi-E. M. I., Ltd., whose system of television is the same as RCA's on this side. CBS has already committed itself to the RCA method, having several months ago set up televising apparatus in the tower of the Chrysler building.

NBC has had a couple of its television engineers stationed with the E. M. I. for some time. Pair returned to the home experimental laboratories last Saturday (10).

Swiss in London Claims Television in Color London, July 1.

A continental inventor, speaking very, broken English, is in London at the moment attempting to form a company to develop a process for colored television. He gives the name of Gustav Horsch, from Lauterbrunnen, Switzerland, and is an electrical engineer with a degree from Berne university.

from Berne university.

He claims to have discovered an alloy of selenium, called thallum, which is super-sensitive to color values, and incorporates this in a novel scanning device fitted to the camera. The combination of a Thallum cell, with an analytical prism at the reception end, he alleges, enables the original colors to be separated and reproduced on the screen.

Carter Draws Squawks

Portland, Ore., July 13.

Boake Carter's first appearance on the western CBS loop prompted dozens of calls to KOIN protesting his criticism of the national administration. tration. KOIN had widely exploited Carter

Butler Univ. Adds Radio

Indianapolis, July 13.
Latest collegiate radio courses are at Butler University in Indianapolis, Charles H. Walters, speech instructor of the school, in charge.
Construction under way of a

construction under way of a sound-proof recording and broad casting studio.

Morris Hicks Smashup

Morris Hicks' Smashup
Indianapolis, July 13.
Short wave truck, being tested by Morris Hicks, spieler at WIRE, put Hicks in the hospital, and got itself smashed up, by curling around a utility pole on Sunday '41. Hicks, who was driving the mobile unit, tried to swerve and avoid hitting another car, but wound up a victim. Indianapolis Power and Light Co. owner of the pole, also owns WFBM, rival station here.

Major Edward Bowes' organization has been trying without success to trace the origin of a couple of cracks that appeared in widely scatcracks that appeared in wheely scat-tered radio editors' columns in re-cent weeks. One line spoke of the major using milk for a chaser to) whisky. He never drinks whisky, Another quip, sarcastically worded, sald he was giving away nickels a la Rockefeller. Pure fabrication, 'it

Rocketeler. Fure labrication, it seems.

It is thought that the cracks were included in the 'gossip column' of one of the private press agents, try to vary the monotony of talking about their own list of clients by dragging in gratuitous mentions of big personalities.

Point that interested the Bowes staff was whether a press agent has the right to disseminate imaginary information' about a celeb as a color item in a load of publicity hash.

Bacher Exits as Holly Hotel Prod.: Spot to Lewis?

Hollywood, July 13. Bill Bacher has resigned as producer of Hollywood Hotel after differences with Ward Wheelock of the F. Wallis Armstrong agency, dating back several weeks when Bacher did a doctoring job on the Lifebuoy-Rinso program for Rauth-rauff & Ryan, Bacher sald he stepped out because he refused to be tied down exclusively to the Armstrong outfit. outfit

outht.

Ken Niles, who handles the commercials for Campbell Soup shows and took over the production reins on H-H when Bacher took a three weeks sunning at Waiklik, will continue to guide the air piece until Wheelock, who is due here this week, names a successor. Niles ig also producing the Murray-Oswald program in the sabbatical absence of Diana Bourbon.

Bacher, said that while his future.

Diana Bourbon.

Bacher said that while his future Bacher said that while his future plans are indefinite he may set up an independent production unit on a free lance basis. He also has a yen to take a whirl at picture work. Although denying that he had been approached, W. B. Lewis, Columbia program director, is known to be in line for the Holly Hotel job. He was offered the spot last year but turned it down, shortly after being made a vice-president of CBS. Frank Woodruff, Lux producer, was proferred to remain with the Thompson agency.

Pat Barnes'-WOR Deal

Pat Barnes and WOR, New York, have a deal on. Player will revive his Pat Barnes Opry House starting July 22 on a sustaining whirl Barnes ahas a commercial over WOR for Rabin cosmetics.

Warren Brown Sponsored

Chicago, July 13.

Local Loan here signed Warren
Brown, sports editor Hearst's Herald
& Examiner, for a daily 15 minute
before-the-ball-game chatter period,
to be aired on WJJD, with Brown
free to leave out any mention of Local Loan in both his air or newspaper copy.

paper copy.

Handled direct, and makes the second tie-up between station and Hearst paper, the other being a 15 minute daily program sponsored by the daily's want-ad section.

YOUNG (AND WORKING) MUSICIANS VIEW ANTI-RADIO DISC POLICY UNFAVORABLY?

See Transcription Attacks Tough to Carry Through -Rap Harry Fox Proposal as Fostering Union's 'Dole' System

Any attempt by the American Federation of Musicians to adjust the program library situation through the acceptance of contributions for the various locals' unemployment funds will be strongly contested by the Internationals younger members. Latter feet that y tne. Internationals younger members. Latter feel that such solution would only serve to aggravate the dole system which, they contend, has made the union a profitable resort for many thousands of mer and women who can never hope to earn a living by their instruments.

never nope to earn a living by their instruments.

It has been suggested by Harry Fox, gen, mgr. of the Music Publishers' Protective Association, that the manufacturers of transcription libraries undertake to stave off any action ageinst them by the AFM by agreement to tack on a 'union allowance' to the monthly fee charged a station for the library. This 'allowance' would go to the unemployment fund of the local musicians' union. Younger (and working) element in the AFM see in this plan nothing but another stroke to make it possible for the non-active musicians to live on the toil on others. Former claim that as union taxes now stand they are paying, a substantial share of their incomes to the unemployment coffers and that by making thousands of dollars available from transcriptions to these same funds the international union would tend thousands of collars available from transcriptions to these same funds the international union would tend to encourage the unemployable members to refrain from seeking work in other fields.

work in other fields.

With They Don't Like It

This young union blood believes
that nothing effectual will come
from the maneuvering of the AFM
executive board on the transcription
issue. They can't see the international forcing the smaller stations
to approxy musiciance or in any way. to employ musicians or in any way increasing their expenses since the union would find itself faced with the serious problem of tackling local

union would find itself faced with the serious problem of tackling local politics.

Many of the 100-watters, they point out, are strictly operated from the viewpoint of civic pride, or as a mouthpiece for the local mayor or Congressman when he runs for office or has something to say to his constituents. All that one of these outliets would have to do is complain to these politicians that a union is trying to jack up their expenses, when conditions of survival are tough enough as they are, and the union would find itself the target of a victous attack.

Manufacturers of recorded program libraries are looking with interest, but not with any qualms, to the meeting which Joseph N. Weber, American, Federation of Musicians prez, has called for July 26. Weber wants to discuss a new deal for transcriptions. His letter of invitation to the managers also advised them that union musicians would not be available to them after Aug-

not be available to them after Aug

These library producers figure that the worst that can happen is that the cost of production will go up, but not enough to make it impos-sible to carry through with their present station contracts. A sub-stantial number of these contracts statial number of these contracts with stations have been recently renewed and the manufacturers can't see how the union by new regulations will presume to void commitments which have a year to go. Manufacturers have by their contracts agreed to furnish their station clients with so many recorded units a month, so that if any new regulations are imposed by the AFM, the manufacturers figure, their date of effectiveness will be subsequent to present library contract commitments.

Kellogg Grabs Ohio

Exclusive rights to the home games of Ohio State University were obtained by Kellogg last week. Deal was made at the same time with WBNS, Columbus, to carry the

N. W. Ayer handled both contracts.

Those Scientists

Chicago, July 13. Science is being used by Prof. Science is being used by Prof.
John DeBoar in his experiments to get reactions of kids
to programs. Testing 1,800 by
playing recordings while blood
pressure and sweat machines
are strapped on to the kids'

arms.

So far theory is that action doesn't hurt because the kids perspire, but that threats are no good, for blood pressure machine fores up. " chine goes up.

Seattle Stations' **Film Presentation To Detroit Admen**

Detroit, July 13. With H. M. Feltis, commercial mgr., serving as host for the stations, KOMO-KJR, Seattle, last week staged a newsreel presentation of this market and the stations to a group of Detroit agency execs at a luncheon in the Hotel Book-Cadillac.

tuneneon in the Hoof-Cadillac. Film was divided link two sections, the first giving pictorial study of the Pacific northwese market, the stations and their personnel and facilities, while the second section dealt with the 21 leading industries in that area plus scenic shots.

Motion pictures of the stations showed how the various members co-operate in creating an idea and seeing it through to program form

MULTI-LINGUAL CHOIR ORGANIZED BY WDAS

Philadelphia, July 13. Philadelphia, July 13.

Joe Schreibman, stick swisher of WDAS house band, forming 60-voice international choir for use on station, which does large no-spikation, which box. Group can chirp in Yiddish, Polish, Ukranian, Italian and any other language in which salesmen can sell accounts.

Members all contribbing time for love of the work.

Agencies—Sponsors

Young & Rubleam auditioning Ginger Dulo, swing singer, for the Walter O'Keefe (Sal Hepatica) pro-

Warren and Arthur Smadbeck (real estate) on WMCA, N. Y., spon-soring daily early a.m. 15-min. news-cast conducted by Allen Williams. Metropolitan Advertising placed.

sowey's (milk) 'While City Sleeps' three-a-week 15 minute drama, signatured by Russell Comer ad agency, to return to air Aug. 12 on WENR, Chicago.

Drackett (Drano) have signed through Ralph Jones, Cincinnati ad agency for two-a-week dramatic show, 'Hello, Peggy,' to begin Aug. 4, for NBC-Basic Red.

Sinclair Oil has picked on a 15-minute news period across the board for a special campaign in Chicago. It will be either Tom Harrington on WBBM or Donald McGibney on WMAQ. Federal is the agency.

Jerry Crowley, formerly of Crow-ley-LaBrum agency, has opened offices in the Fidelity-Philadelphia Trust Building, Philly, for publicity, advertising and merchandising.

Williams Fur Shop has taken 'Professor Yes 'n' No' program from WWSW, Pittsburgh, for 13 weeks starting July 27. Show, which was previously sponsored by Max Azen Furs, will hit the air Tuesday, Thursday and Saturday nights for 15 minutes at 7.15 p.m. Account placed by Collier-Tyson.

Philadelphia Co. (utility) sponsoring symphonic pop concerts from open-air bandstand in Schenley Park under baton of Victor Saudek on KDKA, Pittsburgh. It's a once-a-week shot for nine weeks, with sponsor taking only half an hour, from 7:30 to 8 p.m. every Tuesday night, of hour and half program. At end of that time, Philadelphia company, utilities, will resume its regular Pittsburgh Varieties show. Placed by Bob McCarthy.

Bob Spence's 'Don't You Believe It' quarter-hour shows on KFRC, San Francisco, will be sponsored by Dr. H. F. Bernard on Saturday nights at 6:00 o'clock, PST, starting Aug. 14. Set by J. H. Diamond agency.

Networks Ignore ASCAP Order Slapping Back at Enemy States

LANNY ROSS SET FOR PACKARD IN FALL

Lanny Ross has been set for the

Lanny Ross has been set for the new Packard show which goes Into the account's present spot on the NBC red Sept. 7. Johnny Green will likely be re-tained as maestro. Young & Rubi-cam is still working on the other items of the fall program.

Columbus Official Pick-Up For Mutual Temporarily

Columbus, July 13.

Although WHK, Cleveland, is handling the actual pick-up, WHKC here is the official origin of Mutual's daily broadcasts from the Great akes Exposition. WHKC, now a

WHKC, now a member of the Mutual network, will take the programs from WHK and feed the chain, since the Cleveland station will not e a Mutual affiliate until September

Bob French of the local station was in Cleveland last week to aid the WHK staff with final Jelais.

Major networks have ignored the order recently sent out by the Amer-ican Society of Composers, Authors and Publishers banning them from releasing restricted musical numbers

and Publishers banning them from releasing restricted musical numbers over station affiliates in the states which had passed anti-ASCAP legislation. Indications are that this order will be modified to some degree when E. C. Mills, chairman of ASCAP's administrative committee, the committee of the request would make it necessary for them to keep a good many sustaining and commercial programs off stations in such states as Montana, Washington, Nebraska and Florida. All these states have laws on the books restricting the operations of the American Society. Networks figure that half way measures by ASCAP against these states would only serve to complicate things for the program originating sources and that they should not be made to suffer through any of the Society's attempts at retailation.
Under the Society's contracts and the law the copyright owner has carte blanche in designating who should or should not play a restricted number.

Calls 'Most Played' Air Evil

L. Wolfe Gilbert, composer and publisher, thinks that the networks should do something about protecting listeners from being overloaded with exploited music. In letters addressed to William S. Paley and John Royal the past weekend Gilbert expressed alarm at the tendency of commercials to concentrate on the most played songs of the previous week and urged that NBC and Columbia concern themselves more with giving the right of way to music other than this 'best 10', if it has merit.

It is Gilbert's contention that set owners are not getting what they

pest 10, 11 I has ment.

It is Gilbert's contention that set owners are not getting what they favor but the material which publishers by din of intense exploitation are able to force upon them.

McGILLVRA ADDS REGIONAL TED

Eight Stations of New Oklahoma Network Appoint Sales Rep.

Joseph Hershey McGillvra has been appointed national sales repre-sentative for the Oklahoma regional network. McGillvra conferred with the directors, R. U. Porter, Tams Bixby, Jr., Joseph W. Lee and Albert Riesen in Oklahoma City last

week.
Organized three months ago, the regional maintains full A. T. & T. wire loop. Is a unit on the Mutual network. Has never had a national

network. Has never had a national sales rep.
Stations involved are KTOK, Oklahoma City; KCRC, Enid; KGFF, Shawnee: KBIX, Muskogee; KADA, Ada; KVSO, Ardmore; WBBZ, Ponca City, and KASA, Elk City.
Night time base rate for loop is \$162 an hour.

and Walt Framer retailing film news and gossip. During latter's Coast vacation for month, regular WWSW announcers are handling Framer's chores. Placed direct.

Pino Bontempi, opera tenor, taking the name of Gino Monti to warble a new series over WOV, New York, for Fratelli Branca Italian

Street & Co. (Dodge, Plymouth autos), through Ruthrauf & Ryan, on KYA, San Francisco, with three quarter-hour transcribed programs weekly through Oct. 27.

Simmons Co., through J. Walter Thompson, New York, signed for 78 100-word spot announcements on KFRC, San Francisco, Aug. 22 to

Carter (liver pills), through Spot Broadcasting, New York, using 200 transcribed spot announcements on KFRC, San Francisco, July 5 to Dec. 31. Also 12 a week for four months on KSFO, San Francisco.

United Air Lines, through J. Walter Thompson, Chicago, on KFRC, San Francisco, with 13 spot announcements thrice weekly

Gallenkamp Stores Co. (shoes), through Long Advertising Service, San Francisco, using 92 100-word announcements on KFRC, San Fran-cisco, Aug. 1 to Oct. 31.

Larus Bros. (Domino cigarettes), through B. B. D. & O., New York, placing quarter-hour transcribed program.

Baldwin Laboratories (Dwin Insecticide), Saegertown, Pa., through Yount Co., spotting three announcements weekly for 13 weeks on KSPO, San Francisco.

Maryland Pharmaceutical Co. (Rem-Rel), Baltimore, Md., through Joseph Katz, using announcements.

Beaumont Labs (4-way cold tab-lets), St. Louis, Mo., through H. W. Kastor & Sons, Chicago, spotting 312 announcements on KSFO, San Francisco, over a six-month period.

WIND Prog. Dir. to O. O. European Radio Systems

Chicago, July 13. Six weeks' vacation is being given Ned Reglein, WIND program di-rector, by his boss, Ralph Atlass, so that Reglein may trip to Europe to look over broadcasting systems

Expects to cover England, France, Belgium and Austria, but to spend most of his time at British Broad-casting Company headquafters in London, and at Budapest radio sta-

HUSING **BOOTLEGGING** A MYTH

Charge by NBC that Ted Husing bootlegged' its broadcast of Senior National A. A. U. Track and Field meet in Milwaukee July 3 are poohpoohed by Husing and his side-kick, Jimmy Dolan. According to the two CBS sportscasters, they both saw Archie San Romani take his tumble and Husing immediately stated the fact over the air. When the incident occurred, Dolan claims, he was watching the runners through binoculars. He turned to call Husing's attention to the fall, but the latter was aiready announcing it to the listeners, Dolan says.

Spot from which the CBS broad-

listeners, Dolan says.

Spot from which the CBS broadcasters covered the race was on the
roof of a building adjoining the
track. It afforded a clear view of the
field, with the exception of one
small spot on the track that was partially hidden by a tree. San Romanil's spill, as explained by the CBS
pair, was in the backstretch, at the
far side of the track, where the
view was entirely unobstructed.

Both Husing and Dolan riddule

view was entirely unobstructed.

Both Husing and Dolan ridicule the assertion that they 'bootlegged' the NBC broadcast. "They point out that they and their engineers were perfectly visible to anyone on the ground and that they could easily have been detected tuning in the CBS airing. Also declare a loud-speaker reception of NBC's broadcast would have registered on the CBS mike and been overheard by listeners. 'Bootlegging' of broadcasts is contrary to Federal regulations.

casts is contrary to Federal regulations.

Apparently Husing's previous assertion that he had to surround himself with guards in Milwaukee to protect himself from NBC rough stuff is just one of those things. Neither Husing nor Dolan were inclined to take it seriously after they'd cooled off a few days later. Chances of a recurrence of the dog-fight tactics between the two networks are considered not too great for the next few weeks. Both are permitted in Palmer Stadium, Princeton, for the track meet next Saturday. Weightman Cup and National Singles tennis matches at Brookline, Mass., and Forest Hills, N. Y., respectively, are CBS exclusives and NBC will find it tough to crash, since the grounds of both clubs are comparatively inaccessible. National Amateur Golf at Portland, Ore, may bring some fireworks, but the America's Cup yacht races, the end of this month, are another wide-open affair and should involve little throat-slicing.

GENE AND GLENN TO KELLOGG ON COAST

Kellogg Co, will establish Gene and Glenn on the West Coast this fall for a daily series. Discussions are on for the account to use Columbia's California outlet, KNX, Los Angeles, and KSFO, San Francisco. Cereal packer last had the team working the Iowa-Nebraska territory by way of the Corn Belt Wircless Network.

Open House at WMMN

Fairmont, W. Va., July 13.

WMMN, Fairmont, W. Va., is staging Open House Day in Fairmont and Clarksburg studios July 26 to stress the fact that the folks in the Monongahela Valley are always welcome around the station.

It will be open house also at the WMMN transmitter at Monongah, W. Va., five miles from Fairmont, with concerts by brass and harmonica bands.

NEWS TOP FOR FAN MAIL

Inside Stuff—Radio

Booke Carter's outspoken attacks on union labor and particularly C. I. O. have, in the opinion of the broadcasting trade, gone further and taken greater risks than has any other commentator on any controversial subject in the past.

in the past.

Much speculation exists concerning the Carter campaign, its motives, the attitude of Philco, his sponsor, and the Columbia network. Carter has frankly abandoned news reporting for sheer editorializing. His atlacks have been stinging, bold and passionate. These he has re-echoed in his newspaper syndicated column.

Question that the broadcast trade is puzzled at is the seeming disregard by Philco of the working classes as a potential market for Philco receiving

sets.

Alexander Woollcoft, in closing his series of twice-weekly broadcasts over CBS for Granger Tobacco, made a sweeping denial of reports that he was leaving the air because of 'censorship', because he was 'cantankerous' and could not get along with his sponsor, or because of any ailment or breakdown.

Not alleviating appreciably the plight of those dismissed from the WPA radio project is the existence of seven different unions within the group. This week 63 of the 204 members of the Project draw their final pay. Cut was discrete appropriation lessening by Congress, 30% of the actors and 50% of the administrative staff getting the axe.

Seven innions are constantly milling around each other, antagonizing and wrestling with each other and disagreeing over plans for trying to effect cancellation of the cut order.

There are members of the Radio Project belonging to City Projects' Council, Writers' Union, Musicians' Local 802, Equity, Supervisors' Council, Theatre Press Agents' Union and the Federation of Architects, Engineers, Technicians and Chemists.

With virtually everyone in the group a member of and sympathizing with one particular organization, the outift is in a turmoil. Some want to journey to Washington and picket the White House. Others want to play-down the rumpus-making for fear their antics will arouse adverse public opinion which may react more drastically against the WPA.

Chicago Blackett-Sample-Hummert agency is switching over to a policy of names for at least one of its across-the-board script shows. Dorothy Gish and Harold Vermilyea get the lead in the 'Couple Next Door' program. Miss Gish and Vermilyea take over the roles previously handled by Dolores Gillen and Olan Soule. Switchover takes place next Monday (19). Vermilyea was recently seen in Chicago in 'Boy Meets Girl.'

In all, the B-S-H new policy marks a first time for the spotting of names in the daytime hours which had previously been filled only with non-name dramatic shows for the most part. It demonstrates the increasingly tough competition among daytime shows.

Major Bowes has a special motorcar job done for him on his specifications by his radio sponsor, Chrysler. Bus is nearly the size of a Pullman
car, and has all manner of gadgets, conveniences and amusements with
the possible exception of a bowling alley.
Last year Gov. Harry Whinna Nice of Maryland, gave Bowes some honorary license tags labeled 'Mâl, I.' The Emir of the Amateurs uses 'em
for regular use on his cars, despite the fact that he is not a resident of
Maryland, but of New York. And, incidentally, the tags Bowes uses are
only honorary, not on regular file or listing in Maryland, where legitimate tags start at the number 10,000.

Newest gag show on the Coast is Jack Runyan's 'Swap Shop,' in which persons who have articles to barter are called to the mike and handed a check for their appearance. Runyan tried it out on a Hollywood audience last week with favorable results. Show is gauged for laughs, with articles peddled around being a goat, dog, parrot and rowing machine. When show hits the air, 10 letters will be singled out from incoming mail and writers will be called in for the swapping. Choice will be made of those who have the most interesting items to swap. Dialers will be in on the swap, the idea of bringing traders to the stage being for the laughs that can be wrung from the situations,

WOR, New York, and Neff-Rogow agency were making grimaces at one another for a while last week but it all ended peacefully. Publicity anent WOR's proposed classical dramatizations with Orson Wells of legit prompted a bleat from agency that they had similar program idea and had used WOR studios to audition. Station explained that actually Alfred Wallenstein and Orson Wells had huddled on matter a year ago and that any similarity to Neff-Rogow proposal was coincidence, Agency partners, both alumni of WOR, accepted detailed explanation and everything's again palsy-walsy.

In the case of WLW, Cincinnati, the cost of its telephone air lines is less than that asked it for cirsuit mileage. For a local channel hookup in that town the telephone company asks \$3.50 for the first quarter mile and \$1.25 each additional quarter mile or fraction thereof per month. It's half this amount for a week or less, and in either instance there's an installation charge of \$1.00.

WLW and WSAI, the Crosley sister station, have local network facilities which provide for a flat rate on circuits through metropolitan Cincinnati, the new rate having become effective Jan. 15 of this year.

Cheerio is, for the first time, air-tabbing himself under his real name, Charles K. Field, on an emcee-announcer assignment for American Radiator Co.'s 'Fireside Recitals,' Sunday night quarter-hour over the NEC red rim.

During 10 years of broadcasting a morning program over a large string of NBC stations, Field used the 'Cheerio' tag. He did likewise on his first commercial last winter, for Sonotone over NBC. Web press releases repeatedly pictured Cheerio as 'the man whose identity is never revealed.

Influence of radio editors is said to be a prime factor for some of the changes being made in General Mills Columbia hour, beginning Monday (19), and particularly the switch to four standard 15-minute periods. Formerly, on alternate days, show came in five sections, and because of the odd-minute starts, newspapers were unable to give complete listings. Squawks on public because listings weren't there brought about the ire of the editors, and so, for betterment of everybody concerned, Blackett-Sample-Hummert deciced to make everything quarter hours.

Lenox Lohr, NBC prez, had about 400 at a July 4th fireworks display on his estate in Tarrytown. Originally intended for the edification of his five children, the idea of inviting NBC employes appealed to Lohr. Many came early and picnicked on the grounds before night fell.

CHARGE 'BIAS' IN ITEMS WORDING

About 70% of Letter-Write ers Have Prejudiced Viewpoint and See Others Prejudiced Other Way

HEAR WRONG

News broadcasting has produced what station men rate as the most violent and persistent type of letter writer among listeners. While a commentator of the Boake Carter classification may be bitterly assailed for his 'reactionary' views, the purveyors of straight news find themselves in the position of having to take it from either side. In a flurry of letters brought on by the same tiem of news there will be a batch charging that the item was phrased to favor the pro camp and another scoring the broadcast source for giving succor to the opposition.

Two issues that have established

Two issues that have established records for the critical mailbags are the reorganization of the U. S. Supreme Court and the growth of the Committee for Industrial Organiza-

Another Round

Philadelphia, July 13.
Governor Harold Hoffman, of
New Jersey, lost a round last
Wednesday in his \$100,00 libel
suit against Boake Carter. Hoffman's claim is based on the
commentator's criticism over
the air of his handling of the
Hauptmann case.
Court of Error and Appeal,
the State's highest bench, meeting at Trenton, affirmed the action of the Supreme Court in
dismissing summonses on CBS

dismissing summonses on CBS and Philco. Court held that Philco could not be legally served because it is not licensed served because it is not incensed to do business in New Jersey and that Columbia had not been legally served. It reserved de-cision as to whether the net-work could be served in Jersey,

tion. The general refrain of con-demnation has been that the news-casts fail to present the other side. Most of the letters particularize, such as pointing out that too much importance was attached to a certain argument of the pros or the opposi-tion, or that the item was unfair in that it left out reference to the speech made the same day by some political, industrial or union worthy.

political, industrial or union worthy. It is no uncommon thing for the listener-writer to preface his squawk with the observation that whereas newspapers, because of their avowed political or economic alliances, are expected to weave their own interpretations or bents into the news radio should be entirely free of bias. Heads of the news services catering to broadcasting aver that all this criticism is unfounded and ascribe a goodly portion of it to the heat and fanaticism which public questions frequently arouse. Herbert Mpore, Transradio News

frequently arouse. Herbert Moore, Transradio News Service prezestates his organization has made it policy to try to keep the flow of Viewpoints involving a current issue on an even keel. He holds that it is often impossible to debtion a courter argument or answer noids that it is often impossible to obtain a counter argument or answer immediately and that while the news item at the noon broadfast may sound one-sided the chances are that things will be evened up for the other side when the station gets around to its next newsast

70% Prejudiced

After much reading of critical mail on newscasting, Moore has developed the theory that 70% of the squawkers are prejudiced toward one side or the other, that 20% hadn't heard the dispatch clearly and subsequently formed an erroneous gist of this backwash was that impression and that the remaining stead of flying around the world 10% don't listen enough to the daily should have stayed home and much more conformable for her husband.

WMBC, Detroit, Contingency Deal With Soap Brand; Pay Based on Sales Hypo

Fan Mail Suspected

Philadelphia, July 13.
Danny Watkins, colored porter at WDAS, almost won himself a regular gabbing berth at the station until he tipped himself off

the station until ne tipped num-self off.
As result of bet with General Manager Pat Stanton on Louis-Braddock tiff, Danny was al-lowed to announce one half hour program being remoted from sepia nitery. Turned out not too bad and Stanton was impressed with batch of post-cards received next day—until he noted cards were all mailed from same box.
Danny's still totin transcrip-tions and messages.

BANKERS END USE OF RADIO

Association of Banks will pull in its Association of Banks will pull in its ether institutional advertising horns after the broadcast over CBS of. Aug. 6. That date winds up the contract and it will not be renewed. Program at present, Friday nights, 10 to 10:30, has Ferde Grofe's orchestra and vocalists. During last winter the Philly Symph, batonned by Eugene Ormandy, held the helm. It is understood that the banking It is understood that the banking houses sponsoring the program have concluded that they have done as much as is orally possible to win back the confidence of the public, and hence might as well shave the broadcasting expense off their goodwill budgets. Network spread over 39 Columbia stations cost an approximate \$6,000 per week for time and facilities. Talent costs ballooned the expenses much more.

SPONSORED AT PARK; SUSTAINING ON AIR

Columbus, July 13.: Standard Oil Co. of Ohio is bank-Standard Ord. 6. of Ord. is bank-rolling 25-piece symphony for series of 10 Sunday night concerts at Olen-tangy Park. Abram Ruvinsky is di-recting, with local guest artists scheduled, Admission is by tickets handed out gratis at oil company

stations.

WHKC is airing the entire series on a sustaining basis, with no mention of the oil company on the air.

Labhar, Wiseman on Flyer
Chicago, July 13.
Bert Labhar and Bill Weisman of
WMCA, New York, planed into
town last week for some business
contabs with their rep here, Ray

With Linton set a couple of time deals to start early in September.

ciate the matching of one viewpoint against the other.

Another class of letter writer which is making itself more and more noticeable in connection with news broadcasting has to do with the listeners who must express their personal reactions to the behavior of the personalities in the daily news grist. The vast majority of these writers are women. During the height of the Edward-Wallis pother there was a mass of mail from women taking the newscasters to task for stressing the beauty and wit of the bride-to-be and insisting that they stop referring to her as a representative of American womanhood.

Like deluge of mail criticism followed the initial reports of the Amelia Earhart disappearance. The gist of this backwash was that instead of flying around the world she should have stayed home and made it comfortable for her husband.

E. J. Hunt Co., midwest merchandising counsellors, controlling a slice of WMBC, Detroit 100-watter has in effect one of radio's oddest deals on a commercial broadcast.

Company has tied up Iowa Soap on a merchandising arrangement whereby the product is plugged over WMBC with the payoff a per-centage of Iowa's intake from the number of bars sold in Detroit.

Hunt sold soap manufacturer on tunt, backing up broadcast ballyhoo Hunt sold soap manufacturer on stunt, backing ut broadcast ballyhoo with a merchandising campaign that includes spotting 2,000 display stands in as many Detroit stores. Hunt also handles the distribution of the product; if a merchant exhausts suddenly his supply of soap, he can get a quick delivery of fresh stock by phoning the station.

stock by phoning the station.

Deeming the idea successful in that there are now shipped into Detroit 30 carloads weekly of lowa cleaning cakes where only one was used before the radio campaign started its merchandising, WMBC, is now contacting other manufacturers on the plan. One stipulation made is that any product taken on must have negligible sales and distributorship in Michigan. Preferable are products unintroduced in the region.

RADIO SHOWS **SHAKESPEREAN ACTORS HOW**

Hollywood, July 13. John Swallow, Hollywood manager for NBC, has rigged up an apparatus, a fence-like affair, that keeps actors in the Shakespeare series at the proper distance from the mike. Control room lads say there's been control room lass say there's been too much of tendency on the part of the thesps to either crowd the mouthpiece or stray too far. Swallow's corral keeps them confined so that their voices are pitched at the right distance.

Another advantage pointed out is that in being shoved around the actors lose the dramatic mood of the actors lose the dramatic mood of the moment and naturally their per-formances suffer. Mike hangs sus-pended and players walk in and out through an opening. Contraption is looked on with favor by other pro-ducers, especially in cases where performers are not seasoned radio workers.

IF THINGS GO WRONG YOU MUSTN'T CUSS

St. Paul, July 13.

Dr. Jean Piccard, famed strato-sphere scientist, was put through his examination paces here Satur-day (10) when he popped up at the local Federal Communications Com-mission office to apply for a third-class radio telephone operator's li-

cense.

Permit is needed for the prof's operation of a two-way radio telephone from the multiple balloon in which he plans soon to make an ascension from Rochester, Minn. Strangely enough, the exam dealt not with radio technicalities, but with such rules as not to use profane or indecent language while aloft.

Robert M. Sillera familia telephone independent of the professional pr

Robert M. Silliman, formerly as-sociated with Dr. Piccard in strato-sphere research at the University of Minnesota, and now an inspector in the St. Paul F.C.C. office, conducted the quiz, with C. W. Loeber, com-missioner, in charge.

RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

Outstanding Stunts:

COMPLAINTS, INC.

Telling City Hall

Telling City Hall

'Complaints, Incorporated, is one of the most oppular novel is one of the most oppular to the most oppular to the most oppular to most oppular the most oppular th

The Stag Line

Vic Campbell is running a new WGR Sunday afternoon program called 'The Stag Line.' Opening anouncement asks women to get away from the radio, as this is for men

from the radio, as this is for men only.

Then the boys give the razz to female hair, hats and habits. Campbell interviews a typical man-abouttown as well as a he-man in a he-man job such as riveters and bridge builders.

Male quartet offers trapscribed, robust songs and there's always an adventure story and a human interest yarn with a sports slant. No traveling salesmen so far.

WCKY Women's Club Tle-Up

WCKY Women's Clab The-Up Cincinnati, wCKY is co-operating with 91 women's organizations in this area to publicize, the third bi-annual Greater Cincinnati Woman's Exposition, to be held Nov. 10 to 17 in Music Hall. Each Wednesday, beginning July 14, Mrs. Eugenia M. Thorpe, executive secretary of the exposition, will be heard interviewing heads of women's clubs in a forenoon 15-minute program on the station.

Vox Popping the Motorists Louisville

Wor Popping the Motorists
Louisville. Louisville.
WGRC, Louisville's youngest state, nurturing much good-will and building up prestige daily, with a safety tie-up, enlisting the co-operation of the Department of Safety.
Inquiring Traffic Policeman' is that the same affect only the same affect of the same state of the

When Newspapers Are Icy

When Newspapers Are Icy
Greensboro, N. C.
Denied even the mention of its name in daily newspapers of its home town, WBIG, in Greensboro, has developed some novel and effective ways to get publicity other than over its own air lines. Newspaper antagonism to radio has gone further in Greensboro, perhaps, than in abouts in the nation of the national state of the nation reviews of the nation reviews of his specch are made without a syllable to indicate the address was made of the nation, reviews of his specch are made without a syllable to indicate the address was made of the nation, reviews of his specch are made without a syllable to indicate the address was made of the nation, reviews of his specch are made without a syllable to indicate the address was made of the nation, reviews of his people of the nation, so with the national state of the nation in handsome frames, four by six feet, he has placed autographed prints of his local and CBS performers. With suitable placards, scores of these miniature galleries have been placed in public buildings, art centers, schools and colleges, department stores, radio stores, other co-operating business houses, weekly newspaper offices in the section, elsewer.

paper offices in the section, elsewhere.

If the daily papers won't coperate in mutual publicity, the weeklies will, says Ridge, and tells of WBIG's Good Neighbor program in which 23 weekly, semi-weekly and tri-weekly papers in WBIG territory take active part in and far consistent would be attention to WBIG consistent with the weekly and the weekl, at 5 p. m. on Tuesday and Fridays. Naturally the program material is rich with facts and fancies

about the co-operating newspapers and the small towns and cities where they are published. By system of rotation each burg is brought into the spotlight with its newspaper and by the same plan WBIG is kept in the spotlight in the news columns of the smaller papers.

. Hoop-Rolling Contest

KSTP has a 'Hoop Rollers' Club of the Air' reeled off thrice weekly during the Children's Hour.

Program is devoted to telling the juves how they can get the hoops—and what to do with them after they've got 'em. Whole idea is climaxed by a Twin Cities hoop-rolling contest on August 14.

Sponsor furnishes giant ring and contest entry blank with each can of java. Prizes in the finals include everything from a camera to a rag doll.

Deaf Convention on Air

Spotting convention on Air Alana.

Spotting convention of Georgia Ass'n for Deaf going on on Ansley Hotel Root, which adjoins studios of WGST, Frank Gaither, borned in the Sessions, because the Convention of Georgia Convention of the Convention of the Convention on the air.

Using interpreter, Mrs. M. M. Simmons, daughter of mute parents, Gaither interviewed Roy B. Convention, of Versailles, Ohio, editor of American Deaf Citizen, who can't hear, but can talk. Stunt was novel and made a hit with convention delegates.

Blue-blooded Dog Club

Biue-blooded Dog Club
Denver, July 13.
Organizing blue-blooded dog owners into a club is being tried by
KLZ. Plans call for a club, members
of which must own a registered dog.
Children between 7 and 16 are eligible. A weekly broadcast by Christopher Cusack, Denver, socialite, will
tell youngsters how to join the club
and care for their pets.
Once a month meetings will be
held and once a year it is planned to
had be to be a proper of the pets
in the club had be a pet of the pets
training, etc., will talk at the months
training, etc., will talk at the months
training to the pets of the pets
Shakespearien.

Shakespearian Tie-Up

Shakespearian Tie-Up
St. Louis.

KMOX is conducting active campaign to publicize CBS Shakesperian series. On Monday (12) members of the Tercentenary Shakespearian Society met in KMOX-Columbia playhouse, where Arthur Casey, station's ast, program director and vet of stage, lectured on Shakespearian drama. Later net's first production, Hamlet' was heard over auditorium's speaker. Station has contacted Shakespearian societies, literary, dramatic clubs, etc., in Missouri and In series.

Central library here permitted installation of a large case in which photos of stars in current production are displayed. Library excessalso have consented to permit posters ballying series being placed in 18 branches throughout city.

Stunt Spurt at WCAII

Stunt Spurt at WCAU

Stunt Spurt at WCAU

Philadelphia.

Last Friday (9) Philly's hottest day of the year, Ken Stowman of WCAU had 300-pound cake of ice set on sidewalk in front of station on busy, sweltering Chestnut street. Bob Trout, Columbia gabber, who happened to be in town, donned bathing suit, beach robe and slippers and sat himself on the ice with a mike. He interviewed passers-by for 15 minutes about their views on the territch heat. Attempt was made to borifice the suit of the su

Bring Up Mrs. F.D.R.'s Air Charity as Tax Question **But Treasury Gives Okay**

Washington, July 13.
Radio contracts of Mrs. Franklin.
D. Roosevelt were assailed as allowing tax dodging last week at wind-up hearing before the Congressional committe investigating tax evasion. Treasury Department revealed, however, that agreements by which her compensation for sponsored appearances went to charity were entirely aged.

Selby Shoe Co, contract which the First Lady put o broadcasts was called to the broadcasts was called to the committee's attention by Representative Hamilton Fish, Jr., Republican Congressman from the district where the Roosevelt's have their legal residence. Pact was framed so Mrs. Roosevelt could duck income taxes and get around provisions of the Internal Revenue Laws limiting the amount of gitts which can be deducted from taxable income, Fish alleged. None of the Committeemen agreed with his accusation, and Treasury officials were represented as having said the arrangement was thoroughly in accord with the statutes. statutes.

statutes.

Under the agreement, First Lady got nominal sum of \$1 from Selby while \$3,900-per-broadcast stipend went direct to the American Friends Service Committee of Philadelphia. Commission of \$1,000 was paid Myles F. Lasker, who fixed the deal, and \$400 of this sum was turned over to Nancy Cook, pal of Mrs. R.

By this arrangement. President's

Nancy Cook, pal of Mrs. R.

By this arrangement: President's wife side-stepped provision of law preventing deduction of more than 15% of total income on account of donations to charitable agencies. Fish charged, adding that same deal was negotiated for her appearance for other sponsors. Total income from radio bookings, all of which went to the Philadelphia group, estimated at \$100,000.

Those Talks Go On

Philadelphia, July 13. Philadelphia, July 13. Initial exploratory huddle into fall music-radio set-up for Philly went off smoothly Friday (9) in the office of Dr. Leon Levy, prexy of WCAU. However, Musicians' Local and execs of city's three major outlets are still wide apart. Another gabtest on the same order has been set for July 21.

lets are still wide apart. gablest on the same order has been set for July 21.

Confreres in Levy's nifty air-conditioned suite were A. A. Tomei, Union prez; Rex Riccardi, Union secretary; Israel 'Saffron, union v. p.; Joe Levy, Union exec board; Leslie Joy and James Begley, KYW general manager and program director, respectively; Don Withycomb, WFIL general manager; and Doc Levy for his station.

Cubs-Cincy Game Off

Cubs-Cincy Game Off
Chicago, July 13.

Mutual's announced intentions of airing the Cubs-Cincinnati baseball game Monday (19), were nixed by baseball officials last week. Was to have been carried by WIND, rather than by WGN, Chicago Tribune station, the regular MBS outlet, making the third year for WIND to do game. Rather than break-precedent, WIND will handle it exclusively, taking it off wire.

Scheduled from 9:00 to 11:00 p.m., CDST, and announcing will be done by Russ Hodges.

WPA's Anti-Wastebasket Layout

Anxious to establish its 'importance as an art project,' the WPA radio setup has put together a large layout of clippings concerning it, largely scissored from VARIETY.

WPA lads 'n' lassies have pasted up all the yarns published on its doings since Project's inception in April, 1936. Clippings are on a scale-drawn map of the U. S. to designate group's national scope of operations, and map is on a triple-thick cardboard.

Notices are to be sent to WPA headquarters in Washington. The size of the cardboard was selected to make the map 'appropriate' for hanging on the wall in one of the big-wig's offices. The cardboard was purposely made triple-thick so it can't easily be crushed and thrust into a wastebasket upon receipt.

Pacific Coast Radio Notes

Allied Advertising Agency, San Kate' serial, and Lucille Squires, Francisco, served cocktails to local hill nelly who is yodeling with cadio scribes to celebrate opening of Charles Marshall and his Mavericks. new offices. Firm handles radio

Manager Wilbur Elekelberg of KFRC, San Francisco, planed home after N.A.B. and to New York—chin with Mutual execs.

Prexy Wesley Dumm of Associated Broadcaster, owner of KSFO, San Francisco, and Mrs. Dumm home after a two-months' cruise to the Orient.

Mort Werner, 'singing announcer' at KJBS, San Francisco, back at the mike after a busman's holiday in Southern California, during which he made several guest appearances.

Fred Henry now an announcer-producer at KJBS, San Francisco. Formerly at KNX, Hollywood.

Phil Lasky of KSFO, San Francisco, o.o.'d Yellowstone With Mrs. Lasky on his way home from Chicago by motor.

New voices at NBC's San Fran-cisco studios include those of Lil-lian Collins, actress who was picked for a new role in Hal Burdick's 'Dr.

WFBL Salutes Bishop

Syracuse, July 13.

WFBL will feed the New York
State network the broadcast in
honor of installation of the Right
Rev. Charles E. Foery, of Buffalo,
as Bishop of Syracuse, Jack Shannon, onetime program director at
WFBL, will be a vocalist on the

Shannon now in New York where Artists, Inc., and on several CBS sustainers, is a pre-law student at Manhattan College.

Bill McKinnon Too Busy

Bill McKinnon 100 Busy
Columbus, July 13.
Bill McKinnon bowed out as commentator for the Columbus Red Bird
baseball games last week, being replaced by John F. Neblett, who will
continue the at-home and away
broadcasts for Wheaties and SoconyVacuum on WBNS. Neblett, who
comes here from KWK, St. Louis,
will also handle the street reporter
and other announcing chores for
WBNS. WENS

WBNS.

Pressure of other work on McKinnon's time—he's sports editor of The Columbus Dispatch—was given as the reason for the change. He continues with WBNS as a daily sports commentator, taking over the spot formerly occupied by Jim Durfee for Sir Walter Raleigh.

Jim Cosgrove, account exec at KJBS, San Francisco, has resigned to enter agency business.

Dick Newton, whose Hastings Clothing commercial signed off KGO and KPO, San Francisco, last week, remains at the NBC studios for a series of sustainers.

Laurance L. Cross, whose 'Cross-cuts from the Log o' the Day' is a daily sustainer at NBC, San Fran-cisco, is vacashing July 10 to Aug. 9 at Pinecrest, Cal. Archie Presby, net-work mikeman, subbing for Cross on his morning stints.

Juanita Jerdan, former secretary at KGU, Honolulu, and Henry C. Putnam, mikeman and account exec at KGMB, recently married.

Earl Nielson has been named manager of KHBC, Hilo, Hawaii. Formerly manager of KGY, Phoenix, Ariz. J. Howard Worrall, business manager of KGMB, Honolulu, accompanied Nielson, his wife and son

Sports announcer Harry Le Roy at KGGC, San Francisco, has the flu. Bill Grove miking for him.

Eleanor Jackson, ex-KMTR, Los Angeles, added to the staff of KGGC, San Francisco, as commentator, do-ing a half-hour show Friday nights which is also aired by KLS, Oakland affiliate of KGGC.

W. A. Erlekson, Jr., is set to join KGMB, Honolulu, as operator-anouncer and assistant to the chief engineer. Erickson has been at KDON, Monterey, Cal.

John P. Medbury writing Olsen nd Johnson's material for Richfield.

Francis X. Bushman checked off KFI (Los Angeles) 'Hollywood Ex-tra On the Air' after launching it several months ago.

Diana Bourbon taking two weeks layoff from production duties on the Murray-Oswald show. Louella Par-sons also taking time out from Hol-lywood Hotel for a European jaunt.

Donald Thornburgh back at his disk at KNX (Hollywood) after eastern biz trip and call at the home office on CBS.

Harry Maislish took Tommy Bond to Frisco for a chat with his spon-sors. Moppet cavorts on Gus Ed-ward's schooldays skit over KFWB (Hollywood).

Benay Venuta motoring in from the east on projected radio and pic-ture deals.

Vera Oldham .joined the script crew on Showboat in Hollywood.

Herschel Williams dropped off considerable avoirdupois getting Showboat tied up at KFWB (Hollywood).

Winifred Dunn and Hal Swartz passing the summer in Hollywood and readying 'The Unbelievable' for a network nibble.

George Fischer, Mutual's film gos-siper, dared old Sol and took a beating on the epidermis.

Sandy Cummings seconding Her-schel Williams in the Hollywood Benton & Bowles office.

Raymond Paige the envy of Hollywood mob on those warmish nights. He bunks on his yacht.

Meredith Willson gives his balon away after every broadcast.

Showmanship Calendar

August, 1937

(Showmanship being largely dependent on stunts, tie-ups, etc., in connection with established holidays and events, Vastary herewith presents a calendar for the month of August. This calendar is published monthly from material copyrighted by the National Drug Goods Assan,).

National Display Week, beginning Aug. 3, sponsored by the International Association of Display Men, De Soto Hotel, St. Louis, Mo.

Special Days During August
(1) Colorado joined the Union, 1876.
(3) Germany declared war on England and France, 1914.

- 914.

 (4) Birthday of Percy Bysshe Shelley, 1792.

 (6) Birthday of Alfred Lord Tennyson, 1809.

 (9) Birthday of Francis Scott Key, 1780.

 (10) Missouri joined Union, 1821.

 (11) Fulton's steamboat, the 'Claremont,' rode the fudson from New York to Albany, 1807.
- (12) Sewing machine patents granted to J. M. Singer and A. B. Wilson, 1851.
 (13) Occupation day in the Philippines.
 (15) Opening of the Panama Canal, 1914; birthday of Sir Walter Scott, 1771.
 (16) Battle of Bennington (celebrated in Vermont).
 (17) First Atlantic cable message, 1858.
 (22) Birthday of Oliver Wendell Holmes, 1809.
 (26) Woman Suffrage established via 19th amendment, 1920.

Sales promotion note: August accounts, on the average, for 7% of the year's total department store sales, ranking ninth among all months; best sellers are furs and furniture (best month of the year for both), tires, domestics, blankets, junior and misses' coats, luggage, domestic floor coverings, and piece

Resorts, Pools, White Shoe Cleaners. Etc., Make Up for Summer Biz Losses

Philadelphia, July 13,
All Philly radio stations now enjoying best summer biz in history,
with salesmanagers already having
enough new fall accounts lined up
to promise utra-profitable year all with saiesmanagers already having enough new fall accounts lined up to promise ultra-profitable year all around. Unlike other summers, when many sponsors were shy of the heat, bunch of spring programs are continuing right through the torrid wave. Time lost by ducking of some of the network shows and locals is being almost wholly accounted for by seasonal advertisers.

Stepping into the sponsorship pic here in a big way this summer are Atlantic City and Wildwood, piers and dance spots. In addition are local swimming pools, sunburn lotions, fishing tackle manufacturers, white shoe cleaners, railroads, oil burner companies and ice cream manufacturers.

WIP gross has been upped by

companies and ice cream manufacturers.

WIP gross has been upped by addition of City of Wildwood as sponsor, airing dance bands from pier half hour nightly, six days a week. Uncle WIP is also etherizing from Hunt's Pier, at the resort, every Tuesday night. Other resort, every Tuesday night. Other newcomers to the outlet are Kno-Mark Shoe Polish Manufacturers, Pennsylvania-Reading Railroads' Seashore Lines, and Steel Pier, Atlantic City.

Among accounts which ducked the heat last summer but are continuing on WIP this year are Crawford Furs, P. B. White Tailors, Howard Clothes and Dr. Norton Foot Health Institute.

WFIL Up 27%

with the country of t

gars.

KYW is hitting this summer with
Lova Soap, Barbay Brothers Sunshine Beer, Johnson's Educator Biscuits and Dodge and Chevvy, which
usually took the hot spell off.

WDAS has almost compensated
entirely for what it lost of winter
accounts by addition of Modernella
Beauty School, Ray's Furniture
Store, the Bridal Shop, Clymer's Ice
Cream and renewal on Moskin
Credit Clothing.

CHATTANOOGA TIMES **SEEKS NEW STATION**

Chattanooga, Tenn., July 13.
First city paper to look seriously at radio station is Chattanooga Times, present subsidiary and original parent of the New York Times.
Last week the Times management amended the paper's charter to sanction ownership and operation of a radio station. At the same time, the paper applied to the FCC for a permit.

mit.
When WDOD, CBS outlet, first started Times had a chance to buy it but turned down the offer.
Dope is that the Times will erect a completely new station and endeavor to bring NBC into Chatta-noors.

Ianagement declines to discuss plans but insiders figure paper will work out joint advertising contract and stud programs heavily with news flashes.

No other Chattanooga paper goes in for radio. Second existing station is WAPO, low-powered independent that quits at 6 p.m. and broadcasts recordings for most part.

KFAB-KFOR Picnics

KFAB-KFOR Picnics

Lincoln, July 13.

Central States Broadcasting Co. Stations, KFAB-KFOR here, and KFAB-KOIL in Omaha, joined hands for a big staff picnic, the first, at Linoma Beach Sunday (18).

Big station bally is being planned for late this month when the local studios will have a radio night at Capitol Beach, local amusement park. Talent will perform, and all broadcasts will be aired from the grounds.

Broken Hearts of CBS

After reams of news, publicity and comment had been appearing for weeks on the subject, the CBS press department last week received the following wire from a midwest affili-

ate:
Local radio editor inquiring about a CBS Shakesperean cycle and wants to know what first play will be. Please rush information.

information.'
Up to the receipt of the station's wire the network's campaign on the Shakespearean
splurge had included 14 regular
daily blurbs, six feature stories
and four telegrams.
Columbia debuted the series
Monday night (12), with 'Hamlet' the script.

HEAVY DIET OF TALKS FOR CANADA

Winnipeg, July 13.

Canadian Broadcasting Corp is lining up a mess of talks for the coming fall and winter season. Donald W. Buchanan, in charge of talks for the CBC. Web goes from the present six-hour schedule to the 12 or 16-hour bracket, around Oct. 1. Buchanan is now in the West for the purpose of lining up speakers and subjects. To date he has scheduled sports for 16 weeks on Mondays at 9:30 CDST. Canadian Constitution series, starting in October on a Sunday at 9:30 pm. CST. This will be a re-hash of last season's much discussed Kelsey Club that originated from Winnipeg. Forgotten Canadians, dramatic biographies of little known Canadians, starting little known Canadians, starting sometime in September with a maxiroum of 26 weeks. Last of the Buffalo Hunters, starting in September, going for either 13 or 26 weeks, a dramatic series

Buchanan will be in the West for approximately another month, going from here through to the coast.

Irene Beasley's One-Timer On Three-Hour Sport Show

Irene Beasley, blues bawler, has been set as guest m.c. on WMCA, N. Y., 'Grandstand and Bandstand'

N. Y., 'Grandstand and Bandstand' afternoon variety show. Date is a singleton on July 27.

Program is a three-hour one for General Mills, dishing out vocalistics, orchestrations and sports results. Miss Beasley will read off the scores as well as sing, thus becoming the first femme sports spieler to air around New York.

Feuding in Buffalo

Buffalo, July 13

Buffalo, July 13.
Strained feeling between WBNY,
Roy Albertson's indie that frequently
airs its opposition to Evening News
policies, and WEBR, owned by The
News, fiared again when the m. c.
of the WBNY kiddies' program took
a swipe at Uncle Bill (Al Zink)
WEBR's baby show pilot.
Introducing a song, Jack McLean
told kids, You'll have to do it yourself. I won't sing with you like
Uncle Bill does.'
Later, awarding a \$5 prize, McLean admonished winner not to
spend it for fireworks—'you might
get hurt.' WEBR had given fireworks as Fourth of July prizes.

Tenor on a Shuttle

Buffalo, July 13.
Tenor Jimmy Shields had a Saturday afternon spot on the CBS Buffalo Presents' program and a radio date in Toronto for the same night. He drove from Buffalo to Toronto early Saturday morning for rehearsal, flew back in a chartered plane for the Columbia broadcast, flew back to Toronto for his evening stirt. stint.
Then drove back to Buffalo.

INTERVIEWS ON WAX

Butterworth - Johnson, Also Mark Hawley, Peddling Them

Wallace Butterworth and Parks Johnson, quizzists on the Molle show over NBC, started recording their people in the news' idea last week. Duo have plans of syndicating these interviews as complete programs and making them available to both contract and spot clients. One interview stencilled involved the Rev. Mr. L. Anderson Jardine, who officiated at the Duke Edward-Wallis Simpson marriage.

the Duke Edward-wallis Simpson marriage. Similar transcription idea has been launched by Mark Hawley, WOR, Newark', newiscaster, in association with Transradio Press Service. Hawlay will do the producing and TRS the selling and releasing.

SPEERY, G. M. SUBSID. **DOUBLES NBC TIME**

San Francisco, July 13.

Taking a half-hour strip on NBC's basic coast Red web Mondays through Fridays starting July 12, Sperry Flour Company, General Mills subsidiary, is doubling its time on the NBC schedule. Firm, which has been bankrolling Martha Meade's Household Headlines' and warbler Hazel Warner in a half-hour stretch twice weekly plus a Friday night dramatic show of equal strength, is sponsoring a new dramatic serial, Floria Gale,' during the second half of its five afternoon periods, 1:30 to 2:00 p.m., PST., with 'Household Headlines' on Wednesdays and Fridays, Hazel Warner on Tuesdays and Thursdays, and a musical program with guest artists on Mondays.

Martha Meade, presenting 'Today's Menus, 'fills three-minute spot on the Monday, Tuesday and Thursday musical shows, in addition to her own quarter-hour the other two days.

Sperry's 'Night Special' moves to Monday, effective July 16, 9:30 to 10 p.m., continuing with 'Colonel Rod' Hendrickson and a dramatic cest. Hendrickson also will emcee the Monday, Wednesday and Friday atternoon airers.

Nancy Coleman draws the title.

atternoon airers.

Nancy Coleman draws the title
role in 'Gloria Gale,' with Everett
Glass, Doris Kemper and Dixle
Marsh in principal supporting roles.
Michael Raffetto handles production
on all Sperry programs.

'Gloria Gale' will be aired over
KPO, KHO, KOMO, KGW, KFI.
Same web, plus KDYL, will release
all other shows.

Westoo Advertising Agency has
the account.

Atlass' Union Pact

Chicago, July 13.
First local independent stations to sign with American Federation of Labor for union operators and engineers are the two Ralph Atlass outlets, WIND and WJJD. Atlass signatured contract with International Brotherhood of Electrical Workers today (Tues.). Deal is to January, 1939, and contains provisions for wage increases of from 10 to 50%.

Other stations in Chicago which are IBEW are WGN and Chicago Federation of Labor's WCFL.

Sterling Products in General Reshuffle

Two Fading With Return Indef-Helen Menken and Ted Hammerstein Sessions Shift Time

Sterling Products, through its agency, Blackett-Sample-Hummert, is largely altering the layout of its broadcasting picture this summer. Manhattan Merry-Go-Round' (Dr. Lyons Toothpowder), half-hour program over NBC-blue on Wednesdays, Asprin, starring Helen Menken, will shift from the air, on July 23, CBS setup will be spread fades from the air, on July 23, CBS setup will be spread in the program of the modern stations. Program, now being Broadway Variettes' (Bisodol), Friendly 30, No plans have been made for either program to resume in autumn, and Frank Hummert, N. Y. chief of the agency, does not come up with a definite answer either way. Sev-

Procter & Gamble Using Spot Radio; WOR, New York, Gets Four Programs

Engineer's Ingenuity

Charlotte, N. C., July 13
WBT was short on its engineering staff the other atternoon, due to vacation absences. Facing those on duty was a Gulfspray Question Box program from the sidewalk in front of the Hotel Charlotte. Immediately, before that Governor Clyde Hoey was to broadcast an address from the ballroom of the hotel.

So the one engineer available for both programs set up his equipment on the marquee of the hotel, from which vantage point he could see both the sidewalk program below and the program inside the hotel. Both broadcasts went off without a hitch.

MUTUAL SIGNS **FIVE; OTHERS PEND**

Coal, Schaeffer Pen, Varady of Vienna and the Lutheran Church se ries all set for fall. There is a chance of a Kellogg contract and a

chance of a Kellogg contract and a possibility of getting the Vick show with Jeanette MacDonald for a Sunday afternoon run. Hecker stanza, with Jean Paul King and Myra Kingsley will be on a five times a week schedule starting Sept. 7. Blue Coal will use The Shadow, starting Sept. 26. Versat vill have Harold Stokes out of WGN, Chicago: inc. workers. Chicago, in a musical package, effective Aug. 26, while the Lutheran inning resumes its half hour Oct. 17.

East and Dumke Go On: Start Theatre Parties

Start Theatre Parties
Kellogg has started a jingle contest on its East and Dumke program
over the NBC-blue (WJZ) with the
winners, living in New York or vicinity, due to be the account's guests
to a Broadway legit show. Each
Friday, beginning July 23, 50 winners will be assembled at the studio
for the duo's broadcast and then be
driven as a party to the theatre.
Following the show East and Dumke
will take them backstage and introduce them to the members of the
cast.

East and Dumke have been re-newed for 13 weeks. Show, now lo-cal, may go network later.

WFIL's New Transmitter

re IBEW are WGN and Chicaso Federation of Labor's WCFL.

Blue Coal Due Back
Delaware, Lackawanna & Western Coal Co. (Blue Coal') will return to radio advertising after a year's hiatus with a spread over Mutual web. Ruthrauff & Ryan agency is lining up the show.

Last program sponsor aired was a script serial over NBC.

WHIL's New Transmitter
Philadelphia, July 13.

Documents signed Friday (9) by WFIL for new transmitter site here. Spot chosen, after lengthy soundings is at 63d and Passyunk avenue, on Schuylkill river. It is about 4½ mount of the complex o

Besides carrying him on the NBC red (WEAF) link Procter & Gamble is distributing disked versions of The Gospel Singer among stations affiliated with Columbia and Mutual. NBC is doing the recording. What makes this development particularly pared in the properties. novel is the circumstance of another major New York outlet, WOR, clearthe same program. WOR is a basic

the same program. WOR is a basic member of Mutual.

The Gospel Singer' will be one of four daily quarter-hour programs which WOR has contracted to release for the P. & G. combine. The two others already set are 'Judy and Jane,' which, like 'Singer,' will bear the Ivory Soap tag, and The Couple Next Door' (Oxydol), originated by WGN, Chicago. The fourth stanza will have the Camay label. All are due to start a week from Monz day (25).

One of the CBS affiliates which will air the weax version of The Gospel Singer' is WWA, Wheeling, W. Va. Report which has been current for some time but denied by NBC is that P. & G., rated as NBC's prize account, wants to split up its daily hookup on that network to the end that it will use the NBC blue east of Chicago and the red from that point to the Pacific.

PROVIDENCE **COMPETITION KEENER**

By AL MARCELLO

. Providence, July 13. Life is finally being injected in adio here. The trend is to showmanship, and stations here are leading the airways with programs of local origin. Station WPRO in particular is going after things.

Steve Willis, WPRO chief, made a tie-up with Star-Tribune last week tie-up with Star-Tribune last week for four daily broadcasts of local news which ties in beautifully with United Press service being given by WPRO. Town's three stations are now plugging local news, WIAR having a tie-up with the Journal-Bulletin and WEAN, Shepard's, dishing the news via Yankee News Service.

ing the news via Yankee News Service.

WEAN, is sponsoring three programs of local origins which have been going over great. Top-notcher is Community Sing' every Thursday night at Fay's. This has boosted biz \$200 for the theatre on closing night. Next is the kiddle amateur. show every Saturday morning at the Strand. This one started out as sustaining, and now sponsored by Esso dealers.

WEAN spelling bee still going strong, although scene has shifted from stage of Albee. theatre, shut down for the summer, to the studies, Mowry Lowe handles all three, assignments.

Public auditions, something new in Providence fixed up by Steve Willis, WPRO station manager, first brought 30 would-be radio performers.

Harry B. Clark, among them tried out and was immediately hired.

DOROTHY THOMPSON SET

Date and Web is Not-Pall Mall Will Sponsor

Dorothy Thompson, syndicated newspaper columnist, makes her radio commercial debut next month over NBC for Pall Mall cigarets.
As late as last (Tuesday) night Compton, agency on the account, had not set a definite date for Miss Thompson's start, nor decided on which NBC web would be used.
Columnist will air quarter-hour commentary periods, using copy akin to her newspaper opining.

Charles Craig and George L. Moskovics of the San Francisco and Los Angeles offices of Radio Sales, Inc., put in several days here last week conferring with Bill Williamson.

He's now sales manager for WKRC.

Withycomb's 20-Station Regional

WEIL as Key Station for Pennsylvania Loop-Now in Huddles

Philadelphia, July 13.

VADIETY

Much sub-rosa activity by Don Withycomb, g.m. of WFIL, to weld strong chain by fall of Quaker State strong chain by fall of Quaker State network. Web was formed several years ago to handle airings in State political campaigns. It has otherwise never been used for straight commercials, the 16 stations lined up only forming a loose alliance that has never gone out and fought for Greev biz.

I dea of Withycomb and Sam Rosenbaum, WFIL prexy, is to increase outlets to about 20 and use WFIL as key. Because of mountain and mineral layout of large portions of Pennsy, big chain stations can't be well heard.

WFIL salesmen now attempting to line, up one or two accounts for fall presentation on the net. Withycomb believes that if once the ball is thus started rolling, the tiny kilowatters can be induced to kick in a sum for promotion and salesmen to get more bizness.

Chain has been alternating Pittsnetwork. Web was formed several

bizness.
Chain has been alternating Pittsburgh airings between WWSW and KQV.

WNEW's News Push

WNEW, N. Y., is making an intensive campaign to sell news programs. Has International News Service tarting July 26. Station, which has 20 spots available, already has sold 10 of them to three sponsors. Madison Personal Loan has contracted for five 15-minute broadcasts at 12:30 p. m., Mondays through Friday, for 52 weeks. After that, will take six spots. General Supply takes three 15-minute periods, Monday, Wednesday and Friday at 5:15 p.m., while Smadeck Real Estate Co. 7 goes on at 9 a. m. Saturday and 10 a. m. Sunday.

Richard Brooks will handle news broadcasts.

Hardy 'March of Time'

Trade experts are of mixed reaction to a voiced contention that the dramatized news show is on the wane. Some see in this type of program something that has still a long ways to go, with new facets yet to be developed and refuned.

"March of Time" is now in its seventh year and expects another commercial attachment before the advent of the fall season. In the case of Servelthe refrigerator manufactures, stepped in and took advantage of a short budget with telling effect.

8 Studios For WJJD

Chicago, July 13.

Chicago, July 13.

Whole new floor of present Lake-Wells building location has been added to space occupied by the Raiph Atlass indic stations, WIND and WIJD. Will be remodeled and setup for operations by end of this week, and, while used principally for offices, addition will give the stations a total of eight studios.

Increase gives the combo four times the space it had when starting out in the location a few years ago.

Bob French's Expo Show

Columbus, July 13.

JURY MUST DECIDE

Announcer Bentley's Broken Jaw

Damage suit of Spencer Bentley, radio announcer and former legit juvenile, against Joseph A. Dunn, et al, must go to a jury for settlement, according to a ruling handed down by Justice Salyatore Cotillo in N. Y. Supreme Court yesterday (Tues.). Justice Cotillo heard the case last month. Bentley sought \$10,000 damages for a fractured jaw and other injuries sustained when allegedly hit by Dunn. His wife asked \$5,000 for her injuries.
Attorney George D. Carrington represented Bentley.

CBS Series From Expo

Cleveland, July 13.

Rea Matey, of WHK's Golden Girls
Trio, on the first program of a new
Columbia series from Radioland at
the Great Lakes Exposition (July 10).
Program, aired from the Expo
grounds, contains WHK talent,
artists appearing at Radioland,
Myron Roman's Orrelestra and Doc
Whipple on a Hammond electrical

Series is scheduled throughout the ummer on Saturday afternoons at

Whitey Lewis Racetracking

Whitey Lewis Racetracking
Cleveland, July 13.
Deal between WGAR and Thistedown. Race Track has Franklin Whitey Lewis, station's new sports-caster, airling the daily tops race at 4:15 p. m. Track is paying cost of the lines and WGAR is furnishing the time. Pony season opened Monday (July 12) and will run for 42 days. Lewis, former fight writer for The Press, local Scripps-Howard sheet, has been with WGAR for three months. This is his first nemo program. He also is on the air six days a week with a sports program for Twenty Grand cigarettes and conducts a sports forum, non-commercial, on. Wednesdays at 8 p. m. Columbus, July, 13.

Bob French, program manager of WHKC, has been commissioned by the State Department of Agriculture to produce and direct a two-hour broadcast from the Ohio State Fair on Sunday, Aug. 29.

WHKC will again carry full schedule of broadcasts from the Jair, which starts two days early this year, teeing off Saturday, Aug. 28. Possibility that all-Ohio boys' band concerts will be fed to Mutual network.

Free Speech Bill in Senate

Washington, July 13.

Freedom-of-air bills sponsored by the American Civil Liberties Union were offered in Congress once more last week. Three measures intended to prevent gagging of political speakers were dropped in the Senate Hopper Thursday (8) by Senator Lewis B. Schwellenbach, Washington, Democrat. Identical with proposals which for two years have slumbered in the House, Schwellenbach bills prohibit the Communications Commission from imposing regulations interfering with right of free speech; require statutory time allotments for public, social, political, economic and educational programs, and station logs of requests for time.

Gov. Earle Will Spiel on Pennsylvania

Resort Talks 'Suspected' by Politicians as Build-Up for 1940-Budget Is \$500,000

Philadelphia, July 13.

Bill earmarking \$500,000 to make known to the world the virtues of Pennsylvania as a vacation spot was signed by Gov. George H. Earle during past week. \$175,000 hunk of huge promotion appropriation will go to radio.

Right now half a dozen agencies fighting for right to spend the dough for the Commonwealth. It is believed a Pittsburgh outfit has correct connex with nowers and will get the account

for the Commonwealth. It is believed a Pittsburgh outfit has correct coinex with powers and will get the account. As the former newspapermen who make up the bulk of the State's press agenting staff have program lined up, it will consist of pop songs and dramatized seenes in Pennsy mountains and beauty spots, and short talks by Governor Earle.

Because of quiet way in which bill went through the Legislature and was signed, there is wide belief that promotion is not so much for the Commonwealth as to make the nation acquainted with Earle, who will undoubtedly be important candidate at Democratic convention in 1940. However, bill is one for which hotelmen have been battling for years, so it will make 'em happy all the way around. (North Carolina has a similar campaign now current.)

tion series, when it airs, will go over the CBS network, which has four outlets in that state. Each NBC chain has only two stations in Pennsy. Added reason for the show going to Columbia is the stand-un-which like and Leon Levy, WCAU owners, have with the Democratic party in Pennsylvania. Expected that WCAU will be the originating station.

station.

While both Pittsburgh and Philly ad agencies are scrambling for the account, it will probably be split between the two cities. Manie Sacks, of Music Corp. of America, is set to agent the talent and produce the show. He has a close connex with Governor Earle and state political bigwigs. Already auditioned and tentatively set are Vincent' Travers orch, Eleanor Bowers and Roy Campbell's Royalists. CBS also auditioned Lee Stevens' orch.

Frank Quinn Upped at KLZ

rrank Quinn Upped at KLZ

Denver, July 13.
Frank Quinn, national sales manager of KLZ, Denver, has been given title of sales manager, thereby relieving F. W. Meyer, station manager, of some of his duties.

Quinn has been with KLZ five

LARGE AND LOYAL

Certainly, no single-station radio audience is so large as that which listens to Nation's Station.

Doubtless, no single-station audience is so loyal as that which listens regularly to WLW, hour-by-hour, day-by-day, week-by-week.

That is the reason why there is no substitute for WLW in any National advertising campaign.

THE NATION'S STATION



IT WON'T BE LONG NOW

The first annual VARIETY RADIO DIRECTORY will be off the presses soon.

The purpose, and aim, of the DIREC-TORY is to serve as the standard reference work for those who plan and produce radio broadcasting.

For early delivery we urge immediate order.

Price \$5 the copy.

HOLLYWOOD 1708 No. Vine St. NEW YORK 154 West 46th St.

CHICAGO 54 W. Randolph St.

Here and There

CBS Artists, Inc. has signed Vivian Ray, nitery warbler, under exclusive handling pact.

Norman S. McGee new sales manager at WQXR, N. Y.

Beb Sampson, formerly with KSD, has joined KMOX, St. Louis, sales staff.

King Bard, WJJD, joins Chicago sales post. Formerly with WOOD-WASH, Grand Rapids, Mich.

Jee Evans of Pine Bluff, Ark., is now on the broadcasting staff of sta-tion KWTO at Springfield, Mo., han-dling three newscasts daily.

Contralto Patricia Ryan. Artists' Service contractee, has been spotted on her first network commercial, a singleton on the Sal Hepatica (Walter O'Keefe) program

Ray Saunders has replaced Joe Bolton on WHN's daily sports review. Bolton describes the Jersey City ball games on the N.Y. station, and has been having trouble getting back to studio in time for the evening summaries.

Leuis Massey and the Westerners after closing a week of vaude at the Stanley, Pittsburgh, on July 22, head to a ranch at Roswell, New Mexico month's loafing

Phyllis Roque back singing with Don Albert's orch on WHN, N. Y., after three months' layoff due to ill-ness. Muriel Byrd, nitery warbler, has been given a regular program on her own on WHN.

Larry Hammond, of Air Features, Inc., vacationing until mid-Septem ber.

WDOD, Chattanooga, took on a new production manager last week. He's Gene Moser, formerly of KMOX and KYA. It's a new job.

Eve Casanova charm series of 15-minute broadcasts over WMCA, N. Y., shifted this week to three times weekly, Mondays, Wednesdays and



CFCF has a monopoly that violates no anti-trust laws! Conditions on the island of Montreal are such that outside stations are not heard in daytime and irregularly at night.

N. B. C.

Double-Edged

Columbia's latest slap at NBC for horning in on its Shakespearean cycle is contained in a letter sent out to educators over William S. Paley's signature.

Educators are asked to be come members of the board of patrons of the Columbia patrons of the Columbia Shakespearean Cycle and the letter assures them that CBS will present Shakespeare 'with-out distortion or vulgarization.' CBS series runs an hour, while NBC limits the program

Fridays instead of Thursdays and Saturdays. Program goes on 10:15 a.m.

to 45 minutes

Albert Eisenstadt goes to work as promotion director at WNEW, N. Y., this week. Hails from U. S. bureau of census.

Alfred Seelye, reporter for Syracus Herald, is latest addition to WNEW's sales staff.

Betty Dugan (Mrs. Buddy Biller), who left WWSW, Pittsburgh, for a few months for motherhood, has re-turned to the station's staff to re-sume her 'Juvenile Round-Up' pro-

Fullerton T. McGough, of WWSW, Pittsburgh, sales staff and some-times announcer at that station, and Nell Pratt were married over weekend and are honeymooning in Chi-

Max Adkins now getting program billing at WCAE, Pittsburgh, for hi arrangements, a departure in sta tion procedure.

Fred King, announcer, left WDOD last week to take over job at KGB, San Diego. Cliff Goodman of WKZO, Kala-nazoo, gone to Memphis, Tenn.

Tommy Carmitchell doing a nev series on WGAL, Lancaster, Pa., with Sherlyn Hertzler for ivory business.

Gorman Walsh, of Station WDEL Wilmington in Lancaster over for weekend session with Clair R. Mc-Cullough, Mason-Dixon chief.

Keyes Perrin, new on staff of WBZ. Boston. His father is theatre

Bill Fay, general manager of WHAM, elected a director of the Rochester Ad Club.

Mary Small guest stars on the Heinz 'Magazine of the Air' July 26.

WCAE, Pittsburgh, has a brother act on the engineering staff, Harry

L. Bixbee, Jr., and Gifford Bixbee. Just a few years ago, their father was the station's chief engineer.

Jack Gilion, program director a father, his daughter on the Coast giving birth to a son the other day. KDKA, Pittsburgh

Virginia Dahiman, who used to have a band (The Esquires) of her own, is now musical director for all programs placed by Earl Bothwell agency in Pittsburgh.

Nellie Revell interviews baritone onald Dickson over NBC on Aug. 3.

Zeke Manners: wang vacashing off WMCA, N. Y., for eight weeks.

J. 'Cy' Rapp is the new manager of KMA, Shenandoah, Ia. and Ed Cunniff has been promoted from merchandising director to commer-cial manager. Rapp previously held the latter title.

Dave Ward, mikeman at 'KSD, St. Louis, back from Hollywood,

Lillard 'Mike' McGee, news ed, of KSD, St. Louis, has had 15 short stories published.

Wayne Short is newest addition to KSD, St. Louis, announcing staff. Came from KFRU, Columbia, Mo.

WTMV. East St. Louis, sports an-WTMV, East St. Louis, sports an nouncer, Paul Wills, hobbling or cane as result of leg infection.

Joe Stevall is now doing arrangements for Ben Feld and his KMOX ork. Stovall replaces Mike Zuzenack, who vacationed in New York and neglected to return.

Dorothy Godwin KMOY St Louis woman commentator, giving weekly book reviews to patrons of Fox, the-atre before performances. Scene is huge lobby of theatre.

H. Leslle Atlass and family mov-ing into Mackinac Island, Mich., resort, as his diamond spieler, Pat Flanagan and frau, move out, to get

Hal Burnett, WBBM press head, on vacation, but scrams in to his Chicago office on week-ends, to keep copy files full.

H. V. Kaltenborn said au revoir to CBS listeners July 8 before leaving with Mrs. Kaltenborn for his annual summer tour of Europe, from whence he will broadcast a series of talks on conidtions in various countries.

James A. Willard, WIP's Philadel-phia, 'Uncle WIP,' has been elected an honorary member of the Needle-work Guild of America.

Mrs. George A. Goff, drama di-rector of KSL, Salt Lake, appointed director of the L.D.S. church British centennial, Aug. 1.

C. T. 'Swanny' Hagman, with WTCN, St. Paul-Minneapolis news-paper-owned station for the past three years on the sales side, upped to station manager.

Robert Dillon, formerly with WOC, Davenport, and Wallace's 'Farmer.' now on the sales staff at KSTP's Minneapolis office.

Wynn Murray does a guest stint on Ben Bernie's American can pro-gram July 27. Set by Herman Bernie.

Jean Colbert back in New York after a season in radio and legit on the Coast.

Nola Day, singer, getting a sustaining buildup over NBC. Hesse & McCaffrey handling.

Tito Guizar beginning a concert tour of South America after making a Mexican pic. Goes to Hollywood in October for Par's 'Big Broadcast.'

Carl Everson, manager of WHKC. Carl Everson, manager of WHKC. Columbus, is vacationing in Marinette, Wis. Other Columbus vacationers are Fred Sample, WHKC, Mitiwanga Beach, Ohio; John Agnew, WHKC; somewhere in Canada, and Don Carlos Brandes, WCOL, salesman, Brooklyn.

WTHT, Hartford, full time debut postponed by FCC to July 20.

Mohican Players, drama troupe in weekly shot at WNLC, New London, Conn.

Jud La Maye, program boss at WICC, Bridgeport, on board promot-ing music festival at Silvermine, Conn., with Jose Iturbi and New

Add: Unusual

Chicago; July 13.
Removal of Shawneetown,
Ill. from its present site, periled
by floods, to a spot on the hills,
three miles away, to be aired
by NBC-Red net in a 30-minute

program: Date set is for Saturday (17).

CBS' Exploration Series

Hans Christian Adamson has been signed by CBS to help prepare the 'Adventures in Exploration' series,

'Adventures in Exploration series, weekly sustainer which network puts on in co-op with Museum of Natural History.

Adamson was on the Hayden Planetarium-Grace expedition which went to Peru to gather scientific data on the total eclipse of the sun on June 8.

Uninterrupted Music

Cleveland, July 13.
Annabelle Jackson, veteran Cleveland radio pianist, has been signed for a Monday Wednesday Friday noon piano series over WHK. Program, titled 'Beauty Melodies,' is sponsored by Naso's Beauty Shop. Miss Jackson does 13 minutes of uninterrupted music. Commercial and names of melodies heard on broadcast are read at the end of the program.

House Organ's Candid Snaps Boston, July 13. WBZ, Boston, and WBZA, Spring-

field, have brought out their house organ 'Air Way to Sales' in new, at-tractive format this month, making tractive format this month, making it a picture paper, containing candid shots of local and net performers. Copy is limited to captions and a program listing of permanent shows for the month, airing over these twin NBC (blue) net stations.

George A. Harder is editor.

Divvy Up Les Tremayne
Newly signatured contract gives
William Morris office joint manager's contract for Les Tremayne,
Campana, leading man, with Eddie
Richmond, who formerly held con-

tract alone.

Present deal makes Wm. Morris

office exclusive for picture representation, in addition to share in
addition to share in other branches

WLBC, Muncle, Changes Reps Hibbard Ayer has been named new sales rep for WLBC, Muncle, Ind. Station formerly listed Cox & Tanz, Philly outhit as its rep. WLBC, 100-watter, is this week making overtures to CBS in an effort to become a Columbia affiliate.

Goodson Into Police Work General Goodson has quit the en-ineering staff of WSFA, Mont-

general Goodson has quit the singineering staff of WSFA, Mont-gomery, Ala.

Becomes chief engineer of the city's new police broadcasting plant.

Martha Deane, hospitalized for fortnight, is having her WOR commercials continue uninterruptedly merciais via waxings.

Joe Silver, WLBC, Muncie, Ind.

Mary Wilcox of Station WFBL, Syracuse, bitten by a dog.

Weed & Co. has taken on the na-tional representation of WJNO, West Palm Beach, Fla.

'Vacation Is a Vacation'-Benny Informs Royal

Jack Benny fixed John Royal's request that he put on a broadcast from the Normandie tomorrow (Thursday) while 300 miles out of New York. They're fellow passengers on the ship. Benny explained that when he's on vacation, he's on vacation. Comic didn't even go on the air for his regular account Jell-O while visiting the NBC studios in New York Sunday (10) during the broadcast of the pinch-hit program with Jane Froman, but let its occasion pass with some intramural comment.

Charles-Dean's Exports

Series of transcriptions for Latin-American broadcasts, is being made by B. Charles-Dean, head of British-

by B. Charles-Dean, head of British-American Productions, for Bristol-Myers. Will be used to plug Ipana toothpaste and Sal Hepatica. British-American is also going into radio production for Australia, Great British, New Zealand and the Latin-American countries.

KYW's Atlantic City Bands

KYW's Atlantic City Bands
Philadelphia, July 13.
KYW will make weekly pick-ups
for both red and blue NBC webs of
bands skedded into Million Dollar
Pier, Atlantic City, this summer.
Red shows will be heard Friday from
midnight to 12.30 a.m. and Blue on
Saturday from 11 to 11.30.
Bands dated in are July 10-16—
Johnny Hamp; July 17-23—Clyde
McCoy; July 24-30—Jan Savitt; July
31 to Aug. 6—Ted Lewis; Aug. 7-13
—Clyde Lucas; Aug. 14-20—Don
Bestor; Aug. 21-27—Harold Stern;
Aug. 28-Sept. 3—Jack Denny; Sept.
4—Russ Morgan.

Pollock, Kettering Team Up Chicago, July 13. Milt Pollack and Tom Kettering have joined forces as the combined publicity and press relations depart-ment of the Albert Kircher agency

here.

Pollack was formerly p.a. for Paul Whiteman, while Kettering has been an indie p.a. around Chi for several seasons.

Sams, Class of '21, Joins KXBY Kansas City, July 13.

New faces around KXBY, James Sams, who started in radio back in 1821 with the now extinct WO Kansas City, has joined KXBY's au-

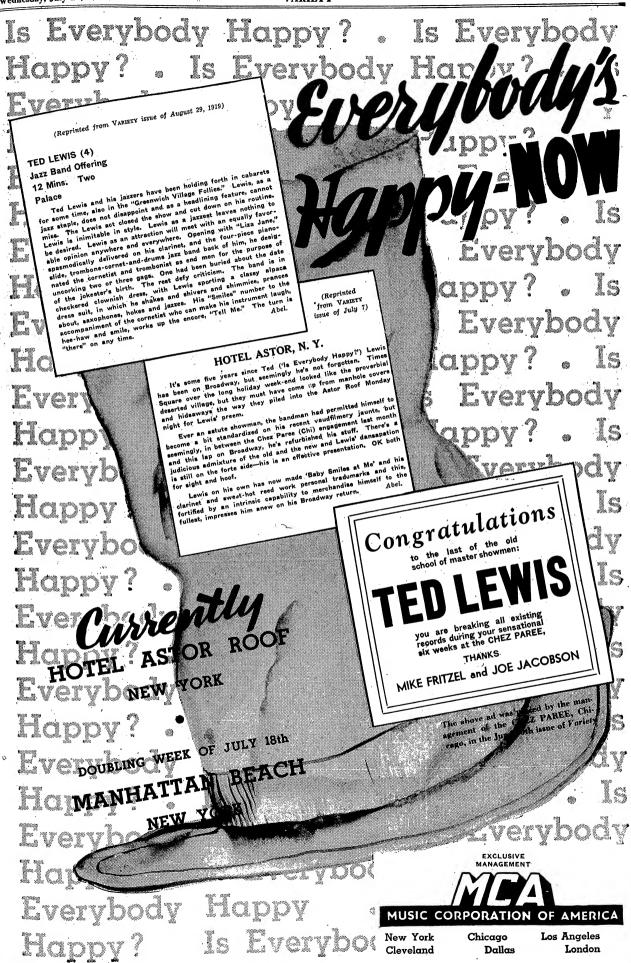
Kansas City, has joined KXBY's an-nouncing staff.

Jay McShaw, colored pianist for-merly with KOB and KGGM, has joined the artist staff.









RUDY VALLEE HOUR

JUX VALLEE HOUR 7th Douglas Fairbanks, Jr., Muriel Kirkland, Blythe Daly, Louis Arm-Strong, Robert Irwin, Cecelia Ager, Joe Laurie, Jr. 1 Mins. BOYAL GELATINE

Thursday, 8 p.m. WEAF-NBC, New York

WEAF-NBC, New York

(J. Walter Thompson)

Prior to his departure for a threeweek dance tour, Rudy Vallee directed a snappy session that was advance-announced as 'no strain on
anybody's brain cells' and lived up
to that promise with the single exception of the girl from Vantery,
Cecelia Ager, who paradoxically was
quite highbrow.

Vallee's own
Contributions included the introduction of 'The Passport Photographer,' by Ray Perkins,
and several samples of the old reliable Vallee brand of singing. Musical interludes kept the program
fluid and buoyant in the summery
mood.

itable Vallee brand of singing. Musical interludes kept the program fluid and buoyant in the summery mood.

Ciever crossfire between Vallee and Louis Armstrong was a slick sample of the former's showman-ship. Armstrong had just got through laying an egg oat a 13-week series of his own. Set here a socious of the series of his own. Set here a socious of the series of his own. Set here a socious of the series of his own. Set here a socious of the series of his own. Set here as socious of the set of his own. Set here as socious of the set of his own. Set here as socious of the set of his own set of his tough assignment for a radio first-timer, came Cecelia Ager. She was the 'one meets such interesting people' nominee of the week. Her' bomb' against radio exploded with a terrific solash of whipcream, all over everybody. Script had been rewitten three times in advance of broadcast. It ended up with J. Walter Thompson tap water mixed with the Ager and a distorted VAREY, but, as it turned out, not a bad novelty for the novelty-cultivating Vallee hour.

Madame Ager was nervous. Half herself and half George Faulkner, with Rudy Vallee her sturdy leaning post, she trail-blazed with her chin. Radio, she said, was too folksy, its gladness got her down. It spelled out big words, told its jokes very stowly, direnthed her with good fellowship. She, so one, liked the Ager is going to Hollywood in August to write for Samuel Goldwyn.

Closing the Gelatin revue was Jos Stowly, direnthed her with good fellowship. She, so one, liked the Ager is going to Hollywood in August to write for Samuel Goldwyn.

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Closing the Gelatin revue was Jos Stowly, drenched her with good to the state of the public going for this type of control of the public going for this type

ROBERT MONTGOMERY, MADGE

EVANS
With Mrs. Wallace Reid, Lee G. Carroil, Bramwell Fletcher, Gene
Lockhardt aud Kathleen Lock-

CORINA MURA
With Raoul Nadeau, Bob Stanley
INTERNATIONAL SALON
Thursday, 3 p. m., EDST
WOR, New York
Off the beaten track of vocals.
Novel warbling and unusual setup.
Should cop attention and maybe
hold it.
Corina Mura, billed as an 'exotic
Songstres,' is a songano who CORINA MURA

hold it.

Corina Mura, billed as an 'exotic songstress,' is a soprano who seems likely to stir up some interest along the kilocycles. Sings Spanish songs effectively to guitar accompaniment. the kilocycles. Sings Spanish songs effectively to guitar accompaniment. Has enough personal color over the air to surmound into behavior of the air to surmound into behavior and the surmound in the behavior of the air to surmound in the surmound in the

JACK HALEY
With Charles Winninger, Virginia
Verrill, Thomas L. Thomas, Nadine
Conner, Fatricia Wilder, Meredith
Willson's Orchestra, Warren Hull
and Chorus
89 Mins.
MAXWELL HOUSE
Thursde, 9 P. m.
WEAF-NEC, New York
(Benton & Boules)

In reconstructing the Maxwell House Showboat and moving its originating point to the Coast, an effort has been made to endow the program with more comedy. Unfortunately the initial edition of the new arrangement found the comedy material so feeble it couldn't sup-port itself on crutches.

Jack Haley has been added to the Jack Haley has been added to the show to vend the laughs, and is using Dixie-drawling Patricia Wilder, blurb-announcer Warren Hull (from pix), and Winninger as straights. When caught (8) at the lines and the one large skit were woefully week

When caught (8) ait the lines and the one large skit were woefully weak.
Musically, the program glistened. Vocal clicko was piercing soprano Nadine Conner, who is chiefly paired with baritone Thomas. Miss Verrill, blues warbler, gets the buildup as the romantic beaut of the show, and handles self well.
Winninger, with his ebullient and robust manner as 'Cap'n Andy,' was a happy return to the helm he originally held. That old and thresone wrangling with the wind in the control of th

ARTHUR WALLBERG Vox Pop 15 Mins.—Local

BOSTON EGG FRY Sustaining 15 Mins. WEEI, CBS, Boston

During the recent heatwave (8) a few brain cells got warped and out of a conclave came this special stunt of staging an egg-fry on the side-walks of Boston, in front of the studio building, opposite Boston

walks of Boston, in front of the studio bullding, opposite Boston Common the studio bullding, opposite Boston Temas about 110 in the sun, and the boys figured they could fry em on the pavement. Jay Wesley, special events, announcer, interviewed Pete Petraka, chef at the adjacent Waldorf cafeteria, which supplied the eggs. Roger Wheeler, scripter at WEEI, was momentarily rated an 'eggspert,' and he quoted odds on the Rhode Island Red egg versus the White Leghorn blob.

White Legitorn blob.

E. B. Rideout, weatherman for the station, delivered a few observations on the record heat of the day, then the frying experiment began. One egg was planted on concrete, the other on asphalt. Neither fried completely in the eight or ten minutes allotted, but the whites of each congealed enough to supply food for chatter. Some of the sidewalk chatter and impromptu gags fizzled. Extremely doubtful if the C. of C. and N. E. Council endorsed the idea of highlighting Boston's heat over a nationwide network.

Follow Up Comment

Antoinette Donnelly, by-liner of a syndicated beauty column under that name and of another on advice to syndicated beauty column under that name and of another on advice to learn the syndicate of the syndicate

"Hollywood Hotel' program Friday
(9) was gifted with a well done preview of 'It's All Yours' (Col), with
Francis Lederer, Madeleine Carroll
and Mischa Auer showing up practically as well before the mike as in
films. Intelligent scripting helped, in
the street of the street of the street
broadcast arrives price to 22-minute
sketch was particularly annoying to
warm weather listeners. Aimless
patter seemed grooved only to incite
giggles from the highly susceptible
Hollywood studio audience leaving
actual radio listeners wondering at
the cause of merriment. Saccharine
atmosphere was only disturbed by
the continuous flow of song; sounded
like an over-enthusiastic choral society in session.

ciety in session.

RCA Magie Key! Sunday (11) over NBC-blue band offered Susanne Fisher as its singing guest and Jean Sabion, tabbed one of foremost radio and night clue between the sundanger of the sundanger o

Jelie summer show Sunday evening (11) had Freddie Lightner showing decided improvement over his appearance a week prior. Working with Don Ross, m.c. and with his wife (Rosella) Lightner adopted a different type of comedy material for his second airing. He used patter and talk that is more distinctly of ward Ross as straight in Results were highly satisfactory and the material sure-fire enough to suggest Lightner will develop forcefully for the air lanes.

He has a unique manner of selling laughs and if provided with suitable material, stacks as an ether comer. Lightner knows enough about material out of vaudeville experience that he ought to be able to reject wrong stuff.

WALTER O'KEEFE
With Alice Frost, Harry Von Zell,
Honey Dean, Donald Tannen, Vie
Ryde, Teddy Bergman, John
Brown, Mary Kelly, Walter Tetley, Town Hall Quartet, Oleanders,
Feder Van Steeden Orch.
68 BRISTOL MEYERS
WEDNESS, 9 pm. EDST
WEAF, New York
Voung & Rubicam)

(Young & Rubicam)

(Young & Rubicam)
Considering it's an almost impossible assignment, Walter O'Keefe is a fair: hot weather substitute for Fred Allen as the Town Hall majordomo. Also backstopped by a respectable comedy lineup. Result is definitely below the Fred Allen standard, but no the Fred Allen of the Fred Allen on a network show, finally correctable.

John of the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally correctable and the Fred Allen on a network show, finally landing the assignment and motoring to the studie for the broadcast. Lengthy and not strong enough blackout. Second of O'Keefe's innings comprised sketch about Bronx vacationers in the country, winding up with a gag about ash trays on autos. Forced and again not action of the Fred Allen of the Fred Allen on a network show and the health of the Fred Allen on the Fred Allen on a network show and the health of the Fred Allen on the Fred Al

Jimmy Cavallaro, fiddler, back on WICC band, with Don Rafael's accomp.

7 OUT OF EVERY 10 WOMEN VOT-ED FOR HIM



IOWA NETWORK

KSO — WMT — KRNT: Radie Stations of The Dos Moines Rogistes and Tribune





WSAI is especially programmed to suit Cincinnati listeners. For example, Cincinnati is notoriously a "red-hot" baseball town. WSAI is the only network station carrying complete baseball broadcasts. WSAI is the Cincinnati Buy.

Robert G. Jonnings, in charge of Sales and Programs, Cincinnati New York and Chicage Offices: Transamerican Broadcasting & Television Corporation J. Raiph Corbett, Inc.

- BASIC RED NETWORK, N. B. C.
- MUTUAL BROADCASTING SYSTEM
- . THE WLW LINE

THE CROSLEY RADIO CORPORATION

BURGESS MEREDITH'S 'HAMLET' With Grace George, William A. Brady, Montague Love, Ben Webs-ter, Margaret Perry 64 Mins.

ter, Margaret Perry 60 Mins. Sustaining Monday, 9 p. m. WABC-CBS, New York

WABC-CBS, New York

It's a pretty good bet that the
nation as a whole would trade in
John Barrymore and Burgess Meredith combined for Jack Benny's verton of Hamlet, It's also pretty clear
that neither Columbia nor NBC is
thinking of listeners, but of that
vague value known as 'prestige.'

Burgess Meredith does remarkably

vague value known as 'prestige'.

Burgess Meredith does remarkably
well. He goes from walk to canter
to gallop and reverses. His progress
as an actor is manifest throughout.
I'll do him good. And it's a bit of a
success story that three years after
Beechnut's 'Red Davis' juvenile serial
the young player should be chosen
by CBS to window-cress its flyer in

by CBS to window-dress its flyer in culture.

But apart from the career impetus for Meredith as an individual what is the net result of this newest Hamlet' four weeks after NBC donned black tights?

CBS will have scrap books full of publicity the positive the English teach of the publicity the positive the public the session to make the comments from stuffed shirts, and a furry of admiration which will possibly be followed by a sudden jolting realization that only in summer, when it doesn't interfere with biz, would the networks indulge in such artistic capers.

when it would the networks indulge in such artistic capers.
Entertainment? Good Shakespeare? Starting something or elevating production standards in radio? CBS' Hamlet, like NBC's, is indifferent entertainment, obscure Shakespeare and workaday mike technique. Whole scenes in both versions were shady and hard to follow. Voices were not uniformly set apart by tone.

JESSIE ROYCE LANDIS 'The Lady Was Worried' and Dennis

King 10 MI ROYAL GELATINE

Thursday, 8 p.m. WEAF-NBC, New York (J. Walter Thompson)

Dennis King and Miss Landis en-acted a mild little playlet by Keith Fowler on the Vallee variety Thurs-Fowler on the Vallee variety Thursday last. The Lady Was Worried' sketched the time-trod on piece about the American 1807 and the about 180 post titled and handsome lad who greeter in Budapest. There was the time the last who led his emerge and and finally succumbed to his charm. The twist—not a very deft and certainly an obvious one—was that the mans' identity was masked near the end.

Troubing was swell and held to.

Trouping was swell, and held to-gether the skit when it threatened several times to give way at the seams. Both players displayed more than average script-actor ability to use the mike technique to its full-est value.

PROF. SOCRATES' DANCE
QUARTET
With R. S. Rainey, Norman Childress,
Ralph Webb, Earle Helms, and
Cecil Hollifield
IS Mins.—Local
Sustaining
Tuesdays, 7 P. M.
WSOC, Charlotte, N. C.
This privage of hellibility spring

Starting something or elevating production standards in radio? CBS Hamlet, like NBC's, is indifferent entertainment, obscure Shakespeare and workaday mike technique workaday workaday mike technique workaday mike and relaxation of a group of well-knario in the april workaday w

BEATRICE HOWELL

ROYAL GELATINE Thursday, 8 p.m. WEAF-NBC, New York

(J. Walter Thompson)

(J. Watter Thompson)

Miss Howell, who matriculated from an anonymity in a Fanchon & Marco unit line to an upsoaring vaude imitator, did an o.k. stint on the Vallee hour recently. Using material from her stage act, Miss Howell ran though a list of film the control of the cont

VOICE OF CARELESSNESS'
With Milton Olin, Douglass Hope,
Alice Hill, Forrest Lewis
Educational Drama
5 Mins.—Local
CHICAGO MOTOR CLUB
Daily, 5:30 p.m. CDST
WBBM, Chicago
(McJunkin)

varctankin)

This set of five-minule spot dramas presuming to reduce automobile accidents pre-supposes radio audiences are the ultimate in child-idea see that the bogey man is in the control of the con

collisions.

Program dramatizes an accident, and what leads to it. The people concerned warn each other about what might happen, the bogey man egging them on by speaking his readeous augh. Then the secident happens. And an announcer comes on to tell why, all over again. Theme music is the laugh of the bogey man, who, of course, is in the title role.

Granted that a furniture con-

title role.

Granted that a five-minute program isn't the easiest thing in the world to do, a different approach is obviously needed. The horror voice could still be left in, but the whole set-up needs to be switched around to get a more gripping bechnique.

Production is typical of the it's-only-a-five-minute-spot attitude. Loop.

MARTA ABBA, OSGOOD PERKINS 10 Mins. SEALTEST Sunday, 16 p.m., DST WEAF-NBC, New York

(J. Walter Thompson) (J. Watter Thompson)
Miss Abba on Broadway in 'Tovarich,' did not have a too auspicious
bow-on in broadcasting due to script
inadequacies. Her acting was good,
and she displayed quite some knowledge of astute mike technique.

edge of astute mile technique.

In 10 minutes, the script purposed to delineate the two central characters and onviere up the tory of Toter Madame. legit play of decade ago. Two separate slices of the piece were projected, but unfortunately the dramatization shot far beneath the target at which it aimed. Aside from several slick lines, and the sustained good acting of Miss Abba and Perkins, the excerpts held but faint interest.

Perkins played the blass-bitton

Perkins played the blase-bitten husband of the middle-aged operatic oriole. He's a vet of string of radio dramatizations.

Duo guested on the 'Sealtest Party,' presided over by tenor James Melton.

NANCY MARTIN With Max Adkins' Saxomaniaes Singing, Music 15 Mins.—Local Tues, Thur, 12:36 p. m. GULF SPRAY WCAE, Pittsburgh

WCAE, Pittsburgh
Backed by Max Adkins' sax ensemble, Nancy Martin delivers a nice
vocal quarter-hour for Gulf Spray.
She has been around for several
years now and voice quality has improved considerably since then with
result that she now handles a pop
ballad with plenty.

result that she now handles a pop ballad with plenty.

In the middle of stanza, she does a song story, a sort of solo dramatization, on program caught to Remember, and displays some able histrionic ability as well. These things susually are pretty drab but Miss Martin handles them neatly. Idea of a sax crew for accompaniment is novel and the Adkins arrangements are effective although too much in the same tempo. Ishould be some variations.

Sponsor, however, should watch those commercials. Program goes on right around lunch time and the announcer had to deliver a spiel abour across the food by using the product. Took the edge off an otherwise excellent quarter-hour and gives the table time-listeners a bad taste.

Cohen.

WERNER JANSSEN ORCHESTRA 30 Mins. FLEISCHMAN

FLEISCHMAN
Sunday, 7:38 p.m. DST
WIZ-NBC, New York

(J. Watter Thompson)
Replacing the Ozzie Nelson orchesta's Believe H' Ripley proger n
for the summer for the yeast company is Janssen's crew, shunted
over by the Thompson agency from
the Chase & Sanborn yrorrom,
which directly follows on NBC's
alter web, Thompson had to loosen
up the Chase & Sanborn arrry.
Obvioutly this is a entiract out
for the egency show is nondezeript.
A summer missit.
A summer of the entire the proschool course in the act of hoofing.
Arthur Murray provided the instructions, and any comer can have
a copy in return for Bl year-erlabels. (Holdover from pr.vious
programs).
On the musical selection side,
mong the lighter-vein numbers,
were 'Marriage of Figaro' overture,
a Strauts medley and series of dance
and the lighter-vein numbers,
were 'Marriage of Figaro' overture,
a Strauts medley and series of dance
and the lighter-vein numbers,
were 'Marriage of Figaro' overture,
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and the lighter-vein numbers,
were 'Marriage of Figaro' overture,
a Strauts medley and series of dance
and the lighter-vein numbers,
were marriage of Figaro' overture,
suppression, and to only a large of the
summer perhaps than Fleischresumably a bit too lotty in layout
for the young audience the product
seeks. It is attempting to peddle the
product only to clear up young 'uns
complexions, and doing so in a more
blatant manner perhaps than Fleischsummer light and the product
seeks. It is attempting to peddle the
product only to clear up young 'uns
complexions, and doing so in a more
blatant manner perhaps than Fleischnumbers.
Not too well. No studio audience.
Love the country and the concomplexion of the summer and the country and
audience's favor by eliminating studio onlookers. Listeners are told
that the program is wholly theirs,
and that no visual

studio audience, because there is none.

Growing opinion in some radio circles is that tuner-inners grow resentful often at the program interruptions occasioned by the overlong laughter, whoops and whistles studio sitter-inners are wont to indure in. And also by the panto anties of performers which draw gignles from the visual mob, but are veiled to the audience at which the programs are supposed to be directed.

Bert.

First Choice of Experience

50,000 WATTS

CLEVELAND CHUCKLE

Those Early Programs Tough on Pillow-Lovers

Cleveland, July 13. Morning, WHK rise Cleveland, July 13.

'Top of the Morning,' WHK riseand-shiner conducted by Carl Mark
from 7 to 8 a.m. daily, is followed by
a United Press newscast by Guy Wallace, Mark's roommate and an inveterate oversleeper. Other morning
Mark jokingly urged listeners to
phone Wallace to get him out of bed
and down to the studio, if they
wanted their news flashes on time.

Result: Wallace Asched into the

wanted their news flashes on time. Result: Wallace dashed into the studio at the last minute. His excuse for getting down just under the wire was that he was kept so busy answering calls to get out of bed he couldn't break away from home until just before air time. He's still trying to figure out the 'Why?' of all the calls as Mark hasn't had the nerve to tell him.

Elks Meet on MBS

Denver, July 13.

During the Elks' national convenion here this week KFEL will originate 1¼ hours of the mutual chain from Colorado. Springs. Principal part of the program will be the memorial services from the Will Rogers' Shrine of the Sun Memorial on Cheyenne mountain. These services will be conducted by Elks.

KFEL will also put on the net two orchestras from the Springs the same day, Friday (16). They are the Bob McGrew crowd at the Broadmoor and the Bart Woodward musicians, playing at the Antlers. Time will be 2-3:15.





F.C.C.'S WASHINGTON DOCKET

DECISIONS

DECISIONS

Washington, July 13.

Alabama: WAPI, Birmingham, granted voluntary assignment of license to Alabama Polytechnic Institute (board of control of WAPI).

Connecticut: WATR, Waterbury, application for change of frequency from 1190 to 1290 kep, power bost from 100 to 250 watts and change in hours of operation from limited to unlimited, denied. Examiner M. H. Dalberg reversed.

Illinois: WAAR, Rockford, granted reduction of power from 50 to 40 watts.

Iowa: Central States Broadcasting Company, Council Bluffs, denied new station to be operated on 1500 kc with 100 watts, commish reversing Examiner Dalberg. C. W. Corkhill, Sioux City, denied new station to be operated on 1420 kc with 100 watts, Examiner George H. Hill sustained; Sioux City denied new station to be operated on 1420 kc with 100 watts nights, 250 watts days, commish upholding Examiner Hill.

Louislana: WJBO, Baton Rouge, granted change in time of operation from specified to unlimited,

Minnesola: National Battery Broadcasting Co., St. Paul, granted new high frequency station to be operated on 2595 kc on an experimental basis, with 1 kw, using A-3 emission.

Nebraska: Falls City Broadcasting Corp., Falls City,

Paul, granted new high frequency station to be operated on 2550 kc on an experimental basis, with 1 kw, using A-3 emission.

Nebraskar Falls City Broadcasting Corp., Falls City, denied new station to be operated on 1310 kc with 100 watts, commish supporting Examiner R. L. Walker.

New York: Knickerbocker Broadcasting Co., Inc., New York, granted new high frequency station to be operated on an experimental basis on 26,550 kc with 100 watts (to be located in Flushing).

North Carolina: Virgil V. Evans, Gastonla, denied new station to be operated on 1420 kc with 100 watts, Examiner John P. Bramhall sustainer, Cincinnati, application for daytime power boost from 2½ to 5 kw dismissed at applicant's request.

Pennsylvania: WQAN, Scranton Times, Scranton, granted juice-jump from 500 watts to 1 kw; WRAX, Philadelphia, granted special authority to increase power to 1 kw to counteract interference caused by CMX, Havana, Cuba; WWJ, Detroit, and KPRC, Houston, Tex.

Texas: State Conital Broadcasting Association Aug.

CMX, Havana, Cuba; www, Leavis, and ton, Tex.

Texas: State Capitol Broadcasting Association, Austin, granted new daytime station to be operated on 1120 kc with 1 kw, specified hours—all hours not used by WTAW. College Station—commish reversing Examiner R. L. Walker; Radio Enterprises, Lufkin, denied new station to be operated daytimes on 1310 kc with 100 watts, Examiner P. W. Seward sustained; Red Lands Broadcasting Association, Lufkin, granted new daytime station to be operated on 1310 kc with 100 watts, Examiner Seward upheld.

CET TAD UTADING

SET FOR HEARING

Louisiana: William C. Smith, Bogalusa, new station to be operated on 1310 kc with 100 watts; WDSU, New Orleans, jump power from 1 to 5 kw, install new equipment and directional antenna system. Maryland: WFER, Baltimore, boost power from 500 watts. 1 kw days, to 5 kw, install new equipment and directional antenna system install new equipment and directional antenna system for day and night use. Massachusetts; WAAB, Yankee Network, Inc., Boston,

permission to use transmitter Type W. E. 106-B as alternate transmitter.

Texas: M. M. Valentine, Laredo, new station to be operated on 1500 kc with 100 watts nights, 250 watts days.

Virginia: WLVA, Lynchburg, change frequency from 1200 to 1390 kc, increase power from 100 watts nights, 250 watts days, to 500 watts, install directional antenna system for night use.

NEW APPLICATIONS

California: Floyd A. Parton, San Jose, new station to be operated on 1170 kc with 250 watts, days only.

Florida: Panama City Broadcasting Company, Panama City, new station to be operated on 1420 kc with 100 watts, days only. Iowa: Western Audiphone Co., Ottumwa, new station to be operated on 1420 kc with 100 watts.

New York: National Broadcasting Co., New York, extension of authority to transmit recorded programs to all broadcast stations in Canada, licensed to operate by the Canadian Government, which may be heard consistently in the U. S.

Oregon: Pacific Radio Corporation, Grants Pass, new station to be operated on 1320 kc with 500 watts, days

only.

Fennsylvania: WFIL, Philadelphia, boost day power from 1 to 5 kw, install new transmitter and directional antenna for daytime use.

Texas: KRGV, Weslaco, authority to transfer control of corporation from M. S. Niles to O. L. Taylor, Gene Howe and T. E. Snowden, 320 shares common stock.

EXAMINERS' REPORTS

EXAMINERS' REPORTS

Georgia: Failure to put in an appearance at an FCC hearing probably cost Phillip Jackson of Brunswick a new daytime station. Dismissal with prejudice was recommended by Examiner John P. Bramhall, after preparation had been made for a hearing, at the expense of the government, with only one attorney, representing the commish, present at the proceedings. Jackson's application was for 1420 kc with 100 watts. Nevada: Application of John D. Fields, Inc., of Las Vegas, should be tossed out with prejudice, according to a report by Examiner P. W. Seward. Fields filed application for dismissal one day before case was set. for hearing. Request had been for a smallie on 1370 kc.

New Mexico: Daytime smallie for Hobbs was recommended by Examiner Melvin H. Dalberg. W.E. Whitmore, who holds a controlling interest in KGFL, Roswell, and has been operating the transmitter, was given the green light by Dalberg apparently on the strength of his ownership of 1.497 shares of KGFL stock valued at \$10 per share. Other assets included \$3,000 in Liberty Bonds, owned. by Whitmore's wife, \$1,765 in cash, \$750 worth of diamonds and a handful of small personal accounts 'said to be collectable.'

Station, which would operate days only, would use the 1500 kc frequency with 100 watts. Whitmore was represented by Frank Stollenwerck.

Texas: Dismissal without prejudice was recommended for the application of the Amarillo Broadcasting Co. by Examiner Dalberg. Applicant followed commish proprieties in requesting withdrawal of the request for a 100-watter on 1500 kc.

ARTHUR LUCAS TESTIFIES Appears Before FCC Examiner on Savannah Petition

Atlanta, July 13.

Atlanta, July 13.

Arthur Lucas, prez of WRDW,
Angusta, Ga., and treasurer of Lucas
& Jenkins, Inc., which operates
chain of theatres in Georgia, backing up his application for a new station in Savannah, Ga., last week told
a FCC examiner in Washington,
D. C., that the proposed new station
would cost between \$20,000 and
\$25,000 and estimated that its operating cost would range around \$1,800
per month. He further declared it
would not be affiliated with any
chain.

chain.

Replying to queries by counsel for WTOC. Savannah, and Seaboard Broadcasting Corp., also of Savannah, Lucas declared he was not interested financially in a station Jack Brantley proposed to build in Savannah, application for which was nixed by FCC a year ago. He also stated Brantley had no interest in the station he (Lucas) now seeks authority, to operate.

EASY ACES

6th YEA YEAR FOR HUMMERT, INC.

NACIN

HARRY SALTER

CONDUCTING

LUCKY STRIKE "HIT PARADE"

EVERY WEDNESDAY N.B.C. Red at 10 P.M., EDST

HENRI NOEL

His Continental Music His French Songs **CURRENTLY AT** FRENCH CASINO Atlantic City, N. J.



NBC NETWORK

Echoes to Coronation Broadcasts: South Africa Irked by Radio Hoax

Capetown, June 14. Radio circles hereabouts are in a Radio circles hereabouts are in a fever over alleged ether fakes pulled off by the South African Broadcasting Corp. during the coronation. Yowls of everything from 'shame' to murder' are being heard. Not only was the hoaxing shady 'dealing to dialers, it is charged, but was an insult to the King and Queen. Corporation excess are trying to play ostrich while the uproar rages, but are catching plenty of abuse.

According to the accusations, it

According to the accusations, it had been announced by Broadcasting Corp. officials that during the Empire broadcast on coronation day a Johannesburg miner and a Natal sugar planter would air messages of loyalty. Instead, phoney messages by studio artists were broadcast from the Capetown studios, it is alleged.

the Capetown studios, it is alleged.
While those charges still had local
dialers in a sweat, it was further
brought out that on the same-coronation airing the supposed broadcast
of lion roars from the Kruger National Park was actually only an
electrical transcription previously
made from Samson, a tame lion in
the Pretoria Zoo. Listeners, recalling their shivers while an announcer
had hysterically described the lions
rushing wildly about the Park and
once actually brushing by the mike,
sizzled a few degrees nearer boiling.
Newspapers have been plastering

sizzled a few degrees nearer boiling.

Newspapers have been plastering
the Broadcasting Corp. execs, pointing out that such tactics, tabu in
England and America, are likely to
bring South African radio into disrepute abroad and seriously set back
the country's broadcasting. Demands
are being heard for the resignation
of the Corporation Board and those
responsible for the hoax.

Statements have been invested we

Statements have been issued by the Corporation that it is satisfied with all the circumstances of the coronation program and that Kruger National Park broadcasts were in 'accordance with just practice, necessitated by technical and practical difficulties and there was no intention of misleading the public.' Public merely gives those declarations the horse whinny and is redoubling its clamor that 'something be done.' Statements have been issued by

Richard Belt, announcer at WBNS. Columbus, is recovering from an appendectomy in a Dayton, Ohio, hospital.

FARM SERVICE IN BALTO: EARLY A.M. EPIDEMIC

Baltimore, July 13.

It's getting to be a battle of 'first on the air' between WFBR and WBAL here with members of both

WBAL here with members of both staffs wondering whether night shifts will soon be needed.

Aiming for rural listener following, WFBR some weeks ago inaugurated a program of farm news, weather reports, time signals and musical recordings with commercial spots spliced in between, taking air each morning at 6:30, a half hour earlier than other local stations.

Beginning this week, WBAL goes on, with a similar program at 6:00, No word yet from town's other two stations but considerable talk current suggesting hotel accommodations at studios for announcers assigned to these eye-openers.

Curtis Cluss has joined WGH, Nor-folk, as sales force member and part-time announcer.

'THE O'NEILLS"

By JANE WEST

NOW RADIO'S MOST POPULAR FAMILY BRINGS YOU MORE

AUGHTER TEARS AND HEART-THROBS Presented by Ivory Soap - 99 44/100 % 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 MGT, ED WOLF-RKO BLDG., NEW YORK CITY

TODAY'S CHILDREN

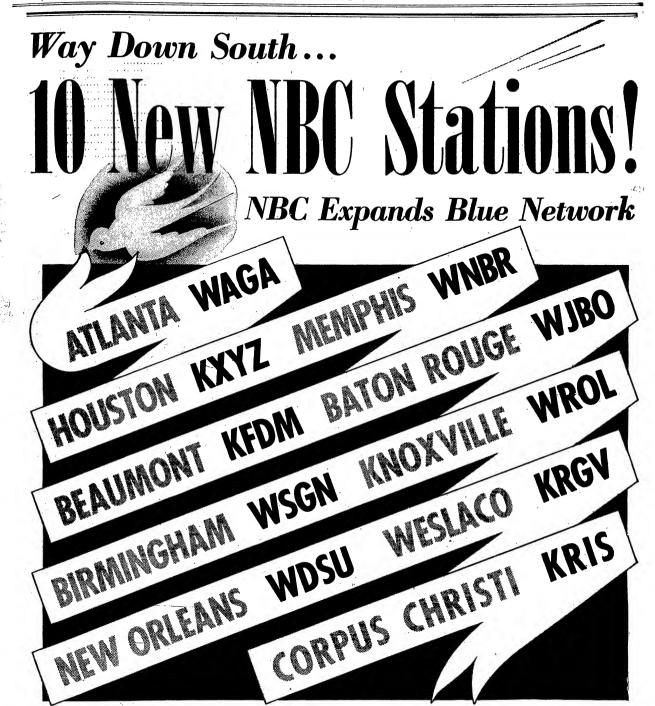
RADIO'S MOST POPULAR DAYTIME PROGRAM WRITTEN BY IRNA PHILLIPS - PRODUCED BY N. B. C.

NOW ENTERING 5TH YEAR FOR

Pillsbury Flour Mills Company

DIR. - HUTCHINSON ADVERTISING COMPANY N. B. C. RED NETWORK—MONDAY THROUGH FRIDAY

10:45 - 11:00 A. M., E. D. S. T.



On August 1, the nationalization of the NBC Blue Network takes a long step towards completion. For, on that date, ten stations, in some of the richest and most populous sections of the South, become Blue affiliates.

Since January 1, 1936, when the complete Transcontinental Blue Network was launched, Blue Network coverage of the nation's important markets has been intensified by the addition of 37 stations, including these new Southern affiliates. Ask your nearest NBC office for costs and market data.

Special Radio Programs and Local Advertising in these markets will be used by the stations to build even greater audience interest for Blue Network Advertisers!

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Mull Cavalcade of Music As Spec For N. Y. Fair; Hunting for Bankroll

Complete field of music is to be unfolded to visitors at the New York World's Fair in 1939. Though plains are known to be in formative stage, despite announcement of an Advisory Committee on Music, massed bands, radio broadcasts, with the possibility that the fair might provide material for sustaining programs, and full treatment of opera are part of ideas now being mulled.

Committee contains names of distinguished musicians and music partons in U. S. Though the announced plan is to present all forms of music the advisory committee right now is most concerned with getting the essential fund together to put on proposed projects. Although committee members, who long have been identified as giving liberally to forward better music, probably will furnish nucleus to a prompted some higher exposition, the committee members while also is seeking ways and means of attracting outside capital just-now. Cash in this fund would be employed in constructing a special music building on the fair site, where were, actual staging of many musical stage for which the state of N. Y. as appropriated money for building, the sample of the most recommittee members, who long have been identified as giving liberally to forward better music, probably will furnish nucleus to a water of the committee contains and music in the fair. Number of Metropolitan index to learn towards idea of staging one similar outdoor operatic season at the fair. Number of Metropolitan operations at the fair. Number of Metropolitan index to learn towards idea of staging operations and music fund to the fair of the members, who is most concerned with grant and the fair of the stage of the productions, bands and other such enterprises would be put on at the large amphitheatre (with island stage) for which the state of N. Y. as appropriated money for building on the stage of the put on the large of the put on the large of the put on the large of the put of

Tops in the Music Business My Cabin of Dreams **Gone With The Wind** The You And Me That Used To Be Carelessly

Coming, A New RKO Musical 'Life of the Party' WITH

Let's Have Another Cigarette

Roses In December Yankee Doodle Band So You Won't Sing Chirp A Little Ditty The Life Of The Party

Irving Berlin, Inc.

799 Seventh Ave., New York



Massed Bands

Massed Bands

However, the idea of using massed bands with numerous band units invited to the world's fair for extended competition intrigues others. Probably would follow the general idea employed at national American Legion conventions, only, that the tompetitive band organizations presumably would compete over a period of a month or more, with these smaller groups comprising semi-finals in contest. However, it would give the fair a chance to employ the band panoply idea with 10 or more massed every four weeks or so for spectacular effect.

General chairman of the advisory committee is Allen Wardwell, director of the Met, with Mrs. Vincent Astor and Marshall Field as vice-thermen.

chairmen.

Radio is represented on the committee by Howard Barlow, of Columbia Broadcasting System, and Frank Black and Walter Damrosch, of National Broadcasting Co, latter being musical counsel. Metropolitan is represented, in addition to Wardwell, by Mrs. August Belmont, chairman of Met Opera Guild; Lucrezia Bori, soprano of the Metropolitan; Lawrence Tibbet, baritone of Met, and Edward Johnson, director of the opera company.

Joseph Schmidt's Tour

Joseph Schmidt, German tenor, Is being brought over by Sol Hurok next year. Arriving in mid-November, singer will be booked for an across-country swing of concert stands by NBC Artists Service. Hurok is still in Europe, digging up talent for next season dating; agent will not return to the U. S. until September. Schmidt is the first foreign performer definitiety set.

first foreign performer definitely set for importation.

E. St. Louis Projects Dropped

s. 5t. Louis Projects Dropped
St. Louis, July 13.
The East St. Louis, Ill., WPA District will abandon two music projects Thursday (15) according to Fred G. Austin, district WPA director. No reason was given for closing down projects.
Work for 22 unemployed tooters was furnished by the projects which included a string ensemble and a dance ork.

The Nation-Wide Hit

SEPTEMBER IN THE RAIN

By WARREN and DUBIN

REMICK MUSIC CORP. 1250 Sixth Ave., RCA Bldg., N. Y. CHARLIE WARBEN, Prof. Mgs.

Hits from the RKO Radio Picture, "NEW FACES OF 1937"

LOVE IS NEVER OUT OF SEASON OUR PENTHOUSE ON THIRD AVENUE

From BEN MARDEN'S SMART RIVIERA REVUE

THE IMAGE OF YOU

DON'T YOU KNOW OR DON'T YOU CARE LEO FEIST, Inc. • 1629 BROADWAY • NEW YORK Jooss Due Back

Jooss Ballet is planning to return to America early in October for a tour extending to the Coast, Canada and into Cuba and Mexico. At present resting at Dartington Hall, Devonshire, England. Just completed an engagement in Paris.

Columbia Concerts Corp. handling.

MARTINELLI'S TOUR **GREATLY EXTENDED**

Martinelli will Giovanni Martinelli will sing nearly double the number of dates this winter that he had last season. Already set for 20 New York performances with the Metropolitan Opera Company, in addition to an indefinite number of road dates. Opens the San Francisco season Opt. 30. First St. Louis appearance of the season is Nov. 24.
Currently vacationing at his home in Italy after 14 performances dur-Giovanni

in Italy after 14 performances during the coronation season with the Covent Garden Opera, the tenor is set for five dates in France during August. Michael de Pace agenting.

St. Louis Voice Line-Up

St. Louis, July 13.

Mme, Erma Sack, European grand opera star, will make appearance here next fall in 'Rigoletti,' first of operas to be presented by St. Louis Opera Co. in Municipal Auditorium, under management of Director Guy Gotteman. Mme. Säck will sing role of 'Gilda,' with Robert Wedde, Met baritone, as 'Rigoletti,' and Armand Tokatyan, Met tenor, as the 'Duke,' Following 'Rigoletti,' will be 'Carmen,' 'Faust,' Tristan and Isolde' and another to be selected later.

Other artists signatured for appearance here during the season are Feodor Chaliapin, Kirsten Flagstad, Giovanni Martinelli, Bruna Castagna, Paul Althouse, Lucy Moore and John Gurney, who made several appearances during the outdoor municipal opera season. St. Louis, July 13.

Robin Hood Blah

Philadelphia, July 13, Philadelphia, July 13.

Biz continued apathetic during second week of Robin Hood Dell concerts. Gross was mediocre at \$11,500 for six nights, representing about 20,000 kicks of the wicket. This was \$500 less than coined open-

ing week with only five concerts.

Double fee is charged at the gate, or two stubs torn from season books, on nights featuring w.k. soloists or operaites.

Spontaneous Demand?

Spontaneous Demand!
Shapiro, Bernstein & Co. has acquired the publication rights to Roses in the Rain. Tune had been aired for some time over WSB, Atlanta, and when it started getting calls at the jobbers, Shapiro-Bernstein got in touch with the writers, all of whom are natives of Atlanta. They are Remus Harris, Son of Joel Chandler Harris, Cliff Stodgill and Irving Melsher.

Bob Weede in Opera

Robert Weede opens the season with the St. Louis Opera Company on November 22, singing the title part in Rigoletto. Also set for three other performances there during the

Michael de Pace handling.

Music Notes

Witmark's professional staff is Witmark's professional staff is clearing the decks for work on the Warren and Dubin score of 'Mr. Dodds Takes to the Air.' Tunes are 'Am I in Love?' Here Comes the Sandman, 'The Girl You Used to Be' and 'Remember Me.' Film's release attained. date is Aug. 21.

Max Steiner has completed scoring That Certain Woman' at Warners. Rocco Vecco, gen. professional mgr. of the Warner Bros. music interests, returns today (Wednesday) from a stay of several weeks on the Coart.

Irving Berlin will publish four numbers from Jimmy Cagney's 'Something to Sing About.' They are, 'That's What Loving You Did for Me,' 'Right or Wrong,' 'Out of

(Continued on page 61)

Last Week's 15 Best Sellers

| with the water to the | |
|---|------------|
| It Looks Like Rain | Morris |
| Sailboat in the Moonlight | Crawford |
| Merry-Go-Round Broke Down | Harms |
| Sweet Leilani | Select |
| *Blue Hawaii | |
| You and Me That Used to Be | |
| Tou and Me That Osed to De | Beriii |
| Never in a Million Years | Robbins |
| *September in the Rain | Remick |
| †Where or When | Chappell |
| *Was it Rain? | Santly-Joy |
| *Cause My Baby Says It's So | |
| Cause My Daby Bays It's Bo | Charles |
| Toodleoo | Snapiro |
| I Hum a Waltz | Miller |
| *Turn Off the Moon | Popular |
| Dream In My Heart | |
| Indicates filmusical song. † Indicates stage p others are pops. | |

BALLET CARAVAN IN SAYBROOK TRY-OUTS

Premieres of three ballets, 'Yanke Clipper,' 'Show Piece' and 'Folk Dance,' are being given this week by the Ballet Caravan at the Town Hall, Saybrook, Conn. Lincoln Kirstein is director.

'Yankee Clipper' has a score by Paul Bowles, with choreography by Eugene Loring. 'Show Piece' has Eugene Loring. 'Show Piece' has music by Robert MacBride and choreography by Erick Hawkins, Folk Dance' has a score by Emanuel Chabrier and choreography by Douglas Coudy. Charles Rain did to costumes for 'Yankee Clipper' and 'Folk Dance,' while those for 'Show Piece' are by Keith Martin.

In addition to the premieres, old ballets to be repeated during the week are 'Promenade,' 'Encounter' and 'Harlequin for President.'

ROCKWELL IN SPLINTS

Fall Breaks Right Wrist and Left

Plan which Tom Rockwell, of Rockwell, O'Keefe, had of coming to New York in four weeks for an extensive stay at the home office is out because of an accident he suffered on his California ranch. He fell from a horse and fractured the right wrist and the left forearm.

Rockwell stayed in the hospital but a few days. He expects to re-sume soon at his Hollywood office, despite the slat impediments.

John Paine Due Back

John G. Paine, gen. mgr. of the American Society of Composers, Au-thors and Publishers, returns from Europe this Saturday (17).

He sailed June 9 to attend the 12th International Congress of the Feder-ation of Performing Rights Societies



OLD MAN MOON

From Hal Roach's MGM Prod. "Topp

LITTLE HEAVEN OF THE SEVEN SEAS

By Scholl and Jereme Writers of "Buckaroo"

From "CHEROKEE STRIP" **MY LITTLE BUCKAROO**

M. WITMARK & SONS SOLLY COHN, Prof. Mgr.

MILLS SPECIALS B ill Hudson's Latest YOU'RE MY DESIRE Sensational Song Hit From RKO "New Luces of 1937" PECKIN' The New Summer Sensation

Wednesday, July 14, 1937

IS THIS GONNA BE MY LUCKY SUMMER

MOON AT SEA

The Comedy Hit of 1937 TODAY I AM A MAN

Officially Approved Roosevelt-Du Pont Love Son

YOU ARE THE REASON





'Sing and Be Happy' 'What A Beautiful Beginning' 'Travelin' Light'

MOVIETONE **MUSIC CORPORATION** SAM FOX PUBLISHING CC SALAS 1250 SIXTH AVENUE NEW YORK

"POLYNESIAN ROMANCE" JUST ABOUT RIGHT

VANGUARD SONGS 6411 Hollywood Blvd., Hollywood, Cal. JULIO ALONSO, Prof. Mgr.

THE MERRY-GO-ROUND BROKE DOWN **BORN TO LOVE** VIENNA DREAMS THE MOON IS IN TEARS TONIGHT I'M HATIN' THIS WAITIN' AROUND

IN PREPARATION—Dick Whiting and Johnny Mercer's smash scene from Warner Bros. "VARSITY SHOW," starring Dick Powell and Fred Waring and his Pennsylvanians.

HARMS, Inc., R.C.A. Bldg., N.Y.C.

Mack Goldman, Prof. Mgr.

Gershwin Reminiscences

As a songsmith who, despite his 'art,' was always in the big money, it recalls the nifty when Gershwin cabled Igor Stravinsky how much it would cost him to take lessons in execution from the Great Russian composer. Stravinsky, then due over for his first Carnegie Hall concert, cabled back, 'How much do you earn a year?' Gershwin wired back a figure of around \$150,000 per annum, whereupon Stravinsky remided. Till remain here, you comided. annum, whereupon Stravinsky re plied, Till remain here, you com-over and teach me.

Brother Clicked on Own

Brother Clicked on Own
Saga of Ira Gerchwin, his lyric
writing brother, is significant. At
first Ira wrote under the nom-deplume of Arthur Francis, named
after another brother (Arthur) and
Frances Gershwin (Mrs. Leopold
Godowsky, 5r.), the idea being not
to trade on George's reputation.
Laber, with the composer-brother
getting all the plaudits, Ira's text
kame. to attention, but chiefly on
its merits.

getting all the plaudus, Ira's text, tame to attention, but chiefly on its merits.

In Other Directions
George Gershwin on the side was guite a painter. Some of his works sold, and were widely acclaimed. He was also active as a collector.

Riapsoide' Started Plenty
On his Feb. 12, 1924, world debut of the now renowned 'Rhapsodie in Blue,' the critics took Paul Whiteman's Acollan Hall concert very seriously because of the Thapsodie's Since then the linking of Whiteman with Gershwin has been synony-mous and inseparable. So much so that, when Universal insisted upon the strains of the 'Rhapsodie' for Whiteman's 'King of Jazz' film in 1928, it paid \$50,000 for the screen ights.

rights.
This was upon Max Dreyfus' in-This was upon Max Dreytus instance since the head of Harms, Inc., and patron of Gershwin, felt that the composer couldn't be compensated in the usual manner of sheet, music sales. Universal paid, although in another instance, when the Warner Bros.-ASCAP schism arose, and Gershwin was personally pliqued at the technicality which kept his 'Rhapsodie' away from Whiteman's broadcast usage as a theme strain, he couldn't help himself. It wasn't a matter of economics then.

omics then.

A Grand Blght
Gershwin's 'Rhapsodie' along with
his 'Concerto in F' 'An American
in Paris,' etc., when performed,
etched fancy fees as 'grand right'
from the American Society of Composers, 'Authors and Publishers,
Something like \$50 per performance,
fixin to the arrangement when per-

Something like \$50 per performance, akin to the arrangement when performing Maurice Ravel's 'Bolero,' was the means of economically compensating the composer.

Gershwins had two music publishing businesses with two channels. Recently formed Gershwin Publishing Corp. is affiliated with Chappel (Max and Louis Dreyfus, Henry Spitzer), and the former New World Music Co. is a subsid of Harms, Inc., a Warner Bros. property, but likewise directed by Max Dreyfus.

Double Blow for Dreyfus.

Music Co. is a subsid of Harms, Inc., a Warner Bros. property, but likewise directed by Max Dreytus.

Double Blow for Dreyfus

No person, the music trade agrees, will feel the passing of George Gershwin more keenly than Max Dreyfus. Relationship between these two far transcended that of business. It was a mutual affection and appreciation that grew with the passing years. Dreyfus has always ranked his discovery, maturing and development, of Gershwin as the greatest achievement of his publishing career. Gershwin dated his rise from the time that Dreyfus took him into Harms, following an introduction by Harry Askin, manager of the late John Philip Sousa.

Gershwin's death came on the heels of another hard blow which Dreyfus had received. Latter was the news that Jerome Kern, his tother top-flight writer and close friend, had become so ill that physicians had ordered him to refrainfrom any work for at least a year.

Extremely Exacting

Tin Pan Alley knew Gershwin as a decidedly reserved and somewhat timid fellow even after he had eached the heights. He was not inclined to concern himself with the business end of music, leaving that to Dreyfus, his lawyer. A. M. Wattenberg, and other advisors, He was never known to show an interest in accumulating wealth. How was disclosed by the fact that he took two years to write 'Porgy and Bess,' orchestrating every line of it himself.

Not a Smash Seller Gershwin never during his career rated as a writer of commercial songs.

Few of them ever got into the smash class as sheet sellers. He was frequently turning down commercial propositions. It took much persuasion to get him to accept Feen-amin's offer of a series on the air a couple seasons back. Gershwin did not enjoy writing for pictures. In not enjoy writing for pictures. In a letter to Wattenberg recently he wrote that it would be a long time before he would take another as-

wrote that it would be a long time before he would take another assignment.

Gershwin's works, which are expected to grow in value with the passing years, are controlled with but two exceptions by the Warner Bros. publishing group. The major part of his writings is in the Harms, Inc., catalog. Another portion is in the New World Music Corp., a Warner subsid, of which the composer owned 33 1/3%. Dreyfus, following WB's withdrawal from the American Society of Composers, Authors and Publishers in 1935, organized with the composer the George Gershwin Publishing Co. At his death this catalog consisted of Porgy and Bess' and the score of the RKO-Fred Astaire production, Shall We Dance?' This catalog will also absorb the five tunes he had written for the 'Goldwyn Follies'. Latter sore lacked but two more numbers to completion. In the New World catalog are the scores of 'Of Thee I Sing,' 'Funny Face,' 'Girl Crazy,' 'Rosalie,' 'Strike Face,' 'Girl Crazy,' 'Rosalie,' 'Strike Face,' 'Girl Crazy,' 'Rosalie,' 'Strike

two more numbers to completion. In the New World catalog are the scores of 'Of Thee I Sing,' Funny Face,' 'Girl Crazy,' Rosalie,' 'Strike Up the Band,' 'American in Paris' and 'Delicious.' Rhapsody in Blue,' like most of his other big successes, are in the Harms list.

WB'S ASCAP CUT **TOTALS \$122,000**

Warner Bros, publishing group got a total of \$122,000 as its share of the royalty plum distributed by the American Society of Composers, Authors and Publishers for the second quarter of this year. These same firms, which comprise Harms, Inc., Witmark, Remick, T. B. Harms Co. and New World Music Corp., collected \$77,000 for the previous quarter. Tilt was due largely to the recent adjustments of the availability readiustment allowing Harms 750 and putting it in a class by itself, the second quarter of 1937 brought that concern a dividend of \$46,000. It received \$30,000 for the first quarter of this year. Firms in the 500 availability point division, or the next highest in the publishers list, obtained from \$25,000 to \$30,000 as their portions for the past quarter. Collections for the past quarter. Collections for the second quarter of this year were near \$1,200,000, while the split figured 9% under what it had been the first quarter of 37. Class AA writers got around \$4200 this time. It was \$4,600 the

'37. Class AA writers got around \$4,200 this time. It was \$4,600 the quarter before and \$3,600 for the final quarter of '36.

CHIZ BIZ IN E. T.'S

Orchestra Leaders 'Suggest' Divvy On Mechanical Royalties

Music publishers are being solicited more than ever for royalty kickbacks by band leaders with electrical backs by band leaders with electrical transcription assignments. Even when they have nothing to do with the picking of the numbers, such batonists have no qualms about call-ing up a publisher and asking whether he would be agreeable to spitting 50-50 on all fees collected from the manufacturer or the ad agency.

from the manufacturer or the ad agency.

As far as the trade knows no important publishing firm makes a practice of doing any divvying with leaders on that score. As it is the publisher's end is but 50% on production numbers and 68 2-3% on popor standard time, with the balance going to the writers. Even if they were inclined to take care of the band leaders, the publisher wouldn't net enough to make it worth the net enough to make it worth the

bother.

Biggest gravy getters from transcription are still the Warner Bros.

firms, Harms and Witmark, with their operetta, show and standard tunes heading the catalogs of both program libraries and commercial transcriptions

Halsted to Muehlebach

Chicago, July 13.
Local Consolidated Radio Artists
office set Henry Halsted band for
Muehlebach hotel, Kansas City, to

open July 23.

Booking is for four weeks.

Services East and West

Los Angeles, July 13.
Services for George Gershwin will
be held here Thursday (15) simultaneously with those being held in
New York. Body entrained east
Monday (12) with Ira Gershwin,
brother, following next day by plane.
Burial will be made in family plot
in New York after services at Temple Emanu-El there. Gershwin's body
will reaose next to his father.

ple Emanu-El there. Gershwin's body will repose next to his father. Will repose next to his father. Will repose next to his father. The work of the father o

nelli, Gus Schirmer, Darryl Zanuck, Chas. R. Rogers, Jerome Kern, Richard Rodgers, Lorenz Hart, Marc Connelly, Harry Cohn, David Selzstick, Rouben Mamoulian, Ernst Lubitsch, Ben Bloom, Alex Aarons, Henry R. Spitzer, Frank Capra, Alex Steinert, Edgar Selwyn, George Pallay, Buddy De Sylva, Sam Kart, Oscar Levant, Sam Briskin, J. L. Warner, H. M. Warner, Moss Hart, Arthur S. Lyons, Robert Montgomery, Dr. Arnold Schoenberg, Otto Klemperer, Ernest Toch, Samuel Goldwyn, Pandro Berman, Fred Astaire, Irving Berlin, Lillian Hellman, Dashiell Hammett, Eddic Cantor, Alfred Newman, Arthur Kober, Charles Chaplin, Fannie Brice, Elizabeth Myers, Borls Morros, Honorary ushers are Arthur Freed, Louis Alter, J. Keirn Brennan, David Diamond, Dave Dreyer, Jay Gourney, Gus Kahn, Oscar Rasbach, Jimmy McRugh, Albert Von Tilzer, Richard Whiting, Jack Yellen, Walter Donaldson, Philip Cohen, Johnstry Honaldson, Philip Cohen, Johnstry Honaldson, Philip Cohen, Johnstry Charles, Richard Whiting, Jack Yellen, Walter Honaldson, Philip Cohen, Johnstry Charles, Tederick V. Bowers, Sidney Clare, Victor Schertzinger, Charles Tobin, Gus Edwards, Al Dubin, R. H. Burnside, Bing Crosby, Herbert Stothart and Victor Young.

Palibearers

Pallbearers

List of honorary pallbearers, in N. Y. include Gov. H. H. Lehman, Mayor F. H. La Guardia, Franklin P. Adams, Fred Ahlert, Emanuel Alexander, George Backer, Dr. Ira Berlove, Ben Bernie, Frank Black, Faul Block, Saul Bornstein J. J. Bregman, A. O. Brown, Gene Buck, Irving Caesar, Abram Chasin, Judge Close, George M. Cohan, Frank Crowninshield, Walter Damrosch, Walter Douglas, Max Dreyfus, Vernon Duke, George Fischer, Walter Fischer, Viaton Freedley, Leopold Godowsky, John Golden, Edwin Franko Goldman, Ferde Grofe, Arthur Hammerstein, W. C. Handy, Otto Harbach, Sam H. Harris, Harry Hershfield, Josef Hoffman, Raymond Hubbell, Henry Ittleson, George S. Kaufman, Jules Levey, Guy Lombardo, Alfred J. McCosker, George W. Meyer, Jack Mills, Emil Mossbacher, Conde Nast, Max Rosen, David Sarnoff, Richard Simon, Alexander Smallens, Oley Speaks, Herbert Bavard Swoe. Deems Tavlor. Harry w. Meyer, Jack Mills, Emil Moss-bacher, Conde Nast, Max Rosen, David Sarnoff, Richard Simon, Alex-ander Smallens, Oley Speaks, Herbert Bayard Swoep, Deems Taylor, Harry S. Wise. Wasic by Ossje Gisken, cel-Von Tilzer, Will Von Tilzer, James list, and Perole String Quartet.

George Gershwin Who Rhapsodized Jazz Dies in Hollywood at Age of 38

George Gershwin, 38, one of the leaders of modern musical composition, died in the Cedars of Lebanon hospital, Los Angeles, Yuly 11, a few hours after an emergency operation had been performed for, the removal of a tumor in his brain. He had been ill for about a month, but railied a couple of weeks ago, and his physicians permitted his return to his hotel. A week ago a change for the worse occurred and a call was sent for Dr. Walter Dandy, brain specialist in Johns Hopkins hospital, Baltimore. Dr. Dandy started to fly to the Coast, but was turned back at Newark airport when informed that adverse conditions had made an immediate operation imperative.

Delicate operation was performed back at Newark airport when informed that adverse conditions had made an immediate operation imperative.

Delicate operation was performed by Dr. Gabriel Segall, aided by Drs. Carl Raun, Eugene Ziskind and Howard Nofariger, the latter a specialist of the University of California. It consumed four hours, his brother, Ira Gershwin, remaining in the operating room through its duration. Five hours later George Gershwin was dead.

Hollywood was shocked by the news and immediately arranged for memorial services for Thursday morning at Temple Brai Brith, with a culogy by Oscar Hammerstein, 2d, representing the American Society of Composers, Authors and Publishers. It is the plan to have a similar service in New York & 22 p.m. in Temple Emanu-El. Body was taken to New York Monday (12) by Ira Gershwin, and will repose in the Riverside Memorial chapel until taken to the synagogue for the final service. For the Work with the work of the Window o

by Ira.

For four months prior to his illness he had been working on the musical score for the Goldwyn Follies' and had completed five of the seven tunes scheduled for that production. He also did the score of 'A Damsel in Distress,' the new Fred Astaire picture, which has just gone into production.

duction.

On Monday at 5 p.m., Pacific Coast
Time, the Mutual web made a nation-wide memorial broadcast participated in by Irving Berlin, Cole
Porter, Richard Rodgers, Larry Hart,
Leopold Stokowski, Bing Crosby and
Frances Langford, with the Daye
Broekman orchestra playing some of
his best known compositions.

Grought Plantsta 'Sissles'
George Gershwin was born in
Brooklyn Sept. 26, 1898. Until he had
reached his 12th year he displayed
no aptitude for music and looked
down upon those of his boy companions who studied music as sissies.
Then his mother purchased a piano

Care' (1933).

But his outstanding success, and that by which he will be best known to futurity was 'A Rhapsody in Blue,' first played by Paul Whiteman at his initial jazz concert at Aeolian Hall, Feb. 12, 1924, with the composer at the piano. It achieved an instaneous and enormous success and this was followed by 'An American In Paris,' played by the N. Y. Philharmonie-Symphony society under the baton of Dr. Damrosch. His Second Symphony followed in 1932, but did not measure up to the earlier work.

did not measure up to the earlier work.

His most ambitious undertaking was his musical version of 'Porgy and Bess.' At the time of his death he had been working with his brother and George Kaufman on a projected successor to 'Of Thee I Sing,' to satirize show business, but the demands of Hollywood delayed this undertaking and not much advancement had been made on the score at the time of his death.

He is survived by his mother, Mrs. Rose Bruskin of Brooklyn, his brother Ira and a sister, the wife of Leopold Godowsky, of Rochester.

COURT VICTORY FOR MUSIC FEES

After many lawsuits in various appeals, the BUMA-Bureau, which collects musical copyrights in Holland, has now finally won its case and the broadcasting associations will have to pay a fee for music which they broadcast for which BUMA has made arrangement with the authors.

It looks as if the associations will have to come to some definite arrangement with BUMA, for if they infringe finding of courts, they are liable to payment of fine of \$160 per

ASCAP's Damages

Gene Buck, as president of ASCAP, the Mills Music Corp., Irving Berlin, Inc., and Donaldson, Douglas & Gumble, Inc., divided \$2,680 in awards granted by Federal Judge William Bondy, Friday (9) against six restaurants and cabarets for infringing on song copyrights. Each defendant defaulted on the action and was assessed \$382.90 each.

Among them was E. K. Motzer of Woodmanston Inn, the "18" Club and The Wheel, N. Y.

ASCAP Falls into Joining Mood; It'll Be Either AFL or CIO

Hollywood, July 13. American Society of Composers Authors and Publishers may join one of the trade unions. At least one of the trade unions. At least that's the present tactic of E. C. Mills, chairman of Society's administrative committee. This he made emphatically evident at a meeting last Wednesday night (7) in Beverly Hills' swank Victor Hugo beanery. L. Wolfe Gilbert, who chairmained the affair, counted exactly 106 noses, the cream of the songwriting crop.

When Mills let go with a bit of union talk to ease the boys into what was coming, chairs began moving around and collars were loosened. The words-and-music boys started milling about uneasily. To prepare them for what was coming, have the soming, in the control of the control of the country of the control of the co

ing around and collars were loos-ened. The words-and-music boys started milling about uneasily. To prepare them for what was coming, Mills earlier had said that fit to achieve collective bargaining we must be laborers, then laborers we'll be.'

so. Some one far back wanted to know how about Committee of In-dustrial Organization. From then dustrial Organization. From then on the meetin' house really became a meetin' house. AFL backers argued and harangued that John Lewis' CIO mob was too radical. Flung back into their teeth was the indictment that the Federation was much too tame. There was no middle ground to be trod.

Within three weeks the gang on the eastern seaboard will get a load of the union move and some weeks later ballots will be passed around. If AFL wins out it will also mean that American Federation of Musicians will have a new ally, as the

sicians will have a new ally, as the two groups are automatically blended

ened. The words-and-music boys two groups are automatically blended strated milling about uneaslly. To prepare them for what was coming, mills earlier had said that 'fi to achieve collective bargaining we must be laborers, then laborers well be.'

Unions Have Their Inning Affiliation with American Federation of Labor, Mills thought, would be the proper move. He told them

No Theatre Jobs in Louisville, but Musicians' Union at All-Time Peak

Louisville, July 13.
Employment for musicians hereabouts is at an all-time peak, despite the fact that there are no houses in town playing vaude, and no or-

Those Prolific Hit Writers -WARREN & DUBIN maintain their terrific pace with another sensational score for the MERVYN LEROY PRODUCTION "MR. DODD TAKES THE AIR" Starring KENNY BAKER Remember Me? Am 9 in Love?

M. WITMARK & SONS, INC. Warren and Dubins Greatest

ere Comes Sandman

Girl You Used to Be

YOU CAN'T RUN AWAY 7 FROM LOV: Conight I KNOW NOW THE SONG OF THE MARINES
CAUSE MY BABY SAYS IT S SO THE LADY WHO COULDN'T BE KISSED

REMICK MUSIC CORP., N.Y.C.

NIGHT OVER SHANGHAL



chestra in any of the film nouses. Local situation is also unique, in that Local 11, A. F. of M. has also made a ruling that leaders may employ non-union musicians to fill out their instrumentation, in cases where players for certain instruments are unobtainable from the ranks of the union. This indicates that dance with the control of the control o musicians are practically 100% em-

ployed.

Great increase in number of spots Great increase in number of spots using music from full combos down to three and four-piece outfits, together with the fact that many musician members of Local No. 11 are with traveling bands, has brought about scarcity of dance orchestra men. Musicians' local recently raised entrance fee from \$25 to \$35, and is daily adding new members. President George Latell succeeded in signing leading hotels to agreements, under which they will employ union

signing leading notes to agreements under which they will employ union orchestras exclusively. Several night spots have also discontinued the open-shop policy, and will hereafter employ only union musicians.

36 HOURS, \$30 PHILLY'S 'C' **SCALE**

Philadelphia, July 13.
Tooters' union has been successful here in the past two weeks in placing organized bands in two niteries which have been open shop. Third one is being picketed.
Latest spot to install men with cards is College Inn, uptown hotchery, which does fairly brisk biz with Temple University studes and nabe trade. A. A. Tomel, prexy of Local, called off his sandwich men when Manager Lou Tanasco agreed to Class C rating for the Inn. This allows musickers to work from nine to three, six days a week, for \$30. Leader gets \$37.50.
Tomei is dissatisfied with this scale, but let it go for summer, especially as he was anxious for union to get a toehold here.

'Previous nitery to succumb to organized labor marching round its walls was mid-city 20th Century Tavern. Lou Longo, who appeared at Earle Theatre two weeks ago with Benny Davis' star specks, has been retained as stickswisher. Men are getting \$42. Barney Zeeman band had been in.

Now being picketed is Wilson's, in West Philly, using a colored band. Spot seats about 1,500. Depending almost totally on nahe trade at 50-cent minimum, serves more people and does bigger gross than any guzzle and jig joint in town.

Tommy Dorsey Doubling

Tommy Dorsey, orchestra, currently filling a seven-week engagement on the Pennsylvania Hotel Roof, will double between there and Manhattan Beach the week of

Manhattan Beach the week of July 25.

After closing at the Penn, outfit goes into the Steel Pier, Atlantic City, for one week, then goes on the road for a series of one-nighters until Labor Day. Sept. 7 he opens at the Ritz-Carlton Hotel, Boston, Mass., for two weeks, then comes back into his old spot at the Commodore Hotel, N. Y.

Congress Date Goes Cold
Jimmy Dorsey will not play the
Congress, Chicago, but instead will
do one-niters and theatres. Date at Congress was for four weeks starting July 22.

BROWN AND FREED'S Greatest Score By Far the Crowning Achievement of the Series M-G-M'S "BROADWAY MELODY OF 1938"

With These "Hits to Come": YOURS AND MINE I'M FEELIN' LIKE A MILLION YOUR BROADWAY AND MY BROADWAY GOT A PAIR OF NEW SHOES

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 (July 4-10)
*Merry-Go-Round Broke Down

(Harms)
It Looks Like Rain
(Morris)
†Where or When
(Chappell)
Sailboat in the Moonlight

*I Knew New

(Remick)
You and Me That Used to Be *They Can't Take That Away

*Sweet Leilanl

Gone With the Wind *Never in a Million Years

(Robbins)
Toodleeo
(Shapiro)
*September in the Rain

*There's a Luli in My Life
(Robbins)
*Love Is Never Out of Season *Cause My Baby Says It's So (Remick) Cuban Pete (Hollywood)

So Rare

(Sherman-Clay)
*All God's Chillun Got Rhythym

*They All Laughed

(Chappell)
You're My Desire
(Mills)
Having a Wonderful Time

(Paull-Pioneer)
*Wake Up and Live
(Robbins)
*Tomorrow Is Another Day

(Robbins) †Strangers in the Dark (Crawford) Image of You

(Feist)

* Indicates filmusical song.
† Production Number.

Old Law Allows Wife To Attach Will Hough

Chicago, July 13.
Old, almost forgotten Illinois law,
was invoked to allow Mrs. Isabel
Lamon Hough, former actress, to
collect \$6,000 last week for support
from her estranged husband, Will
M. Hough, Hollywood songwriter and

M. Hough, Hollywood songwriter and playwright.

Law, discovered by Theodore Hardeen, Jr., Mrs. Hough's attorney, says a wife is entitled to attach any money within the court's jurisdiction, belonging to the husband if they are estranged, and he has refused to support her.

HAROLD STERN BANKRUPT

Gypsy Markoff Listed as Owed \$10,000 for Services

Harold Stern, orchestra leader, Harold Stern, orchestra leader, filed voluntary petition in bank-ruptey in Federal Court, Brooklyn, Monday (12). Cited liabilities of \$28,-187 and assets of \$100 in clothing. Chief among creditors is Gypsy Markoff, dancer, with claim of \$10,-000 due for services.

Stern was officer and director of the Merry-Go-Round, Brooklyn nitery which folded last December.

Weems Back to Karzas

Chicago, July 13.

Ted Weems orchestra coming back to the Andrew Karzas fold and will take up its old stand at the Trianon on the southside for the coming season, starting on Labor Day.

Freddie Martin orchestra will hold down the northside Aragon bandstand.

Biben Books Bands

Biben Books Bands
Philadelphia, July 13.
Harry Biben office, Philly, has
dated following bands into Million
Dollar Pier, Atlantic City:
July 10-16, Johnny Hamp; July 1723, Clyde McCoy: July 24-30, Jan
Savitt; July 31-Aug. 6, Ted Lewis;
Aug. 7-13, Clyde Luces; Aug. 14-20,
Don Bestor; Aug. 21-27, Harold Stern;
Aug. 28-Sept. 3, Jack Denny; Sept. 4,
Russ Morgan.

Joe Into Johnny

Indianapolis, July 13. Johnny Courtney and his orches tra moved into the Skyroom atop the Severin Hotel, Friday (9), re-placing Amos Otstot and orch, who are heading north to fill a booking at the Colonial Hotel, Lake Mani-

Orch leader was formerly known as Joe McCourtney when he filled previous dance engagements here.

On the Upbeat

Joe Hiller, doing CRA's band bookings in Western Pennsylvania, has placed Clyde McCoy's orchestra at Stanley theatre, WB deluxer in Pittsburgh, for week of Aug. 27. Hiller also spotted Joe Venuti at same place for July 16.

Duke Ellington plays a single night Duke Ellington plays a single night at the Waltz Dream ballroom, Atlantic City, July 23. Also booked for Carlin's Park, Baltimore, tonight (Wednesday); Raleigh, N. C., Saturday (17), and Charlotte, N. C., July 20. Consolidated handling.

Carl 'Deacon' Moore set for the following one-nighters by CRA: Portsmouth, Ohio, July 19; Clarks-ville, Tenn., July 20; Erwin, Texas, July 28.

Charley Gaylor's ork at Bill Green's, Pittsburgh, again for in-definite return engagement, replac-ing Charlie Agnew after month's run. MCA handled.

Baron Elliott, Pittsburgh band leader, has signed up Val Varr as his featured vocalist for two-week engagement, at Kennywood Park opening this week.

Mike Riley's return to New Penn, Pittsburgh, delayed due to booking jam and Lowry Clark filling in un-til Riley is available. Don Bestor comes in for two weeks July 30.

Cornellus Codolban and orch, cur-rently at the Rainbow Grill, N. Y., close there next Tuesday (20), but are slated to return Aug. 11 for a

Vio Lester's Tamiami Playboys from Club Lido, Daytona Beach, Fla., set for summer season at Chateau Roth, Snydersville, Pa. In-cludes Joan Brooks.

Peter Van Steeden set by CRA for a one-nighter at the Vicemead Hunt Club, Wilmington, September

Three Kings of Swing have followed the Three Senators into the cocktail lounge of the Kentucky hotel, Louisville.

Harold Stern's orch gets 'Happy' Lewis as vocalist during its dates at Manhattan Beach and Brighton

Hudson-DeLange closes its season at the Playland Casino, Rye, N. Y., Aug. 7, and then goes on a theatre tour.

Kay Kyser's band plays a one-nighter at Kennywood Park, Pitts-burgh, tomorrow (15).

Vette Kell orch opened at Club Hollywood, Kalamazoo, Mich., Mon-day (12).

Chick Webb playing Buckroo Beach, Va., tomorrow (Thursday), and Petersburg, Va., Friday (16).

Saxy Marshall's orchestra is now playing at Riley's Lake House, Sara-toga Lake, N. Y.

Johnny Hamp set by CRA in De-troit the week of August 8 and Louisville the week of August 20.

Reggie Childs opens July 26 for three weeks at Elitch's Garden's Denver, on a CRA ticket.

Rio Rita, working eastward, plays a one-nighter in Reno next Saturday (17).

Rudy Vallee plays a one-nighter in Dayton on July 25. Set through CRA.

King's Jesters open Saturday (17) for a stay at the Fairview hotel, Rochester, Ind., CRA ticketing.

Lila Lee has joined Jackie

Coogan's unit, now in the midwest on its one-nighter tour eastward.

Louis Panico set by Consolidated for the following dates: Des Moines, Iowa, July 31; Riverview, Milwau-kee, Aug. 3.

Clyde McCoy playing Vermillion, Ohio, July 28, followed by Blue Barron on Aug. 8.

Johnny Hamp's band one-nights Sunday at Pleasure Beach, Bridge-

Henry Biagini booked by Oak Grove Casino, Milford, Conn., Sunday.

Little Jack Smith's band playing Pocono Inn, Pocono Manor, Pa.

Erle Peterson unit at Pat Powers' Longshore beach club, Westport.

Bob Crosby orch plays Lake Compounce, Bristol, Conn., Sunday.

Cab Calloway plays July 22 in

Milt Britten at West Side Park, Berwick, Pa., tonight (Wednesday).

Paul Sabin band into the LaSalle hotel, Chicago, until September.

Announcing the new

Gordon and Revel

core for the forthcoming Darryl Zanuck-20th Century Fox Production:

"YOU CAN'T HAVE EVERYTHING'

The swell score fellows:

AFRAID TO DREAM YOU CAN'T HAVE **EVERYTHING** THE LOVELINESS OF YOU PLEASE PARDON US-WE'RE IN LOVE

> DANGER-LOVE AT WORK

Also, Gordon and Revel's great waitz

I HUM A WALTZ from 20th Century's "This Is My Affair"

KITCHI-MI-KOKO ISLE England's Novelty Hit

MILLER MUSIC, INC. 1619 BROADWAY . NEW YORK

The English Swing

Novelty Hit **CUBAN**

PETE

Watch This Number Sweep The Country!

Still the Nation's Waltz SEVENTH HEAVEN

HOLLYWOOD SONGS ...

CA BUILDING-RADIO CITY-NEW YORK, NY PHIL KORNHELFER, Gen. Mgr.

A great musical score from MGM's production featuring the MARX BROS.

"A DAY AT THE RACES" The swell score, by Gus Kabn, Kaper and Jurmann follows:

TOMORROW IS ANOTHER DAY A MESSAGE FROM THE MAN IN THE MOON ALL GOD'S CHILLUN GOT RHYTHM **BLUE VENETIAN WATERS**

ROBBINS MUSIC CORPORATION . 799 7th Ave., New York

SAPOLIOED BURLEY OK IN N.Y.

Vaude-Revue Booking Situation For Ex-Burlys Still Wide-Open

Booking situation in the former New York burlesque theatres, now operating or scheduled to open with vaude-revue shows plus pix, is wide open. All of the houses thus far are booking from everybody and any-body, though two of the indie bookers, Arthur Fisher and A. & B. Dow are claiming a couple of the spots.

Fisher says he is booking the Republic on 42d street, though Eddie Weinstock declared that he has not yet restricted his buying to one office. Dows lay claim to the Gaiety on Broadway, but here Izzy Herk stated that he'll deal with all agents and bookers.

stated that he'll deal with all agents and blokets.

The Oriental on Broadway and 52d street, operated by H. K. and Morton Minsky, will play colored shows and the booker will be Sam Stifefel, of Philadelphia. Stiefel is connected with the Nixon-Grand in Philly, also a colored vaudfilmer. Apollo and Eltinge theatres on 42d street, latter already open and former set to start Thursday (15), have no special bookers set. Emment J. Callahan, one of the operators of the Apollo, and Max Rudnick, who is running the Eltinge, are in the open market for talent.

At the present time all of the houses are sticking to burlesque products as stagers of the vauderveuse. Thus, Allen Gilbert is staging the opening show for the Apollo, with Fred Hildebrand doing the special songs; Beverly Carr is stager at the Republic; Paul Kane at the Eltinge, and Billy Kould at the Gaiety. First show at the Apollo will include Ann Corio (Mrs. Callahan).

tinge, and Billy Koud at the Gaiety. First show at the Apollo will include Ann Corio (Mrs. Callahan), buffeeque's Ko. I stripper, who will not do any stripping. I'll be her fairs showing in N. Y. in nearly two years. Other acts in the show will be Arthur and Morton Havel, Joe Morris and Co., and Joey Fay.

ACTS HOLD BAG AS CHI NITERY FOLDS

Chicago, July 13.

Cocoanut Grove, suburban night spot, folded suddenly last night with performers holding the bag for \$2,500 in back salaries. Musicians were paid off in full but acts and choristers were owed from two to

coursiters were owed from two to three weeks' salaries. Grove was operated by Ben Len-hoff, who also has Bali Club on South Side. Premature folding looks like finish of suburban nite clubs around here.

10th Bowes Unit in 2 Years for Pitt. Stanley

Pittsburgh, July 13.

Major Bowes amateurs will hang up an all-time record at Stanley, WB deluxer, week of July 23 when tenth of stanley, week of July 23 when tenth of stanley in two years comes in. Show's being billed as Bowes Second Anniversary Revuel since it was in August, 1985, that first of Major's productions played this site. In that time, they've all been big money winners with one exception.

ing money winners with one exception.

Stanley flesh bookings still pretty sparse for remainder of warm months, but management doesn't expect to break present policy, even temporarily, intimating they will play nameless acts and units if names aren't available. House has Duke Ellington current, with Herman Bing opening Friday (19) along with Joe Venuti's orch. Following Bowes show, Three Stooges come in with Will Osborne's band and nothing so far set after that until August 27, when show will be built around Clyde McCoy's outfit. Only September attraction set to date is Glenn Gray's Casa Loma crew, Sept. 10.

Burly Control Board

Members of the Board of

Members of the Board of Governors who will stand watch over the code of ethics and regulations set up for the former New York burlesque theatres are:

John F. Masterson, attorney in the firm of Gray & Tomlin, and Chancellor of Knights of Columbus Council, Brooklyn.

Charles Warner, superintendent and attorney of the Brooklyn Society for the Prevention of Cruelty to Children; also member of the executive board of the Brooklyn Big Brothers.

Harry Zeitz, vice-president of Martin's Department Store, Brooklyn, who is also prominent in the direction of the Federation of Jewish Charities in Brooklyn.

Federation of Jewish Charities in Brooklyn.

Dr. Francis McCaffrey, dentist and brother of Father Joseph McCaffrey, Chaplain of the N. Y. Police Department.

Jerome H. Bentley, educational director and director and director of programs of the Young Men's Christian Ass'n.

programs of the Young Men's Christian Ass'n. Charles D. Jaffe, president of the N. Y. Clothing Manufac-turers Exchange. Masterson was elected chair-man of the board.

PENNSY AGENTS FORM OWN ASS'N

Philadelphia, July 13.
Fifteen of the licensed 10% guys
here met in the office of Tony Phillips last week and formed the Philadelphia Theatrical Booking Agents
Assn. Object is to 'promote business ethics,' force chiselers out of
the field and see that the new
Pennsy booking law is enforced.

Pennsy booking law is enforced. Phillips was elected prez of the group, Jolly Joyce, v.p., and Lee Vincent secretary-treasurer. Department of Labor and Industry has set Sept. 1 as the date when the new law goes into effect. Every agent must have a license by then. Only about 17 of the city's 10%ers have sheepskins at present.

Old Burly Wage Scale For Musicians, Pro Tem

Musicians Union, Local 802 in New York, permitted the former burles-que theatres to reopen Monday (12) under the old burley pit scale, minimum five men and minimum weekly salary \$60 for 28 shows, until the calibre of the shows is determined by the union. * Bill Feinberg, vice-president of

Local 802, declared Monday that the pit scale would not be changed unless he decided the theatres were actually staging elaborate vaude-revue shows. In that event, the scale would be upped to the vaudeville rate of \$75 weekly minimum per mu-sician for 21 shows. Former burley houses reopened Monday on a fourmeaning show-a-day basis,

There's no minimum in number of pit musicians so far as vaude is concerned in N. Y., according to Feinberg. However, if a house opens with say 12 men in the pit, that establishes its minimum. It can add to its orchestra, but cannot subtract.

Though the burlesque minimum in N. Y. was five men, all of the houses

MINSKYS' CREPE

'Follies' the New Tag—'Bur lesque' Billing Taboo-New Form a Vaude-Revue Idea—Buck, Brandt and Whitehead's Plea for the Lavoff Performers

SCRIBNER THE 'CZAR'

Under one of the strangest setups yet devised for a show biz venture, seven of New York's burlesque operators had their faces officially cleansed Saturday (10) by Mayor Fiorello H. LaGuardia. Monday (12) three of the theatres reopened —Republic, Gaiety and Eltinge—all in Times Square, but not before all in the Square, but not before all of the houses; and not before, also, the hame Minsky was eradicated from the marquees and frames of the Republic and Gaiety.

Burlesque, in title, at least so far

public and Gaiety.

Burlesque, in title, at least so far as the present city administration is concerned, is dead for all time. In its place, officially, is the title Follies, supposedly meaning vauderevue type of entertainment plus pictures. The name Minsky is also through by official decree as a box-office come-on in the metropolis. In refusing the theatre-operating Minskys themselves right to use their own name, License Commissioner Paul Moss declared on Monday.

name, License Commissioner Paul Moss declared on Monday.

'I have no objections to the name of Minsky as a name, but they have made it synonymous with indecent performances. However, they have voluntarily agreed to delete their name and the word 'burlesque' in connection with any performance they might control.'

Moss' use of the word 'voluntarily,' however, is a misnomer. The Minskys—Abe of the Gaiety and H. K. and Morton of the Oriental—objected strenuously to the restrictions on their name. It was one of the chief reasons why the situation hung fire for three weeks before finally coming to a head Saturday. The Republic also used the name Minsky, though operated for more than a year by the Weinstocks (Holly Holding Corp.), but it's understood there was no serious opposition from this end on the killing of the Minsky name on N. Y, theatre fronts. atre fronts.

Final okay from Mayor LaGuar-(Continued on page 57)

3 REOPENED MON.; AFA Enforces Closed Shop Edict On Ray & Harrison and Alphonse Berg at Republic; BAA to Contest

Managerial Pledge

Before procuring their li-censes on Monday (12), each burlesque theatre operator had to sign an agreement with License Commissioner Paul Moss waiving civil rights in the event a theatre license is can-celled for indecency, or failing to get consent from Moss on any change in policy. Later Moss declared: 'I believe the managers of

'I believe the managers of I believe the managers of these theatres have learned a very salutary lesson, and that hereafter they will learn that the people of this city demand good entertainment, and if such entertainment is furnished they will give full support. On the other hand, if indecent performances are given it arouses the people of the city to indignation.

'FOLLIES' GIVEN **BIG N. Y. PRESS** BUILDUP

Supposed conversion of the New York burlesque theatres to houses showing purified variety entertainment was given a tremendous buildup by the daily press in N. Y. Even the staid N. Y. Times editorially hoped for the best. Situation was fully covered, with the papers also having reporters cover the opening shows at the Gaiety, Republic and Eltinge Monday (12).

Eltinge Monday (12).

The publicity accounted for the fair business done by the theatres opening day, considering none had the opportunity to do any advertising or billing. Curiosity seekers congregated in front of the theatres all Monday morning till the houses opened at 3 p.m.

Comments of the dailies on the opening shows were virtually the

opening shows were virtually the same. All the reviewers saw a star-tling similarity of the shows to the old burlesque, though sans 100% stripping and obvious dirt.

First invocation of the closed-shop ule in the former N. Y. burlesqu houses by the American Federation of Actors came opening day (Monday) at the Republic on 42d street. N. Y. Two acts, Ray and Harrison and Alphonse Berg, were not per-mitted to open at that theatre, due to not being members of the AFA, despite the fact they held contracts for a four-day date closing Thursday night (15).

AFA secured a closed-shop deal with all of the burlesque houses open or scheduled to reopen through the intervention of Ralph through the intervention of Ralph Whitehead, executive secretary, with Mayor F. H. LaGuardia of N. Y. in behalf of the theatre operators. AFA deal was signed despite the fact that the jurisdictional question over the shows between the Burlesque Artist Assn., also chartered as a union by the American Federation of Labor, and the AFA has yet to be settled.

Cuestion of whether the AFA or

has yet to be settled.

Question of whether the AFA or the BAA has the right to control the talent in the former burley houses will not be settled till Friday (16) at the earliest, when a hearing on the matter will be heard by officials of the Associated Actors and Artistes of America (Four A's), international A.F.L. affiliate covering the acting profession.

BAA's contention is that the shown

BAA's contention is that the shows are still burlesque even if under a different title and cleaned up. AFA, on the other hand, maintains that their definition as variety-revues places them in the vaude class and therefore under the AFA's jurisdiction.

First shows at the Galety and. Eltinge which, like the Republic, opened on Monday, are composed chiefly of burlesque comics, straightmen and non-stripping, strippers,

HALE LINE OFF TO CANNES FOR 6 WKS.

George Hale sails today (Wednesday) with 12 of his girls to open July 28 for six weeks at the Palm Beach Casino, Cannes. That's the limit of the season at this Riviera spot. Jim Witteried, who came over to book Hale, is also sailing back.

American girls and Ermelin's band (French) will be the sole floor

Congress, Chi. Folds Casino For Summer

Chicago, July 13,
Congress Hotel is closing down its
Casino nitery on July 21 and will
remain shuttered for the remainder
of the hot spell.
Due to

Due to reopen shortly after Labor

This makes the second important nitery fold-up this summer, other being the Casino Parislen at the Morrison Hotel, which faded in June.

Ciggie Plus Sleep Totals Death for St. L. Chorine

St. Louis, July 13.

Ruby Carmen, 23, St. Louis chorus girl, was fatally burned when a cigaret she was smoking set fire to her room in a Wheeling, Ill., hotel last week. Apparently she fell asleep while smoking and her clothing ignited. Vera Richter, a roommate, summoned aid and injured girl was taken to Cook County Hospitul, Chicago, where she died.

She was a member of Municipal

She was a member of Municipal Opera chorus here and danced in several local theatres.

Excerpts From Constitution Of Variety Revue Theatre Ass'n of N. Y.

Name and Insignia
The name of this Association shall be Variety Revue Theatre Association of New York.
The word burlesque,' or any contraction or abbreviation thereof, shall not be used by any member of this Association in any manner or connection whatsoever.

Purposes

To provide for regulation and supervision of the stage entertainment presented by members of this Association and to promote and uphold standards of decency with respect thereto, and to improve the artistic value of such entertainment.

Members

Members shall be those corporations, partnerships and individuals engaged in the business of presenting variety revues in a theatre located in the City of New York, and who shall be the recipients of a license to operate such theatre, and who are admitted to membership pursuant to these by-laws.

ate such theatre, and who are admitted to memoership pursuant to these by-laws.

The Executive Secretary, hereafter designated, shall prepare and prescribe, with the approval of the Board, a form of application which shall be executed by the applicant under oath and which shall, among other matters, have attached thereto as a part thereof a copy of these by-laws, and provide that the applicant agrees to be bound by them.

(A) Each member, in consideration of the commitment of the Board to administer the provisions of these by-laws and in consideration of other members of the industry making like applications and becoming members of the Association and being bound by these by-laws, agrees that, if admitted to membegship, it will fulful and perform, and see to it that its officers, directors, employees, agents and performers fulfill and perform all the obligations and requirements contained in these by-laws.

(B) Each member will abide by the decisions and determinations of the (B) Each member will abide by the decisions and determinations of the coard,

(C) Each member, if he violates any of the standards of this Associa-(Continued on page 56)

Burlesque Ops' Code

tion, will be liable in liquidated damages and not as a penalty, in the amount specified in article X of the by-laws.

(D) Each member, for the purpose of satisfying any award for such a state of the purpose of the state of th

at any time descrip, with notiny the board of anything ravotable or unavorties Board in all matters.

Dues

Dues shall be payable by each member quarterly and shall be such proportion of the cost of conducting the Association during the preceding quarter as the number of seats in the theatre or theatres presenting variety revue entertainment, owned, operated or controlled by each members, bears to the total number of seats of all of the theatres of all the members. Said amount of dues payable by each member shall be determined from time to time by the Board. Each member shall at the time of filing the application, make an advance payment of dues of \$500, which sum, shall be credited to the dues thereafter payable by the member until the sum is exhausted. New members shall only be required to make the same proportionate payment of dues as the other existing members make; provided, however, that the addition of each new member's dues payments shall proportionately reduce the amount of dues to be paid by each of the members.

Restrations and Expulsions

payment of dues as the other existing members make; provided however, that the addition of each new member's dues payments shall proportionately reduce the amount of dues to be paid by each of the members. Resignations and Expulsions
Resignations of members shall be filed in writing with the Board. The resignation, if in due form, shall be presented at a meeting of the Board for action thereon by its members. No resignation shall be accepted or become effective until all dues accruing up to the last day of the calendar month preceding the date of acceptance of the resignation have been paid, or shall any resignation be accepted or become effective so long as a complaint, filed as hereinafter provided, is pending against the member and has not been finally determined, or any liquidated damages assessed with respect thereto have not been paid, nor if said member has failed to meet his obligations to any of his employees.

A member may be expelled by the Board for non-payment of dues or of any liquidated damages awarded pursuant to these By-Laws, or for failure to maintain in the required amount the deposit herein provided for, or if a cout or lury has determined that the member is guilty any capture of the said of the said member has a failed to meet after a hearing that said member has violated the rules and regulations promulgated by him pursuant to the Code of Ordinances of the City of New York, or if after a hearing the Commissioner of Licenses decides that a member is an unfit person to hold the license theretofore issued, or if any member or any officer, director or agent of said member fails to fulfill and perform any of the obligations or requirements contained in these bylaws or any amendment thereof; provided, however, that three (3) days the member has been afforded an opportunity to appear and be heard in person or by a duly authorized representative if the member is a corporation.

Board and Members' Meetings

Each member shall be entitled to nev tote on any question, irrespective of the number of th

Board. Such representatives and individual members may vote in person or by proxy in writing.

Basard of Governors

The Board of Governors of this Association shall be composed of six who shall select a chairman from among their number. No individual shall be eligible for election as a member of the Board who shall be connected directly or indirectly with any member of the Board who shall be connected directly or indirectly with any member of the Board who shall be connected a chairman by a majority vote. The term of office of the chairman and members of the Board shall be five (5) years.

Chairman of the Board shall be five (5) years.

Chairman of the Board shall be five (5) years.

The Board shall be passed by a majority vote. In the event of a trip of the state of the sta

connection with the business and affairs of a member, and call for the production of members books, records, accounts, correspondence and papers.

The Board shall hold in trust the funds deposited by each member to be used for the purpose of enforcing collection of any liquidated damages as such may be imposed by the Board as herein provided. Such funds received by the Board in payment of liquidated damages shall be taken out of the trust funds thereforor deposited, as herein provided, and shall be deposited in the general funds of the Association. In the event the Board shall deduct from said deposit any delinquency in dues, as hereinabove provided, said funds shall also be deposited in the general funds of the Association. The Chairman of the Board shall designate one member of the Board who shall act as the Treasurer of this Association. He shall be the custodian of all of the funds of this Association and shall have the power, with the approval of the Board, to execute and make all checks and payments for the Association account.

The Association of the Chairman of the Board and the Treasurer. The Treasurer shall deposit with the Board as merely composite to the Board, said bond to be deposited for the due performance of his duties. The premiums on said bond shall be paid from the general funds of the Association.

No member of the Board shall be liable, jointly and severally, for any official act taken within the purview of the terms and conditions of the by-laws.

The Board shall meet at least once a month, and any member of the Board shall be automatically dropped by the Board and his term of office as a member of said Board shall be automatically terminated.

Ethles

The standards of common decency and ethical practice for the industry and the members of this Association shall be determined from time to time

At Last—A Novelty!

First boxing bear to be offered vaude houses in years is the one cur-rently being played by parks and carneys, a German importation han-dled by George Hamid, outdoor

booker.

Animal, current at Palisades Park,

N. Y., has been renamed since entry
to this country, 'George Hamid's

Boxing Bear.' Solidly set for engagements the summer-through, the
animal will start yaude dates late in the fall. His routine is a four-round roust with a trainer, one of the Walter Bros.

Mary Rave and Naldi's Rainbow Room Termer

Unusual long-term contract for a dance team is the deal which John Roy, managing director of the Rainbow Room, has accorded Mary Raye and Naldi. It's a series of optional return bookings which, according to the Rockefeller nitery's management, should make Raye and Naldi an 'institutional' type of dance act at the R.R., akin to The DeMarcos' marathon engagements at the Hotel Plaza's Persian Room, N. Y. Raye and Naldi, opening June 2, closed last night (Tuesday) to make room for the new German dance mime, Lotte Goslar. Raye-Naldi return Aug. 25 until Oct. 5, thence five more weeks from Jan. 5, 1938, until Feb. 28, with a renewal for another five weeks until May 31.

Jack Davies, of the International Theatrical Corp., agented.

Theatrical Corp., agented.

Air Conditioning, Big Shows in Urban Niteries Sloughing Roadhouse Biz

Act's Suit Vs. Flint And Wife Filed in Chi

Chicago, July 13.

Suit was filed in Municipal Court here by Sunny Joy and Dorothy Lull, against George B. Flint, present Chicago manager for Gus Sun office and wife, former owners of F. & F. Productions, for back salaries allegedly due.

Brief claims that the two acts were left stranded in Fayette County.

Brief claims that the two acts were left stranded in Fayette County, Kentucky, in 1935. Judgment of \$100 and costs was awarded the act in that county, but allegedly was never paid, so present suit filed here is basing its contention on the former decision.

To be heard July 16, with Henry A. Kalcheim acting for Sunny Joy and Dorothy Lull.

PA. LICENSE DEADLINE

Philadelphia, July 13.
Pennsy Liquor Control Board has set Sept. 1 as the deadline for accept-

set sept. I as the deadline for accepting applications for new liquor and beer licenses.

After that time, applicants can apply only on date set for their particular district and every six months thereafter.

by the Board, and any violation of such standards shall constitute a violation of these by-laws, and any member violating said standards shall be subject to such action of the Board as it may in its discretion make under the provisions of article X of these by-laws.

Executive Secretary

The Board shall, by a majority vote, select an Executive Secretary who shall be paid by the Association at a salary to be fixed by the Board. He shall perpare the application forms for membership in this Association with the approval of the Board. He shall assemble complete data with respect to the corporate set-up of the members of the partnership arrangement of the members which shall be made available to the Board.

The Executive Secretary shall act as the investigating agent of this Association. He shall be removable with or without cause at any time by the Board.

The Executive Secretary shall act as the investigating and investigations of the various shows exhibited by members of the Association. He shall also be charged with the duty of investigating all complaints from whatsoever source. The Executive Secretary shall have the right to attend any of the performances at the theatres of the members of the Association and to question any person or persons employed by such members.

The Executive Secretary shall have the right to attend any of the performances at the theatres of the members of the Association and to question any person or persons employed by such members.

The Executive Secretary shall make full reports to the Board of all the Investigations conducted by him of the performance and entertaintent the condition of the Board of the Board on such investigations and all the affairs of the Association within the line of his duty, at least once each week or at such times as the Chairman of the Board shall direct.

Enforcement of Violations.

Whenever the Executive Secretary shall discover that any member of

week or at such times as the Chairman of the Board shall direct.

Enforcement of Vlolations.

Whenever the Executive Secretary shall discover that any member of this Association has violated any of the standards of common decency or is producing lewd or indecent acts, songs, dances, pantomine, recitations, dialogues, performances or other exhibitions, it shall be the duty of said Executive Secretary to direct said member to remove such objectionable material from said performance and it shall be the duty of said Executive Secretary to inform the Chairman of the Board of such notice so given to remove, amended the control of the said member in the report of the control of the said member shall fail, neglect or refuse to remove, amended the said object to be the way of the Executive Secretary to serve upon the violating member a notice of hearing before the Board which shall be not later than two days from the date of said second notice. Said hearing shall be field to determine the question whether a violation has or has not been committed by such member agree that said question shall be determined by the Board acting as arbitrators, as follows:

when officer director, employees or gent bereof, and the members agree hat said question shall be determined by the Board acting as arbitrators, as follows:

The Board shall make reasonable rules and regulations for the conduct of arbitrations and shall not be bound by any rules of law or evidence. Said hearing shall provide a reasonable opportunity for the member to be heard. In the event that the member shall refuse, fail or neglect to appear pursuant to said notice, then the Board shall have the right to proceed with the arbitration and determine the question involved in such manner as it may deem fit and necessary. If the Board shall have the right to proceed with the arbitration and determine the question involved in such manner as it may deem fit and necessary. If the Board shall determine that the member or any officer, director, employee or agent thereof violated any regulations promulgated by the Commissioner of Licenses pursuant to the Authority of the Code of Ordinances of the City of New York, then the Board shall discipline the member as fellows:

For the first violation, each member agrees to pay to the Executive Secretary the sum of \$500 imposed by the Board for liquidated damages and not as a penalty, such damages being liquidated by reason of the difficulty of determining the actual damages to this Association and each member thereof flowing from a failure to refrain from such unfair and indecent practice and the likelihood of thereby causing or inducing a general non-observance of the provisions of these by-laws; and by reason of the difficulty of determining the actual damages to this Association and each member thereof flowing from a failure to refrain from such unfair and indecent practice and the likelihood of thereby causing or inducing a general non-observance of the provisions of these by-laws; and by reason of the difficulty of the provisions of these by-laws; and by reason of the difficulty of the provisions of the second windia and the likelihood of the Board must expel the member fr

liver to the said Commissioner of Licenses the transcript of the Licenses the transcript of the Said expulsion with such findings and recommendations as it may deem proper.

The decision of the Board shall be deemed the decision in arbitration. The decision of the Board shall be final and binding upon all members, and gon-appealable. The awards determined by the Board shall be deducted from the amount deposited by the members for such purpose with said Board, as hereinbefore provided.

In the event the Board determines that a violation has occurred and awards liquidated damages or expels the member, then notice of said decision shall be served on the violating member and the Treasurer, in such manner and form as the Chairman of the Board shall determine.

Each member agrees and consents that the provisions of these By-Laws shall be enforceable in a Court of Equity, and each member consents to the issuance of an injunction by the Supreme Court of the State of New York in the event that the Board shall determine that such application is necessary of the second of the Board and shall be filed on the second of the Board and shall be filed on the second of the Board and shall be filed on the second of the Board and shall be filed on the second of the Board and shall be filed on the second of the Board and shall be filed on the second of the Board except that no alteration, modification, amendment or repeal shall be enacted which will tend to relax the stringency hereof without first giving ten (10) days' notice in writing to the Commission of Licenses of the City of New York.

Chicago, July 13, Bedraggled b.o. at the various

roadhouses through the midwest again this summer has just about convinced the operators that the suburban nitery business is washed

suburban nitery business is washed up for all, time. Several of the roadhouses around these parts are having difficulty in meeting their floor show payrolls. In fact, the non-pay probability at the roadhouse spots has become a standing gag among performers and musicans in Chicago booking offices.

Two important factors are admitted as the prime causes of the to-boggan of the roadhouse biz, and these factors are regarded as the death knell of the roadhouse as an amusement institution.

these factors are regarded as the death knell of the roadhouse as an amusement institution.

Ace in the hole for the in-town niteries, as opposed to the suburban spots, is the air conditioning of the urban spots. With the mechanical coolers guaranteeing a steady temperature of 70 degrees no matter how hot it is outside the city, niteries have it over the out-of-doors spots from the jump-off. In the preair conditioning days, the roadhouses got the folks who motored out into the country to escape the heat. But these days they hustle right from air-cooled theatres into air-cooled niteries.

In addition, the in-town nitery has gone to the experse during the past two summers to bang home with floor shows and attractions that were too steep for any out-of-town competition. For instance, the urban Chez Paree here has, a current line-up of Lou Holtz, Helen Morgan, Georgie Tapps, Readinger Twins and several other money acts, in addition to the Henry Busse orchestra. Empire Room of the Palmer House has Eddie Duchin orchestra besides a top-notch floor show, Trake Hotel's Silver Forest Room is bringing in Fred Waring's orchestra and aggregation.

All of these attractions are de-

gation.

All of these attractions are designed to keep the folks in town. Chez Paree, Drake Hotel, Palmer House and others are doing excellent business at present, while the roadhouses which are continually plugging away, trying to entice the Chicagoans and others out into the open, aren't doing well at all.

Maganotti Reviving Pittsburgh Show Boat

Pittsburgh Show Boat
Pittsburgh July 13.

Defunct Show Boat, night spot
which folded suddenly last week
without the formality of a payoff,
will be taken over next month by
John Maganotti, who has been one
of the Plaza cafe's operators for the
last five years. Maganotti has severed
his connections at the latter spot and
transferred the Plaza's booze license
to the Show Boat.

Plaza for some time has been run
jointly by Maganotti, Etzi Covato,
band leader, and a silent partner.
Covato has his orch in Atlantic City
for the summer and will decide upon
his return where he'll cast his lot.

Saranac Lake By Happy Benway

By Happy Benway

Mrs. William (Mother) Morris, Ruth Morris (White) and Aunt (Berlinghoff) Ella are Camp Intermissioning for the summer.
Russ Kelly has a sore hand; he forgot to let go of a fire-cracker.
Bert Ford (Ford and Price) now at Aruba, Dutch West Indies.
Prof. Walter B. Leonard, Glens Falls, N. Y., minstrelman of many years ago, eyed the Roger's home. Bob Pastor here for a look-see curoute to Montreal.
Goldwin Productions (Sid Rheingold-Bob Erwin) trying to break into this field with flesh shows.
Ray English, sports announcer, doing things in a big way for the Actor's Colony.
Mayor Tom Ward (ex-trouper) to Rochester, and with the aid of Marty Fisher (ex-burlesquer), landed the 1938 Moose conclave for Saranac Lake.
Jack Flaum back here at the Roger's home with a strictly bed routine ahead of him.
Cora O'Connell took that 'Rib' operation like a little vet.
Kate Smith and her manager, Ted Collins, summering at the Smith camp in Lake Placid.
Write these you know in Saranae.

Sapolioed Burley

dia and eventually Commissioner Moss came only after long dickering dia and eventually Commissioner Moss came only atter long dickering and intervention for the burley ops of the Buck, president of American Society of Composers, Authors and Publishers; Harry Brandt, theatre circuit operator in N. Y.; and Ralph Whithehead, executive secretary of the American Federation of Actors. All three men got to Mayor LaGuardia, with Buck especially active. Whitehead's help was rewarded by the burley ops with an agreement from each of the latter to operate their houses, as closed shops for AFA members.

agreement and a series of the control operate their houses, as closed shops for AFA members.

Gene Buck's activity in the matter included his sitting in with the burley ops, Mayor LaGuardia and Mossin the drafting of a strict code of ethics and regulations for the Variety Revue Theatre Assn. of New York, presently consisting of the operators of seven houses—Eltinge, Republic, Apollo, Fulton, Gaiety and Oriental in Manhattan, and the Werba (Brooklyn). Code, besides setting up a strict censorship of the former burlesque houses, also provides stiff financial penalties in the event of infractions.

Actually, the VRTA is virtually a dummy organization. It is and will be ruled and governed by a non-salaried board of governors (6), composed strictly of laymen not connected with show business in any form, who were chosen by Mayor LaGuardia. They in turn have designated Sam S. Scribner, once prominent in the old, and cleaner, days of burlesque, as a salaried 'executive secretary.' Latter, though, means 'censor.' Scribner's salary is unofficially reported at \$10,000 a year.

'Czar' Scribner

'Czar' Scribner

'Czar' Scribner

It will be Scribner's job to check on the shows in the burley houses. He will report infractions of the code to the board of governors, who, in turn, will hold a hearing on the mater. A first offense resulting in a conviction will mean a \$500 fine to a theatre operator; second conviction will mean expulsion from the VRTA, which in turn is forced to make a full report to Commissioner Moss and recommend suspension of theatre license.

Each burley operator Monday posted a \$1,000 bond for each abuse he operates to cover possible fines. Besides this, each deposited \$500 for each house operated as quarterly dues in the VRTA. Latter amount will be pro-rated on the basis of number of seats, much the same way as Buck's ASCAP gets its music fees from theatres, to cover the cost of administrating the VRTA, meaning strictly Scribner's salary and probably maintenance of an office and small staff.

Commissioner Moss Monday took oc chances on any possible infrac-

and small staff.

Commissioner Moss Monday took no chances on any possible infractions of the agreement the burley ops signed with him even before they opened. That morning the former bump-and-grind impresarios conferred with the License Commissioner for two hours, during which time the main subject was the names Minsky and burlesque, and then license fees. Moss was adamant in his position that the theatre ops should first get only temporary licenses for a period of three months, these costing \$250; and if the shows stayed within the bounds of the code, then the license would be renewed for the balance of a year at an additional cost of \$500. This meant a like in the first year's license fee of \$250, theatre license in New York being \$500 annually, and the burley ops squawked, but finally conceded that point.

Minsky In Crepe

Minsky in Crepe

But even then they didn't walk out of Moss' office with the licenses. Instead, the Commissioner said he would send them up to the theatres by special messengers in time for the houses to open at 3 in the afternoon. Messengers, however, were not to hand over the permits until they were sure that the name Minsky and title 'burlesque' were nowhere in evidence in front of the theatres. Gaiety placed crepe over the Minsky tag on its marquee, Follies' having already been substituted for 'burlesque' there. At the Republic, electricians fixed up the marquee and other signs in time to get the messenger's nod. Eltinge had already revised its front Monday morning. All the houses are operating with the old burley admission scale, 25c.-55c.

Two more burley houses will open shortly. Apollo, also on 42d street, with the Republic and Eltinge, will probably reopen Thursday (15), puting three 'Follies' on the one block. Oriental, on Broadway and 52d

Minsky, is slated to get started July 21. This house is the only one set thus far to play strictly colored shows, also titled 'Follies.'

shows, also titled Toillies.'

It has not been decided as yet by Abe Minsky and Izzy Herk when they will open the Fulton on West 46th street, nor is there a date set for the opening of the Werba theatre in Brooklyn. These are the remaining two of the seven theatres which are definitely signed to the code and whose licenses have been approved.

Two other houses, the Star and Century, both in Brooklyn, have agreed to the code, but will not seek licenses before September. These houses have always closed for the summer even with the burlesque policies and will continue dark till the fall.

bouces and will continue dark till the fall.

Burley operators are admittedly worried about their new policies, though willing to clutch at any straw after having their houses dark since May 1, a period of 12 weeks.

Weinstocks at the Republic were micked at the rate of \$2,000 weekly in rent and maintenance costs while this theatre was closed. Abe Minsky and 1zzy Herk, operating the Gaiety and its neighboring Fulton, saw \$30,000 drop off their bankroll during that period. Oriental, it is understood, cost around \$800 weekly to keep closed.

This, naturally, does not include

ing that period. Oriental, it is understood, cost around \$500 weekly to keep closed.

This, naturally, does not include the monies lost by performers and chorines through being unemployed for that length of time. And it was almost strictly through the unemployment angle and the fact that innocent performers were being hit hard, that Buck, Brandt and Whitehead convinced Mayor LaGuardia that the burley ops should be given the opportunity to turn pure.

Semi-Nudity OK'd

Though not included in the code of ethics, the theatre operators were given permission by LaGuardia and Moss to include semi-nudity in their shows. This means stripping only from the waist up and strictly in tableaux scenes in which the girls remain stationary. Stripping is out, as is dirty comedy, but blackouts and their natural double-entendre (if vestiges of subflety remain) are apparently okay.

It's this latitude that also has the operators worried. They point to the similarity of their present situation with the one-man censorship the Dunnigan bill, recently vetoed by Governor Lehman of New York, would have set up. Only in the burlesque case the censor is Scribner rather than the License Commissioner. The operators' concern is that the layman board of governors, through the fact that they are not connected with show business and are not receiving any remunitation, may become disinter-tested, meaning that Scribner, with the License Commissioner behind the throne, will become virtually a 'czar' of their business. Each operator is stepping out of the show field.

Some steps were taken in the code to bar the eventuality of disinter-

Some steps were taken in the code Some steps were taken in the code to but the eventuality of disinter-stedness on the part of the Governors. Latter will meet at least once a month and should a member fail to appear at three consecutive meetings he will be automatically dropped and replaced.

Apparently the Governors are also given the power to tighten or ease up on the code of ethics. Latter specifies that the board from time to time shall determine the standards of common decency and ethical practice for the industry.

Nitery Robbery

Philadelphia, July 13,

Philadelphia, July 13.
Proprietress and two couples at tables were lined up against the bar at the Wyncote Inn last Thursday night (8) and robbed of \$55 by two bandits wielding sawed-off shotguns.
Mrs. Sarah Klemmer, operator of the suburban hot spot, was behind the bar making sandwiches when the hold-up men came in. One of the girls who was in the place thought she recognized one of the bandits. She walked up to him and began to raise his mask. He floored her with a punch.

Battle of B'way 'Casinos' When Int'l Opens

Clifford C. Fischer, French Casino

Clifford C. Fischer, French Casino impresario, came over on a quickie to New York and returned yesterday to Paris. The new F.C. show is slated to sail from Paris, Aug. 4, when Fischer and his wife will accompany the troupe back.

Advent of Jacques Charles and Pierre Sandrini onto the N. Y. scene to stage and produce the new International Casino show has created opposition, for the first time, to the F.C.'s big business with the cabaretheatre type of show.

Last January the French Casino went on the nut with a \$75,000 production, and as a move to offset the then threatned opening of the International Casino last February. Instead, the International isn't slated now for its premiere until late August or early September, hence it behooves the French Casino again to strengthen its production anew, in order to offset the natural competitiveness attendant to any new venture, particularly in the nitery field, where the fickleness of a flitting public is always a factor to be reckoned with.

The new International, like the

with.
The new International, like the French Casino, is on the site of a converted theatre. The F. C. is the old Earl Carroll theatre; the International is atop what was the old Leav's New York and Criterion theatres in the heart of Times Square, directly opposite the Hotel Astor. The new Criterion today is operated by B. S. Moss and Harry Charnas.

Nitery Placements

Russell Swann, Diana Ward, Lawrence White, Caperton and Columbus, Maxmillian Bergere orch, Ross Fenton Farms, Asbury Park, N. J.
Marla Forbes, singer, into the Monseigneur Restaurant, N. Y.
Enric Madriguera Orch, Josephine Huston, Gine, DeQuincey and Lewis, at the Surfside, Atlantic Beach, L. at the Surfside, Atlantic Beach, L. at the Surfside, Atlantic Heach, Singer, replaced Marjorie Gainsworth at the Versailles, New York.
Senorita Diosa Costello, dancer added to Eddie Davis revue at Leon and Eddie's, N. Y.
Oliver Wakefield, Lotte Goslar, Texas Tommy and his trained pony, Helen Myers, Dr. Sydney Ross listed in the new show at the Rainbow Rosm, N. Y. Fundley.

Helen Myers, Dr. Sydney Ross listed in the new show at the Rainbow Room, N. Y. Suzanne Finchley, singer, new-comer to the Hickory Lodge, Larchmont, N. Y. Penny Roche now doing the vocals for Henri Noel Orch. at the French Casino, Atlantic City, N. J.

A. C. American Legion Benefit Fails To Pay Off on \$10,000 Show; Acts Suing

Georgia Shuts Down On Gambling Spot

Chattanooga, Tenn., July 13. City's chief hot-spot last year, the lub Stardust, won't open this sea-

Club Stardust, won't open this season.

Owner Fred Gill said 'it's a long story,' when asked why not. Club is just over the Georgia state line and out of reach of the city and county police here. But officials in Walker County, Ga., are reported to have handed down word that it will be raided the minute it opens.

Last year the spot, on top of Lookout Mountain, did sock business with drinks and gambling rife. Owner spent about \$40,000 furnishing it.

Fanchon & Marco Snubbed on K. C. Affair; MCA In

Kansas City, July 13.

Coin for talent outlay for second annual Jubilesta which will be held in the Muny aud Sept. 17 to 25 will touch \$150,000. Only contract to date is for 'Great Waltz' and calls for a \$16,000 guarantee.

In a meeting with executive committee of Jubilesta last week W. H. Stein, of Music Corporation of America, submitted a list of obtainable attractions. Jack Benny was offered for a single performance at \$10,000. Orchs offered include, Wayne King, Eddy Duchin, and Benny Goodman and were priced at \$2,500 for one day. Committee is also considering Ritz Brothers, Rubinoff, who topped last year's draw, and Edgar Bergen.

Bergen. Fanchon & Marco, of L. A. have Fanchon & Marco, of L. A. have offered to pay expenses for a committee from Kansas City to come to the Coast to look over a show to be set for the entire period of the Jubilesta. Local committee wrote a vague note that amounted to a turndown on even looking the show over. F & M have been trying pretty hard to get a look in but nothing to date. So it looks like MCA all the way.

Three Orchestras Get

Three Orchestras Get

Loew Vaude Spots

Gus Arnheim's orch has been spotted for two vaude weeks by Loew's, opening July 29 at the State, New York, and going to Washington the week following.

Band 1s currently at the New Yorker hotel, N. Y.

Circuit has also set two other combos. Jimmy Dorsey's aggregation plays Washington week of August 13, with the Stanley, Pitt., to follow. Chick Webb's colored orch goes into the State on Broadway week of August 19.

Chi Palace Bookings
Lucy Monroe and Shaw and Lee
go into the RKO Palace, Chicago,
week of July 23.
William Morris office agented.

Complaint charging P. J. Mc-Andrews, president of the United States Ass'n., Inc., of New York, with failure to pay off acts in a \$10,000 show at Convention Hall, Atlantic City, July 2, was filed yesterday (Tuesday) with License Commissioner Paul Moss. Hearing on the matter will be held Friday (16) if McAndrews is served. Charge was instituted by I. Robert Broder, attorney for Lester Cole's Singers (12). Beale Street Boys and the Picchiani Troupe. Also present at the License Dept. on Monday was Lou Randell, attorney for Fifi Dorsay, Charles Carrier and Joe Lewis. Latter three turns also claim they

say, Charles Carrier and Joe Lewis, Latter three turns also claim they were not pald off.

Show was supposedly a benefit for the A. C. American Legion relief fund. However, when it falled to draw sufficiently to pay off what represented a \$10,000 total of talent, the American Legion disclaimed any official connection with the affair. A. L. stated it loaned its name to the promotion strictly for a percentage

A. L. stated it loaned its name to the promotion strictly for a percentage of the profits, without any financial responsibility.

Around 19 acts were involved, including James J. Braddock, exheavyweight champ, Dan Healy, Arren and Broderick, Samuel Bros, Harriet Hays, Lime Trio, Mullen Sisters, Blackface Eddle Nelson, Maritza, Ingagi, Millie and Billie, Sugar Nichols, Vallee and Lee. American Federation of Actors is attempting to collect for some of these acts.

cts.
McAndrews is involved through McAndrews is involved through the USA, Inc., having booked the show. Associated with the office are Marvin Welt, Herbert Hoey and Bob Higgins (Lydell and). Welt, Heeper and Higgins are of show business, but McAndrews is a layman, supposedly an engineer in the employ though not a member of, the U. S. Army.

15 YEARS AGO ●

Western Pennsylvania Owners shocked the Hays office oming out in favor of Also took a slap at the Hays organi-

Shortage of good film features along B'way. Daily change houses were panicked.

Appellate division of N. Y. su-preme court decided against the Pathe contention that newsreels were immune to censorship.

Mae West at the Palace and get-ting another rave review. Jack Lait called her 'another Ethel Levey.' Nice to Harry Richman, too.

O'Neill and Flippen among the new acts. Tryout at the 5th, Ave, Spotted as evidently from burlesque, Flippen was working in blackface.

Shuberts and Erlanger signed a pact not to book racial or caricatures for the coming season. Sounded good, but didn't mean much. Following the Hays ukase.

American Society of Composers, Authors and Publishers cut a \$38,000 melon. Tops to date. Variery stated that it could have gone to \$60,000 had all collections been made, but it was feared some collections might have bankrupted some small debtors, (This year ASCAP will cut up \$5,000,000.)

Loew office was booking only two weeks ahead. Keeping the books open for spot opportunities. Pre-vious season circuit had lost some good ones through being overbooked.

Gus Hill conducting a one-man fight against Columbia burlesque wheel management. Said it was all wrong. Was a stockholder.

Jesse Block was at the State-Lake, Chicago, teamed with Francene Dunlop. Not a knockout, but doing

Trixie Friganza was topper at the Golden Gate, Frisco. She was do-ing a Russian number, but no hock steps.

Glut of amateur revues around N. Y. vaudfilm houses, but no Maj. Bowes so they faded again.

CRA One-Niter Unit Starts 10-Week Swing; Jackie Coogan Band As Tops

Chicago, July 13.
First of the Consolidated Radio Artists' one-niter units to get going opens this week, at Kearney, Neb., July 16.
Idea of unit, which has been built by CRA in co-operation with Fanchon & Marco, is to deliver intact, a band, plus a floor show, to be played in dance spots.
Good deal of enthusiasm for the unit by CRA, based on the publicity niteries throughout the country have received during the past couple of

niteries throughout the country have received during the past couple of years, and figure this to be a means of giving such entertainment to towns where larger niteries, or niteries capable of affording names, do not exist. Unit will play for entire evening, and give one or two 45 minute shows, depending upon

the number of hours in the current

the number of hours in the current evening. So far two weeks have been booked from the local CRA offices, two more from Cleveland and two from N. Y., after which the unit doubles back, playing southwest territory, to make the bookings total 10 weeks.

Line-up includes the Jackie Coogan 12-man band and four acts, all billed as the 'Jackie Coogan Hollywood Hil Parade.' Acts include Lila Lee, former picture star; Princess Lulana, Hawaiian dancer from 'Waikiki Wedding' (Par); Thaya Foster, singer, and Don Eddy and Lillian Tours, dance team.

Booking is on guarantee and percentage, with CRA reported to be watching the Coogan unit dates closely, with idea of using them as a wedge for more of the same.

Nitery Reviews

SURFSIDE

SURFSIDE

(ATLANTIC BEACH, L. I.)

New two-week show debuted at this bathing-dining-dancing (all for \$3) beach spot Thursday night (8), in the midst of the season's worst heat wave, Layout is forte on the draw ordinarily, including Enric Madriguera's orch. Josephine Huston, Gine Josephine Huston, Josephine Huston, Josephine Huston, Latter Sessions, in fact, took on the aspect of concerts. Under more favorable conditions, the Madriguera crew, Corch has only one singing special-sty Paris Josephine Huston, Josephine Huston, Latter Sessions, in fact, took on the aspect of concerts. Under more favorable conditions, the Madriguera crew, Orch has only one singing special-sty Paris Gilmore, A looker, Miss Gilmore, A looker, Miss Gilmore, A looker, Miss Huston, Laster delivered four times Friday night, but, as has been true of her other performances of late, see Huston, Costanter, delivered four times Friday night, but, as has been true of her other performances of late, was a possible to the Sangard Huston, Costanter, delivered four times Huston, Latter delive

just as it negated the other acts in the show.

Miss Huston closes the floor entertainment, doubling as m.c. for the two acts preceding her singing session. Opener is the Gine, DeQuincey and Lewis trio, whose zany work is standard by now. They were as definite a click as an act could be in froat of such a small audience. Also scoring was Edma Janice, a young-ster who apparently has studied the work of Paul Draper. Her hoofing is almost satirical and celivery excellent, though a bit stiffly. She'll loosen up and improve as she goes along, and it looks as though she'll go far, the stiffly control of the stiffly in the stiffly of the stiffly control of the stiffly in the stiffly of the stiffly control of the stiffly in the stiffly of the stiffly control of the stiffly in the stiffly control of the stiffly in the stiffly in the stiffly control of the stiffly in the stiffly control of the stiffly in the stiffly i

gloss, and the street of the s

HOTEL NEW YORKER

MOTEL NEW YORKER

(NEW YORK)

A click in previous seasons, the intensified current interest in ice-slating see the flood New Yorker's Terrace on the flood New Yorker's Terrace of the flood of the floo

ing and comedy work on the runners. Legit rink stuff embraces were harrely etc. Comedy includes a Barneygooglesque Spark-plug with the rear and hind legs getting tangled up, plus hoke femme personations on the runners.

Skating is of big league caliber throughout, and with Baptie and Miss Lamb heading it all up, it's a sock novelly stup is Gus Arnheim's acrack dance band, with Jane Robbins featured vocally. Arnheim is a standard and knows how to mix. Maestro is now batoning exclusively instead of presiding from the ivories, as heretofore.

CHEZ PAREE, CHI

While other spots in town may yelp about the lack of customers, the Chez Parce rolls merrity along yelp about the lack of customers, the Chez Parce rolls merrity along yelp about the lack of customers, the Chez Parce rolls merrity along the lack of the lack

Busse's orchestra itself is back on the bandstand, to the satisfaction of all the customers. His is the one band which has clicked as a steady band which has clicked as a steady for the same of the

WILLOWS

(PITTSBURGH)

Looks like town's ace roadhouse spot, staging a comeback after a couple of seasons in the doghouse, he man to be seasons in the doghouse, he man to seasons the doghouse of the sasembled a good-looking, young and musically smart organization that gives 'em swing when they want it and soft, lush romantic melodies as well.

Willows is in the hands of a man to the sasement of the Pittishum.

and musically smart organization that gives 'em swing when they want it and soft, lush romantic melodies as well.

Willows is in the hands of a group of five Pittsburgh men without any previous nitery experience and they're the property of the property o

SNI-A-BAR GARDENS

(KANSAS CITY)

(KANSAS CITY, July 9.

Spot is located some 15 miles east of town and has as a draw drancing under the stars, Boyd Rae-burn's band and excellent foods. It is one of the best known dance spots here and has been in operation many

here and has been in operation many years.

Walt Rainey, veteran operator who also has the 85 Club here, is attempting to build this place into a class spot. He took over Sni-A-Bar last year and has done extensive redecorating. Place has a large garden for dining and dancing as well as a pavilion. He will keep the place open until the first of the year.

A no-couvert policy prevails. Dinmers of the place open until the first of the year.

A no-couvert policy prevails. Dinmers of the year.

Boyd Baseluru's 11-piece crew is

pop scale.

Boyd Raeburn's 11-piece crew Is
on the stand. Raeburn is at present
fronting a band in Chicago, so, in his
absence, Mort Franklin batons. Band
dishes out danceable rhythms.
Vocals are handled by Mrs. Boyd
Raeburn, who is billed as Lorraine.
A strolling trio, Claude Denny's
Night-hawks, take care of intermissions.

Night-nawne, missions.
Week-end biz is swell and moderately so during the week. Place is noted for its cool location and as summer heat wears on biz should reach near capacity throughout the week.

week.
Rainey, however, is keeping the
overhead trimmed in all departments. He's found that acts are less
of a draw than good food and music,
so he has dispensed with them here
and at the 85 Club. Latter will probably take on vaude turns again for
winter season.

NIXON CAFE

(PITTSBUEGH)

(PITTSBUEGH)

Pittsburgh, July 8.

Tony Conforti has two warmweather selling points for his Nixon
cafe. It's the only air-cooled nitery
in town and it's also the only one
with a floor show. He's cut down
a bit on entertainment for the summer, eliminating the chorus, but
still ladeling out four and five acts
that represent better than average
floor entertainment.

still ladeling out four and five acts that represent better than average foor entertainment. By the still ladeling out four and five acts that represent better than average foor entertainment. By the still ladeling out the still ladeling around for years and they re now cashing in on the boom Edgar Bergen has produced in their field. Couple use life sized dummies, and effect of what looks like a foursome is genuinely entertaining. They're both expert voice-tossers, and need only better material to really go places. Dialog is a trifle frayed and since Bergen has set the standard with his sophisticated chatter, ventrilo-

ulsts aiming for a comeback mus necessarily take a lesson from him Otherwise, these kids seem to have

quists aiming for a comeback must necessarily take a lesson from him. Otherwise, these kids seem to have what it takes.

Remainder of show consists of Buddy Roberts, m.c.; dance team of Michael and Marita; Helen Lake, acrobatic hoofer, and Angelo Di Palma, operatic tenor who's in his 19th month here and still going strong. Michael and Marita are a good-looking, efficient pair of ball, form a slow overly nake with the control of the contr

BLANDI'S

(PITTSBURGH)

BLANDI'S

(PITTSBURGH)

For years, Fank Blandi has been running class is staturant for the property of the pro

GROSVENOR HOUSE

(LONDON)

(LONDON)
London, July 2.
With the departure of the De Marcos from the Grosvenor House caberet, the management booked a straight variety show of more than

aret, the management booked a straight variety show of more than general merit.

Topliners are Harris and Shore, comedy dancers, whose terpsichorean antics make a fitting booking foldered that the strain of the s

LE ROY RENE

(PARIS)

(PA

ent presently billed is French, with the exception of an English nud dancer from the Folies-Berger under the exception of an English and one man, Regine Plovence, Blanche Sazy, Nainne Becker, Claude Yvane and Tanys. Lorna Rhode is the Ganeer. Variety of songs offered run the gamut of French offerings to the equivalent of blues over here, with Regine Plovence starting at the first and Janne Becker on the other end. Tanys is a tenor who has some commendable offerings. Claude Yvane has the most divertible repending the commendable offerings. Claude Yvane has the most divertible repending the commendable offerings. Claude Yvane has the most divertible form of a fand ance catches best Boby Chatromberg batons a five-pice string orchestra which produces a variety of good dance music His own violin solos also rate well. Master of ceremonies is Michel Goyot, who does okay.

LOPEZ GRABS CLASS SPA NITERY DATE

First show for the Piping Rock Saratoga, for the coming season opening July 26 will be topped by Vincent Lopez's orch. Floorshow will include Gomez and Winona, Rufe Davis, Peter Higgins and Viola Van. Herman Citron is booking the spot out of New York.

Acts are being booked for only two-week intervals, but the Lopez crew sticks for the entire sixweek Saratoga season.

Vallee's 25G in Dallas

Dallas, July 13.
Rudy Vallee is grossing \$25,000 at
the International Casino, on this, the
first of a fortnight's engagement.

Otherwise, neither expo-here no the one in Fort Worth-is doing much business

Ross Wyse Pays Up

Chicago, July 13.

Attachment suit for \$125 brought against Ross Wyse, Jr., in the Municipal Court here by J. B. Stanton, gag writer, while Wyse was at the Chicago theatre last week, was settled out of court yesterday (12), and

is to be dismissed today,
Basis of suit was alleged non-payment for material, Henry A. Kal-cheim represented Ross.

ICE FOLLIES AT DRAKE

Chicago, July 13.
With the Jack Denny band set
until Aug. 27, the Drake Silver
Forest Room has booked St. Moritz floe Follies to replace the present floor show, beginning July 21. Consolidated Radio Artists is handling the deal.

Cushman H.O. in L.A.

Los Angeles, July 13.

Wilbur Cushman circuit will make
its headquarters here, moving in
from Dallas, Texas.

Circuit has 45 consecutive weeks
for units of 15 or 20 people.

HAVANA-CURA

WANTED

Vaudeville acts for theatres — four weeks or longer — roundity transportation from Minni, Fla. Write stating salery, full particulars, photos. CHAS, L. SASSE, 200 W. 49th Street, New York City.

WANTED - Professional Chorus
permanent line. Must be able to de
grand the second secon

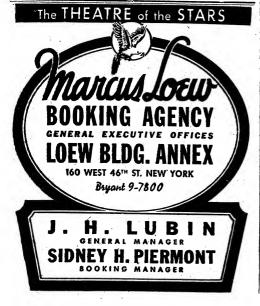
PALLADIUM 'GANG'

SIDNEY FISHER

75/77, Shaftesbury Avenue PICCADILLY, LONDON, ENG.

AGENTS

inday. Everyday. Convalescent Greeting Cards In Boxed Assortments Very Liberal Commissions Write for particulars Birthday, Write for particulars DOROTHEA ANTEL 226 West 72nd St. New York, N. H.



(Pago-Pago Room)
Lou Martin Oro
Eddle Davis
Patricia (Gilmore,
Vivian Ray
Vivian Ray
Total Ray
Louis (Gilmore,
Vivian Ray
Louis Ray
Louis Ray
Louis Rook
L

Martion Pierce
Versattle 3

Monsigneur
H Leenard Orc
Bob Shaw
Maria Forbes
Meria Coc
The Ouks
Al Lamis Orc
Toninny Lyman
Gene Archer
Onyx Club
S Spirits of Ruby!

Paradise

Jay Freeman Oro

Ann Pennington

Lucilie Johnson

Andrews Sis

Place Elegante

Bill Farrell

Mario Basini

Toto Cangiosi

Rex Gavitte

Larry Mado Oro

Emery Deutsch Ord

Ball-Ball

Ball-Ball
Billy White Orc
Dancing Dietrichs
Wardeil & Dade
Sally Joyce
Blacklawk
Joe Sanders
Ronaid & Roberta
Pete the Newsboy
June Glory

June Glory

Cites Parce

Lou Holtz

Heien Morgan
Georgle Tapps
Readinger 2

Rosemary Deerling
Lillian Carmen

Henry Busse Orc

Henry Busse Orc
Club Mayflower
Lou Sales Orc
3 Variety Boys
Mildred Rock
4 McNaily Sis
Buddy & Selma
4 Rhythm Giris

Coconut Grove
Mark Fisher Oro
Jerry & Turk
Paul Rosini
Dawn & Darrow
Frances Wills
Kretiow Girls

Colostmus

Evalyn Tyner. C & L Bonner Giover & La Mae

Balubow Raum

Riviera

Variety Bills

NEXT WEEK (July 19) THIS WEEK (July 12)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

CHICAGO
Palace (16)
Ozzie Neison Or Harriet Hilliard Grace & Nico Don Cummings

Aiyce Chapelle
Earl FOYELAND
CLEAND
Palace (16)
4 Vespers
Judy Starr
Ross Wyse Jr
Paul Haakon Co
Aiyce Chapelle
Earl Fox
3 Stooger
Major Bowes Co Don Cummings
(3)
Donatella Bros & C
Nonchalants
Judy Starr
Henry Youngman
Paul Haakon

Loew

NEW YORK CITY State (15) Benny Davis Rev NORFOLK State (16)

Louise Massey Co Joe Venuti Bd WASHINGTON Capitol (16) Red Skeltor Aiphonse Berg Co Bert Frohman

HARRY MAYER **PRESENTS**

Tip Tap and Toe TO WASHINGTON
Via LEDDY & SMITH

Paramount

DALLAS
Casino (16)
Rudy Vallee Ore
Stan Kayananyn
3 Salioavich Boys
Art Jarrett
Georges & Jaina
MEE/RolT
He Go Hatter
Tatty Yeast Jesters
Will & G Abearn
Fredwins Barron Co
Emily Van Loessen EEW YORK CITY
Paramount (14)
Martha, Raye
Emery Deutsch
Jack Williams
Metropolitian (16)
Ciyde Lucae Bd
Jee Arena Co
Linda Lee
Tion Chicago (16)
Jack Starnes Co
Chicago (16)
Ted Mack Co

Warner

PHILADELPHIA
Earle (16)
Duke Ellington Orc
(9)
Henry Armetta
Radio Station KYW
Leyke L. (3)
Samueis & Hayes Jackie Green
WASHINGTON
Earle (16)
Ade Duval

Buster Shaver Co. (9)
Samuels & Hayes
Tonmy Martin
Ross, Pierre & 8
4 Kraddocks

Independent

INDIANAPOLIS
Lyrio (9)
Sammy White
Masters & Roilins
Varsity Co-eds
Jack LaVier Co
Fortunello & C
Fitz & Cahili

Lowe, Hite & S
Bert Walton
Ross & Stone
Harrison's Circus
Sandra & Wynters
Dorothy Byton Gis

London

Week of July 12

Week o
Canterbury M. H.
1st half (12-14)
Creighton Boys & S
Denado 2
2d hâlf (15-17)
2d Corona Babes
Corona Babes
Componitive Wiss
Rawicz & Landauer
Trocadero Rest.
Guton Nina
O'Gorman Bros
D'Alba

of July, 12

M & H Nesbitt.

ISLINGTON

ISLINGTON

Let hair Landes

Campbell. & Wise

2d hair (16-17)

Creighton Boys &

Lewisham

Lewisham

Assu & Yuri

3 Willington

Let Talace

Vardeil 4. LEYTOME TO THE TOTAL THE ly Brown

D'Alba
D'Alba
BARTATON
BRIXTON
BRIXTON
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BRIXTON
BRIXTON
CAMPAIN TOWN
COLLEGE
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BRIXTON
EDMONTON
EDMONTO TOTTENAM

Pulham & Kildare
Sereno & June
Bashful Boys
TOTTENIAM
COURT ROAD
PARTMOND
WALTHAMSTOW
Granula
Jose Moreno
Halls & Page
Rolls & Dorothy

Provincial

Week of July 12

ABERDEEN
Tivoil
Cookie Bowers
Ronita Sis & N
Rio & Santos
Denvers
French & Jerome Brookins & Van
NEWCASTLE
Puramount
Teddy Joyce Bd
STROUD
Palace
Irene Manseil

Cabaret Bills

NEW YORK CITY

June Elkins Luan Craig 3 Musical Rogues Meri & Meriam 3 Dandies

Bertolotti's

Bill's Gny 90's
Eddle Leonard
Joe Howard
Spike Harrison
Ethel Glibert
Gus Wicke
Emitt Casey
Jim Bishop

Callente
Beth Raborn
Helen Shaw
Ruth Wayne
Caroi Sis
3 Rhythm Boys
Callente Cabellero

Claremont Inn Vaccaro's Orch
Jose Diaz
Trinl Plaza
Lita Moya
Helen Virgil
Dimitrl

(Roof Garden)
Buddy Wagner Orc
Marion Martin
Jack Osterman
3 Blondes
Eddie Lang
Winifred & Lorr'ne
Jacqueline Joyce
Renee Vilion
Joan Vickers

Club Yumuri Don Hilberto Ore Antonio & Carito Sarita Herrara Rosita Ortega

Jack Dempsey's Carpenter Oro

El Chico
Don Aiberto Oro
Carlos Montoya
3 Fampero
D'Avolos & A
Antonita Moraies
Jose & Patricia
Las Guarecitas
Rolando

El Morocco
Ernie Hoist Oro
French Casino
V Travers Oro
C Cromwell Oro

alet rai Benga tty Brite tty Bruce petty Bruce
Florence Chumbe
Hilda Bifonte
Rolf Holbein
Johnny Co
Lavier Lemercier
Maravillas
Jeikiofs Rekicofs
Rhoenrads
Forence Spencer
Tullah & Myl
Irls Wayne
Vera Asp
Eddle Rogers Oro

Fronces
Raiph Watkins Orc
Gien Island Casino
Nye Mayhaw Orc
Heien Reynolds
Doug Newman
Harry Williford
Hickory Hause
Joe Marsala Orc
Jim Mooreliead
Hickory Lodge
'Torothmant, N, Y.)

(Larchmant, N. Y. Charles Barnet Or Joan Bowes Suzanno Finchiey Il'lyw'd Resignment

Pavilion
Hobart 3
& H Nesbift
STREATHAM
Astoria
Levis Hadio Act
Palace
Masu & Yuri
Gedes Bros
TOOTING
Granada
5 Hertzogs Hlyw'd Restaurani Mitcheil Ayres Orc B Jelevanick Orc B Jelevanick Orc B Jelevanick Orc Jean Sargeant June Lorraine E Hebonalie L Manning & Mitzi Kobby Joyce Ted Adair Patricka Gilmore Charmion T Nip Ji Kanes & T Nip Ji Chien Fore Hotel Amussudor

Grandon 5 Hertzogs Velda & Vann Levanda TOTTENHAM Polace

Hotel Amhassudor Ramon Ramos Orc William Alder Paul Taubman Paul Taubman

flotel Aster
(Raof, Gurden)
Ted Lewis Ore
Radio Aces
Charlie Whittler
Ruth Daye
Lita Lede

H Hatters
Lydda Sue
Stuart Morgan
Diaz Don & Dolore
Marion Mann
Teddy Hale
Sylvia Manon 4

Hatel Biltmore (Moonlight Terra-Horace Heidt Orc Ord

Hotel Essex Hau Nat Brandwynne Maxine Tappin Dick Stone Johnny Blue Murray Carun R J Caliman Hotel Gov. Clinto Phil D'Arcy Orc Stuart Jules Kay Marshali

Hotel Lexington Andy Iona Orc Ray Kinney Meymo Hoit

Hatel McAlpin (Roof Garden) J Messner Orc Jeanne D'Arcy Jeanné D'Arcy
Hutel Montelsir
(Cáslao-la-the-Air)
Coral Islanders
Hai Hope Oro
Herb Well
Electronic 3
Felix Papile
Hotel Murray Hill
(Fountain Room)

Joe Cappi Orc Nancy Garner Hotel New Yarker (Summer Terrace)

Gus Arnheim Orc Evelyn Chandler Baptle & Lamb Hotel Park Centra (Cocoanut Grove)

Hotel Plerre

(Roof Garden)
Basil Fomeen Oro
Anne Heath
Peppino & Camille

Motel Plaza
Will McCune Oro
Pancho Orc
Paul Draper
Nella Goodelie

Hotel Roosevelt Freddle Starr Orc Hotel Savay -Plaza Emile Petti Orc Russell Swan Hotel St. George (Brooklyn)

Hatel St. Morita (Sky Gardens)

Hal Richards Oro Grisha

Hatel St. Regis (Viennese Roof)

Jacques Fray Ord A Rasch Dancers Pierce & Harris

Botel Walderf-Asteria (Starlight Roof)

Guy Lombardo Orc Raiph Rutgers Orc Roberta Jonay Raphael

Raphael
Hotel Wellington
Ed Maychoff Oro
Jimmy Kelly's
Lionel Rand Ore
Joe Capello Ore
Montmartre Boys
Carter & Schub
Jimmio Costello
3 Raymonds
Danny Illggins

Larue Eddie Davis Ore Hirado Ore

Le Coq Rouge
Horarlo Zito Orc
George Sterney
Le Mirage
Harry Horton Orc

liotel Taft Geo. Hall Oro Dolly Dawn

Colosinia.

Bob Tinsley
Janis Andre
Maxine DeShon
Dorothy Wahi
Willie Shore (Coconnut Grove)
Jerry Blaine Orc
Ross & Edwards
Darrell & Young
Barney Grant
Claire Scott
Flying Whirlos
Dorothy Jeffers
St Clair & Elliot
Ferry the Frog
Tania & Kirsoff Congress Hotel (Casino) (Casino)
Jesse Crawford
Helen Crawford
Chas Carilic
Bernhardt & G
Diaz, Don, D & D
Tommy Trent
Varzos & McDowell Tania & Kirson
Hatel Pennavivania
Tommy Dorsey Ore
Edythe Wright
Jack Leonard
Allen Storr
3 Esquires
Hotel Piccaulity
Jeno Bartai Ore

Gay 90's Coileen Georgia Lucky Lew King Lew King Mignon Ingrid Jules Novit Oro Marion Miller Jack Elkins

Harry's N. Y. Cabaret
Chas Engles Oro
Jack' Irving
Yvette
Theo Troy
Mildred Rock
8 Parisians
B. B. B.
Rider Sis
Falmer Sis
Dorothy Johnston

HI-Hat
Stroud 2
Jean Sargent
Gould Sis
Patsy Ogden
Marion Morgan

LOS ANGELES

Ball
Bruz Fietcher
Charles Lawrence
Beverly Wilshire
Harry Owens Ore
Harzer & May
Victy Joyce
Mitzy Green

Biltinare Bowl
Immy Grier Ore
Maidle & Ray
Hank the Mule
Bilss, Lewis & Ast
Delores & Andre
Dick Webster
Joy Hodges
J Rhythm Rascale
J Randali Sis

Cafe La Muze Stan Clair Oro Park Ave Boys Ann Codeo Gene Marve

Clover Club Bob Grant Oro

Fumaus Door Jonah Jones Eddie Beal

Les Parker's Orc Bill Roberts Bob Searles Little Club

Jane Jones Paul Kendall Hicken Warner Rose Valyda

George Redman Ore Don & Beverly Elmer

Ellmer
Lunna
L Gibson & Medina
L Gibson & Medina
L Gibson & Medina
Nuonil Warner
Minnest
Minnest
Al Heath Ore Winnie Mack
Jerry Lee
Pekny Pege
Martin Ganimeter
Lanet Lanet
Lanet Ganimeter
Lanet Lanet
Elliste G-Glis
Buddy la Ruo
Palomar

Palomar Puradise Tasa Loma Oro

Ray Dove
Doughas Wright Co
Hudson Metzgor Gis
Hudson Metzgor Gis
Pete Controlli Ore
Dominio Columba
Ken Henry Sudorte
Kon Henry Sudorte
Hornio Fivos
Horny Monet
Thora Matthuson
Juan de Martinia
Suvon Seas

Juan de Martinis
Soven Seas
Lonnie McIntire Or
Lily Gibson
Somerset House
Jack Owens

Texas Tommy Kathryn Rand Andy & L Carr Elcanor Bowers Irma Bundel Mario Villani

Embassy Club

Plerre's

Ritz-Cariton (Crystal Room)

Riviera
Mickey Alpert Orc
Nano Radrigo Orc
Lois Kay
Weire Bros
Irene Bousloy
Nick Long Jr
Kay Picture
Nadine Gao
Buster Shaver Co
Ben Yost Collegians

Ben Vost Collegians
Sands Paint Bath
Paul Rebued Ore
Emily Stork Club
Stork Club
Stork Club
Surfaide
(Atlantie Bench)
B Madriguera Ore
Chelington Collegiation
Chelington
Chelin

Tavern On Green (Central Park) Hughle Barrett Orc Valhalla Maurice Shaw Oro Marita Lorraine Barrett Rond Hai

Versallies
H Rosenthal Oro
Joe Rodriguez Oro
Carolyn Marsh
Gomez & Winona

CHICAGO

Hatel Bismarck (Walnut Room) Eddie Varzos Oro Lucio Garcia Walker 3 The Duanos Dean Murphy

Hatel Brevaard Dorothy Duval Earl Smith Commodore Duo Joe Pariato

Drake Hotel (Gold Coast Ro Jack Denny Oro

Jack Denny Oro

Vox & Walters

3 Olympics

Rita Lester

Dorothy Byton Co

Hotel Egdewater Beach Beach
(Board Walk)
Bernie Cummins Or
Gloria Sutter
H Smith Bailet
D'Angelo & Porter
Gilbert Bros
Verner, Lang & B

Hotel Lasalle
(Bite Fountain
Roem)
King's Jesters Oro
Marjorie Whitney
Gene Jerome
Geo Howard
Ira Bastow
John Ravencroft

Ira Bastow John Ravencroft Hotel Palmer Hou (Empire Room)

Swing Kings Under Hotel Adeiphia Roof Victoria Rizzo Oro Victoria Victo Eddy Duchin Ord Holland & Hart Bruco Holden Elion Biair Mari Lynn 4 Aristocrats Abbott Dancers Hatel Sherman (College Inn) Manny LaPorte Orc Roger Manning Warren & Durkin Pen Raymond Lillian Fox

Ai Trace Orc Pliner & Earle 3 Heat Waves The Bachelors Russell Crowell Coleman Clark Co Coleman Clark Co
Hotel Stevens
(Continental Roon
Carlos Molina
Loyanne & Rena
Janis Williams
606 Club Van Levis Oro Henry Patrick 31 Club
Bill Fiske Ore
John Renarl
Bille Brill

Billy Carr
Nors Ford
Nors Ford
Nors Ford
Date Ford
Broth Ford
Etta Reod
Ford & Barnes
Yacht Club
Nino Rinaido Ores
Ann Lestor
Jackson, Mills & R
Sonny & S Dahl
Lestor & Irmajean
\$85 Club

Johnny Hornert The Dictators Coriles & Palmer Mary June Dodd

Cocuanut Grove Geo Olsen's Orc Edgar Bergen Charlie McCarthy Edith Caldwell

Havallan Parad Soi Brights Orc

Satini Tuai Loa Sol Hoopi Wanda Diana Toy Lido

Club Hawall Hawalian Orc & Co Omar's Dome

Pat MacNelly Betty Borden Swing Club B B B Ciarence Brown Walter Gallagher

Waiter Gallagher
Topsy'e
Al Eldredre Oro
The Deo Sisters
Bonnie Lind
Dorothy Roy
Betty Brown
Lois Glaze
Leona Rice
Irene Berry
Agnes Johnson

Tracadero Dick Gasparre

PHILADELPHIA

Lorraine Rhoda Panthy Crawford Syd Raymond Dotty Winters Sis McCali Anchorage James Craig Carolyn Dyne Gloria Gould Ed Slivergiade Sally La Marr Johuny Graff Oro

Silver Lake Inn (Clementan) Arcadia Int'i
Militon Kellem Oro
Don Renaido Oro
Mayfair Girls (8)
Texas Tommy (Pinuet Room)
Meyer Davis Oro
Hen Franklin Hote
(Corni Cafe)
Moe Jaffe Oro
Benny the Bum's
Deloyd McKay
Muriel Thomas
Sasha Leonoff
Frank Hall
Mayo & Marie
Kaye Hamilton
Raiph Brown
Embasse Club

Site Lake Institution of the Constitution of t V Norman Oro Loma & Carr Ann Urcan Lillian Stuart Cleo Valenteen Frank Ponti

Joyce Henry
Dorothy Deppin
Evergreen Casino
Evergreen Casino
Henry
Evergreen De Jud's
Tom Barry
Stanloy Bros aux
Mildred Sinclair
Harry Glyn
1023 Locust
Eubles Shelby
Jane Farrer
Fopper Garat
Linda Ray
Fennuts Garat
Linda Ray
Fennuts Garat
Unda Ray
Vincen Riggen Oo
Rotel Adelphia Roof

Cleo Velenteen
Vrank Port!
Stamp's Cafe
Jack Hutchinson
Beila Beimont
Patina Marylin
Plo Hulse
Johnny Waish
Venice Grill
Marty Barton Oro
Dave Walls
Katle & Ranssee
Viking Cafe
Penn Fay Orc
Lew Foster
Dot Landi
Midred Benson
Harry Sweeney
Wallon Roof

Walton Roof Peter Kara Orc Betty & F Roberts Bob Glibert International 3 Harry Stevens Rene Barclay Walton 6

Waiton 6
Weber's Haf Brau
(Camden)
Louis Chalkin Ore
Ray Miller
Olive White
George La Tour
Flokard & Seul
Intrumeal 3
Hot Mark
Joe Ramona
Ilse Hart
Gregory Quinn Co
Eldoradians
Sunset Inn

Supset Inn

Sunset Inn
Dan Duncan Oro
Betty-Valione
Chubby Reed
Poliy Carewe
Chas Murtha
Peacook Gardens
Sylvan Herman Oro

Showmanship

(Continued from page 42)

row penguins from the zoo, but the birds were all floored by the torrid waves and couldn't be disturbed. Previous Tuesday Philly truckmen were balloting in mayor's office on transportation strike which stussed suspension of newspapers. WCAU put remote equipment into Hizzoner's suite to grab off final tally of ballot and a talk by the mayor on the results the strike of the strik

WCAM'S Social Register

WCAM'S Social Register
Camden, N. J.
Camden, becomes the
city's social headquarters through a
recently initiated 5-10 minute daily
rogram given over to the announcement of dates and details of fraternal, club, YMCA, etc. meetings and
gatherings.
Listeners are invited to send in information regarding current and
near-future non-commercial events.
Show is tagged 'Social Register.'

Local Industry Salutes
Salt Lake City.
Designed primarily as a good will
builder-upper, 'March of Progress'
weekly half hour KDYL produced

program, is making Salt Lake City, retailers radio conscious. Each program, written by Richard Harris, station production manager, plugs a particular industry in town. Last Saturday night mechanical refrigeration came in for a healthy play. Merchants receive unique broadside mailed by KeDive broadside mailed by KeDive Script breezy and musical accompaniment grooves nicely with spiels.

Main Street Deems Taylor
Lancaster, Pa.
With small town local production ideas and facilities never as plentiful as in larger communities Ross Evans, an announcer at WGAL, has, by putting his enthusiasm for swing music to a practical purpose, created a cheap means of making a remote sense he's doing a small two Deems Taylor.
Taking advantage of station piping in a half hour weekly of Chet Lincholn's music from Rocky Springs, local suburban dance spot. Ross asked to interpret the swing, Permission granted he carried on a lincomment of the swing measures which ultimately drew more listeners than the band. His gabbing is mostly gossip about hands and bandsmen. He compares the sax section of one band with another, describes the difference in the way one outstander plays a trumpet as compared with another and sleeps profoundly through any idea is so good its got a sponsor lined for fall even if it has to go on discs.

Prize for Best Laugh

Alan Courtney, who conducts a
Spelling Bee-Quiz program four
times wekly over WNEW, N. Y.,
from the stage of the Paramount
theatre, Newark, has framed a new
interest-grabbing gag. He carries
interest-grabbing gag. He carries
therest-grabbing pag. He carries
therest-grabbing pag. He carries
ence, asking various members picked
at random, to laugh. Person picked
as having the most contagious guffaw receives a season pass to the
theatre besides a cash award each
troadcast.
Courtney builds up stunt so as to
be certain of genuine laughter by
fents gildes on the screen during
contest.

Jurgen's Give Away Sheet

Lennen & Mitchell is putting out a weekly department and drug store giveaway, the 'Jurgens Journal, which is based to a major degree on Walter Winchell's connection with the hand lotion. In pictures and text much hoopla is made over Hollywood. There are also beauty hints and plugs on the product.

George Scher, L. & M.'s publicity director, is responsible for the 'Journal' stunt.

Military Training Tie-Up

Military Training Tie-Up
St. Louis.
Public Affairs Dept. of KMOX is
presenting a series of programs from
Jefferson Barracks, Mo., during the:
30-day encampment of the C.M.T.C.
First airing, a 30-min wax, taken on
spot and played next day, pictured
oath of Allegiance ceremonies participated in by 1,400 youths and 45
reserve officers.
KMOX plans to present one wax
each week during encampment. Program enables parents of soldiers-tobe to keep in touch with offspring
who forget to write home.

KSFO's Shakespeare Bally

KSFO's Shakespeare Bally
San Francisco.
Heavy promotional campaign for
Shakespeare series has been undertaken here by KSFO, local CBS outlet. Interpretive talks by university
profs and other authorities are being
aired, personal contacts have been
made with book stores, libraries,
clubs, radio stores, drama groups and
other such organizations, and placards distributed in a variety of public places. Direct mall campaign
was also conducted, with cultural
and civic chiefs getting personal letters from the KSFO management.

White House Recipes

White House New York City.
White House Favorites, recipes
prepared for frequent serving at the
table of the Roosevelt family in
Washington, offered to NBC blue
Mashington, offered to NBC blue
And Description of the Promote Cram
Tram.

gram,
First Lady offered to send them
on a card for ready filing if requests
were addressed to individual stations.

Managers, Clerks on Anni

Fourth anniversary broadcast of Peoples Service Drug Stores over WTAR, Norfolk, on July (9) had managers of six stores and girl clerks take the air. Program was natural as there were no rehearsals. Individuals' birthdays were also saluted with dedications.

On the Envelope

All outgoing mail from KMOX, CBS outlet here, carries on envelope a list of outstanding programs car-ried over station. Out-of-town mail carries CBS highlights and city mull is stamped with local shows.

MUSIC HALL, N. Y.

VARIETY

A light little show, preceded by a heavy overture from Lohengrin, aids and abets the bloody Knight Without Armor' (UA) here currently. Entire fiesh presentation, for a radical change at the M.H. is in one set, a cutely devised one, however, to nicely set off the motif, clocks.

radical change at the M.H. Is in one set; a cutely devised one, however, to nicely set off the motif, clocks.

Stage and is mainly dancing, but sufficiently colorul scenically and in sufficient to the terpsing but she turns in a forte job, nevertheless.

The Clocks' is in eight episodes, each denoting a different type of time-piece, such as 'novelty clock,' Chanjo clock,' is weetheart clock,' ck. Danjo clock,' is weetheart clock,' ck. Danjo clock,' sweetheart clock,' ck. Danjo clock,' ck. Danjo clock,' sweetheart clock,' ck. Danjo clock,' ck. D

average name tumblers,
Biz opening night (Thursday) was good, despite record heat outdoors.
Scho.

ORIENTAL, CHI.

ORIENTAL, CHI.

Chicago, July 10.

Show Jacks bulk and quantity here currently, despite the presence of five acts and line of 12 girls. It's a show that's badly put logether, with the result that the best is not obtained from the material available. Perhaps one of the main detriments is the sad way the show gets started. It takes plenty of build-up to get the show going after Roy, Lee and Dunn finish their opening turn. Three men doing a comety knockabout turn of the vistage of the control of the

their material, but evidently not necessary from the way they went over with this mob.

Singte on the bill is Emily Van Losen, doing her two dance specialties in front of the gal line. Always pleasing on the optics.

Picture is Born Reckless' (20th). Business all right.

Called 'Crazy Quilf' drop for the opening and closing line numbers by Murray Browne's girls from Chicago. Every act on the bill oses well, although Sammy White, headlined turn, has his troubles holding down the closing spot.

Following a nice build-up by an offstage voice, White opens with his down the closing spot.

Following a mice build-up by an offstage voice, white opens with his down the closing spot.

Following a nice build-up by an offstage voice, white opens with his down the closing spot.

Following a nice build-up by an offstage voice, white opens with his down the closing spot.

Following a nice build-up by an offstage voice, white opens with his best number which is the familiar burlesque of a fan dance.

Sock of the bill is Johnny Masters and Rowena Rollins, whose efforts at chatter are not as good as their comedy dancing. Girl, with her longle legger to two with an helping with slow motion dance with fast finish getting results. Fortuello and Cirillino, aerobats in circus clown makeup, follow Masters and Rollins and precede Sammy White. They hold spot all right with their nice finish as the midget member of the team does a series of turn-overs and lands neatly in a large carpet-bag carried off by the taller member.

Jack LaVier does his travesty on the Man one are the later member.

Jack LaVier does his travesty on the Man one are the later member of the wards on the Man one are the later member of the team does a series of turn-overs and lands neatly in a large team of the later member of the wards of the later member of the later mem

a harmony singing group of six girls that is better on looks than voice, follow. Their numbers comprise Desert Sofig medley, Italian Street Song, and others. Their nonchalance set them nicely with this audience. Fitz and Cahill work hard so opener following a Beach number by the line girls. They do about eight minutes of fast tap and eccentric dancing with one member getting plenty of laughs by his awkward attempts to duplicate the steps of his partner.

partner.
Picture is 'Riding on Air' (RKO).
Business good Saturday.

ROXY, N. Y.

Finely cooled mammoth emporium was limp in attendance Friday (9) night. The folks slumped prostrate in the pews. The excessive heat of the day must have enervated 'em entirely. They sat dully through the 53-min. show. applauding but spasmodically and never enthusiastically.

Layout is another of those standard Roxy roundups that can thank the Gae Foster line of girls for the mild measure of success it achieves. In three routines, the girls lift up the show by the bootstraps, and give it bulk and background.

in three routines, the girls lift up the show by the bootstraps, and give it bulk and backgrouth.

After the line open with a nice hoops' routine, Max and his Gang of the open control of the control of

Orpheum, Salt Lake

PARAMOUNT, N. Y.

(Martha Raye-Emery Deutsch)
Quite a young riot at the Par this
week, to the degree that, if bookings
could be set back, the current Martha
Raye-Emery Deutschbandshow would
stay beyond the scheduled fortnight.
Miss Raye is the reason for the hubbub and tordo, and who booked the
bub and tordo, and who because
lines actually proved to be sidewalk
standees the first two days.

Parallaling cold the sight of the

standees the first two days.

Paralleling only the sight of the kids swingin' down the aisles to Benny Goodman's tempos was the surge of autograph-hounds on the songstress at the first shows. Some of the youngsters walked boldly onto the rostrum and Miss Raye (New Acts) took it in stride by autographing their insignia of fan endorsement, but had to beg off by requesting the kids' as she called 'em, to come backstage and 'she'd do the John-Hancocking there.

The Deutsch-Raye blend is a

the John-Hancocking there.

The Deutsch-Raye blend is a happy-combo. Emery Deutsch ('Play, Gypsy, Play' and Gypsy Makes His Violin Cry') with his orchestra is doubling from the Rainbow Grill, N. Y. He bats out a smacko 30 minutes of swing-symph, of which his trademarked slide-trombone is the keynoted in stepping off the different numbers. He has a versatile crew of 11 (four brass, four reeds, and the usual complement), including Frank Parrish as tenor soloist with the band, plus Jackie Williams (New Acts) as an added.

including Frank Partish as tenor soloist with the band, plus Jackie Williams (New Acts) as an added. Starter.

Partish used to do a vaude specialty all by himself, but under the new others of things, where vocation and the starter.

Partish used to do a vaude specialty all by himself, but under the new others of things, where vocation and the starter of the starte

STANLEY, PITTS.

Duke Ellington's always been as hot around this burg as the weather is at present, so that 98 in the shade didn't keep the chocolate-colored meestro from showing his bo. medals. Marquee names of Spencer Tracy, Gladys George and Franchot Tone in They Gave Him a Gun't McC may have had something to do with the control of t

that the Duke is the lad the management can thank for the bulk of the biz.

Reason for his consistency in these parts isn't hard to spot. It's simply that he always delivers with a session that's bonafide band music and not the second of the session that's bonafide band music and not the second of the session that's bonafide band music and not seen and the session that's bonafide band music and the session that's bonafide band the session that session that

program is designed to reduce usual sand sameness and it works plenty example of the presentation, insofar as the audience is concerned, is the precision hoofing of the Four Steppe Brothers. Lads have a bang-up, sizzling session of tapmania and wind up in a whirl of tricky legging that makes it necessary for them to beg off. Even then the mitt-pounding extended well into the root number dance act, Three Chococlaters; who have a specialty in 'New Faces' (RKO), and they're also crowd favorites; although not up to Steppe's par. Trio specializes in eccentric stuff but too much of it's meaning-less.

stuff but too under of the less.

Next-to-closing Ellington brings on his silre-fire rhythm singer, Ivie Anderson, who socks across three numbers, winding up with a cinch

in 'All God's Chillun Got Rhythm', number she did in 'Day at the Races' with Marxes. For an encore, she does a novelty number, with gag interpolations by the drummer, for a slick getawy. Ellington might have given the should be should b

CAPITOL, WASH.

CAPITOL, WASH.

Washington, July 13.

House back in form this week after two weeks of straight vaude and imported unit while Division Producer Gene Ford was vacationing and looking over talent. Current stage array brings back Red Skelton as emcee, surrounded by six acts worked hito well-balance verture is, skipped, pit band playing for silent trailers from stage. Skelton on for three minutes of swift chatter before curtains to start festivities. Lad puts 'em across even if they're corny by giving plenty, but fact that he still clings to standard cigar and felt hat business obstructs what has the makings of distinctive personality. Although the standard cigar and felt hat business obstructs what has the makings of distinctive personality. Although the standard cigar and felt hat wowed em. First was burlesque magician bit with aid of props and a blond and second was solo impersonations of various persons walking down street and gal powdering nose in restroom. Latter lacks polish of Cookie Bowers whose stuff it resembles tricks presumably through disobeying orders keeps things consistingly amusing. Swinging bar on which put balances stell and swo conditions of study and way dogs do their best tricks presumably through disobeying orders keeps things consistingly amusing. Swinging bar on which will be study and the proper study and the

saxes in mouse and once and minimal saxes in mouse below.

Sixelton again with walking stunt and then Dolly Dawn, introduced as George Hall Orch vocalist. Plenty of house wondered what all the excitement was about and put her down as just an adequate warbler who had been told what gestures to make with what notes. Radio rep and fact that her plumpness was novely the plumpness was novely for the plumpness was not plumpness. The plumpness was novely for the plumpness was not plumpness was not plumpness was not plumpness. The plumpness was not plumpness was not plumpness was not plumpness was not plumpness. The plumpness was not plumpness was no

TOWER, K. C.

Kansas City, July 9.
Good audience bill currently, Midway the Slate Brothers (3) and
Their Girl Friends' (3) shoulder responsibilities and deliver with sock
results. Early half of bill is made
up of Dub Taylor, xylophonist, Mis
Barbarina and Poms, dog act, and
Healy and Mack, mixed acro tears.
Pic is 'Born Reckless' (20th). Biz
so-so.

Barbarina and Poms dog met, and Healy and Mack, mixed acro team. Pic is 'Born Reckless' (20th). Biz so-so.

Slate company is on just short of 30 minutes. Turn got away slow with not so good gagging by the three boys. At show caught audience had that try-and-make-melaugh attitude, which could have been fatal to less experienced acts. Stayed with sed their tasks and stayed with sed when they be sed to their tasks and stayed with sed with sed

STATE, N. Y.

STATE, N. Y.

Although this main stemmer hasn't much with which to make marquee hoopla, the stage elements are somewhat above run of the mine. Gus Van is back out of radio minguistic way and the stage of the control of the older vaude fan with colder vaude fan with the older vaude fan with the o

dish it out in all its sweep and vigor. I Met Him in Paris' (Par) is the feature.

As the headliner, Johnson has been alloted some 25 minutes and been alloted some 25 minutes and the process of the precedent of the process of the precedent of t

lects w Can't 's snugly.

TABOR, DENVER

Denver, July 10.

Denver, July 10.

With Elks' convention in town show this week carries the Elk idea. Finale was a big flash for the 'Hello Bill' crowd, and should mean plenty boxoffice. Girls had royal purple cellophane costumes with back drop lettered. 'Hello Bill' and 'BPOE' flashed in three-foot letters at finale. Line opened show in sided too

Rashed in three-foot letters at finale. Lie opened show its gilded to hats, silven men show its gilded to hats, silven men shows its gilded to hats, silven men shows. One of them, Lolly Graves sings, followed by Nina Davis, with personality and good soprano volce. She is tops when appropriately dressed in modified hoop skirt and dainty dress in second routine. Four of line are dressed as men and four as women, in revolutionary costumes, and do aminuet with modern variations. Kitchens (3. men) work on bars eight feet apart and the same distance from the floor, and do difficult balancing and jumping from bar to bar in various manners. It's hard work but they give the crowd plenty. Starr and Lee, mixed team offers

work but they give the crowd plenty. Starr and Lee, mixed team offers instrumentals and songs. Latter being of yesteryear wintage didn't count for much. Flo Mayo on a high trapeze does acceptable balancing and contortions. A ment act and gets big hards. With 'Wake 'Up and Live' 20th) on the screen-business should build, the screen-business should build.

MET, BOSTON

Boston, July 10.

Since Phil Spitalny's appearance last season he has doubtless pined a legion of radio followers through his General Electric network radio shows. At second show of opening day there appeared to be a goodly flock of appreciative fans enjoying his somewhat jerky, jazzy performance played by the 25-piece girl band.

With an assortment.

25-piece girl band.
With an assortment of elaborate arrangements that sometimes entangle, sometimes entangle, sometimes enhance, the Hour of Chaum' presented here includes a wide range from Schubert's Bee's Tiger Rag from Schubert's Bee's Compin at the Scoot And for contrast there are Scoot Hungarian Rhapsody' and Rag's Bolero.'

Ravel's 'Bolero.'
Marvin Lawlor, solo tapper, only male in the cast, was a heavy clicker at this performance, despite the fact that the music was not always right on the nose with his taps. Lawlor has a showmanly style that easily overcomes with the second of the control of t

has a snowmann style and easily divercomes this impress are the and work with the band will bring about a perfect mesh.

Show stoppers are the Three Little of the words, as smart a fernme work. Why these girls are not costumed in contrast, to the musicians is not clear. Although their distinctive work stands out in the act, special costuming would, it seems, make them look even more important. Tarent look even more important look even look eve

Embassy Newsreel, N. Y.

Embassy Newsreel, N. Y.

Embassy Newsreel, N. Y.

The search of many forces for the missing Amelia Earhart and her flying companion highlights this week's layout of newsreel matter which otherwise veers heavily to sports, beaches, the outdoors, etc. It's a zummary show, including the sort allings that are to be expected at the sea start which is hunting for Miss Earhart which is hunting for Miss Earhart occurs so far away, the newsresls were forced to dish it up in the form of talk and assembled material from fetalk and assembled material from fetalk and assembled material from files, Hearst's News of the Day does the job and, considering the limitations, does it well, though pictures of tech. may family high time when the fleet was here (if, the boat on film is really the Colorado, pictured as being in the vicinity of Howland island, was probably pictured in the Hudson at some time when the fleet was here (if, the boat on film is really the Colorado, pictured as being in the vicinity of Howland island, was probably pictured in the Hudson at some time when the fleet was here (if, the boat on film is really the Colorado, pictured as being in the vicinity of Howland island, was probably pictured in the Hudson at some time when the fleet was here (if, the boat on film is really the Colorado, pictured as being in the vicinity of Howland island, was probably pictured in the Hudson at some time when the fleet was here (if, the boat on film is really the colorado, pictured as being in the vicinity of Howland island, was probably pictured in the Hudson at some time when the fleet was here (if, the boat on film is really the colorado, pictured as being in the vicinity of Howland island, was probably pictured in the Hudson at some time when the fleet was here (if, the boat on film is really the colorado, pictured as being in the vicinity of Howland island, was probably pictured in the Hudson at some time when the fleet was here (if, the boat on film is really the colorado, pictured as being in the vicinity of Howland isl

England; national marbles championship (U) and a course in angling for
co-eds instituted by the University
In tipo outdoors field and bordering on sports are items on a Japanese
tishing ritual; son and two daughters
of a flying family who are paractuting enthusiasts, seen in trials; a
Montana rodeo; a man and bear boxing match, comedied up by Lew
Lehr; contest of Junior Birdmen of
America, held annually; refueling of
a plane from an auto; big Fourth of
July resort trade around New York,
packed to the state of the state of
a plane from an auto; big Fourth of
a plane from a subtility of the show in
the show is the Pathe clip covering
the rioting of war vets in Belgium
against new governmental measures
not to their liking. Many good shots
of clashes with mounted police are
obtained, the clip being a good topper
for last week's Paramount reels of
the Chicago Memorial Day melee in
Miscellaneous street in
Miscellaneous street in
Miscellaneous street in
well
Miscellaneous the first of two newlywes
couples, the Pickford-Rogers and
MacDonald-Raymond combinations;
bunker wheat crop in Kansas; cricket
plague in Washington state; activity
of summer theatres around the east;
steel striker rally (no action); first
gooney birds to reach the U.S.; snow
planes at work in Oregon; departure
of Osa Johnson on another filming
of the proper departure
of Sa Johnson on another filming
of the proper departure of the probin; French army students testing
new type of parachutes; kids and
moms on a Hudson river charity
ride; pioneer, day in Yakima, which
per proper departures in the probing french army stude

EARLE, PHILLY

EARLE, PHILLY

Philadeiphia, July 11.

You just can't take some kid who sounds half okay via radio, stick him on a vaude stage in front of a mike and expect entertainment to result. The stage show at the Earle this week proves that. It consists in the main of so-called artists' who appear regularly on KYW. To this is added a coupla acts current at niteries senouse. Henry Armetta's personal alone supplies some marquee hypo.

Even the Earle aud—which will usually give a strong hand to the most ordinary animal act—seemed to find little diversion in the entire combo. Despite terrific heat, biz at opener was pretty good, probably partly due to Earle's new price scale which went into effect Friday. Admish before 1 p.m. has been cut to 25 cents, with 50 cents evening top. Fic is The Go-Getter (WB).

Armetta is spotted middle of bill, with Jackle Green singing and doing his familiar miliar milies stuff as the shall strong following here, because merely with appearance on boards strong following here, because merely with appearance on boards strong following here, because merely with appearance on boards well-worn and doesn't give Armetta chance. However, it keeps him out in front, which seemed to satisfy the house and earned him nice palm-backing.

Set planned for KYW turn is one of swellest seen recently at Earle.

HIPP. BALTO

Baltimore, July 9. Fairly entertaining layout of four acts giving flesh-portion of Hipp this week necessary change of pace after extended session of band bookings. While no outright sock is registered any place in the doings, set-up plays fairly well and makes for variety. Herman Bing, dialectician from pix, features the bill, which runs 50 minutes.

teatures the bill, which runs 50 minutes.

Nice start by Eugene in a show-manly routine of xylophone playing interspersed with a brief interlude of hoofing sets deuce for Marion Belett and the English Bros. Trio presents a fast and punchy session of rough and tumble knockabout, hoofing and general clowning to excellent returns.

Bing next, makes the same mistake most picture names make on p. a. dates. Instead of having prepared such that the season of the seas

out, but as caught here failed to impress, due entirely to meaningless material.

Closing act, Pritchard and Lord Revue, picks matters up in good style with a nicely routined session of the control of

Music Notes

(Continued from page 52) the Blue' and the title song 'Sor thing to Sing About.'

on Brock has taken two nur Lou Brock has taken two numbers for his 'Behind the Mike' production for Universal. Jimmy McHugh and Harold Adamson contributed 'Once You're in Love' and Barry Tivers 'Crunchie Munchies.'

Frank Daley recorded 'You're the Reason for My Love Song,' the of-ficial ditty of the recent Roosevelt-DuPont nuptials for Variety

Mills Music, Inc., has taken over the publication of 'Gypsy from Poughkeepsie' by Emery Deutsch and Buddy Green.

William von Wymetal borrowed from Metro by Columbia to score se-quences in the Grace Moore starrer, 'I'll Take Romance.'

Lew Pollack and Sidney Mitchell completed 'In Our Little Wooden Shoes' for 20th-Fox's 'Heidi,' cur-rent Shirley Temple starrer.

Aimee Laisne and Tommy Christian have written a tune, 'Doctor, Rhythm,' which Hollywood Music Publishing Co. will realease.

Abe Lyman sailed for the west oast Saturday (10). He will be way three months.

Al Gumble has joined the pro-fessional staff of Miller Music. He takes Ben Edwards place. Billy Chandler is now with the same, fill-ing the spot formerly held by Will

Monogram Pictures has given Jack Mills exclusive call on all the pro-

Henri Noel, maestro at the French Casino, N. Y., has added Penny Roche as vocalist to his band.

Dave Apollon and orch started mu sical recordings for 'Merry-Go-Round of 1938' at Universal.

Victor Young arranging the Burton Lane-Ralph Freed songs in 'Double or Nothing' at Paramount.

UNIT REVIEWS

FOLIES DE PAREE

FOLIES DE PAREE

(STATE-LARE, CHI.)

Chicago, July 9.
At one time a French name on a unit was a draw, but so many affecting the Paris spelling have been here now that a French title is getting to be a drawbord to be a drawbord

tious production, with much in its favor.

Sets are better than ordinarily carried by this type unit, and costumes, notably clean, far outclass those generally used. Besides the vaudeville turns the unit carries a girl band and a line numbering 12. Acts work in and out sometimes to the control of the cont

latmosphere rather than one of vaudeville.

Girl band works on the stage, playing almost continuously, even though sometimes behind a drop for a few minutes. Does an ckay job. Blonde batoner, Janice Janis, if she must direct with the hips, might find a confining undergarment which would help her appearance. Also, a different hairdress; the present one is wrong for her face.

Outstanding among the acts is the Novelle Bros. Sock, big-time comedy in both appearances. First is with the violin-playing acrobatic routine, and second the bird impersonations. They're good, and over big.

Other comedy turn is week-

routine, and second the bird impersonations. They're good, and over big.

Other comedy turn is weak, revolving around Sid Walker, who did well they will be seen to b

Line is well costumed and has a good deal of production built around it. Opener is a hot routine, then an excellent parade number, the Bamboola, a well-staged semi-Oriental grind led by Lorraine Damen, and a swell finale. Last, in white fur costumes, Cossack style, with music that's surefire for the hurrah stuff as Business not too good in last show opening day. Picture, 'Love from a Stranger' (UA).

Comedy Stars of H'wood (CAPITOL, ATLANTA)

ATLANTA)
Atlanta, July 11.
This one, featuring Franklyn
Browne, ower, and Kay LaVelle,
man and wife, comic team, gets its
title from Alka-Seltzer diskings pair
have been making for years. Brimming with standard acts, it boasts
class and is high plane entertainment

New Acts

MARTHA RAVE Comedienne 16 Mins.; One

VARIETY.

MARTHA RAYE
Comedicane
Is Mins.; One
Paramount, N. X.
A product of West 52d street swing
lane, with a dash of Jimmy Durante
Martin And revues and enterest
on the Paramount stage on Brootday. However, she returns now as
a Hollywood starlet, whereas but a
couple of years back she migrated
to the Coast, but clicking pronto. in
Par pix, notably with her Mr. Paganini' hoke swingo. Working and
dressing very eccentric, Miss Raye
now, look of the swingo. Working and
dressing very eccentric, Miss Raye
now, look of the swingo.
Back on Broadway as a name, both
screen and radio, Miss Raye leaves
were and radio, Miss Raye leaves
no doubt as to who is the draw this
week. The kids mobbed her for
autographs, some even mounting the
rostrum, so that eventually the
understand to help her stand off the
control of the stand off the
control of the swings of the
saye's cast style songaloging and eccentric comedy is right down the
alley of the adolescent trade that
manifested so much fan interest in
her.

Miss Raye's performance is socko
all the way. She runs all the audience risks that are too often fraught
wilking forestional danger, such age
down-front fans; but while she had
to appeal once in a while, 'Now
gimme a chance, kids,' she really
had 'em in the proverbial zipper
from the gong. Seemingly they sat
through two complete shows, because the gals wanted to know
where was that blue dress you wore
them even unto accepting sticks of
chewing gum, etc.
In between, Miss Raye also expresses longing for her groom,
Buddy Westmore, but that didn't
cramp her truckin' style one whit
with the opener. Thence into Love
Bug, which she did on the Jolson
Huddy Westmore, but that didn't
cramp her truckin' style one whit
with the opener. Thence into Love
Bug, which she did on the Jolson
fluid man and the like.

Miss Raye made her quarter hour
a strong impressi n. every minute of
the way.

Abel.

BOLLY KAY
Sons.

DOLLY KAY

BOLLY KAY
Songs
Two
Of Mins: Tw

Knows and uses every trick in the blues school effectively. Loop.

JACKIE WILLIAMS

JACKIE WILLIAMS
Taps

A Minn.

Parameount, N. Y.

Parameount, N. Y.

Parameount, N. Y.

Maestro Emery

Deutsch as the toast of Hollyword

nite clubs. Jackie Williams tapped

his way to a neat personal impression during his stepping opportunities in front of the band. Williams is an elongated hoofer, almost of

giant proportions, looking very near

the seven-foot mark, but he's not at
all awkward and sells his taps legiti
mately.

His style is clean and neat, further

fortified by a judicious selection of

musical backgrounding. Thus, the

stop-lime stepping got over; also the

stop-lime stepping got over; also the

stop-lime stepping got over; is the

stop-lime stepping got over; is the

stop-lime stepping got over; also the

stop-lime stepping got over; also the

stop-lime stepping got for or intery and

rostrum specialty work. Abel. infigure with standard acts, it boasts class and is high plane entertainment.

Three Rollerettes—Robert Bingham, Dorothy Hopkins and Jack McCumber—get the show away with as fast a five-minute skating turn Cap customers have ever laid eyes on. They do all the stock tricks and some one-hand and neck stuff that was new. Taffe features double lidwas new. Taffe actures double lidwas new. Taffe acture double lidway no make his way to a neat personal impression during his stepping opportunities in front of the band. Williams topod the confused hoofer, almost of giant proportions, looking very near the seven-foot mark, but he's not at a different, since she has worked cornedy into heir routies. Taffe acture double lidway to a neat personal impression during his stepping opportunities in front of the band. Williams topod the confused hoofer, almost of giant proportions, looking very near the seven-foot mark, but he's not at a different, since she has worked cornedy into heir routies. Taffe acture double lidway to a neat personal impression during his stepping opportunities in front of the band. Williams topod the confused hoofer, almost of giant proportions, looking very near the seven-foot mark, but he's not at a fired his way to a neat personal limpression during his stepping opportunities in front of the band. Williams topod to a neat personal confused hoofer, almost of giant proportions, looking very near the seven-foot mark, but he's introduced in four top of the four the four his way to a neat personal

HOPKINS WILL HEAR ARGUMENTS ON WPA DISMISSAL MIXUPS TODAY (14)

Gillmore Will Speak for All Unions Involved-Prob- ARMITAGE TO ATLANTA lem Is What Constitutes a Professional Actor or Stagehand Gene Buck's Interest

WPA Theatre Project officials have become so riled over pretests and sit-downs that several expressed themselves as gladly expressed themselves as gladly (12) Farnsworth threatened to end the FTP unless it could be conducted efficiently and without districtions.

end the FTP unless it could be conducted efficiently and without 'disorder.'

That 'came after 159 people demanded that Farnaworth telephone Hopkins conveying their chdorsement of a resolution introduced in Congress last Friday to the effect that all those in need on the WFA rolls be relained until they find jobs in commercial fields. Assistant director finally sent such a message and the 'delegation' decided to sit down and wait a reply. The people finally walked such a such a message and then a telegram came. Feet that it was more such a feet of the such as the such a such a feet of the such as th

feet that it was impossible to delay the enforcement of dismissal siles which is tomorraw (18).

Harry L. Hopkins national administrator of the Works Progress Administration, is stated to hear the theatre's contention in reference to the methods of dismissals in the Federal Theatre Project from Frank Gillmore today (14). In essence, Gillmore will state that since the Government established the relief theatre for professionals, they should be the last to be let out in the reductions forced by halving the WPA's appropriation. Gillmore will represent all professionals in the stagunions, as well as Equity, the session coming on the day before the let-outs go off the payroll.

It will be the first time that me theatre will have reached the WPA's head man. Session in Washington comes as a result of intervention by Gene Buck, prez of the American Society of Composers, Authors and Publishers. None of the ASCAP members are in WPA, but Buck has been long connected with the there is the first will be the strength of the the work of the numerous projects reach the ATT should retain those who had made their living in theatre, since the Congressional grant was for that purpose. Being in charge of the entire WPA fabric, few details of the numerous projects reach the administrator. Understood Hopkins may surprised at some of the information given him. Friday (9) a meeting was held in the WPA theatre project offices in New York. This is the session sugsessed by assistant administrators when the capital to sit in with National Director Hallie Flangau, and her add, William P. Farnsworth, for the FIT, while Gillmore and James Brennan of the LATTSE were present for the professionals.

Want to Study Data

Union heads expressed some satisfaction after the meeting but the meeting the tention of the capital to sit the professionals.

Want to Study Data

Want to Study Data

Union heads expressed some satisfaction after the meeting, but have easked for the data submitted by Mrs. Flanagan, so that the percentages be checked with their own figures. Cillmore and Brennan were told that the dismissals could not be too rigorously confined to fixed ratings since indispensability to the project had to be considered. Stated that there are but 200 non-relief jobs on the FTP in New York, which explains why a bigger percentage of stage hands than other professionals were let out. When dismissals are completed, 95 per cent of those remaining will be relief people.

Other figures set forth at the meeting indicated that, in the theatre end proper, 90% will be professionals and that three-fourths of those held on the project's payroll will be prosection.

and that three-fourths of those held on the project's payroll will be pros. other fourth being engaged in financial, supervisory and clerical departments. Of the 1,220 dismissals, it was finisted that the largest number are not members of the stage

unions.
Latter figure does not jibe with the let-out total of 1,709 supposed to go off the project in New York.

Figures

go off the project in New York.

Let-out figures in the legit division which are being checked; actors, 181; stage hands, 191; workshop, 37; music cians, 75; music conductors, 12; stage managers, six; directors, 12: company managers, 16; box office, 19;

coaches, six; total, 562. Of the actors, 60 were non-relief. Of the actors group 160 belong to Equity. These figures, however, do not include all the professional let-outs, the vaudeville end evidently not being included, since there were 194
pink slips reported in that department several weeks ago.

ment several weeks ago.

It was claimed by Mrs. Flanagan that there were but 48 amateurs in the legit stage end. Whether that number had no previous experience in the theatre was not made clear.

Matter of what constituted stage experience was discussed, with Mrs. Flanagan saying that 52 weeks' stage experience within the past 10 years should be qualification enough. Union heads pointed out that experience in the theatre project should not be counted.

Director replied to the criticism.

not be counted.

Director replied to the criticism that the dismissal lists were made by supervisors, who may not, have favored certain players. She claimed the actors themselves preferred taking a chance of being kept on the payroll on the word of supervisors, rather than having persons outside the various units make up the list. It was expected that by withdrawing, or 'liquidating', the theatre project in various out of town cities and states, the pressure on the theatre center (New York) would be lessened. There are few professionals in the closed towns, where amateurs were called on to fill in the casts.

ALIEN TALENT

WPA, aliens must leave the government's relief theatre project regard-

ment's relief theatre project regardless of being on relief. Nor does their rating as professionals count. Question of using foreign actors in need came up last season, at which time it was claimed that there was no ban against allens. Present ordercame as a necessity in the reduction ordered by Washington.

Understood that the number of aliens is not large, but there are instances where the proof of citizenship is a problem. Equity has been saked to aid in one of the most unusual of such cases, that of an actress 50 years of age. She was born in Australia and brought here when five months of age, remaining since that time, except for foreign visits. Her father is said to have: kaken out citizenship papers, but later returned citizenship papers, but later returned to his native land.

One of the questions asked the actress by an investigator was the name of the boat in which she was

MILLER PONDERS OFFER OF NEW EQUITY POST

Los Angeles, July 13.
Recently created post of executive
director of Equity offered to J. Howard Miller, assistant national director of Federal Theatre Project in charge of the western division,

Miller's chief objection was that it would require a change of residence to New York.

Jessel Options H'wood Satire for B'way Showing

Hollywood, July 13.

FOR WPA STAGING JOB

Atlanta, July 13. Walter Armitage, Federal Theatre Project director, arrived Friday (9) from New Orleans, La., to take charge of the local FTP's forthcome, ing production of Christopher Marbowe's 'Tragical Historie of Dr. Faustus.' Armitage directed the Crescent City's WPA theatre production of the same drama.

tion or the same drama. Elizabethan tragedy will be staged outdoors in Buckhead Symphony Shell, amphitheater situated in Atlanta's North Side silk stocking sector. Masques and costumes used in the New Orleans production will be used by Atlanta company.

Theatre Guild, which sponsors the FTP unit here, Friday (9) closed Rachel Crothers' comedy, 'Mary the Third.'

2d Gallo-Shuberts Outdoor N. Y. Opera Due to Open July 26

Fortune Gallo (San Carlo Opera Co.) and the Shuberts open their joint summer operetits season July 28 at Randall's Island, underneath the new Triboro Bridge, New York. As at their current Jones Beach season, deal is with the New York State Park Commission. William Caryl is fronting for the Shuberts.

ALIEN TALENT

MUST QUIT WPA

Along with other branches of the WPA, aliens must leave the government's relief theatre project regard
WPA, aliens must leave the government's relief theatre project regard-

SALLY RAND IS NOW STASIA THE SLAVEY

Lakewood, Me., July 13.
Vincent Price opened here last
night (Monday) in the role of the
stranger in Jerome K. Jerome's
The Passing of the Third Floor

sack.'
Sally Rand is playing the part tasia the Slavey. Others in Stasia the Slavey. Others in the cast are Dorothy Bernard, who has returned after several weeks illness, ceurinea arier several weeks illness, Catherine Keys, Jasamine Nwcomb, Ben Lapland, Grant Mills, A. H. Vanburn, Donn Billoway, William David, Katherine Kidder, Katherine Meskill and David Shelley.

MRS. BRYANT **WILL TARRY** A YEAR

In response to Equity's unusual offer to Dorothy Bryant that she reconsider her resignation; dated for Aug. 7, and take a two-month vacation, the executive secretary of Chorus Equity made a counter proposal at the council session Tuesday (13). Mrs. Bryant offered to date her withdrawal June 1 next, during which time a successor could be

her withdrawal June 1 next, during which time a successor could be trained, with the proviso that she be granted a month's vacation now. Council bowed to her wishes.

Mrs. Bryant was known to prefer withdrawing but anticipates much work to be done next season in the chorus field, what with changes in rules for presentations, cabarets and the new burlesque situation. Council's action in offering a two months leave with pay is the first instance of the kind in Equity.

Dupes of 'Room Service' Readying for Road

Readying for Road
First of the road companies of
Room Service' is skedded to open
Aug. 8, in Detroit. Will stay twoand-a-half weeks, then jump to San
Francisco, where it open August 30
for an indefinite run.
Another 'Room Service' opens Oct.
4 in Boston, after playing a couple
of weeks in cither Philadelphia or
Atlantic City.

Muller, Legit Ad Agcy. Pioneer, Dies at Age 63

J. P. Muller, who died in New York Sunday (11) at the age of 63. after an illness of two years, established Broadway's best known advertising agency 34 years ago, and until recent seasons his office in the Candler building on 42nd street was a mecca for press agents. Muller organized a system to make the inserting of ad copy in the dailies swift and efficient, and through his office press copy was gratuitously delivered to the drama desks.

When Muller entered the field, he handled the ads of the Charles Fronhandled the ads af the Charles Froh-man group of theatres, then an in-dependent legit chain. When those houses joined the Klaw & EFlanger syndicate, the business of all went into the Muller agency. He then adopted the idea of making the busi-ness co-operative to hold his staff intact. That worked for a time, but some years ago the younger mem-bers split away and went on their own.

when the Shuberts barged into the theatre end by leasing and building houses, they became the syndicate's opposition and never did business with the Muller agency. Shuberts inserted their ads through the Charles Capehart 'Make-Known Methods' office, a first commercial agency. John Carey did the leg work and the agency went along until Capehart failed to settle with the papers. Both Capehart and Carey are dead, the agency being taken over by Blaine, Thompson sometime ago. sometime ago.

sometime ago.

On theatre ad bills there formerly was a rebate of 2%. Capehart agency, however, was induced to up the kick-back on the 'Shubert box' to 5%. Rebate was prorated with the attraction, but it was generally understood that if the attraction end was not aware of the upped rebate, it did not get a share.

Muller agency is now on Fifth avec.

It did not get a snare.

Muller agency is now on Fifth avenue. Of the old regime, there remains Herman Schnitger, Jacob Benjamin and Gus Lang. George Katz, son of Muller's partner, is titular head of the office.

Illnesses of Pauline Frederick, Margaret Anglin Halt 2 Legits

Asbury Park, July 13.

Pauline Frederick, scheduled to open in 'Her Majesty the Queen' at Convention Hall here last night (12) for week's run, collapsed in her dressing room 15 minutes before curtain time and cancelled the performance. It is supposed to go on tonight

Actress' collapse was accredited to an asthmatic condition.

Providence, July 13.

Pauline Frederick was prostrated by the heat while appearing at the Empire here last week and forced to call off the last, three performances. She was stricken shortly before curtain time Friday night (9) and show was cancelled for the rest of the week. Providence, July 13.

Dennis, Mass., July 13 Dennis, Mass, July 13.

Margaret Anglin contracted a cold and had to cancel the opening night performance of 'Marriage Royal' at the Cape Playhouse last night (12). It was the first miss on an opening at the straw-hat in 11 years, management claimed.

Kosloff Sues Duffield

Chicago, July 13.
Suit was filed by Theodore Kostolt,
Hollywood actor and bullet master,
against Charles H. Duffield, local
producer, demanding \$1,500 for alleged breach of contract. Koston, leged breach of contract. Kosloff, according to the suit, signed Duffield to present 'Last Days of Pompeil' for 10 days in Los Angeles, last year, but show closed after four performances.

B. A. Rasky, attorney for Kosloff, filed the suit in the Municipal Court here last Wednesday (7).

'Doll's House' in Central City **Was 3rd Choice For Play Festival**

the revival of 'A Doll's House,' which opens at Central City, Colo., Saturday (17), is unique in several ways.

opens at Central City, Colo., Saturday (17), is unique in several ways. The attraction finally chosen for Denver's annual summer drama celebration in its famous ghost mining town is really the third choice and for that reason special concessions were made which furnished a break for Jed Harris, who has the revival. Central City's patrons have agreed build a new production gratis for Harris to be used by him for regular presentation. Opera house there will have new settings also, but these will be foo small for commercial showing. Also agreed that the production be ready by the time the celebration is over and that the transportation of the players is to be paid, whether Harris decides to return the show to New York immediately after the engagement, or on any other point he designates. In addition, the manager will receive cash remuneration. Harris is the first Broadway producer to enter the Central City scene. Robert Edmond Jones, who directed for two seasons, is better known as a designer, while Delos Chappell, a Denverite, put on a show or two which he later tried on Broadway.

Understood that 'Richard II,' with Maurice Evans, one of the outstanding revival successes of the past sea-

Maurice Evans, one of the outstanding revival successes of the past seaing revival successes of the past season, was a favored attraction for Central City this summer. It was included to start the 'Richard' tour following the proposed Colorado date. Evans elected a summer's rest, however, prior to a projected long road season.

Alfred Lunt and Lynn Fontanne were also sought, it being proposed that they either appear in 'Idiot's Dealight' or the new 'Amphilryon 38,' house seals about 750.

Deal which was consummated for he revival of 'A Doll's House,' which pens at Central City, Colo., Saturalay (17), is unique in several ways.

The attraction finally chosen for schedule.

Guild, however, decided to stick to schedule.

Central City, Colo., July 13.

Rehearsals have started in the old opera house for the sixth annual play festival July 17 to Aug. 7. Up to now the rehearsals have been held in New York, but the cast arrived here Monday (12) and will put on the finishing touches for the opening Saturday night. Sellout for the opener is expected as usual, and requests for tickets indicate the gross will at least equal the former best, approximately \$32,000.

Richard Aldrich is directing the affair and will co-ordinate the various activities of the Central City. Opera House Assn. Jed Harris is directing blens' Doll House, the opera house offering. In the cast will be Ruth Gordon, Dennis King, Margaret Waller, Sam Jaffe, and three children from Denver. Play has been rewritten with a modern slant by Thornton Wilder.

As an innovation this year an orchestra will play on the balcony outside the theatre for half an hour preceding the curtain.

Night club is being pushed this year. Shella Barrett will head the talent and the association expects to make some money in this spot, located in the second-floor dining room of the Teller House, a four-story hotel built before elevators were invented and owned by the association. Night club will operate seven nights during the run of the play.

Opening night tariffs are \$3.50 and \$5, with to ther matinees and nights running from \$2 to \$3.50. Opera house seats about 750.

WPA MOVES OFF BROADWA

1st Summer Theatre Stranding Since Equity Got Tough; Lads **Evaded Rules, Lost 2 Wks. Pay**

First summer theatre stranding since Equity installed rules last searon requiring the deposit of money to guarantee salaries and return transportation from the hideaway spots, came last week when Joe Byron Totten, Inc.'s The Broadway Players' were left flat in Connecticut, Group played two weeks but is reported having received no salaries. Staggering back to Broadway they received the cost of bus fare but returned by train.

There were 10 players appearing in 'Spook House,' by one 'J. 'B. Tee' and another drama. None were members of Equity, according to the latter's check-up which means the store the season of the control of the co

Once Before

Totten, who put on a short-lived play at the Belmont, N. Y., last season, was interrogated by the district attorney's office last winter after complaint by several young actresses who invested in another actresses who invested in another of his shows, which he promised to present in New York. Play with the investors in the cast was given for one week at Jackson Heights, Totten claiming that spot as part of the city and he had therefore 'fulfilled his bargain.' Girls contended that they were given to understand the show would play Broadway, but the charges were dropped by the d. a. Another summer venture dated for Red Bank, N. J., failed to open because the requisite amount of cash was not deposited with Equity. It is an Equity group headed by Marguerite Morris, who applied to the association for a concession, offering to post one week's salaries. No dice. Before the stock can open about \$500 salary guarantee moncy must be posted.

HEAVY RAIN DAMAGES B'WAY LEGIT, PIX SPOTS

Considerable damage to theatres was caused by deluge Monday (3) which broke a six-day heat spell in New York. Drains and sewers were found inadequate to carry off the volume of water and the latter backed up, flooding the rest rooms of most picture and legit theatres in the Times Square zone. Same phenomenon occurred in midtown apartment houses, with water cascading from bathtubs on the first and second floors. Understood most of the swimming pools had to be emptied and scrubbed. All side street legit houses re-

and scrubbed.

All side street legit houses reported water below the street level. At the Music Box, the roof drains backed up, water coming through the ventilating fan shaft and damaging the ceiling above the balcony section. Canopy at the same theatre filled and poured onto the pavement. At three in the afternoon Broadway was pitch dark.

Additions to 'Virginia'

Avis Andrews, colored singer, and Buck and Bubbles, comics, have been set for Arthur Schwartz forth-coming musical, 'Virginia.' Show goes into rehearsal Friday (16),

But His Feet Do Not

Paul Draper may go into a Norman Bel Geddes musical this fall. If so, the dancer will

braper stutters. Idea is to write the part in as a young chap with a vocal hesitation.

COHAN ALL SET FOR NEW B'WAY MUSICAL

George M. Cohan, recently returned from abroad, read the script of the Kaufman-Hart musical, 'Hold Your Hats, Boys,' in which he will star in the fall, and okayed it. When Sam H. Harris cabled Cohan suggesting he appear in the show, the reply was yes, but there was the chance that the part might not be to his

that the part might not up to he liking.

Boys' will be the second show in which the former partners will have been concerned since they dissolved their managerial enterprises. Last season Harris presented Cohan in 'Fulton of Oak Falls,' first known as 'Yesterday's Lilacs.'

Lambs Outing Held At Williams Home; Faversham the Star

Lambs annual outing or 'wash' was held Sunday (11) on the grounds of the Percy Williams home for indigent actors at East Islip, L. I. William Faversham, who entered the home about six months ago, nearly stole the show when the clubmen entertained, after dinner.

tertained, after dinner.
Former star captured the imagination of the near-athletes by telling a fable about a yacht that journeyed to a beautiful island—his present abode. He is helping tend the garden and reminded the Lambs that one he owned an estate at Huntington not far away—but here there is no mortgage, nor end of the month bills to worry about!
Announced yacht race turned out be a gag. Toy sail boats were set adrift in the pond, contestants blowing on the sails. Commodore Bob Hague was kept away with an indisposition.

disposition.

Joe Laurie. Jr., was thrown overboard when he announced a sale of overcoats by a cut rate clothes shop. But because he entered all contests without copping anything, they gave him a traveling bag.

Harry Short Seriously Ailing at Hospital

Harry Short, well known around the Lambs club, where he was often called on to impersonate Al Smith, whom he facially resembles, is seriwhom he facially resembles, is seriously ill. After being under observation at Bellevue hospital, N. Y., for some time, he was removed last week to the Brunswick Home, a hospital at Amityville, L. I., by the Actors Fund.

Patient has an afflication of the spine and doctors have advised against operative treatment. Short was formerly a dancer and appeared then in vaudeville.

IN MAZDA SECTOR

Will Stick Only to Fringes Next Season, As Originally Planned—Adelphi, Elliott and Lafayette Retained

NEWS UNIT IN DOUBT

When the WPA started renting theatres in the Broadway zone a year or so ago, managers protested the invasion of the theatre district by relief theatre attractions because the low price admissions might the oppose regular productions. While the opposition did not materialize, some feeling persisted, but the reduction of the Federal Theatre Project appropriation has now resulted in orders not to renew leases on several houses.

Only the Adelphi and the Maxine Elliott, both on the extremity of Times Square, have been leased for next season, while in Harlem the Lafayette will be retained for a colored unit. These are the only three theatres definitely committed for WPA shows. Rents for the wo downtown theatres are between \$25,000 and \$30,000, an increase over the original rentals.

Problem now arises as to what to do with the living newspaper unit, regarded as an ace' for the FTP in New York. It was first spotted in the Biltmore, which is in the middle of the theatre section, but an exception to the agreement not to use houses between 39th and 54th streets because the presentations were in

houses between 38th and 54th streets because the presentations were in the form of playlets. Whether the newspaper unit will be continued is not definite, which is the same status of most WPA projects. Newspaper unit's shows switched to the Ritz last winter, when the Biltmore was sold, but the Ritz and Daly's have been dropped, also the Bayes, a roof house used recently for dance dramas.

Shuberts sought a deal calling for

house used recently for dance dramas.

Shuberts sought a deal calling for the WPA to lease three of its theatres, the Elliott, Ritz and Daly's which they control. Idea was turned down, but if either of the latter are later rented for FTP shows, rent on the Elliott would be reduced.

'Prof. Mamlock,' 'Power,' and Paul Green playlets which were playing downtown, were all abruptly withdrawn Saturday (10), the heat wave further reducing their slender takings. Only 'The Case of Philip Lawrence' continues in the legit department, although the colored show in Harlem has been approximating but \$10 to \$15 nightly. Majestic, Brooklyn, used mostly for WPA vaudedeille units last season, is reported definitely through with relief shows.

QUITS THEATRES B'way Vs. H'wood Tussle Over Plays And Players Now Brings Up, Where **Will Character Actors Come From?**

Birthday Luck

Leo (Slim) Miller of the National, N. Y., box offce, passed a red light last Thursday (8) and was promptly whistled to the curb. Cop looked at his driver's license and noticing it was his birthday didn't give him a ticket.

Ticket fellow did not argue about the violation but tried to insist the birthday was on the morrow.

YOKEL SUING **INSURANCE AGENT**

Papers are being prepared for filing of a damage suit by Alex Yokel against Charles Rafsky, an insurance agent, in connection with an annuity agreement entered into with the Equitable Life Insurance Co. Saul J. Baron, attorney for Yokel, also represented him in actions in which Rafsky was awarded \$1.500 and another item approximating \$400. Both have been appealed. Three Men on a Horse, Playhouse, N.Y., Yokel purchased the annuity, but there seems to have been a misunderstanding as to the amount. Show was Yokel's first managerial try, the click being presented by him, but with Warners holding a 50% interest in return for inancing the play.

Attorney stated the details concerning the annuity were incorrect, but report had it that Yokel believed he contracted for a \$50,000 deal to be paid Equitable within two years. After making the payments it understood Yokel was informed that his agreement called for payment of \$25,000 yearly for a series of years. Former press agent believes he signed the contract without being fully aware of the conditions, which is believed to be the basis of the suit. The Rafsky actions are said to concern certain money advances to Yokel at a time when his funds were tied up. Baron was a silent partner in 'Three Men,' his interest reputed to be 25%.

What does Hollywood propose doing about developing character players? That is one pertinent question picture people will be asked when expected conferences are held with the idea of closing the breach caused last year when Hollywood walked out on Broadway, dissatisfied with the new authors' contract.

Apparently picture producers have not given this particular phase of casting much thought. It is predicted that within 10 years character actors will be sought for much more than any type of talent, unless the stage is given support.

Seekers of talent for Hollywood have principally concentrated on youth and the results have been satisfactory, but managers declare there will come a time when the need for the welter of in-between parts will find a talent shortage in that direction and there is no way to develop such players except in the constant production of stage plays. It's not enough, Broadway showmen contend, to depend on the younger players to go into characters as they advance in years.

It would seem that the managers and authors will be on the same side when the picture end is so queried. Expectation that Hollywood would resoind its dictum not to finance the resign is here and there of picture are signs here and there of picture interest in certain phases of legit interest in certain phases of legit interest in eartain phases of legit interest in eartain phases of legit interest in certain phases of legit interest in eartain phases of legit

are signs here and there of picture interest in certain phases of legit but not so far as Broadway is con-

interest in certain phases of legit but not so far as Broadway is concerned to the concerne

Confab Holds Up O.K. On NYTPA Contract

A mecting of Theatre League was held Monday-(12) to reconsider the proposed contract with the New York Theatrical Press Agents.

No action was taken but at leat! one manager favored the agreement, without qualification. Sam H. Harris, unable to attend, sent a letter to that effect.

Before taking definite action, how-ever, it was decided to meet with minion people who had advised the managers against such action.

London May Yet See 'Tobacco Road'; Grisman Sails, Has 4 B'way Theatres

Sam Grisman, who has been managerially active through the success of 'Tobacco Road,' sailed from New York Friday (9), presumably for a European vacation. An objective, however, will be the possible West End presentation of the drama which has run more than three and one-half years on Broadway (For-rest theatre). Showman stated before leaving that the British consor had not banned 'Road' and the deletion of several expressions may make it acceptable.

With four Broadway theatres in possession under leaseholds, Grisman will be in a strategical po-sition next season, if the predicted legit house shortage eventuates. The Forrest was the first house he rented, with Jack Kirland a partner, but during the past season he se-cured on his own the 48th St., Hud-

son and Belasco, all regarded as favorable from a booking standpoint. The 48th St. will be renamed the Windsor. Rather extensive alterations on the interior are being designed by a theatre architect and will cost around \$30,000. The other theatre acquisitions will need but little refurbishing. All three are currently dark, but it is expected the Forrest will continue into fall. Grisman plans to send three companies of 'Road' to the road again next season.

Beth Brown's Solo Play

Beth Brown, co-author of 'Behind Red Lights' has just made a solo

Red Lights' has just made a solo flight with a new comedy. Her play is based on her published magazine story, 'Three Girls on a Match,' has been rechristened 'Three in a Bed,' and is being readied for full production.

Inside Stuff—Legit

The propriety of Broadway drama critics going afield to cover try-outs in the rural show-shops has again been questioned. Two reviewers have done so thus far, with notices appearing in the respective dailies. have done so thus far, with notices appearing in the respective dätlies. They are Brooks Atkinson of the N. Y. Times and Douglas Gilbert of the N. Y. World-Telegram. Latter is assigned to deliver a daily column but understood that Atkinson is not so committed. He recently journeyed to Stockbridge, Mass, and a rather sever criticism appeared in the Times. Formerly New York papers did not cover even regular tryouts. merely printing a straight new litem of the openings, if at all. Coverage of the summer spots by picture and talent scouts has become routine, but new plays so presented are generally in the embryo state, so that critical comment in the dailies is not sought and invariably unwelcome.

Although finished for the road and released in picture form last season, some additional revenue is expected from stock performances of Three Men on a Horse. Warners would participate unless Hobbiehorses, Inc., the show's copporate identity, has been dissolved. Comedy, produced by Alex Yokel, had the latter operating on his own during the final months of the run in New York, film end having declared off.

Three Men' was originally reported to have earned \$1,000,000 but subsequent estimates placed the net profit at \$700,000. "Corporation is said to have earned a considerable sum from the investing of surplus coin during the run. Warners' bonds were purchased at 44 and disposed of around the 90 mark.

Hedgerow Theatre, Philadelphia, may have to abandon its announced intention of presenting 'Arms and the Man' with music from The Chocolate Soldier,' during the annual Shaw festival at the theatre next week. Complications have arisen with the copyright owners over the matter of

Complications have arisen with the copyright owners over the matter of royalties.

During last year's festival, 'Arms' was presented with free beer. Didn't work well, as audiences neglected the show for guzzling. Idea was abandoned during the fall when neighboring schools complained that studes were returning to the dorms from Hedgerow too hilarious for a straight Shaw diet.

Norman Bel Geddes last week compelled Jules Leventhal to remove the former's name from the billing of the road production of 'Dead End.' Fact that the show was billed as 'presented by Norman Bel Geddes' when it played Asbury Park, N. J., the previous week created an impression that Leventhal had acquired the rights for the production on a percentage. Instead, deal was on flat amount, Geddes' name was removed from the billing during last week's run at Brighton Beach, N. Y.

| Out of Town | to stay near the girl, sets himself up as a working poet. Mrs. Barrington, an eccentric so- |
|---|--|
| SALUTE TO SPRING | ciety-woman, invites Elinore and her friends to a reception that night. Without an invitation, Allen decides |
| St. Louis, July 11. Opercita in two acts. Book by Earle conter, score by Frederick Loewe; pro- | to crash. It develops that Elinore is not really a painter. She and her brother, Robert, are destitute and |
| need under direction of Richard Berger of Zeke Colvin; scenery, Raymond Sovey; ances, Theodore Adolphus and Al White, music under direction of George Hirst. | she is selling the pictures on a com- mission basis to raise money. |
| linore Rogers Bernice Claire | At the reception, Mrs. Barrington announces she is going to found an |
| lien Phillips | American art colony in the country and invites all the artists to be her |
| ra Rooney | guests. When they reach the site of the colony they find it a broken- |
| obert | down tourist camp but are assured by Mrs. Barrington that she will |
| on se Virgil Tramelli ir. Porter Emil Wachter ir Sheriff Detmar Poppen | spend money like water to convert the plane into a famous art colony, |
| oluster | Elinore, now in love with Allen discovers that she has been tricked |
| hauffeur | by her brother, that the pictures she |
| baude | is selling were stolen, and she must leave immediately to escape arrest |
| This operetta has got something, | Consternation reigns when Mrs. Bar- rington announces that her husband |
| One of the largest audiences of the | has stopped her credit and plans for |
| eason enthusiastically greeted the vorld premiere in the open air the- | the colony must be abandoned. Only way out is for all to co-or |
| tre in Forest Park Monday (12). | and rebuild the camp into the mos |
| 'inw. | The second act opens with the camp |
| When the musical has a few vinkles ironed out and several | rebuilt and the artists trying to lure customers by music. Naturally, al |
| numbers eliminated, to speed up the tempo, it will be ready for | ends well. |
| ntroduction to Broadway, as skedded. | Cast here is headed by Guy Rob ertson, Bernice Claire, Olive Olsen John Sheehan and Ruth Urban. Top |
| First act with six scenes needs a oit of tightening to bring the story | John Sheehan and Ruth Urban. Top among the musical numbers, which |
| out more quickly. However, the sec- ond act moves with a faster pace and | probably soon will be on the air are 'A Waltz Is Born in Vienna,' 'An |
| ond act moves with a faster pace and orings the story to a conclusion in him fashion. | other Lovely April Day' Extraor |
| Story opens in Washington Square, | dinary, 'Love Is Love,' and 'Some how.' Dance specialties by Harris |
| New York, during the Artists' Street Fair, where 'Arts' Anderson, Bessie | Claire and Shannon, vaude trio new to natives here, scored heavily. |
| Fain and Elinore Rogers, a young painter new to Greenwich Village, | Local chorus clicks in routines de |
| ire gathered. Allen Philips, an at- | white, Jr. Sets designed by Ray |
| ractive stranger, stops to admire Elinor's paintings and then, in order | mond Sovey do much to enhance the |

Summer Shows STOPLIGHT

ase ergeant O'Holleran im Boyle chmidt

"Spotlight' is a play of mixed authoreshy, having been started by the late arrived more and recently completed by his widow. Ethelyn Palmer Moore. Perhaps this explains its shortcomings. There is an excellent opening stanza, and then two which are something of a let-down. Trouble is not so much in quality of writing, which remains satisfactory throughout, as in a lack of character development and attendation of the state of character development and the state of character development and revise script, it is likely we should have heard more about a couple of romances introduced in Act One and subsequently dropped. Also the very involved story might have become clearer before the final curtain. Maybe all the pieces of the jigsaw puzzle actually do fit together; but everything moves of the state of incidents. Further rewriting with this in mind might turn 'Stoplight' into a better commercial proposition.

In brief, plot concerns a retired chemist, Judson Graves, who is coddled into semi-invalidism by his wife. A young psychiatrist, in love with Graves' daughter, encourages this toget did not semi-invalidism by his wife. A young psychiatrist, in love with Graves' daughter, encourages this toget under a part of the state of the s

Though these two piots have been woven together, they never seem to have much in common. Mary Young theatre has given Stoplight's aworkmanitie production which is always Interesting even which is always Interesting even which is always Interesting the more crotchety and likeable. Carlyle Moore, Jr., son of the co-authors, plays one of the counterfeiters with distinction as Graves, making him at once crotchety and likeable. Carlyle Moore, Jr., son of the co-authors, plays one of the conterfeiters with considerable assurance, while Jane Barnes, turns in an attractive performance as his heart interest. Others in minortant are formance as his heart interest. William Lawson, William Carleton, Evelyn Dawn, Terry Fay and Lydia Fuller.

Mary Young and E. Stanley Pratt have directed with relative briskness, considering that there are sometimes 12 or 13 characters on the stage at once. Sets by Craig Scenic studios are simple but tasteful.

PLAYS ABROAD

SATYR

London, July 1.

New drams in three acts by Pull Leelle, New drams in three acts by Pull Leelle, Pull.

PLAYS ABROAD

SATYR

London, July 1.

New drams in three acts by Pull Leelle, Pull.

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PLAYS ABROAD

SATYR

London, July 1.

New drams and the doctor which as been pull leelle, Pull.

PLAYS ABROAD

SATYR

London, July 1.

New drams and the doctor who have been pull leelle, Pull.

New drams and lockessele. A jk. Matting of good acting, well directed. In spite of which, it is extremely problemented by a quantily of good acting, well directed. In spite of which, it is extremely problemented by a quantily of good acting, well directed. In spite of which, it is extremely problemented by a quantily of good acting, well directed. In spite of which, it is extremely problemented by a quantily of good acting, well directed.

Bryant's Showboat Quits Cincy for Up River Spots

East Liverpool, O., July 13.

East Liverpool, O., July 13.

Billy Bryant's showboat, one of the few floating theatres left plying the rivers of the midwest, has left its mooring at Cincinnati, where it played for several seasons, to invade the upper Ohio valley territory.

Shows being given on the boat this summer are Thorns and Orange Blossoms, 'Jesse James' and Ten Nights in a Barroom.' As usual, nusical specialties are staged between acts and audiences join in for occasional community sing.

Three of the Bryant family still take part in the showboat plays on the craft that has been on the river for more than a half a century.

SEATTLE

(Continued from page 8)

SEATTLE

(Continued from page 8)

Fury and Woman' (Ind) and 'Man in Mirror' (GN), dual, 10 days, \$3,100, good.

Fifth Avenue (Hamrick-Evergreen) (2,400; 32,37-42)—Singing Marine (WB) and 'Case of Stuttering Bishop' (FN), dual. Big campaign not helping; only, \$7,000 looked for, sad. Last week, 'Captains Courageous' (MG) and There Goes My Girl' (RKO) (2d wk), dual, damy \$6,000, 22,42)—Where (J.-WB) (1,500, 12,14) and There Goes My Girl' (RKO) (2d wk), dual, damy \$6,000, 22,42)—Where (J.-WB) (1,500, 12,14) and "Motor Madness' (Callette (J.-WB) (1,500, 12,14) and "Motor Madness' (Col), dual, \$4,300, good enough.

Music Box (Hamrick-Evergreen) (2,700, 32,37-42)—Captains Courageous' (MG), moved in after two weeks at Fifth, expects \$3,500, big. Last week (Mountain Music' (Par') (Driberum (Hamrick-Evergreen) (2,700, 32,37-42)—Slave Ship' (20th) and 'Married Before Breakfast' (Mg), dual (2d wk). Anticipates \$5,000, day. Last week was big at \$10,200.

**Palemar (Sterling) (1,450; 17-27-37)—Affairs of Cappy Ricks' (PB) and Hawaiian Follies on stage. Getting around \$4,700, good. Last week. 'Dragerman (Galos; 32-37-42)—'Riding on Air' (RKO) and 'King of Gambler' (RKO) and 'King of Gambler' (RKO) and 'King of Gambler' (Par), dual. Only fair at \$4,800. Last week, Monther Dawn' (WB) and 'Meet the Missus' (RKO) dual, \$5,000, fair.

Rooseveit (Sterling) (850; 21-32)—'Woman in Love' (RKO) and 'Ming of Gambler' (PA), dual (St. Sterling) (850; 21-32)—'Woman in Love' (RKO) and 'When Love is 'Sound' (WN) and 'When Lo

ENGAGEMENTS

PROVINCETOWN'S SUMMERTIME **BONANZA**

By MAX GENDEL
Provincetown, July 13.
Pilgrims broke their Plymouth
(England) to Plymouth, Mass, jump

Provincetown, July 13.

Pligrims broke their Pymouth (England) to Plymouth, Mass, Jump by spending the winter in Provincetown. Lucky they didn't land in summer or they-would never have survived the high tariffs.

Local talent, mostly 'colorful Portuguese,' wait all year for the literation to the literation of the summer of the same of the summer sarret boys, O'Neill and Susan Claspell, have all ducked.

Brand new assortment of geniuses. No big names but they still draw. Winter census of 4,000 in summer jumps to 20,000.

Nearly every visitor is writing a play or novel, or splashing canvas. However, larger number of femmes makes it tough on that novel.

Town musta voted Farley as they have terrific post office, brand new, for the pic postal-card fans.

Local cinema has now shownightly. Admission 40c. 'Captains Courageous' stood 'em up. (Don't mention it, Metro').

Historic Wharf theatre, rarely money-maker, doing nicely with guestar revivals. Amazing how you can break even at \$100 per night.

Lota fun riding town bus. Hurtles through town and in the woods. Bus open air with benches; lice for seven mile round trip. ('Air conditioned, ch'' and 'I'll clost the widows for your service of the s

mostry by weekend and overnight tourists.
Place lit up with candles which is swell when the light bill comes around and greater for atmosphere for New York yokels. Bar is made out of rowboats.
Town reads Boston and two local Cape papers with N. Y. Times still best seller.
Village also has Don't Look Now, Dear, Camp out in the dunes. Strictly informal. You just walk over the dunes till you hit the ocean, let your hair down, and there you are.

commercial street is Great White Way but dark by 11. Street lined with art galleries, selling etchings, paintings, caricatures, A. and P. grocery stores, popcorn stands, hotog grills—Beano.

Biggest excitement—more intense

than Supreme Court debate and Rome London bout—is whether Commercial street should revert to

two-way traffic.

Local town hall has eight cells for the bad boys. Half dozen cops. Little excitement.

ginia Lomas, Lewis MacFarland, Richard McKay, Dorothy Neumann, Winston O'Keefe, Madalyn O'Shea, Evelyn Pierce, Howard Porter, Aun Scoville, Edward G. Steinmetz, Jr., Forty Niners, Chase Barn Playhouse, Whitefield, N. H. (Permanut Co.)
Dorothy Stone, Charles Collins, Doug Leavitt, Hope Emerson, Jack Goode, Doris Patston, Jack Sheehau, Gay Divorce, Jones Beach, N. Y.



FOR SALE

Bocause our men travel by automobils we have 100 silve trunts for sale, Large, needium and small silves. All in first-class condition. Price very few for rulets sade. Will self singly or- in bits. Cau he seem at factory or the District of the Section W. L. DDUGGAS SEOS CO. Brockies, Mass.

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49 WEST 34th ST. 562 FIFTH AVE. 450 FIFTH AVE. 1552 B'WAY A STATE OF THE STA

Strawhats Now Debuting New Ones At Steady Pace; 2 Bow Next Week

Following this week's flurry of play tryouts at the summer thea-tres, eight in all, the strawhats' outtres, eight in all, the strawhats' output of new shows will continue at a steady pace until Labor Day. Next week will witness only two openings in the rural spots, however. They are to be 'Prejudice,' a new play by Edgar Selwyn, at the Mary Young theatre, Centerville, Mass, Monday (19) and 'Don't Throw Glass Houses,' a comedy by Doris Franket, at Brattleboro, Vt., Wednesday (21). The author of this one is the wife of Philip Barber, director of the WPA Federal Theatre project in New York.

of Philip Barber, director of the WPA Federal Theatre project in New York. Week of July 26 is crowded with new plays in the strawhats, at least eight opening's being listed. These include 'Reno,' a play by John Haggert, at Skowhegan, Me.; 'Without Design', by William Eden, at Chatham, Mass.; 'Accidental Family,' a comedy by Seymour Gross, at Dennis, Mass.; 'The Secret Heart,' by Yan Noe, at Newport, R. I.; 'Another Week End,' at Washington Green, Conn.; 'And for Yale,' at Matunuck, R. I.; 'The Man Who Ate the Popomack,' by W. J. Turner, at Brattleboro, Vt., and 'The Toad with the Jeweled Head,' by Helen Williams and George Brendan Dowell, at Rye Beach, N. H.

Other July possibilities are Bell-

Meach, N. H.

Other July possibilities are 'BellBottoms,' a comedy by Francis Stewart Hall, at Ivoryton, Conn., and
'Her Husband's Wife,' at Marshfield

Her Husband's Wife, at Marshfield Hills, Mass.

Aggast Schedule

Tryouts during the week of Aug.

2 will include: Princess Turandot,' at Mount Kisco, N. Y., 'At the Theatre,' a play by and with Laurette Taylor, at Ogunquit, Me., 'Many Mansions,' by Jules Eckert Goodman, at Stockbridge, Mass; 'Horse Tale,' by Alladine Bell, at Madison, Conn.; 'Garden Gloves,' at Point Pleasant, N. J.; 'The Devil's Moon.' at Matunuck, R. I., and 'The Palace of Truth,' a revival of the 1870 play, at Schenectady, N. Y.

Owen Davis' newest play, Two-Time Mary,' is scheduled to be tried out at Skowhegan, Me., during the week of Aug. 9, and other new plays that week will be 'Lucrezia Borgia' at Provincetown, Mass.; 'Western Union, Please,' a comedy by Albert Hackett and Frances Goodrich, at Elenis, Mass.; 'I Went the Moon,' at Fitchburg, Mass.; 'Catch a'Comet by the Tail,' by David O, Woodbury, at Kennebunkport, Me., and 'Envoys Extraordinary,' by D. Kenneth

Dennis, Mass.; It Want the Moon,' at Fitchburg, Mass.; Catch a Comet by the Tail,' by David O. Woodbury, at Kennebunkport, Me., and 'Envoys Extraordinary,' by D. Kenneth Laub, at Ogunquit, Me. Strawhat openings during the week of Aug. 16 are to be The Prodigal Father,' by William E. Barry, at Skowhegan, Me.; 'Step into My Parlor,' by John and Mary Risjean, at Southampton, N. Y., and 'The Inconstant Moon,' by Willa Frederic, at Newport, R. I.

Late-August tryout on the current schedules are to be: 'Heroes Don't Care,' at Milford, Conn.; 'Patron of Arts,' at Point Pleasant, N. J.; 'The God Innis,' at Rye Beach, N. H.; 'One Thing Forgotten,' at New London, N. H.; 'Dearly Beloved,' by Charles Beahan and Robert L. Buck, et al. (1937, a musical, at Dennis, Mass.; 'Uncle Waldo,' by Jerome D. Ross, at Madison, Conn.; 'The Dramatist,' by Abby Merchant, at Newport, R. I.; 'Youth at the Helm,' by Paul Vulpius, adapted by Hubert Griffith, at Surry, Me.; 'The Nuremberg Egg,' by Walter Harlan, also at Sury,' Husbands and Wives,' by Sedley Brown, at Saugerties, N. Y.; 'Don't Look Now!', by Helen Beverly, at Swan Lake, N. Y.; 'Theme and Variation,' by Harold Goldman, at Southampton, N. Y.; 'Frivate Confusion,' by Hardie Albright and Austin Parker, at Skowhegan, Me., and 'Author's Copy,' by Eliss Landi, at Santa Berbara, Calif.

Hartwig Skeds Three

In addition to opening a new play-house here this season on July 19, Walter Hartwig, director of the Man-hattan Theatre Colony, is scheduling three new plays. Laurette Taylor's comedy, 'At the Theatre', will one Aug. 3 with

Laurette Taylor's comedy, 'At the Theatre,' will open Aug. 3, with Lillian Foster and Carl Benton Reid supporting Miss Taylor in the lead roles.

Envoys Extraordinary,' by D. Kenneth Laub, is set for week of Aug. 9 and 'Dearly Beloved,' by Charles Beahan and Robert L. Buckner is slated to close the season week of

FORTY NINERS START

Fifth Season of Strawhat at White field, N. H., Opens with 'Lives'

Whitefield, N. H., July 13.

Fifth season of the Forty Niners at the Chase Barn Playhouse here opens tonight (Tuesday) with Noel Coward's Private Lives. Previously planned to pry loose the season with Elmer Rice's 'See Naples and Dic.' Cast for Lives' includes Jane Gordon, Winston O'Kiefe, Kenneth Bates, Ann Scoville and Virginia Lomas. Beatrice Beach staged the production and Lewis MacFarland did the sets.

Subsequent plays on the Forty Niners' schedule include 'Kind Lady.' Fly Away Home,' Candida, 'The Whiteheaded Boy,' 'Ode to Liberty,' Elizabeth the Queen' and 'Goodby' Again.' Chase Barn Playhouse has been enlarged to accommodate 250 persons. Extra performance accommodate 250 persons. Extra performance has been enlarged opens tonight (Tuesday) with Noel Coward's 'Private Lives.' Previously

TAKE IT' FINE \$12.000 IN CHI

Chicago, July 13.

Now in its 23d week and still far from the finish line, You Can't Take It With You' continues at top pace. However, talk is filtering around town that the New York headquar ters may close the show here due to the finish of the first state of

Ind. WPA Gives Up

Indianpolis, July 13.

Dr. Lee Norvelle, State WPA Federal Theatre project director, turned the key in the lock for good at Keith's theatre Saturday (10). Final production of the group, 'Bill of Divorcement,' wound up a run which tops all other groups in the nation in number of plays presented. Judson Langill, Betty Widmer, Bruce Barnard and Noel Warwich, on loan to the local company from New York, are returning there. John Cameron, director, expects to be asigned to special southern productions. Betty Anne Brown, ingenue, is going to Chicago to try her hand in radio.

in radio.

Other members of the company expect to be assigned to the Children's Federal Theatre at Gary, Indiana.

SAM TAUBER BANKRUPT

Sam Tauber, unemployed 'publicity sales counsel' of 200 Riverside Drive, sales counsel' of 200 Riverside Drive, N. Ys. has filed bankruptcy petition in U. S. district court. He owes 13,688. Assets of \$3,500 includes lien against Vocafim Corp. should latter collect on a patent suit against American Telephone & Telegraph now pending in U. S. court. Creditors include Tillie LeBlang, as executrix of Joe Leblang, on indement for \$584, and \$2,500 to Otto I. Harbach on promissory note.

'MIKADO' \$31,000, **BUT FAIR IN ST. LOO**

St. Louis, July 13.

'Salute to Spring,' operetta by Earle Crocker and Frederick Loewe, which is skedded for a Broadway opening in September, grossed approximately \$2,700 on its world premiere here last night (12) in Forest Park, where the piece started a week's run.

Gilbert and Sullivan's 'The Mikado' ended a third appearance in the Forest Park Bow! Sunday (11) with a take of approximately \$31,000 for the week, a trifle below average.

Threatening weather kept the attendance down.

LUNTS, \$26,000, **OLD STORY** IN L. A.

Los Angeles, July 13.
Socko as it is, the \$26,000 rolled up by Lunt and Fontanne in their new comedy, 'Amphitryon 38,' at the Biltmore was not unexpected. Pair can generally write their own ticket in this town as most of the picture actors barge in to see how the acting

actors barge in to see how the acting biz is really done.

That 26G is plenty of coin for six days, but it might have been more had not the piece opened right on top of the holiday week-end. Lunts could easily have played another two weeks for plenty of coin but

Biltmore shutters for a week prior to the stand of Brother Rat, opening July 19.

ing July 20.

By Definition of the Market of Last Week
'Amphitryon 38,' Biltmore (C.1,85e; \$275). Just a romp for the Lunts; \$26,000, while heavy sugar, is what was to be expected. Piece opens on Broadway in October.

WPA
'Temorrow's Afoliday,' Hollywood Playhouse. Comedy eking out a meagre gross on two week stand.
'Johnny Johnson,' Greek Theatedoors after four weeks downtown. Getting by and that's all. 'Macbeth,' Mayan, All-Negro cast in this Shakespeare opus opens tomorrow (14).

ARTHUR ALLEN OF AIR WITH MOHAWK 'FARMER'

Schenectady, N. Y., July 13. Arthur Allen, of radio, is one of featured performers in this week's production of "The Farmer Takes a Wife," at the Mohawk Drama Festival on the Union College Campus, Allen did a guester at last year's Festival. Mary Hutchinson, who gave a dance recital with Phyllis Marmein Sunday hight, and Wylie Adams have the leading roles. Donna Earl is the other player newspace billed

paper billed.
Lida Kane, Byron Shores, John
Burke, Henry Buckler, Fairfax
Burgher, William Thornton and Addison Pitt complete the cast.

Current Road Shows

(Week of July 12)

'Boy Meets Girl' (Leventhal)
Brighton theatre, Brighton Beach,
N. Y. Opens July 13.
'Brother Rai,' Geary, San Fran-

'Dead End' (Leventhal) New Em-

pire, Providence, R. I.

"Her Majesty, the Widow" (Leventhal). Convention Hall, Asbury Park,

N. J. "Tobacco Road" (Leventhal-Gris-man) Garden Pier, Atlantic City,

You Can't Take It With You,'

Harris, Chicago.

(NEW PLAYS THIS WEEK)

'Salute to Spring,' Forest Park, St.

Louis.

'Busman's Honeymoon,' Westchester Playhouse, Mount Kisco, N. Y.

'Marriage Royal,' Cape Playhouse,

Dennis, Mass.

Stop Light, Mary Young theatre,
Centerville. Mass.

'Sweet Sorrow,' Casino theatre,
Newport. R. I.

The Clary of Youth,' Farragut

Newport, R. I.

'The Glory of Youth,' Farragut
Playhouse, Rye Beach, N. H.

'A Man, a Wife and a Horse,' Theatre-by-the-Sca, Matunuck, R. I.

'Pleasure Cruse,' Playhouse.
Southampton, N. Y.

Heat Clips Plenty Off B'way Legit B. O.'s; 'Can't Take It,' \$15,000

FRISCO OFF, BUT 'RAT' AT \$10,000, NO SQUAWK

San Francisco, July 13.

Brother Rat' at the Geary theatre and 'Pursuit of Happiness,' a Fed-

and Pursuit of Happiness, a Federal Theatre Project offering at the Alexar, are the only legit attractions in town. Neither is doing too well, but both getting by.

Estimate for Last Week

Brother Bat, Geary (4th week)
(1,700, \$2.50), Another \$10.000 elicked off by Brother Bat, which has one more frame to go before moving on to Los Angeles.

WPA

to Los Angeles.

"Pursuit of Happiness," Alcazar
(1st week) (1,269; 500.) Two night
performances and the Saturday
matince have been dropped, so the
gross of \$2,500 isn't so bad. Wide
use of coupon books by customers
cuts most of the admission to 40c.
Between 20 and 30 discharged WPA
workers are picketing the Alcazar.

Chi Dailies Hypo **WPA Show: Scale** Hiked Up to \$1.10

Chicago, July 13.
Effective this week, admission prices on the WPA's 'The Lonely Man' jump from 55c to \$1.10 top. The demand for seats, even during the current heat wave, has been great enough to warrant such a move, according to George Kondolf, head of Federal theatre for this district. Chicago, July 13.

trict.

Past couple of months have seen a big increase in estimation for the WPA theatrical projects on the part of both public and, press, and has reached the point now where it is almost on a par with the commercial business. Credit for this is given to the businesslike organization with which Kondolf has surrounded himself. Background of his personnel shows that every executive was successful in practical and professional show business before joining the WPA ranks.

SNOW business before joining the WPA ranks.

But most of the credit for the Increase in WPA audiences is being handed to the publicity department, headed by Frederick Donaghey and Sam Ward. At the time of their taking over, no Chicago newspaper would recognize the existence of the Federal theatre, despite advertising. Now, not a day goes by but what a least two of the dailies carry pictures and stories. This includes even the staid Chicago Tribune, which did a swing-over only during the past month.

It is figured that the newspapers It is figured that the newspapers have been largely responsible for the increase in audiences. Before their cognizance, WPA units played to a couple dozen people nightly, while now, both The Lonely Man, and O, Say Can You Sing? are sell-outs three and four nights a week, even though playing in non-nir conditioned theatres during mid-summer.

BRISK BIZ AT WHARF

Provincetown Straw-Hat Opens Well
-New Play Next Week

Provincetown, July 13.

Whart Theatre, Provincetown, Mass., opened its season to brisk biz last week. House seats 230 and is scaled at \$1.65. Six nights a week. Runs a school for legit and radio in connection, as well as a night club. On the opening bill was Blanche Ring in 'Her Master's Voice.' Sae doubled into the informal nitery, doing her old-time song faves.

Currently 'It's a Wise Child' has David Rollins from films, Dora Merande, Virginia Deane, Clyde Fillmore, Stephen Fox, Charles Socit. New play by Allace Acton, 'Stork on Skis' will be tried out next week. Acton, Neil McFee Skinner and Jean Paul King, radio spieler, are partners in the play, which they hope will rate Broadway by fall.

Leona Powers will have the top role in 'Stork,' with Leah Penman and Jan Brown also in Provincetown for the occasion, to augment the regular cast.

Cooling systems failed to halt the slump that clipped Broadway legits last week, when record hot July weather descended. Not a single

weather descended. Not a single attraction's gross held to form and takings dropped \$2,000 and upward in nearly all bo \$\phi\$ offices.

Monday (July 4) started the week excellently, especially at the matiness. Wednesday the mercury started topping the 90-degree mark and edged to nearly \$\phi\$ by Saturday. On that day, reports were that several closings would be forced, but Monday exhibited the same 11 shows that started the month. Managers that started the month. Managers decided the shows naturally would have to go in the red for a time, but if the heat sticks, some closings may be forced. Heavy rains cooling things early this week.

be forced. Heavy rains cooling things early this week. For the first time since opening, You Can't Take It With You' had deadwood in the count-up. That was at Saturday's matinee. At night the agencies attempted to turn book around 200 tickets, but were required to seitle in full on Monday. On that night there were returns which were quicity sold and the house (Booth) was capacity. Takings not far from the \$15,000 mark proved it was the least affected of all shows.

Newer hit, 'Room Service,' played night performances but dropped under the mark of the previous eightperformance week. The Women' slog gave an auded matinee, but slipped more than \$2,000. There, as in most instances, Saturday night was 'brutal.' Epiance of the list found the going just as tough and dionday of the standard of t

arter the Fourth sent all grosses to new lows; this musical rated under \$12,000.

Brother, Rat.' Biltmore (31st week) (C-991-\$3.30). Dipped under \$5,000 for first time; however, bettered even break, with house and show pooled for the summer.

Excursion, 33 and e r b 11w 115th was allowed by the strong the strong the strong and the strong system; topped \$3,000, but not much. Having Wonderfut Time; Lycum (21st week) (CD-1,000-\$3.30). After excellent start attendance dropped; skimmed the \$7,000 mark, which, too, was one of new lows this summer. 'Roam Service,' Cort (9th week) (C-1,059-\$3.30). Although an extra matinee was played Fourth of July, takings dipped under previous eight performance; \$1,500, Winter Carlett (20th Week) (R-1,671-\$3.30). Late att week business was so bad all around that closines were antici-

performance; \$15,500.

'The Show is On,' Winter Garden (29th week) (R-1,671-83.30). Late last week business was so had all around that closings were anticipated but none eventuated; revuestimated around \$17,000.

week) (C-1,048-83.30). Played nine performances, but slipped considerably under previous low mark, mostly because of brutal Saturday; less than \$12,000.

Tobacce Read, Forrest (188th week) (D-1,107-\$1.65). Management hopeful that long stayer will play around \$4,000.

Tovarieh, Plymouth (38th week) (CD-1,365-33.30). Slipped to \$7,000; had been underestimated in previous weeks, when takings were \$10,000 and \$11,000.

'Yes My Darling Daughter,' Play-

weeks, when takings were \$10,000

Tes My Darling Daurhter, Playhouse (26d week) (C-878-\$3.30). No exception for winter hit, which eased to \$7,000 exception for winter hit, which eased to \$7,000 exception for the \$1,000 exception for \$1,000

rom \$15,000. WPA

'Power,' Ritz, closed.
'Prof. Mamleck,' Daly's, closed.
Paul Green playlets, Adel-hi, losed.

closed.

'Case of Philip Lawrence,' Lafayette. Harlem; only legit relief show lighted.

Elitch \$9,800

Denver, July 13.

In spite of a poor start on July 4, the past week at Elitch stock beat the opener by approximately \$300, even counting the extra performance that opening weeks get. Crowds built and the last three night shows work of the week was approximately \$400 fthe week was approximately \$9,800.

Always Something New; Salt Lake Scribes Must Learn Camera Tricks

Salt Lake City, July 13. Salt Lake City, July 13,
Salt Lake Telegram (evening) and
Salt Lake Tribune (a.m.) reporters
are attending mandatory weekly
classes learning how to snap pictures and use pigeons as sids in
transporting news stories while covering assignments where use of telephone or telegraph are impossible.

Reporter Bill McDougall is the in-structor. More than 35 editorial Reporter Bill McDougall is the instructor. More than 35 editorial members of both staffs turned out for the opening lesson Monday (12). McDougall covered the recent discovery of a Western Air Express transport, which crashed last December 15th with seven passengers in the wilds of the Utah mountains. Telegram scored a major beaf over all opposition in covering the discovery. McDougall released six pigeons, carrying film rolls and stories, from the crash site to scoop other local newspaper and press syndicates.

Reporters will be instructed how to take pictures with a special ban-tam camera, how to change film in portable arm length dark cloth, and to transmit messages written on rice

Tribune controls the Telegram. What the evening paper couldn't use in its daily editions when the plane was found, the Tribune utilized, plus additional developments.

Feathered Mercuries, of which the newspapers own more than 50, are trained to return to their lofts above the newspapers' building from any

the newspapers' building from any distance up to 100 miles, Believed such practice is unique in the annals of American jour-nalism, although the practice of using pigeons to carry messages is old.

Both newspapers will use pigeons in covering Ab Jenkins' attempts to set new automobile speed records on Bonneville salt flats, 100 miles west

New Rochester Daily?
Group headed by Dr. Meyer Jacobstein, former publisher of the Rochester Journal-American, and reportedly including labor and brewery interests, is getting subscriptions in an effort to establish a daily to replace the Hearst papers which suspended recently. According to report some 12,000 have agreed to take the new paper and the tentative goal is new paper and the tentative goal is 50.000.

Most of the editorial employes of Most of the editorial employes of the Hearst papers, who received six weeks dismissal pay, are taking a vacation and awaiting developments. Number of employes of the me-chanical departments, who received two weeks extra pay, have been ab-sorbed by the two Gannett papers. Four or five former Albany Gan-nett editorial workers, dismissed in the merger, are booked for jobs on the Rochester Times-Union and Democrat & Chronicle.

Dr. High's Book on F. D. R.

Dr. Stanley High, onetime NBC education program ballyhooer who became a member of the Democratic party publicity machine which helped reelect President Roosevelt, only to be summarily dropped last December for penning Satevepost piece through which he established himself as 'official spokesman' for the White House, has drawn a contract and an advance from Harper's or a book on the New Deal and its Dealers.

Since his excommunication from

for a book on the New Deal and its Dealers.

Since his excommunication from the fringe of the Brain Trust, High has had no trouble peddling pieces on Washington to the mags. Since last December his mag writings have netted High \$20,000. The ex-New Dealer is also a preacher, presiding over a parish in Stamford, Conn.

'Mooney Medal' for Wignall Trevor Wignall, to Lord Beaver-brook's string of British rags what Damon Runyon is to Hearst's, is in Hollywood en route to Frisco, but not so sure whether he should go on

not so sure whether he should go on or turn back.

Some time ago Wignall wrote a piece for Beavie's string in which he said if London were destroyed he'd pick Frisco as his second choice of a town to live in. Both places had the same soupy fogs, mean streets, superiority complexes and high costs of living, he argued.

Frisco C. of C. figuring the thing a plug, has awarded him a medal. Wignall wonders if it's the kind that explodes.

Gabriel As Is
Gilbert Gabriel's functions a
critic of the defunct American, N. Y critic of the defunct American, N. Y., have not yet been defined, but he is writing for the Sunday American. John Anderson, however, has the lead article in the Sunday drama section, being the designated critic of the once-weekly sheet, as well as the Journal, for which he writes a daily article.

Gabriel's contract has about seven months to ride, with no indication from the Hearst outfit as to its eventual disposition. Reviewer is inclined to go along as is. Understood he declined a recent Hollywood offer because of this Hearst contract. tract.

Seattle Strike Has Angles
The Newspaper Guild strike at the
Seattle Star, which grew out of the
conflict there between the C. I. O.
and the American Federation of
Labor over jurisdiction in the circulation department, has developed a
highly complicated set of rivalries.
The strike followed the discharge of The strike followed the quenarge or 19 C. I. O. Guild members in the circulation department who refused to Join Dave Beck's A. F. of L. Teamsters Union when ordered to do so by the management.

do so by the management.

This strike differs from the previous Seattle strike at the Post-Intelligencer, in that some of the same forces which lent the P-I strikers assistance at that time are lined up with the A. F. of L., and in this instance, the publishers. Beck is a powerful Seattle labor and political boss.

Bellion processifier difficults.

Police are assisting editorial work Police are assisting editorial work-ers and mechanical employes to go through Guild picket lines and the paper resumed publication last week (9) after being closed down nearly a week. Guild has now opened strike headquarters and intends to continue its fight.

Strike Hits 3 Ili. Papers

Strike Hits 3 III. Papers
Both the morning Decatur (III.)
Herald and the afternoon Decatur
Review have suspended publication
indefinitely following a strike called
on Sunday (II) by the American
Newspaper Guild. Sunday HeraldReview wasn't published either, due
to the fact pressmen and mailing
room employees would not pass
through the picket lines.

Strike was called after some three weeks of negotiations.

Censorships Decreasing

Censorships Decreasing
Decrease in censorship during the
past year is noted by the Nat'l Council on Freedom from Censorship in
its annual report covering events up
to June of this year. Only 'scattering instances' of censorship of
books, plays, radio, pictures and the
mails were reported by the Council,
while 'no further restrictive legislation was passed and the court decisions were on the whole encouraging.' ing.

Only prosecution of a book reported by the Council was that brought by the N. Y. Society for the Suppression of Vice against James T. Farrell's 'A World I Never Made. In Boston, however, the report In Boston, however, the report states, the 'voluntary censorship imposed by booksellers continues to keep off the market books likely to be regarded as offensive.'

NLRB Paged for Svirsky,
Discharge of Leon Svirsky, school
page editor of the N. Y. World-Telegram, will be taken up by the local
National Labor Relations Board this
week at the request of the Newspaper Guild.

W-T Guild unit appointed a committee of four to investigate the firing based on the contention that Svirsky, who was active in the Guild, was discriminated against. George Morris, Edd Johnson, Winston Mur-rill and Wesley Price served on the committee, which recommended the

Quashing a Rumor

With the air full of rumors and
reports of the disposal of the Chicago
Heraid and Examiner last week, the
newspaper finally carried a box on
its front page for two days, quoting
a telegram from William Randolph a telegram from William Randolphi Hearst denying any plans for the change in status of the morning

Hearst Units to Ask Pay Hike
Delegates from Hearst Newspaper
Guild units met last weekend in
Chicago to formulate a chainwide
program of collective bargaining
with Hearst newspapers, wire and
picture services. In addition to the
Guild shop, the 5-day, 40-hour week,
it was agreed that a 15% pay increase for all Hearst employees, except those more advantageously affected by the institution of contract
wage minimums, would be sought.
The idea of a national committee
for bargaining purposes is similar to

for bargaining purposes is similar to that adopted by Guild units of the Scripps-Howard chain.

Esquire, Inc., Expanding
The Dave Smart-William H. Weintraub publications, namely, Apparel
Arts, Esquire and Coronet magazines, will come out shortly with a
public flotation of common stock.
The underwriting is being done by
one of the biggest and best known
Chicago banking firms and it's understood stock has already been
oversubscribed. Application has been
made to list it on the New York
board. All information has been
sent to Washington for S.E.C. okay
and no statement can be issued until
approved by that body

approved by that body.

Dave Smart started Apparel Arts, Dave Smart started Apparel Arts, trade magazine for men's ready-to-wear tailors and manufacturers of men's accessories, covering the entire field. Recent anniversary number had over \$250,000 in advertising. Esquire has a sworn circulation of around 650,000 and has never had a losing month.

other art stuff, Coronet was started and has a sworn circulation of 400,000 and does not accept advertis-ing although it's understood Coronet will go after advertising in Sep-

will go atter tember.

A new magazine will probably be issued from the same company within the next six months. It's expected to be another class publication. Correction controlling three papers is poration controlling three papers is Esquire, Inc., David Smart, publisher and president; William H. Weinand president; William H. Wein-traub, associate publisher; Arnold Gingrich, v.p. and editor, and Alfred Smart, sec.-treas.

Storm In Atlanta
Rumors that the Newspaper Guild
had a footing in Atlanta came to a
head Friday (9), when Charles N. Feidelson, regional director of NLRB, revealed that the Atlanta newspaper Guild and Georgia Federation of Labor had filed charge against the Atlanta Constitution fol-lowing dismissal of six editorial em-

against the Atlanta Complete and the paper has 'illegally discharged certain of its employes because they joined the American Newspaper Guild, a labor organization.' Petition also alleges the paper endeavored to form a company-dominated union among its employes.

Six employes listed as dismissed within a 10-day period are John Minter, Sam Cox, Lee Fuhrman, Albert C. Leitch, Guild prez, Norris Siegel and Will Riley.

Maj. Clark Howell, prez and publisher of Constitution, denied the charges and Feidelson declared he would probe the accusations before deciding whether to issue a formal

ould probe the accusations before ciding whether to issue a formal

Times Revamps Financial Dept. Times Revamps Financial Dept.
N. Y. Times has revamped its financial department this week (12) and is now subscribing to the Associated Press statistical service, for daily reports from the Stock Exchange and other financial markets. The Herald-Tribune took a similar

The Herald-Tribune took a similar step about four months ago. At the Times, five men were retained in the department, five discharged and five transferred. Switch was made for two reasons, economy and simplification, as the AP sends printed sheets from which the tables are set, which is easier for linotwers.

UP Coast Shakeup Los Angeles United Press shake

Los Angeles United Frees shake-up sends John Sky Dunlap from L.A. to head the Fresno bureau, Ed Heilman is transferred from the Phoenix bureau to L.A. Ed Russell is made head of the Phoenix bureau.

More Philiy Shifts Shifts in photo departments of hilly papers continued at a rapid

s Shifts in photo departments of Philly papers continued at a rapid pace during the past week.

Among changes are Larry Keighley from the Record to the Inquirer, Mike Pearlman from the head of the News photo department to the staff of the Record, Nick Carter from the News to-the Inquirer and promotion of Larry Springfield to chief of News lensers.

Closeups of Batoneers
Simon & Schuster will publish in
the autumn a volume of candidcamera shots of w.k. composers and
conductors at work. Stills include lensings of the men during perfo

ances and at rehearsals.

Eric Schall secured all the shots,
most of them at radio broadcasts.
Photog was given permission by
CBS and NBC to prowl around the
studios with his camera.

Life Out West

Life Out West
Allan Brown, Hollywood rep of
Life mag, goes east shortly for
month's vacash at Newport, R. I.,
and Alfred Wright, Jr., assumes
western duties for the publication
during Brown's absence.
Paul Dorsey, formerly of World,
Wide photos, has signed year's contract as an official photog for Life.

Jones Vice Furay

Joseph L. Jones was made general foreign manager of the United Press Monday (12). He succeeds James L. Furay, who for 12 years has been vice-president and general foreign manager. foreign manager.

Furay remains as v. p., but will

devote more time to corporate af-fairs of the U. P.

San Diego Sheet Guilded San Diego Sun has signed a year's contract with the Newspaper Guild, calling for a five-day 40-hour week. Beginners will receive \$18, five-year men \$40 and six-year men \$45.

CHATTER

Ives Washburn back from Eng-

Elizabeth Hawes preparing a book

Octavus Roy Cohen vacationing in Havana again. Cora Jarrett finishing a new novel titled "The Silver String."

Howard K. Bauernfeind elected vice-president of Lippincott's.

William C. Lengel's new book will be titled 'Candles in the Wind.'

Vicki Baum's new novel titled 'Tale from Bali,' due out in October.

"Tale from Ball," due out in October.

Abbe family to tour the West this summer in a trailer. Gilda Gray tagging along.
Pearl Buck's new novel, 'This Proud Heart,' will be serialized in Good Housekeeping next fall.

James Warner Bellah's new novel titled 'This Is the Town.' He is presently in Europe on his honeymoon.

Random House has signed a contact with President Roosevelt to publish his speeches and state papers.

Justin Herman, comedy writer for publish his speeches and state papers. Justin Herman, comedy writer for Par shorts, has sold article on picts to Esquire. His first serious piece. Cornelius Dubois, promotion manager of Time since 1931, has been appointed research director of Life. Random House will publish a two-volume edition of all Greek drama, edited by Eugene O'Neill, Jr., and Whitney Oates.

Frank Scully to Lake Arrowhead, Calif., in early August to complete recuperation from his most recent physical seback.

physical setback.

Margaret 'Mike' Schaeffer, produc-

Margaret 'Mike' Schaeffer, production director at WFIL, Philly, readying a series of short stories for a mag. Among her novels is 'Cathedral Street.'
William H. Chamberlain, Far Eastern correspondent for the Christian Science Monitor, will have a new book out in the fall titled 'Japan Over Asia.'
Dave Wittels, Philly Record reporter, who authored Lily Pons' 'I

Over Asia."

Dave Wittels, Philly Record reporter, who authored Lily Pons' I Dream Too Much,' in seclusion at High Point, N. J., to produce another scuff in six weeks.

Paul Sanders, formerly theatrical press agent, is joining Dave Smart's staff next Monday (19) to handle publicity on a new magazine the Esquire publications are planning.

Alice Ross Colver, novelist, has completed a play, 'Now I'll Tell. One,' formerly titled 'Bad Penny,' with Helen and Nolan Leary as collaborators. Jane Broder is the agent. Elwin Thompson, managing editor of the New York Morning Telegraph, left last Saturday (10) to handle the same job for the Miami Beach Tribune. Both are M. L. Aunenberg sheets.

The Denver Newspaper Guild has

same job for the Miami Beach Tri-bune. Both are M. I. Aunenberg sheets.

The Denver Newspaper Guild has signed a contract with the Rocky Mountain News covering hours, wages and dismissal indemnities. It was signed by Aubrey Graves, editor, and George V. Burns, Den-ver Guild president, and is the first Guild contract with a Colorado newspaper. Writers on the Denver Post are also organizing.
Philadelphia Inquirer Guild unit refused Sunday (11) to accept the contract offered by Publisher Moe Anneuberg because he has rejected the demand for closed or preferen-tial shop.

tial shop.

rived in Hollywood to obtain material and write magazine article Dick Merrill, covering Me rial and write magazine articles on Dick Merrill, covering Merrill's transatlantic flight and his work as Dick

transatiantic flight and his work as a film actor.
Esquire Features signed George Anthell to do a daily and Sudy and Sudy and Column titled. Boy Advises Girl. Anthell is now under contract with Selznick International in Hollywood to score several films.

Seiznick International in Hollywood to score several films.

Evans Plummer is moving to the
Coast from the Chicago office of Radio Guide to function as editorial
assistant under Carl Schroeder, Western representative of the Moe Annenberg publishing interests.

Newspaper Office Guild in New
York has grown rapidly since its inception less than two months ago,
It now has a membership reported
as more than 1,500 and has obtained
majorities of business staff employees
on most leading New York dailies.

Richard P. Curtiss, former news
editor of the Rochester Democrat
and Chronicle, has been named publisher of the Salisbury (Md.) Times,
a daily, and the Wicomico News, a
weekly, acquired last week by the
Brush-Moore Newspapers, Inc., of
Canolyn Mary who has been de-Canton, Ohio,

anton, Ohio.
Carolyn Marx, who has been do-Carolyn Marx, who has been doing a book column for the N. Y. World-Telly, is back from a three weeks' vacation and is temporarily filling in for Mary Waterman of the radio department. Latter was operated on last week [9] for appendicitis. Harry Hansen is continuing the column 'Bookmarks for Today.' While touring in his Liberty trailer, doing the Mrs. Simpson-Duke of Windsor stuff for Lib, Cornelius Vanderbilt, Jr., had many-hued blankets which, by coincidence, approximated the colors of the Italian flag. As a result, he came in for

fag. As a result, he came in for some unsolicited razzing from the French peasants, who peeked into the trailer and mistook Vanderbilt and his secretary for Fascisti.

LITERATI OBITS

Roswell Brownson, author and former publisher of the Oxnard (Calif.) Courier, died July 6 at Upland, Calif. A graduate of Harvach, he went to California 30 years ago. His writings were widely rear in the west. He leaves his widow, a daughter and mother.

ter and mother.

Mrs. Kate Milner Rabb died in St.
Vincent's Hospital at Indianapolis on
July 3, after a brief illness. Mrs.
Rabb had conducted 'A Hoosier
Listening Post' on the editorial page
of The Indianapolis Star since 1920.
She also was the author of several
books, and was considered an authority on Indiana history.

William H. (Duko) Deshon. 87.

William H. (Duke) Deshon, 87, newspaperman for 50 years, died at his home in Utica, N. Y., on July 8. He was retired since 1921, when he left the Utica Observer-Dispatch.

George T. Keech, 85, publisher for 50 years of The Stanhope Eagle, weekly newspaper, died at his home in Netcong, N. J., on July 7.

In Netcong, N. J., on July 7.

Henry D. Jacobs, member of the editorial staff of the John C. Winston Co., Philadelphia, died at Triangle, Va., last week of injuries received in an automobile accident.

His wife, Edith, who was injured His wife, Edith, who was injured in the same accident, is in an Alexandria, Va., hospital. Philadelphia lexicographer was 59.

Frederick E. Craigie, for four decreaction E. Craffe, for four decades editor and publisher of The Catskill Examiner, Catskill, N. Y., died July 9 at the home of a daughter in Oak Park, Ill. Survivors are three daughters and two sons. Burial in Rochester, N. Y., July 12.

G-B Deal

(Continued from page 2)

Saturday (17) on the Rex, going to Carlsbad for two or three weeks first.

Major reason for the trip is to start Metro's English production, but the final emergences of a deal with Gaumont-British will play a

with Gaumont-British will play a leading role also:
Sam Eckman, Jr., Metro's British chieftain, preceded the group by four days, having sailed last Friday (7) to lay the groundwork. Michael Balcon and Jack Conway will follow along in about 10 days with a completed script of 'A Yank at Oxford,' which will be the first film on schedule.

Guild contract with a Colorado lewspaper. Writers on the Denver less are also organizing.
Philadelphia Inquirer Guild unit refused Sunday (11) to accept the contract offered by Publisher Moe Ahnenberg because he has rejected he demand for closed or preferential shop.
Thomas Calvert McClary has ar-

Broadway

Sard's now air conditioned. Bill Fields back from his Texas vacation. Jean Paul King abed from too much sun. Frank oy recovered from pleuro-

toy bone gifts, donated in the name of Hobo, the authoress own dog.

Last weak and the state withered Broadway so much such that gar talent agencies for legit with darger talent agencies for legit and the state of the state of

tacts.

H. L. Groves, field division manager of Copyright Protection Bureau, scheduled to return to N. Y. this week from swing through Middle tract

west.

Jerry Martin, executive aide to
Charles H. Thurman, NBC guest relations division, took a brief vacation
last week away from the visiting
fremen

firemen.
Some 60 officials of Rockefeller Center and RKO attended a special showing last week of 'March of Time' because of one subject, 'Rockefeller Millions.'

Sydney

done.

Harmony Kings, playing Neil time, are giving a series of 20-minute broadcasts for Australian Broadcasting Commission over National net-

ing Commission over reasonal network.

Sam Snider, Snider-Dean, is still-telling newspapermen that he's determined to build a theatre solely Solely the same thing.

Orice Perry is still staging presentations at State theatre for Greater Union. Other houses are whipping in the stage stuff from time to time, mostly using the pit boys and local acts.

mostly using one pro-acts. Slow progress still prevails on lo-cal production with indie units in this territory. Argossy hopes to lay a pic on floor just as soon as suf-ficient money is secured on share sales. Clarence Badger will direct

Pittsburgh

By Hal Cohen

Dave Rubinoff here for a week's visit with his parents. Joe Feldmans have left for three weeks in a Connecticut hideaway. Karl Krug trying to get his older son an appointment to West Point. West View Park playing host to entire newspaper gang on Friday (1971) of the property of the pro

Heat too much for non-cooled Plaza cafe and it's folded for the

much sun.
Frank Coy recovered from pleuropneumonia.
Judy Shinn spotted for WB test by
Steve Trilling.
Noel. Covered expected back in
Vocy and Florence Keith vacationing at White Lake.
Walter Anderson of Clark Getts
office to Hollywood.
Sam Grisman took son to Europe
as graduation present.
Ed Emery to summer on his sailbeat at Marmaroneck, N. Arom
SaraChris Harmaroneck, N. Arom
SaraCh Millions.

Abe Lyman, ailing from a trick stomach, now on the mend and taking the Canal route rest-cure to the Coast on his first visit west in-exveral years.

Julie Haydon, vacationing at Dennis, Mass., before beginning summer stock dates, planning to remain in the legit theatre the next two or three years.

slock dates, planning to remain in the legit theatre the next two or the legit theatre the next two or the legit theatre the next two or the legit date of Brother Raf' Saturday 117), planning to return in September. Relaxing, meanwhile, at her home in Westport, Conn. George Gershwin tragedy made the Broadway bunch sit down and take self-stock anent where will all the rush and bustle get you, etc. It was the big topic of the bown. New Faces and niteries, is strawhatting with the Max Liebman trouce at Taminent, Pa., with a Broadway musical in prospect for the fall. George S. and Beatrice Kaufman tossed a freworks party last Sunday (4) night. Guests included show biz neighbors in Bucks county, Pa., as well as number of Broadwaynes. French Casino will reopen by the end of August with new London

Robert Baral will have an article,

A. to N.Y., in Sept. Harper's

LA. to N.K., in Sazar.
Ernest McCauley treated for eye infection caused by sunburn on fishing trip.
Ruth Morris writing about catching fish this big at her place at Sara-

Al Jolson and Jack Benny claimed to be on five winners at Empire track Saturday.

Bill Liebling talking about giving up agenting to become a producer in the fall.

Asphalt on Broadway near 46th street sunken in by terrific heat of recent days.

Add marquee signs, the one at the Cameo: Soviet Polar Flyers—Carefuly Air-Cooled.

Add marquee signs, the one at the Cameo: Soviet Polar Flyers—Carefuly Air-Cooled.
Mile, Matouschek, Cchechslovakian film star, arrived yesterday (Tues.) for a short visit.
Sid Rechetnik, WB publicity purveyor, off to the Coast by plane for two weeks' visit.
Bob Hanley in town from Moylan, Pa., to bally Hedgerow theatr's annual Shaw festival.
Cast of Brother Rat' notified the Spt. 11, then tour.
Spt. 11, then tour.
Ralph Rolan, March of Time boss, confined to his home one day last week with a sprained back.
Jules Levine and Peter Kalisher sustential at Meddybemps, Me, while they collab on a play.
Sol Shapiro back home after handling the Cotton Club troupe during the Paris engagement.
Joe Zimanich, National e weeks, was falwell-partyed Monday.
Boy Scout Jamboree in Washington upped NBC and Radio City tourism 20% over the week-end.
Mrs. L. Wolfe Gilbert motored in from the Coast with the son, who this year graduated from high school.
Cynthia White motoring to the camp of Capt. Irving O'Hay at Taos, N.M.
Bob Broder, counselor, is renovating his country home by attending

M.
Bob Broder, counselor, is renovat-ig his country home by attending very auction in Pennsylvania

ing his country home by attending every auction in Pennsylvania county. Dayton Stoddard budgeting himself at \$17 a week at Fire Island, N. Y. and writing the book for an operetta. Marta Abba has taken a summer place at Great Neck, L. I. Expects to make her permanent home in America. Wyrley Birch, and Bowen Tufts

America.

Wyrley Birch and Bowen Tutts set by Mildred Weber, of the Morris office, for strawhat dates at Matunutic, R. I.

Marian Shockley strawhatting at Marian Shockley strawhatting at Rogers, who's staying on the Coast the Staying on the Coast the Staying of the Coast the Staying or the Coast the Coast

Skowhegan, Me. Replacing Mary Rogers, who's staying on the Coast this summer.

Katherine Locke back with a coat of sunburn for a backstage visit to the cast of 'Having Wonderful Time at the Lyceum of the cast of 'Having Wonderful Time at the Lyceum end of the cast of 'Having Wonderful Time at the Lyceum end of the cast of 'Having Wonderful Time at the Lyceum end of the cast of 'Having Wonderful Time at Lyceum end of the cast of 'Having Wonderful Time at Carlot of the cast of 'Having Wonderful Time at Carlot of the summer.

Mill Lewis went back to the Coast at the cast of 'Having Nather the Cast of the summer.

Mill Lewis went back to the Coast at the summer at Paramount, instead of Eastmen at Paramount, instead of Ea

CHATTER Paris

Jeanne Manet at Sheherazade.
Juline Duvivier finishing 'Carnet
de Bal.'

Ambrose and band at Chateau de Jim Mollison's memoirs appearing

'Ce Soir.'

Gorki's 'Ma Mere' closing in Thea-

tre du People.

William Dieterle saying Hollywood
a hard working city.

Mona Goya taking prize at, Gala
Nautique des Artistes.
Of seven new films opening this
week six are American.

Mary Morgan putting Comedia. Mary Morgan quitting Comedie-ranchaise account illness.

Henry Bernstein off for Saint-Mo-ritz to work on a new play.

More than 200 autos in Intran-sigeant 'Concours d'Elegance.' Joan Warner's first French film Cinderella' opening at Paramount.

Photo-Cine-Phono expo pavillon opened officially but closed to public.
Mia Slavenska, Jugo-Slav star, recitaling at Theatre des Champs-Ely-

Le Pays du Sourire' operetta at Galete-Lyrique broadcast over Ra-dio-Cite. Jean Gubin signing with Jacques Daroy for lead in 'Rumeurs', begin-ning soon.

ling soon.

Ballets de Monte Carlo back to London after expo Gala de la Danse

Ballets de Monte Carlo back to London after expo Gala de la Danse appearance.

'La Belle Saison,' new operetta starring Lucienne Boyer opening at Marian Pietare, directing Vienne Britan Pietare, directing Vienne Philharmonic Orchestra at Theatre des Champs-Elysces,

Merle Oberon taking part in Comedie Francaise gala for retirement of Albert Lambert.

Alla Donnel signing with Jeff Mosso to appear in 'Puritan' with Pierre Fresnay in male lead.

Pierre Fresnay in male lead.

The Good Earth' (M.-G) opening at Casino de Foret at Le Touquet.

The Good Earth' (M.-G) opening at Le Paris. 'Maytime' (M.-G) opening at Le Paris and Charpin off for Marseilles to commence work on Un Soir a Marseille'—Maurice de Canonge megging.

Lendon

Col's 'Lost Horizon' got away to a nice opening.
Magician Fu Chan has been forced to postpone Aussie trip owing to South American contracts.
Sir Ben Fuller is dickering with Piccoli Marionettes for a season in New Zesland and Austalia.
New Zesland and Austalia.
The color of the

Gloria Day touring with the Jack Hytton vaude unit.
Lily Morris recovering from appendicitis operation.
Anna May Wong to Paris and sailing for New York from there.
Anna May Wong to Paris and sailing for New York from the Control of the Control of

hore than doubte the humber from the U. S.
Forsythe, Seamon and Farrell sail for America to play two weeks in vaudeville, Washington and Phila-delphia, then returning to England for vaudeville dates, including Radio Olympia, which is generally reserved for English talent.

Honolulu

By Mabel Thomas

Margaret L. Smith fully recovered from her illness.
Grantland Rice sports reel cameramen through shooting here.
In and Mr. Rush Hughes at Market Hughes and Mr. Rush Hughes at Wattie Head of the Mr. Wattie Head of the Hughes at Wattie Head of the Hughes at Wattie Head of the Hughes at Komb, married Lou Landsburgh. Henry Putnam, announcer at KGMB, married Nita Jordan here.
Bill Bacher remained the second week, plans to establish a home here.
Mrs. Spencer Tracy and her wo children at the Royal for a long stay.

stay.
Mrs. William ('Ma') Henry back for six months at her Diamond Head

tor six months and the home. Charles Butterworth came for a week; will stay for a month at the Royal. Jeanette McDonald and Gene Raymond were mobbed in their dash

from the ship to motor car, honey-mooning over at Lanakai.

Hary Owens hoping his new number, Little Angel, will be a second

ber, Little Ange.,
Leilani.

J. J. Franklin back from New
York, readying himself for new

York, reau, he business.
Ray Henderson, Katharine Cornell's rep, accomplished much on his one

o, accomplished moch of y visit.

Henry R. Luce and wife, Clare oothe, flew to all the islands, here

six weeks.

Mrs. Dan Topping (Arline Judge)
and son, remaining six months, liv-

six weeks.

Mrs. Dan Topping (Arline Judge)
and son, remaining six months, living at Kahala.

Mrand Mrand Mraco Wolf and
de the remaining six months, living at Kahala.

Mrand Mrand Mraco Wolf and
de the remaining the sixjane Howard, daughter of the Roy
Howards, reporting for Advertiser.

Jane Howard, daughter of the Roy
Howards, reporting for Advertiser,
\$18 per week, and living at the
Royal Hawaiian at \$18 per day.

Honolulu Community Players, anticinating, keenly, the sponsoring of
Katharine Cornell when her world
will be three weeks.

Mr. and Mrs. Chaeles ('Buddy')
Rogers (Mary Pic'-'ard) and their
arty at the Royal for three weeks.

Mr. and Mrs. C. Youngreen of Chicago, came along with the PickfordRogers party.

Philadelpha By Herb Golden

Enid Hager motoring through New

Enid MageYork state
Hugh Walton vacationing
Harrisburg.
Murray Arnold to Long Island for
two-week respite.
Many Dell tooters commuting to
Atlantic City daily.
Howard Jones back from 3,800-mile
auto tour of south.
WDAS will give bachelor party
for Pat Stanton July 22.

The Pat Stanton July 23.

The Pat Stanton July 24.

The Pat Stanton July 25.

Felton.

Jerry Stone off on week's vacash, but doesn't know to where until he arrives.

Jack Stewart hooking plenty of blue fish on weekly jaunts off

Jack Stewart hooking plenty of blue fish on weekly jaunts of Barnegat.
Helen Kiley back at WIP, a little weak in the pedals, but minus appendix.
Jim Truesdale to handle airings from Rev. Percy Crawford's East Stroudsburg camp.
Bill Dyer and Taylor Grant did p.a. at club in Pottstown Saturday. Whole town turned out, called it Dyer Day.
Boake Carter finding new twice nightly airings strenuous. Practically revising entire script for Pacific Coast broadcast.
Fred Webber, WFIL's new Camera Club authority; never owned a camera in the pure set-up for P. Chirper Ben Alley and Organist Doris Havens about ready to relasse opus on which they collabbed during spare moments at WCAU.

Minneapolis

By Les Rees

By Les Rees

Herb Blass, Warner Brothers' office
manager, troubled by poison ivy.
Bennie, Berger circuit to have
managers' meeting at Bernidi) lake.
Harold Harris to put Major Bowen,
the together the Bennie bennie, to
late Griffith, RKO secretary, collapsed at work and was rushod to
hospital for major operation.
Fred Finnegan, Universal office
manager, and the wife off for northern Lake Superior shore points.
Marion Loysen and Lillian Jensen
of WB motoring through Canadian
Rockies and to Glacier National
Park.

Rockies and to Clacter Pathology Park.
Harry Hirsch and Harry Katz of Gayety assisting Tony Stecher in honding the skating derby at the Corpheum underlines are Bowes' all-girl unit July 23, Eddie Duchin band Aug. 6 and Rudy Vallee for five days starting Aug. 28.

Seattle

By Dave Trepp

Alf Keighley to L. A. on short fun Jules Buffano and the missus vaca-

Jules Buffano and the missus vacationing.
Andrew Saso back from vacationing in southwest:
Joe Daniels recuperating, while the missue that the office of the proper sale and the property of th

work. Vic Meyers back from swing around southern U.S., where he vic Meyers back from which around southern U. S., where he was vucationing.
Rex Beach's 'The Barrier' to be filmed at Mount Baker, with equipment now being gathered there.

Hollywood

Edmund Lowe back from England. Douglass Montgomery raising Irish

Nat Kalchelm Derbying with the Morris gang.

Pete Smith dlaloging a Metro short in hospital bed. Philip Truex, son of Ernest Truex, taking tests at U.

M. J. Siegel, Republic prexy, back from New York,

Phil Baker arrived for role in Goldwyn Follies.' Constance Hope abandoned Holly-and for Honolulu.

Fritz Leiber technical-advising on 'The Great Garrick.'

Willi Weil, Warner's New York writer, looking around.

Phil Regan wears an honorary Pittsburgh police star. George Bricker bought Constance ennett's Malibu house.

Bennett's Mailou nouse.
William Gaxton up from Mexico
City to give ear to picture offers.
Carl Randall staging dances for
Universal's Merry-Go-Round of
1938.

Kaspar Monohan here from Pitts-

Charles Jordan, free of Broadway stage chores, is here talking picture

John Clark in from New York to chin with Joe Schenck and Darry Zanuck.

John Clark in from New York to chin with Joe Schenck and Darry Zanuck.

Malcolm Stuart Boyland and David Boehm checked off the Metro written to the Comment of the Metro written to the Comment of the Metro written to the Comment of the Metro Players for Stummer stock.

Roy del Ruth and wife relaxing on their yacht while director prepares for Rosalie' chores.

Dorothy Stickney in from New York to play in Walter Wanger's T. Met My Love Again.

Gertrude Michael resumed her Sophie Lang' duties at Paramount and the Comment of the C

nitery.

Dan Manwaring back as Warner praiser. Johnny Miles left 20th-Fox to replace Blake MacVeigh at Samuel Goldwyn's, and MacVeigh goes free-lancing.

Westport

By Humphrey Doulens

John Held, Jr., in town.

Mrs. William Anthony McGuire Lily Pons goes to the Coast in two

The Joe Wrights are at Belle Island.

Mrs. Mickey Graves visiting her sister at South Norwalk.

Boris Sokoloff now handling publicity at Country Playhouse.

Susan Fox, here this week in 'Petticoat Fever,' is former local girl. The entire village turned out to look for Alma Archer's lost Scottie. Four plainclothesmen cover Libby Holman's place at Collender's Point.

Camilla Crume, legit actress, pening a new gift shop on the Post oad. The James Meltons celebrated heir eighth anniversary with a

their eighth anniversary with a dinner.

Fred Finklehoffe and John Monks, Jr., to Coast to write for David O. Selznick:

Colony mourning the death of Helen Lowell, who lived at Norwalk

for years.

John C. Wilson back to Fairfield from Lunt-Fontanne opening in San

from Lunt-Fontanne opening in San Francisco. Jose Iturbi conducts New York Philharmonic at Silvermine Festival, next month. Carl Fischer and Mary Mason have bought the place they rented earlier in the season.

call piecet and many mounts of the bouth the place they rented earlier in the season.

Florence and Ella MacMahon off to Hollywood to visit their nephew, for the person of the person o

Max Golden to Alaska

Sun Shines for Cleve Exhibs as Box Offices Blossom Under Rays The stigured that with a fast okay from New York that within at least nine months' time first of the production units could occupy quarters on a new site and within a year's time that the entire organization and personnel could be operating at the

Cleveland, July 13.

Eggs could be fried on the sidewalks of the Great Lakes Exposition during the last week, but heat is restoring concessionaires' wavering confidence in Cleveland. It was the first rainless week since the centennial fair opened on lakefront June 29. Attendance figures were way below quota up to Fourth of July, but since then through Old Sol's help and a string of national con-wentions, the exhibitors' grosses have nearly doubled. If sunny weather continues to draw same amount of tourists, 1,118,943 up to Sunday (11), they won't have to use any red ink this year,

this year.

Week-end crowds were built up
by all-star bill at free Radioland,
headed by May Robson and Jean
Muir. Appearing on Jimmy Melton's
Sunday Night program on outdoor
stage, their dress rehearsal and evening broadcast had the 4,000-capacity
theatre jammed each time.

theatre jammed each time.

Harry Harrison's cool Winterland is becoming such a phenomenal draw these sultry days that Evelyn Chandler as topliner of ice spectacles is doing six shows Saturdays and Sundays. Ice-skating contests for local kids is proving another good publicity stunt. Frances Johnson, from Minneapolis, brought in by Walter Arian as his rance Slaudet. Les Hamilton, tagged world's youngest professional jumper, is another addition to Winterland cast.

Report that Johnyu Weismuller

addition to Winterland cast.
Report that Johnny Weismuller
was quitting Aquacade's spectacular
marine revues, because of a picture
committent, was denied by Billy
Röse, although the Mad Mahout does
plan to revamp half the show for
August. Ted Weems' band, in for
two weeks, has whipped up present
revue and is pulling in more dancers
on floating dance floor than either
Xavier Cugat or Joe Venuti got.

Greek in the Gardens

Greek in the Gardens

Lamar Stringfield, young composer Lamar Stringfield, young composer and Pullitzer prize winner, has an interest in new Greek tragedy entitled 'Acolik Fragment' put on by Hope Holmes at Horticultural Gardens. Lamar composed the music and is conducting symphony orchestra-for the novel production staged on a three-leveled hillside in open air. It's purely a highbrow attraction, yet is getting a surprisingly heavy play from visiting schoolmar'ms and socialities.

Carbornium head is elated for

marms and socialites.

Carborundum band is slated for Radioland July 24. Theme song for Exposition was finished last week by Dudley S. Blossom, general chairman of fair, who baptized it 'My Exposition' Rose.' Tune was premiered on Walter Logan's WTAM broadcast with composer batoning it. Spelling bee, sponsored by 24 public schools as a lakefront feature brought out an army of school kids last Wednesday (7), ending in 15-year-old John Dowling winning \$250 first prize.

Trailer city set un as convenience

Trailer city set up as convenience for the tin-canners now has 110 trailers. Conventions tying up all hotels, forcing Glenn O. Glauser of hotels, forcing Glenn O Glauser of the convention and visitors bureau to start a rooming house service in connection with fair. Marine Day scheduled for July 28 will have a parade of lake craft, coast guard cruisers and Byrd's polar ship as a flash. Newton D. Baker handling the event, and Lincoln Dickey, g.m., is still trying to get President Roose-velt and Secretary of Interior Daniel C. Roper to officiate.

Salt Flats Racers

Salt Lake City, July 13. Ab Jenkins, Salt Lake City automobile racer, holder of more than 146 speed records, arrived in town Tuesday (13) to begin his annual assault on new speed marks on world-famed Bonneville salt flats, 100 miles southwest of here.

Race course will attract several foreign speed demons during summer, with Captain G.E.T. Eyston, British speed king, planning to tackle the natural saline track in August.

Utah chambers of commerce are plugging race course on which Sir Malcolm Campbell set world's speed record of 301 m.p.h. two years ago.
English peer will not come to Utah
this season. Too busy with politics
and his new diversion—motorboat.

New Par Site

(Continued from page 3)

other site looked into, that of the Rancho Golf Club, covering 187 acres and opposite the 20th-Fox plant. However, due to the U.S. Government having liens on the property for taxes due from S.W. Strauss & Co., which are reported to be around \$1,500,000, an appraisal of the property does not warrant a \$550,000 outlay for it, as claimed by realty experts here.

realty experts here.

The Pico property covers an area which is partially occupied by the Drive-In Outdoor theatre and would involve an outlay of around \$525,000 for its purchase. This property is owned by Sabichi & Bain and their realty reps, James & Patridge, were in almost daily conference last week with Balaban, Griffis, Raibourn, George Bagnall, Henry Herzbrum and Ken Fitzpatrick, Coast realty head for Paramount.

Site to REO

Should the Paramount board of directors approve a plan for the pur-chase of either of these two sites it chase of either of these two sites is understood the entire Paramount setup within a year will move to the new location. The present site of the studio on Marathon street would be sold to RKO, which too has been cramped for space. An entire nev studio in construction of stages, ad studio in construction of stages, ad-ministration buildings, laboratories, dressing and wardrobe buildings and craft shops would cost Paramount in the neighborhood of around \$7,500,-000. However, it is felt that prac-tically all of the money invested in the present studio property, includ-ing improvements and the cost of the Paramount ranch in the Mallbu Lake area on Ventura boulevard, would be realized through sale, Will-iam Randolph Hearst, who owns randolph Hearst, who owns property adjacent to the ranch, is understood to be willing to take this property over.

property over.

Paramount studio execs claim they have been cramped for space on the present lot for more than a year and that, with expansion of production, another site or additional property is immediately necessary. They claim that there has been a large waste in the striking of expensive sets as soon as shooting has been completed in order to make way for another. If the studio had the opportunity to let these sets stand and be revamped for utilization for other productions it these sets stand and be revamped for utilization for other productions it would represent quite a saving in time. Also, currently, the entire ad-ministration, writing and dressing room buildings are crowded to the hilt with workers being retarded in

their work due to the cramped con-dition.

In New Plant In Ye

ew plant.

personner counts be operating at the mew plant.

Before leaving for New York last Friday (9) Balaban said that increased demand for product with an enlarged production program made the studio expansion necessary immediately. He declared no definite site had been picked or deal closed, but that he would have sound reports on the properties looked upon with favor early this week, after which speedy measures would be taken for approval of a deal to enable immediate work to start on a new plant.

enable immediate work to start on a new plant.
Paramount has been in its present Marathon street quarters little more than 10 years, having purchased the property from United Studios, at which plant most of the First National producers were working prior to moving to Burbank.
With Paramount coming into either the Pico or Robertson boulevard areas it would virtually make this district the most important studio

areas it would virtually make this district the most important studio area on the Coast as, besides 20th-Fox, other studios close to either of the sites are Hal Roach, Selznick-International and Metro.

Saddens the Fair

Lincoln, July 13.

Nebraska has fair promise of a circus jam in August, with both Cole Bros., Clyde Beatty and Ringling Bros., Barnum & Bailey head-

ing this way.

Is giving the State Fair (Sept. 5-10) the willies, because it means a dough dig just ahead of the ag

Ricers in Smash

Ballston Spa, N. Y., July 13.
Two employes of the Dan A. Rice
Circus were treated at Benedict
Memorial Hospital here for lacerations and bruises suffered when a
six-wheel trailer-truck ran off the Ballston-Mechanicville road.

Ballston-Mechanicville road.
The injured men, John Jalow and
Leonard Mitchell, rejoined the show
at Mechanicville. The truck, operated by W. W. Sallie, overturned
when it failed to negotiate a curve.
Sallie and three other employes,
Hesse Hicks, Wilbur Gore and John
Jonds, escaped with minor bruises.

New B. & G. Flack

Walter Hale, brought on from the Coast, becomes the new press agent for the Beckmann & Gerety carni-val.

He replaces Kent Hosmer, who died recently in Dearborn, Mich. Hale joined the carney in Nagau-nee, Mich.

Real Log Rolling

Birling Contests to Be Revived at Escanaba Fair · in August; Broadcasts and Newsreels

Escanaba, Mich., July 13.
The World's Championship Log
Rolling Tournament which annually
brought together the devotees of the lumberjacks' favorite sport, will be revived after a lapse of several years at Escanaba, Aug. 13-15. The tourna-

revived after a lapse of several years at Escanaba, Aug. 13-15. The tournament will be one of the feature's of the Fair to be held at Escanaba, starting Aug. 10.

For sentimental reasons, Escanaba is an ideal site for the tournament for this community in Upper Michigan was once the center of this former pine country.

Log rolling or birling contests are an outgrowth of the log drives. Before the advent of more modern means of transportation, the rivers were used for floating logs down to the mouths of the streams, where the sawmills were situated. After the evening meal the lumberjacks often gathered around the bank of the stream to watch two of their number, on each end of a log, treading it with their feet, suddenly cuff it and then start whirling it again, in an effort to cause the other. to fall.

The starting log used in a rolling contest usually is 20 feet long, and 20 inches in diameter. Most standard matches are on the best 2 out of 3 basis. In order to force bouts to a finish in the event neither contestant

is able to spill the other, the officials are empowered to reduce the size of the log whenever they deem fit. A 16-inch log is usually ordered for the next test, and if this fails to cause a spill, a 14-inch log is put/finto use. During the depression years, there was a lapse in the staging of world's contests. This year, however, there has been much publicity given to the 'last log drives' in northern Minnesota and Maine, and correspondingly there has been a renewed

Plays Abroad

(Continued from page 64)

murdering them, and then having no knowledge of same. In the end, his mother kills him. She and the doctor are implicated. The suspense is ter-

mother kills him. She and the doctor are implicated. The suspense is terrific. There is no gainsaying its strength and skill in construction.

The piece will serve to enhance the reputation of Marius Goring, a young actor who has no difficulty in getting his teeth into the part. Indeed, all the roles are so skilkully sometime to the proposition of the p

IL LADRO SONO IO

(I AM THE THIEF')

Rome, June 27.

Drama in three acts by Glovanni Cene
Chica, Fresented at Olimpia Maria Melato
Chica, Fresented at Olimpia Maria Melato
Her Mother Elvira Belato
Her Uncle Luigi Caria
Glorgio Annibale Belron

Light and amusing of its kind, this lay might go well enough in Amer-

Light and amusing of its kind, this play might go well enough in America.
Clara is a young woman who wants to become a famous singer; her mother alternately encourages her and gets in her way; and, her uncle makes fun of both of them. The girl seems destined never to get attention from the public until her pearl necklace her bublic until her beatl necklace is stolen from the hotel ropm.

The mother declares the value to \$15,000 and with investigations by the police and press, Clara is, at last, in the public eye.

At this point Giorgio appears with his arm in a sling, announcing that he is the their. He says has econdulate the necklace was false and that, with his injured arm, he won't be able to continue his profession for at least three months.

The man claims that it is the fault of the laddes, who made believe that the pearls were real, and if they don't support him for the next three months he will denounce them.

Clara and her mother agree to

them.

Clara and her mother agree to support Giorgio and he is passed off as the singer's manager. That his management brings the girl renown

as the singer's managed. That his management brings the girl renown as a singer is a surprise to the mother; that Clara falls in love is a surprise to the girl herself.

And what happens after Clara—to escape the calamity of being in love with a thief—denounces him to the police, is a surprise to the audience.

DALEBY DEEP

DALEBY DEEP
Play in three acts by Horace Flather, presented by Charta theatre at Arig Theatre Club, London. Staged by Muriel Fratt. Seale Dickenson. Ethie Ramsay Edward Thirbe. Andre Morel Luke Dickenson. Pegsy Greey Edward Thirbe. Andre Morel Luke Dickenson. R. Meadows White Dickenson. R. Meadows White Charles Dickenson. R. Meadows White Edward Starter Charles Dickenson. R. Meadows White Edward Dickenson. Bronds Harrey Sames Waring. Bronds Harrey Waring. Bronds Harrey Waring. Bronds Harrey Waring. Howard Devonehire Leader of Rescue Party. Alfred Millen

Absence of sufficient theme is the main weakness of this play which, in general treatment, resembles most of the Galsworthy dramas, overtures to the telephone girl, and his daughter is married to an unsatisfactory husband and makes covertous advances to the leader of the working men, with the avowed intention of having him become the draw of the working men, with the avowed intention of having him become the draw of the working men, with the avowed intention of having habor leader has all but become engaged to the little phone operator. Son of the wealthy mine owner meets the girl, who is going to spend a week-end with a girl friend, takes her to a hotel, plies her with liquor and is about to seduce her when the radio announces there is an explosion in the mine. Her ruises back, joins the mine. Her ruises back, joins the mine the ruises back, joins the mine. Her ruises back, joins the mine the ruises and decides to stick to her husband.

Uncommon character drawings and good dialog combined to make more or less interest, but the situations are hardward.

DER OPTIMIST

(THE OPTIMIST)

(THE OPTIMIST)

Vienna, June 28.

Comedy in three acts by Lernet Hoisina, first production in Josefsstadt theaten. Robert Vallers Stephanie Rechner. Robert Vallers Stephanie Rechner. Paula Pfluger Stephanie Robert Vallers (Marchael Stephanie Rechner. Paula Pfluger Kuthn Alexander Naugehauer Baurisch. Il Hann Oldan And March Etolat, Martin Berliner, Polly Rose, Kutt Anaulie.

Lernet Holenia has an excellent idea. He wants to tell the world that any man who takes the blame for a crime upon himself for whatever reasons, becomes gradually criminally inclined himself. Holenia

does it in the form of an entertaining comedy. Banker Kuhn's business transactions are not exactly within the law. Banker induces his secretary, Baurisch, to confess before the court that he is responsible for the book jugiling. Olden does so, regrets, escapes from jail, enters the bankers' castle and what is expany and the country of the secretary has been described by the secretary in the last straw for the unhappy banker is to try to get the secretary to make love to his wife unhappy banker is to try to get the secretary to make love to his wife. But he fails. Secretary is the optimist of the comedy's title. He prefers filtration to love. But Holenia, too, proves himself to be optimistic by keeping all his characters out of jail.

Play is somewhat artificially con-

by keeping all ins unanature pail; jail.
Play is somewhat artificially constructed, but is excellently done, Audience laughed throughout performance.
Josefstadt is the only theatre to open after hot spell. It takes a chance with this comedy and deserves good box office returns.

Maas.

THE KING'S PIRATE

London, July 2.

Historical play in three acts by Edward and Theo Thompson, presented by Feople's National theatre, Produced by Nancy Price and Frank Birch at St. Martin's Heatre, Londons. Lawrence Esskoomb Laurence Komps. Lawrence Esskoomb Laurence Komps. Peter Orbora Sir Walter Ralegh. Peter Orbora Sir Walter Ralegh. Wyndiam Godie Robert Cocil. Peter Ridgew Lady Ralegh. Edith Snaw Hearry, Prince of Walter Reserve. Laurente Kamya Lawence Baskcomb Katherine Carew Joyce Redman Wat Ralegh Joyce Redman Wat Ralegh Peter Osbora Sir Waiter Ralegh Wyndiam Godde Lady Ralegh Godde Henry Artence of Waies Moran Caplat Anne of Denmark Henry Prince of Waies Moran Caplat Anne of Denmark Henry Berne Studies Moran Caplat Anne King of Breinath Wiltrid Lawson James King of Breinath Wiltrid Lawson Archibalhop of Canterbury Stephen Jack Barl of Pembroke Charles Stuart Sir Ralph Winwood Uliver Johnston Ambassador of Spalin Anthony Ireland Explain Sir Warham St. Legen Caplain Sir Warham St. Legen Chipter Johnston Dean of Westminster Aubrey Dexter

hands of James I, culminating in his execution. Students of English history will realize and appreciate the research necessitated in the writing of such a chronicle, but it is extremely doubtful if the general public will find much interest in so gloomy a

find much antered as subject,
People's National theatre has gone to great pains to present the piece, casting and rehearsing it with care and intelligence, but its efforts appear to be wasted on a hopeless and paint of the property of the

Fair Coin OK

Washington, July 13. Reduced Federal donations, totaling \$4,500,000, for 1939 world fairs in San Francisco and New York were set Saturday (10) when President Roosevelt signatured compromise bills setting up commissions to direct government participation in expos on both coasts. Washington, July 13.

Theatre Changes

(Continued from page 31)

William Hoch, who shifts from Plaza, where Ernest Leiberman has been spotted, Leiberman moves over the Month of the Britan shade houses, the Month of the Britan houses and the Britan has been houses and the Britan houses and the Britan

James Maloof building 600-seat house in Las Vegas, N. M. 600-seat at 2 research and 2 research at 2 research and 2 research an

Chi Seeks to Horn in On 1939 To Offset N. Y.-Frisco Expos

Chicago, July 13. Strong movement gathering mo mentum around town to proceed at full speed on the permanent fair and exposition which Chicago is planning on the site of the 1933-1934 Century of Progress Exposition, and thave the entire shehang complete. tury of Progress Exposition, and to have the entire shebang completed for full operation and ballyhoo by the spring of 1939. Reason behind the campaign is the scheduled opening of the New York and the San Francisco fairs in the spring of 1839, Chicago leaders feel that the two Coast cities will get all the midwest tourist and pleasure trade during the summer unless Chi goes to town with its own exposition.

to town with its own exposition.

There has been much talk both pro and con on the local fair, with many of the newspapers and business leaders opposed to the permanent exposition on the grounds that it will become a Coney Island type of resort. While others in town are equally emphatic that that's exactly what they want, a rip-roaring, red noise and midway layout that will attract the carnival-mob from the entire midwest territory.

Landscape Grounds

Entire layout of the grounds of the Century of Progress has been re-vamped during the past year, with everything cleaned out with the exception of the administration building and the Ft. Dearborn replica. Entire site has been landscaped.

From the beginning Walter Greg-ory stated that no plans for the fair would be set until the grounds were entirely cleared and landscaped. Now, with that done, they can pro-ceed to build from that point on.

ceed to build from that point on.
General advance plans on the faircall for a permanent exhibition hall
for a permanent will be built on
Northerly Island, an athletic field,
plenic grounds, a complete midway
of rides only (no games), a few
strictly censored shows, three or
four foreign villages' which will
contain restaurants primarily with
atmospheric floor shows and entertainment. The entire layout will occupy about half the space devoted
to the Century of Progress, and will
run from 12th Street to around 22nd
Street.

All plans were on a take-vour time basis, with 1940 or 1941 figured time basis, with 1940 or 1941 figured as a likely opening date for the permanent exposition. But this has changed considerably during the past couple of months, with a strong movement among special interests, such as hotels and downtown stores, for the completion of the Chicago Permanent Exposition by 1939 at the latest, and with as much ballyhoo as heralded the 1933-1934 fairs here.

S. F. Sports Director

San Francisco, July 13.

Art McChrystal was appointed Assistant Director of Special Events of the 1939 Golden Gate Interna-tional Exposition, according to an announcement made last week by Walter Reimers, director of the di-

McChrystal is well known here as 'the Voice of Kezar' through his broadcasting of athletic events at the San Francisco municipal stadium.
McChrystal will assist Reimers in
arranging some 3,000 special events
to be produced during the Exposi-

Fair Ups Gate

Columbus, July 13.
Admission price for Ohio State air has been hiked from 25 cents 50 cents, pre-depression high, for

Fair is scheduled to start Aug. 28, giving Ohio its first Sunday fair in state Iair history.

RICE UNDER AUSPICES

Mechanicsville, N. Y., July 13.

The Dan A. Rice Circus (motorized) is playing dates under auspices Fred H. Clark Post, American Legion, sponsored afternoon and devening performance at the Fline evening performances on the Eliza-beth street grounds in Mechanicsville

Outfit has heretofore operated principally in the West and Southwest.

Kicks at State Tax

Salt Lake City, July 13.
Recent Utah legislation, making it
mandatory to collect and remit the
sales tax on all celebration paid admission events is causing Mayor Peery of Ogden to scorch at the state tax commission.

tax commission.

Mayor Peery is again directing the Ogden Pioneer Days celebration, July 21-24. Last week he served notice on the commission that Ogden would not pay the tax on the fourday outdoor spectacle despite the fact the tax commission had told him

fact the tax commission had told nim payment is required by law. In contrast to the stand of Mayor Peery, directors of the Covered Wagon Days celebration here during same period intend to collect and remit the sales tax.

MAYOR CRACKS AT A. C. PIERS

Atlantic City, July 13.
Condemnation proceedings by the city against Steeplechase and Central piers for violation of the Boardwalk easement and beach park deeds are under consideration, Mayor C. D. White announced. At the same time the Mayor revealed that foreclosure proceedings had been brought against the Garden Pier for failure to settle nast due taxes.

the Garden Pier for failure to settle past due taxes.

Easement and beach park deeds affect almost all beachtront property. Years ago owners of the beachtront yielded riparian rights to the city. It was provided riparian rights to the city. Steeplechase pier burned down several years ago and since has had the front part rebuilt. That portion of the pier which extended oceanward is now but a series of pilings. The Mayor has condemned the Steeplechase along with the Central pier as 'either eyesores or nuisances. They give a Bowery tone to the central section of the Boardwalk... Huge signs above the piers obstruct the view and the operators seem to have little or no regard for other people's property. Garden Pier owners, the Mayor said, were given till July 1 to pay \$80,000 in back taxes, of which \$11,000 represents penalties. The Mayor added that he did not include the Garden Pier in the condemnation as 'the city may own it in a short time, anyway.'

Following the Mayor's announcement that foreclosure proceedings against the Garden Pier were being contemplated, Edward Ayres, representing the pier owners, agreed to turn over all income from the pier for the Summer season of 1987, less operating expenses, the revenue to be applied to tax delinquencies. In view of the agreement, the Mayor said the city would withdraw the foreclosure move.

Cuspidor Cusses

Cuspitor Cusses

Lynchburg, July 13.

Old-fashioned spitting contest will be a feature of Virginia's National Tobacco Festival, to be held in the heart of the ciggie country—at South Boston, Va.—this fall.

Two and three-quid men will aim amber streams at laundry stoves and narrow-rimmed cuspidors at the

amoer streams at Jaundry stoves and narrow-rimmed cuspidors at the show, which claims a national draw. Guy Lombardo and his Royal Ca-nadians was last year's main attrac-tion. This year's name orchestra not yet announced.

Circus Routes

Week of July 19

Barnes-Sells-Floto

Sidney, Neb., 10; Scotts Bluff, 20; Casper, Wyo., 21; Thermopolis, 22; Billings, Mont., 23; Lewiston, 24.

Cole-Beatty-Maynard Davenport, Ia., 19; Cedar Rapids, 20 Waterioo, 21, Mason City, 22; Ft. Dodg. 23; Sioux City, 24; Omaha, Neb., 25. Ringling Bros.-Barnum & Bailey

Detroit, Mich., 18-20; Ft. Wayne, Ind., 21; South Bend, 22; Kenosha, Wis., 23; Portage, 24; Eau Claire, 25; Minneapolis, Minn., 26-27.

Nice for Outdoors

Lincoln, July 13.

Outdoor biz is whipping the tail off the indoor stuff in Nebraska so far into this summer.

Was especially evident with the recent July 4 week-end. Theatres dropped their take about 25 per cent. under the holiday a year ago and the parks in this territory showed an up of 250 to 500 per cent. Tent shows have anted prices this time around the state and are playing to larger crowds than in the last three years.

FT. WORTH UPS; **PROSPECTS GOOD**

Fort Worth, July 13.
With the Frontier Fiesta two weeks oid (10), chances look better than ever that show will top the \$280,000 earned last year above running expenses.
Casa Manana was rained out one night last week, but revue was transferred to old Jumbo' building, where, without scenery, it became a glorified night club floor show which the customers liked. Specialty acts showed to better advantage than in the huge cafe-theatre and a more intimate view was afforded of the large chorus. Indoor version lucklily had been rehearsed in afternoon in preparation for such rainy nights.

large chorus. Indoor version luckily had been rehearsed in afternoon in preparation for such rainy nights.

New Gulf Radio studio was dedicated on the grounds Tuesday night with Paul Whiteman. Everett Marchall and the California Varsity Eight doing their stuff. Whiteman will begin a series of broadcasts this week, going on the air at 10 p.m. Wednesdays and Saturdays. This is figured to be hot plug for fiesta, and especially Casa Manana.

Whiteman selected two prospects from 80 Texas girls auditioned and will continue tryouts indefinitely. Final test will be made later to find girl for his band and possible movie contract.

Wheat money beginning to jingle more loudly in growers' pockets and show expected to get its share. Many Fort Worth and Dallas customers already have seen Casa Manana several times. Last year it was nothing to meet a person who had seen it 10 or 15 times.

Backers of show cheered by attendance. No figures announced, but, since nut is about half the 1936 outlay, they consider the 1937 splurge in the bag.

outlay, they consider the splurge in the bag. Billy Rose, director ge

splurge in the bag.
Billy Rose, director. general, hopped to Cleveland, New York and planned jump to California, to line up new acts for Casa Manana.
Bob Alton added new finale to Pioneer Palace and keyed up performance. Clicks better now.

TOM MIX'S PENNSY-N.Y. CIRCUS TOUR'S 'B.O.' NSG

East Liverpool, O., July 13.
Tour of the Tom Mix circusthrough New York state and western Pennsylvania was a disappointment as far as business was concerned, according to Dale Turney, manager. New England states, he said, gave the show excellent business but almost daily rains and plenty of opposition cut into the profits after swinging back west.

Show will continue through West Virginia, Virginia, Kentucky, Tennessee, and will then turn back northward, playing Washington, D. C., for three days, starting July 26. Only major accident of the current tour of the Tom Mix circus occurred near Washington, Pa., July 13, when a truck and trailer of the Mix fleet en route from Butler, Pa., to avert striking an automobile

to avert striking an automobile which had emerged from a side road and then stalled on a hill, swerved into a ditch, overturned and crashed into a ravine, demolishing the trailer and damaging its contents.

contents.

Driver was unhurt and the truck was able to continue under its own power. The trailer was loaded with Mix's personal baggage tickets and other office accessories.

McCASLIN BOSS

Baltimore, July 13.

Baltimore, July 13.

John T. McCaslin has been placed in complete charge of shows, rides and concessions for the Timonium Fair, Sept. 5-17, State Fair and Agricultural Society.

American Building at Paris Fair Opens—For Speeches Only; Most Shows Still Veiled, but Biz Starts

Hoxie to Resume

Wheeling, W. Va., July 13.
Jack Hoxie Circus, which closed
suddenly at nearby Moundeville, W.
Vs Jun 28, despite turnaway business and the search of the sea

DALLAS PERKS: OUTSIDE HELP

Dallas, July 13.

Dallas exposition begins to justify its claims of an international flavor this week, as George Marshall starts its elaborate sports program. Track and field events plus a soccer tournament will be unreeled at night in the fair's stadium, Thursday through Sunday.

Approximately \$50,000 has been set aside for presentation of these events and is designed as lure for the front gate as most of the seats in the athletic bowl will be free. Track stars are from North and South America. Canada and Argentina have sent soccer teams.

Marshall has announced cancellation of a proposed auto road race, claiming the better drivers got together and demanded they be put on a sustaining basis rather than competitive plan, which would make them fight it out for cash. Marshall said he didn't go for idea of entrants being in the money at starting line instead of at finish.

Attendance through Saturday (10) had reached 606,765, with exposition beginning to pull in special delegations and tourists for first week since opening month ago.

Rudy Vallee and his orchestra opened in the Casino Saturday night (10) to two full houses. He is slated for two weeks' chore. Two of his weekly commercial airings will originate here. His guest stars on first week former Hursday night (15) will include Fay Wray, Joe Cook, Joe Laurie, Jr., Jack Arthur and the Lyn Murray chorus from the Casino, but is sticking around for

Lyn Murray chorus from the Casino show.

Arthur already has ended his job in Casino, but is sticking around for the broadcast. Art Jarrett has taken over all the vocal assignments in show. Borrah Minevitch pulled out last week and headed for California after a plane detour by way of New York. His harmonica band stays on two more weeks.

Jack Benny and Mary Livingstone ended up their three nights of personal appearances over July 4th week-end by attracting aggregate audience of 65,000. Opening night (3) they drew 15,000 into stadium, then got 30,000 and 20,000 on two succeeding nights.

Tough on Outdoors

Indianapolis, July 13.

Indianapolis, July 13.

Amusement parks have had some tough breaks this summer, and may be spending most of next fall in court defending damage suits.

During a Fourth of July fireworks display at Riverside, an aerial bomb exploded in the crowd. About 40 persons were injured, 10 of them seriously enough to be taken to a hospital.

Previous to this, a balloon jump at Broad Ripple turned out wrong when the gas bag fell on a car, damaging the machine badly, and covering everyone in the area with a couple of inches of soot.

Paris, July 6.

To the tune of "The Stargled Banner," the "Marseillaise"
and the smell of fresh paint, the
American pavilion of the Paris
World Fair was declared officially
open by Ambassador Bullitt on July
4 and then immediately closed its
doors again for at least two more

Speech making had a field day as various officials let their voices reverberate through the spacious halls and echo from the empty show-

cases.
But all the exhibits must be placed in the payillon within the two weeks to before it can be opened to the public. At the rate work has been completed in the past there is reason to expect another postponement before the ordinary onlooker can go in and have a look.

Besides the displays of the government itself, more than 50 commercial exhibits are being readled for the building. These include a variety that touches on almost every phase to

the building. These include a variety that touches on almost every phase of American industry, from broadcasting to china making.

Other 'Openlugs'

Other buildings are throwing open doors right and left, some of them to stay, others to close down again for a week to a month after the 'of-ficial' inauguration. Among the inaugurated, but unopen pavilions on the French side are Publicity and the Cine-Phono-Photo buildings. Pavillon de la Lumiere has opened its doors to the public but exhibits are nof fully completed. This building houses four tiny cinema halls and one larger hall for demonstrations of lighting effects. Mammoth screen has been mounted on the outcide of the pavillon with a projection box in a separate little building. Pavillon de la Presse touches on many angles of printing, reporting and peddling news to the public, but goes little tarther. Large portion of the exhibits consists of a world-wide collection of covers from various publications pasted on the walls, Nothing more. Although the expo itself is now open until midnight, night visitors find the pavillons of lose around seven. Although the expo litself is now open until midnight, night visitors find the pavillons of lose around seven. Although the cipo litself is now open until midnight, night visitors find the firm of the pavillons of the respective of the public but offers any attractions at night is open again. Concessionaires stated that, according to their agreements with the expo commission, there was to be no charge for admission to the park. Besides this visitors were not allowed to re-center the expo grounds after visiting the park, without paving again. Strike cleared up the latter end of the gripe, but admishnick is still there.

Although the amusement park is completed, except for a few minor details, the show there is not what might be expected. Sky rides, kidstractions and all the rest usually found in a place of this sort are few in number and small in size. All the barkers are equipped with electric amplifiers and their come-o

of a sort for dancing in the Alsacian Court, in the center of the grounds, which does a good beer business. Rest of the park is lined with beer stands, entirely too many to pull

trade.

Although most of the concessions seem to be making money and the park was not lacking in customers on the night viewed, the gaiety and carnival spirit isn't there and the spot misses being a real amusement park.

Huno.

FOR ST. PAUL'S ZOO

St. Paul, July 13.
This burg's newly-formed Zoological Society has plunked down \$3.
000 for 45 animals, which arrived from New York last week.

News From the Dailies

This department contains rewritten theatrical news ttems as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Variery takes no cradit for these news items; each has been rewritten from a daily paper.

East

Steeplechase Park, Coney Island, staged a bathing beauty contest for grandmothers yesterday. Annual events, contestants averaging around 70 years of age.

70 years of age.

Brooklyn supreme court grants an injunction restraining Mrs. Mildred Schroeder Robinson from obtaining a Reno divorce from Joseph H. Robinson, attorney Heallegeth to the state of the

the metal.

Ben Marden's Riviera in a spot over alleged gambling. County prosecutor says he'll act if local authorities won't. Raided last week, but nothing found.

but nothing found.

Bomb in the Colonial theatre, Newport, lat week failed to explode between the colonial theatre, which was a support to the colonial to the colonial that the colonial that run down.

N.Y. state tax bureau after Tallulah Bankhead for \$3,296 income tax and penalities for '31 and '32.

That WPA circus elephant in the news again. Last Thursday it kicked Bertha Jones, colored chorus girl, over the eye. Required three stitches, but she went on in the spectacle.

Woman bitten by a monkey in a Coney Island sideshow last Thurs-day. Monk to the Department of Health for observation.

Health for observation.

President Roosevelt shown the
Hemingway picture of the Spanish
revolt at the White House Thursday. Hemingway and John Ivens,
who directed, included in the dinner
party before the showing.

party before the showing.
Warners brought in Gloria Dickson, Edward Norris and Lana Turner for the premiere of They Won't
Forget at the Strand today. They'll
sit through several shows to catch
the audience reactions.

ne audience reactions.
Senator Ham Fish includes Mrs.
Soosevelt in the say evaders. Says
the senator Ham Fish includes Mrs.
Soosevelt in the say evaders. Says
the senator of her fee paid to
designated charities. Asserts she's
dodging the income tax.

N. W. Maille Senator of her fee paid to

N. Y. police commissioner is run-ing the Paramount's strike pictures or his top coppers. Wants them to

ning the Paramount's strike pictures for his top coppers. Wants them to study riof handling, he says.

Jackle Gateley, of the troupe Georgie Hale is sending to Cannes, is the champion woman hog caller of Yell county, Arkansas. But she can dance, too.

an dance, too.

Fox Film storage at Little Ferry,

J., wiped out by fire. Five resiences also burned. Loss more than N. J., wi dences a \$200,000.

i: National Headliners club in session at Atlantic City last week. Com-posed of newspaper men, radio .com-mentators, newsreelers and magazine editors. Three day frolic.

editors. Three day frolic.
Governor Lehman and five other officials to go to court tomorrow to explain why they cracked down on the Orangeburg (N. Y.), hound hippodrome.
Thomas A. Morgan heads an advisory committee on aviation to bring flyers to the N. Y. World's Fair.

Lily Pons throwing a Bastile Day party at Ridgefield, today (14).

party at Ridgefield, today (14).

Auidence at Lewisohn studium got wet Sunday. Rain necessitated transfer to the Great Hall, but the janitor had locked the doors and had gone home. Finally got in after delay of an hour spent standing in the rain.

Coast

Henry Wilcoxon suffered second degree burns in the handling of dry ice at his Malibu Lake cabin. He was given an anti-tetanus inoculation by attending medicos and forced to call off picture work for several days.

Entering a Hollywood hospital un-der an assumed name, Kay Francis was operated on last week and re-ported on the mend.

ported on the mend.

Wally Vernon won a delay to Aug.

10 in the plea of his wife, Marion
Ann Vernon, that he be held in contempt of court for failure to pay
temporary alimony in accordance
with an order of the L. A. superior
court.

George Brent disclosed that he plans to seek an annulment of his marriage of six weeks ago to Constance Worth, actress.

John Montague, allas Le Verne Moore, was arrested in Hollywood on a first degree robbery charge and later admitted, it was reported, taking part in a \$700 roadhouse hold-up at Jay, N. Y, in 1930. Montague was admitted to \$10,000 bail and said he

would fight extradition. Member of the Lakeside Golf Club, Montague numbered among his close friends many film personalities, including Bing Crosby, Oliver Hardy, Johnny Weissmuller and many others. He is credited with having performed credited with the control of the control performance of the control of the control of the maryel.

ing a goining wizard and a bringe marvel.

Hearing on the petition for probate of the will of Jean Harlow set for July 22 in the probate division of the L. A. superior court.

Kay Sutton, film actress, filed suit for divorce from Edward Cronjager, cameraman, charging mental cruelty.

Suit of the Charles K. Feldman Corp., against Joan Bennett for \$100,000 and an accounting of the player's earnings was put off calenar when called for trial in the L. A. superior court. Explanation was given that an out-of-court settlement is being negotiated.

June Bates of Oakland was pamed

ment is being negotiated.

June Bates of Oakland was named
in a federal complaint last week
after John Boles had complained to
authorities over the receipt of a
number of threatening letters. Boles
aid he had been receiving letters
from the woman for four years, but
only recently did they become
threatening in tone.

Labor Outlook

(Continued from page 16)

nned, however, from setting minimum wage over 40c, hourly or a maximum work period under 40 hours weekly. Under these restrictions bulk of units in both production and distribution branches unquestionably can escape Federal dic-

Whether exhibition would be subject to supervision by the new government agency has not been settled although the acknowledged purpose is to confine the bill essentially to manufacturing and fabrication, Local retailing would be exempt, but whether theatres would be classified as retailers and whether chains would go free under any circumstances are questions which have not eceived flat-footed answers. The bill does, however, ban transportation, distribution and sale of goods made under substandard labor conditions.

The hour regulation phase of the bill should not handicap any branch of the film business. A loophole under which affected industries can avoid hardship through limitation of the work week is provided in the form of a clause allowing longer hours if time-and-a-half is paid for excess work. Other provisions permit the regulatory outfit to grant waivers and prescribe particular conditions for rusn seasons, special types of work, and different classes of employees.

In laying down both wage and In laying down both wage and hour standards, the Commission would be obligated to avoid indicting arbitrary requirements. Revised text says the requirements shall be as nearly adequate as economically feasible, without curtailing opportunities for employment to maintain a minimum standard of living necessary for health efficiency and seen sary for health, efficiency and gen-eral well-being of wage-earners. The policy statement limits the scope of the program to those classes of workers who are in need of legislative protection.

of legislative protection.

The old NRA code idea is out completely. Government would call on advisory committees representing standards, but the actual promulgation would be by the board and enforcement of regulations is to be a Federal function.

Federal function.

Trade practices, which are of primary interest to the majority of the film business, do not have any place in the bill, although a supplementary measure designed to allow firms to get together in moves to erase cuthroat competition is pending in Congress. No attention has been given such legislation this session, and it is practically sure there is no chance of passing this year a law suspending or modifying anti-trust statutes.

Whether the hour-wage proposi-

HENRY ARMSTRONG A LITTLE DEMPSEY

By Jack Pulaski

Al Jolson called the turn on his little colored protege, Henry Armstrong. At the race track a couple of days before the Coast kid met and kayoed Alf Blatch last Thursday (8) at Madison Square Garden, Jolson said that was the way it would end. Fight lasted less than two and onehalf rounds, during which time the Australian hit the deck eight times.

That Alfle went down so many times puzzled some of the fans. First descent the down-under lightweigh was hit on the back of the dome and there were other dives that may have come partly from pushes. But Armstrong is not to be lightly discounted. Fight managers rate him as one of the best wallopers for his weight the ring has ever known.

In action Hank looks like a minla-ture Jack Dempsey. Weaving and shuffling in all the time he lets go shuffling in all the time he lets go with both mitts and no fooling, either. It was his third encounter in the Garden within recent months and he copped rather easily every time. There has been criticism that Armstrong is prone to take too much punishment because of his incoming style, but it is claimed that he slips punches tossed at him by the movement of head or shoulders.

The Jolean interact in the colored

ment of head or shoulders.

The Joison interest in the colored lad is a classic of friendship and show business, with the star's wife, Ruby Keeler, the real contact. Last year Eddie Meade, who was in the chips as a handler of fighters years ago, was close to the cushion out on the Coast. One day he ran into Miss Keeler, whom he knew as a kid on the West Side of New York, before and during her days with the late Texas Guinan floor show. Texas Guinan floor show.

Texas Gunan noor snow.
Ruby asked the rotund Eddie if
there was some scrapper he would
like to manage, Meade saying there
was just one—the Armstrong boy.
But his then manager wanted 10G's
for the contract, and that was over
Eddie's head. "Well," said Ruby, 'I'll get Al to put up the coin.'

get Al to put up the coin.

Meade agreed to repay Jolson from his slice of Henry's earnings; but after the star cashed in large chunks by wagering on the fighter, he told Meade that money would apply on what was coming. In that way the debt was wiped out and Meade got his boy for nothing, for which he can never thank Ruby enough. Meade was around when featherweight Jack Sharkey, whom he handled, and Joe Lynch used to pack the old Garden. Both were introduced from the ring, making it a full evening for Meade. Sharkey, by the way, is a substantial citizen, having large realty holdings in New City, N. Y. Estimated that Armstrong will easily earn \$50,000 this year.

this year.

Why the well-regarded Blatch was tossed in against so hard a hitter as Armstrong for his first match in America was explained by the lad's manager. Latter argued that 'any bum' might beat his boy, but if the Aussie kild defeated Henry, he'd be 'sitting on top of the world.'

Blatch's regulerating powers were

Blatch's recuperative powers were surprising. Several times he was flat on his back, but arose at eight flat on his back, but arose at eight or nine and mixed it up, once or twice wading in and steaming up the fans. He was down three times in the second and a like number in the third, at which time the referee called it off. Yet Alie seemed to have plenty of fight left in him and he was the one who ran across the ring to congratulate the victor.

ring to congratulate the victor.

The Garden's cooling system surprised the customers, of whom there were more in the house than for any show since the pop scale (\$2.30 top) was inaugurated. Temperature was 15 degrees or lower than on the torrick streets, New York having one of its 94 days.

This Thursday (15) heavier mer This Thursday (15) heavier men will top the card, main event bringing together two colored fighters. Tiger Jack Fox an Leo Kelly. Latter is known on the Coast as 'Deacon.'

tion will get through this year is impossible to forecast. The House committee started this week marking up the original proposal, but is badly snarled by factional fights, and several members see no hope of working out a compromise before adjournment. The Senate calendar is jammed, while the prolonged and bitter debate on the President's court reform plan dampens prospect for any other controversial matters.

OBITUARIES

GEORGE GERSHWIN
George Gershwin, 38, died in Hollywood July 11 of a tumor of the brain.
Details in the music section.

JOHN PRATT WILSON

JOHN PRATT WILSON
John P. Wilson, actor and songwriter, died July 10, in New York.
He began his career at the old Tivoli
Opera House in San Francisco. For
five years he was associated with
productions at the Hippodrome under the Shubert and Dillingham

Funeral services under the aus-pices of the Actors' Fund of Amer-ica, and interment in the Fund Plot

CHARLES ESDALE

Charles Esdale, 44, died July 10 in New York of complication of dis-eases. He played with many promi-nent stars; with Jane Cowl in 'Lilac Time,' Leslie Banks in 'Lean Har-

In Memory of a LOVING HUSBAND DEVOTED FATHER
J. ROSENTHAL J. J. Who Dep rted July Kathryn Osterman Rosenthal Jack Osterman Rosenthal

vest,' with Madge Kennedy in 'Cornered,' with Jeanne Eagels in 'Cardboard Lover,' etc.
Actors Fund service and Interment in Kensico.

KEENE THOMPSON

Keene Thompson, 51, died in Holly-Keene Thompson, 5t, died in Holly-wood, July 11, succumbing to pneu-monia. He had been on the Coast 20 years, having originally been brought out to write scenarios for Douglas Fairbanks and remained to do other screen tasks since. Thomp-son was story consultant at Para-mount at time of death. Widow and son survive. son survive.

IDA CONQUEST

IDA CONQUEST
Ida Conquest, 61, leading woman
for William Gillette, John Drew,
Richard Mansfield, and a member of
the Empire Theatre Stock Company,
died July 12 in New York. Death
was caused by a heart attack.
She made her stage debut in 1898
and retired in 1911.
Survived by her husband, Riccardo
Bertelli, and a daughter.

EVE UNSELL (BLANKFIELD)

Eve Unsell (Blankfield), 50, Holly-wood scenario writer, died in Santa Monica July 6. She did her first scenario for Uni-

She did her first scenario for Universal and for 10 years thereafter turned out scripts for Marguerite Clark, Mary Pickford, John Barrymore, Pauline Frederick and Elsie Ferguson. For several years she was a contract writer at Paramount and Metro.

MARCIA VAN DRESSER

MARCIA VAN DRESSER

Marcia Van Dresser, once a star
of the old Bostonians, light opera
organization, and later a minor
singer on the staff of the Metropolitan, died in London July 11 after a long illness.
She was as well known

European operatic stage as she in this country.

JACK CURLEY

Jack Curley, sports promoter, died in Great Neck, L. I., July 11 of a heart attack.

Though he had handled many im-

portant fistic events, he was most prominent as a promoter of wrestling bouts and is credited with having restored that once-discredited sport to popular favor.

NELSON MACK

Nelson Edwards, 50, known as
Mack, manager of the Mack Murray
Players, died June 19 at Caldwell,
O, after an extended illness.

Well known in repertoire circles
and vaudeville, the had been identifid all his life with show business.
His widow, five children and two
sisters survive.

FRANK H. M'CLURE
Frank H. McClure, 74, former advertising manager of the Alvin
theatre, Pittsburgh, died July 6
at his home. East Palestine, O., after
a two weeks' illness.

A native of Bucyrus, O., he had been identified with the theatrical business in the Pittsburgh district many years.

JOE BARTON

Joe Barton, 54, who had been in pictures the past seven years, died in the Cedars of Lebanon hospital, nn ne Ceuars of Lebanon hospital, Los Angeles, July 5, following an-operation.

Interment was in Ozone Park, L. I., his home.

EMILY E. ENGLAND

Emily E. England, 65, died in Mt. Vernon, N. Y., July 9.

For 20 years she was secretary to theatrical producers including George C. Tyler, Sam Kingston and Florenz Ziegfeld. She worked for the latter for 15 years.

RUBY CARMEN

RUBY CARMEN
Ruby Carmen, chorus girl, died in
Wheeling, Ill., when she fell asleep
and a. cigaret ignited her clothing,
She was taken to a Chicago hospital but died shortly after her ad-

Interment in St Louis her home

DOROTHY SUTTON
Dorothy Sutton, 42, actress, died
June 7 at the Memorial Hospital,
Bulwup, Rhodesia. She was popular on the English stage in musical
comedy shows. Went to South Africa
early in 1922,

H. J. MAXWELL

H. J. Maxwell died July 7 in
Fresno, Cal. Long with NBC on
coast he quit in June 1, 1936, to join
broadcasting station in Fresno,
Story in radio section.

JACOB P. MULLER
J. P. Muller, head of the ad agency
of the same name, died Sunday (11),
Details in legit dept.

Louis F. Scott. 83, father of Ward Scott of Kansas City, district man-ager of MGM, died at his home in Denver, Colo. He is survived by his wife, Mary, and a daughter.

Mrs. Neal Abel, 50, died in Los Angeles, July 10. Husband was former vaude comic, doing blackface

Father, 94, of Vincenzo Celli, primo ballerino of LaScala opera, died at his home in Chicago July 1.

Mother, 76, of Porter Hall, film actor, died in Cincinnati July 12.

MARRIAGES

Estelle Raymond to Philip Van Zandt, July 5, in New York. Both are in 'Having Wonderful Time,' Lyceum, N. Y. Third marriage in company since show opened in Feb-

Jackie Brimage to Ted Wray, film actor, July 7 in Los Angeles. Olga Zador to Tony Lombardo, in Pittsburgh, July 7. Groom is fea-tured accordion player with Herman Middleman's band at the Nixon cate. Bride is non-pro.

Janet Kaplan to Al Bergman, Los Angeles lawyer-broadcaster, July 8, in L. A.

in L. A.

Laurie Beatty to Gunther von
Fritsch in New York, June 29. Groom
is 'March of Time' director.

Miss Juliette to Leonard L. Doak
in New York June 27. Bride was
formerly costumer for George White.

Avis E. Jones to Eisley A. Blanchard at Newport, N. H., July 4. Bridis member of local Little Theatre
Group. Groom is projectionist at
Newport Theatre.

Ellen R. Semane to J. Philip Pan-

Ellen R. Semane to J., Philip Pan-coast, July 17, in Uniontown, N. J. Groom is with Transcriptions, Inc., of N. Y.

Edward J. Lush to Joy E. Remer, July 3, at Newark, N. J. Groom former spieler at WBRY and WELI, former spieler at WBRY and WELL, New Haven, and now in advertising department of Carrier Air Condi-tioning. Bride was songsiress with Worthy Mills' band at New Haven.

BIRTHS

Mr. and Mrs. Ben Goldman, daugh-ter, July 2, in New York. Father is home office field rep for Warner

To Mr. and Mrs. Larry (Cenfield, a daughter, at Hartford, Conn. Fa

Mr. and Mrs. Joe Kane, daughter, July 8 at Santa Monica, Calif. Father is director at Republic Picts.

5-Day Week

(Continued from page 1)

tension of the five-day work week for fans will substantially aid the theatres.

Spreading Employment

Spreading Employment
Beyond the fact that a / five-day
week enables people to give theatres
added patronage, an important consideration from the point of view
of the theatre operator, is that more
persons are employed to run businesses, thus spreading employment
and money in more directions. Such
businesses as operate seven days a
week would be forced to hire relief
help in order to keep going or stagger employees as under the NRA.
Where people are off on a couple
week days but work Saturdays and
Sundays, their added leisure time
must be considered a b.o. help on days
which otherwise might be lighter.

week days but work Saturdays aim Sundays, their added leisure time must be considered a b.o. help on days which otherwise might be lighter. Operators declare that they must dereciate to some extent, especially in the summer, the fact that people go away more on weekends when having two days off, but this deficit is minor compared to the added take over the whole year that would be expected. If five working days instead of six were widespread.

A shortened work week, as was noted, under, the Blue Eagle, hypoes business, Saturdays as well as Friedy nights, latter because of fact neople can sleep the next morning. Any important extension of the policy of a five-day week also helps: Saturday morning mats,
Saturday and Sunday Best

Saturday and Sunday Best

Saturday and Sunday Best
In some territories Saturdays now
In some territories Saturdays now
In some territories Saturdays now
In the sold some the week, in
others it's Sunday. New York,
where many industries remain on
the five-day week of the NRA, never
having gone back to six, Saturdays
are always bigger than Sundays. In
other spots, although not so many
people having two days off each
week, the same holds true. Church
minded communities where the Sab
bath is more generally observed, are
among these.

While in the majority of cities

While in the majority of cities and towns, however, Sundays are better grossing days than Saturdays, the reverse very likely would become the result if a policy of labor come the result in a poincy or labor for five days were more generally, adopted. It is also held that with labor demanding the five-day work week, business enterprises which are on a six-day schedule, might volun-tarily incline toward a two-day shut-down.

down.

At present the five-day week for businesses is a voluntary measure, no change back to six having been made when the NRA expired. It is rather rare outside of New York, except for the summer months. All major film companies are among those which stayed on the five-day habit developed by the NRA.

Lensers Feared

(Continued from page 5)

selves a break because experience has taught them how they photo-graph best, which side of the face to present before the clicking-shutter

barrage, etc.
There are more camera hounds

There are more camera hounds

There houndays than ever be-There are more camera hounds hereabouts nowadays than ever before, some of them skilled at their work, others just dubs. Situation is something like that which obtained with the fammags before they were brought under Hays office and sludio control more or less. Formerly freelance fan scribblers and peddlers of sob stuff could practically ad lib their own tickets. This condition led inevitably to abuses and to the printing of irresponsible stuff that, in certain instances, stirred up a lot of harm. At least one femme star is said to have suffered seriously from the fanmag hooey.

That Studie Clamp-Down

As things are lined up today, no fanmag writer can sell copy without the okay of studio publicity censors, and it is a censorship rigidly imposed.

imposed.

Talk is heard around that some curb will have to be placed on the lensers for protection of box-office names. Just what form this protection might take has not been definitely suggested. However, that gossamer thing called glamour and illusion is what this biz lives by even though it be as mechanized and standardized as making automobiles. At present the roving bulb pressers have declared open season on the lovely stars, who flutter as helplessly and affrightedly in front of them as a flock of gazelles before the wolves.

WHAT THEY THINK

New Name for Burlesque Editor, VARIETY:

Read in last week's VARIETY the burlesque fellows in New York are debating over a new name to aptly describe their entertainment, now

debating over a new name to aptiy describe their entertainment, now that they have completely annihilated 'Burlesque.' If that appellation never appears in print again, it will satisfy all those formerly connected with the business, who have pleasant memories of the old association.

What caught my attention was that they are considering the word 'Follies' as a replacement for 'Burlesque.' If they do I intend to protect my interests in that title as a result of over 20 years of annual 'Follies of the Day' productions. My interests are protected by the renewal at Washington last year for another 28 years. My attorneys, House, Grossman & Vorhaus, have at various times had to notify a number of producers to refrain from using my title and last year I inserted an advertisement in Vanistry warning producers and theatre owners of my copyright ownership.

Barney Gerard.

Barney Gerard.

Quotes a Quota

Mobile, July 5. Editor, VARIETY:

Editor, VARIETY:

There are too many foreign pictures being played in this country. English pictures, French pictures, me, I say raus with the lot.

I read your Vaniety every week, and almost every week I read about quota laws there, restrictions here and quota laws there, restrictions here and restrictions there. Now, it's all right enough to sit around and say we Americans are a Democratic people and we don't make any restrictions. But that isn't the case. If they restricting us, why shouldn't we do the same to them? Reciprocity is the name for it. I guess.

I don't say shut down on all foreign pictures, but a law of tit for tat isn't a wrong idea. If Germany says one out of four U. S. pictures can come in—and then only after paying a heavy tax—why, okay, let's make the same law hold for Germany.

Rudoll Karbein.

Rudolf Karbein.

Opera's Capital—H'wood? New York, July 9.

Editor. VARIETY:

Editor, VARIETY:

Are we simply to regard it as one of the ironies of fate that American singers, lacking Curtis or Juilliard credentials, should be destined to serve such a shamefully unimportant part in the present Metropolitan Opera setup, or are we to believe that the present age with its tendency toward mergers, mass production and materialism, is not propitious to the development of operatic talent elsewhere in this country?

If you ask me, the Metropolitand "Americanization" scheme has turned out to be a peck or two of unadulterated hokum and nothing more. The Met stage today is an experimental laboratory for Curtis-Juilliard's use.

Juilliard's use.

The Met-Juilliard merger was simply a press bait which found release in music journals and newspapers throughout the country. If I recall correctly, one of the major conditions imposed by the Juilliard Foundation in merging with the opera company promised greater, recognition and opportunity for American singers.

tion and opportunity for American singers.
Newspaper columns in the West were cluttered up for weeks with premeditated publicity bunk of this sort, unfortunately prompting several aspiring West Coast singers, and deserving ones, to dash to New York in the hope of crashing the gates to the Met.

in the hope of crasning the gates to the Met.
Suffice to say, the proverbial Metropolitan boot welcomed them. Some are still in New York treading the pavements, others took advantage of return trip tickets, arrived back at the family hearth.

Mary Garden has predicted that the opera of the future rests in the hands of Hollywood's motion picture craftsmen. How, in the face of such disgrace, the florescence of American genius continues to glow through the haze is a puzzle to me. I can only agree with Mary Garden's prediction, The once-warred Metropolitan stage is today a conservatory workbench.

politan stage is today a conservatory workbench. My advice to young American singers, in fact, the hosts of aspiring young talents who are recipients of the Metropolitan-Juilliard fur-lined boot, is to take a right-about-face pronto, chart a course that will ultimately lead to Hollywood studios

greater number of workers engaged in montonous; jobs, spurs greater their wheat and will be received will be received will be received the Metropolitan-Juilliant fur-lined boot, is to take a right-about-face pronto, chart a course that will ultimately lead to Hollywood studios

greater number of workers engaged in montonous; jobs, spurs greater their wheat and will be received will be received with the process of their wheat and fax, in the process of the montonous; jobs, spurs greater their wheat and will be received with the process of their wheat and fax, in the process of the montonous; jobs, spurs greater their wheat and will be received soft and the process of their wheat and will be received as and fax, in the process of the montonous; jobs, spurs greater their wheat and will be received soft and fax, in the process of the montonous; jobs, spurs greater their wheat and will be received soft and fax, in the process of their wheat and will be received soft and fax, in the process of the medical process. The process of the medical process

of yesterday.

As preparation for the opera of
the future, I do not advise a mad
dash to Hollywood via the first plane.
On the contrary, first pave the way
—study dramatics and dancing and
become proficient in those academic
branches of prime importance.

branches of prime importance to both music and the theatre and be ready when Hollywood beckons.

Grand opera that will make lyric theatre performances look like Maypole festivals is just around the corner. Be ready!

Raymond E. Mitchell.

[Raymond E. Mitchell, former writer on musical subjects for Hollywood Citizen-News, the Los Angeles Illustrated Daily News and correspondent there for musical papers, is the husband of Diana Gaylen, musical consedit and sical comedy and concert singer.]

Next Thing-A Courteous Legit-Detroit, July 5.

Editor, VARIETY:

Detroit, July 5. Editor, Vaniery:

Maybe before it's too late the dying legit will get around to a sembalance of what was the old Roxy and Publix service. Not until 1897 did the Broadway theatre managers awaken to the wisdom of air-cooling their theatres, with result an out-of-towner who must see his hit shows during a summer vacation visit to New York can now I ear the strain. In the past even the charms of a Broadway smash couldn't offset the stuffiness of the theatres.

Perhaps, then, ther is hope also for a change of tack in Broadway legitimate theatre methods. Maybe, for a change, anybody inquiring at the box office windows of a hit show will be greeted with some courtesy and not curtly cued that the only way to get into the sanctum sanctorum of what one broadly suspected was a public theatre is to first visit a scalper.

As a layman who has read Vaniery for many years, what the box office treasurers call the 'ice' from the ticket brokers almost chilled any and all interest in the average theatregoer's legit theatre attendance.

Why don't the boys get wise to themselves before it is too late.

tendance. Why don't the boys get wise to semselves before it is too late.

Ernest A. Hughes.

Akron Overseated Akron, O., July 9.

Editor VARIETY:

Editor, VARIETY:
Real estate agents and promoters are responsible for wrong impressions that Akron is fertile ground for motion picture theatre exhibitors, and unless changed will prove injurious to all, and perhaps fatal to some of the theatre operators in Akron.
The poor business in our theatres proves we have too many theatres proves we have too many theatres now, certainly there is no room for more.

An editorial in the statement of the property of the p

More.

An editorial in the Akron Beacon Journal last June 25, on the future of Akron, foreboded fatalities among Akron exhibitors.

To correct the erroneous impression about Akron, the members of this association would thank you to publish this.

J. G. Deetlien.

J. G. Deetjen

Secretary, Akron Independent Thea tre Owners Association.

Winchell's \$3,000 Net on Radio Hollywood, July 8.

Editor, VARIETY:

Editor, VARIETY:
For the second time in a year,
VARIETY is wrong about my weekly
salary on the radio. You robbed me
of 500 bucks. You also overlooked
the fact that my entire earnings are
net—I pay no commissions to any
agents or anyone.
I do not pay anybody anything for
my news and material, therefore, if
you are going in for comparisons of
salaries—mine remains tops for the
once-a-week, 15-minute programs.
Walter Winchell

Walter Winchell. Who's Your Ghost, Jack?

New York, July 8. Editor VARIETY:

I see by the Manhattan papers with date line London that dance music has a new economic value to the big businesses of the day. Namely, that it possesses a stimulant which, during working hours for a greater number of workers engaged in montenance iobs. Sunts greater

and forget the Carusos and Scottis of yesterday.

As preparation for the opera of the future, I do not advise a mad dash to Hollywood via the first plane recurs in a society characterized by On the contrary, first pave the way so high a degree of specialization as

so high a degree of specialization as our present economic system.

It might be worthwhile to consider the problem from the aspect of employment, also. More men can be engaged in music, either rendering personal services or making recordings. This, of course, will take place as the workers become more efficient. Prices may then be lowered (mass consumption increase), permitting greater availability of commodities for all, etc. It seems as though there be no limits to what music can do!

But what about sheet sales!

Jack Mills.

Jack Mills.

Miss Willis Denies Gooding, Idaho, July 7.

VARIETY: Editor,

In Bill Rice's circus article about Russell Bros. it was rumored that L. L. Claude Myers, band leader, was to marry Betty Willis. It is not true at all and is causing trouble. I wonder if you would please print that it is 'false. I have been with Russell Bros. with my Canadian collie act, and was formerly with Wilbur Cushman unit, 'Gypsy Caravan,'

It was only done as a joke, as Rice is an old friend of Myer's.

Betty Willis, (Russell Bros. Circus.)

Record Crops

(Continued from page 1)

the past several years since the de-pression lows. They are expected to put more on the line this year for shows, rides and concessions. They get heady in this country when they have the wherewithal and they're going to have it this year. The small burg is coming back into its own and on their own small scale their blowouts are just as potent to their communities as biz getters as any of the big city expositions and fairs. the past several years since the de

Free Acts

of the big city expositions and fairs.

Free Acts

Free Acts

Free Acts

Free acts, of a better quality than in the past, will be in demand from indications gleaned from inquiries. Some of the burgs are coming around to hiring bailyhoo agents and producers for their fling at show biz. They're getting discriminating out in the short grass and quantity isn't the keynote—they're asking for quality and are able to pay for it.

Late July and August will find Kansas, Missouri, Nebraska and Oklahoma highways littered with small town good-willers bannering their town's fair or what-not. And their labors won't go unrewarded. The boys have had a wheat crop, \$10,000,000 in cash was paid out last week from Kansas City alone.

As concerns Kansas City, week-enders from the prairies will undoubtedly be in greater number than last year and will be an amusement bo. Item of some value. However, K.C. itself will wait until the period of Sept. 17-25 before diping in up to its elbows in the farm country cash. The second annual Jubliesta being chalked for those dates. Last year's \$150,000 gross should be well surpassed. In fact, that amount of coin alone will go on the market for talent.

Northwest Builleh. Tee

Northwest Bullish, Too

Minneapolis, July 13.

With present business far below par, exhibitors in the territory, however, are taking heart from reports that nearly \$500,000,000 in wheat and corn alone are forecast for the Northwest this season, based on the present corp outlook and current prices.

prices.

The government forecast as of July 1 shows winter, spring and durum wheat running far over 1936 yields and, on the basis of the present value of Minneapolis September futures, is worth \$220,816,880, H. R. Foster, Journal financial editor, said. Based on the Chicago September future, the large corn crop is worth even more than wheat—\$226,1017,800. In addition to the millions which

\$261,017,800. In addition to the millions which Northwest farmers will receive for their wheat and corn, \$215,830,000 will be received from barley, rye, oats and flax, based on present values, Foster points out. North Delvota crop yields will be seven times, those of a year ago; Minnesota's will be double, according to present estimates.

Biz In Stix

(Continued from page 1)

(Continued from page 1) tion of 30, is having a big pageant and bidding for custom from the farm hinterland—and getting it. Or take that annual affair at Central City, Col. Richard Aldrich, New Pork producer, is putting on a new play there this week with a Broadway cast of players brought all the way out just for the two weeks. And Sheila Barrett heads the nite club show run in addition. In a spot, mind you, which, throughout the year, is almost unheard of. Next week's gross is expected to be \$32,000. week's gross is \$32,000.

SZ.000.

Those big open-air shows in St. Louis can probably be skipped. They're unimportant. They merely run through the summer and gross \$30,000 to \$40,000 a week. Did reach SZ.000 one week last season, but why mention that? St. Louis is a big town. Or the Cleveland Expo, with its hefty array of name talent and attractions, for Cleveland is a big city too.

But Ann Arbor, Michigan, is a small town, even if a college town, and even if only 100 miles out of Detroit. Ann Arbor angually has a

Detroit. Ann Arbor annually has Detroit. Ann Arbor annually has a play, festival utilizing a dozen or so of the strongest name actors in legit in a half dozen plays. Name actors can afford to travel all the way out there for a week or two of work, or less.

Could that indicate the

sticks know what they want-and are ready to pay for it?

Dallas, July 13.

If things continue their curren
pace, Texas will have a cow pastur
circuit to match the straw hat loo current

pace, Texas will have a cow pasture circuit to match the straw hat loop in New England. Dallas and Fort Worth are in their second session of ambitious entertainment projects and the latter, at least, is talking in terms of a permanent flesta. Other spots around the state are taking a census of monuments and checking history books to discover an excuse for staging summer pageants and historical spectacles as tourist lure. First to get into the swim is an obscure place called as a crossroads village if thad as a crossroads village if thad as accond road. Mark Hamilton, storm center of the Cavalcade production at the Centennial in Dallas, prodded this community into action and literally is putting his home town on the map.

at the Centennial in Dallas, prodded this community into action and literally is putting his home town on the map.

He started out as director of the outdoor show last summer but was steered out when it failed to open with a fair premiere. He has the faculty of inspiring intense loyalty and clubwomen over the state are still writing letters about the 'outrage.' Suit for damages was filed against the Centemial but it's been lost among court postponements. This summer he went back to his barefoot stomping ground and scoured the country for support. He organized a Pioneer Theatre of Texas and sold 150 shares at \$20 each. Farm and club women went on a co-opsewing project and turned out costumes. Overalls brigade dropped the plow handles to build a set which is a miniature duplicate of Cavalcade in Dallas. The 150 shareholders took roles in the run-through of Texas history and Hamilton called it Centinela.

None of the cast gets any pay, their remuneration being culled from ultimate profits—if any. Show is given Friday, Saturday and Sunday nights over four week-ends in July. Gate tariff is \$5c. and the first weekend lured a total of 4,000 payees.

Hamilton chose as the site for his show a hamlet called Pralireiville. Place is 60 miles south of Dallas and eight miles off a paved highway. Last census recorded a population of 50. Village can't be found on any Texas map, but its name is getting into plenty of newspaper datelines, nowadays.

Plenty Brogue

(Continued from page 1)
ing to inside reports, but Said prevailed upon Dowling not to sign contracts abroad unless both were
present.

present.

Dowling had no deal on with the Abbey bunch but has an option on the Abbey bunch but has an option on prize play last season. Drama is steeped in a highly religious atmosphere. Option holds for the balance of the year.

If the opposition Irish repertory plan is decided on, it is expected that some players may be contracted for over there, with the bulk of the east nicked un here, where there are

cast picked up here, where there plenty of Irish players, according tast estimates.



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against this, thoroughly removes stale rouge and powder, dust and dirt.

Use all the cosmetics you wish! But make this pure white soap your regular care, as Frances Farmer does. Use

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9 OUT OF 10 SCREEN STARS USE LUX TOILET SOAP

15¢

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Vol. 127 No. 6

NEW YORK, WEDNESDAY, JULY 21, 1937

72 PAGES

ACTORS' IO MONOPLY

Theatre Guild Plans to Try Out Plays On the Coast: the Lunts Started It

Hottywood, July 20.
California will be a production base for the Theatre Guild starting next summer. Two plays will be brought to the Coast by the Guild for tryout of at least four weeks, divided between Los Angeles and San Francisco.
Decision for more than the company of the

divided between Los Angeles and San Francisco.

Decision for such a plan was arrived at by Theresa Helburn. Lee Simonson and Liswrence Langner, Guild directors, who recently were here for the production of Amphitryon 38 with Altreal Lunt and Lynn Fontanne. Guild people are said to have realized that Costs production would be an economic procedure for them.

First, production can be built for about half the money than is required in the east, and second, they can take their time here after opening without the hazard of rushing an attraction into New York after a two-week tryout in an Eastern stand. Claim is that a show can be doctored on the Coast by the authors during its presentation, without hurting its chances, and also that should faulty cast selections be made here they can easily be remedied be
(Continued on page 67) (Continued on page 67)

SWING MUSIC BLARE

Will McCune's orch, current on the Bossert roof, Brooklyn, has been restrained by an injunction from using vocalists or blaring swing mu-sic after 11 p.m.

UNDER INJUNCTION

A property owner, near the hotel obtained the injunction after terming the band disturbingly 'noisy'. If McCune wants to fight back he'll have to go to court and may, figuring the publicity good for both him and the hotel.

'Distaste for Her Home Blamed on Radio Singer

Minneapolis, July 20,
Ernest N. Iverson, local radio
singer who performs under the ether
name of 'Slim Jim,' is the defendant
in a \$10,000 alienation of affection
damage suit filed by Ted Myron in
district court. district court.

Myron charges that 'Slim Jim' used his 'influential personality' to induce Mrs. Myron to develop 'extreme distaste for her home and husband.'

TRAVELING THEATRE-BUS

Denver, July 20.

A. L. Brown's traveling theatre, a car equipped with sound and 60 upkolstered seats, is modern in every respect. Calimis it is the first traveling theatre. Shows last about two hours, and the theatre can be parked almost anywhere there is a chance of getting a full house.

Brown formerly ment the Esch.

Brown formerly owned the State, Rapid City, S. D.

No!-Not That!

Renewed Hawaiian vogue, be Renewed Hawaiian vogue, besides making best sellers out of 'Waitkik Wedding' (film), 'Swet Leilani' (song hit) and the hula-atmosphere niteries, with Pago-Pago and beachcomber rains and settings, is also producing the inevitable—yes, the revival of the ukelele.

HECHT NO. 1 PIC **SCRIBE.** \$260,000 PER ANNUM

Hollywood, July 20.

Hollywood, July 20.

Ben Hecht, earning \$260,000 a year on his writing contract with Samuel Goldwyn, is the highest priced individual writer in film industry.

Hecht received \$6,500 a week for the job he recently did for Selznick. However, the Goldwyn stint is a 52-week proposition, for a term of year, in case options are lifted. Other high salaried writers currently getting four figure salaries from Goldwyn include John Emerson and Anita Loos, Donald Ogden Stewart, Dorothy Parker, Alan Campbell and Charles Bennet, recently borrowed from Universal.

Also on writing staff for Goldwyn (Continued on page 61)

N.Y.C. DOMINATE

Almost Impossible for Outof-Towners to Crack the Hold of the Insiders Large Incomes of Certain Actors Well Known to Trade but Not to Public

\$1,250 A WEEK

Cream of the radio acting work Cream of the radio acting work around New York City is in the hands—tightly clutched—of a small inner circle. During the busy winter season this group monopolizes almost all the best spots, and the income of each is quite fabulous for non-name air actors. These substellar biggies appear on more than a dozen programs each week during the busy season; when there's a vacancy on one of their shows they always step forward with their notebooks and suggest their friends to the program producers.

A list of the topflight unbilled actors and an estimate of their weekly earnings during the winter follows:

lows:
Wilmer Walter, \$1,250.
Florence Malone, \$250.
Ned Weaver, \$1,000.
Elsie Hitz, \$1,000.
Nick Dawson, \$1,300 (writes as well as acts).
Joe Julian, \$500.
Pergie Allenby, \$700.
Clayton Collier, \$500.

SMALL CIRCLE IN A. C. the Monte Carlo of America; So. Calif. Also Hot Gambling Oasis

How About a Bouncer?

Minneapolis, July 20.
Twin City night club uses a parrot as its front spieler.
Bird is parked in a cage just over the nitery's entrance and has been trained to keep repeating 'no cover charge.'

CLEAN BURLEY DOESN'T PAY, N. Y. FINDS

houses, with shuttering of the 14 houses in Greater New York for 11 weeks, cost the operators over \$150,000 in dead rentals, to say nothing of amounts spent for attorneys' fees in the fight for restoration of

Legal stuff didn't get them any-Legal stuff didn't get them any-where and all finally had to accede to License Commissioner Moss' and Mayor La Guardia's edict that bur-lesque was out for good. They had to take it and like It.

to take it and like it.

Transition from burlesque to vaude, with some burlesque trimmings and presented under guise of musical revues (called Follies),

(Continued on page 61)

Atlantic City, July 20. Atlantic City is becoming known

Atlantic City, July 20.

Atlantic City is becoming known as the Monte Carlo of America, Eighteen wide-open gambling places where one may bet 26c or \$25,000 on any nag, number or color, now do a land-office business in the heart of the town.

Citizens of Atlantic City are not throwing up their hands in horror at the situation. Indeed, Atlantic City has always had big-time gambling houses operating behind candy and cigar counters, and the private citizen's reaction when reminded of it has always been, Well, we have to have them, don't we?'

That is the view always expressed privately by whatever group of politicians happen to be in power, We don't especially like the idea, but people who come here expect to find things they wouldn't tolerate in their home towns.

Smug outsiders might consider it ill-gotten gains, but the townsfolk have a plant investment of \$150,000,000—and they have to live. They can't raise corn or oats on Atlantic City's riparian lands and they can't compete with Philadelphia, Newark or New York in industry. (Imagine a shoe factory on Absecon Islandi) Atlantic City does the best it can and the best it can ever do is entertain visitors from the inland who want to escape from their own stodgy environment. If a visitor doesn't want to gamble, drink or 'horse around' he can have plenty (Continued on page 67)

(Continued on page 67)

Japanese Girl. 13. Will Initiate U. S. In 'Naniwabushi'

Tokyo, July 20.

Hlsa Suzukl, age 13, is en route to America for engagements in concert spots, to introduce to American audiences Japan's classical singing known as naniwabushi.

While this particular artist is recognized as tops in Japan, presentation of naniwabushi to Americans will be extremely difficult because knowledge of Japanese folklore is essential. Singsongy style in falsetto voice also is hard to take.

To Repeat His Niagara Walk of 45 Years Ago

Walk of 45 Years Ago
Sarasota, Fla., July 20.
Clifford Calverly, 69, of here, is
planning one of the strangest 'comebacks' in the history of, show biz.
Oldster is in training and plans to
walk a tight rope across Niagara
Falls on Oct. 12, which will mark
45th anniversary of first time he
performed feat.

He subsequently did trick six more times. Calverly is trying out his footing by walking gables on his house.

Equity Warns Radio Field That All Stage Unions Should Stick by AFL

The stage unions have come out in support of the American Federation of Labor, with which they are affiliated, as against any other organization movement, specifically the Committee for Industrial Organization (CIO). Equity, taking the lead, has warned its members that when they are approached to join any other group 'they must refuse to participate in any effort not sanctioned by Equity.'

Warning is apparently aimed at the efforts of CIO to crash show business as Equity is about to organize the radio field. So far, CIO has grouped technicians in scattered stations, but it is generally conceded that the idea of weaning away the groups which have operated in the amusament field will probably not materialize, because there are so-called craft unions which have successfully functioned for about 20 years—such as actors (Equity), stage hands and musicians. None of these A.F.L. groups have exhibited any

Again indicating the radio angle

Nocturnal Fun

True Story Magazine, New York, recently took a survey of what New York City office workers do with their time at night. Discrepancy in percentage totals due to multiplicity of activities by some respondents. Survey disclosed:

Men Women

Stopped for cock-tails Out to dinner.... Books or maga-12% 35% 45% 10% 1% 8%

Equity and the other stage unions rather pointedly tell employers that it will be well if they do not interfere with the organizing of radio as started by the established groups, inferring that if faced with CIO methods there might be confusion. Equity declares: The labor movement stands at the cross roads and employers must meet it at one of the roads. As far as Equity can see, it intends to travel on the road that is taken by the American Federation of Labor, in company with those other unions of the theatre with which it has so long walked in harmony.

mony.'
Again it is voiced: 'It will not be enough for such employers not to place obstacles in the way of Equity organization of their employes. They should actively welcome Equity's appearance and give it every assistance in that effort. Employers must realize that some sort of organization of their workers will be effected (Continued on page 42)

'B' PIX ARE THE PROVING GROUNDS OF THE INDUSTRY, PRODUCERS AVER

Harold Hurley (Par) and Joe Cohen (Metro) Give Their Theories on Why Mass Production B Pictures Are Necessary-Practical B.O. Test Tube

By WOLFE KAUFMAN

By WOLFE KAUFMAN
Hollywood, July 20.
Despite what exhibs, or critics, may think of B pictures, there's a strictly studio angle on the problem. And that is simply that B pictures are the meat the motion picture sandwich is formed of.
Talking to those forgotten men the producers of B pictures, is revealing. They don't — most of them — kild themselves. They're strictly in the wholesale manufacturing business; they're not making art, they're not uplifting the masses. But they've got an angle.

they're not making art; they're not uplifting the masses. But they've got an angle.

Harold Hurley, for instance, who's in charge of B production for Paramount, explains it very simply. We don't expect to clean up with our B pictures, he admits. We are merely turning out what we hope is acceptable program fare.

But; he points out, if occasionally one of these acceptable little program pies produces a personality—ah, then maybe the studio has got something.

"Talent scouts are fine," he says. But that isn't enough. Tests are the same way. Schools the same way. What counts is motion picture performance. So, suppose we find one personality in five B pictures who's worth developing into big money rating—aren't we ahead?"

New Stars.

New Stars

rating—aren't we ahead?"

New Stars

Thus, he points to a little picture called 'Night After Night.' Mae West had a small part in that. Or 'It Pays to Advertise.' Carole Lombard came out of that. Or the 'Gilded Lily,' which introduced Fred MacMurray.

If a B picture can pay its freight, he argues and not lose any money—or even if it loses a little—and if that picture introduces, or makes evident, a real talent, isn't it worth while? And that goes all the way down the line, not only for actors, but for directors. Henry Hathaway graduated from B pictures, for one. Also for writers and cameramen. In other words, Hurley feels B pictures are the testing ground. The tests, or ther previous experience in legit, or other fields don't count. It's how do you handle an actual film assignment—and how do they react. Nothing else, he insists counts. And B pictures are the answer to that.

Supprise Blits

Joe Cohen, who produces all the Metro B's, has another angle. "The Thin Man,' he points out, was a B picture. That's one which comes to mind quick; there have been others, They cost peanuts—well, a measly \$300,000 or so—and collected plenty. And if that happens only once out of the collecting and if the others merely manage to get their money back (as, how can they fail, what with block booking, etc.) how can the studiolose?

Cohen adds that if it were pub-

booking, 'etc.') how can the studio lose?

Cohen adds that if it were publicized, if the public were called in on the ground floor, the public would love it. The public likes to think it is important. Suppose the public were told that on its reaction depended whether or not Joe Zilch is going to stay in pictures, or become a star or go back to oblivion. And suppose the public says yes, Joe Zilch is great and Joe Zilch really turns out well, Isn't the public going to puff out its chest and feel swell about it? I helped make Joe Zilch a star.' It's just a matter of selling.

JUNGLE STUFF HOLDS BACK 'STANLEY' OPUS

Hollywood, July 20.

Darryl Zanuck has set back
'Stanley and Livingstone' to the
1938-39 program owing to reports of
delays encountered by the 20th-Fox
troupe headed by Osa Johnson and
Otto Brower in trek into the African

jungle.
Company now is in Tanganyika.
Brower notified Zanuck that African brower notined Zanuek that African location shots will take around five months. With three more months for studio shooting, film could not be completed until spring of 1938 anyway.

Here Are Those Whom Par and 20th-Fox Pav Over \$200,000 Yearly

Washington, July 20.

Three Hollywood actors and two directors have been reported by 20th Century-Fox and Paramount Pix as earning more than \$200,000 a year, the Securities and Exchange Commission last week revealed.

Government's checkup, requiring an accounting of the three highest-paid employees in each corporation, showed Warner Baxter, Gary Cooper and George Raft receiving top salaries, with Darryl Zanuck and Roy Del Ruth, Fox directors, also getting well beyond \$200,000. The \$180,808 annual pay-check of Wesley Ruggles, Par producer, was thrown in for good measure.

Baxter, as the only performer listed by 20th Century, receives \$284,384 each year, report showed. Zanuck, and Del Ruth take \$280,000 and \$238,380, respectively, from the Fox till, while Paramount pays Gary Cooper \$285,454 and shells out \$202,666 for Raft.

SCREEN GUILD **ROSTER NOW** 10.000

Hollywood, July 20.
Screen Actors Guild membership now totals around 10,000, making it the most powerful labor organization in the film industry. Total has been swelled by expansion of Guild shop in Eastern studios, atmosphere players, etc. Hundreds of extras also joined in order to continue working, as Guild shop is now 100 per cent effective as to extras, stunt men, freelances, day and stock players.

men, freelances, day and stock players.

Increase in membership has been so rapid that 25 persons have been added to headquarters personnel to handle contacts.

Shurlock Winding Up East Geoffrey Shurlock, assistant to Joseph I. Breen, head of the production code office of Hays organization, expects to wind up his activities in N. Y. in the next week or 10 days. Present plans are to return to his office on the Coast before the end of this month

has been contacting the eastern ction code office since July 1.

Del Mar, Calif., July 20.
Bing Crosby, 52% owner of
the Del Mar racetrack, and
winner now and then with a
nag in his own string, is going
around on crutches.
Official explanation is he hurt
himself playing tennis, but insiders say he strained himself
reaching for long shot that
started the first day and hasn't
finished yet.

U. S. Revenooers Scoff at H'wood Tax Slice Ideas

Hollywood, July 20.

Hollywood, July 20.

Bright idea of Roger Marchetti, Los Angeles barrister, that film stars, like oil wells, ought to be 'depreciated' as far as income taxes are concerned, cannot be put in operation without legislative action. Fedral officials last week sniffed at the idea of permitting picture personalities to write off part of their income in anticipation of reduced earning power, saying that such a proposition is up to Congress.

While the 'Internal Revenue Bureau writes regulations governing preparation of income tax statements, the limits are laid down by Congress. Before filmites can get consent to set aside part of their compensation in calculating annual tribute to the U.S. Treasury, legislative mill must grind out an amendment to the tax statutes.

Not one chance in a million that Marchetti's inspiration will go on the law books. Revenocers are trying tighten up, rather than loosen, the present system. Oil well depletion allowance of 27½% is likely to be sliced, if not erased entirely. And the decrease in earning power of a petroleum spouter is more easily measured than the future of a celluloid favorite.

SELZNICK TINTS 'TOM' FOR ADDED \$125,000

Hollywood, July 20.

Selznick International decided to make 'The Adventures of Tom Sawyer' in color after shooting black and white for two days. This footage will be discarded.

Work was suspended while script revisions and cast changes were made and in this interval David O.

Selznick made up his mind to tind

Selznick made up his mind to tint the picture. Norman Taurog directs. Tinting slaps an extra \$125,000 onto the budget of 'Sawyer.'

Newburgh (N. Y.) Academy's Trust Suit First of a Series of Actions

The forerunner of a series of antitutust suits against the major picture companies by indie theatre exhibitors in the east was begun Saturday (17) through the filing in Federal Court, N. Y., of notice of action by the Orange County (N. Y.) Theatre Corp. Plaintiff asks \$225,000 damages and the defendants named are: Paramount Pictures Corp., RKO-Radio Pictures, Inc., United Artists Corp. 20th Century-Fox Film Corp., the Big U Film Exchange, Inc., a Universal subsid, the Netco Theatres Corp. of Newburgh, N. Y., and Eugene Lee and George Walsh, operators of picture houses in the upstate city. The forerunner of a series of antituts suits against the major picture companies by indie theatre exhibitors in the east was begun Saturday (17) through the filing in Federal Court, N. Y., of notice of action by the Orange County (N. Y.) Theorem of the Orange County Theatre Corp. Plaintiff assks \$22,500 damages and the defendants named are: Paramount, under which it was to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash are: Paramount Pictures Corp., RCO-Radio Pictures, Inc., United Artists with the defendant picture corps. to pool their theatres and in this way at the defendants onspired to the plaintiff will fill be the orange of the producing companies except Paramount, under which it was to make second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the agreement. It is alteged that in order to quash to have second-run privileges, the companies ran out on the

Other News of Pix Interest

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Paramount deal for star's services having floundered, Abe Lastfogel, of William Morris Agency, has offer for two picture deal with another major company, which may be set this week.

CAPRA STILL A.W.O.L. FROM COLUMBIA STUDIO

Hollywood, July 20.

Frank Capra has been in town for over a week since his return from Europe, but according to reports has not visited the Columbia studio. At the Columbia convention here recently no announcement was made of any Capra productions for the new season, with sales forces somewhat surprised by the omission.

Capra and Harry Cohn had a misunderstanding last January when, after the director had cut 'Lost Horizon', Cohn recut the picture. Then, with picture going out on general release, Cohn is understood to have made additional cuts which Capra learned of on his return, and burned up anew.

Columbia claims Capra still has three pictures to make under his contents. Hollywood, July 20.

three pictures to make under his contract, while on the other hand, several propositions have been made to Capra to produce on his own at other studios.

Jack Cohn, in N. Y., states he sees no reason why Capra and the studio end can't adjust their differences satisfactorily.

L. A. to N. Y.

Julian T. Abeles.
Mrs. Fred Astaire.
Edward L. Alperson.
Olympe Bradna.
Joe E. Brown.
John D. Clark.
Kathyru Crayens Joe E. Brown.
John D. Cjark.
Kathryn Cravens.
Danny Danker.
Errol Flynn.
Milton Golden.
Dorothy Haas.
Lorenz Hart.
Joris Ivens.
Sonja Henie.
Nat Kalchelim.
Ruby Keeler.
Sidney Lanfield.
W. B. Lewis.
Richard MacCaulay.
Rouben Mamoulisin.
Ramon Novarro.
William Parker.
Max Richard.
Max Richard.
Richard Rodgers.
Randolph Scott.
George Seid.
Hunt Stromberd.
Uriginia, Van Upp. Virginia Van Jerry Wald. Van Upp.

SAILINGS

SAILINGS
July 21 (London to New York)
Henry Wilcox, Serge Koussevitzky
and De Marcos (Ile de France).
July 21 (London to New-York)
Charlotte Green wood, Martin
Broones, Fanny Hurst (Queen
Mary).
July 21 (New York to London)
Miriam Hopkins, Mady Christians
(Berehgaria).
July 20 (New York to Paris) Mrs.
Hy Daab, Phyllis Daab (Statendam).
(Returning Sept. 8 on Paris.)
July 17 (San Francisco to Honolulu) Mr. and Mrs. Robert Z. Leonard (Malolo).

ard (Malolo).

ARRIVALS

Mrs. Leopold Godowsky. Jr. (Frances Gershwin), Eleanor Phelps, Dennis Hoey, Virginia Booth, J. Cheever Cowdin, Simone Simon.

Ruby Reeler East to Join A1; Flirting 2 Pix Deals Hollywood, July 20. Ruby Reeler entrained for New York Sunday (18), where she will join hubby, A1 Joison, and accompany him to Saratoga instead of going abroad as had been contemplated. Parent Parent Picture For Output Of General's 14 Pix

Hollywood, July 20.
Edward L. Alperson, Grand National prexy, and Bill Deming, executive producer for General Picecutive producer for General Pictures, have come to terms on a deal whereby GN will release GP's entire product for the current season. All that's needed now is the okay of Fenn Kimball, GP prez, for the clincher.

Alperson left for New York where he will talk the deal with Kimball. General will make I4 pictures and is holding up the first, 'Night Edition,' pending outcome.

DIAMOND PRODUCING FOUR COMEDIES FOR GN

Hollywood, July 20.
David Diamond has moved in at the Grand National under a pact by which he will produce four pictures on the 1937-38 program featuring a

comedy duo yet unselected.

Diamond is lining up a production staff for the first of the quartet, skeded to roll in September.

DeMille, Selznick, Et al., Appeal U.S. Tax Squawks

Washington, July 20.

Tax tiff between the U. S. Govern-ment and Cecil B. DeMille, reflected lately in Congressional investigation of tax dodging, was set last week for

of tax dodging, was set last week for possibly another airing. Feds appealed to the Supreme Court Friday (16) for review of lower court decisions upholding the legality of methods used by the noted director out down his tribute to the Treasury.

Blocked by both the U. S. Board of Tax Appeals and the Ninth Circuit court of appeals, the Justice Department asked the highest bench to scrutinize the steps by which De-Mille's earnings were paid into Cecil B. DeMille Productions, Inc., and the transactions between the director and his personally-owned corporation. Government asserts DeMille owes \$1,156,074 in back taxes, while he retorts that the money held by Productions, Inc., is legitimate deduction from income tax figures inasmuch as he is collecting capital to figure price own. much as he is collecting capital to finance picture-making on his own

Another Hollywood figure turned toward the courts Monday (19) and prepared for another similar wrangle with the revenoeers. David O. Selznick asked the Board of Tax Appeals to redetermine his liability for 1934, challenging the Internal Revenue Bureau's claim that he was deficient by \$9,336 in his income tax check. More than a score of actors and execs already have like appeals pending before the Board.

N. Y. to L. A.

Cecelia Ager. Milton Ager. Herbert Brenon. Yukona Cameron.
Mrs. Eddie Cantor.
Edin N. Clark.
Ira Gershwin.
Radie Harris.
Paul and Grace Hariman.
Helen Jepson.
Al Trahan.
Sammy Weisbord,
Walter Winchell.

40 \$1,000,000 GROSSERS

Zukor to Survey Foreign Market While Abroad; London Prod. Mulled

Hollywood, July 20.

Adolph Zukor is set within next 10 days to depart for New York en noute to Europe where he will remain about 10 weeks. Chris Dunphy, Paramount studio p.a., who went abroad on vacation, has been working on a general welcome for the Par chieftain in the principal cities on the continent and will accompany Zukor during his European tour.

cities on the continent and will accompany Zukor during his European tour.

Zukor's mission is to make a general survey of the foreign market and to meet with foreign exhibs and inform them of the product in store on the 1937-38 Par schedule.

Likely that he will attend the trade showing in London of 'High Wide and 'Handsome' and 'Souls at Sea,' which will be shipped abroad about the time he leaves New York.

Zukor will also confer with John C. Graham, Paramount managing director in England, on output of the tuture which will reach the continental market toward the end of the current year. Possible, too, that Zukor may look into the possibility of sending an American crew to London to produce for Paramount along similar lines to the setup that Metro has put into shape for producion there. Paramount, it is understood, feels that with Metro producing a better than moderate grade of pictures with its own leads and directors in England, that it might be a profitable gesture for them to install a similar policy.

Before departing Zukor probably will okay plans of directors and the finance committee on a site for Paramount studio and construction details.

HATRICK SETS **COSMO FILMS' FUTURE**

Hollywood, July 20.
Ed Hatrick, who arrived from New York on Thursday (15) and went direct to San Simeon to confer with W. R. Hearst on Cosmopolitan product for Warner release this year, returned Monday to discuss story material for current year commitments. One is for a Marlon Davies picture and two for Cosmopolitan. It is likely that 'Boy Meets Girl' will be the Davies selection, going into production late in October.

Cosmopolitan contract for next, year calls for six more pictures, two of them starring Miss Davies, in which ends the company's Warner commitment.

NO BKPTCY DISCHARGE AS YET FOR BILL FOX

Atlantic City, July 20.
An application by William Fox, former moving picture magnate, to be discharged from \$7,000,000 bank-ruptcy case, was held in abeyance by Federal Judge John Boy at Camden, N. J., Saturday (17). The court referred the application to Allen B. Endicott, Jr., federal referee in bank-ruptcy here. No date was fixed for the hearing.

the hearing. Oo date was fixed for the hearing. Counsel for the U. S. Collector of Internal Revenue, Fox Theatres Corp., the Chicago Title & Trust Co., 20th Century-Fox Film Corp. and the Capital Co. of California, opposed the application. They said they were creditors.

BRENON IN FROM LONDON

Herbert Brenon reached New York yesterday (Tues.) from London and left the same day for Holly-

wood.

Goes back to London producing in a month or six weeks.

Cowdin Back Soon

J. Cheever Cowdin, chairman of Universal, is due back from Europe

next week. He has been inspecting exchanges in several countries where U is op-erating abroad and attending to de-tails in connection with the setup in

ZUKOR SPENT \$35,000,000 SO FAR

Paramount home office execs are anxiously awaiting the showing this week of 'High, Wide and Handsome,' which was turned out at a cost reported to be \$1,900,000, and is highest priced pic turned out at the studio since Adolph Zukor assumed the Coest raise.

ported to be \$1,900,000, and is highest priced pic turned out at the studio since Adolph Zukor assumed the Coast reins.

Pic is being given the \$1.50-\$2 start-off, due to the fact of cost and figured that the Jerome Kern and Gured that the Jerome Kern and of the start-off, cost is headed by Irene Dunne and Randolph Scott, with the company exces hopeful that these names may be fruitful at the bo. If not, there is likely to be a general curbing on the Paramount production budget for the new season, as the expenditure for production during the year that Zukor has been supreme at the studio for product is said to be \$35,000,000.

Boys at home office are also concerned over the impression 'Souls At Sea,' with Gary Cooper and Geo. Raft, will create at the bo., as this one hit the finishing mark at a cost of \$1,400,000.

ROXY TILTS TO 75c ALL WEEK

First price tilt of any kind on Broadway in a long time will be a boost in scales at the Roxy, N. Y., starting Friday (23) when house brings in 'Wee Willie Winkie,' to be followed by 'Road Back,' recently roadshown at the Globe, and other pictures which it is felt by the management can get higher admissions. Instead of 25c, 40c and 55c week-days, house goes to 25c, 55c and 75c, same scale as prevails on Saturdays and Sundays. Change in prices is unique in that theatres almost always play to a higher top on the weekend than on other days. While the 25c, 55c, 75c range of admissions continues for Saturdays and Sundays, the Saturday midnight nick will be upped from the 40c now exacted to 55c.

WILCOX SAILS FOR U. S. ON RKO DEAL

London, July 20.

Herbert Wilcox sails tomorrow ostensibly to close a deal with Radio Pictures whereby his product would be released by RKO throughout

be released by RKO throughout America.

'Victoria' has just been completed and Wilcox is bringing a print with him. 'The Rat', to be done on Wilcox's return, will also be released through RKO. He is also settling a deal with RKO whereby he will make their English quotas upon which RKO intends spending considerably more than heretofore.

OVÉR TOP FIGURES

Highest Average Since 1929 -Gross Returns to Distribs on 40 Out of More Than 400 Films Earned Upwards of \$1,000,000-Bigger Rentals, Better Percentage Deals, Im-Merchandizing, proved Upped Boxoffice Incomes

BIG FOREIGN TAKES

By ROY CHARTIER

The so-called \$1,000,000 grossing The so-called \$1,000,000 grossing picture is no longer the rarrity it has been during the long lean years following the 1929 attack of indigestion in industry. Out of the more than 400 features released on the season now coming to an end (1936-37) records of the distributors will reveal that instead of a golden dozen that will gross \$1,000,000 or over in sales, the number will more nearly comprise a fancy 40.

Bigger rentlet than in past years

saies, the number Will more nearly comprise a fancy 40.

Bigger rentals than in past years, better selling and more widespread adoption of percentage terms, combined with the fact that theatres have shown marked improvement in receipts during the past year, have figured as vital factors in sending more features into the \$1,000,000 class. Under percentage contracts which were not as common prior to 1929 as now, when the theatres do a large gross the return to the distributor, sometimes in the form of overages on a 50-50 basis, is proportionately larger and might even double what a fast rental contract would have brought. This form or selling has helped a lot.

Based on figures of distributors, it

selling has helped a lot.

Based on figures of distributors, it would appear that around 40 pictures will go through their final playdates in this country to wind up at \$1,000,000 or more in rentals for their producer-distributor owners. This is a remarkable number of features on which domestic gross sales may go into seven figures, being close to 10% of the number turned out on the year. out on the year.

out on the year.

With the world gross sales on pictures computed, the number would be greater, some productions being expected to get as much from foreign countries as from the domestic market, latter including the United States and Canada.

10% OF 1936-7 PIX Variety Talent for Filmusicals Swaving Republic to Produce In the East at Old Bio Studios

Serlin Leaves S-I

Hollywood, July 20.
Oscar Serlin has checked off the
Selznick-International lot after sixmonths contract as production aid
to David O. Selznick.
Serlin is returning to Broadwayto produce a legit, Damn Deborah,
after which he will return to pix.

SEE \$4.500.000 NET FOR 20TH IN 6 MONTHS

Earnings for 20th Century-Fox for the 26-week period ending near the close of June, which are due to be

Republic Pictures officials are mulling the complete switch of feature production on principal 1937-38 musicals from the Coast to New York. While seemingly convinced of the economy surrounding such a move, definite announcement probably won't be made for a week or 10 days.

ably won't be made for a week of 10 days.

However, swing towards eastern production has progressed to such an extent that Biograph Studios has been notified to be prepared to handle five such musical productions. And others identified with picture production in New York are laying plans for outright production on a minimum of five such feature films. Extensive improvements at Biograph make it adequate for handling feature work.

'Hit Parade of 1938, 'All Hands on Deck,' 'Hollywood Band Wagon,' All American Girl' and 'College Nights' are the musicals tentatively set for eastern production. Though 'Mañhattan Merry-Go-Round' is scheduled to go into production in Hollywood shortly, studio in the Brionx has been notified to be ready for shooting on this feature starting Aug. 2. Whether or not the full picture will be made in the east prob(Continued on page 6)

WILBY PRECEDING LYNCH BACK TO U. S.

R. B. Wilby, who went abroad with S. A. Lynch but isn't remaining as long as the latter, is expected back in a couple weeks but hasn't set a sailing date as yet. The southern Par partner-operator went to London, while Lynch proceeded on to Carlsbad for the baths.

Lynch has a castle on the other side in southern France and will probably check in there before returning.

SUBSCRIPTION

120

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LeRoy Scoffs at Reports He'll Buy Into UA As Goldwyn, Korda Pard

Hollywood, July 20.

Although Mervyn LeRoy denied such a transaction, reports are prevalent that the Warner Bros. producer will shortly acquire holdings of Mary Pickford, Douglass Fair banks and Charlie Chaplin in United Artists Corp., on which Samuel Goldwyn and Alexander Korda hold an option until Dec. 24.

Report that Goldwyn and Korda re unable to raise the coin, and that

Report that Goldwyn and Korda are unable to raise the coin, and that H. M. Warner, LeRoy's father-inlaw, stepped in to make his son-inlaw a partner in UA with the above two producers.

LeRoy assorted that about a year ago he was approached on a buy proposition by Fairbanks, but that it had fallen through and that he was continuing as a producer releasing through Warners with his next picture. Food for Scandal,' with Fernand Gravet and Carole Lombard, going into production Nov. 1.

Understood that Goldwyn and Korda are making little progress in

gathering coin in England for their purchase. David Rose, Goldwyn's financial advisor, went to London two months ago with Korda and Murray Silverstone to work on the proposition. Rose still is in London and last week conferred with Lord Beaverbrook and N. L. Nathanson regarding their interest in financing a buy of the major holdings in U.A.

Jack Benny Insists He's Holidaying 100% Abroad

riolidaying 100% Abroad London, July 20.

Paramount threw a press reception for Jack Benny this afternoon (20) with two-score journalists on hand to ply the comic with questions. Benny already has offers from British broadcasting and commercial continental broadcasting, supplemented by insistent demands that he play a date at the Palladium, to all of which he has turned a deaf ear, insisting on a holiday.

Picture Biz Strong for Much More Roadshowing This Season; **Deem Product Worth 2-a-Daying**

Picture biz anticipates its greatest ear of roadshow productions since WB 'Robin Hood' in Color

Sweeping success of several films which played two-a-day plus the fact that producers believe they are turning out the product that will stand up with titled scales are primary factors in trend. However, the large boost in amount of coin in the public proceedings of the public proceedings additional employment. pocketbook, additional employm and increase in number of folks v

and increase in number of tolks Wiling to pay more than general picture prices are pertinent aides.

Money that 'Great Ziegfeld,' 'Romeo and Juliet,' 'Midsummer Night's
Dream,' 'Mutiny on the Bounty' and
'Good Earth garnered is prompting
major producer heads to watch for major producer heads to watch for suitable roadshowers for coming sea-son. Success of several of these was instrumental in twice-daily booking of 'Lost Horizon,' The Road Back' and 'Captains Courageous.' Univer-sal and Metro probably won't put latter two in many additional high-scaled spots because of hot weather just now.

Prelim outlook indicates that Metro, Paramount, United Artists, Warner Bros and Columbia will lead Warner Bros and Columbia will lead way for 1897-38 roadshow films. Paramount already is set on two-per-day policy for 'High, Wide and Handsome' and 'Souls At Sea,' though former will get its premiere on tag end of 1893-37 season, hitting Astor this week. But general_road-showing of both will find bulk of cash from next segson.

United Artists is planning road-showing for 'Dead End' and 'The Hurricane,' both Samuel Goldwyn productions. Former is skedded for release next month but 'Hurricane' probably won't get first showing un-til November.

till November.

While not officially decided, trade leaders expect Columbia to set a roadshow policy for 'You Can't Take It With You,' because of initial outlay for script reported around \$250,000. Metro probably will come up with two or three for road-showing though the sales department this week was not set on any one film. It is probable that continued high-bracket grosses may prompt Warner Bros. to groom one or more for the same policy, with "Einile Zola' and Tovarich' set on and 'Adventures of Robin Hood' and possibly 'The Gamblers' in view. blers' in view.

blers' in view.

Twentieth Century-Fox probably
will pass up roadshowing on the assumption that it will have numerous
bo. films possessing sufficient leverage to warrant ignoring two-a-day
field. Some of sales chiefs also are
credited with believing that such a
policy towards exhibitors also is warranted from long-range point of
view.

RKO and Universal are rated as holding much the same attitude, with latter company presently convinced the risk is too great on roadshowing, based presumably on actual experi-

Fact that distribution companies get 50% rental, even if this figure is trimmed by the 50-50 basis on shar-ing advertising-exploitation, intrigues many outfits because this coin means many outfits because this coin means long stride towards writing off production costs before the feature even hits popular-price release. Though \$2.20 top prevails for night shows in N. Y. two-a-day, the average peak is \$1.50 in other cities where such films are roadshown.

JONES SHIFTS TO MG WHEN MAYER RETURNS

Hollywood, July 20.
Grover Jones moves over to Metro
from Paramount on the return of
Lquis B. Mayer from Europe, having
signatured a pact that lifts him to
producer-writer status. He will work
directly under Mayer.

Jones is washing up his Paramount
contract on 'The Buccaneer,' Cecil B.
De Mille production.

Taggart's 'Affair'

Hollywood, July 20.

"This Is My Affair," which Michael Fessier will produce for Metro, will have Errol Taggart in the director spot.

Film will be made from an original by Matt Taylor, with script by Donald Henderson Clarke and James Edward Grant.

Hollywood, July 20.
Warners will make 'Robin Hood'
color with Henry Blanks as as-

in color with Henry Blanks as associate producer and William Keighley directing. Picture is skedded to start early in September. Norman Reilly Raine scripted. Others being readied for the cameras by Blanke include 'The Wright Bros', script by Abem Finkel,' The Gamblers,' from the Dostoievsky novel, screen play by Milton Krims, and 'White Banners,' Lloyd Douglas novel, script by Finkel.

WALLACE SETTLES AIR CRASH SUIT

Hollywood, July 20.
Trial of the damage suit of Richard Wallace film director, against Transcontinental and Western Air, Inc., for \$306,000 was halted in the midst of hearing evidence when attorneys announced an out-of-court settlement had been agreed upon.

Amount was kept secret by stipulation of counsel, on both sides. Wallace was hijured two years ago when a TWA plane-crashed.

DOUBLE OR NOTHING

Lesser Looking for Types to Imitate Famous Figures

Hollywood, July 20.

Sol Lesser has settled on 'Master Skylark' as the next Principal Pictures vehicle for Bobby Breen and is looking for players to impersonate William Shakespeare, Queen Elizabeth and Ben Jonson.

Lesser also wants players for the Aaron Burr and Alexander Hamili-

Lesser also wants players for the Aaron Burr and Alexander Hamil-ton roles in the new Smith Ballew western, 'Louisiana Expedition,' and to impersonate members of Lin-coln's cabinet in 'Western Gold.'

Co-eding for 20th-Fox

Hollywood, July 20.
Femme lead in 20th-Fox's 'Life Begins in College' has been assigned to Gloria Stuart and troupe last week was shooting on the campus of Occidental College under direction of William Seiter.
Ritz Bros and Anthony Martin are featured with others in the cast including Fred Stone, Nat Pendleton and Dixle Dunbar.

Biberman Leads Off

Hollywood, July 20.
Paramount has handed the directing job on 'Prison Farm' to Herbert Biberman as his first megging as-

signment.

Lew Ayres and Louise Campbell play the leads. Biberman scripted with True Boardman from Edward Westrate's original.

Par Seals Carmichael

Hollywood, July 20. Hoagy Carmichael has been tied Hoagy Carmichael has been tied by Paramount for the year to com-pose tunes and lyrics for films. Pact is effective Sept. 1 or Nov. 1 within the option of Carmichael, who likely will take on another as-signment prior to starting at Par.

TOASTING RECRUIT

Hollywood, July 20.

John Payne goes into Major's
Love on Toast' as his initial featured role under his new pact with
Emanuel Cohen. Film went into
work last week for Paramount release. Player is a recruit from radio and the stage.

Same picture also has another ether recruit, Katherine Kane, in its

IRWIN SHAW'S WANGER PIC

Hollywood, July 20
Irwin Shaw has been loaned to Walter Wanger by Metro to screenplay 'Arabian Nights,' which Wanger will produce in technicolor.
Shaw wrote the original.

British Writers Coming

Hollywood, July 20 John Beanes, British playwright, and Arthur Calder-Marshall, novelist, arrive in New York from England this week on the Berengaria and will proceed direct to Hollywood and will proceed direct to Hollywood
to begin work under scripting pacts
to which they were signed in London last month by Edwin Knopf.
Scribblers are quarry cornered by
Knopf on his recent story and talent
safari abroad for Metro.

PEACE GROUP JUST NO LIKE **WB 'MARINE'**

Washington, July 20.

Terrific panning was administered last week to Warner Bros.' new pic, The Singing Marine, by the National Council for Prevention of War. Accompanying loud bleats and protests against the 'offensive' film was a request that all members of the pacifist organization appeal to local theatre managers and send individual squawks to the producers, in an attempt to have picture banned.

'Singing Marine,' starring Dick

sucenpt to nave picture banned.

'Singing Marine,' starring Dick
Powell, apparently inspired peace
group to one of its most militant attacks, rating more than a page of
single-spaced quarreling with the
plot of the film.

Panners were unable to see why Powell—who takes the part of a golden-voiced leatherneck who finalgoiden-voiced leatherneck who finally decides to stay in the service instead of signing fat radio contract—should be branded as a quitter and a moral leper if he elects to pursue a singing career when his contract with the Government has been fulfilled.

a singing career when his contract with the Government has been fulfilled.'
Using the weapon of sarcasm about as skilfully as a peace organization could be expected to handle bayonets, NCPW declared that Warner Bros, had been inspired by Powell's success in glorifying West Pointers and Naval Cadets in two recent pix and 'thought it about time for their champion crooner to don the uniform of a marine and engage in some special fing-waving for this branch of military service.'

'Prevention of War Council squawks further, 'The Singing Marine' would probably have been a big help to the recruiting stations 20 years ago, and even today such movies tend to keep alive false conceptions of patriotism and foster in the young mind an easy acceptance of only one side of the military scene—the glamour side dealing with brass buttons and shining medals.'

Group admitted that 'as film operettas go, 'The Singing Marine' is entertaining enough and possesses a hit time or two.' Sequence of the flicker most objected to was the finale of dancing and singing by the leather-necks to the strains of martial music in the manner of an old-time religious revival, mesmerizing the audience into a 'patriotic' fervor.'

RADIO TIES RERIF

RADIO TIES BERLE FOR 1938 'NEW FACES'

Hollywood, July 20.
As the result of his work in 'New Faces of 1937,' Milton Berle has been handed an exclusive picture contract by RKO.
S. J. Briskin negotiated the deal by telephone to New York with Berle agreeing to return in the fall to be featured in 'New Faces of 1938.'

Stewart's Reno Script

Hollywood, July 20.
Donald Ogden Stewart is screenplaying "Honeymoon in Reno' for
Samuel Goldwyn at United Artists.
It's an original by Virginia Kellogg to star Merle Oberon.

U'S 'IRON MEN'

Hollywood, July 20.
Universal has signed Milton Carruth to direct 'Iron Men.'
Lester Cole is preparing the script and E. M. Asher will produce. Film is on sited for October.

Glendale, Calif., the Ideal Preview Town; Pomona, Westwood Rate Next

Rep's 'Merry-Go-Round'

Hollywood, July 20.
Republic has assigned Harry Sauber to produce "Manhattan Merry-Go-Round," Phil Regan musical, from Sauber's original with Charles Reisner directing. Film is skeded to start Aug. 20, those signed including Virginia Bruce, Cab Calloway, Ted Lewis and Lucienne Boyer.

Lewis and Lucienne Boyer.

This is the second radio 'hour' title to be used by Rep as a film tag.

First Phil Regan musical was captioned 'The Hit Parade' and included a flock of radio and recording artists.

SINO-JAP WAR THREAT **SCURRIES NEWSREELERS**

Probability of hostilities between Japan and China in and about Tientsin is prompting the American newsreel companies to concentrate their cameramen near present seat of trouble and military movements. Most of photographers formerly stationed at Shanghai are on the ground at Tientsin, with the Chinese troops or on the way to the so-called battlefront. Others are being drawn from Tokyo while some may be called on from principal Europeau capitals if threatened outbreak justifies it.

tifies it.

While a few of the lens boys may follow the Japanese forces, best results are anticipated from those accompanying Chinese troops. Reason for this is the strict censorship laid down by Japan's military officials as compared with almost complete tracked. freedom of movement and wide open attitude on grabbing warfare scenes of the Chinese.

It will be recalled that w trouble flared several years ago tween the Japanese and Chinese, newsreels obtained unusually matic and authentic battle shots. recalled that when

TEST RADIO SINGER AS **COLUMBIA PIX DUBBER**

Gino Monti, opera tenor, is being tested by Hal Hode, of Columbia Picts, for a voice doubling stint in the studio's next tuner. Idea is to do the recording in New York and ship it to the Coast.

Monti, whose real name is Pino Bontempi, begins a platter series over WOV in August for Fratelli Branca, Italian bitters. ship it to the Coast.

Monti. whose rea

Time Out for Sub

Hollywood, July 20.
June Travis replaces Doris Weston
'Block That Kick,' Warner grid yarn
that went into work last week on the
football rectangle at the Los Angeles

William Hopper has the lead, with two complete football elevens in the

NOVARRO EAST

ROVARRO EAST
Ramon Novarro, who recently
completed starring in "The Sheik
Steps Out' for Republic, is due in
New York today or tomorrow
(Thursday). He will assist in the
special exploitation campaign being
mapped out besides spending his vacation in Manhattan.
Novarro is under option to Rep
for two more features depending on
reaction to 'Sheik.'

PHYLLIS WELCH TO M-G

Phyllis Welch, legit and radio ingenue, was signatured yesterday (Tues.) by Metro, being scheduled to report at the studio at the end of August.

or August.

She recently closed in 'High Tor' and is playing in 'Lysistrata' at Mt. Kisco, N. Y., this week and at Westport, Conn., next week.

Hollywood, July 20. Studios have discovered, after sneaking off to theatres half way around the globe, the ideal preview town is right at their back doors, Town is Glendale, a separate city of 71,000 population, between Holly-wood and Pasadene, geographically,

Next as a previewer to Glendale is Pomona, a college town of the freshwater sort, where Robert Taylor was educated. In fact there are several colleges in Pomona—two lor was educated. In fact there are several colleges in Pomona-two most important being Pomona for men, and Scripps college, for girls. It was Pomona reaction that decided the fate of late Jean Harlows starrer—'Saratoga.' Pomona peak was double-checked with an official preview at Glendale later. Reactions were so good that the pic will be released tomorrow (21).

be released tomorrow (21).

Next to Glendale and Pomona as a preview spot is Westwood, a college town near the 20th Century-Fox lot, and considered the best place to try out smart-alec pix of the sophisticated genre. Westwood houses UCLA, a co-ed setup of 7,000 students. But in surefure reactions Glendale tops them all.

Glendale tops them all.

For family pix, Glendale has proved itself to be the perfect average of American audiences, more dependable than the college towns because the college towns are not peopled with the kind of picture-goers who have earned the dough they've giving up at the b.o. College kids in the main go to pictures (1) to laugh at everything as proof that they got a 'B' in psychology honestly, (2) to learn how to write scripts and make a lot of money easily, and (3) to neck in the back rows and not be bothered by anything. by anything.

Of course towns where people work have their back-row neckers, too, but the rest of the audience is made up by those who take their entertainment seriously, and they don't come more serious than in Glendale.

Hollywood's No Dice

Hollywood's No Dice
Previews in Hollywood are not
the slightest help because the audience is made up in the main of
those who would cheer anything—
even the bombing of children, if the
newsreel was made by the company
they worked for. The rest of the
audience is made up of autograph
fans who had dough enough left
over to see the picture after buying
their autograph albums.
These Hollywood previews show

These Hollywood previews show These Hollywood previews show most of the stars arriving just in time to make a banal crack over the radio, in which they praise the picture that they haven't even seen yet. Then they rush into the theatre, grab seats in the roped-off section, applaud all the credit titles and then as soon as the pictures is over they grab their wraps and start for the door. The rest of the audience stays for the picture which was originally scheduled as the night's attraction. night's attraction,

night's attraction.

Previews, of course, are always announced mysteriously as 'Major Studio Preview Tonight.' Anybody wanting to know very badly can find out what the name of the picture is, but the few who prefer to buy blind wait until the title is flashed on the screen and then throw out a couple of 'ahs' and a round of applause.

In Clandle, he scope on the year.

of applause.

In Glendale, as soon as the preview is over, it isn't the stars who rush out, it's the audience. In Glendale, too, the autograph hunters are not adults as they are in Hollywood, but children. The grown-ups are inside and such numbers that there is not much space for the stars who are there on skulls.

are there on skulls.
Glendale audiences laugh at comedies, but it's a different sort of laugh from the Hollywood version, and a much more authentic one. It helps the studios gauge what they have in the way of a grosser.

Hollywood, July 20.

Universal has signed Milton Carruth to direct Tron Men.'
Lester Cole is preparing the script and E. M. Asher will produce. Film is on sked for October.

CHEF'S SERENADE

CHEF'S SERENADE

Hollywood, July 20.

Allan Jones has been assigned to word a raise and bonus. Actress, currently making "Stage Door," is slated for leads.

May resume her part in 'Hey Did to warble the chef's role in Metro's The Ugly Duckling.'

Judy Garland has the title part.

FILMS' PROBLEM CHILDRI

Hemingway's War Film on Coast **Grosses \$15,000 From Audience of 15**

THE SPANISH EARTH

Contemporary Historians, Inc., production and release. Directed and photographed by India Tenna Criffin Market Parket State of the Parket State of

This can make money where any picture can make money, but it won't make it there, because it won't get in there. It will have to depend, as it did here in its world premiere, on lecture halls which are wired for sound and can gross enough in one performance to justify a week's buildup.

At the Philharmonic it played to capacity at a 25c. to \$1.10 scale and grossed \$2,000. The audience threw an additional \$2,500 in the hat, meaning a \$4,500 total and most of that het. At least 2,500 persons were turned away and the place was a madhouse of congestion.

Just how many came to see the picture and how many to see Ernest Hemingway do a personal is hard to say. If he could go along with the pic, The Spanish Earth' could pick up as much coin across the country as it did here, but Hem announced he was blowing right back to Spain—for a month, as far as his wife was concerned; for six months if the war lasts that long. While here he was offered \$50,000 to script a picture. Now the country of the way is the didn't have the time right now the state of the country of the way with them was Joris Ivens, who there and the way with them was Joris Ivens, who there are and the state of the country of the country of the way is the didn't have the time right now the state of the country of the country of the country of the way is the country of th

with Hem was Joris Ivens, who directed and photographed The Spanish Earth from Hemingway's story. Ivens, a Dutch director, made (Continued on page 66)

\$100.000 SUIT OVER RKO'S 'H'WOOD' PIC

RKO-Radio Pictures Corp. and Adela Rogers St. John, writer, were named defendants in a plagiarism action brought Friday (16) in the N. Y. supreme court by James Young, film director and author. The suit was revealed through the filing of a notice of trial during the fall term of the court. Young asks \$100,000 damages.

Plaintiff avers that the plot and part of the title of his book, What Price Selviewood?' were purloined by the defendants in the picture, What Price Hollywood?' which Miss St. John authored and RKO produced. Both the book and the scenario were written in 1932.

Young was for many years associated with Sir Henry Irving and Augustin Daly. He directed the first live-reel silent picture made in America. This was 'My Official Wife,' starring Clara Kimball Young.

Bronx Community House Produces Own 4-Reeler

Produces Own 4-Reeler
Philip Sterling, scripter, has
authored and produced a four-reeler
for the Bronx (N. Y.) Community
House to be used in promulgating
membership drive among youngsters
of that vicinity. Cast comprises amateur members. It's the first time
such social organization has enlisted
films as a bally.

Story has juvenile delinquency
slant with angle that settlement
houses, with varied sports and other
attractions, keep kids too occupied
to be mischievous.

Soph's 2d at Metro

Hollywood, July 20.
Sophie Tucker abandoned her contemplated p.a. tour when Metro moved up production plans on Molly, Bless Her' in which Wallace Beery and Judy Garland will also appear.

Anna may wong's par pic

Hollywood, July 20.

Anna May Wong's initialer under her new Paramount contract will be 'Across the tiver,' original by Edward T. Love and Gladys Unger.

\$22,500 Legal Bill

Hollywood, July 20.

Hollywood, July 20.

Miss Myllicent Bartholomew, aunt and guardian of Freddie Bartholomew, has instituted suit in his behalf against nine lawyers for \$22,500.

Complaint charges they had schemed and conspired to obtain said amount in fees in contection with the 1936 legal controversy anent Freddie's custody. She further contends that they represented that she would be deprived of the youngster's custody if she did not sign a compromise agreement with his parents. Also made a defendant is the Union Bank & Trust Company, guardian of the Trust Company, guardian of the kid actor's estate.

COOPER, NORTH AS M-G PRODS.

Hollywood, July 20.

Merian C. Cooper has resigned as v.p. of Selznick-International Pictures, Inc., and moved over to Metro as a producer. Cooper had been negotiating a deal for several weeks with Louis B. Mayer, now enroute to England, and E. J. Mannix.

While at S-I, Cooper functioned as contact between the studies and the service of the service

contact between the studio and the New York offices on financial mat-ters and between David O. Selznick

ters and between David O, Selznick and Technicolor. Bert Kelly has signed at Metro to become assistant to Nat Levine when the producer goes on the lot. Kelly formerly was a producer at Republic during Levine's regime. Metro has signatured Eric North to a pact whereby he will produce and direct plays using the studio's stock and contract talent. "Dangerous Corner," J. B. Priestley drama, will be the initialer under the new tieup.

VAN DYKE SUCCEEDS DEL RUTH ON 'ROSALIE'

Hollywood, July 20.

W. S. Van Dyke will direct 'Rosalie' for Mctro, succeeding Roy Del Ruth, who abandoned assignment for a six weeks' British Columbia vacash. Production resumes Aug. 1.

Disagreements between Del Ruth and Metro powers, simmering for sometime, came to a head last week with the director abandoning his assignment to direct 'Rosalie,' for which he had been borrowed from 20th-Fox.

which he had been borrowed from 20th-Fox.

Del Ruth said he wanted a rest.

Rosalie was to have gone into work immediately, to be completed in time to allow Nelson Eddy to go on a concert tour. Director will report back to 20th-Fox Sept. 1.

Raft Goes Gaucho

Hollywood, July 20.

George Raft shifts from 'You and Me,' which has been temporarily shelved by Paramount, into the featured spot in 'Argentine Love,' musical now being scenarized by Joseph Moncure March and Philip McDonald. Dorothy Lamour plays opposite. Charles Buterworth and Ida Lupino have featured parts. Sylvia Sidney's prior committment to the Theatre Guild in New York caused the lifting off sked of 'You and Me.'

PARADE OF KIDS THROUGH COURTS

Jurist Watches Over Mop pets to Fend Off the Wolves -- That Bartholomew Mess - Shirley's Watchful Parents-Make Agents Come Clean

BIG MONEY MAKERS

By DENIS MORRISON

Hollywood, July 20.
The child is king. Or queen, as the case may be and often is.

That's the new spirit and policy of Los Angeles courts with respect to

Los Angeles courts with respect to performing moppets seeking film laurels.

They come in droves, these wonder children, with their mamas, real or synthetic, pushing them into the Hollywood arena, with agents who are sometimes chiselers yapping for a split of what their talent is worth in this market.

Examples of Shirlay Towns Feed.

Adding Machine Broke Down, So No Score Yet on Pic Mob's Charity Game

8 Pix in Work At U

Hollywood, July 20. Universal plans to have eight plo tures in production before the end

tures in production before the end of the month, with 'Let's Be Candid,' an E. M. Asher production, slated as the eighth. Seven are now in work. They are, '100 Men and a Girl, 'Merry-Go-Round of 1938,' 'Carnival Queen,' 'Behind the Mike,' 'Adventure's End,' 'Midnight Raiders,' and a Buck Jones thriller, 'Sudden Bill Dorn.'

WANGER'S SAGA OF CALIFORNIA

Hollywood, July 20,
Film portraying California history from the Spanish regime to the Frisco Fair of 1939 will be the first picture on Walter Wanger's program for 1938-39 season. It will be filmed in technicolor. Grover Jones, who has been gathering material for the narrative for the past five years, has done the screen play. (Jones next shifts over to Metro). Charles Boyer, Madeleine Carroll, Sylvia Sidney, Joan Bennett and Henry Fonda have been set for cast.

Much of the picture will be made on actual locations on estimated shooting sked of six months.

are sometimes chiselers yapping for a spitt of what their talent is worth in this market.

Examples of Shirley Temple, Freddie Bartholomew, Jane Withers and other miracle kids bring 'em here. Money' Ark's what they're all after. Money and fame and the rest of the ingredients of picture glory, which as often as not is as makebelieve as the sets the youngsters work on. Judge Emmet H. Wilson brought the new deal into being when he moved into Department 34, which handles approval of all moppet contracts, the middle of last February. He laid down one cardinal principle: The child's interest comes first. To that he adheres. To date he has turned down flocks of contracts, the middle of last February. He laid down one cardinal principle: The child's interest comes first. To that he adheres. To date he has turned down flocks of contracts, the middle of last February. He laid down one cardinal principle: The child's interest comes first. To that he adheres. To date he has turned down flocks of contracts, tossed a lot of people out of court who were seeking to fatten on the earnings of talented moppets. Every player under 21, no matter which sex, must come before him in person or through parents or guardians to obtain approval of contracts.

Would Have Spared Freddie Legal lights point out that had a similar situation been in effect at the time the trouble arose over Freddie Bartholomew's contract, the current wrangle over the boy's take would not now be before him in person or through parents or guardians to obtain approval of contracts, the summary of the first proper care of the interests of a moppet player is that of Shirley Temple. In this instance parents looked after the player's welfare from the start. (Continued on page 25)

Los Angeles, July 20. Joe E. Brown's Gas House Gang and Robert Taylor's Blood Sweating Behemoths played a ball game in front of 30,000 persons at Wrigley Field last Saturday (17). A number

front of 30,000 persons at Wrigley froid last Saturday (17). A number of theories are in evistence regarding the score but they're none of them the same. Before that can be determined the following technicalities must be gone through:

Price, Waterhouse & Co, have to compute the runs and hits and they're out of luck because they broke all their adding machines counting the errors.

U. S. Supreme Court has to decide whether Georgie Jessel trying to tag Andy Devine at third base was assault and battery or mere mayhem. Santa Fe Railroad accused Joe E. Brown of stealing the Grand Canyon and putting it in his mouth.

Three RItz Brus, were grabbed by attendants from the Patton nuthouse armed with butterfly nets and their eligibility has to be decided.

A refugee who escaped the ballpark the same night said the Gas Housers were ahead 83 to 45 at the time he lost consciousness. But he thought he was scoring backgammon.

mon. Game had a number of minor cas-ualties. Vic Orsatti was shot steal-(Continued on page 68)

HAYWARD SPLIT WITH SELZNICK

Hollywood, July 20.

Partnership of Myron Selznick and
Leland Hayward was dissolved last
week with Hayward readying his
own office to open in Beverly Hills
Aug. 2 and Selznick planning to
launch New York headquarters.

Belstionship had lasted nine years

launch New York headquarters.
Relationship had lasted nine years.
Allen Simpson goes over from Selznick to the Hayward organization and James Cowan joins Hayward from general managership of Walter Wanger Productions. Hayward's N. Y. office will continue to represent Selznick pro tem.

2 ADDED AT RKO TO SHARE MUSIC LOAD

Hollywood, July 20.
Dave Dreyer, head of RKO's musical production department, has signed Russell Bennett, composer-arranger, and Frank Tours, music director, to term pacts.
Studio, facing heaviest musical schedule in its history, was compelled to enlarge its scope in the music end. Part of extension program olayed by S. J. Briskin was picking up the option of Roy Webb, music director.

Play May Lure Thomson From Guild Sec. Post

Hollywood, July 20.
Kenneth Thomson will bow out
as executive secretary of Screen
Actors Guild if he draws the lead
in the Broadway production of 'Susan and God,'
Resignation will not be submitted
to directors of SAG until he gets a
definite agreement with stage producers, he said.

Speed Up 'Ali Baba'

Hollywood, July 20.
Second unit of 20th-Fox's 'All
Baba Goes to Town' (Eddie Cantor's
first for 20th) has been placed under
directorial charge of James Tinling
to speed up the film. Tinling films
mob scenes while David Butler

handles the principals.

Laurence Schwab is producing.

Beery's 'Bad Man'

Beery's Data Mall
Hollywood, July 20.
'Bad Man of Brimstone' is set as
Metro's next for Wallace Beery.
Harry Rapf will produce, J. Walter
Ruben directing. Richard Maibaum;
and Cyril Hume scripting.

As Coast 10%ers Org Gets Charter

Battle From Smallie Agents Seen

With a copy of its articles of incorporation filed in the Los Angeles Hall of Records, the Artists Managers' Guild is preparing to call a meeting to pass on a constitution and by-laws and to draft an invitation for agents to join.

Incorporation articles state purpose of organization is:

To establish, maintain and advance high ethical standards in the conduct of the occupation of artists' representatives and managers and to foster better understanding among dipersons engaged in such occupation and to that end to establish and protent mulgate canons of chick, rules and key regulations of conduct and to end for agents, artists and producers by fostering a high standard of intigrity and honor.

To retablish, maintain and advance high ethical standards in the compact of the cocupation of securing and the promotion of manufacture, and brown and the recording, and television or conducts, and in all branches of the entertainment business, including the promotion of motion pictures, the entertainment business, including the promotion of motion pictures, the entertainment business, including the promotion of motion pictures, the entertainment business, including the promotion of motion pictures, the entertainment business, including the promotion of motion pictures, the entertainment business, including the promotion of motion pictures, the entertainment business, including the promotion of motion pictures, the entertainment business, including the promotion of motion pictures, theat rice all productions, vaudeville producti

Pix Buyers Fighting Shy on New Deals; Carefully Surveying All **Product Before Committments**

Leading buyers of film are presently making very careful surveys of the product of the various majors, sizing the pictures up from every angle in preparation for what looks like the battle of the century between ne battle or the century between distributors and theatres.

Meantime, the summer is dragging on and deals that have been managed so far are scarce and mostly unimportant.

sged so far are scarce and mostly unimportant. Negotiations are on in certain cases, but because of the demands for higher rentals and changes in the bracketing of pictures offered, no one is in a hurry to sign up for the coming season. Pending a complete analysis of product, most big buyers have not indicated what they will do, although making it clear that the distributors may expect to find a fight on their hands this year. Additionally, the competition between the distributors is going to be keener than ever before, it is predicted. Due to the fact that there may be much trouble getting accounts to sign contracts at higher terms, it will remain for the individual sales manager to exercise discretion in deciding just how far to bend. The demand for five-year franchiess and decision of sales chiefs whether they shall be granted, a compromise made for three years or nothing but one-season deals made, will figure.

Exaggerated Pix Costs?

Exaggerated Pix Costs?

From the buyer's side, a point that very likely will be stressed, based on advance discussions, is that statements regarding higher costs of production and studio operation are largely an exaggeration which may enable distribs to exact higher rentals. Most buyers can lay out various pictures of high cost, also, and show through detailed statistical records just what their percentage rating is as profit-makers for the theatres. Some of these records are a bit startling and place far from the top certain very costly productions on which high rentals terms have been paid.

terms have been paid.

Girding for the biggest free-torall they have had to date with sales
organizations, the buyers may also
try to blast the theory of distributors that economical forces
which make it necessary for pictures to get higher rentals also mean
that admissions must be raised. Theatre operators can point to actual
instances where box office scales
have been tilted and the results
have been damaging. have been damaging.

Dangers of Tilting Prices

Dangers of Tilting Prices

Such cases where a dangerous increase of admissions might be attempted in an effort to meet rising costs of picture product could also react unfavorably to the distributors, it is pointed out. If a picture is on percentage and the public stays away from the theatre because of increased scales, going to a competitor who hasn't tilted, the distrib suffers with the exhibitor. Even if all theatres in any given situation upped prices, then it might be that fewer persons would be enabled to see pictures.

The tendency among buyers, in-

The tendency among buyers, including independents, is to wait to see what happens but in the meantime product is being very carefully studied, plus policies and the approximate demands that may be expected of the leading commander. expected of the leading companies. In view of the fact that the 1936-37 In view of the fact that the 1936-37 season is soon coming to an end, deals must be made in the very near future to relieve the nervousness over the situation that is being caused by the delay. Some companies will begin releasing their new product Aug. 1, others around Aug. 15. That is only weeks off, yet all over the country accounts are stalling and it may be that exhibitors will have to start picking up what pictures they can during August until fighting negotiations over contracts are settled. Customer lists of the various com-

Customer lists of the various co Customer lists of the various com-panies may change a lot this year in case old accounts leave producer-distribs they have dealt with for years due to inability to reach deals and switch to competitors. There also may be much selling away by distribs in an effort to force pictures

'Souls at Sea' Set Back At \$2 Until Aug. 4 in N. Y.

'Souls at Sea,' longer delayed than Paramount' had anticipated, with cost having gone well over \$1,000,000, is further set back at the Globe, N. Y. its \$2 opening postponed from July 28 to Aug. 4. Other Par pix that are on release for August must

go out first.
Unlikely that 'Souls' will be roadshown except in New York with
release possibly in September.

PAR-LOEW-MG **DICKER NEW** DEALS

Paramount has opened negotiation Paramount has opened negotiations with the Lower circuit for renewal of latter's franchise on Par pictures calling for all of the product in Greater New York and in other cities where not in conflict with Par's own houses. Prior to last season Loew's and RKO in New York had been splitting the Par product.

York had been splitting the Par product,
Neil F. Agnew, v.p., in charge of sales for Par, is sitting in with other Par distribution men on the deal.
So far dealings between Metro and the Par circuit people have not started. Par is a heavy customer of MG product throughout the country.

Kansas City, July 20.
Republic has sold its 1937-38 program to the Sproule circuit in Kansas and to Jefferson Amusement Co., leading chain in western Texas.
Jefferson is in partnership with

LOOKS ALL SET NOW FOR 20TH'S ROXY TAKEOVER

Carlos Israel's threat of last week to foreclose on Roxy theatre (N. Y.) goldhote holders, unless they accepted the reorganization plan, produced quick results Friday (16) when Edward K. Hanlon, attorney for the noteholders, informed Federal Judge Francis G. Cafrey that acceptances totalling \$1,283,300 had been received. This is more than the necessary two-thirds required under Section 77b of the bankruptcy law in order for the plan to become effective.

Section 77b of the bankruptey law in order for the plan to become effective.

With this difficulty washed up, Judge Caffey will sign the formal order approving the plan next Friday (23). At that time, the Court will take up the salary claim of \$4,200 of Ted Healy owed to him for a week's engagement in 1932. Also to be ironed out will be the contract claim of \$28,636 filed by Artce, a Fanchon & Marco subsid.

It is expected that on Friday all obstacles tending to delay 20th-Fox from assuming control of the Roxy for the next 20 years will be out of the way. Judge Caffey will decide then what action will be taken on claims already filed against Howard S. Cullman, the outgoing trustee.

Sonja Looks Ahead

Sonja Henie, champ skater and 20th-Fox star, is due in from the Coast this week. It will be a vacation and biz visit.

She expects to look over tentative possibilities of extended ice carnival engagements along Atlantic seaboard next winter.

JUNIOR LASKY'S ORIG

Hollywood, July 20.
Emanuel Cohen has assigned Jesse
L. Lasky, Jr., to write an untitled original for Major Productions.

Lasky recently returned from completing a scripting ticket with Gaumont-British.

PAR-CRITERION, N. Y., DEAL LOOKS ALL SET

Deal under which Paramount would become actively interested in the operation of the Criterion under a partnership with the Harry L. Charnas-B. S. Moss combination, is well in the works and may be closed at any minute. Agreement would be for a term and possibly for the remainder of the lease held by Charnas and Moss, which is 20 years.

Charmas and Moss, which is 20 years. Negotiations are being carried on by the Par distribution department which seeks the Criterion as a first run for pictures not needed by the Par, N.Y., as well as for films which may play the Broadway Par two or three -weeks but go an additional week at the Crit before sent to sub-week at the Crit before sent to subsequent runs. That might be done with such pictures as 'Easy Living' which can't stay a third week at the N. Y. Par because Martha Raye

N. Y. Par because Martha Raye isn't held over.
Par pictures not booked for the Par, N. Y., up to recently had been going into the Raith first run but since a disagreement with Arthur Mayer, they have been sold to the Crit, including 'Make Way for Tomorrow,' Train From Madrid,' 'Great Gambini' and 'Midnight Madonna' (current).

AMUSEMENT ISSUES UP IN WEEK'S MOVES

Following a miniature bull move late last week, picture company is-sues again shot upwards in yester-day's (Tues.) stock market. Major portion of concerted rise with portion of concerted rise with amusement shares came in the final hour of trading, greatly increased volume enabling many to wind up with gains of 1 to 9 points. Warners and Paramount stocks led move.

with gains of 1 to 9 points. Warners and Paramount stocks led move.

Paramount first preferred was the sensational performer with 9-point climb to 159. Par common also was extremely active, litting 1½ points to 23, highest point in current move. Second preferred was unchanged. Twentieth-Fox preferred advanced 1½ to 46, while common was up points from year's best prices.

Others to advance one point or more were Columbia Pix common and Eastman Kodak common, latter registering new high for year. Warner Bros. common went to 15, new peak for present move. RKO went to 8%.

Variety Talent

(Continued from page 3)

ably will not be known until the first of next week.

ably will not be known until the first of next week.

"Merry-Go-Round' stars Phil Regan but Cab Calloway's band and numerous musical faves and radio stars would be used in it from the east. Reasons swaying Republic towards eastern production are availability of musical comedy artists, radio, vaudeville and night club entertainers, name bands, etc. This, plus the fact that Biograph Studios, Inc., is owned by Consolidated Film Industries, which in turn also has a heavy interest in Republic, makes the move a logical production cost-saving plan. Republic, along with other film companies, has learned that signaturing players and artists to a one-

companies, has learned that signaturing players and artists to a onepicture pact, without further obligaition, in addition to the saving in
transportation to the Ceast and delay waiting for production to begin,
represents a considerable saving.
With the company taking advantage
of its own controlled studio facilities, this is further enhanced. Dwindling short feature demand left
available plenty of spots for feature
work.

work.

Method used in transporting reg

work.

Method used in transporting regular production unit from Hollywood employed when eastern people and organizations were shot for The Hit Parade probably would be used excepting that eastern cameramen would be added to the unit.

Surprising returns already obtained on 'Hit Parade' in nearly every spot outside of N. Y. is responsible for the company's urge to do more musicals. Of the total, five will be larger, de luxe musicals, studied to the will be larger, de luxe musicals, studied to the will be smaller musical films or those with the music subordinated to the plot. The way the radio and musical names clicked on this other feature is responsed to have opened the eyes of officials on possibilities of cashing in. Only catch apparently was large cost incorporated in such films. This

Lefty Goes to Dallas to Get Some Showmanship Ideas for His Joint

Dear Joe:

I suppose you're surprised to hear I'm down here in Dallas, July 20.

Dear Joe:

I suppose you're surprised to hear I'm down here in Dallas. Well, to tell you the truth, I am too. But I thought maybe I had a good proposition down here that's why I hopped in my car and ran down. A guy here wrote me in answer to my ad that he wanted to exchange a cotton plantation for our theatre. Aggie said we don't know nothin' about a plantation, except we can black up, play banjo and do the essence. I told her there's a lot of dough in cotton and she sez we'd have to seal a lot of cotton to make any kind of dough because she can get a big spool of it for a nickle. You know how sarcastic Aggie can get. Well anyway I ran down to talk to this bird. Boy, I wish you'd a seen what he calls a plantation. There was nothin' on it; he said it's all plowed under and his house was worse looking than the dressing rooms in Shenandoah. I aggered he was a farmer and maybe would be a sap and give me a good swap. Well boy, I counted my fingers after I shook his hand goodbye. If vaudeville was back I'd put him in the agency business—he'd own a circuit in no time. Aggie was right—just a woman's institution. They seem to sense things. I'm giad in a way I come down here because it give me a chance to see the Exposition. It's swell. The lighting is beautiful and I met a lot of my old pais. George Marshall, the rich laundry man from Washington, is the head of entertainment and did a swell job. Tony Sanford and George Faulkner from the Thompson agency passed me in to see the Rudy Vallee broadcast and it was swell. Two thousand people in the Casino. They opened up with 'Working On The Railroad' and everybody stood up. I thought there was a railroad convention so I stood up too, and come to find out it's the Texas national anthem—they call it 'The Eyes of Texas Are Upon You.' Gov, Allred was there and he made Vallee a Lieutenant, He's already a Navy Commander, so in case of war he won't know which way to go. Fay Wray and Richard Cromwell did

Give my best to the boys and girls who are greasing up their acts for the fall. SEZ

Your Pal. Lefty.

P. S. They are trying to find a mercury that will go over 120 in a therometer to use down here.

Incorporations

CALIFORNIA

Sacramento.
Coronet Pictures, Inc.; picture production; capital stock, 100 shares, no par; permitted to issue all. Directors: Martin Gang, Howard Lang, Leonard Goldstein, Lew Golder, Robert E. Kopp and May P. Baumgartner.

tidin. The Golder. Robert B. Kopp and May P. Baumgariner.

Hawalian Faradise, Inc.; capital stock, May P. Baumgariner, subscribed. Disolates no pat, non-subscribed. Disolates with the subscribed of the subscrib

Big Spring Theatree, Inc., Big Spring; explinal stock, \$10,000. Incorporators: Discovery of the Spring; explinal stock, \$4,000. Incorporators: Discovery of the Spring; Dis

Conche Theatres, Inc., Son Angelo; capital stock, \$15.000, Incorporaturs; H. B. Robb, C. V. Jones and E. H. Rowley.

Floncer Theatre Co., Prairieville: the atres; capital stock, \$3,000. Incorpora-tors; Mark Hamilton, T. G. Hamilton, N. I. Jones

,. Foreign Permits Consolidated Radio Artists. In York; theatre: capital stocks, Texas office, Dallas. Agent; J. Rubush.

WB's 39-Week Statement Best Since the Depresh

With earnings of \$1.42 per comnon share and net operating profit of more than \$3,000,000 in excess of comparable period in 1936, Warner Bros. and subsidiaries earnings statement for 39-week period ending May 29 this year was easily the most glowing one to come from the company since depression era.

Warner Bros. net operating profit, after deducting all charges including amortization, depreciation and normal Federal income taxes but without deductions for federal surtaxes on undistributed earnings, totalled \$5,561,032 for the 39 weeks. This is rated a hefty increase from the net of \$2,554,772 after similar charges in comparable period last

year.

Net profit from operations in the 39-week period this year, before any of usual deductions, amounted to \$10,907,064. The net operating profit in excess of \$5,561,000 is equal to \$1.42 on each of the 3,701,000 shares of common outstanding and to \$53.93 on each of 103,107 preferred shares outstanding. Company reported dividends in arrears on the preferred oil June 1 this year totalled \$20.21 per share.

on June 1 this year totalled \$20.21 per share.

Net income was figured after a deduction of \$18,807,754 for amortization of film cost including depreciation of studio properties but before other income and charges. Amortization and depreciation of properties other than \$716,183 for studio properties charged to film costs brought a deduction of \$3,578,869.

Interest expense of \$3,445,166 was the next largest deductible item. Company set aside \$1,050,000 for normal federal income taxes. Warner Bros. deficit as of May 29 was listed as \$4,576,031.

FANS STILL SMELL 'EM OUT

Studio Labor Situash Easing Off, Makeups, Stylists Reach Agreement CRIX INFLUENCE

Hollwood, July 20.
Studio labor problems appeared much nearer a solution this week as makeup artists and hair stylists reached agreement with producers on working conditions and hours, and he painters and laborers secured aid of William Bioff in negotiations for wage tilt and union shop. Bioff is: Coast head of International Alliance of Theatrical Stage Employes and personal representative of President George Browne.

Makeuris have agreed on 60-hour

ance of Theatrical Stage Employes and personal representative of President George Browne.

Makeups have agreed on 60-hour week for key men, with first makeups, assistants and apprentices working 48 hours. They are now seeking time and a half for overtime. Hair stylists want tilt from \$55 and \$60 a week to \$70 and \$75.

Metro and Warners apparently have abandoned demands for union cards to be issued to painters hired during May strike. Motion Picture Painters Local 644 has refused to approve applications of 35 men and served notice on studios strike will be called if any attempt is made to approve applications of 35 men and served notice on studios strike will be called if any attempt is made to give non-union men work. Painters are now negotiating for pay up from \$7 per day to \$8 for day workers; \$9 for those on night shift, and \$10 for graveyard shift. Producers have offered flat 10 per cent increase.

Painters were told that IATSE and other crafts recently given 10 per cent hike would not stand for painters receiving title of more than 10 per cent. Herbert Sorrell, business representative of painters, secured support of Bioff, who notified producers he would approve any increase given painters.

Bioff and Joseph Marshall, international v.p. of Studio Utility Employes Local 724, are negotiating in effort to fixe line of job demarcation between grips and laborers.

Fight between United Scenic Artsts Local 621, Society of Motion Picture Set Designers and IATSE for jurisdiction of studio draftsmen continues. Producers have refused to negotiate contract with Local 621 until jurisdiction dispute is settled.

Screen Directors Guild completed organization last week and an-

settled.

Screen Directors Guild completed organization last week and announced attempt would be made to negotiate pact directly with 'Association of Motion Picture Producers, instead of dealing with labor contact office maintained by major studios

instead of dealing with labor con-tact office maintained by major studios.

Artists Managers Guild also had incorporation papers filed at Sac-tamento and appointed executive committee to draft construction and by-laws. Invitation will be issued to all agents to affiliate, provided they are willing to comply with ethical code to be established by Guild.

306 in Move to Unionize

N.Y. Indie Houses 100% N.Y. Indie Houses 100% Various small independent film houses in the Greater New York sector which unions have never bothered about organizing, discovered Monday (19) that a drive is being launched by Local 306, Moving Picture Machine Operators of N. Y., to unionize their booths. Without warning, Local 306 detailed pickets to nine of these houses Monday noon (19) as a starter and before the day was over, one of them, the Haven, Brooklyn, decided to recognize the Ope.

ops.
Following that settlement, ops.
Following that settlement, the pickets at the Haven were shifted to the Community in Queens. Other houses suffering the visitation of 306 pickets are the Florence, Schuyler, Arden and Manhattan, all in New York, and the Winthrop, Regent, Eagle and Bobby in Brooklyn. The total number of houses which have been ignored in the past and have been free to continue as non-union operations totals around 20.
Under the present drive 306 hopes to bring these houses all in for complete 100% unionization in Greater New York, with exception of theatres, numbering under 50, which employ Empire men. Whether or not 306 and Empire will ever merge is still a moot question following collapse of revived negotiations recently looking to such a finale.

TAKES IN PLENTY

Assoc. Film Audiences in Attack on Several Groups

Attack on the Knights of Columbus, American Legion, Veterans of Foreign Wars, Elks and Legion of Valor is made by Associated Film Audiences in its July film survey, Associated is a progressive group agitating for 'worthwhile' films of 'social consciousness.'

Survey charges the organizations named are opposing the showing of Spain in Flames' as part of a 'joint campaign against subversive films which are calculated to undermine the government and constitution of the United States. 'States that such pix as 'Black Legion,' Fury,' Winterset,' The Wave' and many issues of 'March of Time' would be 'affected by this attitude.'

Also declares that the 'number of films glorifying the military this year already exceeds the production of other years.' Lists the number as 11 so far this year, as against eight in 1934, 10 in 1935 and eight in 1936.

Blank Huddling In N. Y. with Par On Final Deal

A. H. Blank, Paramount operatorpartner in the midwest, and his son, Myron, are in New York conferring with Y. Frank Freeman, Leon Netter and others, with the possibility good that on this trip details may be completed looking to a permanent partnership between Blank and Par. In addition to discussing this matter, the Blanks are checking on product. Blank-Par partnership may be set up so that it can go before the board for approval at the next meeting Thursday (29), an extension of the old arrangement having been made for one month when the directors last met. Under the proposed new agreement, the buy-back privilege which Par holds on the theatres in Blank's Tri-States chain in Illinois, lowa and Nebraska would be eliminated and Blank made a 50% permanent owner of the houses with Par. Proposal under consideration also embraces the inclusion in a 50-50 ownership deal of a group of houses which Blank now controls with others, outside of Par. This group is known as the Central States circuit and includes houses in the Illinois, Iowa and Nebraska territory that are not in conflict with the Blank-Par string.

that are not in conflict with the Blank-Par string.

NLRB TO ARBITRATE PIX SCRIBES MATTER

Hollywood, July 20 Hollywood, July 20.

National Labor Relations Board
has authorized Dr. Towne Nylander,
regional director of the NLRB, to
hold hearing on the petition of the
Screen Writers' Guild to be named
axclusive bargaining representative

exclusive bargaining representative for all screen writers.

Meeting has been tentatively set for Sept. 1. Screen Playwrights, Inc., who have contracts with producers, will be permitted to intervene and participate at hearing. After the hearing Nylander will define Screen Writers and if evidence warrants holding election of writers to select a bargaining representative under collective bargaining clause of the Wagner act, Nylander will make such recommendations to the NLRB uch recommer n Washington mendations to the NLRB

Here Comes Pol, Pitt

Hollywood, July 20.
Option of Polly Rawles was allowed to lapse by Universal.
Socialite has gone back to Pitts-

National Findings That the Customer Paying at the B. O. Decides for Himself -Motion Picture Criticism's Value Governed Chiefly by Amount of Newspaper Circulation-Instances of Rave Notices Not Helping Pix to Any Great Extent

PANS NO DETERRENT

The average readers in key cities peruse newspaper film criticisms to learn what the picture is all about. But the opinions of reviewers may But the opinions of reviewers may or may not sway the reading public, depending on whether the person finds something in the daily paper rummary to convince him he should see the feature. That is the way newspaper criticism is sized up in the trade. Veteran exhibitors, after contacting theatre men throughout the nation, have concluded that 9 out of 10 who read seek information as to the type of screen vehicle, who's in it, the individuals responsible for the film story, director and possible treatment of topic. Their summary revealed that the average picture house patrons will go for a picture even if it is panned; adversely, when praised. Deciding factor is whether data on picture indicates the feature possesses something they desire to see.

Personal whims of critical gentry are fairly well known to newspaper customers, and generally overlooked. Blast against a film by New York critics may hur! It in the metropolitan territory, but often this has no influence on its box office, local and national, if the picture has what it takes.

An angle that in the past has bafor may not sway the reading public,

it takes.

An angle that in the past has baffled critics is the manner in which
the public sometimes ignores either
raves or pans. The recent check
indicates that this is due to the tendency on the part of the reading
populace to decide for itself regard-

less.
Instances of this were numerous.
Night Must Fall' was singled out because reviewers gave rave notices, praise being especially high for its technical perfection. Yet the description of the story prompted the public to stay away in marked numbers.
They discerned something in plot

PROS AND CONS ON Eastern SAG Signs All 10 Players In Metro's 'Rosalie' at West Point

Am. Seating Up 500%

Net profit of American Seating Co. for the quarter ended June 30 was five times greater than the same three-month period in 1936. Indicated net was \$100,990, after all charges, against \$20,519 in the June quarter last year. The quarterly earnings this year were equal to 45c. For the six months ending last month, company had a net profit of \$201,886, equal to 91c. per share, against only \$23,439 for the first half of 1936.

\$132,781 LEGAL **BILL IN B'KLYN FOX REORG**

Reorganization of the Flatbush-Nevins Corp., owners of the Fox Fabian theatre in Brooklyn, N. Y., was given the final touch Friday (16) when Federal Judge William Bondy signed service claim allowances totalling \$132,781. Those benefiting by the awards were attorneys representing the various bondholders' groups and the Continental Bank & Trust Co., trustee.

Among those receiving the allow-

Bank & Trust Co., trustee.

Among those receiving the allowances and the amounts were: Independent Bondholders' Committee, 19,367; Continental Bank & Trust Co., \$10,139 as depository and trustee; Garey & Garey, bondholders attorneys, \$47,000; J. F. Gillis, also an attorney, \$13,500; Reavis & Panteleone, attorneys for Si Fabian, who takes over the management of the theatre, \$7,000; Wise, Shepherd, Houghton & Hoffman, attorney for Continental, \$10,500; Louis Lorence, referee, \$997, and Lowensohn & Lorence, \$15,000.

The Continental was directed by Judge Bondy to pay the claims.

Gillham West

Bob Gillham is leaving for the Coast tomorrow (Thursday), under plans, going out prior to return of Chris Dunphy, studio publicity-director head, who won't be back from Europe for two weeks or more. Gillham wants to be on the ground in time for the opening of 'High, Wide and Handsome' at the Carthay Circle, L. A., tentatively set for July 28.

Eastern office of the Screen Actors Guild Monday (19) signatured all 10 players Metro is using in shooting location material at West Point for 'Rosalie.' All took out junior memberships, with M-G-M cooperating.

Rosalie.' All took out junior memberships, with Mc-G-M cooperating. While SAG officials were not inclined to view the action as especially significant because Metro is signatory to the producer-actor pact on the Coast, it was important in that it more or less broke the ice for a major company employing more than one or two actors in the New York area.

Screen Actors' Guild expects to have several leading producers, of commercial films on the dotted line in the next week or 10 days. Organization had two members working in recent location and process shots being taken in and about New York City. One was "The Big City' and the other was an untitled film with process stuff being taken on the East River.

Members of SAG in New York office made it clear this week that Actors' Equity members can't work at any studio in this office's jurisdiction, tabbed as being on the unfair list, without being liable to discipline.

In this connection, officials of Guild

inst, without being liable to discipline.

In this connection, officials of Guild stated yesterday (Tuesday) that all studios in the N. Y. territory not signatory to the SAG-producer basic minimum agreement of 1937 will be placed on the organization's unfair list. This means that no member of SAG. Equity or British Actors Equity can work for any of these studios or producers shooting at these studios without risk of discipline from their organization.

While not a great amount of difficulty is anticipated in getting necessary pacts signed with major outfits and many leading producers of commercial and industrial shorts, several obstacles apparently loom for the SAG with independent producers operating in the east.

The reason some Guild officers anticipate the most opposition from this source is that there is a wide gap on some wages and overtime. Thus a preliminary check revealed that one producer was paying only 47.50 for dress extras, asking for three changes of them and working them from 7:30 o'clock in the morning until midnight with little or no overtime in evidence.

In contrast, the Guild requires \$16.50 daily wage for this type of extra for an eight-hour day and provision for overtime. pline.
In this connection, officials of Guild

vision for overtime.

EASTERN LENSERS WIN A POINT ON 'ROSALIE' PIC

Local 644 of the International Photographers' national won a partial victory this week from Metro by obtaining placement of one cameraman from this union on Rosalie' location shots being made at West Point. Unit, which is headed at West Point. West Point with the Cost. Charles Harten, member of 644, went on the job Monday (19) when first production at the Point began.

Despite this 50-50 arrangement, officials of the local cameraman's union, regarded it as a shallow victory because it does not halt the influx of motion picture photographers from the Cost. Attitude of 644 men is that every time a camera crew is brought in from Hollywood, it keeps just that many men belonging to the New York local out of work.

Ray Hall's 16 Mm. Job

Ray Hall 5 10 Mill. Sob Ray Hall, former editor of Pathe News, has been aamed manager and ediotr of Pathegrams, subsidiary of Pathe Flims, which is producing and releasing films in 16 millimeter size. Officials of Pathe Films state merely that he will edit some of the films and handle special subjects they contemplate getting out from time to time in the 16 mm. field.

Unionization of Ushers, Etc., in D.C. Bewilders 'Em All: Chains Don't Care

Washington, July 20. Organization of ushers, cashiers and doormen, being undertaken by joint committee of stage hands and

joint committee of stage hands and motion picture operators, appears assured here following meeting held friday (16) at which approximately 225 representatives of major chain houses' staffs attended. It is generally admitted drive, which has been under way several weeks, now has about 90% of chief spots signed up.

WB, Loew and RKO officials here maintaining strictly it's up-to-the-employes attitude and general impression is they are prepared for unionization to go through. Indies haven't felt intensive drive yet and some worry over what will happen it organized employes demand substantial wage increases where margin of profit is precarious. Put 'em on spot where employer-realphoye relation among significant where is the proposed of the profit of the profit is precarious. Put 'em on spot where employer prelation and the kids troupe is bewildered and in the kids troupe is bewildered and jority.

ask for advice. Many are flatly refusing to talk about it in view of Wagner Act and employees, accustomed to heart-to-heart talks with their bosses, don't know whether to get mad at employers or the union or the law—and wind up sore at all three.

All but about 40 of these at a series of the control of th

All but about 40 of these at first All but about 40 of these at first organization meeting paid part on their dues and elected temporary of-ficers. It is understood they will apply for charter, referred to as Class B to differentiate it from regular stagehand and operator charters.

stagehand and operator charters.

Negro porters were organized first
atter long drive and granted charter
two weeks ago. Unionization in that
branch was considered easier in
view of fact that Capital was pioneer
eight years ago in organizing Negro
motion picture operators who have
strong outfit and spread the word
among their own fellows. Total of
127 signed up, which is strong majority.

Resorts Cut In. Lean Tourist Year. L. A. Trade Off; 'Courageous' Neat \$30,000, 'Eve' \$18,300, Par \$15,000

Town still suffering from desertitis so far as trade in pic houses is concerned. Warm weather stimulating resort attendance and weekend exodus while tourists, who are most helpful at this time of year, are not congregating on this seaboard as heavy as usual.

Outstanding biz on week is at Chinese and State with "Captains Courageous" on general release after Carthay Chire de Exp. of the control of the control

tons are that combined take will be at a sast \$50,000 also doing oke with Easy Living and Meglin. Kiddies stage show that will mean around \$15,000 for the stanza and holds.

Warner houses have 'Ever Since Eve,' with a whale of a Hearst newspaper campaign to stimulate matters which will give the pic a decent showing at the local b. o. as a double-bill topper.

Pantages and RKO, with dual program, 'Super Sleuth' and 'Sweetheart of the Navy,' doing fair trade, 'Wee Willie Winkie' at Carthay Circle in fourth stanza with another half week to go seems to be dormant from take angle as the kiddies are not accustomed to seeing a Temple pic at the de luxe scale.

Estimates for This Week

pic at the de luxe scale.

Estimates for This Week
Carthay Circle (Fox.) (1,518; 55-83\$1,10-\$1,65]. Wee Willie Winkie'
(20th) (4th week), Plenty of finale
plugging done but pic not a bo.
whiz. On final 10 days \$7,000, mild.
Last week, third, did shade over
\$5,200 which is not important in this
house.

Last week, third, did shade over; \$5,200 which is not important in this house.

Chinese (Grauman) (2,028; 30-40-55-75)—Captains Courageous' (MG) and 'Great Hospital Mystery' (Oth), dual. Topper on bill is plenty help-ful for real coin which will mean a sure \$13,500. Last week, 'They Gave Him a Gun' (MG) and 'Sing and Be Happy' (20th), dual, though nothing excitant course of the course of the

(20th) dual. Colorless combo for this house which will be lucky to get a meagre \$2,000. Last week, Emperor's Candlesticks' (MG) and 'She Had to Eat' (20th) dual, this moveover combo from State meant nothing and wound up bit short of \$2,800,

ing and wound up bit short of \$2,800, n.s.g., wilshire (Fox) (2,296; 30-40-55-65) — 'They Gave Him Gun' (MG), and Sing and Be Happy' (20th) dual. Having previews to bolster trade but will result in only about \$4,500 on the week, meaning so-so biz. Last week, 'Emperor's Candlesticks' (MG) and 'She Had to Eat' (20th) dual not as good as expected with \$5,900 finale.

'SLAVE' 'BIG BIZ' DRAW BIG \$8,000, PORTLAND

Portland, Ore., July 20.

Something is bumping grosses down to a generally lower altitude. Seasonal weather, of course, is oppossish. Recently boosted admish in all major spots has also hurt. Double features have built up a midnight trade, but affected earlier evening grosses.

"Day at the Races' at Parker's Broadway held two weeks to winning biz, but fell short of expectations.

Estimates for This Western Statement of the stat

Estimates for This Week

tions.

Estimates for This Week

Broadway (Parker) (2,000; 30-55)

-Emperor's Candlestick' (MG) and
'Wings Over Honolulu' (U). Good
enough results in the present dull
season at \$6,000. Last week, 'Day at
Races' (MG) and 'Mighty Treve'
(U) elosed a strong 14-day run totalmatter (Parker-Evergreen) (1,400;
30-55)—'Captains Courageous' (MG)
(fifth week). Doing nicely, \$2,000,
after \$2,300 last week. First three
weeks at the UA piled up a great
\$16,000.

Orpheum (Hamrick-Evergreen) (2,000; 30-55)—'Ginging Marine'
(WB) and 'Born Reckless' (20th).
Booked in for Fleet Week and responded with extra biz, good \$6,500.
Last week, 'Another Dawn' (WB)
and 'Great Gambini' (Par) just fair
at \$1,800.

(March 1,505)—'Slang Shir' (20th).

Last week, Annulier Dawn (WB), at \$4,30 cast Cambini' (Par) just fair at \$4,30 cast Cambini' (Par) just fair at \$4,30 cast Cambini' (Par) just fair at \$4,30 cast Cambini' (Par) and Strongly exploited and answering for big \$8,000, may hold. Last week, 'Mountain Music' (Par) and 'Talk of the Devil' (GB) held for a fair second week to around \$4,700.

Rivell (Indie) (1,200; 25-35)—'Melody for Two' (WB) and vaude, registered nicely and okay at \$3,000. Last week, 'Park Avenue Logger' (20th) and vaude \$2,800.

United Artists (Parker) (1,000; 30-55)—'Knight Without Armor' (UA). Looks like another winner and may hold, first week going good \$5,500. Last week, 'Woman Chases Man' (UA) and Walt Disney Revue (UA). Started slowly but picked up to close at better than sverage \$4,600.

VALLEE'S WB PIC

Hollywood, July 20. Rudy Vallee's variety show will pen in the Ambassador Hotel's Cocoanut Grove Oct. 5.

While out here it is likely Vallee will do a film for Warners.

First Runs on B'way

Week of July 22
Astor—High, Wide and Handsome' (Par) (21),
Capitol—Saratoga!—(MG),
(Reviewed in Vanuary July 14),
Central — Damaged Lives'
(Weldon) (7th week),
Criterion — Hengal Lancers'
(Par) (revival) (24),
Music Hall—Toast of New
York' (RKO),
(Reviewed in Vanuary July 14),
Paramount—Exclusive' (Par) (21),

(21).
(Reviewed in this Issue).
Rialto—'Hollywood Cowboy'

(RKO). -'Wee Willie Winkie' Roxy—'V'ee Willie Winkie (20th) (23). (Reviewed in Variery June 30).

(Reviewed in Variety June 39).
Strand—'They Won't Forget'
(WB) (2d week).
(Reviewed in Variety June 30).
Week of July 29
Astor—'High, Wide and Handsome' (Par) (2d week).
Capitol—'Saratoga' (MG) (2d

week).
(Reviewed in Vanitry July 14).
Central—'Man in Blue' (U)

(31). Music Hall—'Stella Dallas'

Music Hall—'Stella Dallas' (UA).
Paramount—'Exclusive' (Par) (2d week).
Roxy—'Road Back' (U) (30).
(Reviewed in Vanery June 23).
Strand—'San Quentin' (WB) (28).

EVE' TOPS D. C. \$18,300; 'ARMOR' \$18,000

Hottest, weather of the season had the town prepared to evacuate for the weekend and, with a somewhat cooler Saturday and Sunday

what cooler Saturday and Sunday, it did. Whether they would give the b.o. a break the rest of the week was anybody' guess. Based on early takes, the total gross will be way off. Earle is easily the best bet, with Ever Since Eve' backed by the usual Hearst paper bally. Capitol, other vaude spot, may get about the same take on 'Knight Without Armor,' thanks to a higher price scale.

Estimates for This Week

Estimates for This Week
Capitol (Loew) (2,424; 25-35-60)—
Knight Without Armor (UA) and
vaude. Dietrich and Donat are big
names, but pic won't stand up to
more than \$18,000. Last week
Between Two Women (MG) went
sharply down when heat set in and
wound up with fair \$19,000.
Columbia (Loew) (1,583; 25-40)—
Columbia (Loew) (1,583; 25-50)—
Ever Since Eve' (WB) and vaude
Hearst campaign helping pic to lead
town with good \$13,300. Last week
'Singing Marine' (WB) slid with
hermometer's rise to oke \$18,000.
Keith's (RKO) (1,830; 25-35-50)—
Cirl Said No' (GN). Critics nice,
but won't better light \$6,000. Last

will out nere it is linely value and stage show aided by second week of Bowes unit on 1936 fairly good, with windup of 1936 fairly good, with worth better light \$6,000. Last well will do a film for Warners. Philly Looks Up; Madrid -Elington Color, will be a fairly good, will won't better light \$6,000. Last well will do a fling for 1930 of 1936 fairly good, will won't better light \$6,000. Last well will do a fling for 1936 fairly good, will won't better light \$6,000. Last well will do a fling for 1936 fairly good, will won't better light \$6,000. Last well will do a fling for 1936 for 1936 fairly good, will won't better light \$6,000. Last well will do a fling for 1936 for 1936 fairly good, will won't better light \$6,000. Last well will do a fling for 1936 for 1936 for 1936 for 1936

'Sleuth' Fine \$16,000, 'Road Back' Hotcha \$14,000; Frisco Biz Okay

week 'Super-Sleuth' (RKO), weak \$5,700.

Met (WB) (1,853; 25-40)—'Mountain Music' (Par) (2d run), Looks like nice \$6,000. Last week 'League of Frightened Men' (Col.); vanked after five days to light \$5,002, 235-60)—'Ralase (Lew) (2,636; 22) week). Looks like oke \$9,000. Last week slipped harshly with others, but good \$18,000, anyway.

Rialto (Indie) (1,100; 25-30-40-55)—'Elephant Boy' (UA). Sock campaign inaugurating house's first-run policy got smash opening and word of mouth should send take to nearly swell \$5,000. Last week 'Sky Devils' (Peerless) and 'My Man Godfrey' (U) got oke \$5,000.

'CANDLESTICKS.' 'AIR' OKAY \$10,000, PROV.

Providence, July 20.
Things are so-so. Weather has eased up a bit, but there's no telling when the mercury will start climbing again. Bills are somewhat better than they have been. Loew's looks the leader with a twin bill featured by 'Emperor's Candlesticks,' Next in line is 'Singing Marine,' at the Majestic.

Estimater for This Week

Estimater for This Week

Fay's (2,000; 25-35-50) — 'Californian' (20th) and vaude. Considering all things, pace not so bad; look ilke \$5,500. Last week 'Love in Bungalow' (U) and vaude was off at

all things, pace not so bad; looks like \$5,500. Last week 'Love in Bungalow' (U) and vaude was off at \$4,400.

Loew's State (3,200; 25-35-50)—
Emperor's Candlesticks' (MG) and 'Criminals of Air' (Col.). Off to a good start, and with the right breaks should be over \$10,000; oke for this time of the year. Last week 'Captains Courageous' (MG) '(2d week) wilted with the heat, \$7,800.

Majestic (Fay) (2,200; 25-35-50)—
Singing Marine' (WB) and 'Coronation' (20th.) pening oke by needed to cold pening oke by needed to cold pening oke by comparation' (20th.) pening oke by comparation' (20th.) pening oke by comparation' (20th.) en and 'Coronation' (20th.) en and 'Coronation' (20th.) en and 'She Had to Eat' (20th.); finished much better than expected, but \$6,000 is just 50-80.

Strand (Indie) (2,200; 25-35-50)—
Woman Alone' (GB) and 'Forlorn River' (Par). Not expected to go over \$3,500 for four days; n.sg. Last week 'Nigh tof Mystery' (Par) and 'Paradise Express' (Rep.) was about same on a four-day run, too.

'Captains' Fair \$3,400, **But Lincoln Biz Off**

Lincoln, July 21. Newspaper - theatre 'misunder-standing' continues here and business is generally pretty bad. B.o.'s are scaled at or near all-time lows in price, but the people are going elsewhere. Dance spots, outdoor shows and amusement parks are glutted.

Estimates for This Week

glutted.

Estimates for This Week

Liberty (LTC) (1,200: 10-15)—

Men: Blue' (U) and Rendezvous' (MG), split with Blazing Sixes' (WB) and Treasure Island' (MG).

Fair at \$850. Last week Fury and Woman' (Rialto) plus Men in Exile' (WB) split with 'What Price Vengeance' (Rialto) plus 'Let Them Live' (U), so-so, \$800.

Lincoln (LTC) (1,600; 10-20-25)—

Pick a Star' (MG). Going over very well to nice \$2,400. Last week 'Woman Chases Man' (UA) also chased sheeks into the b.o. for neat \$2,500.

— Born Reckless' (20th) plus 'White Inclouds' (Rep) plus 'Behind Head-lines' (RKO). Fairish \$1,600. Last week 'Oh Doctor' (U) plus 'David Head' (CO) (Split With 'Bamaged reached \$1,900. got off well and reached \$1,900. Sturit (LTC) (1,900: 10-25-40)—

'Captains Courageous' (MG). Runing moderately and heading for a fair \$3,400. Last week 'Another Dawn' (WB) turned out just another pic: a weakie from the opening gong, \$2,800.

Varsity (Westland) (1,100; 10-15)—

Frame—Up' (Col) plus 'More Than

\$2,800. Varsity (Westland) (1,100; 10-15)— Frame-Up' (Col) plus 'More Than Secretary' (Col). House is in sorry days, \$800. Last week 'Can't Last Forever' (Col) plus 'Two-Gun Law' (Col) did a limpy \$900.

Par Tags Ted Reed

Hollywood, July 20.

Paramount has signed Theodore
Reed to a year's pact as director
following completion of Double or
Nothing, featuring Bing Crosby.
Ticket carries option clauses.

San Francisco, July 20.—

"Captains Courageous" at the Paramond, Tood Back at the Orpheum and Super Sleuth at the Golden Guern Super Su

the year.

Most of the exhibs are happy about the July weather, which has been unusually cool.

Estimates for This Week

Fox (F-WC) (5,000; 35-55)—Ever Since Eve' (WB) and Born Reckness' (20th). Weakest new pic bill at any of the main-stemmers; notices also n.s.g.; meager \$11,000 in sight, Last week 'Slave Ship' (20th) and Married Before Breakfast' (MGM) did healthy \$20,000.

Golden Gate (RKO) (2,850; 35-55)—Super Sleuth' (RKO) and vaude Mill crack through for a fine \$16,000 in this little number. Super Sleuth' (RKO) and vaude did \$12,500.

The super Sleuth' (RKO) and wade week) and consumer (F&M) (2,440; 35-55)—Road Back' (U). After several distance of the super super

'Knight' and 'Breakfast' Fair \$5,000, Louisville

Louisville, July 20.

Break in the hot spell over the week-end helped grosses somewhat although the quality of films is not promising much in the way of b.o. "Easy Living," dualling with 'Wild Money' will top the week.

Estimates for This Week

Brown (Fourth Ave.- Loew's) (1,500; 15-25-40)—Twew Faces' (RKO) and 'Can't Beat Love' (RKO), Move-over stanza looks good for \$2,900.

Last week 'Slave Ship' (20th) on moveover sloked down to weak \$2,000.

Kennecky (Switow) (200.

with 'Road to Giory (2011) and a Give My Life '(Par), dual, average \$1.300. (Fourth Ave.) (1.500; 15-31) and 'Green's Sterner Sleuth' (RKOa and Mot the Massac') (RKOa Road Mot the Massac') (RKOa Road Mot the Massac') in prospect, off. Last week 'Midnight Madonna' (Par) and 'Great Gambini' (Par), dual, around \$3,400, fair.

Chi Biz Healthy; Indie 'Adventure' Sock \$10,000, 'Slave Ship' Big \$34,000, 'Devil,' Ozzie Nelson Band Oke \$18.000

Chicago, July 20.
There may be many in the industry who'll lift their schnozzles at a travelog' tagged 'Forbidden Adventure' at the Garrick this week, but the house currently will do \$10,000, after weeks of below \$5,000 business. 'Slave Ship' is doing well at the Chicago, Oriental mediocre, while other B. & K. houses are going along on hold-overs. Reissue of 'Manhatton Melodrama' is doing biz for the State-Lake.

on holo-overs. Reissue on Melodrama's is doing biz for the State-Lake.

Estimates for This Week
Apollo (B&K) (1,200; 35-55-65-75)

Fasy Living' (Par). In here after excellent week at the Chicago and around \$5,000, good. Last week 'Another Dawn' (WB), fair enough for second loop session at \$5,800.

Chicago (B&K) (40,403-35-57-5)

Slave Ship and the state show. Another profitable gallop, heading to \$30,000 per better. Last week 'Easy Living Ore better. Last week 'Easy Living Charlet (B&K) (900; 35-55-65-75)

— Forbidden Adventure' (Reade), Last week 'Born die 'travelog' with sepia stripers getting the gawkers; calling in a lake of \$10,000. Last week 'Deramig Lips' (UA) fair \$5,400.

Oriental (B&K) (3,200; 25-35-45-55)—Had to Eat' (20th) and Ted Mack's unit on stage. Poor take in prospect at \$12,000. Last week 'Born Reekless' (20th) so-so at \$16,100.

Palace (RKO) (2,500; 35-55-65-75)

Talk of Devil' (CB) and vaude.
Ozie Nelson band plus Harriet Hillard headlining. Good \$18,000 in sight. Last week 'New Faces' (RKO) in sight. Last week 'New Faces' (RKO) in sight. Last week 'New Faces' (RKO) in sight. Last week 'Mew Faces' (RKO) in sight.

\$16,900.
Roosevelt (B&K) (1,500; 35-55-65-75)—'Candlesticks' (MG) (2d week).
Heading for \$11,000, okay, currently, after a \$16,400 take for a neat initial

session.
State-Lake (Jones) (2,700; 25-35-5)—Manhattan Melodrama' (MG).
Reissue is doing bang-up business and will lift gross to new high of \$17,000. Policy of resissues may be adopted. Last week also big at \$14,200 for 'Love from Stranger' (RKO).

(RKO). United Artists (B&K-UA) (1,700; 35-55-68-75) — 'Races' (MG) (3) week). Goes out Saturday (24) to let 'Saratoga' (MG) in. Will do \$10,000, bright, currently, after \$1,5500 last week.

'FACES,' 'LET HIM LIVE' OKAY \$6,200, SEATTLE

Seattle, July 20. New low-price policy at the Blue Mouse is getting along. Colonial also gets into the price-lowering class by holding its foe fare until 5 p.m. daily and eliminating the 16e nick, jumping to 20c at that hour.

Singing Marine lasted only one week at the Fifth. 'Captains Courageous' goes into fourth wk., having a real draw.

a real draw.

Estimates for This Week
Blue Mouse (Hamrick-Evergreen)
(900: 16-27)—You're in Army Now'
(CB) and 'Border Cafe' (RKO) dual.
Heading towards \$2,500, okay. Last
week. (Outcasts of Poker Flat' (RKO)
and 'She Had to Eat' (20th) dual,
nice \$2,000.

and She Had to Eat' (20th) dual, nice \$2,400.

Coliseum (Hamrick - Ēvergreen) (1,900; 21-32—Night Must Fall' (MG) and 'Way Out West' (MG), dual spile with Trader Horn (MG), dual spile with Melodring (MG), dual spile with MG), dual spile with MG, dual spile with MG

Fifth Avenue (Hamrick-Evergreen) (2.400; 32-37-42)—"Emperor's Candlestick' (Mg) and 'Big Business' (201d dual.) Only fair at \$7.800. Last week. Singing Marine' (Wg) and 'Case of Stuttering Bishop' (FN), merely \$6.800, n.8q.

\$8,800, n.s.g.

Liberty (J-vH)—'Woman Chases
Man' (UA) and Learue of Frightend Men' (Col) dual, (2nd week).

Still okay at \$3,800. Last week
dragged in \$6,000, big.

Music Page (Harwick-Evergreen)

Music Box (Hamrick-Evergreen) (900; 32-37-42) — 'Cantains Courageous (MG) (4th week). No stopping this one, \$4,000 again this week, same as last.

olulu' (U) dual. Routed for moderate \$5,000. Last week, 'Slave Ship' (20th) and 'Married Before Breakfast' (MG) dual, (2nd week), good \$5,100.

Palomar (Sterling) (1,450; 16-27-37)—'Night Key' (U) and vaude, Looks healthy at \$4,000. Last week, 'Affairs of Cappy Ricks' (Rep) and vaude, big at \$4,600.

vaude, big at \$4,500.

Faramouni (Evergreen) (3,108-32-342)—New Faces' (RKO) and Lood session at the state of the state of

'LIVING' DANDY \$14,000, CINCY

Cincinnati, July 20.

Principal pie parlors are racking up brisk figures for the summer season. Cooling breezes prevailed over the weekend and put a quietus on the 10-day heat spell, lifting current takes over last week's marks.

'Easy Living' is tugging an important \$14,000 this week for the Albee. Keith's is registering a socko with \$7,000 on Ever Since By contrast, the Palace is in for its weakest take in quite a spell with \$7,500 on 'Super Sleuth.'

Estimates for This Week

Living (Far). Excellent, \$14,000.
Last week 'Slave Ship' (20th), \$13,500, very good. Family (RKO) (1,000: 15-25)—
Night Rey.' (URXO) (1,000: 15-25)—
Reith's (Libson) (1,500: 15-26)—
Ever Since Eve' (WB), Socko,
Fi.000. Last week 'Married Before
Breakfast' (MG), put on steam in last half and exceeded expectations with dandy \$5,000.
Lyric (RKO) (1,400; 35-42)—Love from Stranger (UA). Fair, \$4,000.
Last week 'Singing Marrine' (WB)
(2d run), \$4,500, okay.
Cast West (URXO) (1,500: 15-25)—
Last week 'New Faces of 1937' (RKO), \$8,500, poor.

'Eve' \$11,000, 'Living' \$7,000 Lead, but All Denver Houses Okay

Denver, July 20.

'Easy Living' is going strong at the Denham and, because of heavy business, will be held over. 'Ever Since Eve' strong at Denver and goes to the Aladdin for a continued run.

Estimates for This Week

Fun.

Retimates for This Week
Aladdin (Fox) (1,500; 25-40)—
Knigfi Without Armor (UA) okay
at \$3,500 Laa week Another Dawn'
2 week at the Denver.
Broadway (Fox) (1,500; 25-40)—
Singing Marine' (WB). Following
a week at the Denver, plenty okay
at \$3,000. Last week 'Mysterious
crossing' (U) and Love in a Bungalow' (U) also \$3,000.

Denham (Cockrill) (1,500; 25-3540)—Easy Living' (Par). Big business at \$7,000, which means holdover.
Last week 'Myountain Music' (Par).
Ever Since Eve' (FN), and stage
band. Going great
weeks, was average at \$5,000.

Denver (Fox) (2,500; 25-35-50)—
Ever Since Eve' (FN), and stage
band. Going great
weeks) was average at \$5,000.

Denver (Fox) (2,500; 25-35-30)—
Ever Since Eve' (FN), and stage
band. Going great
weeks) was average at \$4,000.

Denver (Fox) (2,500; 25-35-30)—
Emperor's Candlesticks' (MG) and
'Hollywood Cowboy' (RKO). Nice
Emperor's Candlesticks' (MG) and
Hollywood Cowboy' (RKO). Nice
Faramount (Fox) (2,000; 25-40)—
Faramount (Fox) (2,000; 25-40)—

accous (MG), (4th week). No stone plug this one, \$4,000 again this week. Orshoum (2,700; 32-37-42)—Last Train For and Let Tiem Live (U) were big Madrid' (Par) and Wings Over Hon-

'Wee Willie' Big at \$7,200, 'Candlesticks' Oke \$7,500. Indpls.

Indianapolis, July 20.

Business this week continues its recent upward trend, with all first run spots faring well at the b. o. Shirley Temple, a strong card in this sector, is asserting her supremacy this week in 'Wee Willie Winkie' at the small Apollo, in the face of plenty of competition from Emperor's Candlesticks' with the Powell-Rainer combination at Loew's and Ever Montgomery team in Ever the Ever at the vaudefilm Lyric, both of which are doing well.

Estimates for This Week

Apollo (Fourth Ave.) (1,100; 25-

Estimates for This Week
Apolle (Fourth Ave.) (1,100; 25-40)—Wee Willie Winkie' (20th). Shirley Temple is pulling plenty of kids and femmes, while McLaglen is played up by the management just enough to get the men. Probable gross \$7,200, very good and sure holdover. Last week, 'Singing Marine' (WB) was nicely in the black at \$4,500.
Circle (Monarch) (2,800; 25-40)—"Basy Living' (Par) and 'Last Train from Madrid' (Par), dual (2d wk). Satisfactory at \$3,200 after \$7,800 last week.

week. Low's (Low's) (2,400; 25-40)—
Low's (Low's) (Low's) (2,400; 25-40)—
Emperor's Candlesticks' (MG) and
Pick a Star' (MG), dual. Wm. Fowell
pulling, no stite of the work of the cover starza of 'Day at Races' (MG)
and 'Devil Is Driving' (Col.), \$4,500,
average for h. o.

Lyrie (Olson) (2,000; 25-30-40)—
Ever Since Eve' (WB) and vaude.
Good stage bill helping to \$8,500,
good. Last week, Riding on Air' (RKO) and vaude finished at \$9,000,
dandy.

LIVING' OKAY \$11,000, BUFFALO

Abatement of the hot spell is seeing local grosses undergoing improvement for the current period. Easy Living is well liked at the Buffalo and Good Earth' is showing up faviation and Good Earth' is showing up faviation of the Buffalo (Shea) (3,600; 30-40-50)—Easy Living' (Par). Noticeable improvement over week-end and, with weather break, should go \$1,1000. Last week, 'Singing Marine' (WB) picked up slightly, but sub-average at \$9,500. Century (Shea) (3,400; 25-35)—Pick a Star' (MG) and '13th Chair' (MG). Return to normal figure in the start of the start of

Tourists Aiding B'way; 'Forget' Strong \$30,000, 'Easy Living' 2d **Week With Martha Raye Sock 50G**

Where attractions are best the play is proportionately better.

There being a majority of hold-overs, among the new pictures there is none of note excepting They Won't Forget, Merv Leftoy's 1937-38 picture which is getting a pre-release showing at the Strand. On the first week ending last night a \$30,000 cm at the answer, every satisfied the strand of the strength of the strand country at the strand during the summer is unusual and any picture that can do it deserves much credit.

Super Sleuth, Roxy's visitor, will be okay, It may hit \$28,000 or over. Other new entries are 'Devil Is Driving,' which will get the Rialto no more than a fair \$6,600, and 'Great Hospital Mystery,' on a twin bill at the Palace. In company with New Faces' on second run, Mystery' can boast a possible \$5,000, oath "Mystery' can boast a possible \$5,000, and "Mystery' can boast a possible \$5,000, and "Mystery' can boast a possible \$5,000, and "Aystery' can boast a possible \$5,000, and "The holdies are headed by two."

the Palace. In company with 'New Faces' on second run, 'Mystery' can boast a possible \$9,000, okay.

The holdies are headed by two good business-getters, 'Easy Living' at the Par and 'Knight Without Armor' at the Music Hall. Majority of the credit for \$50,000 on second ever, oses to Martha Raye on a second to the company of the credit for \$50,000 on second ever, oses to Martha Raye on a second of the company of the credit for \$50,000 on second ever, ose to Martha Raye on a second to the second the part wanted to hold her at hird, getting an okay from the studio, but relented in view of the fact the Met. Boston, had spent a lot of money advertising her as opening there to morrow (Thurs.). Second week of Riight' will be about \$65,000, good after a first seven days' \$82,500.

The Riv goes dark today (Wed.) until about the middle of August, house having no picture right now. Later on, after 'Saratoga' has played the Capitol where it opens tomorrow (Thurs.), his house will also shutter for repairs, new front, etc.

A \$2 opening ton-jen will also shutter for repairs, new front, etc.

A \$2 opening ton-jen will also shutter for repairs, new front, etc.

A \$2 opening ton-jen will also shutter for the Globe next Wednesday (28), has been postponed to Aug. 5, while on Aug. 11 Warners will reopen the Hollywood for a twice-open the Hollywood for a form of Life of Emile Zola'.

A boost in scales occurs Friday (23) at the Roxy when the house ups weekday scales to 40, 55 and 75c. (same price as charged Saturdays and Sundays) and also increases Saturday midnights from 40c. to 55c.

Estimates for This Week

Astor (1,012; 55-\$1.10+\$1.05+\$2.20)

Saturday midnights from 40c, to 55c.

Estimates for This Week

Astor (1.012; 55-\$1.10-\$1.65-\$2.20)—

High, Wide and Handsome (Par).

Premieres tonight (Wed.) at \$2 with
most of the house sold. Only 64 pairs
of seats, all to the press, are on the
cuff. Par has theatre for eight
weeks.

weeks.

Capitol (4,620: 25-35-55-85-81.25)—
'Emperor's Candlesticks' (MC) (2dfinal week). This one will show a
profit at \$26,500 last week (1st) and a
round \$17,000 this week (2d). 'Saratoga' (MG) goes on view tomorrow
(Thurs.). On eonelusion of its run,
house will close down for building
of new front, reseating, remodeling,
etc.

Central (1,000: 25-35-40-55-65-7585-99)—'Damaged Lives' (Weldon)

Midsummer lull has set in but (6th week). Advertised as not for theatress are getting a fair enough children under 16, film is getting a play, including from out-of-towners and play from the out-of-towners and who are in for their vacations, will stay a seventh week after setwing a pace currently that suggests is proportionately better.

There being a majority of hold(5th) week). Advertised as not for theatress are play from the out-of-towners and play fro

\$7,500, same as garnered the prior (5th) week.

Criterion (1,662; 25-40-55)—Midnight Madonna' (Par). Another poor business-getter for this nice, new house, only about \$\$5,000 being indicated. Last week 'Great Gambin' (Par) and the prior of the control of the co

this week, possibly \$9,000, okay, Lasti week only \$6,500 was brought by Another Dawn' (WB) (2d run) and Fly Away Baby' (WB) (1st run), care was shown to be an another Dawn' (WB) (2d run) and Fly Away Baby' (WB) (1st run), care was been also be a simple of the possible o

'RACES,' '13TH CHAIR' FINE \$7,500, MONTREAL

Montreal, July 20, Two ace houses, Palace and Capi-tol, will split most of the cush cur-rently, nearly as much on ventilation as on shows, with good week-end biz at both.

Estimates for This Week

at both.

Estimates for This Week

Palace (CT) (2,700; 50) — Under
Red Robe (20th) and She Had to
Eat' (20th). Chance for \$7,000, very
good. Last week repeat of Captains
Courageous' (MG) good at \$5,500.
Capitol (CT) (2,700; 50)—Day at
Races' (MG) and 13th Chair' (MG).
Had a sock-week-end and, weather
permitting, may top \$7,500, excellent.
Last week Mountain Music' (Par).
\$5,000, good.
In from Madrid' (Par).
\$5,000, good.
Leew's (M. T. Co.) (3,200; 40).
—Trader Horn' (MG) and 'Private
Lives' (MG). Will be lucky to get
\$4,000, poor. Last week 'Learue of
Frightened Men' (Col) and 'Behind
Headlines' (Col), \$5,000, fair.
Frincess (CT) 2,300; 50)—Riding
On Air' (RKO) and 'Accused' (U).
Fair showing and may gross \$4,500.
Last week 'Kid Galahad' (WB) and
Everybody Dance' (Emp), \$5,000,
E. (Liema de Paris (France-Film).
(600: 50)—Caesair' (French). (91)

'Road,' 'Marine' Okay \$17,000 Each, 'Candlesticks' Big \$13,000, Boston

Boston, July 20.

'Road Back,' Singing Marine' and Candlesticks' are all about even this week in a heat-ridden town. Remainder of the film stands are just marking time, waiting for new season product.

Estimates for This Week Boston (RKO) (3,000; 25-40-55)—
Brorn Reckless' (20th) and Sweeth Boston (RKO) (3,000; 25-40-55)—
Brorn Reckless' (20th) and Sweeth Boston (RKO) (3,000; 25-40-50).

The stimates for This Week Boston (RKO) (3,000; 25-40-55)—
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Brorn Reckless' (20th) and Using heavy femme trade and enough light bid to indicate good \$15,000. excellent: Ast week 'Riding on Air' (RKO) and Sweeth Roston (RKO) (3,000; 25-35-40-50).

Brorn Reckless' (20th) and Sweeth Roston (RKO) (3,000; 25-35-40-50).

Brorn Reckless' (20th) and Sweeth Roston (RKO) (3,000; 25-35-40-50).

Brorn Reckless' (20th) and Sweeth Roston (RKO) (3,000; 25-35-40-50).

Brorn Reckless' (RG) and Sweeth Roston (RKO) (3,000; 25-35-40-50).

Brorn Reckless' (RG) (3,000; 35-30-40-50).

Brorn Reckless' (RG) (3,000; 35

'Easy Living' Best in Dull Mpls. With \$10,500, 'New Faces' a Bust

Minneapolis, July 20.

'Easy Living' is bouncing the Orpheum to the front currently and taking the play away from 'New Faces' at the usually leading Minnesota. Off to a fast start, the Jean Arthur-Edward Arnel comedy promises to tunned, 'No The Theory Sart Cellweing anywhere near the expected figures and remains only five days.

delivering and remains only five defected figures and remains only five date a bang-up week at the Minnesota, Captains Courageous; has moved over to the Century for seven more downtown days and continues to click. In its-third week at the sure-seater Time, the freak Forbidden Adventure' still is far above bat.

at the sure-seater Time, the freak Frorbidden Adventure' still is far above par.

Outsider the two holdovers and Tassy being 'trade is in the dumps. The state of the state of

oke \$5,500. Last week, 'Woman Chases Man' (UA), nine days, fair \$5,000.

Minesota (Publix-Singer) (4,200; Minesota (Publix-Singer) (4,200; Minesota (Publix-Singer) (4,200; Minesota (Publix-Singer) (4,200; Minesota (Publix-Singer) (Minesota (Mines

reach good \$4,000 fine.

Uptown (Publix) (1,200; 25-35)

This Is My Affair (20th). First nabe showing, fair \$2,800 indicated. Last week, I Met Him in Paris' (Par),

showing fair \$2,800 indicated. Last week, I Met Him in Paris' (Par), \$2,800, fair.
World (Steffes) (25,36-0-55) 'Accused' (UA), Here only three days, poor \$400. Knight Without Armor' (UA) opened today (29). Last week, 'Adolf's Military Adventures' (Swedish', \$4,500, fair.

Grand Opera House, N. Y., In Building Litigation

The K-P Theatre Corp. yesterday (Tuesday) filed suit in the N. Y. supreme court to compel the Warco Trading Co., Inc., owners of the Grand Opera House on West 23rd street, N. Y., to carry out an agreement to demolish and erect a new theatre on the site for use of the ment to demolish and erect a new theatre on the site for use of the plaintiff. K-P (an RKO subsid) also seeks a permanent injunction to stop-Warco from using the building for any other purpose than the agreement called for. Hearing on the latter motion will be held tomorrow (Thursday).

The K-P Corp., through its realty agent, Alex E. Reoch, avers that while it was negotiating for erect a new the-

agent, Alex E. Rooch, avers that while it was negotiating to erect a new theatre on West 23rd street, known in the trade as the key zone between 14th and 42nd streets, Leo Harrison, an official of Warco, and its attorney, Leopold Blumburg, approached him with an offer to tear down the opera house and to erect a new theatre, promising to give the plaintiff company a long term lease if it would give up the idea of building another theatre in the neighborhood. Reoch agreed and a formal contract was drawn up. was drawn up.

The agreement, according to Reoch, specified that the new theatre was to be ready by Sept. 11. In April last, the plaintiff claims, Harrison informed him that Warco could rison informed him that warce could not go through with the agreement unless K-P advanced a loan of \$150,000. The latter refused and Warco has since done nothing about carrying out the agreement.

Plaintiff company contends it will lose considerable money by Warco's

negligence and stands to lose a large sum even though defendant corpora-tion agrees finally to carry out its contract. It asks the court to finally determine the amount of this loss, and that Warco be compelled to pay

'Eve' Paces Pitt At \$20,000, 'Slave' Big \$7,000 on H.O.

Pittsburgh, July 20.

Cooler weather over the week-end steadled biz generally and healthier situation in the first-runs.

Stanley is headed for another first-rate gross with 'Eyer Since Eve' and stage show headed by Herman Bing while the Fulton continues to click off sock trade with 'Slave Ship' in its second week. Stays again and could possibly hold a third time but management wants to get 'Road Back' in.

Estimates for This Week

Estimates for This Week

management wants to get 'Road Back' in.

Estimates for This Week
Alvin (Harris) (2,000; 25-35-40)—
Trader Horn' (MG) and 'Love in a Bungalow' (U). Reissue is the magnet and this is the first dual to stick a full week here in more than a month; looks like \$5,500, plenty okay. Last week 'Night Key' (U) and 'Venus Makes Trouble' (Col) pretty mediocre at \$5,150 in six days.

Art Cinema (300; 25-40)—Dam aged Lives' (Weldon) (26 in week (2d) \$5,000 after first week's \$6,000.
Fallon (Shea-Hyde) (1,750; 25-40)
—Slaye Ship' (20th) (2d wk). Holding up in great shape. Should hove around \$7,000 mark and that's swell on top of \$8,900 opening stanza. Sticks for a third week.

Penn. (Loew's-UA) (3,300; 25-35-50)—'Singing Marine' (WB). Excellent notices for this Dick Powell starrer, but biz just so-so. Musicals are having a tough time of it around here of late; maybe \$10,000, just fair. Last weeke 'Mountain Music' (Par) ab Stanley (WB) (3,600; 25-40-60)—Ever Since Eve' (FN) and Herman Bing in person. Best opening in a long time and it's the pic. Proven on Sunday (18) when film along time and it's the pic. Proven on Sunday (18) when film along time and it's the pic. Proven on Sunday (18) when film along time and it's the pic. Proven on Sunday (18) when film along time and it's the pic. Proven on Sunday (18) when film along time and it's the pic. Proven on Sunday (18) when film along time and it's the pic. Proven of Sunday (18) when film along time (WB) (2,000; 25-40)—'Last Train from Madrid' (Par) and 'Fly Away Boby' (WB) Just another thack way for Tomorrow' (WB) decired to week was the control of the

had cricks pounding tom-toms and, with 'Pick a Star' (MG), did swell \$5,250.

SLEUTH' \$12,000, TOPS IN BALTO

Baltimore, July 20.
Good lineup of product and cooler breezes are helping the local bo's. Combo Hippodrome is leading the fown with a pleasing \$12,000 for Super Sleuth (RKO). Wee Willie Winkie' (20th) is up in the running, after a good opening at the New, indicating a very healthy \$4,000.

Indicating a very healthy \$4,000.
Estimates for This Week
Century (Loew's-UA) (3,000; 1525-35-40-55) 'Day at Races' (MG) (2d
week). Holding up in good shape
to \$6,700 after a very nifty opener
at \$13,200.

to \$6,700 after a very nitty opener at \$13,200.

Hippodrome (Rappaport) (2,300.

Hippodrome (Rappaport) (2,300.

15.25-35-40-35-66). "Super Sleuth' (RKO) plus Milt Britton's Band on stage. Setting town's ace with good \$12,000. Last week, 'Devil Driving (Castling Control of the stage of the

40 Big Grossers

(Continued from page 3)

around \$1,000,000 or as high as \$3,000,000 in domestic sales, dis-tributors are forced to base esti-mates on numerous films on which from a few to many contracts still have to be fulfilled. This is es-pecially true of releases which have most recently gone on their way. 'Ziegfeld' Tons

The biggest rontal deliverer of the current ('36-37) season is 'Great Ziegfeld.' It was roadshown the prior ('35-36) season and sent on general release last September. The

Ziegfeld. It was roadshown the prior (32-36) season and sent on general release last September. The books will total the rentals to near \$3,000,000 for this country alone, while another \$1,500,000 or \$2,000,000 may be the gross sales for foreign lands.

The runner-up may be 'Anthony Adverse,' which was strongly sold by Warner Bros., and on which high rentals were exacted. Its total for this country may exceed \$2,500,000, while neck-and-neck with it will be one of Metro's biggest box office attractions of the year, 'After the Thin Man.' Both of these, are figured as strong foreign rental getters, also, and will probably end up at around \$3,500,000 each for the world.

Metro, Paramount, 20th-Fox and Paramount are all well represented with releases which on sales will range from around \$1,000,000 up, but United Artists, though not there in big numbers this year, has one outstanding money-maker, 'Star Is Born.' This picture will get \$2,000,000 easily in the U. S. and is broadly estimated for about \$1,750,000 in the foreign market.

'Star Is Born' will be UA's biggest earner on the season, just as Metro's 'Ziegfeld' will top anything else. While WB's 'Adverse' and others in the \$1,000,000 class put under the statistical microscope, may not have been the biggest grossers for the theatres, they were, in terms of rentals, the biggest for their owners.

Par's 'Waikik' Its Best

Par's 'Waikiki' Its Best

Par's 'Waikik' Its Best
Paramount's heaviest breadwinner
under contracts written for it is
'Waikiki Wedding' This Bing
Crosby musical will bring gross domestic sales of at least \$1,500,000 and
tops both 'The Plainsman' and 'Big
Broadcast of 1937,' which some may
have figured would be Par's biggest
rental-grabbers. 'Plainsman' and
Big Broadcast,' on returns, are running within \$50,000 of each other and
will end up at \$1,100,000 or \$1,20,000.
Twentieth-Fox staged a remarkable
recovery during the past season over
the prior year, delivering several
very strong rental-snatchers which
also were strong at the box offices of

very strong rental-snatchers which also were strong at the box offices of the nation. Company's biggest will be 'Wake Up and Live,' which, it is estimated, will top \$1,500,000 in this country. It cost only around \$750,000 for 'Adverse,' nearly \$2,000,000 for 'Adverse,' nearly \$2,000,000 for 'Yilegfeld,' \$1,000,000 'After the Thin Man,' \$1,400,000 'Star Is Born' and \$1,100,000 for 'Waikiki.' Thus, Wake Up' has a tremendous advantage when it comes to net rental profits.

when it comes to net rental profits. Picture cannot yet be judged on its foreign possibilities.

Top sale grosser for RKO this season is 'Swing Time,' earning power of which is \$1,500,000 or above, plus about \$1,000,000 for foreign countries. It cost better than \$1,000,000 to make, as all Astaire-Rogers' productions have.

Universal and Columbia each are Universal and Columbia each are represented by 'one picture that will go into seven figures, U's My Man Godfrey, 'which cost around \$700,000 to turn out, will be a handsome profit-getter at a domestic rental which will approximate \$1,200,000 and 'may go over that. In the foreign market it is estimated it will garner at least \$600,000 Col.' Lost Morizon'. at least \$600,000. Col's 'Lost Horizon' will go into the \$1,000,000 class, it is will go into the \$1,000,000 class, it is expeced, after reaching general re-lease nationally. This picure, how-ever, is the highest in cost Col ever turned out, running over \$1,500,000. Neither Grand National nor Republic have anything for the seven-figure brackets.

brackets.

In addition to the top champions

bracitets.

In addition to the top champions of the leading seven major producer-distributors, the bulk of the approximate 40 outstanders of the year takes in some surprisers. Good merchandising may have figured in some instances where the rental returns are higher than theatre operators think pictures should be getting.

Over and above 'Ziegfeld' and 'Thin Man, 'Metro's \$1,000,000 babies include 'Maytime,' also strong at the ticket windows, which may hit the \$2,000,000 mark, and 'Born to Dance,' which will be close to that. While 'Good Earth' has played none but roadshow dates to date, it has taken in over \$700,000 aiready on such engagements and eventually is expected

Inside Stuff—Pictures

The \$7,500 judgment awarded Harold B. Franklin, producer, last week, against his brother, John J., the latter's wife, Birdie, and the Jay Jay Theatrical Corp., was set aside yesterday (Tuesday) by Federal Judge Francis G. Caffey on a technicality. At the same time Court permitted the defendants to move to set aside an attachment on their New York property which had been issued with the judgment.

Judge Caffey reversed his previous ruling when attorney for the defendants pleaded that he was under the impression he was allowed 30 days to answer the complaint instead of 20 days allowed by the Court. It was on the failure to answer that Judge Caffey awarded the judgment.

H. B. had sued to recover the \$7,500 which he claimed was loaned to the defendants by the Brookline Corp. of which he was the sole owner. He claimed defendants obtained the loan through misrepresentation.

Republic, in forming Republic Pictures of Delaware, named Walter Vincent president of the new company, although all along he has been chairman of the board of Republic Pictures of N. Y. He is close to Herbert J. Yates, who's in control, and his circuit (Wilmer & Vincent) has always given the Repub product as much of a nod as possible. Organization of Rep of Delaware was chiefly a legal measure, necessary in consequence of a decision by Yates and associates to float an issue of stock. This newly-organized company thus became the holding company for Repub of New York and Republic Productions, Inc. of California. Moe Siegel, Rep production head, is president of the latter but the N. Y. Repub organization has had no president since W. Ray Johnson was bought out by Yates. It had a v.p., however, J. J. Milstein, sales head.

Report from the Coast that Gypsy Rose Lee (Louise Hovick) was coming to New York this fall to appear in a stage production under her original burlesque cognomen did not disturb the Hays office in the east, it was pointed out that if she follows this course of action she would be not of pictures so there would be no legitimate reason for a squawk.

Louise Hovick is under a one-picture contract. If re-signed for another picture and carries out reported intention of using the other name with which she has been identified in burlesque, a different course of action might be taken, if its understood. But if she returns to the stage as indicated, it will be no concern of the Motion Picture Producers & Distributors.

General migration of gawkers from the sticks bearing letters from film General migration of gawkers from the sticks bearing letters from film exchange men in various areas with expectations of crashing studio gates has publicity departments tearing their hair and sending up wails of despair. Result of incursions has been a series of home office bleats to their men in the field to lay off. Travel this way is the heaviest since 1928-29 with virtually the entire yokelry having the idea uppermost in their minds to 'see how pictures are made.' Another bad result is that legitimate press correspondents also clamoring, for studio admission, are being classed with gadders and denied entree.

Universal intended to hold a preview in N. Y. of 'Road Back,' in its newly edited version and invite critics in for another look-see. Decided against it, however, prefering to wait until the plcture opens at the Roxy before asking the lads to do their stuff a second time. Film, meantime, opened around the country in a number of keys over the weekend with a new finish and other changes.

Picture follows 'Wee Willie Winkie' (20th) into the Roxy. Latter opens

Friday (23) and is figured for two or three weeks.

Several thousand miniatures of Charlie McCarthy, Edgar Bergen's dummy, are being manufactured to figure in an exploitation stunt cooked up by Jock Lawrence and Monroe Greenthal for Samuel Goldwyn's The Goldwyn Follies' Idea is to teach ventriloquism to salesmen with venriloquial contests to be staged in towns where the picture is shown. Miniature 'Charlies' will be the prizes. Tieup also is being wangled with Chase & Sanborn, which features Bergen on the ether, and with Gulf Oil, which headlines Phil Baker, also in 'Follies'.

Paramount uncloseted its tint and tone equipment to use the tone wash on the first of its pictures since the silents. Bing Crosby's 'Double or Nothing' film gets a uranium tone azure in the Martha Raye number. If tone-dipping proves satisfactory, Paramount will use it in many forthcoming pix, following the growing vogue established by Metro and 20th-Fox. Tint-tone was commonplace in silent pix, but languished with the advent of sound

N. Y. Times objected strenuously to an ad from the Rialto, Arthur Mayer's small-seater on Broadway, but Mayer finally wore the sheet down. Ad copy over which the Times had cabinet meetings read:

'Hell was too hot to hold him, so 'The Devil is Driving' with Richard Dix to the cool Rialto at Times. Square.'

to go into very high figures. The same will be true of 'A Day at the Races,' which will go well into seven digits. Others that won't be far from \$1,000,000 if not topping it will be 'Last of Mrs. Cheyney' and 'Captains Courageous.'

20th-Fox's Array

20th-Fox's Array
Twentieth-Fox's array of winners, headed by 'Wake Up,' takes in two outstanding musicals, 'Sing Baby, Sing' and 'One in a Million.' Both of these will gross well over \$1,000,000 and in foreign theatres may come close to approximating what American rentals will be. The musicals, in cost, were comfortably under \$1,000,000 each.

under \$1,000,000 each.
Another from 20th that will go
over \$1,000,000 in this country and
may equal that abroad is 'Lloyds of
London.' As much as \$500,000 is figured in English possessions alone.
Others under the 20th-Fox label that
are in the million-dollar class or will
end up very close to it are both
Shirley Temple pictures this season,
Dimples' and 'Stowaway,' plus
'Ramona,' 'Pigskin Parade' and 'On
the Avenue.' That gives 20th salesmen something to crow about.
For WB, terrific money-makers are

men something to crow about.

For WB, terrific money-makers are

'Three Men on a Horse,' 'Charge of
the Light Brigade' and 'Green
Light,' all of which may come close
to \$1,500,000 in this country. "Three
Men on a Horse,' which cost could to \$1,500,000 in this country. "Three Men on a Horse," which cost only \$600,000, may get to \$2,250,000 for the world. 'Light Brigade' stood Warners about \$900,000 to produce, while 'Green Light' was considerably less, \$550,000. 'King and the Chorus Girl.' 'Prince and the Pauper', 'Marked

Woman' and 'Kid Galahad' are also

Woman' and 'Kid Galahad' are also expected to land in seven figures. In the Paramount camp where 'Plainsman' is stronger in Europe than 'Waikiki,' its domestic leader, the strong rental-earners include 'College Holiday,' Texas Ranger,' I Met Him in Paris,' 'Swing High, Swing Low' and 'Mountain Music.' The last mentioned may fall a bit short of \$1,000,000 and 'I Met Him in Paris,' may not quite get there either, but it, too, will be close, based on estimates at this time.

'College Holiday' will be safely over \$1,000,000, its final figure possibly being \$1,200,000. 'Swing High' is figured for about \$1,100,000 in this country, while 'Ranger' will be about \$1,000,000.

country while 'Ranger' will be about \$1,000,000.

UA has had several disappointers on this season's schedule, but in addition to 'Star Is Born,' will get about \$1,100,000 on 'Garden of Allah', that or more on 'Dodsworth' and 'Come and Get It' may come close to it. Remarkable thing about 'Allah' is that it will gross more on sales in foreign countries than here, perhaps as much as between \$1,500,000 and \$2,000,000. 'Dodsworth' is estimated to get around \$1,000,000 in the foreign market, \$650,000 of it from English possessions alone.

Behind its \$1,500,000 'Swing Time', RKO will get into the million-dollar class with 'Shall We Dance?' latest Rogers-Sataire musical, and may come close to \$1,000,000 with 'Rainbow on the River.'

Theodora Goes Wild' will be Columbia's second best behind 'Horizon', but it won't be near the \$1,000,000 stature.

A TYPICAL M-G-M RELEASE CHART

JUNE

- "DAY AT THE RACES"... MARX BROS.
- "PARNELL"... CLARK GABLE, MYRNA LOY
- "MARRIED BEFORE BREAKFAST"... Robert Young, Florence Rice
- "CAPTAINS COURAGEOUS"... F. BARTHOLOMEW, SPENCER TRACY, L. BARRYMORE

JULY

- "EMPEROR'S CANDLESTICKS"... WILLIAM POWELL LUISE RAINER
- "BETWEEN TWO WOMEN" ... Franchot Tone, Virginia Bruce, Maureen O'Sullivan
- "TOPPER"... CONSTANCE BENNETT, CARY GRANT, Roland Young, Billie Burke
- "SARATOGA"... CLARK GABLE, JEAN HARLOW
- "LONDON BY NIGHT" ... George Murphy, Rita Johnson

AUGUST

- "GOOD EARTH"... PAUL MUNI, LUISE RAINER-
- "THE FIREFLY"... JEANETTE MacDONALD, Allan Jones, Warren William
- "BLACK LIGHTNING"... M-G-M Feature Cast
- "BROADWAY MELODY OF 1938"... ROBERT TAYLOR, ELEANOR POWELL, George Murphy, Buddy Ebsen, Judy Garland, Raymond Walburn, Willie Howard, Binnie Barnes, Sophle Tucken, Charles Igor Gorin, Robert Benchley, Charley Grapewin, Robert Wildhack

SEPTEMBER

- "THE BRIDE WORE RED" ... JOAN CRAWFORD, FRANCHOT TONE, ROBERT YOUNG, Billie Burke, Reginald Owen
- "THE BIG CITY"... LUISE RAINER, SPENCER TRACY, Charley Grapewin, Janet Beecher, Eddie Quillan, Victor Varconi
- "DOUBLE WEDDING"... WILLIAM POWELL, MYRNA LOY
- "LIVE, LOVE AND LEARN"... ROBERT MONTCOMERY, ROSALIND RUSSELL

Starting with September you may contract for the new season:

A Minimum of 44 and a maximum of 52 M-G-M Pictures with the following Stars, Featured Players, Directors and Writers

(listed aphabetically)

STARS:

LIONEL BARRYMORE, FREDDIE BARTHOLOMEW, WALLACE BEERY, JOAN CRAWFORD, NELSON EDDY, CLARK GABLE, GRETA GARBO, GLADYS GEORGE, HELEN HAYES, CHARLES LAUGHTON, MYRNA LOY, JEANETTE MacDONALD, MARX BROTHERS, ROBERT MONTGOMERY, ELEANOR POWELL, WILLIAM POWELL, LUISE RAINER, NORMA SHEARER, ROBERT TAYLOR, SPENCER TRACY

FEATURED PLAYERS:

Elizabeth Allan, John Arlington, Janet Beecher, Robert Benchley, Ray Bolger, Ariane Borg, Matthew Boulton, Virginia Bruce, Billie Burke, Bruce Cabot, Lynne Carver, Jean Chatburn, Roger Converse, Boyd Crawford, Allan Curtis, Henry Daniell, Melvyn Douglas, Louis Durst, Buddy Ebsen, Cliff Edwards, Madge Evans, Grace Ford, Betty Furness, Reginald Gardiner, Judy Garland, Natalie Garson, Charles Igor Gorin, Charley Grapewin, Virginia Gray, Julie Haydon, Ted Healy, William Henry, Willie Howard, Rita Johnson, Allan Jones, Guy Kibbee, Elissa Landi, Suzanne Larson, Priscilla Lawson, Mitchell Lewis, Della Lind, Tilly Losch, Douglas McPhail, Ruby Mercer, Una Merkel, Frank Morgan, Stanley Morner, George Murphy, Edward Norris, Edna May Oliver, Oscar O'Shea, Maureen O'Sullivan, Reginald Owen, Barnett Parker, Cccilia Parker, Nat Pendleton, Leonard Penn, Juanita Quigley, Jessie Ralph, Florence Rice, Mickey Rooney, Clarence Russell, Rosalind Russell, Ann Rutherford, Tom Rutherford, Brent Sargent, James Stewart, Lewis Stone, Sheppard Strudwick, Franchot Tone, Helen Troy, Sophie Tucker, Johnny Weissmuller, Dame May Whitty, Warren William, Dick Winslow, Cora Witherspoon, Robert Young, George Zucco.

DIRECTORS:

Dorothy Arzner, Frank Borzage, Clarence Brown, Jack Conway, George Cukor, Roy Del Ruth, George Fitzmaurice, Victor Fleming, Sidney Franklin, Robert Z. Leonard, Gustav Machaty, Edwin L. Marin, J. Walter Ruben, George Seitz, Edward Sloman, John M. Stahl, Errol Taggart, Richard Thorpe, W. S. Van Dyke, Sam Wood, Slavko Vorkapich.

WRITERS:

Zoe Akins, Vicki Baum, Homer Beery, Thomas Bell, Robert Benchley, A. W. Bernal, Jr., David Boehm, Herman Boxer, Maude Brown, Hugo Butler, Lenore Coffee, George Harmon Coxe, Mitzi Cummings, Ruth Cummings, Cliff Dixon, George C. Drumgold, Virginia Faulkner, Ladislaus Bus-Fekete, Bradbury Foote, Douglas Foster, Everett Freeman, Jules Furthman, Harold Goldman, Frances Goodrich, Leon Gordon, Mauri Grashin, Eleanor Griffin, Albert Hackett, Comm. H. S. Haislip, Harry Hamilton, Elmer Harris, Lawrence Hazard, Philippe Heriat, John C. Higgins, James Hilton, Monckton Hoffe, Robert Hopkins, Cyril Hume, William Hurlbut, Talbot Jennings, Niki Justin, Karl Kamb, Paul Kunasz, Noel Langley, Leonard Lee, Robert Lees, Anita Loos, Harry Loud, John Lee Mahin, Richard Maibaum, Morris Markey, Herman Mankiewicz, Andrew Morthland, Jack McGowan, Hugh Mills, Ogden Nash, Frank H. O'Neill, Jr., George Oppenheimer, Marion Parsonnet, Robert Pirosh, Maurice Rapf, Stanley Rauh, Tom Reed, Gottfried Reinhardt, Conrad Richter, Frederic I. Rinaldo, William Roberts, Howard E. Rogers, Florence Ryerson, Waldo Salt, Jr., Don Schary, E. Richard Schayer, George Seaton, Arthur Sheekman, Robert E. Sherwood, Dalton Trumbo, Catherine Turney, Salka Viertel, Mrs. I. Von Cube, Maurine Watkins, Claudine West, Charles E. Whittaker, Carey Wilson, Walter Wise, Edgar A. Woolf, Philip Wylie.

A FEW TITLES:

(The following are subject to change. Just a few of hundreds of available vehicles.)

Jeanette MacDonald, Nelson Eddy; "Girl Of The Golden West"—Eleanor Powell, Nelson Eddy; "Rosalie"— Robert Taylor, Spencer Tracy, James Stewart; "Three Comrades"-Clark Gable; "Idiot's Delight"-Jeanette MacDonald, Nelson Eddy; "Robin Hood" - Joan Crawford; "Heavenly Sinner" - Robert Montgomery; "Under This Flag"-Wallace Beery; "Stand Up And Fight"-Robert Taylor, Wallace Beery; "Springtide"-Jeanette MacDonald; "The Firefly"-"The Great Waltz"-Robert Taylor, Spencer Tracy; "Tell It To The Marines" -Clark Gable; "The Great Canadian"-Clark Gable, Spencer Tracy; "Test Pilot"-William Powell, Myrna Loy; "Double Wedding"- Freddie Bartholomew, Robert Taylor; "Kim"- Luise Rainer, Spencer Tracy; "Big City"-"The Return Of The Thin Man" by Dashiell Hammett-Robert Montgomery, Rosalind Russell; "Live, Love and Learn"-Eleanor Powell; "Hats In The Air"-Joan Crawford; "The Bride Wore Red"-Greta Garbo, Charles Boyer; "Marie Walewska"-Norma Shearer; "Marie Antoinette"-the Hal Roach Production "Road Show" and others-"As Thousands Cheer" by Moss Hart-"Goodbye, Mr. Chips" by James Hilton-"Great Laughter" by Fannie Hurst-"Mannequin" by Katharine Brush-"Merrily We Roll Along" by George S. Kaufman and Moss Hart-"National Velvet" by Enid Bagnold-"Once Upon A Time" by Fannie Hurst-"Pitcairn's Island" by James Norman Hall and Charles Nordhoff-"Pride and Prejudice" by Helen Jerome from Jane Austen's novel-Victor Herbert's "Rose of Algeria"-Victor Herbert's "Sweethearts"-"The Foundry" by Albert Halper-Victor Herbert's "The Red Mill"-"Two Thieves" by Manuel Komroff-"Yellow Jack" by Sidney Howard and Paul de Kruif-"The Shining Hour" by Keith Winter-"Timber Line" by Gene Fowler-"Excursion" by Victor Wolfson - and many others.

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JOHN MAXWELL TO RETIRE?

Doyle Enroute to N. Y. and London On Reorg Plans; His Show History

Stuart F. Doyle plans to reach New York August 14, for heavy hud-dles with leading pic exces covering his future activities in Australia. From New York Doyle goes to Eng-land for chatter sessions with exces of London Theatre Centre, after which he intends flying back to Sydney to arrange his radio affairs. Next Jenuary Doyle returns to

which he intends flying back to Sydney to arrange his radio affairs. Next January Doyle returns to England, where he will remain for some time to cover the opening of his new theatre venture, proposed to extend his theatre activities throughout the British Empire. Doyle will also have huddles with air-plane experts in connection with a company which he heads here for the manufacture of aircraft, While abroad Doyle will meet his radio partner, Frank Albert, millionaire music publisher, and set plans for the extension of their radio holdings in the Australian commercial field. Doyle may take with him some of the Greafer Union execs, after he quits the company this month. Believed that many of the G.U.T. gang will readily follow. Doyle wherever he may lead them. Doyle hoped to escape sooner, but he's waiting the return of Ken Asprey from New York.

During his 25 years in the show game, Doyle has been connected with the following units:

| NAME | POSITION | CAPITAL |
|-----------------------|------------|-------------|
| Greater Union Theatr | ев., М. D. | \$2,000,000 |
| Cinesound Production | 8M.D. | 375.000 |
| British Empire Films | | 250,000 |
| Amalgamated Picture | | 910,000 |
| Wests | | 1.330,000 |
| Spancers | | 1,485,000 |
| Greater J. D. William | D. | 1,985,000 |
| Associated Distribs. | | 230,000 |
| Australasian Film | | 23,000 |
| Australasian Film He | | 20,000 |
| Australasian Filin He | M.D. | 10,000 |
| | | 866,000 |
| Birch, Carroll, Coyle | | 000,000 |
| British Empire Films | | 040 000 |
| | M.D. | 250,000 |
| General Theatre Suppl | les N.Z. | 400.000 |
| | M.D. | 100,000 |
| County Theatres (Go | | |
| | D. | 125,000 |
| Empire Talkies | | 100,000 |
| General Theatres | | 200,000 |
| Greater Union (Extens | ilon) | |
| | M.D. | 2,300,000 |
| Greater Union (Manag | ement) | |
| | M.D. | 100,000 |
| Haymarket Theatres. | M.D. | 273,780 |
| Haymarket Tivoli The | | |
| * | M.D. | 100,000 |
| | | |

a man who originally set out to be a lawyer. And, although Doyle is out of Greater Union now, he's by no means through with show biz.

KORDA ON TINT DEAL FOR SIX

Hollywood, July 20.

Deal has been negotiated between Alexander Korda and Dr. Herbert T. Kalmus whereby the former will make six features in Technicolors, with processing to be done at Technicolor's London plant. Contract covers 18 months.

Korda plans two Merle Oberon pictures in tints, one with Binnie Barnes and one featuring Sabu (Elephant Boy') to be called 'Drums.' Korda has a location unit working on this one now in the Khyber pass, Afghanistan. Hollywood, July 20.

Chinese Censors Again

Government censors Again Shanghai, July 3.
General Died at Dawn' (Par), but have finally passed 'Black Legion' (WB) and 'We Who Are About to Die' (RKO).
Latter use '

(WB) and 'We Who Are About Die' (RKO).

Latter was banned by the Shanghai censors, but shown outside the city limits.

New Zealand Biz Oke
New Zealand, June 29.
Trade continues very bright in the
Dominion with 'Camille' (MG),
When You're in Love' (Col), 'Green
Light' (WB) and 'Rose Marie' (MG).

Pix in Argentine

Buenos Aires, July 3.

Pictures shown this week in first run: 'When's Your Birthday?' (RKO), at the Ambassador; 'Man of the People' (MGM), and 'Black Legion' (WB), at the Florida; 'Club de Femmes' (French), at the Broadway; 'Juggernaut' (English) and 'Beoss Brujos' (Argentine), at the Monumental; 'Her Husband Lies' (Par), and 'Love From a Stranger' (English), at the Suipacha; 'La Kermesse Heroique' (French), and 'M'Liss' (RKO), at the Opera.

Holdover from last week: 'The Charge of the Light Brigade' (WB) at the Ideal,
Gran 'Rex, biggest cinema in South America, is expected to open next week with 'Libelled Lady' (MGM), and 'Two in a Crowd.' (U). Buenos Aires, July 3.

YANK PIX LEAD IN CHINA: **RUSS 2D**

Shanghai, July 3.

Ending the first six months of 1937, American distribs hold first place among all foreign countries in the number of films censored and presented in China. Total of 147 features have been okayed, some of which will be held over until cool weather. Shorts and newsreels bring the total to more than 300.

Biggest inroad against American predominance in the Chinese pic market is being made by Russian films, their majority eclipsing British, French and German product. Russian community here totals 31,000 and outnumbers the Anglo-American, French and German.

China has no quota law or boycott, but censorship is at times severe.

THE OLD, OLD REFRAIN

Exhibs in Northern Japan Want U.S. Distribs to Cut Rentals

Tokyo, June 29.
Representatives of Shochiku, Shin-ko and Nikkatsu houses located in the Hokkaido (Northern Japan) dis-

the Hokkaido (Northern Japan) dis-trict, held a meeting in Tokyo last week to discuss ways and means of securing a reduction of rentals on foreign pix.

Operators claim losses shown by a majority of the houses in the district re directly due to excessive amounts asked for foreign subjects, as com-pared to Jap product. In referring the matter to foreign distribs here, house managers pointed out that the sparsity of population and extremely low temperatures in winter should

sparsity of population and extremely low temperatures in winter should be considered in setting prices. Not much chance of distribs meeting the exhibs' demands, as any action in that direction would bring up similar proposals from all other sections of the country.

Atlantis Film Co. Of Vienna Bankrupt

Vienna, July 9,
Atlantis Film Co, has filed bankruptcy, offering 40% to creditors.
Management declares debts are
\$70,000.

Cause: too strict contingency system and inability to sell productions abroad.

LODGES' ROMAN FILM

LODGES ROMAN FILM

Rome, July 10.

John Lodge and his wife, Francesca Bragiotti, will both be in the film that is so far known only as 'Production No. 1' of the new Roman Cinema City.

This pic will be the first in which the two Lodges appear together.

LONDON HEARS METRO-BIP DEAL

That's the Latest Anent L. B. Mayer's Current Trip Abroad - Maxwell's Desire to Quit Explained

AFFECTS G-B ALSO

London, July 20.

On Louis B. Mayer's current visit here he will discuss with John Maxwell the possible purchase of control of British International Pictures, it is learned here. Maxwell is reported recently telling friends that he contemplates retiring from film business, being 'tired of people with no qualifications raising millions overnight' to compete with him.

lions overnight to compete with him.

All this is a brand new tangent in the situation, and a surprising one. It was pretty definite that Mayer was coming over; at least partially, to talk up that on-again-off-again Gaumont-British deal, but with British International on the block, too, almost anything is now possible.

Maxwell is a key member of the Gaylaont-British impasse. If he has come to the point where he, is_laready to step out himself, it means that there should be no trouble about putting through that 20th-Fox, Metro-Goldwyn-Mayer, Gaumont-British merger. Purchase of British International would be another important factor in the pool.

Should it go through, the deal will really approach the 'colossal' stage. Gaumont-British and British International are certainly the only two really important strictly British companies. (Korda while actually two really important strictly British companies. (Korda while actually English-fananced, etc., has distinct united Artists and thus is not included.) Means that all important British production thus would be pooled into either United Artists or Metro-20th. And with Joseph M. Schenck an important figure in all three of these American companies, there is perhaps reason to believe that it may wind up in one channel eventually.

That Maxwell should be willing to bow out is considerable of a surprise

eventually.

That Maxwell should be willing to bow out is considerable of a surprise and will be somewhat of a shock to the industry when word of it is released. However, there is no denying that the 'canny Scotchman' is distinctly mentioned. that the 'canny Scotchman' is dis-tinctly embittered by the recent turn of affairs in the film marts of the world and the constant onslaught of minor 'nobodys' who can at least get a healthy start in the bis here. It is easy financing, he feels, which is killing the biz and he has about reached the saturation point.

Odeon Issue Oversubscribed; See Lord Beaverbrook in Back of Co.

Shanghai B. O.

Shanghai, July 3.

Best b.o. receipts for June here
were rung up by 'Escadrille'
(RKO), 'Personal Property' (MG),
'Prince and Pauper' (WB), 'Stowaway' (20th) and 'Love Is News'
(20th)

'Equadrille' is 'The Woman I Love' in America; Paul Muni-Miriam Hop-kins starrer.

CINESOUND FATE UNSET; PROD. **MAY STOP**

Sydney, June 29.
Future of Cinesound as a production unit remains in the balance, following the quitting of Stuart Doyle as m.d.

as mod.

"Lovers and Luggers' is currently on the floor with Lloyd Hughes, after which comes a George Wallace concept titled 'Gone to the Dogs' (which insiders say is an apt title for the whole unit). These two pix were set long before Doyle decided to resign, and Doyle himselt offered to stay until 'Lovers and Luggers' was completed. apleted.

completed.

When questioned, officials said they could not tell what the future would hold, but admitted that there was a possibility of Doyle putting in a tender to take over the unit from Greater Union. Also said that there was the possibility of the studio being leased to indies after 'Dogs' had been completed. Cinesound has been in continuous production of feature films for some years. Also turns out a weekly newsreel.

March of Time Reel On China-Japanese Jam Starts Trouble

Shanghal, July 3.
Subsequent to a censorship dispute of March of Time reel on Chiang Kai-shek, referring to commentary on Japanese troubles, the French Concession section of the Shanghai Board is demanding the script of all dialog in newsreels.
Distribs point out physical impossibility of this; Probability is that the French Concession. In the French Concession. Shanghai, July 3.

London, July 11.

Subscription list of Odeon Theatres, Ltd., Oscar Deutsch circuit of cinemas, opened at 9 o'clock July 7 and closed five minutes later, having been over-subscribed. Total of \$9,000,000 of shares were offered at 99% of value.

On the board of directors is the Hon. Peter Hudyard Aitken, younger son of Lord Beaverbrook, from which it might be inferred that his Lordship is interested in the circuit. Beaverbrook was at one time willing to join issue with Joe Schenck for the purchase of the Ostrer holdings in Gaumont-British. He was interested in British Movietone, and has always had a leaning for substantial film investments.

Deutsch public subscription was postponed several times, owing to heavy losses sustained by sharp-shooting indie film concerns and the fear that the public would be chary. Overscription indicates that the investing public is once more willing to come in with substantial picture concerns.

Chinese Film Prod. Off; Only 30 This Year

Despite official edite by the Nan-king government that Cantonese pix must be made only in the Mandarin language, confidential information indicates that the ban is being re-laxed and local dialect may be used, Canton studios pointed out that, to ensure Chinese nationalism in Hong-kong, the Straits Settlements and Java, no other dialect would be ac-ceptable to millions of Chinese liv-ing there. Shanghai, July 3.

ceptable to millions of Chinese liv-ing there.

Southern dialects are better for pix, as the language is better suited to the expression of humor and dou-ble entendre, and there are more stars available in that dialect.

stars available in that dialect.
Average Chinese films cost less
than American, running to around
\$20,000. Total number of Chinese
pix made since the first of this year
amount to less than 30, including
Canton films, which now have to be
censored through Nanking.
Generally, they're of better quality than formerly, having more comedy and dramatics. Association of
Motion Picture Producers has resolved to import American equipment for sound and technicolor.

RAIN HURTS AUSSIE BIZ

But 'Thin Man,' 'Rainbow,' 'Horizon' and 'Girls' Do Well

and 'Girls' Do Well

Sydney, June 29.

Heavy rain is detrimental to b.o. these days, but managers are awaiting a break to get going again. Four pix; however, are sockos: 'After Thin Man' (MG), 'Rainbow on River' (RKO), 'Lost Horizon' (Col), and 'Three Smart Girls' (U).

'Woman I Love' (RKO), and 'China Passage' (RKO), move out after floppo, with 'Green Light' (W) replacing. 'History Is Made at Night' (UA) and 'Waikiki Wedding' (Par) are in for a try and should do o'raw, Others include 'Top of Town' (U,) ('Old Hutch' (MG), 'Call It a Dyw' (WB), 'Park Avenue Logger' (Ri\)O, 'Arcn't Men Beasts' (AD), 'Sensation' (AD), 'Panic on Air' (Col), and 'Everything Is Rhythm' (ATP).

Melbourne, June 29.
Rain and fog kept biz away in practically every spot, despite the strong lineup, including 'Theodora Goes Wild' (Col), 'Rose Marie' (MG), 'Gold Diggers' (WB), 'Show Goo On' (ATP), 'Take My Tip' (GED), 'Stolen Holiday' (WB), 'My Mag Godfrey' (U), and 'Sabotage' (GED),

'Poor Butterfly' Gets Jap Rewrite And Modernization; Par to Produce?

Tokyo, July 20.

Viscount Hidemaro Konoe, w.k. conductor here, has completed a conductor here, has completed a modern and Japanized version of Puccini's 'Madame Butterfly,' which has been submitted to Paramount for possible production. If Konoe's version is accepted, it is expected that he will participate as adviser. According to the Viscount, his revised version of the opera was written at the request of Boris Morros, after he had pointed out to Par officials a number of objectionable scenes in Sylvia Sydney's 'Butterfly,' released by Par several years ago.

sgo.

New version changes the locale from
Nagasaki to Kyoto, as more typically
Japanese, and the time is changed
to the present. Pinkerton is to be
an American musician, instead of a
naval officer. On a musical tour of
Japan, Pinkerton meets Cho-Cho San

genuinely Japanese.

3. Japanese actress to take part of
Madame Butterfly and as many
scenes as possible to be taken in
Japan.

Konoe leaves for America July 21,
and if agreeable, production will
start soon after his arrival.

only to part in sorrow. Friendship stimulates Cho-Cho San to become a singer, resulting in an appearance in a grand recital in America, with Pinkerton conducting. Story now ends happily, with the two united, In submitting the story to Paramount, Konoe insists upon the following conditions:

1. All scenes 'insulting' to Japs should be eliminated from the Puccini piece.

should be eliminated from the Puccini piece.

2. Music of the first act is to be
entirely rewritten by Konoe to impart more Japanese spirit. Konoe's
composition to retain the spirit in
which Puccini wrote, but be more
genuinely Japanese.

3. Japanese actress to take part of
Madame Butterfly and as many
scenes as possible to be taken in
Japan.

Konoe leaves for America July 21,

ATOAST TO BIG PICTURE

"A memorable impression of the raw and lusty days when financial and social titans were fighting to win historic names . . . Earmarked for important coin."

—Hollywood Variety

"Lavish . . . spectacular . . . a smashing theatrical attraction . . . Exceptional entertainment . . . dramatically stirring . . . extraordinarily interesting."

—Hollywood Reporter

"An important comedy drama . . . Should play to heavy box-office returns." —Film Daily

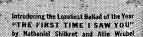
"Good entertainment which will get money."—Variety

"Exciting drama with plenty of humor . . . Class, mass appeal . . . Can be sold for the money."

-Jay Emanuel Publications

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SHUW BUSINESS!...10,000 twentyfour-sheets spread over 3,000,000 miles of highways!...Blazoning a mighty show message to more than 30,000,000 people!



OPENS RADIO CITY MUSIC HALL THIS WEEK!



EXCLUSIVE

Los Angeles, July 20.

| Raigh HoustonFred MacMurray | ١. |
|---|----|
| Ralph HoustonFred MacMurray Vina SwainFrances Farmer | ł |
| Tou Swain | 1 |
| Charles Gillette,Lloyd Nolan | l. |
| Mra. Swain | ı |
| Horace MitchellRalph Morgan | Г |
| Col. Bogardus Edward H. Robins | ŀ |
| Springer | ı |
| Mr. Franklin Willard Robertson | ı |
| Beak | L |
| Formby | 1 |
| Elliott Gaylord Pendleton | 1 |
| GarnerChester Clute | ı |
| Dr. BoomgartenIrving Bacon | ı |
| LollipopFrank_ Bruno | 1 |
| Boy Bennie Bartlett | ì |
| | |

De Bonnssitien. Lever State Brune Boy. Bennie Britte Brune Boy. Bennie Baritett Hodgepodge of racketeering and newspaper yarn, Exclusive' is a boxoffice disappointment tacking on the state of the stat

IT'S LOVE I'M AFTER

| Basil | Lestle Howard |
|----------------|----------------------|
| Joyce | Bette Davis |
| Marcia West | .Olivia de Havilland |
| Henry Grant | Patric Knowles |
| Dizzes | Erlo Blore |
| William West | Georgo Barbler |
| Gracey Kane | Bonita Granville |
| Aunt Ella | Spring Byington |
| First Butler | E. E. Clive |
| Mrs. Kane | Georgia Caine |
| Maid | Mary Treen |
| Elsle | Veda Ann Borg |
| Mrs. Bubson | Grace Flelds |
| Mr. Babson | |
| Mrs. Hinkle | Sarah Edwards |
| Mr. Elinkle | Thomas Pogue |
| Mr. Kane | Ed Mortimer |
| Second Butler, | Thomas Mills |
| | |

Theatre operators will be wise to shift their booking dates in preparation for extended runs for this comedy, one of the best in many months, and one that is loaded with boxoffice personalities for the bright lights, and plenty of laughing power to keep it going before capacity audices to the control of t

is fresh, clever, excellently directed and produced, and acted by an ensemble that clicks from start to finish.

With Leslie Howard, Bette Davis, Olivia de Havilland, Eric Blore and Patric Knowles in the top spots, there is name value every exhibitor can push to the limit. The best than the best than the post of the major companies for the new season. Archie Mayo, the director, got his big opportunity when he was handed this script to make, and he has turned in a perfect piece of showmanship, clean as a desert sunrise and commercially potent as the gold in them that hills. Howard and Miss Davis are Shekespearean stars, and the fun starts with the opening scene, a Sepressiant of the star and the star of the star of the star and the star of the star of the star and the star of the star and the star of the star and the star of the star of the star and the star of the star and the star of the star

persundes him to become his weekend guest and cure the girl of her madness, by behaving in a boorish manner. The comical situations which develop provide the amusement. At the finish the young couple is united with blissful prospects, and Howard and Miss Davis resume their temperamental tour. I have been supported that the support of the support of

becomes confused with actual bird trilling, and it is as uproarlous a sequence as films ever have contained.

Miss de Havilland plays a straight part, and she does it excellently. She are to she with the sequence of things which she usually plays, and she reveals a fine sense of comedy.

Lesser hits are capably handled. The sequence of the sequence of things which she usually plays, and she reveals a fine sense of comedy.

Lesser hits are capably handled. The sequence of th

WHITE BONDAGE

Warner production and release. Features Jean Muir. Gordon Oliver, Howard Phillips, Joseph King, Harry Davesport, Virginia Joseph King, Harry Davesport, Virginia Nick Grinde. Story and screen play, Autrony Coldeway; camera, Lu O'Contell At the Fox, Brooklyn, dual, week July, 18, '37. Ruaning time, 69 mins.

| Betsy Ann | Jean Mulr |
|---------------|-------------------|
| David Graydon | Gordon Oliver |
| Cal Sanders | Howard Phillips |
| Talcott | Joseph King |
| Pap Craig | |
| Sarah Talcott | |
| Klp Gillis | .Addison Richards |
| Rickets | |
| Joe Tawney | |
| Lon Huston | Trevor Bardette |
| Huxley | Gordon Hart |
| Glory | Eddie Anderson |
| Hannah | Bernice Pilot |
| | |

Warners, in the past the trail-blazer and finder of prime success in cinematically dealing with socio-logical mellers, overlooked a timely topic by not making White Bondage' a saga of the sharecroppers in the South. Yarn is fashioned around 'em, and the alleged short-weighting, check-in and enslaving tactics of the planter-bosses.

con, and the alleged short-weighting, check-in and enslaving tactics of the planter-bosses.

But after a promising start, the film goes on a detour from the real sublect and winds up as an action, only the participants aren't cowhands in 'Bondage,' but cousins in appearance, if not in morals, to Jeeter Lester.

As is, will just repose on the underside of duals' billing, and, sans names of note or import as it is, will find it swamp-heavy going.

Story is unconvincing. That fault lies in the writing.

Subordinates to found in westerns or their equivalents. As heavies, Joseph King and Virginia Brissac are good. In a sympathetic part Howard Phillips is intense and effective. Miss Muit has her locks dyed dark brunet, quite a contrast from her most fair hair, and the change doesn't become her. Possibly, then, she was thought not to appear too lovely held and the change doesn't become her. Possibly the her hair, and the change doesn't become her. Possibly the her hair, and the change doesn't become her. Possibly the service of the bible of the contrast from her most fair hair, and the change doesn't become her. Possibly the her hair, and the change doesn't become her. Possibly the belief of the window of the bible of the contrast from her most fair hair, and the change doesn't become her. Possibly that the bible and fairish.

Direction was that of the average action meller; camera held its end.

| Frankie | Eved Stone |
|---------|------------------|
| Cnum | Marine Dute |
| | Emina Donn |
| loan | Marjorle Lord |
| Therke | J. Offrrol Naish |
| BIII | William Corson |
| Kdd1e | |
| ۸1 | Bradley Page |
| Norris | Paul Guilfoyle |
|)sear | Formy Bond |
| Sher!ff | Dudley Clements |
| Notan | Alec Craig |
| Yokum | Charles Withers |
| Hank | Otto Hoffman |
| Maoney | Bob McKenzle |
| | |

Miniature Reviews

'Exclusive' (Par). Hokey newspaper-gangster yarn of old-fashioned meller calibre. Fred MacMurray, Frances Farmer, Lloyd Nolan, Chas, Ruggles top

Lloyd Nolan, Chas. Ruggles top cast.

The Love I'm After' (WB). Smash comedy hit with Leslie Howard, Bette Davis, Olivia de Havilland, Eric Blore and Patric Knowles. Arrange extra playing time for this one.

"Hičeway' (RKO). Title well selected. Hide it away in the film exchanges and forget it.

"Confession' (WB). Kay Francis in an emotional drama, pretentiously produced and finely directed. Distinctly in the up-per brackets and made to order for important first runs.

"One Mile from Heaven' (20th-Fox). Mixture of farce and melodriars and a yarn about a girl newspaper reporter who digs up a messy blackmail story. Claire Trevor and Bill Robinson featured. re Trevor and Bill Robin-featured. Made for the

duals.

Wild and Weelly' (20th-Fox).

Jane Withers in a good western with first-class support from Walter Brennan and Berton Churchill, and a new moppet, Carl Switzer, who has a funny

pan.
"The Red Rope' (Rep.). Better than usual Bob Steele western; maximum action makes it okay to boister dual program. 'Juggernant' (GN). Typical Boris Karloff meller, done in English manner and with British support. Sparcity of action and thrills hold it to double-bill consumption.

bill consumption.

'Meet the Bey Friend' (Rep.).
Unamusing farce without names or prospects.

laughing at the wrong spots, and applauding the wrong speeches. Film deserved the rough treatment. It's third rate in every respect. Comes under the pay-or-play clause of exhibition contracts. Many exhibitors will pay for it and not play it.

Fred Stone and Emma Dunn head up the cast. On their long and distinguished records on the stage and in pigures the rare entire traction of the stage and the properties of the stage and the stag

CONFESSION

(WITH SONGS) Hollywood, July 17.

Warner Bros. release of First National picture: produced by Henry Blancke. Stars Kay Francis; features Ins Hunter. Essai Rathone. Directed by Henry Blancke. Stars Carlotte By Henry Blancke. Stars Rathone. Directed by Henry Blancke. Stars Legister Levino. Dialog director, Stanley Losan; camera. Sid director, Stanley Losan; camera. Sid Micros. Henry Brown Company of the H

| Vera Leonide Kiroy | Kay Francis |
|-----------------------|------------------|
| Leonlde Kirov | |
| Michael Michallow | Basil Rathbone |
| Lisa | |
| Presiding Judge | Donald Crisp |
| Hildegard | Mary Maguire |
| Mrs. Koslov | Darothy Peterson |
| Stella | Laura Hone Crews |
| Prosecutor Attorney | Bohart Horret |
| Defense Attorney | Ren Welden |
| Xenia | Venu Ann Borg |
| Aenia | Wolen Wallele |
| Wanda | Reien Valais |
| Reporter | Anderson Lawier |
| Doctor | Lawronce Grant |

Emotional drama of a mother's loving sacrifice to save her daughter from unhappiness and seduction, the kind of film which, when well written, directed and acted, always has met with universal audience approval, 'Confession' is a finely produced vehicle for Kay Francis, and unlikely to be hailed by the office of the first search of the 'Madame X' formula, its theme runs counter to the present season's abundance of comedies, and therefore, on the rule of contrast, may coincide perfectly with public appeal. Meriting substantial exploitation in important first runs, it may build into a top grosser and a repeater.

Responsibility for the commercial career of the picture is tossed right into Miss Francis' lap. Despite some very fine supporting acting, the picture is a significant of the picture is tossed right into miss francis' lap. Despite some very fine supporting acting, the picture is a significant production in several years, and is ideal material for any dra-

matic star. Studio has put every effort and plenty of investment be-hind 'Confession,' which emerges with particular distinction for Joe May, one time German director of silent films, who carns important recognition for his handling in this picture.

picture.

There are no psychological subtleties incorporated in the script to confuse incorporated in the script to confuse incorporated in the script to confuse in warraw and much of the tale is told in retrospect, as a visualization of testimony given in a much confuse in the script of a young girl. At the trial the singer at first refuses to testify in her own behalf, or give the court any intimation of her motives. When it appears that evidence will be introduced which will reveal the relationship of mother and daughter, heretofore withheld, the defendant breaks her silence which the court comments pardon. In the course of the narrative, which establishes a one-time intimacy between the witness and the murdered man, there are occasional flashbacks to the courtroom, showing a haggard and desperate woman, scarcely recognizable as the attractive, beautiful young opera singer and wife while specific the script of the policy of the policy of the courtroom of the testino party in the film, suspects the accused and the young companion of the murdered man are mother and daughter, does not militate against the enjoyment of watching the plot unfold. The adaptation by Julius J. Epstein and Margaret LeVino is a skilful plece of screen writing. To the redit of the writers and director particularly, is their decision that all the plot unfold. The adaptation by Julius J. Epstein and Margaret LeVino is a skilful plece of screen writing. To the redit of the writers and director particularly, is their decision that all the plot unfold. The adaptation by Julius J. Epstein and Margaret LeVino is a skilful plece of screen writing. To the redit of the writers and director particularly, is their decision that all the story possesses results from the manner of its telling. First two reels are concerned with the infatuation of Lisa (Jane Bryan) for Michailow (Basil Rathbone). These are convincing scenes, so sympathetically played by the virtuoso that his virtual and decorum that the outcome of the porture of the girl; Laura Hope of

of any size in a Hollywood production.

More than usual attention has been given to the musical score for the film, which is an important contributing factor to the production, and which was written by Peter Kreuder. Leo F. Forbstein's recording is up to his standard.

This sort of story might be typed as Slightly dated and somewhat reminiscent, but chances are that so long as women enjoy their tears, especially in picture theatres, it will have a good reception.

EDGE OF THE WORLD

(BRITISH MADE)

London, July 7. British Independent Exhibitor release of Joe Rock production. Stat's Belle Chrystall, Niall Macginnia. Directed by Michael Powell. Cameramen. Ernest Palmer, States Kelly, Monty Berman. At London Hippodrome July 6, '37. Running time,

| 80 mlns. | | |
|--------------|-------------|------------|
| James | Fir | lav Curri |
| Andrew | . Nigil | Macginni |
| Catechlat | Grant | Sutherland |
| The Laird | Campl | ell Robson |
| The Skipper. | Georg | e Summer |
| Peter | | hn Lauri |
| Buth | Bell | a Chrystal |
| Robble | | Eric Berr |
| Jcan | Kit | ty Kirwai |
| | | |

Admirers of Man of Aran, which actived considerable success a few-years ago, will probably welcome this offering as a worthy successor. It is overlong, however, scant of piot and unlikely to be hailed by the public at large.

One Mile From Heaven

| running time, oo mine. | |
|------------------------|------------------------------|
| ucy ('Tex') Warren | Claire Trever |
| Barbara Harrison | Sally Blane |
| lm Tabor | Douglas Fowley |
| lora Jackson | Fredi Washington |
| unny | Joan Carol |
| Moxle McGrath | Raif Harolde |
| erry Harrison | John Eldredge |
| ohnny | Paul McVey |
| Mortimer Atlas | Ray Walker |
| Peter Brindell | Russell Hopton |
| Charlie Milford | Chick Chandler |
| Henry Bangs | Eddie Anderson |
| ludge Clarke | Howard Hickman |
| Officer Joe., | Bill Robinson |
| | and the second second second |

his tap specialty no less than tour times.

Miss Trevor is too ambitious and hard working to suit most newspaper reporters, but she carries through to a satisfactory beat. Film marks reappearance of Fredi Washington, as the Negress nurse, and she is splendid. Has looks, good voice and real acting ability. She's deserving of a better chance than this picture offers, Film.

BORN RECKLESS

Lincoln, Neb., July 17.

20th Century-Fox production and release,
Peatures Rochelle Hudson, Diran Donleyr,
Barton MacLane, Robert Kent, Harry
Carey and Pauline Moore, Directed by
Carey and Pauline Moore, Directed by
rick, Helen Logan and Robert Bills; Kory,
Jack Andrews; camera, Danell B. Clark;
editor, Alex Troffey. At Orpheum, Lincoln,
dual. Runnlag time, 69 nine.

| ybil Roberts | Rochelle Hudson |
|--------------------|------------------|
| 3ob ('Hurry') Kane | Brian Donlevy |
| im Barnes | Barton MacLane |
| ee Martin | Robert Kent |
| Oad Martin | |
| Derothy Collins | Pauline Moore |
| Vindy Bowman | Chick Chandler |
| Иас | William Pawley |
| .oule | Francis McDonald |
| Danny Horton | George Wolcott |
| District Attorney | Joseph Crehan |
| | |

Houses in the knuckle districts will give this actioner its best play. For the most part, dual billing will catch it.

For the most part, dual Dilling win catch it.

Settling is a big town taxi warwarring started when a bunch of
independent cab companies refused
to pay a protection racketeer \$5 per
cab per day to operate. Possibilities
for fist-to-jawing are not overlooked.

Although Rochelle Hudson tops
the feature list, Brian Donlevy is the
focal point. Brian Donlevy is the
focal point. Bracing driver of renown, he joins forces with Robert
Kent, his friend, in helping to fight
the Chemical Service of
the other cabs as Milt Britton to
violin.

the racketeer, Berton MetcLante. When Donlevy's in a cab, he is to the other cabs as Milt Britton to a violin.

MacLane has a way of using his boys as long as they're good to him; then plants hot stuff on 'em to get them canned. Turns out that Rochelle Hudson, who plays like a bruiser's moll, is really trying to get the stuff on him for routing her to several years in prison. Secondary romance—Donlevy and Hudson—is Robert Kent's heart-to-hearting with Pauline Moore. Harry Carey is the grand old man of the indice cab system. In the chiral shop bit involving Donlevy and a step-plated cab. Turns it loose and accordions every other cab in the garage. Strictly for the shir's-sleeve trade.

George VI Coronation

George VI Coronation

(PECHNICOLOB)

20th-Fox Tebras of Reflitch Movietonewe featurette produced by Truman H. Tailey, arrated by Lowell Thomas. Edited by Shooton Pater State of the Coronation of the Coronation

climax—the Coronation ceremony isself—is a terrific letdown.

20th-Fox's British Movietonews
executive, Sir Gordon Craig, editor,
and Gerald Sanger, producer of British Movietone and Russell Muth, its
European director, must have done
some fancy diplomatic and missionary work to get the royal kin to pose
for the world at large in their
ermine and purple, full court regalia.
That's cuffo over-time.

All these introductory shots are
raught with intense human interest.
Even as it is, it's almost sufficient
to offset the fact the Coronation has
long since been eclipsed by other
startling world events such as Spain,
Wally and Windsor, Jean Harlow,
Gershwin, C.I.O., Joe Robinson, Japanese Tracas, etc.

And so, instead of the fanfare and heraldry being touched off by actual shots of how the Archbishop of Canterbury does his stuff when he anoints a ruler of the empire on which the sum never sets, instead are shown closeups of the said Archbishop, the sceptres of state, the symbolic swords of power, the maces of might and doves of justice, the royal coaches of gold and children of royalty—all these are shown, but what the title would lead one to expect.

pect.

And, yet, despite this major shorteoming, the technicoloring of all the
details and the lavish investiture
are enough to warrant exhibitors
giving this three-reeler an exploitive
ride. It can perhaps be ballyed into
worthwhile b.o. Abel.

WILD AND WOOLLY

Los Angeles, July 14.
20th-Fox release of John Stone production. Features Jane Withers, Walter and July 14.
Alfred Werker. Streenplay by Lynn Root and Frank Fenton. Camera, Harry Jackson; ase't director, William Bekhardt; film editor, Al De Gestanor musical direction. All the All the State of the Company Samuel Kaylin, Previewee Carlon Company of the Comp

This is a lively, well produced western, cast with some first class character actors, into which parts have been written for Jane Withers and a six-year-old freckel-face boy, Carl Switzer, who steals the show. It is good, family trade entertainment and may be booked with the assurance that whatever its companion dual feature happens to be, 'Wild and Woolly will be the one the audience talks about on the way out.

wild and Woolly will be the one the audience talks about on the way out.

There have been times when the precocious Jane Withers has been somewhat trying on the nerves of grownups, regardless of that she has built up sizeable following among children. In this film, however, she has been held in restraint by Alfred Werker, the director, and she turns in a good piece of work. She has learned to sing and dance and she dearned to sing and dance and she dess both quite well. Having reached the age when she is spreading out the sides, she is best at comedy. Given she doesn't quite make the grade. Otherwise, however, she is all right.

Small town is holding a frantier.

prize winner for best supporting player), she doesn't quite make the grade. Otherwise, however, she is all rigidal contents of the properties of the properi

worth walking down to the opposition's house to see. He'll never play
Fauntleroy, but he's the nearest
thing to Huck Finn that's been
around in a long time.
Can't go wrong on this one. There're
too many laughs and Brennan, and
Churchill keep the story within
reasonable bounds.

THE RED ROPE

Republic release of A. W. Hackel production. Stars Rob Steele. Directed by Roy Luby. Original story by Johnston McCulley; screen adaptation by Goorge H. Plympton; film editor, Roy Claire; camera, Bert Longenecker. Reviewed in projection com. N. Y., July 14, 31. Running time, Bert Longenecker.

room N. Y. July 14, 37. Running time,
room N. July 14, 37. Running time,
room Reade.
Charles King
Grant Brade.
Charles King
Jimmy Duncan.
Bobby Nelson
Logan.
Lew Mechan
Lew Mechan
Lew Mechan
Dotkins.
Frank Bade
Horner
Horace Murphy

pop buncan. Frank Bail potkins. Jack Rockweil Horner. Jackweil Horner. Jack Rockweil Horner. Jackweil Horner. Jack Rockweil Horner. Jack Mark. Jack Mark.

JUGGERNAUT

JUGGERNAUT

(BRITISH MADE)

Grand National release of Julius Hagen production. Stars Boris Karloff. Directed Alice Campbell etory by H. Franckel, Alice Campbell etory by H. Franckel, screen play by Cyril Campion and H. Frowier Mear: additional dilalog by L. Franckel, screen play by Cyril Campion and H. Frowier Mear: additional dilalog by L. Franckel, and J. Franckel, screen play by Cyril Campion and H. Frowier Mear: Additional dilalog by L. Franckel, screen play by Cyril Campion and H. Franckel, and J. Franckel, screen play by Cyril Campion and H. Franckel, and J. Franckel, and

A familiar Karloff story in the acepted Karloff manner. The picture gets into motion slowly and reaches the meat of the plot after numerous distractions. It is British-made. It rates fairly high as a hokum meller, but in the U. S. it's for the lower bracket of a dualer.

Juggernaut' presents a medico who sacrifices all to pursue scientific research. Doctor has been slaving at his lab too strenuously and consequently is a bit wobbly mentally which is emphasized sufficiently to alibi his later eriminality when the state of the state o

theme has been used previously, and by Karloft, in a film produced in America. Director Henry Edwards, despite early unevenness, manages to build up several suspenseful scenes; one where the search is going on for the missing syring; another as the faithful and the search of the fact that the horror man works without mask, but he's done that on several previous occasions also, so it's no novelty.

GOBSEK

(RUSSIAN MADE)
Amkino release of Mezhrabram production, Directed by Konstantin Eggert. Score, V. Y. Schealin; camera, L. P. Forestler. At Cameo, N. Y., wock July 15, 37. Running time, 73 mins. Score, V. Y. Shebalin; camern, L. P. Forestter At Cameo, N. Y., wcok July Forestter At Cameo, N. Y., wcok July Gobek.

Gobek. C. A. P. Shudo Gobek. C. A. P. Shudo Pannie Malyaux. G. B. Sergoyew, Spanne, a Doll-minier. T. N. Kondraiowa. J. W. Sadowicz, C. C. M. Abdulov Virginie. G. W. Abdulov Virginie. E. V. Lyuwanskaya. Countes Restand. E. V. Eggert Countess Anastasia de Restand. G. Gotolewa. Count Maxime de Trailies. M. M. Sadovsky.

(In Russian, with English Titles)
Russia makes many, many films.
Russia makes many, many films.
Most of them are intended strictly for home consumption. The best over the constant of the con (In Russian, with English Titles)

about it.

Story is badly pieced together, scenario being much too choppy; camera work is poor; sound is only fair; direction is negative; acting is distinctly bad. Even the English titles are badly written. Kauf.

Meet the Boy Friend

Meet the Boy Friend
(WITH SONGS)

Republic release of Colbert Clark productions. Features Dayld Carryle, Clard Color of the Color of th

Snake eyes. Farce without laughs and a pic without bo, prospects, can't eyer laugh at this one less as ment will be negligible.

Fable concerns a radio crooner, known as 'America's boy friend, who's a real guy underneath all the glamor, which he loathes. Scheming actress is set to mar him, and his sponsor takes out \$300,000 anti-wed-lock insurance. Niece of the insur away from the siren and succeeds. He discovers the ruse, is set to wed the hussy when the heroine who really loves him is kidnaped. He saves her for a connubial fadeout. Scripters, director and cast go way overboard for comedy; little excuse for such clumsy writing. With such seasoned troupers as Andrew Torbert and might be blamed night be controlled in the control of the control of

SING, COWBOY, SING

(WITH SONGS)
Grand National release of Edward F.
Finnoy production. Stear Ext Ritter; features Louise Stanley, Al St. John, Karl
Hackett, Directed by R. N. Bradbury,
Story and adaptation, Robert Emmett
songs, Ritter, Bradbury, Ted Choate and
Frank Sanucci. At Arena. N. Z., double
bill, July 16-17, 37. Running time, 69 bill. July 10-17, 37. Running unemins.
Tex Archer. Tex Ritter
Madge Louise Stanley
Biff Al St. John
Call Holman Charles King
Judge Dean. Robert McKennie
Judge Dean. Robert McKennie
Judge Dean. Robert McKennie

songs he uses, with Ted Choate having written the theme number, 'Sing, Cowboy, 'Sing,' while doing 'Goodbye, Old Paint,' himself. He penned Twilight Reverie' with the director of the picture, R. N. Bradbury. This is a novelly tune. Songs, on the area of the picture, R. N. Bradbury. This is a novelly tune. Songs, on the area of the picture, R. N. Bradbury. This is a novelly time. They are all the director of the picture, R. N. Bradbury. They are the picture, R. N. Bradbury. They are the picture are the picture of the picture of good characters to work with in developing laughs. They are Al St. John, a very amusing desert rat type, and Robert McKenzie, the outpost is look and the picture of the picture o

MIDNIGHT MADONNA

MIDNIGHT MADONNA
Paramount release of Remauel Cohen production. Features Warren William, Mady Correll, Kitty Clancy, Edward Bills, Rob-Correll, Kitty Clancy, Edward Bills, Rob-Correll, Kitty Clancy, Edward Bills, Rob-Correll, Kitty Clancy, Company of the Malloy and Good Screen play by Dorle Malloy and Good Screen play by Dorle Malloy and Good Screen play by Dorle Malloy and Screen play by Dorle Malloy and Screen play by Dorle Malloy and Screen play was seen to be seen play by Dorle Malloy and Screen was a seen play to be seen play to be

Film, which will be found fairly entertaining by the family trade, is purely designed as a debut for four year-young Kitty Clancy, moppet under new Paramount contract. Vehicle achieves its purpose on behalf of the youngster, but no more. B. O. results are sure to be spotty, but it be the property of the youngster, but no more. B. O. results are sure to be spotty, but it be the property of the youngster, but no more. B. O. results are sure to be spotty, but it be the property of the youngster, but no more. B. O. results are sure to be spotty, but it because little Miss Clancy that the mothering element of audiences. And with Shirley Temple growing up from the wee tot age, there's a neat niche awaiting someone.

Whole yarn is based on a court right for custody of Penny' (Miss Clancy), whose papa wants her after he learns she will inherit a fortune left by her eccentric grandpap. Correll) and children with the property of the property of the property of the children of the child

STORY BUYS

Hollywood, July 20.
Metro purchased screen rights to
the Nutmeg Tree,' by Margery Metro purchased screen rights to "The Nutmer Tree," by Margery Sharp.

'Professor Broadway,' Philip R. Wylie mag serial, bought by 20th-fox.

Original titled "Mayor Isobel," by Dario and Dorothy Faralla, acquired by Columbia.

Anything for a Thrill

Maurice Conn release of Martin G. Coun production. Features Frankie Darro, Kans Richanond, June Johnson, Ann Evers. Directed by Les Goodwins, Adapted by Les Goodwins, Adapted by Les Goodwins, Adapted by Les Goodwins, Adapted by Les Goodwins, Control of the Cont

Incredible hoke adventure meller. Lightweight effort without marquee, values. For downstairs doubles, if at all.

Lightweight effort without marquest-values. For downstairs doubles, if at all.

Yarn glorifies the newsreel photogs and loads on the improbabilities to keep the action sprinting. Tingling events crowd on each other's reason to the control of the

Dufav Denies DuPont's Interest in Its Color

Report that DuPont, through Pathe, has a financial stake in Dufay Color is denied by Dufay officials. DuPonts have not and never did have any Interest in Dufay other than an ordinary customer one, it is stated by Dufay.

Dufay.

Explaining that customer relationship, Dufay execs assert they bring raw film to this country from England and that DuPont puts the emulsion coat on it in the latter's laboratories. Far from 'withdrawing' from Dufay, as stated in recent reports, DuPont has been getting increased business from Dufay, it is explained.

Recent color films of the Corona-

business from Dufay, it is explained.
Recent color films of the Coronation were made by Pathe on Dufay
film. Deal was handled by English
office of Dufay and had no direct
connection with Dufay in this country, it is stated. New York office of
the company states it has no plans
for immediate expansion, but is proceeding with research and manufacture at a 'normal rate as business
warrants.'

CONTRACTS

CONTRACTS

Universal pacted Ben Lewis, cartoon animator, to an acting ticket. Sophia Cleugh steps into U on a one-pleture agreement to script a Deanna Durbin original. Little Lady. Paramount has taken on Suzanne Ridgeway for a terping termer.

Metro handed scrivening tickets to Hamibal Towle and Victor Wolfson. James Edward Grant moved into James Handle Ja

mount armen termer.

Evelyn Keyes, Atlanta socialite, is tied to Cecil B. De Mille on an acting deal.

Cynthia Westlake drew a Radio

Cynthia Westlake drew a Radio acting termer.
Irving Cummings drew a directorial termer with Walter Wanger Productions.
Maurice Conn signatured Wynne Gibson to a term pact calling for four pictures yearly.
Warners validated Marie Wilson's playing option for one more year.

TITLE CHANGES

Hollywood, July 20.

Title of 'Outlaws of the Orient,' Columbia-Larry Darmour picture, has been switched to 'Barricade,' Warners changed ago f 'War Lord' to 'Cornered,' Studio also changed 'Angle Shooter' to 'Back in Circulation,' Warners will release 'Tovarich' as 'Tonight's Our Night.'

VARIETY

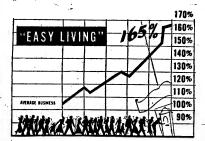


150% 1 MET HIM 1 0% 140% 130% 120% 110% 100% 90%

Colhert Captivates! Audiences went in big way for little lady in "I Met Him in Paris." Receipts averaged 130 per cent to 30 key engagements.

| | | | | | | 150% |
|------------------|----------|------|------|---------------------------|------|------|
| MOU | NTA | N | 15 | 0% | | 148% |
| MUS | | | | | | 130% |
| IAI O 2 | 16 | | 1 | | \ | 120% |
| | | | | | 1 | 110% |
| AVERAGE BUSINESS | | | | | | 100% |
| | | | | 4 | | 90% |
| *1211 | 2.0 | 1001 | 12.4 | | .Vin | 80% |
| | 1 | 175 | W | $\Lambda^{V} \Lambda^{V}$ | 114- | |

'Ray! for Raye and Burns! "Mountain Music" hit Old Man; Summer Slump right in solar plexus. Turned in average grossof 150 per cent in 18 key runs.



it's the Life! "Easy Living," funniest comedy of year, smashed New York Para mount house record in hottest weather in decades. First week's gross 165 per cent above average.

THE HOTTER, THE HIGHER

The Hotter the Weather, the Higher the Grosses with Paramount Pictures

PROFITABLE PARADOX: Theatre records of past month and longer reveal astonishing situation: the higher the temperature, the higher went grosses in houses playing Paramount pictures. Explanation lies in fact that Paramount's summer releases were planned long in advance to capture fancy and shekels of populace. First of hot-weather bell-ringers was "I Met Him in Paris," followed by "Mountain Music," with "Easy Living" now current. (See graphs.) Next picture designed to maintain precedent for higher grosses regardless of weather is Paramount's "Exclusive" sensational new-theme newspaper melodrama released July 30th—with Fred MacMurray, Frances Farmer, and Charlie Ruggles in stellar roles. (See photos.)



Reveit in Faver of Decency! What a scene f. Thousands of townspeople take matters into their own hands when they murch on and destroy gangster-controlled newspaper plant. As thrilling and rousing an episode as ever was written into a script,



New Ruggles: Charlie Ruggles, famed comedian, proves in "Exclusive" he's also dramatic actor of no mean ability. It's a rare combination of talkents that can make audiences cry as well as laugh.



Grim! You have to see this sequence live for you on the screen to realise the harm inherent in so-called "yellow journalism." One of the tense moments in a picture that presents one tense climax after another."





with LLOYD NOLAN, FAY HOLDEN, RALPH MORGAN
Screen Play by John C Moffitt Sidney Salkow and Rian James A Paramount Picture Directed by ALEXANDER HALL



Sattling Romantics: Things are not always as peaceful as this between Frances and Fred in "Exclusive." The young lady muddles things plenty for MacMurray and everybody cless before she's finally brought to her senses.

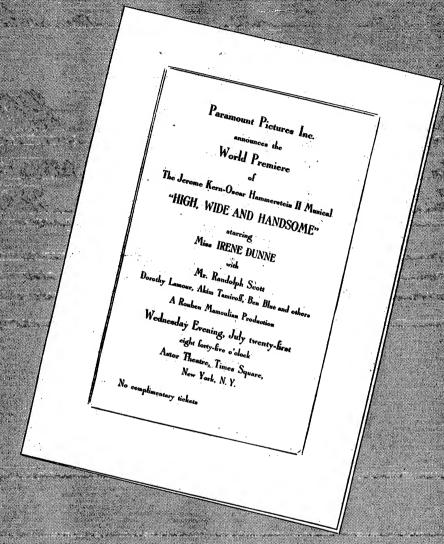
FILM BOOKING CHART

(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.)

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| WEEK OF BELEASE | TITLE | PRODUCER | DISTRIB. | TYPE | TALENT | DIRECTOR | TIME MINS. | VHEN REVIEWED BY VARIETY |
|-----------------------|--|--|---------------------|---------------------------------|---|---|----------------------|---------------------------------------|
| 5/21/37 | SING, COWBOY, SING PICK A STAR NIGHT OF MYSTERY | E. Finney Hal Roach | GN Par | Western Musical | Tex Ritter Haley-Kelly-Laurel-Hardy | E. Sedgwick R. N. Bradbury | 60 76 | 7/21 6/2 |
| | COME ON COMPONS | W. Sistrom Sol Siegel | MGM RKO | Musical Comedy | R. Karns-H. Burgess G. Raymond-A. Sothern-B. Holmes | E. A. Dupont Ben Holmes | 66 74 | 6/30 6/16 |
| | CHARLIE CHAN AT OLYMPICS WINGS OVER HONOLULU THE GO GETTER | J. Stone E. M Asher | Rep . 20th U | Western Mystery Rom-Dr | B. Livingston-R. Corrigan W. Oland-K. de Mille R. Milland-W. Barrle G. Brent-A. Louise | Joe Kane H. B. Hum'stone H. C. Potter | 53 71 89 90 | 6/16 5/26 6/2 |
| 5/28/37 | LEAGUE OF FRIGHTENED MEN I MET HIM IN PARIS | E. Chodorov | Col | Rom-Dr Drama | 1. Hervey-W. Connolly | Al Green | 71 | 6/9 |
| • | THIS IS MY AFFAIR | W. Ruggles G. A. Hirliman K. MacGowan | Par RKO 20th | Rom-Com Western | C. Colbert-Melvyn Douglas G. O'Brien-C. Parker-E. Scott | W. Ruggles Ewing Scott W. A. Seiter | 85 | 6/9 |
| | UNDER THE RED ROBE | R. T. Kane M. Schach | 20th UA | Musical Drama Rom-Dr | R. Taylor-B. Stanwyck- C. Veidt-R. Massey F. Bergner-R. Massey | V. Seastrom Paul Czinner | 99 100 70 | 6/2 6/2 5/26 |
| | THE MAN IN BLUE KID GALLAHAD | K. Glasmon WB | . WB | Melodrama Drama | R. Wilcox-N. Grey E. G. Robinson-B. Davis | M. Carruth M. Curtiz | 60 100 | 6/2 |
| 6/4/37 | RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) | B. & D. MGM | Col GB MGM | Western Rom-Dr Com-Dr | Bob Allen-B. Weeks R. Cortez-S. Ellers W. Beery-Gable-C. Nagle | S. G. Bennett Carl Reid G. Hill | 59 76 109 | 7/14 5/19 12/29/31 |
| | HELL DIVERS (RE-ISSUE) PARNELL HOTEL HAYWIRE | J. Stahl | MGM MGM Par | Rom-Dr Comedy | C. Gable-Myrna Loy: L. Carrillo-L. Overman | John Stahl G. Archainbaud | 115 | 6/9 6/16 |
| | BORDER CAFE DOOMED AT SUNDOWN ANGEL'S HOLIDAY | Bob Sisk A. W. Hackel | RKO Rep | Western Western | J. Beal-H. Carey-Armida | Lew Landers Sam Newfield | 65 67 | 6/9 |
| | THE WILDCATTED | J. Stone Criterion Geo. Owen | 20th UA U | Drama Rom-Dr Drama | J. Withers-Robert Kent D. Falrbanks, JrV. Hobsen S. Colton-J. Rogers | James Tinling Raoul Walsh Ray McCarey | 74 85 58 | 5/26 6/16 6/16 |
| 6/11/37 | CASE OF STUTTERING BISHOP A DAY AT THE RACES | WB L. Weingarten | WB MGM | Mystery Comedy | D. Woods-Ann Dvorak | W. Clemens | 70 109 | 6/2 |
| | THE GREAT GAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU | Al Lewis | Par RKO | Melodrama Comedy | Marx Bros. A. Tamiroff-J. Trent H. Broderick-V. Moore | Sam Wood C. Vidor Joseph Santley | 70 65 | 7/14 |
| | SHE HAD TO EAT SLIM | L. Fields S. G. Engel WB | Rep 20th WB | Rom-Dr Comedy Drama | A. Baxter-A. Leeds Hudson-Treacher-Haley | Phil Rosen M. St. Clair | 71 71 86 | 7/7 7/14 6/30 |
| 6/18/37 | BLAZING SIXES TWO-FISTED SHERIFF | WB H. L. Decker | WB | Western | P. O'Brien-H. Fonda D. Foran-H. Valkis C. Starrett-B. Weeks | R. Enright Noel Smith | | |
| 0, 10, 0. | BANK ALABM MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE | Condor S. Zimbalist | Col GN MGM | Western Melodrama Com-Dr | Conrad Nagel R. Young-Florence Rice | Leon Barsha Louis Gasnier E. L. Marin | 64 70 | 6/23 |
| | RIDING ON AIR | Harry Sherman Ben Glazer | Par Par | Western Comedy | Wm. Boyd-Geo. Hayes B. Burns-Martha Raye | Nate Watt C. Reisner | 76 | 6/30 |
| | YODELIN' KID FROM PINE RIDGE | David Loew A. E. Levoy A. Schaefer | RKO Rep Rep | Comedy Musical Western | Jee E. Brown P. Ellis-W. Hull Gene Autry-B. Bronson | E. Sedgwick John H. Auer Joe Kane | 70 60 | 6/30 |
| | BIG BUSINESS WALT DISNEY'S ACADEMY REVUE ARMORED CAR | Max Golden W. Disney | 20th UA U | Comedy Comedy Melodrama | J. Prouty-S. Deane Cartoon R. Wilcox-J. Barrett | F. R. Strayer W. Disney L. Foster | . , 61 62 | 6/2 |
| | FLY AWAY BABY WHITE BONDAGE | E. M. Asher WB WB | WB WB | Com-Dr Drama | G. Farrell-B. MacLano Jean Muir-G. Oliver | F. McDonald Nick Grinde | 60 60 | 7/14 7/21 |
| 6/25/37 | DEVIL IS DRIVING GIRLS CAN PLAY | Col Ralph Cohn | Col- Col | Melodrama Comedy | R. Dix-Joan Perry J. Wells-C. Quigley | H. Lachman L. Hillyer | 69 69 | 7/7 6/30 |
| | SWEETHEART OF THE NAVY CAPTAINS COURAGEOUS LAST TRAIN FROM MADRID | B. F. Zeidman L. D. Lighton G. M. Arthur | GN MGM Par | Comedy Spectacle Drama | Erlo Linden-C. Parker F. Bartholomew-Spencer Tracy L. Ayres-D. Lamour | D. Mansfield V. Fleming J. Hogan | 63 115 85 | 7/7 5/19 6/23 |
| | YOU CAN'T BEAT LOVE A LAW MAN IS BORN | Robert Sisk A. W. Hackel | RKO Rep | Rom-Com Western | P. Foster-J. Fontaine J. M. Brown-L. Meredith | C. Cabanne Sam Newfield | 60 61 | 6/30 7/7 |
| | SING AND BE HAPPY LOVE IN A BUNGALOW ANOTHER DAWN | M. H. Feld E. M. Asher WB | 20th U WB | Musical Rom-Com Rom-Dr | J. Davis-A. Marin N. Grey-K. Taylor K. Francis-E. Flynn | H. Lchrman Ray McCarey W. Dieterle | 67 67 73 | 6/23 7/7 6/23 |
| 7/2/37 | A FIGHT TO THE FINISH ONE MAN JUSTICE | R. Cohn H. L. Decker | Col Col | Action Western | D. Perry-R. Keith C. Starrett-B. Weeks | C. C. Coleman Leon Barsha | 58 | 7/7 |
| | POADING TIMPED | R. Flothow Ed Finney | Col GN | Outdoor Western | Jack Holt-G. Bradley Tex Ritter | Phil Rosen R. N. Bradbury | 67 | 7/14 |
| | RIDERS OF THE ROCKIES THE EMPEROR'S CANDLESTICKS . THIRTEENTH MAN . MIDNIGHT MADONNA | J, Considine Lon Young E. Cohen | MGM Mono Par | Rom-Dr Mystery Melodrama | Powell-Rainer W. Heyburn-I. Courtney W. William-M. Correll | G. Fitzmaurice W. Nigh J. Flood | 95 56 | 6/30 7/21 |
| | FORLORN RIVER NEW FACES OF 1937 | Par Edward Small | Par RKO | , Western Musical | L. Crabbe-June Martel M. Berle-J. Penner-H. Hilliard | C. Barton Leigh Jason | 105 | 7/7 |
| | SLAVE SHIP DARK JOURNEY I COVER THE WAR | N. Johnson V. Saville Trem Carr | 20th UA U | Spectacle Drama Drama | W. Baxter-W. Beery-E. Allen C. Veldt-V. Lelgh-J. Gardner J. Wayne-D. Barclay-G. Gaze D. Powell-D. Weston | Tay Garnett V. Saville A. Lubin | 90 69 | 6/23 7/7 |
| 7/9/37 | I COVER THE WAR SINGING MARINE THE TWO OF US | L. Edelman Gainsborough | GR GR | Musical Rom-Com | J. Hulbert-Gina Malo | Ray Enright R. Stevenson | 105 | 7/7 |
| 77.57.51 | THE SHADOW STRIKES BETWEEN TWO WOMEN | Alexanders MGM | GN MGM | Mystery Drama | R. LaRocque-L. Anders Tone-V. Bruce-M. O'Sullivan | Lynn Shores G. Seitz | 61 87 | 7/14 |
| | ` HOOSIER SCHOOLBOY WILD MONEY ON AGAIN, OFF AGAIN | K. Goldsmith Par L. Marcus | Mono Par RKO | Com-Dr Comedy | M. Rooney-F. Shields E. E. Horton-L. Campbell Wheeler-Woolsey-E. Muir | W. Nigh Louis King Edw. Cline | 62 70 66 | 6/30 |
| | BORN RECKLESS WESTBOUND LIMITED PUBLIC WEDDING | M. H. Feld McRae-Koenig | 20th U WB | Melodrama Rom-Dr Com-Dr | B. Donlevy-R. Hudson L. Talbot-P. Rowles J. Wyman-M. Wilson | M. St. Clair F. Beebe Nick Grinde | 60 | 7/21 |
| | EMPTY HOLSTERS | WB WB | WB | Western | D. Foran-P. Walthall | B. Eason | | |
| 7/16/37 | IT CAN'T LAST FOREVER KING SOLOMON'S MINES BOOTS OF DESTINY | H. L. Decker GB Condor | Col GB GN | RomCom. Spectacle Western | R. Bellamy-B. Furness A. Lee-R. Young-Robeson Ken Maynard | Ham. MacFadden R. Stevenson A. Rosson | 68 80 | 7/7 6/30 |
| | BLAZING BARRIERS RIDERS OF THE DAWN TOPPER | K. Goldsmith R. N. Bradbury Hal Roach | Mono Mono MGM | Drama Western Comedy | F. Coghlan-E. Arnold, Jr. Jack Randall C. Bennett-R. Young | A. Scotte R. N. Bradbury N. MacLeod | 98 | 7/14 |
| | SUPER SLEUTH | A. Hornblow, Jr. Edw. Small A. W. Hackel | Par RKO | Comedy Mystery | C. Bennett-R. Young J. Arthur-R. Milland J. Oakle-A. Sothern | Ben Stoloff | 88 75 60 | 7/7 7/14 |
| | THE RED ROPE THE CALIFORNIAN EVER SINCE EVE | A. W. Hackel Sol Lesser Cosmo | Rep 20th WB | Western Western Rom-Com | Bob Stecle-L. January R. Arlen-R. Cortez M. Davies-R. Montgomery | S. Roy Luby Gus Meins L. Bacon | 60 59 77 | 7/21 6/30 |
| 7/23/37 | DENDERVOUS IN ALDS | J. Hagen Hyman-Emerson | GN MGM | Rom-Dr Rom-Dr | J. Baxter-A. Bushel Gable-Harlow | B. Vorhaus Jack Conway | 90 | 7/14 |
| | SARATOGA PARADISE ISLE RUSTLER'S VALLEY | Dorothy Reid H. Sherman | Mone Par | Drama Western | Movita-W. Hull William Boyd | A. G. Collins Nate Watt | 70 58 60 | 7/7 |
| | THE BIG SHOT THE LADY ESCAPES TOWN SCOUT | Maury Cohen L. L. Landau WB | RKO 20th WB | Rom-Com Comedy | C. Witherspoon-Kibbee M. Whalen-G. Stuart D. Woods-J. Madden | Edw. Killy Eugene Forde Louis King | 60 | |
| 7/30/37 | A DANGEROUS ADVENTURE WHERE THERE'S A WILL | W. MacDonald Gainsborough | Col GB | Action Rom-Dr | D. Terry-R. Kelth Will Hav-Lilli Palmer | D. R. Lederman M. Varnell | | |
| | SMALL TOWN BOY LONDON BY NIGHT LEGION OF MISSING MEN | Zion Myers S. Zimbalist | GN MGM | Comedy Mystery | S. Erwin-J. Compton L. G. Carroll-R. Johnson | Glenn Tryon W. Thiele | 70 | |
| | LEGION OF MISSING MEN EXCLUSIVE SHE'S NO LADY | I. E. Chadwick Ben Glazer B. P. Schulberg | Mono Par Par | Drama Melodrama Melodrama | Ralph Forbes F. MacMurray-F. Farmer Dvorak-John Trent | H. McFadden Al Hall C. Vidor | 65 | 7/21 |
| | TOAST OF NEW YORK WEE WILLIE WINKIE | Edw. Small | RKO 20th | Rom-Dr Drama | E. Arnold-F. Farmer-Oakle S. Temple-V. McLaglen | Rowland V. Lee John Ford | 93 105 | 7/14 6/30 |
| | VOGUES OF 1938 REPORTED MISSING THE ROAD BACK | W. Wanger E. M. Asher Grainger-Whale WB | UA U U | Musical Melodrama Drama | W. Baxter-J. Bennett Wm. Gargan-J. Rogers J. King-B. Read-A. Devine Mary Boland-H. Herbert | J. Feyder M. Carruth J. Whale | 105 | 6/23 |
| 8/6/37 | MARRY THE GIRL | Col | WB Col | Comedy Western | B. Allen-E. Stewart | Wm. McGann S. G. Bennett | | |
| 0/0/0/ | MYSTERY OF HOODED HORSEMAN THE GOOD EARTH | Ed Finney I. Thalberg | GN - MGM | Western Drama | Tex Ritter Paul Muni-Lulse Rainer | Ray Taylor S. Franklin | 140 | 2/10 |
| | THE OUTER GATE ARTISTS AND MODELS WINDJAMMER | I. E. Chadwick L. E. Gensler G. Hirliman | Mono Par RKO | Drama Musical Action | Ralph Forbes J. Benny-G. Patrick George O'Erien-C. Worth | H. MacFadden Raoul Walsh Ewing Scott | | |
| | BOOTHILL BRIGADE STELLA DALLAS | A. W. Hackel S. Goldwyn | Rep UA | Western Drama | J. M. Brown-C. Rochelle Stanwyck-Boles | Sam Newsield King Vidor | | |
| 8/13/37 | SAN QUENTIN LOVE TAKES FLIGHT | Condor | GN | Melodrama Rom-Com | P. O'Brien-H. Bogart B. Cabot-Beatrice Roberts | L. Bacon Conrad Nagel | | · · · · · · · · · · · · · · · · · · · |
| -,, 91 | THE FIREFLY LUCK OF ROARING CAMP BLONDE TROUBLE | H. Stromberg J. H. Steele Par | MGM Mono Par | Operetta Outdoor Musical | MacDonald-A, Jones O. Davls, JrJ. Woodbury L. Overman-E. Whitney F. Stone-M. Lord | Conrad Nagel R. Z. Leonard I. V. Willat G. Archainbaud | | |
| | BLONDE TROUBLE HIDEAWAY DANCE, CHARLIE, DANCE DEVIL'S SADDLE LEGION | Cliff Reid WB | RKO WB | Drama Comedy | 5. Erwin-Jean Muir | Richard Rosson F. McDonald | 60 | 7.21 |
| | DEVIL'S SADDLE LEGION | .WB | WB | Western | Dick Foran-Ann Nagel | B. Connolly | | |
| | | | | | | | | |





tooks tike a Paramount Year! July 21 ... "HIGH, WIDE AND HANDSOME" opens

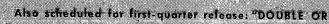
as roadshow at Astar Theatre, New York MARSHM AUGUST 4 . "SOULS AT SEA"

starts world premiere two-a-day engagement at Globe Theatre, New York



AUGUST 6 ... "ARTISTS AND MODELS" begins extended run of Paramount Theatre,

HIGH WIDE



NOTHING"... "ANGEL"... "THIS WAY, PLEASE" ... "THE BARRIER"... "EBB TIDE"



Advance Production Chart

Hollywood, July 20.

Production on the major lots crept back to normal during the last two weeks with 43 films in work. RKO-Radio, United Artists, Universal, Warners and Metro lead the list. Pix before the lenses include: RKO, seven; UA, six; Metro, U and WB each five. Others in work include: Columbia, two; Grand National, two; Monogram, one; Paramount, three; Republic, three, and 20th-Fox, four.

Total of 19 films were started with 20 being taken from the cutting rooms and previewed. RKO started five; Universal, four and Warners, three, to lead the majors. Previews included: 20th-Fox, four; Warners and RKO three, each; Columbia, Metro, Paramount, two each, and Grand National, Monogram, Republic and Universal, one each.
Total of 89 films are being edited with around 106 stories in various stages of preparation to be placed before the cameras.

Columbia

Two in work, 10 editing, 10 preparing. In work:

"THE AWFUL TRUTH,' and T'LL TAKE ROMANCE,' reported VARIETY,
July 7. Readied to start:

"PARK AVENUE DAME,' I MARRIED AN ARTIST,' and RIVER OF
MISSING MEN.'

Grand National

Two in work, none editing, 9 preparing. In work:

'SOMETHING TO SING ABOUT,' reported VARET,' July 7. Started:

'RENFREW OF THE MOUNTED,' reported VARET,' July 7. Started:

'RENFREW OF THE MOUNTED,' reported and directed by Hal Herman, original by Laurie York Erskine, exceeded and directed by Hal Herman, original by Laurie York Erskine, exceeded and directed by Hal Herman, original by Laurie York Erskine, exceeding the London Haller Soughe, Cast: James Newill, Carol Hughes, William Royle, Donald Barels, William Austin, Herbert Corthel, Robert Terry,
Story Characterizes Newill as a member of the Canadlan mounted police tracking down the murderer of a fellow officer. He meets Carol Hughes who believes he's seeking her father who has been forced to join a counterfeiting gang. She sets out to save her parent and in the end latter rebels against the gang and sends a message to Newill enabling him to capture the slayer.

Readled to start: WALLABY JIM OF THE ISLANDS, 'HERE'S FLASH CASEX,' RETURN OF THE SHADOW, 'FACE THE FACTS,' 'SO THIS IS HOLLYWOOD,' WALLABY JIM NO. 2,' 'FRONTIER TOWN,' 'GOR-GEOUS,' and 'GOVERNMENT AGENT.'

Metro

Five in work, 2 editing, 10 preparing. In work:

"MADAME WALEWSKA, reported VARETY, March 10; 'DOUBLE WEDDING,' reported June 16; "THE BRIDE WORE RED,' reported June 22 and BIG CITX,' reported June 19; "The BRIDE WORE RED,' reported June 22 and "GIL THE REMORE AND THE RED,' reported June 22 and Calin, original by J. Robert Bren and Katherine Shepard, screenplay by Bruce Cabot, Virginia Grey, Edward Norris, Cliff Edwards, Warren Hymer, Jean Catburn, Charles Grapewin.

Story portrays Cabot as trcuble-shooter for power company who slays a gambler because of cheating at cards. He pleads self-defense, but is sentenced to death. Norris, half-brother and also a power lineman, comes to Cabot's rescue and eventually Cabot's sentence is commuted to life imprisonment. While incarcerated, a high tension line falls within the prison walls and Cabot saves the lives of several prisoners thereby winning a parole. He and Norris return to their work: Cabot then attempts to steal Norris gal, but Grapewin, detective working on Cabot's case, turns up and convinces the girl that Cabot is no good. However, Grapewin has uncovered a witness showing that Cabot slew the gambler in self-defense. Readled to start: "MADAME X," LIVE, LOVE AND LEARN' and "ROAD SHOW."

Monogram .

One in wörk, none editing, 10 preparing. Started:

'ATLANTIC FLIGHT,' produced by William Berke, directed by William In the Control of the Co

Paramount

Three in work, 15 editing, 12 preparing. In work:

TBB TIDE, reported VARIETY, June 16. Started:

"BULLDOG BRUMMOND COMES BACK," General office production, directed by LOW King, screenjay by Edward Lowe, original by H. C. (Sapper) McNete.

E. E. Cilve, Reginald east John Barrymore, Louise Campbell, John Howard, E. E. Cilve, Reginald scampbell he is called our mysteriously, and upon his marriage to Miss Campbell he is called our mysteriously, and upon his return finds the gal missing. He follows a gruesome group of clues and eventually rounds up the gang and saves the girl.

"TEXAS TRAIL," produced by Harry Sherman, directed by Les Selander, original by Clarence E. Mulford, screenplay by Jack O'Donnell. Cast: William Boyd, George Hayes, Russell Hayden, Judith Allen, Alexander Cross, Robert Kortman, Karl Hackett, Billy King, Rafael Bennett, Jack Rockwell, Philo McCillough, John Beach.

Stery depicts Hackett, commander of Ft. Boone, Tex., ordered to round up 500 wild horses to be used as remounts for the Army in Cuba. Boyd and his cronies are commissioned to do the job. Cross' gang of rustlers attempt to thwart the roundup, but are blocked in the attempt by Miss Allen, a schoolmarm and through the straight shooting of Billy King, Hackett's 13-year-old son.

Readied to start: "PARTNERS IN CRIME," TARK AVENUE FOLLIES,' 'ABIZONA AMES,' 'LOVE ON TOAST,' WELLS FARGO,' 'TRISON FARM,' 'THE BUCCANEER' and 'VOU AND ME.'

RKO-Radio

Seven in work, 5 editing, 9 preparing. In work:
"MUSIC FOR MADAME' and 'STAGE DOOR,' reported Variety, June 23.
Started:
"SATURDAY'S HEROES,' produced by Robert Sisk, directed by Edward
Killy, original screenplay, George Templeton. Cast: Van Heflin, Marian
Marsh, Richard Lane, Frank Jenks, Nina Watson, Walter Miller, Alan
Block

Story concerns a temperamental but brilliant college football player portayed by Heflin. He is accused by the coach and team members of lack of cooperation. Grieving over this, and inasmuch as it virtually is a bought team, he starts scalping tickets. He is discovered and turned out of college. Bruce a sports editor, agrees to help Heflin blow the lid off the insincerity of college football and arranges a job for Heflin as coach of a smaller school. Heflin builds a team of non-paid players and defeats his former college. This enables Bruce to publish a yarn telling of the frameup.

TON'T-FORGET TO REMEMBER, produced by Al Lewis, directed by Joseph Santley, original by David Garth. Cast: Burgess Meredith, Ann Sothern, Onslow Stevens, Mary Boland, Louise Henry, William Brisbane, Story shows Meredith believing himself in love with Miss Sothern, but when her mother and brother put the bee on him for coin to buy phoney

stocks, he turns sour. He's injured in an auto accident and fakes amnesia. Miss Sothern takes such good care of him during the convalescence that he really falls for her, but he can't tip the gang off for fear she'd beat it. However, she inadvertently learns of the hoax. The clinch comes after a bit of slapstick in which she gives him a bunch of phoney cures.

'A LOVE LIKE THAT,' produced by Edward Kaufman, directed by Al Santell, original by David Garth. Cast: Barbara Stamyck, Herbert Marshall, Glenda Farrell, Eric Blore, Donald Meek.

Story shows Marshall as wealthy playboy whose family has bequeathed him the presidency of a steamship company. He falls to attend board meetings or give any attention to the concern. In his meanderings, he meetings or give any attention to the concern. In his meanderings, he meetings to give any attention to the concern. In his meanderings, he meetings to give any attention to the concern. In his meanderings, he meetings to make a man out of Marshall she buys up the outlift. He takes a job with the concern, but soon learns that she's prez. He naturally thinks it a double-cross, but in the fade everything is washed up satisfactorily.

Clinc, George Shell Shell and the shell of the shell of

Republic

Three in work, 8 editing, 10 preparing. In work:

'DOUBLE TROUBLE,' reported Vaniery, July 7. Started:

'FOOLS IN PARADISE,' produced by Harold Shumate, directed by Hamilton MacFadden, original and screenplay by Shumate, Cast: William Hall, Dean Jagger, Steffi Duna, Murray Alper, Ward Bond, Ann Nagel, Charles Waldron, George Meeker.

Story shows William Hall, young mining engineer, embroiled unwittingly in gang warfare after he prevents a gangster's moll from being kidnapped. In a fight he shoots one of the thugs and escapes to the country with a trio of criminals. They hide out at a farmhouse where Hall falls in love with the daughter, Ann Nagel, Jagger, gang leader, Learns their whereabouts pulls the job and leaves behind evidence pointing to Hall and his group. Hall escapes arrest and holds Jagger for the cops.

'HART OF THE ROCKIES,' produced by So Siegel, directed by Joe Kane, no writing credits. Cast: Bob Livingston, Ray Corrigan, Max Terhune, Hall Taliaferro, J. P. McGowan, Sammy McKim, Lynn Roberts, Yakima Canutt, Maston Williams.

Story is another in the Three Mesquiteers series. Livingston, Corrigan and Terhune believe their cattle are being slain by bears in a national park. Balked in an effort to take firearms lint the park, they hire a trapper to kill off the animals. However, mountaineers are rustling the meaning of yarn is a series of killings with the fade showing the meaning of yarn is a series of killings with the fade showing the meaning of yarn is a series of killings with the fade showing the meaning of yarn is a series of killings with the fade showing the meaning of yarn is a series of killings with the fade showing the meaning of yarn is a series of killings with the fade showing the meaning of yarn is a series of killings with the fade showing the meaning of yarn is a series of killings with the fade showing the meaning of yarn is a series of killings with the fade showing the meaning of the park and the park

20th Century-Fox

Four in work, 5 editing, 10 preparing. In work:
'HEIDI,' reported Variery, May 26; 'IN OLD CHICAGO,' WIFE,

(Continued on page 30)

PRODUCTION TABLE

(This table shows number of features promised to be delivered to exhibitors by the major distributing organizations, and the independent producers contributing product to their producing organizations for the 1936-37 season.)

| | | | | Balance | |
|---|------------------------------|--------------|---------------------------|--|---|
| Producers and contributing companies. | Number of pix promised | com- | Pix now in work. | now piaced in the before cutting the | Stories in prop- ara- s. tion. |
| COLUMBIA | | 31 | 2 | 10 7 | 10 |
| Larry Darmour | | 3 | | 5 | 1 |
| GRAND NATIONAL | | 8 - | 2 | 55 | 9 |
| METRO | | 30 | 5 | 2 11 | 10 |
| Hai Roach | | 4 | | 1 1 over | 1 |
| MONOGRAM | | 7. | 1 | 34 | |
| PARAMOUNT | . 48 | 47 | 3 | 15 17 over | 12 |
| B. P. Schulberg | . 8 | 5 | | 1 2 | 2 |
| Emanuel Cohen | . 8 | 4 | | 1 3 | 3 |
| Harry Sherman | 6 | 6 - | 1 | 1 over | 2 |
| Frank Lloyd | | 1 | | | |
| RKO BADIO | | 28 | 7 | 5 1 over | 9 |
| David Loew | | 2 | | | |
| George Hirliman | | 4 | | i i | 1 |
| Sol Lesser | | 3 | | 1 1 over | ī |
| REPUBLIC | | 23 | 3 | 8 12 | 10 |
| A. d. Hackel | | 16 | | • | |
| 20TH CENTURY-FOX. | | ` 7 2 | 4 | 5 18 over | iò |
| Sol Lesser | | 5 | | 1 | -ĭ |
| UNITED ARTISTS: | •• | - | | - | - |
| Samuel Goldwyn | . 7 | 3 | 2 | 1 1 | . 2 |
| Walter Wanger | | 3 | 2 | Ž | - |
| Selznick | | 3 | 2 | | ż |
| E. Bergner | | | | | - |
| Criterion | | | | • | • • • |
| Korda London | | | | | • • • |
| NIVERSAL | | 37 | 5 | 9 15 over | |
| Buck Jones | | ő | | 2 20 OVE1 | - |
| WARNERS | | 7Ŏ | 5 | 11 26 over | iò |
| *************************************** | | | | o over | |
| Totals | . 567 | 421 | 43 | 73 132 | 104 |

Ask LaGuardia Intervene in Max Fleischer-CADU

Letter from a 'citizens' committee to Mayor LaGuardia, asking him to Intervene in the strike at the Max Fleischer studios, N. Y., was sent yesterday (Tuesday) by Charles Henley, of the committee, He, with Roger Baldwin and Alfred Bingham, also of the committee, conferred Monday (19) with Louis Nizer, Fleischer's attorney, after investigating the strike issues. Letter blamed the strike deadlock on Fleischer's 'stubbornness.' Copy was sent to Fleischer. Understood the striking Commercial Artists & Designers Union has somewhat relaxed its demands. Now seeks as necessary concess ons the

chair Artists or Designers of Somewhat relaxed its demands. Now seeks as necessary concess'ons the reinstatement of the 16 discharged artists, recognition of the union as sole bargaining agency and an impartial board to arbitrate the other differences and grievances. Impartial board would be composed of three members, one to be selected by CADU, one by Fleischer and the third by agreement of the other two. Vote of the Moving Picture Machine Operators Union, Local 306, on the question of byycotting Fleischer cartoons, is still understood scheduled to take place at the meeting this morning (Wodnesday), but a persistent report is that several 306 officials will seek to prevent a ballot.

306 officials will seek to prevent a ballot.
CADU now claims a growing number of theatres and theatre chains have agreed to boycott the Fleischer product. League of Women Shoppers and the Associated Film Audiences are also both circularizing their members not to patronize the cartoon producer. Letter from the League to its members calls the 'strike justifiable and worthy of consumer support.' League yesterday also wrote to the managements of 400 circuits, operating an estimated 10,000 houses throughout the country, urging them to join the country, urging them to join the

country, urging them to join the scrap.

Three issues, all having been heard, are before the Regional Labor Relations Board. They include question of reinstatement of the 16 discharged men, classification of animators and selection of a mediator. Understood, there are 11 artists replacing the 80 out on strike. Four others went back soon after the strike began. Reported that the studios have completed one cartoon since the strike was called. Normal output is three a month.

East-West R.R. Ticket Scalping to Be Curbed

Chicago, July 20.

Railroads are taking measures to prevent a repetition of the ticlet-scalping on fast Coast train tickets, as related in the recent Vanters story. New ruling allows reservations to be held for 24 hours, atter which, they will be cancelled unless a ticket is purchased and the number registered. Formerly, reservations were held any length of time, without identification of the holder, or any show of good faith, which allowed scalpers to make whatever registrations they cared to, sell as many as they could, then cancel the rest at the last minute.

Officials say the new method may not eliminate scalping entirely, but it will certainly make it more difficult. Anyone making a reservation must buy a ticket in order to hold either a berth or compartment for more than 24 hours and, since a refund on a ticket involves the purchaser going to the same office from which it was purchased, the investment plus the red tape and trouble won't make it worth a spec's time.

Good deal of dissatisfaction was expressed in the past by prospective riders on Northwestern's City of Los Angeles, the Santa Fe's Super Chief and City of Denver, since passengers were told repeatédly there were no reservations available, only to find choice ones later, at their own hotels, but for a higher price.

CHUCKING BLACKSTONE

Hollywood, July 20,
Republic has enlarged its story
department, placing Herbert A,
Huebner, resident attorney, at the
head. Don Gordon continues as as-

Legal work has been turned over to arm of Locb. Walker & Locb.

NOW IT'S 20th's WEE WILLIE WINKIE SETTING YEAR'S RECORDS AND EQUALLING WINTER HOLIDAY GROSSES!

RICHMOND (State and Capitol) New record for year in both houses . . . which played all 20th's biggest hits!

PHILADELPHIA (Stanley) First four days indicate it will equal or top "One in a Million" New Year's Eve. run!

BALTIMORE (New) Beating "Wake Up and Live"... sensational 20th grosser... after smash opening and sock week-end!



Film's Problem Children

(Continued from page 5)

(Continued from page 5)

Shirley's contract was first signed three years ago, July 18, 1934, to be precise. Papa's sig, George F. Temple, and mama's, Gertrude, papear, and beneath in a childian scrawl is Shirley's own monicker printed by herself. There was such a rush of the public to get a look at the deal between the Temples and their wonder child and the then existing Fox Film Corp. that by stipulation of attorneys, the court concurring, the document was withdrawn from the public gaze. Result is that of all the juve players Shirley is the only one whose transactions are not open to the public ns are not open to the public

tions are not open to the public view.

Her contract was written for seven years with six yearly options and will expire in July, 1941—unless, as has been hinted, 20th-Fox tore up the old ticket and handed out a revised one when Shirley hit tops in draw and stayed there three years in a row. Record shows Shirley's birthdate as April 23, 1928, giving her same birthday as Shakespeare.

Apropo, one of the most advantageous contracts in film biz today is the existing one between 20th-Fox and Jane Withers—that is, from the viewpoint of the company.

Suprised Her Studie

Surprised Her Studio

Surprised Her Studio
The Withers popularity has taken
a leap in the last year that astounded
the studio itself with the result that
the new Withers films are carrying
much heavier budgets and stronger
casts, with the moppet getting star hilling.

casts, with the mopper getting star Jane is a couple of years older than Shirley, having been born April 12, 1926. Her first contract was sigged Dec. 7, 1924, with moppet's mother, Mrs. W. E. Withers, putting her Hancock to it. Pact called for 14 options ranging from \$150 to 14 options ranging from \$150 to 14 options ranging from \$150 to word cental work. Studio is required by statute, as is generally understood, to provide for proper education in conformity with California laws.

ws. Bartholomew case currently pre-Bartholomew case currently presents interesting angles because of the fact that it is now before the courts and stories have gone out that the lad is so strapped that he has to ride street cars to work, can't pay for his own ice cream sodas, and such similar pishposh.
Fact is, Freddie earns \$1,100 a week and is allowed \$800 a month to live on. Not a whole lot when one considers the drains made on a picture player's income, yet not ex-

one considers the drains made on a picture player's income, yet not exactly a starvation allotment either. How come is this? Freddie's mama and papa came over from England to raise a row after the boy's aunt, Myllicent Bartholomew, had successfully promoted him to stardom after landing him the David Copperfield role.

Papa Bartholomew, according to

Papa Bartholomew, according to an affidavit made in England and now on file in Los Angeles, having been in fact on record since 1934, was something of a problem—or so was something of a problem—or so declared his own father and mother, Freddie's grandparents. Willingly he surrendered custody of Freddie to Myllicent. Later he desired to be declared in on his son's earnings. Family tempest was messing up the moppet's picture career, off to a good start, when Judge Isaac Pacht stepped into the middle and steered all hands to an amicable—on the fazz of it—settlement. Agreement provided that 20% of Freddie's earnings go to the family for the support of go to the family for the support the parents and his two sisters. mainder, after the \$800 monthly allowance for actor and aunt, goes to a trust fund administered by the Union Bank & Trust Co. of Los

ngeles.

Legal Fee Not Peanut Money
Cash in Myllicent Bartholomew's Cash in Myllicent Bartholomew's possession belonging to Freddie when this settlement was made totaled around \$27,000. Lawyers' fees for 'extraordinary services' were \$10,000, to be part down and the rest in monthly installments. Kick was raised on the legal fees but only after Aunt Myllicent had obtained consent of Freddie's parents to let her adopt him legally, which was done some months ago. Law firm of McAdoo, Neblett & Warner, which is advising the aunt, now seeks to set aside the Union Trust Co.'s guardianship and hand ver entire control of Freddie's affairs to the aunt. was raised on the legal fees but only after Aunt Myllicent had obtained consent of Freddie's parents olet her adopt him legally, which was done some months ago. Law riser, which is advising the aunt, now seeks, to set aside the Union Trust Co's guardianship and hand over entire control of Freddie's affairs to the aunt.

Legal fees were apportioned among London, New York and Los Angeles law firms.

Aunt, seeking to oust Union Trust Co. as Freddie's guardian, was shown to have obtained consent of the boy's parents to his adoption the boy's parents to his adoption the proviso that

parents could revoke the adoption at will any time within six months. Judge Pacht held before the court that this constituted a fraud on the court in that this agreement was not made known when the adoption

was granted.

Bartholomew's contract, in actual Bartholomew's contract, in actual fact, calls for payment of only \$300 a week at this time but Metro volume to the state of the state o aweek at this time but Metro voluntarily lifted this to \$1,100 weekly, in addition to which studio pays
the aunt \$100 a week salary for
looking after his interests, so that
as the thing now stands Freddie
and the aunt have more than \$1,200
a week between them to live on.
Stories published in a Hollywood
throwaway sheet and elsewhere
calling attention to Freddie's sad lot
are so much hogwash.
Bartholomew case is cited at
length here—with facts never before
published—because this one provides the outstanding awful example
of what can happen when a mopof what can happen when a mop-

of what can happen when a mop-pet player's family relations go sour Most Hollywood instances are an entirely different story, Judge son sees to that.

Court Saves His Name

Court Saves His Name
Instance of Spanky McFarland,
for example, shows how court functions to protect a child. Spanky's
contract with Hal Roach calls for
the payment of \$250 a week for a
beginner, ranging upward to \$1,000
weekly, over five years in all. Studio
wanted a clause in the contract providing that, should the ticket be
called off for any reason, moppet
should not be allowed to work elsewhere under that monicker. Judge
Wilson said nix Spanky's name was where under that monicker. Judge Wilson said nix, Spanky's name was his own, and if the studio publicized the name in the course of advertising its own product Spanky should not be deprived of the benefits.

Bobby Breen started in pictures July 31, 1935, and is now a corporation, chief beneficiaries of his earnings being his parents Hyman and

July 31, 1935, and is now a corporation, chief beneficiaries of his earnings being his parents, Hyman and Rebecca Borsuk; Sol Lesser, head of Principal Pictures; Louis D. Lurie, Lesser's backer and partner, and William D. Shapiro. Moppet earns plenty coin for all.

A lot of screen girls whom the public thinks of as grown up are infants in the law's eyes, under 21, hence subject to the regulations imposed by Judge Wilson. In this category fall the de Havilland sisters, Olivia and Jean. Olivia gained fame first at Warners, and Radio now has the sister, who is professionally known as Jean Fontaine, after the girls' stepfather, George M. Fontaine. Their coin goes into the bank at San Jose, Calif., into the Olivia de Havilland, is divorced from the mother and lives in Tokyo.

Kids Doing Alright

from the mother and lives in Tokyo.

Kids Dolng Alright
Judy Garland, whose real name is
Frances Gumm, is going on 15,
started her contract two years ago
at \$300 weekly with four yearly
options to \$1,000. Marcia Mae Jones
was 11 when Samuel Goldwyn
signed her Jan. 10, 1936, at \$125 with
options taking her to \$300 weekly.
Case of Betty Jane Rhodes, Universal moppet, shows where an
agent can enter into the situation.
She was 16 when she signed a
contract with U, starting off at \$100
weekly the first year with options
for four years more and a \$1,500
maximum. Court also okayed a
contract whereby her promoter, Nat maximum. Court also okayed a contract whereby her promoter, Nat Goldstone pacted with U to receive \$35 weekly of her pay when it reached \$200, and on up to where he will receive \$262.50 when it touches

maximum.

Mauch twins at Warners have sep-Mauch twins at Warners have separate identical contracts signed by Warners after they had scored in The Prince and the Pauper.' Starting at \$250 a week, the twin youngsters worked for some time with no pact at all. Agreement now pays them \$350 weekly each, graduating to \$1,500 each at the end of the contract, together with 50% of any radio work that falls their way.

Bonita Granville's contract, contract, together with 50% of any

with the proviso that she was to receive 90% of her salary when on loan. Had her pact been with a stadio she would continue to receive the face of her contract no matter how much was charged for a loan-out, as has often happened in this biz and still does when stars are on the climb

this biz and still does when stars are on the climb.

Falls Back on Radio

Jackie Cooper, who will be 15

Sept. 15 this year, has been comparatively inactive in pictures since the voice change set in but signed not so long ago for two periods of radio transcription work at \$5,000 each with his mother, Mabel Cooper Bigelow, acting for him.

Eleanore Whitney, daughter of Allen and Anne Wittenberg, started her minor contract in June, 1935, at \$250 weekly, ranging upward through eight options to \$1,500.

Judge Wilson: sits on contract maters twice a week, with Deputy

eight options to \$1,500.
Judge Wilson:sits on contract matters twice a week, with Deputy
County Clerk A. L. Waltz keeping
cases on each individual as he or she
comes up. Judge frowns on granting agents any fee in excess of the
customary 10% and cross-examines
all patities to make certain there is

all parties to make certain there is no chiseling.

In the case of one 10 percenter, whose credentials did not seem proper, the judge demanded a detailed accounting plus references. Agent brought in his financial report showing how much coin he had but still no dice with the judge. After the agent had tried everything and failed he finally prevailed upon the responsible heads of the studio that was antling for the moneyt involved.

failed he finally prevailed upon the responsible heads of the studio that was angling for the moppet involved and they personally vouched that the contract would be carried out. Judge Wilson then affixed his olcay. Deanna Durbin was brought to the fore by Jack Sherrill and Frederick Falkin, agents, who hold her personal contract through her parents. Deanna's real name is Edna May Durbin. Contract with her agents expires Nov. 4 this year, but they have the privilege of renewal for another trio of years.

Toby Wing was 19 when her present contract was negotiated. April 20, 1936. She started at \$200 a week and goes to \$1250 through options running seven years altogether. Frankie Darro, real name Johnson, has grown up to a big boy now, 19, and last April signed for 10 films, and last April signed for 10 films, and last April signed for 10 films, and last April signed for 10 films on more than 14 days work on each, at price ranging from \$1,750 to \$2,250 each.

AS 1 PA. TAX EXPIRES ANOTHER STARTS AUG. 4

Harrisburg, July 20.

Harrisburg, July 20.

Pennsylvania's emergency relief
tax, imposed by the 1935 Legislature
for a two-year period, automatically
expires at midnight on July 21. This
tax was 4c. on a dollar.
According to Secretary of Revenue
J. Griffith Boardman, there are 6,000
delinquents who owe the State more
than \$1,000,000 in unpaid taxes. They
will be given 90 days in which to
pay up and after that period the
names of all delinquents will be sent
to the Attorney General's office for
legal action.
While this tax, which was passed

names of all delinquents will be sent to the Attorney General's office for legal action.

While this tax, which was passed on to the customers by most theatres expires, a new theatre tax goes on by midnight Aug. 4. By that time the 200,000 owners of stores and theatres must have filed their application for a State license with the Department of Revenue. This tax is known as the chain store tax and it ranges from \$1 a year for a single store or single theatre to \$500, each, for chains of 500 or more stores or theatres in the State. This tax is self-assessing and must be returned with the license application. The application forms are being mailed out at the rate of \$0,000 daily.

Marcus for Himself

Fort Wayne, July 20.
Manny Marcus, for several years handling the Quimby theatrical estate, has resigned to give full attention to his own Indianapolis holdings.

Harry Hogan, president of the Dime Savings Bank, and corporation counsel, who was also a trustee of the estate, will take Marcus' place as executive of the Quimby holdings.

Philly F.B.T. Stays Open

Philly F.B.T. Stays Open
Philadelphia, July 20.
Film Board of Trade office here,
despite dissolution of outfits throughout country, will remain open.
Whether the local branch, under direction of Jack Greenberg, will continue to operate on permanent basis
not yet decided.

not yet decided.

If exchanges will kick in, it will remain open, but at present time this seems doubtful. Will probably be shuttered by September.

WB's 200 Pennsy Houses Won't Participate in Indies' Anti-Par Strike but Bernhard 'Sympathizes'

Must Pav Pa. Amus. Tax Even Though Law Expires

Even Though Law Expires
Philadelphia, July 20.
Warning was issued last Thursday
by J. Griffith Boardman, secretary
of revenue, that State admish tax
must be paid up although law expires tomorrow. He said about 6,000
delinquents owe the State more than
\$1,000,000 in the amusement taxes,
and announced that he'd take strenuous means to collect.
More than \$7,000,000 was collected
on the levy from July, 1935, to June
of this year.

SO. CALIF.-ARIZ INDIES JOIN PAR BOYCOTT

Hollywood, July 20.

Independent theatre owners and exhibitors representing 112 houses in Southern California and Arizona met yesterday and voted to join the nationwide sitdown strike called by indies against Paramount pictures. Resolution was adopted to pull all play dates for Par films during August and up to Sept. 15, and sidestep negotiations for next season's product during that period.

Action was due to alleged failure of Par to abide by contractual obligations for 1936-37 season by failing to deliver six features, namely 'Souls Hollywood, July 20.

to deliver six features, namely 'Souls at Sea,' 'High, Wide and Handsome,' 'Angel,' 'Artists and Models,' 'Spawn of North,' and 'Count of Luxem-

of Norm, bourg.'

After the meeting, t the Ifter the meeting, the indies wed en masse on the local Par hange and began pulling play-es on features, newsreel and rts including heavy bookings set National Paramount Week, Sept

WB STAGGERING SALES **CAMPAIGN ON 'FORGET**

Warner Bros. is selling "They Won't Forget in a unique manner, staggering playdates taken on the picture and not until October or November will it go on general release, any engagements up to then being on a pre-release basis in picked spots. On top of the opening last Wednesday (14) at the Strand, N. Y., company is putting it into Asbury Park Saturday (24) and into San Francisco and Los Angeles July 29 but has no other dates.

No engagements are so far set for the south and plans of the company for Dixie territory are not made but declared that very likely WB will send it into the south in the usual manner without tests or prior private screenings to sound sentiment. Ears in WB are cocked for possible squawks but thus far nothing has been heard concerning the North-South angle.

North-South angle.

At the Strand, patrons are asked to fill out cards indicating whether they feel the hero was guilty or not guilty, majority voting the latter. Cards filled out that way include some from southerners,

Vic Morris to H'wood

Victor J. Morris, managing director of Loew's Orpheum here, is slated to go to the Coast in midalugust to take over an unannounced job with Metro studios.

Morris, a vet exhibitor of more than a quarter century in the Boston area, is one of the best known showmen in New England.

Exhib's Auto Crash

Galveston, July 20.
John D. Jones, operator of the
& R. Theatres, San Angelo, was

badly injured when his auto turned over on highway.

His secretary, Jean Conor, escaped with minor injuries.

Philadelphia, July 20.
The Warner circuit's almost 200
Pennsy houses will not participate in the exhib date strike against Paramount in August, Joe Bernhard, g.m., told a committee which asked him to join.
The chain head informed the committee, however, that he was very much in sympathy with the exhibs' ire over Par's demands. He said he had "never heard of such terms before." He offered to act as a conciliator in the strike, but his gesture was immediately rejected by the Par 'war board' meeting here next day. next day.

Bernhard said it is impossible for

the circuit to join the strike because its contract with Par doesn't run out

its contract with Par doesn't run out for some time yet and because of a reciprocal agreement by which Par-affiliated houses use Warner product. Lewen Pizor, Abe Sablosky and Charley Segal comprised the com-mittee which called on Bernhard in New York. They will make one more attempt to bring him into the fold. In the event he doesn't come through, all Warner houses will be picketed every time they play a Par alm.

fold. In the event he doesn't come through, all Warner houses will be picketed every time they play a Par film.

Meantime, as result of exchange's statement that all film will be shipped to exhibs when available, regardless of cancellation notices, Horlacher's Delivery Service, film carrier here, has been notified by many ops not to plek up film from Par. Jim Clark, prexy of the firm, said it will be compelled by public service laws to deliver the film if Par guarantees freight charges, although, of course, exhibs don't have to accept it.

It was decided by the 'war board' that the strike cannot be settled except by vote of majority of United Motion Picture Theatre Owners membership a mass meeting, to avoid possibility of a sellout. Exhibs with more product than they can use have also been asked to help out competitors by loaning film. The six cone captains in charge of the ban have made a census of Par users in their territory, Only exhibs who have refused to cooperate with them are Felf Bros. operate with

exhib sued. UMPTO execs privately admit considerable doubt concerning legality, but expect to have strike well settled before six months to a year that it would take to try a suit against an exhib.

WB'S 51ST ST., N.Y., AS PERMANENT \$2 HOUSE

Warners plans to make its 51st Street theatre (formerly the Holtywood) the No. 1 roadshow house in New York and if unable to keep it supplied with pictures of its own on a twice-daily basis, will rent it out for the same purpose. After 'Life of Emile Zola' has its \$2 run here, starting Aug. 11, Warners will put in Tovarich' (new title, Tonight's Our Night') on the same basis. Pictures later in the 1937-38 season that will also point for the Hollywood include 'Adventures of Robin Hood' and 'The Gamblers.' Latter will be Max Roinhardt's second for WB.

Charles Griswold, who managed the Music Hall, N. Y., when it first opencd, will operate the Hollywood for Warners.

Want Bldg. Action

Want Bidg. Action

El Paso, July 20.

Residents in Five Points in El Paso have been mystified by a large billboard sign which reads, 'Site of the new Inter-State theatre.'

The sign has been renewed every lew months for the last three years. The mystery now seems to be wearing thin, and Five Pointers are beginning to suspect that the sign is there just to discourage some rival. there just to discourage some rival outilt from building a house. Ten thousand Five Pointers have signed petitions asking that work on the nabe be started.



Fans Smell 'Em Out

(Continued from page 7)

which average patron did not savor which average patron did not savor, including absence of comedy relief.

Localized instance of untavorable scribe comment was that of 'A Star Is Born' in New York. Some of the story context did not go over well with reviewers, yet they revealed enough of the plot to convince thousands that it was something they

Instances

Manhandling given 'A Day at the Races' by Manhattan reviewers had no effect on the big play in N. Yor in its hot race at bo. elsewhere. On smaller scale, this was true of a number of key cities on 'Parnell,' public disregarding adverse barbs to give it a healthy return at the ticket window.

Because on many of the company o

Because so many of the reviewing fraternity air their own likes and dislikes on pictures, many readers have become accustomed to ignoring the critical portion of newspaper revirtual amateur critics.

virtual amateur crities.

Influence of criticism, of course, depends on the amount of circulation, type of such and variety of reviews used. Thus a newspaper with about 400,000 circulation in an area with 36,000,000 population could not be viewed as particularly influential in swaying opinion even if every reader of the paper took the review literally. Nor does high praise in such a publication often mean a thing with the box office. On the other hand, a circulation in excess of 2,000,000 in such area is undoubtedly influential. edly influential.

edly influential.

Los Angeles, it is found, suffers from a multiplicity of opinions, with none having much bearing on the box office.

Nationwide network reviews are generally rated as having little influence, if any, on the box office. Principal reasons for this is the time element with many air critics extended. Principal reasons for this is the time element, with many air critics expressing their opinion four or five weeks in advance of even a few principal key city release dates. Exhibitor check indicated that few listeners can recall any radio opinions that long even if given much

that long even if given much credence.

One N. Y. exhibitor classified daily papers into types, with only the Hearst dailies and the Daily News as really encouraging amusements for the general populace in their reviews, He was particularly put out over the manner in which western films were ignored. Claimed that the only dailies 'catching' this type of, film were femme crities, and that they seldom liked or appreciate this screen fare. Result was that no western even gets a passing cheer though viewed probably by more people in the U. S. than any other variety of picture.

variety of picture.

Depends on the Paper
Minneapolis, July 20.
Judging by experience here, the
sphere of a hinterland's film critic's
Influence devolves as much upon his
mewspaper as him. A case in point is
Merle Potter of the Journal. Regardless of his critical and literary
abilities—which, naturally, afford
differences of opinion—the fact remains that his employer has had a
great deal to do with making him
his present force with a very considerable personal following. Advertised in its own display columns,
on theatre screens and over the radio
as one of its star features, encouraged to launch numerous fan contests, given all the space and layout aged to launch numerous fan con-tests, given all the space and layout help anyone could wish, sent an-nually to Hollywood to gather dope and interview material for his daily chatter columns, special feature arti-cles and attractive Sunday section, Potter has enjoyed the utmost co-operation from the Journal in estab-lishing himself ever since he—then an unknown—succeeded Carlton Miles long a name-critic here, more

lishing himself ever since he—then an unknown—succeeded Carlton Miles, long a name-critic here, more than 10 years ago.

In consequence of the aforegoing. In consequence of the aforegoing as well as whatever talents he possesses. Potter, now a veteran critic—hin fact, the local 'dean' of reviewers—looms as an important figure in Minneapolis filmdom. His appraisals Carry considerable weight, not only with the public here, but also with which the public here, but also with which the public here, but also with which the public here, but also with the public here, but also with which we have be likely to read, it can be exceeded that the carlting and more of a class sheet han other morning papers. Because the clearly defect on patronage, according to surveys. And because no other newspaper here has seen fit to build' a staff member as a film critic. Potter stands alone in this field here,
Potter himself undoubtedly enhances his prestige by appearances as a speaker before luncheon and would be considered that the criticisms have any telling effect on box offices, expetion a few highbrow pix.

On the other hand, Joyce Dana and Ed Harkins (Don Ward) have the biggest circulation through the abloid Record, whose readers are withing a position regarding the picture's him of the Herald who can't resist stepping 'out of line can be carefully to lash a limp one. The clearly residually to lash a limp one. The class of the same that the residual papers. Because with the public here, but also with the same that the residual has been always to residually to lash a limp one. The class of the Herald who can't resist stepping 'out of line can be always to residually to lash a limp one. The class of the Herald who can't geed individualist is call to residually to lash a limp one. The class of the Herald who can't geed individualist is call to residually to lash a limp one. The clear of the deriad circulation is next to lowest the bear of residually to lash a limp one. The clear of the criticist stepping 'out of line clearly the can

merits, one way or the other, he imparts valuable individuality to his reviews. One theatre, in particular, evidently finds his laudatory notices helpful because it extensively quotes them in display fronts, newspaper ads and advertising literature. In alm circles, the World theatre's long runs of such pictures as 'Be Mine Tonight' is credited in part to Potter's raves.' It would seem that the class clientele to which the World caters puts stock in Potter's ratings and many meritorious pictures playing this sure-seater house, which ordinarily almost might pass unnoticed, are propelled by him into the money class.

The town's other two sheets, the

the money class.

The town's other two sheets, the Tribune and Star, minimize film reviews and make no attempt to exploit any one individual as a critic. Both papers now assign staff members indiscriminately to 'cover' the various theatres. As a result, it's doubtful whether the reviews mean anything more than regular 'readers', seldom are critical in nature and, as far as the theatres are concerned, have some advertising value, but little else.

tle else.

It would seem hereabouts that the the else. It would seem hereabouts that the Tribune missed a great bet in failing to capitalize on Harry Remington, whom it permitted to get away hast year. Remington wrote film reviews for the Tribune under the pseudonym of John Alden. His reviews were notable for their wit and killful writing. Remington's reviews attracted much attention and theatres quoted from them frequently. After building a considerable following, however, he quit to take a publicity job with the Fox theatre, Detroit. Since his departure the Tribune has continued to run its reviews under the John Alden by-line. For a time it had Joe Sommers, night police reporter, handle the assignment and he did a good job. Recently, however, it started passing out the theatre covering tasks to whatever men happen to be available for the tasks. The Star heads its reviews 'In Flicker Land With Cristofer Robbin.'

'Don't Mean a Thing' in Hub **Hoston** July

Boston, July 20.

They don't mean a thing is the general snap-judgment rating of local film critics here by exhibitors and those close to that end of the biz. It is a theory adaptable to practically every key city and not peculiar to the Hub, in the opinion of the box office boys who are in line to feel the effect of rave and adverse criticisms of their screen fare.

fare.

Thoroughly implanted in the minds of exhibs there is the conviction that pix are made or broken in the minds of film fans well in advance of their openings, and that in almost every case the seat-buyers will come to view a picture they have previously concluded is worth seeing. Advance blurbs from the Coast before or during production wise up the customers in advance. A local review isn't going to sway more than a handful according to managers here.

Some exhibs feel that a detrimental review of a flicker with b. opull has negligible effect.

As every visiting p. a. knows, Bos Thoroughly implanted in

pull has negligible effect.

As every visiting p. a. knows, Boston is a pushover, if a fair amount of advertising is planted with the readers, puffs and pictorials. A blind man can see that there is some understanding! between the reviewers and their respective business offices. The length of reviews often vary with the amount of paid space on the same page; and when crix slep too far out of line the business office sends down a memo that isn't disregarded.

vusiness onice sends down a memo that isn't disregarded.
Vicious writing is decidedly the exception here and leniency the rule.

percentage of tab readers bother with the reviews, since the ads give them the necessary thumbhail flash, and they have formed advance opinions anyway.

Prunella Hall of the Post (with second largest circulation) certainly has a fan following through her gossip and question-and-answer column. Her fan mail is tangible evidence of a good solid following. On the basis that the Post successfully straddles the low and highbrow banks and shoots the middle-class groove, Miss Hall is credited by several exhibit with having most influence.

fluence,
Helen Eager of the Traveler and Peggy Doyle of the American both have big circulation and give much emphasis to the film end on their nave big circulation and give much emphasis to the film end on their pages. Miss Doyle has the edge of about 60,000 on circulation, but Miss Eager is more firmly established here through longer service, so it's anybody's guess between these two. That both have a legion of loyal readers is undoubted; but on the basic theory their influence on the b. o. is slight.

Since the Globe film reviewers (Marjorie Adams and Cy Durgin) write anonymously, they can hardly be credited with any influence as individuals, although a circulation of about 300,000 for morning and evening editions combined would guarantee a sizable block of Boston and New England readers for the Globe page.

Mordaunt Hall of the Transcript. with smallest circulation, (less than 50,000) is a relative newcomer, aiming at a top stratum of reader-ship primarily interested in legit and

It's a Standoff in St. Loo

unfavorable ones don't particularly hurt good pix. A feature in point is 'San Francisco.' When it opened at Loew's the Post-Dispatch, town's largest rag, panned it. Other reviewers liked it. When 'San Francisco' became a ho, the Post-Dispatch again rapped it. But the Metro pic played for four weeks to fine hiz. fine biz.

The natives here generally follow

The natives here generally follow the reigning screen stars and re-gardless of the reviews lay it on the line to see their faves. Thus at Loew's, with its galaxy of M-G stars, the same faces can be seen every week regardless of the program and newspaper comments. The same holds true at other deluxers and nabes. Herbert Monk, who does film re-views and covers the legit shows as well for the St. Louis Globe-Demo-crat, town's only am. rag, is fre-crat, town's only am. rag, is fre-

well for the St. Louis Globe-Democrat, town's only am. rag, is frequently asked by telephone callers for his advice on a screen feature that is appearing at one of the nabes. He occasionally receives letters, generally from temmes, in which the writers agree with his favorable reviews or disagree with his unfavorable ones. Some take the trouble to point out where, in their opinion, he is in error. The same experience has befallen

he is in error.

The same experience has befallen
Colvin McPherson of the St. Louis
Post-Dispatch, a Pulitzer publication: In addition to receiving letters
and phone calls McPherson has been
invited and has accepted invitations. invited and has accepted invitations to address civic bodies on questions

to address civic bodies on questions of the stage and screen.

Homer Bassford and Reed Hynes, film and legit reviewers of the Star Times, also have a certain following that occasionally asks for advice on the fitness of a pix appearing at a nabe. Like Monk and McPherson, Bassford and Hynes also are recipients of letters agreeing on disagracing with their reviews.

cipients of letters agreeing on disagreeing with their reviews.

Each local sheet has a film page in which pix and feature stories, as well as local yarns, are used several times a week, and natives have little difficulty in making up their minds on the star and pix they want to see regardless of crix' comments.

Operators, however, are quick to seize upon favorable reviews for how purposes and when crix of all

seize upon favorable reviews for bo purposes and when crix of all rags are unanimous in agreeing that pix should be seen, excerpts of their comments are used in theatre's regular ads. Occasionally when crix rap a program, operators wait until figures for week are complete to mention that the reviewer missed in calling a shot. But all is done good-naturedly in this town and no one harbors a grudge.

ROLAND IN SPANISHER

Hollywood, July 20.
Gilbert Roland goes into the lead
of 'La Vida Bohemia,' Cantabria
Films film to be produced by Jaime
del Amo with Josef Sterne co-producer.
Rosila Diaz plays opposite.

Philly Exchanges' Brotherly Love **Technique Settles U-WB Sitdowns**

Los Angeles, July 20.
The day that the Soviet fliers landed near Riverside, Calif., Grand International theatre. Grand International theatre, downtown house, announced this week a feature would be 'The Last Night,' pic dealing with Moscow the night before the November, 1917, revolu-

House had been orever Yours' (B running rorever Yours' (Beniamino Gigli), but yanked it for Rus-sian feature as soon as the fliers were reported inside California.

BWAY CAPITOL **FACE-LIFT**, 1ST IN 20 YRS.

Two big Broadway first runs will be temporarily shut down, one of them, the Capitol, for the first time in its operation of nearly 20 years in its operation of nearly 20 years, The other house, the Rivoli, which goes dark today (Wed.) after a five-week run of 'Slave Ship,' has had difficulty in finding a picture but in former years has shuttered for a few weeks or a month.

weeks or a month.

Plans for the Capitol are to close
it down after the engagement of
'Saratoga,' which opens tomorrow
(Thurs.), but only long enough to
put up a new front and remodel
the house, including some reseating,
None of the other Broadway theatres

acceptage on has in the nast.

None of the other Broadway theatres are closing or has in the past.
Riv will be bolted until about the middle of August when it is expected a picture will be set. While negotiations are now on for a reopener, no deals are yet closed.

Hollywood, July 20.

Fox West Coast Theatres will spend approximately \$500,000 rehabilitating its theatres and erecting new houses in Southern California dur-

ing the next six months.

New houses will be erected in Westwood Village, Los Angeles and Redondo Beach.

Nite Baseball Starts To Hurt in Columbus

Columbus, July 20.
Columbus theatres got a taste of b. o. blues as brought on by night baseball for the first time last week.
The Columbus Red Birds' new pol-The Columbus Red Birds' new policy this year of all night games except Saturday, Sunday and Monday left the showhouses unscathed as the team floundered early in the season, but with the team's recent spurt to first place, fans here are again flocking to the ball park, leaving a noticeable dent in night theatre attendance.

Most competition theatres have Most competition meatres nave had in some years came last Wednesday (14) when ball game packed in 1,000, Ringling Bros. & Barnum & Bailey Circus drew nearly 10,000 and fireworks display for Rainbow Division convention brought out several thousand more.

Verne Cady and Johnny Malloy, sign painters at the Palace theatre, sign painters at the Palace theatre, were recent winners in a snapshot contest conducted by The Columbus Citizen, both submitting pictures of Manager Harry Schreiber's baby.

Prizes were a pair of tickets to the Palace

Freeman, Netter to N. W.

Again delayed on a takeoff, Y. Frank Freeman and Leon Notter, Par theatre bosses, will now leave for Chicago and Mineapolis some time next week.

They are going out to check in on local operation methers and disease.

They are going out to check in on local operating matters and discuss policies, problems, etc., with B, & K. in Chicago, as well as with John J. Fried and L. J. Ludwig, Par's operators in the northwest, being gone probably a week or 10 days.

Philadelphia, July 20,

Philadelphia, July 20.
Universal exchange tried a technique entiely new to labor disputes to settle sit-down strike of 12 of its office employes. The 11 femme and one male Cloer were invited to dinner at the Broadwood hotel last Tuesday night to talk things over. Company offered raises of \$5, but refused to recognize the union.
Strikers accepted the meal, but not the terms. They decided instead that next morning the gals should picket in bathing suits. Wind of the stunt reached papers, and bright and early next morning flock of lensers from dallies and services appeared, itching to shoot the works. But the femmes got icy tootsies and backed down at the crucial moment.

Later the same day, the strike was statled on requirion. The Later Research

down at the crucial moment.

Later the same day, the strike was settled on provision that Labor Relations Board take a poll, and if CIO Office and Professional Morkers' has majority, company will recognize it. Five-dollar promised raises also handed out.

has majority, company will recognize it. Five-dollar promised raises also handed out.

Warner exchange, which had one-day sitdown, also attempted to kill it with kindess. Doors were left open for employes to come and go as they wished, friends visited them, and when several gals showed signs of weakening about midnight, they were sent home in cabs at company's expense. The Warner settlement was similar to Universal's,

SHOWMAN ROBBED OF 10G JEWELRY IN PHILA.

Philadelphia, July 20.
Thieves looted home of Barney Mitofsky here of almost \$10,000 worth of jewelry, silverware and diamonds Saturday (17). Mitofsky is a pioneer in film industry, having established the first house in Philly. Erected in 1906, it was known as Dazzleland.
Part of the loot was a blue, oval-shaped, star sapphire platinum ring with seven large diamonds, which belonged to Mrs. Edith Rockefeller McCormick. Since his retirement six years ago, Mitofsky has collected jewelry as a hobby.

Philly WB Manager Held On \$628 Theft: Horses

Philadelphia, July 20.

Abraham D. Sunberg, 38, manager of Warners' Keystone theatre here, was held in \$1,000 bail Friday (16) for 'borrowing' \$628 of the company's money.

I didn't really steal the money,' Sunberg told Magistrate Medway, 'I just borrowed, it because I'd lost so much on the horses. I even called up the theatre and told them I borrowed it. I tried a comeback in a lot of towns, but I just didn't have any luck. I'm sorry now.'

Sunberg said that for a week he traveled up and down the Atlantic Coast seeking a chance to recoup his losses either at a crap table or on the horses. The trip cost him all he had left.

had left.

Following the luckless tour, Sunberg returned to his home and gave himself up. He was manager of the Keystone for three years. He has a wife and small child.

Seipel Leà the Rest

Seipel Led the Rest
Hollywood, July 20.
Harry Seipel was returned winner in the second quarter of FoxWest Coast's better business drive.
Dick Dickson was second and B. V.
Sturdivant third, other prize capturers being Homer Gill, George
Bowser, Nick Turner, Dick Spier,
Will Steege and Cullen Espy.
Among the theatre managers,
winners, included Herman Kersken,
Fox, San Francisco; Dan McLean, El
Capitan, S. F., Tom Soriero, United
Artists, L. A.; J. D. Graham, Fox,
Salinas; M. Trumpower, Beverly,
Beverly Hills, and Don Austin, Glen
City, Santa Paula.

BEATRICE (NEB.) NIXES SUN.

Lincoln, Neb., July 20.

Beatrice (Neb.) fight to legalize Sunday picture shows ended in a tie with 1,553 votes on each side, which means seven-day openings not adopted. Previously count was 1,525 for and 1,512 against, with 67 mail ballots to count.

Strong possibility votes may be contested.



He's "Mr. Deeds'" musical brothera super-pixilated brain-child of Clarence Buddington Kelland, with a song in his

With Radio's Sensational Singing Favorite

heart and nothing in his head but love!

Kenny Baker

FRANK McHUĞH • ALICE BRADY GERTRUDE MICHAEL • JANE WYMAN

Directed by Alfred E. Green • Screen Play by William Wister Haines and Elaine Ryan • 4 Swell New Hits by Warren and Dubin

Another Big MERVYN LEROY PRODUCTION from WARNER BROS!

Tell the Town He's Jack Benny's Kenny!

ext Month!

Every fan in America knows Kenny Baker is the star support of the air's favorite program—that means well over 20 million tunerinners to be turned into ticket sales when you tell them Kenny Baker is at your house! Tell 'em now—and tell 'em often!



EXPLOITATION :-: By Epes W. Sargent

Cowing the Public

One of those few and far between exploitation opportunities offered itself to Eddie Forrester, Omaha theater chief, and he cashed in on it. Manager has long had line on Queenie, trained cow, but suitable tie-up wasn't available. When Mountain Music was booked into his house he put Queenie and her owner to work ballyhooing the town. Forrester brought bossy and owner, DeLoss Wilke, in from Kearney for a two-day gag, before pix opening. Began with be mory Home and then town and put her through routine irront of the theatre couple times daily. Some of cow's tricks include balancing on teeter-board, wearing glasses, smoking pipe, walking a turntable.

balaricing on teeter-hoard, wearing glasses, smoking pipe, walking a tintable.

Stunt was good enough to break art in both dailies simultaneously along with column of news. Fox News figured it big enough to send camera from K. C. for some shots for Lew Lehr's department. Previously, queenie broke into Life, and more recently into the Coronation edition of a London paper. Currently gaining publicity as far away as Italy.

Working for 'Mountain Music,' Queenie was carted about town in a bannered truck besides wearing a sign on her own back. Her fondness

as Italy.

Working for 'Mountain Music,'
Queenie was carted about town in a
bannered truck besides wearing a
sign on her own back. Her fondness
for ginger snaps, for which she aimost begs, made a tie-up with local
cookie company a snap,

Cracked the Column

Lancaster, Pa

With local dailes tough to crack, Lou Bolander, Colonial, inde, manager went on the search for the tender spot when he started to sell Captains Courageous.

Working from the standpoint of the strong emotional angle, he contacted head of local T. B. Society and arranged Ar a press Sanatorium, carry maintained lunger institution. Cag involved going off the deepend on straight speculation, but by selling the paper on a feature story on reactions of patients who haven't seen a full length picture in years, he cracked the sheet for a four column cut and a column and a half story. Paper wouldn't run play date or other publicity in the story, but be bolander succeeded in getting them to be compared to the contact of the seen of the see

To break the story to the meanpage.
Ship float on the street with cutouts from 24 sheet pasted on cheesecloth sails took care of the street
end of the campaign, and was good
for a front page newspaper gag.
Bolander had the boat assembled in
sign shop for inspection and conceived the idea on the spot. He
called the paper and put his sign
shop attistion the spot for building
a boat inside and then not being
able to get it through the door.
Sheet fell for the story and gave
it page one.

Twin Clock

Not by any means dynamite, but surely a good-will getter, is a recent addition to the box-office fixtures of the Broadway theatre, local pic house. Joseph J. Kelly, manager of the center-city theatre, fairly beams when he tells of the favor that has greeted the new installation. Green the state of the center-city theatre, fairly beams when he tells of the favor that has greeted the new installation. One timepiece conveys the correct time, while the time on the second clock is about two hours late. Above the first clock is the legend 'The time is now,' and over the second 'You will be out.' In short, the tiket-purchaser knows at a glance (the twin clocks are suspended from the glass front of the cashier's cage, and faces the public) not only at what time he sentering, but when he will be exiting.

Fine M-G lob

Fine M-G Job

Metro's year book for the opening season is a radical departure from the gaudy publications of yesteryear. Every form the gaudy publications of yesteryear. Every form the gaudy publications of yesteryear. We will be a season of the block are one of the block, and selling is done through the printed word rather than through lithography.

It is a far better sales argument and gives the exhibitor in compact form all he needs to know about the coming product. And does it in a handily-sized booklet that does not require the recipient to go down in the bill room to find space in which to open it up.

Banking Gas

Inspired by the heavy biz of bank nights at movie houses, locally sweed gasoline companies are using system to those to be did not be to the total to those with the lucky license plates.

ranging up to those with the lucky need to those with the lucky plates.

Motorist must register each week by purchasing gasoline to be eligible. Numbers are taken from state list and displayed in stations. If your number is up, you collect.

Neighborly

It was 20 years or more ago that some picture theatre conceived the idea of sending a note of welcome and a ticket to the show to all who moved into the territory, obtaining the names from local tradesmen, the chamber of commerce and other resources.

the names from local tradesmen, the chamber of commerce and other resources.

Lately the idea has been permitted to drop, but Quincy, Mass, has picked it up in a big way. Last year 2,400 recent arrivals were presented with 'Welcome Packets' which consisted of 20 or more cards, each good of the constant of the constan

Real Souvenir

Red Souvenir

R. K. O. comes through with the whistle throttle tied down in its convention issue of Flash, the Radio house organ. Instead of a lot of blatant guff about a whale of a convention it was, it proves the point with a wholly pictorial issue, including a four-page spread (toided tioneers, followed by 42 pages of mostly solid cuts ranging from candid camera shots to carefully posed photographs of all the major happenings.

candid camera shots to carefully posed photographs of all the major happenings. It forms a souvenir that will not only be priceless to those who took part, but which will hold the interest of the general trade reader. It does not ignore proper pluga for R. K. O. product, but it sugar-coast them with finely printed photo reproductions. It is tops for effective work.

Boston's 'Marine'

For the Metropolitan's engagemen of 'Singing Marine,' several highly effective tieups were made to explor

off Singing meaning, and the exploit the feature. The feature and the exploit the feature. The feature are superiment store allowed allowed dilies on the placed in one of its windows, with copy plugging the pictures, stars, and date. A tieup was made with the local Marine detachments, which paraded from South Station to the theatre on opening day, and letters urging all uniformed men to see the film were placed on bulletin boards in military camps. The letters were signed by the commanding officer stationed at Charlestown. Other tieups were made with local radio, music and haberdashery stores in the city.

Theatre Changes

Charlotte, N. C.
The Princess, Marshall, undergoing extensive repairs under Bob Guts-chalk, formerly of Bryson City, which has just taken over operation of the house.

Jack Skillman and Glenn Norris do a vice-versa for 20th Century-Fox. Skillman comes to Philip of-fice from Washington. Norris goes to Washington from Philly.

New Orleans. Fire destroyed the Castleman the ater at Waterproof, La., near her Damage estimated close to \$5,000.

Within two weeks Saenger starts building third theatre in this city New house will be on site of former tops and the same starts of the same start

The new Dewey, South Phills, skedded to light up about July 30. The Belgrade, fully rebuilt, open druly 20 under management of Charley Cox. Charley Godfine to build a new house in Falls of Schuylkill. Charley Klang and Bill Humphries will take over operation of P. O. S. of A. Hall, Berwick, Pa., Sept. 1.

Memphis.
Sale of the Linden Circle theatre
to M. A. Lightman and associates for
approximately \$60,000 was recently
announced.

Harvey Cocks, for three years manager of Warner Bros. Strand theatre here, has resigned to become manager of the Quimby theatres at Ft. Wayne, Ind. James Hadley, asst. to Cocks, his successor.

Little Rock Two new theatres, representing an investment of \$190,000, will be built here soon, according to an announcement last week by E. H. Rowley of the Arkansas Amusement Corporation.

Par's For-Revenue-Only Idea un 'High' Preem

Even Paramount's own executives and lesser bosses, plus those of other companies, who want to see the tonight (Wed.) of wide and Handsome' at the Astor, N. Y., are going to do it on a cash basis. Policy adopted by Par in opening the picture is that none but the press is getting in on the cuff and even this list has been sharply trimmed. Only 64 pairs are being given to newspaper people, a prob-able new low for Oakleys on any

kind of opening.

In addition to top Par execs who are paying, Mrs. Adolph Zukor is among those coughing up.

S.E.C. REVEALS MORE AMUS. STOX DEALINGS

Washington, July 20. actions in Paramount debentures by Stanton Griffis, via Hemphill, Noyes & Co., was undraped today (Tues-day) by the Securities and Exchange Commission. Other stock deals by film insiders came to light simul-taneously.

Furious Par trading kept on through May, the S. E. C. semi-monthly recapitulation showed, with the film company director winding up \$32,000 ahead of the game. He dealt solely in 34% debentures (1947 series).

(1947 series).

In 13 batches, Griffs's brokerage house picked up \$199,000 worth of bonds and unloaded, in the same number of transactions, \$231,000 worth. This cut the firm's net holding of debentures to \$58,000.

... ο αepentures to \$58,000.
Only other Par deals by ground-floor occupants involved disposal of 1,000 shares of second preferred by A. Conger Goodyear, who sliced his holdings in half.

holdings in half.

Strengthening of Loew's grip on Loew's Boston Theatres, Inc., was shown in the report. Listed as occurring via 'bequest or inheritance,' movement of 12,503 common over 100 separate shifts were recorded, many involving only a solitary share, with 915 tickets the biggest bundle. Best picking came in February, 1938, when 1,679 shares were garnered in ten lots.

when 1,679 shares were garnered in ten lots.

Only other dealing in picture paper revealed in the statement was in Translux stock early last year.

E. C. summary showed George H. Eichelberger, director, sliced his holdings from 1,000 shares of common to 300 and then picked up another 800, coming out ahead of his starting-point. Deals were in October and November, 1935, and February and April, 1936.

Other film disclosures were:

B. A. Barrow and Norman C. Nicholson, both New Yorkers, have no financial investment in Educational Pictures, of which they are directors, while John R. Munn, and ther occupant of a board seat, rep-

other occupant of a board seat, rep-

resents 10 warrants for common.

Albert F. Schwartz, New York, has Albert F. Schwartz, New York, has no stake in Pathe, but Charles B. Wiggin, one of the directors, stands for one piece of common. Joseph H. Hazen, new Warner Bros. di-rector, accounts for 500 common.

Sylvan Simon's Step-Up

Hollywood, July 20.

Universal has promoted Sylvan Simon from test director to full di-rector status. No assignment has been handed him yet.

Broad A'ing It

Hollywood, July 20.

Emanuel Cohen has had Stella Adler's name changed for pictures to Stella Ardler. New York actress is the femme lead in 'Love on Toast' for Major Productions.

NIPPONESE PIX MEDIATOR

Hollywood, July 20.

Hollywood, July 20.

Morton E. Feler, for the past decade comptroller for the United Artists Theatres of California, has resigned that post due to his appointment as U. S. trustee for the International Cinema Association of Japan.

Establishing headquarters in Beverly Hills, Feler, in his new capacity, will foster better understanding between American and Nipponese picture producers.

Appeals Court Reverses Bill Hart's UA Victory: 'Block Booking' Angle

Verdict of the N. Y. supreme court in awarding \$85,000 damages, plus interest and costs, to William S. Hart for alleged violation of contract by United Artists was reversed and a new trial ordered last Friday than any of the other pix. 'Wild (16) by the Appellate Division. Basis of the opinion was that insufficient evidence had been presented to sustain the jury verdict. Second Suit contended there was 'block ground of coninon was that the trial booking' of the two noix and that as ground of opinion was that the trial ground of opinion was that the trial court submitted an improper rule of damages. All five of the sitting judges concurred in the opinion, which was written by Justice Joseph M. Callahan. Arthur F. Driscoll, of O'Brien, Driscoll & Raftery, was at-torney for UA.

Whether Hart, as plaintiff, will bring the suit to trial again or drop the action is in the air. Vet cow-boy star's attorney, Frederick Hem-ley, of House, Grossman, Vorhaus & Hemley, is out of town on a month's vacation and none of the other members of the firm would offer a pre-

bers of the firm would offer a pre-diction until Hemley's return.

Basis of the suit was a contract between UA and William S. Hart for release of the latter's film, "Tumble-weeds,' produced by Hart in 1925, with himself starred. Actor brought with nimself starred. Actor brought suit in 1931 and it came to trial in April, 1936, before Judge Philip J McCook, in N. Y. supreme court, Besides the \$85,000 damages, the jury awarded Hart interest and costs amounting to \$1,759. Suit had asked \$500,000.

According to the suit, production of 'Tumbleweeds' cost Hart \$600,000 and his contract with UA set a 'quota' for the film at \$800,000. By 'block booking' the pic with variou others' of inferior quality, Har others of interior quality, Hart charged, UA violated the contract and forced him out of the film in-

mately \$190,000 from 9,834 contracts. Suit contended there was 'block booking' of the two pix and that as a result, Tumbleweeds' gnossed less than it might, while 'Wild Justice' was upped in receipts. Hart's contract with UA called for distrib to 'use its best efforts to make the return from 'Tumbleweeds' as large as possible consistent with good business practices and was to lease the picture separate and distinct from any other motion picture. As evidence of 'block booking,' Hart submitted contracts in 224 cases. In 149 of those, contracts for 'Tum-

Hart submitted contracts in 224 cases. In 149 of those, contracts for Tumbleweeds' and 'Wild Justice' were signed by exhibs on the same date and for the same price. Remaining instances were those in which notations on the contracts 'might indicate that the sale of 'Tumbleweeds' was contingent on the acceptance of contracts for other picture

French 'Golem' Dubbed Into Yiddish for Nabes

'Golem,' Czech film based on the Jewish legend, was partially dubbed into Yiddish in New York last week, Film, although produced in Prague, is entirely in French and the American distribs, Metropolls Films, figured it for bigger returns if at least the distinctly Yiddish portions were spoken in that language.

Rabbi and other Jewish characters

and forced him out of the film industry:

Tumbleweeds' grossed approximately \$346,000 on 11,369 deals for its exhibition. Of this income, 65% went to Hart. Pic had more sales deals than any other being distributed by UA during the same period but one, but the gross income from many others, including ones by Chaplin, Pickford, Fairbanks and Valentino, was much greater.

Included in the group being sold the same period but one to the greater portion of the film staysing as is. Prolog, printed in English in the film, is also now spoken in Vidaish Metropolis figures the vidaish nabes which, normally would not go for French language.

New York Theatres



PARAMOUNT TIMES

Frances FARMER Charle RUGGLES "Exclusive"

Mai Hallett

MUSIC HALL "TOAST OF **NEW YORK"** Spectacular Stage Productions

ROXY

"WEE WILLIE with Shirley Tem and Vietor McLag On the Stage 3 Switts and others ALL 25° TO

Mono Setting 'Flight' Mono Setting Flight'
Hollywood, July 20,
Monogram has picked Frank Clark
to do special stunt flying for 'Atlantic Flight' and Paul Mantz to handle
technical direction.
Abe Meyer is doing musical directlon and scoring.

CAPITOL ** Starting Thursday (July 22) Clark Gable and Jean Harlow "SARATOGA"



"THEY WON'T FORGET" NEW TORK HAND

> "MIDNIGHT MADONNA"

MADONNA"

A Paramount Picture with

WARREN NAIV EDWARD

CORRELL EDWARD

CORRELL ELLIS

Att Conditioned Ways at Actu St.

Middight Shows—25e to 1F.M.

ADVANCE IN 16MM. FIELD AUGURS SOME Advance Production Chart 1,800 DARK HOUSES MAY BE RELIGHTED

Small-Gauge Equipment Now Deemed Practical for Free Permanent Waves 400-800 Capacity Cinemas-Many of Such Type Now Closed-Distribs May Have New Revenue

field in the last 10 months make adaptation of smaller gauge equipment and film in theatres of 400 to 800-seat capacity not only feasible but an economic possibility.

Wajor producers who would reduce their regular features in 35 mm. to 16 mm. in carrying out any pro-gram, would have to agree to release their regular schedule or at least the greatest part of it in 16 mm. to make the alignment a reality. Biggest thing standing in the way of this is the requisite amount of missignary work to show logic, saving and increased revenue expected to accrue from the plan.

The fact that outlined advantages The fact that outlined advantages incorporate a saving in printing, negative cost and shipping, and would add thousands of year-round exhibitors, are the present angles that intrigue producer-distributor companies. Besides these benefits, the fe-mm. lineup includes other advantages, including (1) elimination of projection booths as now built, (2) doing away with all fire hazard, and (3) making available old storeroom and old-type shuttered theatre with this-equipment.

Addition of more exhibitors served regularly and the saving in printing and other cost items just now interest the industry.

The stock used for 16 mm. subjects is non-inflammable. Though it costs slightly more than 35 mm, there is healthy saving because less footage is required. Thus, 400 feet of 16 mm is equivalent to 1,000 feet of 16 mm is equivalent. And of these, approximately 2,000 lack sound picture. facilities. If only 60% of these can be reopened via 16 mm, it's figured that around 1,800 new accounts would be available to distributors at the outset.

Some believe this number might be increased by nearly 1,000 more because the biggest expenditure for potential new exhibs would be traveling exhibitors showing in different towns several nights per week. Setup is applicable only to theates with small seating capacity because of limitations of light throw and sound. Experts say that it should be limited to houses with a seating capacity to 1,0000 houses with a seating capacity to 1,0000 houses with a seating capacity to 1,0000 houses

leaders realize that the bulk of them are satisfied with the present sound equipment and methods. Only a small percentage of those now using talking films thus would swing over to 16 mm. for the time being at

least
New refinements in small gauge
field provide equipment throwing an
image 7 by 10 feet in size on the
screen that compares favorably with
the 15 by 20 image of 35 mm.
Special lenses make 70-foot throw
possible for cheaper equipment. This
type is said to be best suited for
400-seaters.

type is said to be best suited for 400-satter dulipment has been tested successfully in auditoriums seating 1,500. Cost of 16 mm. equipment ranges from \$400 to \$1.500, which is not materially lower than some 35 mm. projection machines. Saving is elsewhere as outlined.

Some picture veterans fear that the fine photography of A-1 features would be dwarfed or spoiled with 16 mm. projection. However, companies which have been using this size film have found no fault. This size film have found no fault. This size film have found no fault. This size making each frame and its material that much sharper. In the past, 16 mm. experts report they encountered some trouble in getting high frequencies in sound because

Strides taken in 16-millimeter of only 36 feet of 16 mm. film go through projector per minute, as daptation of smaller gauge equipenent and film in theatres of 400 to been virtually eliminated.

Fassio's Exchange Idea

Chicago, July 20.

Chicago, July 20.

Motion picture distribution right into the public's home on a 5-and-10 store basis is being readied by a new firm known as Movie Film Exchanges, under the directon of B. C. Fassio, midwest independent picture producer. Under Fassio's setup. owners of home film projectors will be able to rent regular single and two-reel pictures on 16 mm. at \$1 per day. These pictures will be regular features, produced in Detroit and Chicago studies for strictly home projection. Physical distribution of the prints to the public will be handled nri-

projection.

Physical distribution of the prints to the public will be handled primarily through drug stores and camera shops in cities throughout thantion. Glidden, Murphy & Wile Co., here, merchandizers, handling the setup to secure the proper key stores in all towns and neighborstores.

stores in all towns and neignou-hoods.
Fassio has set up a schedule of 52 plctures a year. Will use stories, news features and special events. First release is scheduled to be 'The Mad Sculptor,' a two-reeler, depic-ting the 'mad artist' murders in New York, his secape, and capture. Others will be two-reel comedies, a story of the strike situation from an individual's point of view, the Romance of the Century' (Windsor-Wallis). etc.

an individual's point of view, the Romance of the Century' (Windsor-Wallis), etc.
They will be silent pictures for at least the first year, photographed first on 35 mm, and then reduced to 16 mm. Also a likelihood of some releases being made to include 8 mm, stuff for the smallest projectors.

Now Baseball's Giving Away an Automobile

Atlanta, July 20 Atlanta, July 20.
Local theatre owners are wondering 'how come?' following Atlanta's
BB Club's giveaway of an automobile
as feature of doubleheader Sunday (18).
Georgia supreme court early this
year ruled that giveaways came
under the head of lotteries and all
theatres in state were told to stop

it or else

WB Reveals It Advanced \$150,000 to Film Inventor

\$150,000 to Film Inventor
In its general denial of infringement of sound patents, Warner Bros.
yesterday (Tuesday) revealed that it
had loaned Albert Ratdke, a co-defedendant, \$154,000 to promote the
patents which Ratdke alleged he invented. The answer is in connection
with an action brought by Virgil
Crites, inventor, against the Warners,
Ratdke, and others.

- Picture producers ask the court
that should it be found that Ratdke
had infringed on Crite's patents,
without their knowledge, they
should, nevertheless be allowed to
retain the licenses on the patents issued to them by Ratdke. They also
asked for an order directing that of
the first monies made on the patents,
the \$154,000 loaned to Ratdke should
be returned to WB.

'Annie Oakley' Banned

St. Louis, July 20.
'Annie Oakley' machines, which re-'Annie Oakley' machines, which recently made appearance in Pike County, were classed as lotteries last week by Atty-Gen. McKittrick in an opinion sent to Prosecuting Attorney Edward V. Long who, in turn, notified operators of machines that prosecution would be instituted for continuance of violations.

MrKittrick said he previously had ruled that bank nite, Hollywood, win-o and other b.o. hypos used by film operators all came under realm of lotteries, and he held that 'Annie Oakley' machines were mere deviation from law, which bans all schemes for 'prizes, consideration and chance.'

Rile Philly Beauticians

Rile Philly Beauticians
Philadelphia, July 20.
Indie beauty parlor ops here are
loosing loud squawks that may drive
M. Landau from this territory with
his film house giveaways of permanent waves. Landau has been
selling a deal by which women
patrons win full and part-paid
hirsute crinkle treatments at the
downtown Roxy beauty shop.
Femme improvement establishment in this way gets large mailing
list at low cost and good advertising.
But nabe associations are up in arms.
Claim it is stealing biz from them
and have registered protest.

IA. BANKO IN NEW LEGAL TEST: LAW CHANGED

Des Moines, July 20.
The legality of bank night in Iowa may have to be fought all over again Although a supreme court decision has upheld the legality of the plan, decision was made before the last legislature which changed the state's gambling laws.

The question is involved in a new statute intended to control pinball and slot machine devices. The statute was not regarded in the legislature as a bank night bill when

ute was not regarded in the legislature as a bank night bill when passed, but the question is whether its language would cover that institution and prevent its continuance. A bill intended to eliminate bank night directly was introduced during the session but failed to get a vote. The law which may have accomplished the same thing indirectly is the one which includes in the same class as gambling devices 'any slot machine or device with an element of chance in such operation.' The wind the properties of the same class as gambling devices 'any slot machine or device with an element of chance element in this new law might block bank night although it escapes the legal definition of a lottery, it is believed.

The word 'device' in legal terms has not only the meaning of equipment and apparatus, but of 'something worked out for exhibition or show.' A plan, contrivance, strategem, trick or scheme may also be regarded in legal definition as a device. Consequently, even if registration books, matinee cards, drums for drawing, projection of the clock on the screen and other accessories of bank night were not regarded as a device, the plan of bank night itself might be, attorneys agree.

Although it has been suggested to the office of Atty. Gen. John Mitchell that the status of bank night may have been changed, there has been no formal request for an opinion on the subject.

The Iowa state attorney general's office is investigating the question of whether corn games, kewple doll games and other carnival and fair attractions of similar nature come under the provisions of the new statute outlawing slot machines and other devices and games of change. Don Burington, assistant attorney general, said the question has been raised informally by several county attorneys and sheriffs. However, no official request for an opinion has been received.

250 Attend 2d Annual **B&K Farm Frolic in Chi** Chicago, July 20.

Second annual Balaban & Katz Farm Frolic was held Wednesday (14) at the Balaban Acres where B&K opened up the estate, including its private lake and private swimming pool, to around 250 newspaper

ming pool, to around 250 newspaper and theatrical people. Celebration started with an 8 ambreakfast in the Chicago theatre lobby, after which everybody was loaded into police-escorted Greyhounds, and carried out to the farm. Old fashioned pienic in an elaborate way was the order of the program, with soft ball games, pie-eating contests, swimming, boat races and horse-shoe games. Private golf course had been taken over for the day by B&K, and golf-ers couldn't even pay the caddies. Lunch and dinner served followed by a show.

(Continued from page 23)

DOCTOR AND NURSE, reported June 23 and 'ALI BABA GOES TO TOWN,' reported July 7.
Readied to start: 'LIFE BEGINS IN COLLEGE,' 'DR. MOTO'S GAMBLE,'
'WESTERN GOLD' and 'GREAT DIAMOND ROBBERY.'

United Artists

Six in work, 4 editing, 8 preparing. In work:
"HURRICANE,' reported VAMEEY, May 12; 'ADVENTURES OF MARGO
POLO,' reported June 16; 'NOTHING SACRED,' 'ADVENTURES OF TOM
SAWYER,' I MET MY LOVE AGAIN' and 'STAND-IN,' reported July 7.
Readied to start; 'THE GOLDWYN FOLLIES,'

Universal

Five in work, 9 editing, 8 preparing. In work:

100 MEN AND A GIRL, reported Variety, May 26. Started:

100 MEN AND A GIRL, reported Variety, May 26. Started:

100 MEN AND A GIRL, reported by B. G. De Sylva, directed by Edward Buzzell, original screenplay by Monte Brice and A. Dorian Otvos. Cast: Bert Lahr, Billy House, Mischa Auer, Jimmy Savo, Alice Brady, Louise Fazenda, John King, Joy Hodges, Dave Appolon's ork.

Orvos, Cast: Bert Lanr, Billy House, Mischa Auder, Jimmy Savo, Alice Brady, Louise Fazenda, John King, Joy Hodges, Dave Appolon's ork.

Story shows Joy Hodges as an infant whose mother, an acrobat, is killed in a stage fail. She is adopted by Lahr, House, Auer and Savo and raised to young womanhood. Death knell of vaude finds the four comedians on the coin rocks just as Miss Hodges falls for King. She realizes they need wood engagement. King takes Miss Hodges to see his aunt, Miss Brady who despises actors. King and the girl quarrel and she takes a torch job in a nitery. Comedians, en route to the coast, hear her voice over the radio and hitchhike back east. Lahr turns female impersonator; Auer a mystic and a coupla of rasslers are tossed in to win over Miss Brady who is eventually shown up as an ex-trouper.

"OARNIVAL QUEEN," produced by Robert Presnell, directed by Nate Wat, novel by Richard Wormser, screenplay by James Mulhauser, Lester Col and Harold Buckley. Cast: Dorothea Kent, Robert Wilcox, Hobart Cavanaugh, G. Pat Collins, Ernest Cossart, Jonathan Hale, David Oliver, Harry Tyler.

Story revolves around Miss Kent, a poverty-stricken heiress who finds

Harry Tyler.

Story revolves around Miss Kent, a poverty-stricken heiress who finds a carnival listed among her assets. Upon learning her father ran the trick for excitement, Miss Kent and her biz manager go to the carnival and she walks in as secretary to the manager. Former boss of the carney is seeking revenge for being demoted and frames a robbery in which the blame is placed on Miss Kent. In the process of finger-printing, etc. Cavanaugh is revealed as the leader of a bank robber gang. He attempts to escape causing part of the carnival to be burned. Miss Kent sells her last holdings to replace the tents and falls for her young manager, Robert Wilcox.

BEHIND THE MIKE, produced by Lou Brock, directed by Sidney Salkow, original by Thomas Ahearn and Walter Butterfield, screenplay by Barry Trivers. Cast: William Gargan, Judith Barrett, Don Wilson, Sterling Holloway, William Davidson, Gerald Oliver Smith, Grady Sutton.

Barry Trivers. Cast: William Gargan, Judith Barrett, Don Wilson, Sterling Holloway, William Davidson, Gerald Oliver Smith, Grady Sutton.

Story portrays Gargan as a talented N. Y. radio producer with an ungovernable temper. He flattens a sponsor and finding himself jobless hies to the sticks and takes a job with a smallle housed in a barn. He strikes up a battle with Miss Barrett, program manager for the opposition station, and calls on his pal Wilson, announcer, to aid him. Merchants fear the owner of the gal's station because of his political pull and refuse to advertise over Gargan's outfit. Gargan broadcasts a political meeting in which the owner of the opposition station is attempting to put over a henchman for mayor. He's forced to resign his job. Wilson and Miss Barrett learn of a plan devised by her boss to loot the town and broadcast the info which call the properties of the town and broadcast the info which call the properties of the properti

Warners

Five in work, 11 editing, 10 preparing. In work: 'THE GREAT GARRICK,' reported VARIETY, June 23; 'TWO PLATOONS,'

Five in work. 11 editing, 10 preparing. In work:

THE GREAT GARRICK, reported Variety, June 23; TWO PLATOONS, replication of the produced by Bryan Foy, directed by Noel Smith, original by William Jacobs, screenplay by Anthony Coldeway and Jacobs, Cast: William Hopper, June Travis, Henry, O'Noil, Gordon Oliver, Herbert Rawlinson, Raymond Hatton and U. S. C. football squad.

Story is college pigskin razzle-dazzler starting in the mustachioed era of 1887. It depicts the beginning of paying big coin for professional coaches and using ringers. Yarn revolves around two colleges in which one is always winning from the other. Star player on the winning team bets a member of the rival aggregation that this will continue for years. Several years elapse with one of the players becoming a banker and the other a senator. By this time, the bets are big coin. Banker, member of the underdog team, dies and bequeaths his fortune to his alma mater provided the bets shall be continued. His college needs two games to clean out the senator, but the star of his outfit is caused to quit football and is taken to the Orient by a girl friend. Coach finally learns the rival team has snatched 100 m Gallaher. Cast: Hugh Herbert, Allen Jenkhen, Marcia Ralston, George Rosener, John Eldredge, Eric Stanley, Margaret Irving, Brandon Tynan, Elspeth Dudgeon.

Story concerns Herbert and Jenkins, couple of dumb detectives, finding themselves called to an old lighthouse by Marcia Ralston. They find her father hanging by his heels from the top. There is no stairway, complicating matters. Remainder of footage is taken up with series of comedy situations in which the trio finds the gorilla killer.

"TOVARICH," produced by Robert Lord, directed by Anatole Litvak, screenplay by Casey Robinson from Jacques Deval's comedy. Cast: Claudette Colbert, Charles Boyer, Basil Rathbone, Melville-Cooper, Anita Louise, Allan Conrad, Marris Carnovsky, Fritz Feld, Vladimir Sokoloff, Montague Love, Christ Rub.

"TOVARICH," produced by Robert Lord, directed by Anatole Lit

SKOURAS TOPS IN B.B.

Results of four games played in the Motion Picture Baseball League last week give Skouras credit for two victories and Columbia and Consolidated one each.

Skouras won out over Metro 6-5 in a close game and then took Paramount 8-1. Columbia defeated RKO 8-3 and Consolidated whitewashed

NBC 4-0. Standings of the teams in the second half of the schedule just begun places Skouras at the top with three wins and no losses, Apeda one and none, Consolidated two and one, NBC, MGM and Columbia one win and one loss each, RKO none and two, and Paramount in last place with no wins and three losses.



N. W. Ayer & Son NEW YORK CITY

Rather early in the season for ill information concerning the radio of our various clients

Ford Dealers' 'Watch the Fun Go By' program, with Al Pearce and his By program, with Al Pearce and his Gang, will apparently continue without change. Ford Sunday Evening Hour will resume, beginning Sept. 12, along previous lines. Ford Universal Rhythm' program, now filling the Sunday evening spot, will go to a Saturday, 9:30-10, period.

Kellogg Singing Lady will be heard four times a week instead of five, beginning Aug. 2. Time and stations will the the same, the broadcast running Mondays through Thursdays. running Mondays through Thursday.
We plan to increase the scope of this program, but these plans are as yet tentative.

tentative. We are preparing an electrical transcription series for the W. T. Grant stores, to be broadcast five times a week in 19 different cities. Talent and stations have not been definitely picked.

J. B. Ford will go on the air twice a week, Tuesdays and Thursdays, 2:00-2:15, Split CBS network. The

2:00-2:15, Split CBS network. The show not yet set.

In all likelihood, we shall have some new shows on the air, and it is possible there will be changes in programs now being heard.

Atlantic Refining will sponsor an extensive series of football games. On the attached sheet, you will find as much information concerning these broadcasts as we can divulge at this time. Kellogg Company will also sponsor a series of football games.

games.

List of radio stations broadcasting
Atlantic Refining Company's 1937
football program are as follows:

Prentice Winchell

Badger & Browning BOSTON, MASS.

We have one radio development of considerable interest. This has to do with the national radio poll which will be conducted by our client, the Eaton Paper Corp. of Pittsfeld, Mass., makers of Eaton's Fine Letter

Papers.
Eaton radio poll will be advertised in a list of national magazines this fall and publicized through spot-programs on leading radio stations in various parts of the country. These announcements will run on a 26-time schedule between Sept. 15th and the early part of December. Farticipation in the poll is open to any radio artist. Only condition imposed upon them is that they agree opersonally acknowledge the ten best letters nominating them for the beautiful Letter of Gold trophy which will be awarded to the most popular star. This letter will include

excerpts from the best letter written

excerpts from the best letter written about the winding star.

Radio fans should be tremendously interested in the poll because of the fact that it will indicate the radio preferences of listeners in general. They will also have the opportunity to receive a personal letter from their own favorite, as well as a \$1,000 cash prize for the best letter written. This \$1,000 prize is awarded only if the winning letter is written on a water-marked Eaton paper. The prize is reduced to \$500 if the letter is written on ordinary paper.

Leading radio artists have been

letter is written on ordinary paper.

Leading radio artists have been
most cooperative and the list of participating stars already represents a
large part of the nation's favorites,
including such people as Jack
Bermy, Bing Crosby, Bob Burns,
Paul Whiteman, Lily, Pons, Kate
Smith, and hundreds of others.

C. F. Parcher.

Benton & Bowles NEW YORK CITY

This agency has at least three net-This agency has at least three net-work newcomers on ice, awaiting the closing of talent details, or time con-tracts, or the final approval of the client. Only one actually set for fall starting is Log Cabin Syrup's half hour with Jack Haley, and tenta-tively. Virginia Verrill, Patricia Wilder, Warren Hull and Ted Fio Pito on the NBC blue following Rito, on the NBC blue following the Bob Ripley show, starting Oct. 8.

B & B's spot department has laid out several campaigns for accounts already in the house but these likewise are awaiting approval of the budget sources. In this category are included General Foods and Colgate-Palmolive-Peet.

Negotiations with Metro-Goldwyn-Mayer on a program for Palmolive are off. Deal would have given that account exclusive call for contract talent on the Metro lot.

Milton Biow NEW YORK CITY

Bulova and Philip Morris, radio erennials, continue as is.

Humphrey's Homeopathic and Kreuger's Brewery may also use radio this year but nothing definite at present.

Reggie Scheubel.

Blackett-Sample-Hummert CHICAGO

Status of our various accounts: status of our various accounts:
General Mills—The 'Gold Medal
Hour' will change network time to
1:00 to 2:00 p.m. NYT on Columbia.
There will be just one broadcast,
which will go straight through to the
Pacific Coast. Same spot stations
will be continued as are now being
used.

used.
Wander Co. will resume the net-work and spot Monday, Sept. 27,

wander Co. will resume the network and spot Monday, Sept. 27, 1937.

Procter & Gamble—Oxydol—same spot stations as are now being used. Procter & Gamble—Dreft—same spot stations as are now being used. Procter & Gamble—Lava—same spot stations as are now being used. Purity Bakeries will continue with the same spot stations as are now being used.

F. P. Nelson.

F. P. Nelson.

Baggaley, Horton & Hoyt CHICAGO

Varady of Vienna returns to once weekly 30-minute Sunday spot on Mutual with Ted Weems orchestra

tra.

Pinex will return to air in fall with nation-wide spot programs.

Shaeffer Pen will be back on air with spot announcements.

Steve Horton. Steve Horton.

Brown & Tarcher NEW YORK CITY

esson & Robbins (split and Benrus (spot) will

work) and Delians will tinue.

Smith Bros. cough drops will probably resume in fall using network and spot.

William Larcombe.

Leo Burnett CHICAGO

Realsilk Hosiery Mills, Inc.—as yet no definite plans made for fall radio.

Hoover Company — no definite plans formulated to date.

Minnesota Valley Canning Company—definite plans later in the season.

season.

Fitger Brewing Company—using spot campaign in three northwest states this summer and will probably continue through fall and winter.

J. T. Ainley.

Campbell-Ewald DETROIT

General Motors Concerts go on Radio plans somewhat uncertain because of labor situation. Louis Dean

Cecil, Warwick & Legler

NEW YORK CITY

Definite commitments for Cecil Warwick & Legler's Fall radio busi-ness include: Uncle Jim's Question Bee-with Jim McWilliams Master of Cere-monies—for the G. Washington Cof-tee Benjing Commany

monies—for the G. Washington Cof-fee Refining Company. Thunder Over Crime—with War-den Lewis E. Lawes for the William R. Warner Co. (Sloan's Liniment). Metropolitan Opera Auditions of the Air—with Edward Johnson, Mas-ter of Ceremonies; Willred Pelletier, Conductor—for Sherman Williams

Co. In preparation are: A commentator program
A comedy variety show
A dramatic program built
around a novel idea. Preston H. Pumphren

Jim Daugherty, Inc. ST. LOUIS

We will be active with at least six accounts: St. Louis Star-Times, Union Electric Company, St. Louis Dairy Company, Hydrox Iec Cream Company, Southwestern Bell Telephone and Kaylo, a new product of the Hol-Milk Development Corp. Our radio last spring represented more local broadcasting than all other St. Louis agencies combined. We have every reason to believe that with new business and a renewal from our present customers, our fall and winter season will undoubtedly be most satisfactory.

We intend to present a new show this fall for one of our clients which probably will be split or regional network broadcasting. This will serve as a test for a national net-

on Sept. 26. Also for an increased spot schedule.

Mar-O Oil continues on NBC chain with the Henry Busse orchest

a completely new and different idea in radio.

Our present plans include a daily news commentator for women, six days a week; a half-hour dramatic show weekly with a 20-piece or chestra playing transitional and mood music; a five-time-a-week dramatic daytime show; a half-hour weekly musical with a dramatic centerpiece and a half-hour idea show using one of the largest orchestras ever assembled in the Middla West for a commercial weekly broadcast. Sorry to be so vague on several features of our plans, but details are not set. are not set. G. B. Simpson.

Erwin, Wasey NEW YORK CITY

Lineup on radio for the fall, inso-far as it is available now: Hecker-H-O Division, Hecker Prod-ucts Corp.—For H-O Oats, Presto Cake Flour and Heckers' Cream

Program: The Hecker Informa-tion Service: Jean Paul King, News commentator; and guest

stars.
Network: Mutual network, Monday through Friday, 11:45-12 noon. Beginning Sept. 7. Zemo & Musterole.

Program: Carson Robison and His Bucaroos.

His Bucaroos.
Network: NBC Blue, Monday-Wednesday-Friday, 4-4:15 p.m.
Beginning Oct. 4.
Lydia E. Plnkham Medicine Co.
Will use radio, but no definite

plans yet.

Borden Farm Products Co.

Borden's 'Special Edition' will return to air in September, accord-

to present plans.

ing to present plans.

Barbasel Company.

Plans not yet completed.

Liberty Magazine.

Program: News broadcast,
WABC, Monday-Tuesday-Wednesday-Friday—11-11-05 p.m. Now Innes Harris.

Fishler, Zealand NEW YORK CITY

Tentative plans for four or five accounts to use either spot or regional radio but too soon for statement.

Leon Kelly.

Gardner NEW YORK CITY

Line-up of our network programs or the fall which are definitely se

for the fall which are definitely set at this time.

Tom Mix Ralston Straight Shooters Program — sponsored by Ralston Whole Wheat Cereal, returns to the network for its fifth consecutive season; it will be on the NBC Blue network plus supplementaries five times a week—Monday through Friday, beginning Sept. 27, 1937.

Ry-Krisp program with Marion Talley, sponsored by Ralston Purina, starring Marion Talley. Josef Koestner, conductor and concert orchestner, conductor and concert orchestner, conductor and concert orchestner, conductor and concert orchestner of 35 men and Paul Taylor and his Hollywood Singers—returns Sunday, Sept. 26 over the NBC Red network Const-to-Coast, plus supplementaries, originating from Hollywood.

newal from our present customers, originating from Holly-doubtedly be most satisfactory.

We intend to present a new show this fall for one of our clients which probably will be split or regional network broadcasting. This will serve as a test for a national network originating from Holly-wood. Saturday Night Serenade sponsored by the Pet Milk of St. Louis, returns to the Columbia network location. Saturday night, Oct 2, starring Gustave Haenschen and 35 show will be, in the opinion of the

Serenaders under the direction of Myron Raport and Emile Cote.

Mary Lee Taylor, presented by the Pet Milk Company, continues every Tuesday and Thursday mornings over the Columbia Coast-to-Coast network.

Roland Martini.

J. Stirling Getchell NEW YORK CITY

Impossible at this time to give any real forecast as to our fall radio business. The following is a summary of spot radio, either already contracted for, or now running and expected to continue through fall:

Socony-Vacuum

News Broadcasts—3 times per day -WOKO—Albany.

Sport Commentator (Lowell Mc-Millan) — 15 min. daily WHEC ster. Yale Football Games - Yankee Network and WMCA-New York.

Sports Commentator (Ni Stemmler)—15 min. daily—WSYR

Sports Commentator (James Britt)
-25 mins. daily-WBEN-Buffalo. Sobol Bros.

Sports Commentator (Dick Fishel)
15 min, daily—WMCA—New York.

Mayflower Stations

Street Reporter—3 days per week-WFAS—White Plains.
Devoe & Raynolds, Wadsworth-Devoe & Howland Div.

13 5 min. transcriptions over 11 Devoe & Raynolds, Peaslee-

Gaulhert Div. 13 1 min. transcriptions over 37

station

Additional business is now at such an uncertain stage that it is impossible to give any sort of reliable fore-

Izzard Co. SEATTLE

Herewith is a summary of our radio plans for the coming season:

Twenty-six quarter hours—Yankee Network—Gretchen McMullen Pro-gram for the Orcgon-Washington Pear Bureau.

Twenty-six quarter hours for Dr. Frank B, Robinson using practically all leading cities in the United States. These are recordings and are to be released approximately Sent. 15.

Pacific Northwest Fruits, Inc. (Doc Apple) will have transcriptions (5 minute) on Doc Apple's Quality Brand apples. To be released in California, Chicago and Texas.

Local Broadcasts: Binyon Optical Company, 3 half-hour periods weekly, using stations KOL, KIRO and KOMO.

Carnation Co. half-hour daily, 'Mary's Friendly Garden,' KOMO. F. G. Mullins.

Kenyon & Eckhardt NEW YORK CITY

F. F. Mueller Co. will resume its Kitchen Cavalcade, with Crosby Gaige on blue network of NBC-15 minutes daytime show, five times

weekly.

Kellogg Co. has extended Eddie
and Ralph show (East & Dumke; 15

and Kaiph show (East & Dumite; minute evening program, Monda Wodnesday and Friday, on WJZ. Piel Brothers will use spot broa casting in South and California-sponsoring two 15-minute new (Continued on page 50)

L. A. FLUTTERS PRETTY FOR SPONSORS; SEES SELF QUEEN OF RADIO IN 1937-'38

35 Money Shows from Film Colony This Season-'What's This Place Called New York?', the West Coast Patriots Ask

By JACK HELLMAN

Hollywood, July 20.
Coast defenders of radio will have
their inning this fall. Those boasts
which have carried pretty much of
a hollow sound to the other seaboarders will soon be the full-blown rticle. For the home guard has fig-ires to back up their verbal sound-

ings. 37 ing

whether all this enthusiasm is justified. Roughly speaking, around 35 big, fat, buxom commercials will sound off each week from these diggin's. That, they claim, is something. Further, they point out, these are the big money shows no exripters or scrubs—all big money shows. Let the east match the Lux, Kraft, Chase & Sanborn, Hollywood Hotel, Showboat and a host of other big 'uns that represent important coin just in talent. Nope, they say, it won't even nat represent important coin just in talent. Nope, they say, it won't even be a hoss race. Let N'Yawk fight it out with Chicago for second place. The top spot is taken.

Lineup at Post Time

Here's how the two major net-works say their skeds shape up for early September:

NBC

Burns and Allen (Grapenuts). Lanny Ross (Packard). Amos 'n' Andy (Pepsodent). Lum and Abner (Horlick's). Lum and Abner (Horlick's),
Jimmie Fidler (P & G),
Bing Crosby (Kraft),
Showboat (Maxwell),
Walter Winchell (Jergens),
Jack Benny (Jello),
Marion Talley (Ry-Krisp),
Werner Janssen (Fleischmann),
Rudy Vallee (Royal),
Tyrone Power (Woodbury),
Baker's Broadcast (St. Brands),
The Goldbergs (P & G),
One Man's Family (Tenderleaf
Tea),

Tea).
Officials at NBC say that's just what shows on the schedules at this time. Conservatively they're expecting at least a half dozen more. That would more than double last fall's output.

CBS

CBS
Over at KNX (Columbia) they're expecting little short of a deluge. So far the lineup stands: Eddic Cantor (Texaco). Joe Penner (Cocomait), Theatre of Air (Lux), Al Jolson (Lifebuoy), Jack Oakie (Camel), Ken Murray-Oswald (Campbell), Hollywood Hotel (Campbell), Claudette Colbert (International Silver). Silver).

Claudette Colbert (International Silver).

Al Pearce (Ford).
Hal Kemp (Chesterfield).
Jeanette MacDonald (Vicks).
If a half dozen more pile Into camp it wouldn't exactly cause any consternation among the Paleyites.

That Two-Way Coin Grab
Try as they might, there's not stemming the tide. There's only one answer: pictures. Which has two angles, to wit: the performers get in on the two-way coin grab and the sponsor likes that Hollywood sign-off. To say nothing of the bountiful supply of talent.

J. Walter Thompson agency has probably a firmer foothold on the film situation than any other. Not only did they do much of the pioneering but in Danny. Danker, Hollywood's unofficial mayor, they have a lad who has been over the ground for more years than he cares to remember.

Thompson likewise will have more shows airing from the Coast than any other 15 and 2 outfit. Here's their fall setup: Lux, Chase & San-born, Fleischmann, Baker's Tenderleaf Tea, Kraft, Royal Gelatine and possibly Shell.

born, Fleischmann, Baker's Tenderleaf Tea, Kraft, Royal Gelatine and
possibly Shell. Standard Brands
alone will send six shows from here
over the nets and all will be produced by Thompsonites.

With Purses Wide Open

High price of pic names on the
hoof is still on the rise with no
signs of the bears moving in. Agency
lads just won't get together and the
bidding becomes real spirited for
the sought-after cream line coterle.

In many cases the air coin matches what their picture work nets them. With the mad scramble on for dotted line autographs at this early stage of the game there's no telling how many more notches the bidding will go once the season really gets under war. under way. Young & Rubicam will have

strong listing for the fall. In their lineup will be International Silver, lineup will be International Silver, Packard, Jello, Grape Nuts, La France. Indications are that Phil Baker and Fred Allen will plitch here when the picture urge seeps into their souls.

Benton & Bowles has two on tap. Showhost and Lear Cable Street.

Benton & Bowles: has two on tap. Showboat and Log Cabin Syrup, with the possibility that Palmolive (for Metro?) and another will shift bases west. F. Wallis Armstrong will have three in contention—Hollywood Hotel, Murray-Oswald and Amos 'n' Andy (starting Jan. 3). William Esty has Camel, and Ruthraff & Ryan auspices itemize Al Jolson, Joe Penner, and possibly a return of the Gillette troupe. The others have scattered entries that help to swell the grand total.

Hatched In the Lab

grand total.

Hatched In the Lab
Young & Rubicam officials would
have the trade believe that they will
develop their own people and keep
out of the open market where the
bidding is conducive to aspirin
reaching. They believe that their
summer laboratory programs will
develop a half dozen players who
will be able to stand on their own.
That remains to be seen and the That remains to be seen and the odds should run the other way.

WNAX SALE REPORTED UNDER NEGOTIATION

Yankton, S. D., July 20.
Station WNAX is reported being readied for sale to the South Dakota Broadcasting Co. Locally understood latter firm is in reality the Des Moines Register Tribune.
With the WNAX station added to the other outlets on the Iowa Network, it will serve as another link in a growing chain covering all parts of the Iowa situation.

Carter Off CBS

Hollywood, July 20. months as Hollywood rector for Columbia

Hollywood, July 20.

After nine months as Hollywood publicity director for Columbia Broadcasting, Dave Carter has formerly with CBS in the east. Hal Rorke, brought into the studio on a temporary assignment to hammer out Shakespeare publicity copy, takes over the berth. He is a former downtown newspaper man, having been society ed of the L. A. Times.

Transradio Gets WCAU

Philadelphia, July 20.
Abrupt shift by WCAU last Saturday replaced. United Press news service with Transradio. Doc Levy said U.P. service had been entirely satisfactory, refused to comment on the price situation, but indicated there was more behind the shift than that.

With the additional station here, With the additional station nerv, Transradio has created a Philly bureau and moved into WCAUs studios. Wallace Werbel, of the Washington office, was sent down for a week to get the new bureau operating properly. Harold Parr, of the Boston office, will be in permanent charge.

Parr will have two assistants here

Parr will have two assistants here to handle a circuit including Pennsy, Jersey and Delaware. It will be open from 6:30 a.m. to 1 a.m.
Service change gives Transradio two customers here, as it had already been feeding WIP. KYW now has United Press exclusively. WFIL gets the INS-Universal Service report

PALMOLIVE **METRO DEAL OFF**

Palmolive and Deal between Palmolive an Metro-Goldwyn-Mayer for ethe show comprised of latter's stars wa called off by Louis K. Sidney with statement that terms of buyer wer with

statement that terms of buyer were not acceptable.

Arrangement called for five 15-minute shows and one of an hour's duration for \$25,000 weekly. Money was okay but sponsor wanted the right to supervise show and also the privilege of checking payroll and in case it did not reach certain figures wanted a rebate on set price.

Proposition was nixed after meeting held Friday (16) in New York between Louis B. Mayer, Nicholas M. Schenck, Benny Thau, Howard Dietz and L. K. Sidney for Metro, and Adams & Byard for Colgate, at which time proposal for show was submitted and Palmolive demand of terms made.

terms made. William Bacher, who recently left F. Wallis Armstrong agency, has joined Metro-Goldwyn-Mayer under a contract signed by Ed Mannix for the film studio. He will work into motion picture production, long an ambition of the ex-dentist. Meanwhile, if and when Metro concludes a sponsorship deal for a radio program, Bacher will be available under Louis K. Sidney.

Chicago Certain Daytime Script Shows Will Stick: See Exodus Scare Over

By DAN GOLDBERG

By DAN GOLDBERG
Chicago, July 20.
Chicago does not regard Hollywood as a lethal threat to Chicago's
specialty of producing across-theboard strips. Instead the return to
Chicago of First Nighter and Fibber McGee and Molly' and the apparent final decision to keep 'Grand
Hotel' in Chicago rather than risk
Hollywood has encouraged local
boosters to see the danger averted
and the counter-revolution established.

lished.
At the present time, WBBM, Columbia key, carries 14 such shows
daily before six o'clock, while WGM,
Chicago Tribung author had be daily before six o'clock, while WGN, Chicago Tribune outlet, handles seven and eight, with other stations in proportion, a phenomenal num-ber when it is considered that these stations all air baseball. All of these shows are network, and prac-tically all originated in Chicago. Household-Finance's 'Across the Din-ner Table' moved in from KMBC,

a couple months ago. Kansas City, a couple months ago. Another thing which shoved up both the number of programs pro-duced here, as well as the respect for Chicago as a radio town, is Blackett Sample-Hummert's recent

for Chicago as a radio town, is for Chicago as a radio town, is Blackett -Sample-Hummert's recent decision to use name actors for leads in their across-the-boards. Starting off with Dorothy Gish and Haroid Vermilyea for General Mills' 'Couple Next Door,' and plan for similar moves for other shows controlled by the agency.

This, as much as anything else, is expected to start a definite trend of talent coming to Chicago instead of going away from it. Columbia has completely remodeled its old studios, added new ones to them; NBC has adequate ones; WGN's new studio-building is but little more than a year old, and WIND-WJJD, the Ralph Atlass independent combination, have just taken on an additional floor to give them enough space.

Radio Stomach—Explained

Last-minute arrival of the script for the 'Pretty Kitty Kelly' serial over CBS has been giving frequent headaches to the cast of the show in the last couple of weeks. Particularly tense moment occurred one day last week when the narrator on the show was reading the final lines of his last script when the next four pages were handed him by a studio attendant. "Kitty' is a Blackett-Sample-Hummett program originating at WABC, N. Y., but scripted in the agency's Chicago office. No set deadline for the copy, which is sent east by Leletype, and the writers have been sliding closer and closer to the edge.

Rumors Flit Around Hollywood Hotel: Will Louella Parsons Follow Bacher?

WAGA, Atlanta, Staff From Many Parts of Country

Atlanta, Ga., July 20.

Jess M. Swicegood, manager of WAGA, which goes on air Aug. 1 as MBC Blue outlet here, is busy setting his staff.

Heading the commercial department will be 'Chick' Wilson, formerly with Robbins Music Corp., of N. Y., and Jack Hammette, ex-commercial manager for WSPA, Spartanburg, S. C.

Earle Pudney, late of WATL here, has been named program and pro-

Earle Pudney, late of WATL here, has been named program and production director. Chesta Fulmer and Paul Overbay, formerly continuity writer and announcer, respectively, at WATL, will do similar chores for WAGA. Four other announcers were to be selected by Swicegood this week from 35 auditions granted would-be spielers last week. Chief engineer will be Cliff Hanson, formerly of WSPR, Springfield, Mass., who will be assisted by Ivan Miles, of Atlanta, and Vernon Cheek and M. F. Adams, of WTFI, Athens, Ga., which will fade off air and become WAGA when local station gets going.

Station is to be operated by At-Station is to be operated by At-lanta Journal, which also owns WSB, in conjunction with Liberty Broad-casting Co., both stations to be under supervision of Lambdin Kay. In-stallation of equipment is under di-rection of Hillis Holt.

WFIL, PHILADELPHIA, NOW HAS N. Y. OFFICE

Philadelphia, July 20. WFIL opened a New York office yesterday (Monday). Frank A. Well-man, Philly agency exec, is in

Headquarters will be used to han dle all WFIL New York biz, as well as sell time for Quaker State Net-work, which Don Withycomb, WFIL g.m., has in process of formation.

New Joe Penner Writers

Cincinnati, July 20.
Syd Cornell and Latham Ovens leave the continuity staff of Crosley's WLW-WSAI the middle of ley's WLW-WSAI the middle of August to start scripting, for Joe Penner's air show in Hollywood, Sept. 1. Their new stipend, 'tis re-ported, will be \$400 apiece weekly. Duo has been with the Crosley organization for the past year doing comedy material for various shows comedy material for various shows on both stations. They recently sub-

on both stations. They recently sub-mitted a sample script to Penner, which landed their new berths. Ovens came here from New York and Cornell was with WOWO, Fort Wayne, Ind., before joining WLW-WSAI.

Ain Writes for WLW

Cincinnati, July 20. Randolph Crecroff Ain is a new Randolph Crecroff Ain is a new addition to the continuity staff of Crosley's WLW-WSAI. He's a grad of Oxford in his native England and took a post-grad course in writing at Harvard.

Jim Krauters, Crosley's continuity director, engaged Ain in Chicago, where he was free-lancing for radio.

Larry Nixon at WNEW

Larry Nixon, former publicity chief at WMCA, N. Y., has been named director of special events at WNEW, New York.

WNEW, New York.
Special events activity at WNEW heretofore were split among several

Hollywood, July 20 Radio's great guessing game in this Radio's great guessing game in this mid-July centers on Hollywood Hotel. It's generated more steam than the film colony's 'who'll play Scarlett O'Hara?' Contention on the Campbell souper, however, has two angles, both important to the program's setup.

Number one is, who'll produce the show?

Secondly, will Louella Parsons stay put?

Dut?

Coolly, L. Ward Wheelock, headman for F. Wallis Armstrong agency, dismisses the whole proceeding as trivialities that shouldn't get anyone unduly excited. But the wise runs are not so sure. It was this same Wheelock who several weeks ago stated definitely that Bill Bacher would be back on Holly Hotel when his Hawaiian vacation expired. Since then Bacher had severed all connections. nections.

Wheelock speeded here last Tues-

men Sacher had severed all conmections.

Wheelock speeded here last Tuesday (13) from Philly and immediately went into closed formation
with Ken Niles and Diana Bourbon,
both of whom pitched in to keep
the Hotel going. That evening he
lssued a statement that there would
be no change in the present setup
as long as Niles felt he could handle
the production in addition to being
'the voice of Campbell Soup.'

Tarony Stanford Set?

That might have been taken for
granted had not reports filtered in
from the east that two J. Walter
Thompson producers had been approached. Ed Gardner gave it a fast
rush-off and Tony Stanford asked
for time to sleep on it. Latter is
considered the strongest candidate
for the job, which paid Bacher
around \$1,000 for each 52 weeks of
the year. Another Thompsonite,
Frank Woodruff, Lux producer,
plowed under a \$750 bid.
Although W. B. Lewis, Columbia
vice prez in charge of programs, denied that he had been approached
by Wheelock while both were here,
this is deemed just an official denial!
Lewis did draw a bid. He admitted
laking with A client.

When the breach between Bacher
ints of with Sender lets
owith a statement that was packed
with significance. It was Touella
goes where I go.' Wheelock said
Miss Parsons is under long term contract and perfectly happy with her
lot. Rumor had her dickering,
through Bacher, with both Palmoliv
and Packard.

Rum 'Em On, Harrlett
Meanwhile, Miss Parsons issued
her list of guestars for eight weeks,
during which time she will rest in
Europe while her daughter, Harriett,
runs on the players in the dramatic
last half. The schedule:
July 23 — Fred MacMurray, Ida
Lupino, Charles Ruggles in 'Exclusive.'
July 30—Bobby Breen, Basil Rathbone, Marion Claire in 'Make A
Wish.'

July 30—Bobby Breen, Basil Rath-bone, Marion Claire in 'Make A Wish.'

Wish.'
Aug. 6 — Irene Dunne, Randolph
Scott in 'High, Wide and Handsome.'
Aug. 13 — Claire Trevor, Sally
Blane, Douglas Fowley, Judge Ben
Lindsay in 'One Mile, From Heaven.'
Aug. 20 — Joel McCrea, Andrea
Leeds, Humphrey Bogart in 'Dead
End.'

End."
Aug. 27—Deanna Durbin, Leopold Stokowski in 'One Hundred Men And A Girl.'
Sept. 3—Kenny Baker, Gertrude Michael, Frank McHugh, George Jessel in 'Mr. Dodds Takes The Air.'
Sept. 10 — Sonja Henie, Tyrone-Power, 'Thin Ice.'

Dolan Extended 13 Weeks

Robert Emmet Dolan has received another 13-week renewal for the Sealtest show over NBC Sunday

Latest nod takes him into October.

BIGGEST - AND

TOUGHEST - SEASON By BOB LANDRY

Programs and talent will dominate—like a nightmare—radio's 1937-38. Time is a cinch. Profits are big and getting bigger. But the easier it gets to sell time the harder it gets to find programs and people (personalities and technicians) for programs. As predicted—and more or less on schedule—the showmanship sins of radio are coming back to make buzzing noises in advertising brains.

'Clues to attitude' are related to the present difficulties. Business men and their representatives have tended in the past to approach radio talent, programs and the vague element called showmanship from a starting point of either:

1. Abject ignorance.

ment called showmanship from a starting point of either:

1. Abject ignorance.

2. Complete cynicism.

The ignorance was easier to correct than the cynicism. Together they made the status quo possible. Ignorance underrated showmanship, glorified salesmanship, segregated copy and entertainment, failed to see the inescapable dual nature in radio of showmanship-salesmanship and inevitably did not view the problem completely but partially. Ignorance was covered up largely by the phenomenal-impetus of the new medium which had the additional advantage of supplying a depression-scared land with free shows.

Vaudeville Example.

Cynicism was not thinking about programs but commissions. It still is. And always will. Meanwhile thinking about programs in the commission of the cynical history of vaudeville where bookers and agents and circuit owners agrued angles for their own pecketbooks and let the best interests of the industry as a whole go drift in the ourrents of fickle popularity and changing times. Yaudeville is dead. Some of the commission-grubby guys are borrowing two bits to eat on. They knew nothing but chiseling. It's a talent but not a profession.

The radio importance to the sponsor of the cynical view-point is reflected in (a) cost, (b) a closed mind and (c) union trouble. One price for the record and one price for the payoff is a direct encouragement to cliques which in turn shut out non-ellquers. Showmanship is limited, conditioned and hemmed in by personal relationships, palsy-walsys in the gravy bowl, job-protection, running interference against the sponsor coming into direct contact with the modula operandi of planning and producing shows, etc.

Somebody pays in the end. Vaudeville acts getting \$800 gross in order to net a good deal loss after the kickbacks, etc., passed it along to theatties that couldn't stand the gaff.

Chiseling, double commissions, plain and fancy, had a good deal to do with vaude's demise and appear to have something to do with vaude's demise and appear to have something to do wi

deal to do with vaude's demise and appear to have something to do with the high blood pressure now being diagnosed in radio.

Advertising agencies are conscious of the dissatisfaction of sponsors. Keen observers such as John L. Clark (see article elswhere in this section) point out the danger of radio account mortality. Too many eggs in one basket is a privately sensed—if officially denied—danger at the networks. Everybody is asking the question: What's the solution to the program problem? Showmanship is ceasing to be theoretically remote and becoming an anxious fact of the radio market place.

Costiv Production

market place.

Costly Production

Strengthened trend to costly production is inescapable. Hollywood trek is part of that trend. Cost of talent has been high for years, and now the other ingredients are getting more expensive. Writers and directors of reputation command mounting fees. Arrangements, the scoring of programs on musical comedy principles, and other legitimate expansions of program showmanship all are pushing the

production end of radio advertising higher. Last year's average of 40% may be 50% this year. Hence a need to eliminate non-legitimate plusages.

But the sponsors don't kick too loudly about cost when the show clicks. Radio is still a buy when radio hits the bull'seye. It's those production fizzles that are hard to laugh off. There were at least 20 first class de luxe bankruptcy-encouraging program flops last season. Some of the victims won't be back this year. Others will have other agencies. Figures complied by Variery Radio Directory suggest that an annual total of around 2,700 guest bookings are necessary to supply the revue-type programs with visiting celebs. Rate at which radio exhausts personalities is, of course, a carry-over headache. Many are wondering how long Hollywood's reservoir can last with all the pump lines now draining it off. How long does the curiosity value last when performances are mediocre?

Hollywood itself. has been described as characterized by \$1,000 actors in transcontinental commercials side by side with the lowest sale of bit actors (\$2,50 sustainers, etc.) outside Jelopy, Tennessee. Dearth of trained radio technicians and radio production people in Hollywood has apparently been painful. Its correction has, of course, already drawn in experienced-persons from elsewhere.

Author recognition, as never before, is expected to manifest itself during 1937-38. Scale of compensation for writers still low generally, but among the 50 top advertising agencies (with a couple of conspicuous and deliberate exceptions) the men and women who can whip out a dependable script are now being compensated in terms not too disrespectful when contrasted with creative talent elsewhere.

Writers have thus far been known mostly to a small circle within the trade. Alt credits, however, are one objective

script are now being compensated in terms not too disrespectful when contrasted with creative talent elsewhere.
Writers have thus far been known mostly to a small circle within the trade. Air credits, however, are one objective of the new now-organizing Radio Writers Guild. It would, if achieved, bring such public fame, great or small, to such persons as: Frank Gill, Jr., Carroll Carroll, Edith Melser, Irna Phillips, Elaine Stern Carrington, Jane Crusinberry, Bess Johnson, Thompson Buchanan, Sheldon Stark, Charles Burton, Peter Dixon, Walter Craig, Arch Oboler, Jane West, Paul Rhymer, etc.
Automatically the director is becoming more important as, among other things, the calls for doctoring become more frequent. Programs with heavy investments that are failing to gain returns and popularity rating in keeping with overhead are gruesome spectres in the life of the agency, one jump ahead of a hopping med sponsor. Every time emergency program-fixing measures are necessary the spotlight fails upon the director. Right now the most tangible result of such pulmotor work may be to skyrocket the salaries of a few individuals with reputations. In the end the value of the showman-in-charge will gain lustre by these spectacular S.O.S. incidents.

O.S. incidents,
WWJ. Detroit, is adopting a bold policy which may be a WWJ, Detroit, is adopting a bold policy which may be a sampler of the attitude that may hereafter gradually replace some prevailing slants. This station, starting in a small way, is out to regain control of its programs, withdrawing time from open market availability and requiring—when the policy is carried to its ultimate development—that advertisers buy the programs built by the station instead of sticking in whatever strikes their fancy regardless of how such a program would jibe with the schedule of the station or the objectives of the management.

Moments of Regret

NBC, and to a lesser extent CBS, reputedly have their

occasional moments of regret that the advertising agencies took away program control. It is felt by many that neither the existing facts nor even the brilliant success stories of some of the agency productions justifies the sprawling, unregulated, more or less do-as-you-please system of network radio. However, holders of this opinion cannot answer the charge that the networks were not and still are not equipped either by manpower or by the 'tone' of their psychology to control a full schedule of programs.

It is stated that any criticism legitimately aimed at agency-controlled radio would be multiplied in like terms for the results of the networks. Networks, with occasional spurts of enterprise, are still rated on the showmanship side as timed, parsimonious and morbidly afraid to be considered opinionated rather than 'organizational.'

Moreover, the networks continue the victims of their own enchantment with commissions deducted from talent. Charge of salary-outting' (e., deducting a commission from one's office of the salary of a relatively unimportant by-product, the artists bureau with its 20% phobla. (This is not to disparage the legitimate vours' function.)

Novelty color of the salary of the control of the past of the salary of the color of the salary of the salar

Meanwhile, union labor will give radio more than a few uncomfortable moments in 1937-38. Even without a gypsy costume that prediction is easy. Boake Carter pot-shotting at the C.I.O. on commercial time that the C.I.O. cannot buy for rebuttal purposes, is just one of the cute little problems that conceivably may come up. Labor is also a constant threat against radio programs either via postponement or cancellation a la Chevrolet. Again, labor is moving in on radio to organize its employes. Radio management mus has the union problem overlapping basic policy (sale of time for controversial issues) advertising contracts (strike clauses) and employe relationships.

the union problem overlapping basic policy (sale of time for controversial issues) advertising contracts (strike clauses) and employe relationships.

In Washington there still lurks the threat and the possibility of an investigation. That will be unpleasant. Those trips to Washington have always been a major expense and a najor nuisance of broadcasting from its inception. An investigation will be a new load of anguish.

Television is still in the haze. Its engineering problems have been occupying the time and consuming the money of various organizations. Europe is in the lead. Notably, Germany and England. Cascades of publicity—and the public is enger for details—full to clarify the essential facts of when-what-how. When is far enough away not to were a new uniquely televisionistic entertainment pattern, the probability of much floundering about, and the limitations that its nature and expensiveness will inevitably impose, make television a Jules Verne fiction so far as present commercial calculations can determine.

Uproar Unwarranted, Says Hummert; Air Features, Inc., Not a Subsidiary

Frank Hummert, of the Blackett-Sample-Hummert agency, New York, last week answered a number of questions in connection with the squabble aroused by the 5% com-mission now being asked of talent by Featured Artists Service, Inc., acting as booking office for Air Fea-tures Inc. tures. Inc

Hummert replies:

1. 'Air Features is not a subsidiary of Blackett - Sample-Hummert, but simply one of several outside production organizations with which the agency does business.'

2. If Air Features does business only and solely with Blackett-Sample-Hummert it is its fault. There is nothing to limit activities

to the single connection.

3. 'Collection of 5% commission was decided upon with the knowledge and approval of the agency. It seems a very nominal fee and probably the lowest in radio. It is a fixed fee and will not be increased.'

4. 'Air Features is paid a fee to act as production clearing house un-der Hummert supervision. Blackett-Sample-Hummert derives its com-mission from the purchase of radio time only.'

time only.'

5. 'Object is to give performers
the highest scale of compensation
consistent with the nominal production budgets of the type of radio
entertainment Blackett - SampleHummert has specialized in. Moderate cost long-term radio programs
is the Hummert theory of pleasing
and holding accounts and keeping
the agency billing up.'

6. 'Emitting blease to pressive

6. 'Equity is welcome to organize Blackett-Sample-Hummert performers. He sympathizes with its aims. Equity's entry into radio won't make him med.'

Per Sponsor Average

Average expenditure per advertiser for the first six months of this year on Columbia proved to be considerably over the level which prevailed for the like period of 1936. In the case of NBC the average cost per client took a dive when compared to last year.

CBS' average slice for the half year in '37 came to \$231,301, while for the like period of 1936 it was \$180,415. NBC shows an average intake of \$179,713 from clients this year and in '36 it was \$233,428. In '35 the average client expenditure for the first six months with the same network figured \$207,660 and the year before, \$157,252.

McNamee's Gruen Audition

Cincinnati, July 20.

Graham McNamee flew Into town for a day last week to audition his new radio stint for Gruen Watch, to start on the NBC red web in autumn. With him on the series will be Shelia Barrett and Joe Rines'

Sampling job conducted by Mc-Namee for his sponsors was done in the Netherland Plaza hotel. Jack Sprigg's band, local, ran through several of the Rines orchestrations.

Honey Chile in Legit

Clair Hazel, the Honey Chile the Bob Hope program, goes into Brother Rat, at the Biltmore, N. Y., next Friday (23).

Replacing Juliet Forbes

OPPOSITE JACK BENNY

That's Jeanette MacDonald's Tee-Shot in Autumn

Jeanette MacDonald, with Josef Pasternack as maestro, starts on CBS under the Vick Chemical banner Oct, 3. It will be the Sunday half hour opposite Jack Benny's.

Same account will also use three 15-minute a. m. spots on Columbia each week, starting Oct, 3, with Tony Wors the staget.

Wons the talent

N.A.B. DISCS READY IN AUG.

Washington July 20.

Washington, July 20.
First installment of 100-hour transcription library of the NAB Bureau of Copyrights, Inc., will be put on the market next month, Discs sell for \$10 an hour to members and \$15 for outsiders.

outsiders.

Following initial unveiling at the Chicago convention, 60 stations have signed up for the service, presumably assuring the necessary minimum clientele to make the experiment successful.

ment successful.

Recordings probably will be offered all members of the industry
via direct-mail campaign. Baldwin
has virtually discarded thought of
sending representatives out on the
road, desiring to hold down expenses
since the venture is congentative and road, desiring to hold down expenses since the venture is cooperative and fearing cost of bag-toting would be excessive. Word-of-mouth advertising is expected to build up demand, since Baldwin and other product will compare well in quality with discs from competing services. Pressing of 4,000 platters for the initial subscribers—2,400 for the 60 stations which already have contracted for the twenty hours so far recorded—has been started. Bureau plans to run off the discs in batches of 100 for each half-hour master recording.

RADIO'S MONEY CHART

General agreement among statisticians and forecasters in the trade is that broadcasting's gross income from the sale of time will go over the \$132,000,000 mark for 1937. If this eventuates it will be the boost jump that the medium has vet taken.

Estimates, and comparison with last year's grosses, follows:

| | 1937 | 1936 |
|-----------------------|--------------|---------------|
| | | |
| (BC | \$41,000,000 | \$34,523,950 |
| BS | 28,000,000 | 23,168,148 |
| (UTUAL | | 1,987,573 |
| tegional Networks | 1,500,000 | 1,367,812 |
| Vational Non-Networks | 34,000,000 | 24.141.360 |
| ocal | 26,000,000 | 22,370,470 |
| | | |
| Total (| 132 750 000 | \$107 EEO 000 |

Those who participated in the estimate do not regard the \$25,000,000 jump as indicating extreme calculating since the margin of 1936 over '35 figured \$20,000,000. National spot broadcasting itself show all earmarks of continuing, if not bettering its unprecedented stride of the past six months. Gross time sales from all quarters in 1935 were \$87,523,848,

Way the grosses line up for the first six months of this year, and as compared with 1936, follows:

| | 1291 | 1330 |
|--------------|--------------|--------------|
| Networks | \$35,500,000 | \$28,181,976 |
| Regionals | 669,000 | 644,473 |
| Nat. Non-Net | 16,500,000 | 11,527,860 |
| Local | 12,850,000 | 10,447,870 |
| Total | \$65,525,000 | \$50,802,179 |

ESTIMATES FOR 1937 TIME SALES

(Calculations based on first six months plus business commitments and expectations for balance of year.)

NBC Red and Blue-\$41,000,000 (30%)

Spot (national non-network)-\$34,000,000 (25%)

CBS-\$28,000,000 (21%)

Local (retail)-\$26,000,000 (19%)

Mutual (flexible hook-ups-\$2,250,000 (2.5%)

All Regionals—\$1,500,000 (1.5%)

REV. ROBERT ANDERSON JARDINE Talk HEINZ

(Maxon) (Maxon)
Vicar who ran the Church of England's picket line to marry the Duke of Windsor to Mrs. Wellis Warfield guested on the Heinz Magazine of the Air last Wednesday (15) to tell American women the woman's side of my experience. Like most of those names have better on paper, than with the air was better on paper.

the American was a mass-in-the-news ances, it was better on paper than via the air was better on paper than via the air was better on paper than via the air was in his tepid remarks. Jardine offered nothing startling in the opinions he expressed and he certainly didn't reveal any inside dope on the ceremonies or the intimate characteristics of the celebrated winds.

opinions he expressed and he certainly didn't reveal any inside dope on the ceremonies or the intimate characteristics of the celebrated.

Duchess of Windsor, said the cleric, is a 'great personality', for whom the Duke 'rightly' gave up the throne. It is a 'great personality', for whom the Duke 'rightly' gave up the throne Minister also rebuked those who have predicted that the royal rowner will land on the rocks. But whether the Duck and the commony, how they behaved toward each other, whether the Duchess is riendly and spontaneous or quiet and reserved and a host of other questions, Jardine didn't answer.

He spoke his little piece simply and clearly, cickwise to produin the certain of the control o

SCIENCE FORUM
With Ellis Manning, Er
ham and Guests
30 Mins.; Local
GENERAL ELECTRIC
Thursday, 7:30-8 p. m.
WGY, Schenectady ing, Emerson Mark

WGX, Schemectady
Compares favorably with several
educationals on the networks. By
its very nature has more class than
mass appeal. No doubt, however,
that a segment of the audience will
tune Forum out as 'too heavy.'
Strongest appeal is to the better
educated and to sclentifically-minded
adult listeners as wet actual that the compared of the compar

duming years broadcasting, has decourage. Show is also short-waved.

First half of block is devoted to talks on the latest scientific developments, given by members of G-E-slaboratory staff in Schenectady and by occasional outside savants. They have often fascinating stories to tell. Obviously some fall down on deliveness of the second section presumably carries more popular interest. Here two trained mikers, Manning, who spieled on a previous G-E Community program series before audiences in Rice Hall and on the 'House of Magic' Exposition that followed, and Markham and the trained mikers of the second section of the second control of the second section presumably carries more popular interest. Here two trained mikers, Manning, who spieled on a previous G-E Community program series before audiences in Rice Hall and on the 'House of Magic' Exposition that followed, and Markham and the trained of the second control of the second contr

MILKMAN'S MATINEE
With Stan Shaw
5 Hours
Participating
Mon.-Sat., 2 z.m. EDST
WNEW, New York
Ethering daily (except Sunday) at
2 a.m., it keps rolling until 7 a.m.
Title is self-explanatory, show aimTitle is self-explanatory, show aimWhile Milkman's Matinee' unleashes
all the phonograph recordings as reall the phonograph recordings as re-MNEW, New York
Ethering daily (except Sunday) at 2 am., it keps rolling until 7 am.
Title is self-explanatory, show aiming at early morning stalwarts. While Milkman's Matinee' unleashes all the phonograph recordings as requested, it isn't the musical part of the program that carries the wallow self. Announcer has personality well suited for the show. Voice is okay and enunciation is flawless. But what does the business is Shaw's casual, slightly humorous, faintly self-deprecatory manner. Apparently well suited for the show. Voice is okay and enunciation is flawless. But what does the business is Shaw's casual, slightly humorous, faintly self-deprecatory manner. Apparently well suited for the show. Voice is okay and enunciation is flawless. But what does the business is Shaw's casual, slightly humorous, faintly self-deprecatory manner. Apparently well suited for the program and fine to be completed in the self-deprecatory manner. Apparently the passed states of supersonality to the program and Shaw gets some pips.

Requests on the 'Matinee' must be made by telegram and Shaw gets some pips.

Requests on the 'Matinee' must be made by telegram and Shaw gets some pips.

Mocan for the itself-ment and the self-day is a self-day learner in the self-day learner in the self-day learner in the self-day learner in the self-day learner was careful to point out at the start of this fourth principle of the program obscure inventors to the milder and so obtain backing to put the gadgets on the market. Hammer also stressed the fact that every inventors to the program obscure inventors to the point out at the start of this fourth principle of the program obscure inventors to the principle of the program obscure inventors to the point out at the start of this fourth principle of the program obscure inventors to the point out at the start of this fourth principle of the principle

LESIAE HOWARD, ROSALIND

LESTAE NOWARD, ROSALIND
RUSSELL
With Ben Webster, Dennis Grees,
Charlotte Evans, John Davidson,
Stefan Schnaubel, Wright Kraemer,
Julia Walsh, Nancy Leach, Lionel
Brakam and Conway Tearle
MUCH ADO ABOUT NOTHING'
60 Mins.
Sustaining
Monday, 9 p.m., DST.
WABC-CBS, New York
Second slice of Columbia's streamlined (and sustaining) Shakespeare
offered you have been been been confired on the control of the conlined can be sustaining to the comlined (and sustaining) Shakespeare
offered you have been control of the confired you have been control of the comthe radiozation of the work.
A bad job of crowding, always
fatal on the cone, characterized the
production. Most of the players
scemed conscisus of working against
time, and many of the livid lines
were so speedily spouted their sense
were so speedily spouted

NEAL O'HARA'S RADIO GAZETTE
With Jee Toye, Edson D. Smith, Jay
Wesley
15 Mins—Regional
BROWN & WILLIAMSON
WORC, Hartford
G.B. D. & O.)
Boston-originated CBS
regional, Jed to Hartford, Providence, Worcester, Bangor and Springfield, comes in as a tasty hunk of air fare.
Idea of aerial newspaper, composed of columnar pieces, has been timited of columnar pieces, has been timited to the second of columnar pieces, has been timited to columnary pieces, because the columnary pieces, piecial events man at WEEL Boston local angle stressed, as in cases of Foxx and Cronin. O'Hara interpolated in behalf of sponsor. Edson B. Smith, financial ed of Boston Herald, Wall Streeted, all right to whoever cares. Last item, confidential feature for men only, insided on such incidents and the pieces of the pieces of

RICHARD CROMWELL, FAY WRAY 'The New Yorkers' Dramatic Sketch 6 Mins, 6 Mins. ROYAL GELATIN Thurs., 8 p.m. (One WEAF, New York

(J. Walter Thompson) (J. Walter Thompson)
Agnes Ridgeway authored this
throwback to the days of the papercovered novel. It's filled with weeps
and hoke and moss-grown cliches,
but the chances are the plece went
big with the simpler folks. Whether
intentionally or otherwise, those responsible for the production perked
up the lowdown mentional appeal of
the script by having it played down
to that level. Richard Cromwell and
Fay Wray, both from picts, did as
well as could be expected under the
circumstr ices.

Fay Wray, both from picts, do as well as could be expected under the circumstelles.

The second of t

Follow Up Comment

Elmer Davis, on his first CBS broadcast as substitute for H. V. Kaltenborn (now in Europe), had the unusual and disconcerting experience of being cut off in the middle of a 15-minute period, to permit the heading of a long press bulletin from Prended Rosevelt to Senator Barrley on the judiciary reorganization question, as affected by the death of Majority Leader Robinson. Davis, a New Dealer, was discussing that very subject when the switch came. He had expressed the opinion that it would be political wisdom for the President to drop the plan, for this session of Congress.

Chief Executive, in his lengthy let-

session of Congress.

Chief Executive, in his lengthy letter, took a directly opposite stand. Thus, the interruption of the broadcast gave listeners an opportunity to hear the view of President Roosevelt conflicting with that of Davis. The writer-commentator, did not, of course, return to the air for the closing minute of the quarter hour. Although outspoken in his beliefs, Davis did not in the brief time spent before the microphone, sound quite as incisive as he manages to be in print.

Second week of the 'new' Maxwell Coffee Showboat over NBC-red last Thursday (15) had some improvements over the initialer on layout and pace, but the comedy material was in hoop skirts. If was barely acceptable for a showboat, radio spread.

radio spread.

Until Jack Haley gets some sturdier scripting the program is going to be impeded from rising. The fact that Haley toils like a Singapore stevedore helps slightly, but can't lift him above the pee-wee stature of his material. Imitation stuff, too, frankly copying where others have done better—much.

Musically, the second slice shope

done better—much.

Musically, the second slice shone as did the first. Although perhaps a bit noisy, Again soprano Nadine Conner topped, her best being the Jewel Song from Faust. Bartone Thomas L. Thomas had his big moment with Chloe, but would have soared across more strongly if the arrangement had been less hackneyed.

neyed.

Virginia Verrill was o.k. The program's best bit was the company rendition of 'Can I Forget You?' new Kern composition from the forthcoming pic, 'High, Wide and Handsome' (MG). The chorus lent considerable lustre to the number.

Sammy Kaye, from the Marine Ballroom of Jenkinson's Pavillon, Point Pleasant, N. J. ('50 miles south of New York,' the announcer repeats), has a nice dance style as evidenced on his hour's session via WOR Sunday aft. His 'swing and sway with Sammy Kaye' is a good catchphrase, and the Kaye tempos live up to every syllable. Jimmy Brown, Tommy Ryan, et al., contrib the vocals and Kaye's style of singing the titles, a la Kay Kyser, makes for good radio showmanship.

Jim and Marion Jordan (Fibber McGee and Molly) had a homecoming on NBC's Farm and Home Hour from the Chicago end (July 19), after a three months' stay in Hollywood while making the film. This "The Lette Lady with the Miracle Easket," interviewed the pair. The team's chatter, much of it in character, was homey, good-natured, rollicking.

acter, was homey, good-natured, rol-licking.

Duo's appearance on a program like the Farm and Home Hour was like the Farm and Home Hour was appropriate—a plug, too, for their radio work as well as for the new film. Signing them off, Everett Mitchell described the Jordans as one of the sweetest couples in radio, happily married, and the parents of two lovely children (Jim had mention his 12-year-old 201).

BOBERT L. RIPLEY With B. A. Bolle's Orchestra, Gra ham McNamee

MINISTER A. Reside's Orchestra, Graham McNamer
39 Min.
GENERAL FOODS
Friday, 9 p. m. EDST
WIZ-NBC, New York

(McCann Erickson)

'Believe It or Not's series has a new
sponsor and has moved from the
Sunday night slot. Program setup
remains virtually as was, however.
General Foods is the present bankroller, plugging its new cereal,
Huskies Show coment, and will did
Hollywood Hotel' on CBS opposite a
tough rival for dialer attention.
Stanza still relies chiefly on Ripley's credulity-testing items, with
two of the yarns offered in dramatized form. On session caught (16)
they were a Mexican revolutionist
who had been 'executed,' but survived, and Vincent Richards, who
was thought fatally injured in a
motor crash and amazed doctors by
making a complete recovery. Both
with the ex-tennis star contributing a
testimonial for Huskies. At least he
didn't stretch the believe it or not
negle to credit Huskies with his return to robust health.

B. A. Rolf'es band does a sock job
providing the music for the show,
scoring particularly in the opener
with Around the Marble Arch, a
natural. No vocalist. Graham Mc
Namee handles the commercials.

MARTHA RAYE

Namee handles the commercials.

MAETHA RAYE
With George Nobbs
M-G-M Movie Club
Sustaining
Friday, 8 p. m.
WHN, New York.
Martha Raye, doing a personal
date across the street at the Paramount, N. Y., took time out between
shows last Friday (16) night to appear briefly on the M-G-M Movie
Club program over WHN. With
suffering the showly studies
interving the studies
interving the studies
i

summer, Glostora bowing out as sponsor for the hot months. Hobe.

THE FAMILY MAN
Woody Klose, Paul Godt
H Minst.
But 9:30 a.m. (Except Sun.)
WTMY. East St. Louis
Romance, family life and all the problems attached to it, plus poetry reading, vocal and organ music are entertainingly combined in a click program for housewives in The Family Man. Script is built around a physician whose wife died leaving him with the task of raising three ways of the second for the second

GEORGE GERSHWIN MEMORIAL
With George White, Max Gordon,
Gene Buck, Sie Gary, Harold Arien, Ann Ronell, Harry Hirschfield
and Nat Brustleff's Oreh.
45 Mins; Regional
Sustaining
Wednesday, 9:30 p. m. DST
WMCA-Inter-City, New York
One of the best of the many programs aired to the memory of the
late composer was also one of the
late to hit the ozone. It was hypercreditable job by WMCA.
Paced by Brusiloff's crew dishing

creditable job by WMCA.

Paced by Brusiloff's crew dishing
out Gershwin melodies, the other
guests gave oral tributes to the composer they knew and worked with,
Hirschfield led off with fair splel,
White seemed a bit ill at ease and
talking off his fingertips. Gordon
was tops, speaking briefly and most
fittingly.

fittingly.

Songwriter Harold Arlen spoke with deep emotion and concluded by singing Summertlme in a socko, wailing cantoresque manner. Miss Ronell testified to what inspiration Gershwin had given her and the direct help and advice lent which speeded her own career as a composer-lyricist. Baritone Sid Gary loosened up the larynx for 'Got Plenty o' Nothin' near the end.

ASCAP Prez Gene Ruck registered.

in' near the end.

ASCAP Prez Gene Buck registered
as sincere and spoke well. Orchestra
had some good, graceful arrangements of the late composer's pieces.
Subdued as befit the program. At
the end a very moving novelty was
achieved by having the band of
'Rhapsody in Blue' as a background
for the somber trumpet-playing of
Taps.

'ART OF CONVERSATION'
With Prof. Frederick Woellner,
Thomas Frederick Thomas Frederick
Ferman
30 Mins; Local
Sustaining
Wed, 3 p. m.
KNX. Hollywood
Another convinants by M. M. M.

wed, 8 p. m.

KNX, Hollywood

Another experimental by Hollywood's Columbians that is much too lotty for popular appeal. Where the literate count is high it will get as took pile, on it, the something new in radio it's all of that; but strictly class fodder.

Conducting the half-hour gabfest By Pof. Frederick Woellner of University of California at Los Angeles. That makes it a high dome proposition right off. Other regulars are Irwin Furman, art critic, who acts as analyst, and Thomas Freebairn-Smith, announcer, who also leads with his chin occasionally. Other three or four are picked at random each week from the intelligentsia.

On night caught the discussion was an art or just a lottor versation was an art or just a lottor versation was an art or just a lottor cise. It sounded pretty much like a standoff, and then the nine old men of the supreme court came in for a going-over. Ran pretty smooth in that no scripts are used and the talking isn't cued. Strictly catch-as-catch-can.

TOMORROW'S NEWS TONIGHT

TOMOBROW'S NEWS TONIGHT With Andre Baruch

TOMORROW'S NEWS TURIOUS
With Andre Baruch
5 Mins.
LIBERTY MAGAZINE
M-T-W-F, 11 p.m. EDST.
WABC, New York.
(Erwin-Wasey)
Principally because of its title, this stanza should be a good bet for the sponsor. Coming at the late evening hour, when sleepy dialers have digested the evening papers and before they've glimpsed next morning's, program offers a quick, comprehensive scanning of the headlines.
From the United Press dispatches, Andre Baruch takes just a brief mention for each item. Rattles them off without going into details. Manages do cover around 15 different items in the five minutes allotted. Also works in two plugs for stories in Liberty's current issue.
Selection and spieling are okay.

Selection and spleling are okay.

Selection and spleling are okay.

Flower and the same of the sactor in the special special service with the special special

Joe Weber's Letter

Following is the letter which Jos. N. Weber, president of the American Federation of Musicians, addressed last week to national and regional networks:

'Kindly be advised that members of the American Federation of Musicians will cease to render services at any broadcasting station from August 14, 1937 on, unless radio networks, corporations or broadcasting systems and the American Federation of Musicians have meanwhile agreed to the regulation of the indiscriminate use of phonograph records or electrical transcriptions for profit. The withdrawal of musicians will include all members of the Federation who render services at any radio station for sustaining progress, sponsored program, or whose services are transmitted from any place by remote control. It will extend over any network and its affiliates as well as all individual radio stations throughout the jurisdiction of the Federation in the United States and Canada.

'International Executive Board of the American Federation of Musicians will meet in session in the city of New York on Thursday, July 29, 1937, at the headquarters of the president of the Federation, 1459 Broadway, and will remain in session several days thereafter. The meeting is called for the purpose of inviting you to confer with the board to, if possible, come to some agreement with it concerning the matter.

'If you fail to respond to this invitation, then you will, of course, leave the Edegartics of the president.

the matter.

'If you fail to respond to this invitation, then you will, of course, leave the Federation no other alternative except to hold that your corporation, organization, broadcasting system, individual station or network is no longer interested in having services rendered to it by members, of the American Federation of Musicians from August 14, 1937, on.'

Forecast Industry Embarrassment Via C.I.O. Labor As Would-Be Broadcaster

By ALBERT SCHABPER, JR.

BY ALBERT SUBBRIES, R.

CIO strategy in propagandizing over the air is to build small hookups of indie stations in areas where organizing activities are going on. Three such links are now being used, in the CIO campaigns in steel, automotive and textile industries.

motive and textile industries.

Refused by NBC and CBS webs, the CIO has not entirely given up hope of this winter battling the big networks for the right to broadcast commercially over the facilities. For the present, however, John Lewis' outfit will confine its broadcasting barrage to the small tieups of indies, strategically spotted in the areas CIO is fighting in.

Last night (Tuesday) CIO debuted on the ether its first radio organizing effort against Bethlehem Steel.

on the ether its first radio organizing effort against Bethlehem Steel. Thrice-weekly evening quarter hours have been bought on WCBM, Baltimore: WJAC, Johnstown, Pa.; WSAN, Allentown, Pa. and WHP, Harrisburg. A single line feeds the looped program to all stations over a D class wire that costs \$78.

Programs designed to organize the Bethlehem workers in the plants loss.

looped program to all stations over a D class wire that costs \$78.

Programs designed to organize the Bethlehem workers in the plants located in each of the four towns where the broadcasts are aired chiefly consist of waxed speeches of w.k. political or social bigwigs. Transcription last night was of a recent speech of Senator Wagner. Others set to follow through succeeding programs are Bishop Francis McDonnell, Rep. Maury Maverick, Senator Black, John L. Lewis, Lt. Gov. Kennedy and Philip Murray. After the transcriptions are through on each station the local CIO organizer in his community will spiel for several minutes on the local situation.

Use Showmanship

'Showmanship' in organizing propagnad in all of CIO's current radio drives is that being done in rounding up workers in the Ford plants in Michigan, Daily evening program on WJBK, Detroit, is fed to WJIM, Lansing, and WFDF, Flint. Different ramatizations are put on every other night during which alleged conditions of living, household hardships, and even unhappiness of kids are shown. On alternate nights straight organizing is done. A dicker is on now with five other Michigan stations to self time to the CIO for enlarging its intra-satie web.

In New England the CIO campaign among the textile workers, after its tussle with John Shepard, 3d, overburing facilities on the Yankee network for the opening of the organizing drive last Memorial Day, has mow boiled down to but two stations. WCOP, Boston, appeals to the textilers to come into the CIO campaignish. There is no station in Lawrence, but WCOP covers that area as it also does Lowell, where the CIO cannot get time because WLLH is a member of the Yankee net and Shepard absolutely refuses to do biz with the union.

CBS is this week going to be asked by the CIO to give its chief, Lewis,

with the union.
CBS is this week going to be asked by the CIO to give its chief, Lewis, the web's facilities for a spiel in the near future, and give the time gratis.

Last week the baby of the Senate,

Rush Holt, blasted at the industrial organization over a 15-min. Columbia program, and the CIO wants to answer. (CBS also has the Boake Carter dilemma on its hands.)

Great trouble the CIO is finding is Great trouble the CIO is finding is getting big names who are good speakers to do its broadcasting ballyhoo. To date the best method found is to pass around the transcriptions made by the men who have had their harangues waxed for the Bethlehem organizing campaign. Morris Novik, program director at WEVD, N. Y.'s 'labor union station,' has

Labor Stations

Stations currently accepting programs on a commercial basis for both A.F. of L. and CIO or for both A.F. of L. and either are: WEVD, New York. WRJN, Kenosha, Wis. WJIM, Lansing Mich. WCOP, Boston. WCBM, Baltimore.

WEBC, Duluth. WTCN, WMIN, St. Paul. WEBG, Duluth, St. Paul.
WBNY, Buffalo.
WPRO, Providence.
KIRO, Seattle
KGGC, San Francisco.
WADC, Akron.
WIP, WPEN, Philadelphia,
WOL, Washington.
WSAN, Allentown, Pa.
WEEV, Reading, Pa.
WGBI, Scranton.
WFBG, Altoona, Pa.
WBNO, New Orleans.
WHKC, Columbus.
WSAR, Fall River, Mass.
WSAR, Fall River, Mass.
WSAR, Fall River, Mass.

WELI, New Haven KQV, Pittsburgh. WHP, Harrisburg, Pa. WHP, Harrisburg, Pa.
WGAR, Cleveland.
WSPD, Dayton.
WSAY, Rochester.
WIBX, Utica, N. Y.
WBBO, Auburn, N. Y.
WABY, Albany.
WJTN, Jamestown, N. Y.

quite a library assembled and has already notified the CIO it is available for any of their drives.

It was Novik who lined up the four stations in the towns where Bethlehem organizing is going on, and it is he who is efforting to get the CIO to go whole hog on the air in its try to gobble up all labor under its banner.

Labor programs are ballyhooed in the localities where they are broadest by sandwichmen parading outside the gates of the mills and by newspapr ads.

newspaper ads.

Philadelphia, July 20,

Apparently in an attempt to bleach away some of the deep carmine hue which developed on the back of its neck in May, WIP during past week offered CIO and A. F. of L. 15-minute periods weekly for four weeks to present respective sides of the labor situation.

Both orgs have accepted the free time and will begin presenting

JOE WEBER EXPLAINS A.F.M. ATTITUDE; EXPECT WEBS TO REDUCE UNEMPLOYED

Used Car Dealers Wax

Uses East and Dumke ry S. Goodman agency has de-ed a group of recorded pro-s by Sisters of the Skillet and Dumke) for sale exclusively to used car dealers already contains 32 half-hour p

grams.

While Langlois & Wentworth is tied up with Goodman on the series, the actual cutting of the program was done by RCA Victor.

PRESS AGENTS **FORECAST:** 'ACTION!'

BY RAY WILSON

Chicago, July 20. At present there's a 'must' for action in radio publicity pictures, but
this, in no way, affects the demand
for legs. Formerly, all press agents
posed actresses in camera studios,
tusually with them sitting on the
arm of a chair, their shatts crossed.
Demand now is for the girls to be
moving about, preferably with a
strong wind added for sex appeal.
Idea of action in the anger is said

moving about, preferably with a strong wind added for sex appeal. Idea of action in the snaps is said to be the influence of the new picture magazines, and candid camera stuff, but right now it's so strong that all the pa's, are taking nearly everything outdoors. Girls can be walking down the street, they can be swinging from the limb of a tree, or dashing along the beach on a bicycle, but they must keep moving. If the sun's too hot for the gals, they will snap 'em inside, but eating, knees hooked nonchalantly over the arm of a chair, or in a half stoop, looking at supposed runs in their stockings, pretty little faces in distress—but never, any more, just sitting with calves overlapping. Standing or sitting at a mike is definitely out, at least for the present. Papers will give space to a picture showing a femme plucking flowers in her garden, providing she has one foot on a high ladder, and there's room even for one showing the girl's mouth open as he sings to the tree-top. But a still showing her doing nothing has as much chance as cotton stockings.

SIMONDS, WFIL, RAPS LOCAL BALL CLUBS

Philadelphia, July 20. Philadelphia, July 20.
Hal Simonds, WFIL nightly sports commentator, kicking up considerable dust here with squawks about low calibre major league ball clubs being provided for Philly. Claims Connie Mack and other owners of two clubs here are skimming off the cream and not spending any dough for players.

cream and not spending any dough for players.
Simonds' plaint isn't that teams consistently lose, but why. Avoids making too many charges himself by reading some pretty hot mail com-ing in.

Burridge Butler in N. Y.

Chicago, July 20.
Burridge D. Butler of WLS, Chicago, and KOY, Phoenix, Arizona, goes to New York this week to do some signing in interests of both

On return will go to Phoenix for month of August for purpose of strengthening KOY policies.

Parkyakarkus' Scripters
Lee Sands and Robert Marko go to
the Coast in August to script for the
Parkyakarkus (Harry Einstein)
show. Are under exclusive management of Herman Bernie.

Program begins ethering from the Coast on August 17.

Hopes Radio Will Not Use Injunction Threats But Come to Meeting in 'Friendly' Mood-Union Has No Preconceived Policy

Ban on Remotes

Joe Weber's latest stratagem in clearing the way for the meeting of the AFM's executive board next Monday (26) on the unemployment problem is to place an absolute ban on re-mote broadcasts by members of

place an absolute ban on re-mote broadcasts by members of the union. International's vari-ous locals have been instructed to advise their members that dance bands must not originate sustaining programs from ho-tels, restaurants, dance halls or any other place after Aug. 14. The stricture also applies to symphony orchestras. Weber says that he realizes what this shutdown will mean to name bands and to hotels which employ such largely for the exploitation the spots get through a sustaining line but that these circumstances should not be permitted to get in the way of the larger objective, the spread of musician employment. way of the larger objective, the spread of musician employment. The AFM prez looks upon these pickups as providing programs of no cost to the networks and individual stations and as a serious obstruction to the use of more musicians in broadcastica?

ing.
Under the mandate received from the AFM's convention in Louisville last month, the executive board must find a solu-tion for the problem of decreas-ing employment in radio or call an emergency convention of reps from all locals to wrestle

FLASH-TYPE **BEST TEMPO** FOR NEWS?

Chicago, July 20. New 'trend' reported from stations indicates a sharp cut-down in the amount of time devoted to any single news broadcast. Stations are seen moving away from the 15-minute and 10-minute news periods and are aiming to keep the news down to 'flash' tempo as much as possible.

flash' tempo as much as possible. Idea is to have shorter news periods but more of fem, so that instead of having maybe four 15-minute news periods a day, or even five 10-minute shots, they're readying schedules to 10 shots of two minutes each interspersed with 10 one-minute flashes in addition to 10-second 'flashes' at station break

Conspicuous is WTMJ, the Mil-Conspicuous is WTMJ, the Mil-waukee Journal outlet, which fol-lowed a survey of the Milwaukee public's desires and tastes in the matter. Station now finds the five-minute periods are the most popular with its audience.

RIVALS HASHING OVER MUTUAL PROBLEMS

Davenport, Ia., July 20.
Clark Luther, manager of WOC
here, is sitting in on regular confabs
with Clair Heyer, national sales manager of WHBF, Rock Island, and
Maurice Corcoran, local sales chief
of the same outlet, for general discussions of local sales and promotion
problems.

Station heads will meet quarterly in the future for this round-table in-terchange of ideas on the Tri-Cities radio business. It marks the start of diplomatic relations between the two rival outlets of this market.

Jerry Frakes, late of WLW and the Tums show, is vocalizing over KLZ, Denver.

American Federation of Musicians looks to the major networks to play a major part in helping the union find ways of increasing employment among its membership. Attitude that NBC and Columbia takes at the conferences which the AFM's international board has called for the week of July 26 will largely determine the action of this board on the question of regulating the manufacture and use of phonograph records, waxed program libraries and commercial transcriptions.

Jos. N. Weber, AFM prez, declared in an interview with VABUTY last Friday (10) that these two-points would likely serve as the basic philosophy motivating next week's meet. Weber admitted that the board had no idea how the situation confronting the union can be solved. It was entering the discussions with crossocountry and regional network operators, transcription and obnongrand manufacturers and oth-

sions with crosscountry and regional network operators, transcription and phonograph manufacturers and others with but one purpose, and that is to get everybody's point of view and from this mass of information and suggestions try to evolve something that will be equitable to both the broadcasting and the recording industry and at the same time increase the employment roster of the AFM.

Intunction Talk

Injunction Talk

Weber said that he and the board had hopes that all who take part in the discussions will do so with a co-operative spirit. Board anticico-operative spirit. Board anticipates the appearance of network legal batteries at the meetings and perhaps talk of bringing injunction proceedings against the union. Weber feels that any such bitter repercussions can be avoided, if the networks will but realize that they hold the key to the whole musicians unemployment problem and that regardless of existing contracts or arrangements it is up to them to readjust this problem of musician employment.

arrangements it is up to them to readjust this problem of musician employment.

AFM president pointed out that there are not 3,000 musicians employed regularly throughout the entire country in broadcasting and record production. Broadcasting and record production. Broadcasting he said, must realize that it cannot continue to get away with a minimum, if comparatively, negligible, cost for music.

Weber averred that strange as it might seem the employment rate for musicians in broadcasting grows worse as the industry prospers. He doesn't want to do anything that will put one out of business but the broadcasters, Weber said, must be prepared to absorb more talent from the rolls of the AFM. International is doing more than fight for its future. It's fighting, Weber states, for its very 'existence.

Weber said that the proper cooperation is shown from the ranks of broadcasting so that it will be incumbent upon the board to put a strict ban on remote pickups, as one point in the solution of the problem. He also expects broadcasters to aid the union in suppressing the unauthorized recordings of broadcast musical programs. If this pilering of music does not stop the AFM will turn to Congress for relief.

AFM's international board, said Weber, is aware of the conflicting

AFM's international board, said Weber, is aware of the conflicting interests between networks and sta-tions and between networks and tions and between networks and transcription manufacturers but it believes that these interests can find a meeting ground which will prove of value in the union's quest

WLS' State Fairs

Chicago, July 20.
Daily programs from Illinois, Wisconsin and Indiana state fairs are being arranged by WLS, Prairie

Harold Stafford, WLS program dihead, and George Cook, station treasurer, in Indianapolis this week settling details for Indiana fair.

'Eddle the Cowboy' Stephens, formerly of XERA, KFRO and KBIX, joins WTMV, East St. Louis.



Jello Agaim • Jello Agaim • Jello Agaim • Jello Agaim • Jello Again · Jello Again · Jello Again · Jello Again · Jello Again Jello Again · Jello Again · Jello Again · Jello Again · Jello Again • Jello Again • Jello Again • Jello Again • Jello Again Jello Again · Jello Again · Jello Again · Jello Again · Jello Accim•Je Annin • Jo Again · Jello Again · Jello Again · Jello Again · Jello Again Jelio Again • Jelib GRAMillo Again - Jello GRAMain - Jello Again Acaim · Jello Again Jello Again · Jello Again · Jello Again · Jello Again · Jello Agaim · Jello Agaim · Yello Agaim · Jello Agaim Jello Again • Jello Again • Jello Again • Jello Again • Jello Again · Jello Again · Jello Again · Jello Again · Jello Again Jello Again • Jello Again • Jello Again • Jello Again • Jello Again · Jello Again · Jello Again · Jello Again · Jello Again Jello Again · Jello Again Jello Again - Jello Againesuming Broadcasts in - Jello Again - Jello Again · Jello Again · Jeoctober 3rd-Sundaysello Again · Jello Again Jello Again · Jello Agairp: mJest nec Redin · Jello Again · Jello . Again · Jello Again · Jello Again · Jello Again · Jello Again Jello Again • Jello Again • Jello Again • Jello Again • Jello Again · Jello Again · Jello Again · Jello Again · Jello Again Jello Again - Jello Again Ed Belo Again - Jello Again - Management
Jello Again - Again - Jello Again - Agas Lyons ain - Jello Again · Jello Again · Jello Again · Jello Again · Jello Again Jello Again • Jello Again • Jello Again • Jello Again • Jello Again · Jello Again · Jello Again · Jello Again · Jello Again Jello Again · Jello Again

An Australian Looks at American Radio Ways: Different Yet Similar

By GEOFFREY PALMER Chief of Continuity Herald Broadcasting Stations Melbourne, Australia

Methourne, Australia
American entertainment comes to
Australia per wax and celluloid in a
big way. So the United States and
its showmanship does not seem so
strange to me as perhaps might be
the case with visitors from other
lands.

Indos.

Transcriptions remain extremely important in Australia. Many of the first are from America and first are from America and first and first are from anufacture. Their influence on radio down under has been very considerable. However, live talent broadcasting is picking up. Advertisers (there are 80 commercial stations) are moving in this direction.

direction.
Radio advertising in Australia, to borrow a Variety phrase, is 'on the upbeat.' However, at present the greatest Australia radio advertising campaign would probably not gross more than \$25,000 per annum.

annum. Growth of daytime advertising in the United States is most illuminating to the visitor. In the Commonwealth, the night—with its advanced prices—is still the more popular time, but there is a very good daytime appropriation which grows time appropriation which grows time, but there is a very good and time appropriation which grows yearly. Australian advertisers are as yet, unwilling to spend big money during the hours of light—believing in quantity rather than quality of audience.

Many of our stations have proved that their breakfast sessions between that their breakfast sessions between the morning hours of 6:30 and nine command a major audience, and are effective in selling all sections of the community. During this time a casual 100-word announcement will be aired for about 60% of night

rates.

Space between nine in the morning and midnight is usually sold in quarter, half, and one-hourly blocks—as well as in 25 and 100-word announcements. Here again, on a casual basis, a quarter hour at night might cost \$75, a half-hour \$125, and an hour \$225. In many cases these costs include the facilities of a regional relay station serving outback listeners, for in the state of Victoria-with its 281,000 licensed listeners—31% of these dwell in rural districts. Victoria, incidentally, boasts a 63% ratio of radios to dwellings. Autoradio figures are swelling, but ayed on not even approximate United States percentages.

A space selling organization is unknown to our advertisers, interstate selling being developed between Interstate representatives. Many of the larger advertising agencies offer the facilities of fully sequimed radio oce between nine in the morn-

terstate representatives. Many of the larger advertising agencies offer the larger advertising agencies offer the facilities of fully equipped radio departments, although scripts and commercial continuities are gen-erally prepared and rehearsed by special station staffs. Recent and current American pro-

grams heard in Australia in-clude 'The In-Laws,' 'Eb and Zeb,' 'Hymns of All Churches,' 'Cub Re-porters,' 'One Man's Family,' 'Air Advantaged Limburg Allon', 'Ballan', 'Balla porters, 'One Man's Family, 'Air Adventures of Jimmy Allen, 'Belle and Martha, 'Cecil and Sally, 'Betty and Bob,' 'Count of Monte Cristo,' Carson Robison and His Pioners, 'The Black Ghost,' Crazy Quilt, and

The Black Ghost, Crazy Quilt, and a great many others.
We have our amateur hours, too, as well as Vox Populi, Dramatization of News, Seth Parkers, and a minstrel entertainment with a six-year record run to its credit. A stranger to you.

HEARN STORE GOES COLD

Audition Rampage Ends in a Bland for Radio

After auditioning more than a score of different programs Hearn Department Stores, N. Y., has about decided to forget about a fall program. For the present at least no more auditions will be held.

decided to forget about a fall pro-gram. For the present at least no more auditions will be held. Company was listening to shows built up around nitery talent estab-lished and wk. around New York. Projected program would have been aired in N. Y. only over either WABC, WJZ or WEAF.

Bamberger Peddles Its Air Spieler to Merchants Outside Metropolitan N.Y.

L. Bamberger & Co., Newark de-partment store, is offering other and non-rival stores around the country Ed Fitzgerald, air commentator on whom Bamberger's has an exclusive. Spieler airs on WOR, Bamberger-owned station, week daily at 9-9:15

Proposal made other stores is that they pick up Fitzgerald on Mutual net affiliates, insert their own copy on their local outlets. Rate offered stores depends on their sizes. An emporium with annual sales of \$10,000,000 would have to pay \$75 a week for Fitzgerald, plus line charges and station rate. Store doing between \$5,000,000 and \$10,000,000 assessed at \$60 a week for the commentator. Other rates for smaller stores proportionate. Proposal made other stores is that

commentator. Other rates for small-erstores proportionate.
Stores in areas outside Mutual coverage are offered transcriptions of Fitzgerald at a rate that starts at \$50 for top-ranking firm for six plat-ters, plus a \$3 charge for each disc's manufacture.
Bamberger's will give a 5% dis-count if a store signs a six months' contract.

weekly community singing unit con-tinues to pack one of our biggest houses. Sport, of course, plays a major part in Saturday afternoon programs with o.b.s from race-track, programs with o.b.s from race-track, football, or cricket ground, and authoritative talks from sports writers are a feature of newspaper-affiliated stations.

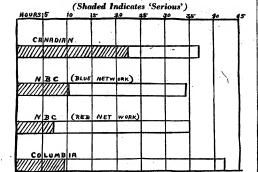
Down-Under we cherish a great admiration for your superlative American showmanship. Some of

American showmanship. Some of your programs—and your announcers—quite naturally, do not appeal to us, but your big shows are certainly put over in a big way. In Hollywood I got a great kick out of watching and hearing such big name shows as Kraft Music Hall, Texaco, the Jello Program, Hollywood Hotel, and the Chase and Sanborn hour. We've no. Walter Winchell, either.

Strange Neighbors

To alien ears it is strange that no attempt is made to graduate programs — devotionals rub shoulders with jazz, and quarter-hour blocks of talk are frequently followed drama-with no musical break but the theme. Some American com-

CONTRAST IN PROGRAMMING



Agencies—Sponsors

Vick Chemical is planning a spot campaign for its cough drop starting in the fall.

Kellegg has added WJSV, Washington, to its football schedule.

Omega Oil is lining up station time for a spot campaign in the fall. Hus-band & Thomas is the agency.

Baume Bengue has started to place a spot announcement campaign through the William Esty agency.

Sinclair Oil has bought a 15-minute news strip on WBBM, Chicago, start-ing July 22. It will go on at 6 p.m. six days a week, with John Harring-ton the newscaster, Federal is the

McKee, Albright & Ivey, Philadelphia agency, is scouting around for spot announcement availabilities.

Jerome Welk, furrier, has Bob Carter, romantic tenor, for 13 quar-ter-hour shows on WCAE, Pitts-burgh, July 29.

Quaker Oats planning a five Quaker Oats planning a five-week morning script show to start in Sep-tember for their Aunt Jemima product. It will be tagged 'Cabin in the Cotton.' Through Lord & Thomas agency, Chicago.

W. W. Garrison, ad agency, has w. w. Garrison, ad agency, nas signed a three-a-week 15-minute spot on WBBM, Chicago, for Chicago, Milwaukee Steamship lines. Show built around Milton Charles, singing organist, and Edna O'Dell, singer.

'Ave Maria Hour.' 30-min. Sunday 'Ave Maria Hear,' 30-min, Sunday night series of dramatization, has been renewed over WMCA, N. Y. and the Inter-City System for another year. Program, which has been on the ozone for more than two years, is a commercial venture of the Franciscen Friars' Monastery at Garrison, N. Y. Contributions

of the Franciscan Friats monastery at Garrison, N. Y. Contributions from listeners are solicited.

Renewal, which is effective Sunday (25) will considerably expand the scope of 'Ave,' in that it will spread its sponsorship out from MMCA to WIP, Philly; WCBM, Balto; WOL, Washington; WORK, Vork, Pa.; WGAL, Lancaster, Pa.; WPRO, Providence. Lately the program has been commercial on but WMCA and WIP, with the other nine stations on Inter-City enabled to carry 'Ave' sustaining if they had cared to delete the requests for donations.

Spot announcements will be used over approximately 15 stations as a part of the 1937-38 drink more milk' promotion started this week by New York State with J. M. Mathes, Inc., the agency for the third consecutive year. One-minute transcriptions year. One-minute transcriptions have been employed for several years. In 1934, the year the campaign to increase the consumption of fluid milk was launched, two flesh programs were broadcast regularly. That year the appropriation was \$500,000; this year it is \$300,000.

Westinghouse of Mansfield, O., has Heid's 'Smile Revue' westinghouse of Mansfield, O., has taken George Heid's 'Smile Revue' on KDKA, Pittsburgh, for 10 quarter-hour shots. Show, a musical potpourri, includes Dorothy Bushey. Bernie Armstrong and Pat Haley. Account placed by Smith & Ross of Cleveland.

John Weiser of Botsford, Constan-stine & Gardner producing 'Gilmore Circus' on the Coast. Raymond R. Morgan formerly handled the oil ac-

Garner Rhythmic System (typing and shorthand) has placed a series of five minute transcriptions (Dick Liebert at the organ) on WCOL,

Sperry Flour Co., General Mills subsid, has added KDYL, Salt Lake City, to the basic Coast NBC-Red web airing its new five-day-a-week serial, Gloria Gale, from San Fran-cisco. Westco agency has the ac-

Pacific Gas & Electric Co. tacked KFBK and KMJ, Sacramento and Stockton, to KGO, San Francisco, for its 'Tales of California' drama last Sunday (18).

General Foods (Maxwell House coffee) is using the Singing Surf Riders, Helen Owens and Webley Edwards, for its new half-hour stu-dio program on KGMB, Honolulu. Show debuted last Thursday. Na-

NETWORK PREMIERES

Sterling Products (Bayer's Aspirin) over 31 CBS stations Tuesdays 7:30-8 p.m. with Helen Mencken.

Kolyaco Friday at 8, half hour; Hammerstein Music Hall, over 30 CBS

Aug. 4
Drackett Ce. (Drano): 'Hello Peggy,' dramatic show, Wednesdays and Fridays, 11:45-12:00 noon. NBC Basic Red.

Aune White Lead & Color Works: Smilin' Ed McConnell, Palmer Clark's Orchestra, Larry Larson, choral group. Sundays, 5:30-6:00 p.m. NBC Basic Blue with WCKY.

Aug. 31

H. J. Heins Mon., Tues., Thurs., 11:15 a.m. over CBS. Details not set (also Wed., Fri. 1-11:30).

Sept. 6
C. F. Mueller Co. (Macaroni): 'Kitchen Cavalcade,' script show, Mondays through Fridays, 10:45-11:00 am. 'NBC split Blue—WJZ, WBZA, WFIL, WSYR, WHAM, KDKA.

Sept. 7

Hecker's Information Bureau: Jean Paul King, commentator; Myra Kingsley, astrologist; guests Mondays through Fridays, 11:45 to 12 noon, effective September 7, on WOR, WABY, WSAY, WSYR, WKBW, WNBP, WKBO, WAB, WEAN, WICC, WSPR, WTHT, WRDO, WLBZ; 1:30 to 1:45 p.m. on DON LEE Network, WGAR. (WGAR for three weeks; then WHK.)

Sept. 12 Ford Concerts 9-10 p.m. over 95 CBS stations.

Journal of Living: Talk, Dr. Victor H. Lindlahr, at following days and times: Monday, Wednesday, and Friday 12 noon to 12:30 p.m., on WOR, WAAB, WEAN. Tuesday, Thursday and Saturday, 9:30 to 10 a.m. on WGN, CKLW, WCAE, WHK, Mutual.

Lux Radie Theatre resumes for Lever Bros. over 57 CBS stations at 9-10 p.m. EST.

Sept. 29
Campana Sales Co. (Italian Balm): (program not set), Mondays, 8:30-9:00
p.m., NBC Basic Blue, Bule Mt. and Coast,
Sept. 22

Sept. 22

Standard Brands (product not named: Pgm. not determined; Wednesdays, 9:00-9:30 p.m. NBC Basic Blue, Blue Mountain and Coast.

Sept. 24

Coca Cola: (Talent not set); Fridays, 10 to 10:45 p.m., CBS coast to coast, Sept. 25

G. Washington Coffee Refining Co.: 'Uncle Jim's Question Bee,' Saturdays, 7:30-8:00 p.m. NBC split network—WJZ, WBZ-A, KDKA, WGY, WTAM, WMAQ.

Wander Co. (Ovaltine): 'Little Orphan Annie,' returning to 5:45-6 p.m., Monday through Friday on the NBC red; repeat 6:45 p.m. Sept. 26

Varady of Vienna: (Ted Weems' Orchestra) Sundays, 1:30-2 p.m. on

Varady of Vienna: (Ted Weems Orchestra) Sundays, 1:30-2 p.m. on WBAL, WOL, WGR, KWK, WCAE, WSAI, CKLW, WHK, WHKC, WGN, WOR, Mutual.

Blue Coal: (The Shadow'), Sundays, at following times: 4:30-5 p.m., on WNAC, WTIC, WEAN, WTAG; 5:30 to 6 p.m. on WOR, WBAL, WOL, General Foods (Diamond Crystal Salt): (show not set), Sundays, 3:03-20 p.m. WJZ, WBZ-A, WFIL, WSVR, WHAM, WEBR, KDKA, WGAR, WXYZ, WCKY, WCOL, WABY.

Ralston Furinas Ce, (Ry-Krisp): Marion Talley, Sundays, 5:00-5:30 p.m. NBC Basic Red, WCOL, WOOD, WEBC, and NC, Red Mt. and Coast groups.

Sept. 27

Ralston-Purina Co. (Wheat Cereal): Tom Mix Straight Shooters, dramatic show for children, Mondays through Fridays. 5:45-6:00 p.m. WJZ., WBZ.-A, WICC, WEAN, WFIL, WBAL, WMAL, WSYR, WHAM, WEBK, KDKA, WGAR, WSPD, WXYZ, WCKY, WABY, WCOL, WOOD. 6:45-7:00 p.m. WMAQ, KWK, WTON, WIRE.

Grove Laboratories: (Bromo Quinine), Gabriel Heatter; Monday and Tuesday, 8 to 8:15 p.m., Tuesday and Wednesday, 10 to 10:15 p.m.; Basie Blue with WCKY.

Sept. 28

R. J. Reynolds full-hour for Camels 9:30-10:30 p.m. over 79 stations on BS. Talent not set. Personal Finance Co. & Your Unseen Friend' Tuesdays at 10:30-11 p.m. ver 11 CBS stations.

over 11 CBS stations.

American Home Products (Program not determined), Tuesdays, Wednesdays, Thursdays, 7:15-7.30 p.m., NBC Basic Blue with WCKY.

Sherwin Williams Co.: 'Metropolitan Opera Audition of the Air,' with Edward Johnson and Wilfred Pelletier, Sundays, 5:00-5:30 p.m. NBC Basic Blue, and groups SE, SC, SW, Blue Mt, and Coast.

R. B. Davis Co. Sundays 6-6:30 with Joe Penner, Gene Austin. On 45

CBS stations.

International Silver resumes at 5 p.m. for Sunday half hours. Using

Gruen Watch Co.: Sheila Barrett, Graham McNamee, Joe Rines orchestra; Sundays, 5:30 to 6, NBC red coast to coast.

Vick Chemical Co.: Jeanette MacDonald, Josef Pasternack; Sundays, 7 to 7:30 p.m.; CBS coast to coast.

Wasey Products Corp. (Musterole, Zemo and others): Carson Robinson and his Buckaroos, instrumental and vocal mountain and western music. NBC Basic Blue and groups NC, SW, KGBX, KTBS, KARK, KGNC, Blue

Mt. and Coast.

Pebece five-a-week strip 5-5:15 on 21 CBS stations for Lehn & Fink.

Hinds Honey & Almond Cream five-a-week, 5:15; same hook-up as preceding period.

Lysol will be on 28 CBS stations Mon., Wed., Fri., at 4-4:45 p.m. with Dr.

Lysol will be on 28 CBS stations Mon., Wed., Fri., at 4-4:45 p.m. with Dr. Alan Dafoe, Lindsay McPhail orchestra.

Vick Chemical Co.: Tony Wons, Monday, Wednesday, Friday, 10:30-10.45 a.m.; about 40 stations but not to the Coast.

William R. Warner Co. (Sloan's Liniment): Warden Lewis E. Lawes dramatic show. WJZ, WBZ-A, WEAN, WICC, WFIL, WBAL, WMAL, WSYR, WHAM, WEBR, KDKA, WGAR, WSPD, WXYZ, WCKY, WOWO, KWK, WHT, WTCN, KSO, KOIL, WREN, KVOD, KLO, KGO, KECA, KFCA, KFSD, KEX, KJR, KGA.

Oct. 24

Lutheran Hour: Sermon, Dr. Walter Meyer; Inspirational music. Sundays, 1 to 1:30 p.m. (After Dec. 5, time changes to 4 to 4:30 p.m. EST.) WAAB, WINS, WISN, WSAI, WJAY, KWK, WSM, KSTP, KSO, WMT, KFAB, WBAL, WCAE, WRVA, WIRE, WHKC, WRR, KTAT, WGR, DON LEE Network, Mutual.

tional Export agency, New York, placed the account.

Joseph Magnin Co., Inc., San Francisco (women's clothing) has waived cancellation privileges on its weekly Hollywood Reporter' program with Don Allen over KPO. Program is set until May 29, 1938.

Tourist Bureau of Hawaii is seek-ing to raise \$25,000 for a new series

of short-wave airers over the Co-lumbia, National and Mutual webs from KGU to KGMB in Honolulu his fall.

Similar amount was spent for pro-grams throughout the winter and spring months which folded in May.

Young & Rubicam will have two more products, Milkweed Cream and William Peterman, from the Bris-tol-Myers list the beginning of 1938.

CANADA-U.S.A. RADIO D

'Nationwide Radio Club,' Initiation \$1, OTTAWA HUDDLE One of Those Biz Fringe 'Mysteries' DUE IN FORTNIGHT

Campaign of the Nationwide Radio Club of America for memberships of \$1 each, for the purpose of policing radio, using fewer commercials, more education and injection of additional good music, this week appeared to be encountering opposition as several radio companies and execs began checking its background and motives. Presence of this 'organization' in New York was brought to the attention of high radio officials last week because literature and correspondence soliciting membership claimed that the club had received endorsement from at least two network officials and other prominents in radio, including Lowell Thomas. Check showed that neither Lowell Thomas or any radio executives had given such endorsement. Several inquiries had been made about 'club' at Better Business Bureau of N. Y., but no complaint had been lodged. Correspondence sent out by the Nationwide Radio Club gave 1247 Sixth Avenue as its address and listed James L. Simpson as president. Telephone company early this week said it had no phone number for any such organization or Mr. Simpson either at that address or elsewhere in New York City. No directory credits the Nationwide Radio outfit with seing located at this Sixth Avenue location, opposite the RCA Building, which houses National Broadcasting Co.

However, late last week a tenant of 1247 Sixth Avenue, presumably one of several employment agency representatives located there, had heard of Simpson and the organization. He said that the outfit planned using an upper floor in the four-story, old-type structure. Intimated that Simpson outld be reached by phone but such was not the case.

An earlier search revealed a Radio Club of America with an address af 30 Rockfeller Plaza. Building rental agency, however, disclaimed knowledge of any Nationwide Radio Club in the RCA building, closest larger structure to the Sixth Avenue address given. Radio Club of America was found to have a telenhone het

structure to the Sixth Avenue address given. Radio Club of America was found to have a telephone but it was a secret number, and not available to the public generally. Attempt of some National Radio Club in Washington, D. C., to use Lowell Thomas' name also was reported to network officials.

WJR's New Sales Mgr.
Detroit, July 20.
Owen F. Uridge has been named
ales mgr. of WJR, Detroit.
He was formerly with Radio Sales,
ng.

CANADA'S BOOZE POLICY

Gladstone Murray Issues Statement
—Yes and No Procedure

Montreal, July 20. W. E. Gladstone Murray, general manager, Canadian Broadcasting Corporation, has issued following

statement. "In view of current misunderstanding and misrepresentation the Canadian Broadcasting Corp." announces that the acceptance of programs sponsored for the sale of spirits, wine or beer is not contemplated for any of the stations of the corporation or any of its networks. As however, the Canadian Broadcasting Corp. is responsible for the control of all broadcasting in Canada, consideration is being given to revised regulations. In this connection special attention is being add to the problem of the sponsorship of wine and beer programs in the Province of Quebec by private stations where such programs are allowed by the laws of Quebec and by the regulations of the Old Radio Commission and have been broadcast by some private Quebec stations for a number of years. 'In view of current misunderstand-

RAILROAD BANKROLLING 'NAMESAKE' FOOTBALL

Chicago, July 20.
First football commercial for the coming autumn and winter was signatured last week by Herb Sherman, sales chief of WJJD, with the North-

sales chief of WJJD, with the North-western Railroad.

Through the Caples agency here, the railroad will sponsor eight at home and out of town games of Northwestern University.

Pick-ups are free as far as the college is concerned.

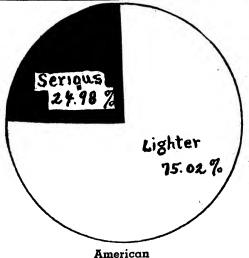
Benny Davis On WOR

Benny Davis resumes his Sunday night 'Star Dust 'revue over WOR, New York, Aug. I. Songwriter is slated to author the new Cotton Club show with J. Fred

Pat Weaver to L. A.

Pat Weaver, Young & Rubicam radio production supervisor, left by boat for Hollywood Saturday (17). He will be on hand for the launch-ing of the new Packard show Sept. 7.

It is likely that he will remain on the Coast through the fall.



Gladstone Murray and E. D. Weir Will Discuss Commercial Advertising Alliance with NBC and CBS

YANKEE COIN

Columbia and NBC are due to enter into a commercial alliance with ter into a commercial alliance with the government-controlled Canadian Broadcasting Corp. Under this arrangement the various links of the CBC will be made available to CBS and NBC clients. As a preliminary step toward hooking up with the Dominion's system on a commercial basis representatives of the two American webs will visit Ottawa toward the end of this month to suggest the setting up of a CBC rate card which would be practical for advertisers on the American side of the border.

Along with an invitation from

the border.

Along with an invitation from E. D. Weir, Canadian commercial mgr., to discuss a commercial mgr., to discuss a commercial mgr., to discuss a commercial entente, Columbia and NBC have received copies of the Canadian system's rate card. CBS will be represented at the meeting with Weir and Gladstone Murray, Canadian gen. mgr., by Herbert Akerberg, v-p., in charge of station relations, while NBC's delegate will be R. M. Brophy. Before joining NBC as station relations head Brophy was with the old Canadian Broadcasting Commission.

In bidding for American radio

Canadian Broadcasting Commission. In bidding for American radio business the Canadian system, which decided to go commercial several months ago, wants to maintain the old policy of playing with both NBC and Columbia. In recent years there has existed a definite arrangement for the exchange of public events broadcasts and sustaining programs between the Canadian network and the America webs.

NBC Threatened Censorship If Molle's Jardine Interview Not Innocuous

Temperature Clause

Chicago, July 20.
Evening sports broadcast on
WJJD is sponsored by StaSafe Equipment Co., on an indefinite contract. On days
sponsor thinks it's hot enough
firm phones station and tello
'em to go ahead, put the commercials in.
Product. according to the

Product, according to the continuity, is a pure table salt tablet for people to carry with them and eat, to keep cool.

RAY HOWELL EAST TO LAND YAKIMA STATION

Ray Howell is in the east on behalf of Shirley Parker, Pacific northwest financier who has applied for a new station in Yakima, Wash, on 1310. Elmer Pratt and Paul D. P. Spearman are attorneys for the petitioner.

D. P. Spearman are attorneys for the petitioner. Parker has the Spokane baseball team among a variety of connections including the Sunshine silver mines, owned by his mother. Howell formerly was with KIRO,

tisers. These links are described as the basic, the eastern, the western, the Quebec, the Maritime, the On-tario, the Prairie and the British Columbia.

Winnipeg, July 20.
According to Winnipeg officials of
the Canadian Broadcasting Corp, the
government-owned system is launching a nation wide talent hunt. Tyros
applying at various studios for application blanks. Auditions will be
held weekly, starting shortly, 'at
which an audition board, having no
connection with the CBC, will sit in
judgment.

between the Catalana herwork and the America webs.

As the CBC is now commercially set up eight separate groups of stations are made available to advertions are made available to advertise.

their commentators on in the early evening hours whereas they are liable to appear anywhere on the CBC evening line-up but most often between 9:30 and 10:00 p.m., the news coming at 9:45 nightly is often preceeded by a talk of some nature or another.

NBC's program department developed an extreme case of the jitters last week when Molle suddenly arranged to interview the Rev. Mr. R. Anderson Jardine, who performed the Duke Edward-Wallis Warfield marriage. Just before the broadcast went on Wallace Butterworth and Parks Johnson, conductors of the Molle Vox Pop session, were warned that the program would be cut off if any mention were made of the Archbishop of Canterbury or any item of church controversy included. (Hints from British Broadcasting

(Hints from British Broadcasting Co., with whom NBC wishes to remain friendly, have been made in the past.)

the past.)
First move by NBC was to attempt to persuade Butterworth and Johnson from putting on the clergyman. Interviewing duo held firm to their plan, with the result that the network's program exces starting showering them with a list of things that must not be touched upon. Pair were told that the questions and answers would be closely followed and that the network would reserve the right to fade out the program and replace it with a standby pianist in the event any one of the verboten subjects were included.

Kept Tepld

Kept Tepid

Kept Tepid

Interview went off without anything untoward happening. The talk was confined to the minister's actual impressions of the marriage ceremony and his disagreement with predictions that the alliance would not be a lasting one.

NBC program department personnel had been under instructions to talk commercials out of putting on the British minister. They were told that in no instance was the clergyman to be denied an NBC mike, but instead to advise any client who wanted to use him that the network would prefer that it be saved the embarrassment of having to air his palaver.

Earlier in the same week NBC denied the report that it had been saked by the British Broadcasting Co. to refrain from according its facilities to the visiting retired pastor.

The Rev. R. Anderson Jardine,

facilities to the visiting retired pastor.

The Rev. R. Anderson Jardine, Church of England clergyman, who performed the religious ceremony at the Windsor-Warfield nuptials last month, is tossing his reticent caution to the breeze hereafter. From this date forward he's not only going to discuss his participation at the wedding which brought down upon him the official frown of his churchhe's also going to disclose what he alleges were the inside politics that impelled Windsor's abdication.

What has riled the vicar is the interference he claims the Episcopal (Continued on page 52)

(Continued on page 52)

Private Vs. Government Programs **Emphasize Heavy (Educational) Stuff**

By NORMAN R. CHAMBERLIN

By NORMAN R. CHAMBERLIN Winnipeg, July 20.

According to the current schedule of the government-owned Canadian Broadcasting Corp., Canadian audiences will have approximately 30.87% more of 'serious' type of evening radio fare than the private sponsor-entertained American radio audiences. This figure was shown when an average week's schedule in Canada was broken down and compared with those of the American networks.

pared with those of the American networks.

(To keep all figures fair the American schedules were broken down from 7:00 p.m., CDST, that being the time at which the national Canadian network goes into operation. Only exception was in the case of the NBC-Blue network where one hour on Sunday evening was unaccounted for, being listed as 'To Be Announced,' this schedule being divided from 8:00 p.m., CDST.)

Comparison has been drawn in line with the current survey being conducted by the CBC wherein they request listeners to state their preferences in regard to the 'serious' type of radio programs. In the survey, grand and light opera, choral, solo crebestral, symphony and military bands have been included in the musical listing, while historical and serious drama, debates, lectures and news have fallen into the educational brackets. American network programs have been compared on the same basis.

In Canada tabulation talks far exsame basis.
In Canada tabulation talks far ex-

ceed those of the American chains. This is partly explained for in the fact that American networks have

Lighter 38.51 % Serious 61.49 % Canadian

CBS Securities Statement Listing \$2,000,000 for Good Will Brings Up Washington Difficulties

Washington, July 20.

Washington, July 20.

Ban on stock pedding by broadcasters will be advocated in Congress
as consequence of the activities of
Columbia Broadcasting System.

Two government departments currently are perplexed about the question of condoning issuance of securities for public investment, while at
least one member of Congress has
junjimated he is preparing to draft
legislation which would force the
radio industry to get its financial aid
through private channels.

Foreshadowing Congressional at

through private channels.

Foreshadowing Congressional attention for the subject, the Securities and Exchange Commission has been asked to report whether the public is 'adequately protected' gagainst loss on account of radio stocks. Southern Democrat has pointed to the C.B.S. application for listing of \$4,250,000 worth of paper currently traded over the counter, listing of \$4,250,000 worth of paper currently traded over the counter, been that if licenses of the web's member and affiliated stations were not renewed the property would have only 'junk value'.

Disguised beef to the S.E.C. re

Columbia was based on suspicion that the web is putting a price on its franchises. Revives the often-voiced complaint about sale of franchises. Legislator observed that the network would have little to sell. 'If' the government refuses to issue new permits when the present certificates run out.

munications Commission has not been asked to take a stand on stock-selling by licensees, but on its own hook has tried to spank franchisers

Editorial

Program director in addressing the board of directors of his station recently said, 'Gentlemen, I am happy to report that I have been successful in saving \$300 a week on sustaining programs during the past 13 weeks.'
'Good,' rejoined one of the directors, 'make it \$600 a week the next 13 weeks.' All of which meant plying the shears some more to the sustaining artists' salaries.

Station is one of the country's leading money makers.

tions in corporate paper, companies must ask the S.E.C. for permit to list their securities on any national exchange or to issue new tickets. Columbia application, released July 2, was of the type, not being effective for 30 days after the admissions committee of the New York Stock Exchange agrees to put the name on the board. Certification of the system's request for a place on the

the board. Certification of the system's request for a place on the ticker was sent to the S.E.C. more than three weeks ago.

Columbia deal was flayed on the House floor Monday (19) when Repersentative William D. McFarlane of Texas tore into film and radio monopolies and hit fillegal and fraudulent' practices.

Charging radio, press and screen have built up dictatorship with 300 persons controlling the shaping of

public opinion, the Texas Democrat, a persistent denouncer of big business, revived clamor for a Congressional probe of the broadcasting biz. Much of his remarks were concerned with 'conspiracies' by broadcasters to Toot' the public, special emphasis hitting CBS.

'Gigantic conspiracy' on the part

win conspiracies by proadcasters to loof the public, special emphasis hitting CBS.
Gigantic conspiracy on the part of Columbia was charged by the lawmaker, who blamed the web and the New York Stock Exchange, adding that the Securities Commission apparently is acquiescing.
The stockholders of the Columbia Broadcasting System, as near as I can ascertain from the consolidated balance sheets, filed with the S. E. C. and the New York Stock Exchange, show an actual cash investment of less than \$1,600,000, McFarlane declared. They further show that Coulumbia Broadcasting System has total assets of some \$12,000,000, which include-a claim-of some \$2,250,000 for good-will, whatever that means. We must also realize that the licenses on which they are dependent for operation are issued for periods of only six months. Against these total assets they have outstanding obligations of almost \$5,000,000.
Since Dec. 26, 1931, this company

Which leaves a net value of some \$5,500,000.

'Since Dec. 26, 1931, this company has paid in cash dividends \$7,864,998 on this cash investment of less than \$1,660,000, yet this system now seeks from the S. E. C. a certificate which will authorize the listing of some 1,-192,970 shares of stock on the New York Stock Exchange and the sale to the public of a substantial portion of this stock at prices which are far in excess of their values.

'Undoubtedly the public will be permitted to invest possibly \$30,000,-000 or more for a minority interest in this enterprise, which has a total cash investment of less than \$1,-600,000.

'Fraudient practices' of the F. C.

cash investment of less than \$1,800,000.

'Fraudulent practices' of the F. C.
C, activities of Powel Crosley, sound-film monopoly of the telephone system, and the patent monopoly of R C. A. all were uppercut, as McFarlane sailed into the 'radio pirates' and their paid apologists.' Investigation is necessary to see how economic royalists of three leading webs secured monopolistic control of air outlets, he said, calling for passage of the Connery probe resolution. Suspicious Congressman pointed out to the S.E.C. that, the application for listing indicates the web had put a price of 'more than \$2,000,000' on good-will. Hinted that this is the valuation which Paley & Co. place on the Federal licenses of the chain's wholly-owned transmitters.

Besides remarking on this item, the lawmaker observed that F.C.C. reports show the network has \$4,000,000 worth of stock and a cor-

wholly-owned transmitters.

Besides remarking on this item. Besides remarking on this item. He lawmaker observed that F.C.C. reports show the network has \$4,000,000 worth of stock and a corresponding amount, tagged surplus, plus 'several millions' of liabilities. At the present market level, the value of capital stock is in the neighborhood of \$50,000,000, he said, and there must be a reason for the remarkable spread.

Chairman Anning S. Prall of the F.C.C. was draged into the stockselling matter. Lawmaker informed the Commish that less than 18 months ago, Prall testified before the House. Appropriations Commission that the F.C.C. is opposed to any racket' involving sale of securities in broadcast companies. Hinted that the two agencies better get together. Question of radio stock has been up for attention informally in the past, notably in connection with plans of a Boston company to organize a chain of stations in metropolitan centers to serve the Negro population. This outfit never has asked for a construction permit for any of its proposed transmitters, although the application filed with S.E.C. outlined ambitious scheme to erect at least six plants.

While C.B.S. currently is on the spot, the rival network is not wholly free from prospective punishment. Fact that National Broadcasting Co. stock is held by Radio Corporation of America and not peddled has not been disregarded by Congressional critics of the radio biz. In fact, it is likely that the F.C.C. and S.E.C. will be called on soon—possibly from the floor of the House—to supply details about financial relations between the parent company and the network-offspring.

Kendrick to L. A.?

Los Angeles, July 20. Los Angeles, July 20,
World Broadcasting System readying a coast studio and laboratories
here. Understood that H. A. Kendrick, now in charge of the World
office in Chicago, will be transferfed here to take over the top desk.
With Kendrick shifting to L. A.,
likely that Read Wight will become
chief of the Chi offices for World. **Scrambled Name** Radio Promotion Spanked by FTC

Washington, July 20.
Pair of puzzle contest promoters, who have been broadcasting promises of prizes to knob-twisters who solve their 'scrambled names' consets, last week promised the Federal Trade Commission they would lead a better like.

Trade Commission they would lead a better life.

C. A. Montgomery and C. F. Aldrich, of St. Paul, Minn, admitted to the FTC that radio advertising had been a come-on for people who entered their contests expecting a free prize and who discovered later that they were expected to buy photographs and frames first. The Minnesotans agreed to quit telling radio audiences that 'neither payment of money nor the purchase of any article is necessary,' when actually awards are made only to customers who have ordered pictures.

Palmer of 3DB, Melbourne, Visiting United States

Chicago, July 20.

Geoffrey A. Palmer, continuity director of stations 3DB-3LK, Melbourne, Australia, in town this week on his tour of United States broadcasting field.

Has just come to town from the Coast, and after a week's sojourn here, hops to New York. Then over to England before returning to the Antipodes.

Buzz Eagle to KVOD

Chicago, July 20.

Malcolm (Buzz) Eagle left Chicago last week to join the sales force of KVOD, Denver, Understood that he's to work principally on program sales, rather than time, and to build shows himself.

Eagle was former vaude agent around here, and more lately connected with the affiliated regional net as production manager.

Jack Lewis Promoted

Jack Lewis Promoted

Little Rock, July 20.

Jack Lewis, who came to KARK,
Little Rock, as an announcer 18
months ago, has been upped to program director and publicity director
of the station, to succeed John Cleghorn, gone back to WMC, Memphis,
David Byrn, Jr., formerly with
WHIO, Dayton, Ohio, has joined the
KARK announcing staff, as has Dale
KARK announcing staff, as has Dale
Alford, medical stude at University
of Arkansas. Alford handled the
sport broadcasts last fall and has
worked at KARK during
summer
vacations in recent years.

Cancel Robinson Rites

Cancel Robinson Rites

Little Rock, Ark., July 20.

A plan to broadcast funeral services for Senator Joseph T. Robinson over Arkansas and Oklahoma radio stations was abandoned today (17) after Radio, Station KARK, Little Rock, had made extensive plans to feed several key Oklahoma stations of the Arkansas networx.

Station secured permission Thursday (18) and had gone ahead with plans. However, today it was suddently announced the services would not be aired.

5-Day Week Adds Kelly

5-Day Week Adds Kelly
Bob Kelly is the latest addition to
the WGAR announcing staff. New
mikeman formerly handled special
events broadcasts for WTRC, Elithart, Ind.
Kelly is the first addition to the
WGAR staff as a result of recent
inauguration of the five-day week
policy.

Lloyd Nelson's Agreement

Lloyd Nelson's Agreement
Chicago, July 20.
Lloyd Nelson, with BlackettSample-Hummert agency here as assistant to Pete Nelson, time buyer.
Nelson, formerly with Cardinal
Laboratories, a Hill Blackett pet
outfit, will handle general estimate
work on rates, time, etc.

John Shelton With Barrett

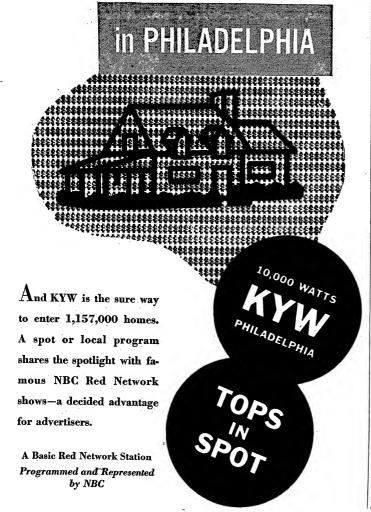
S I Section With Barrett

S I Sarrethicago, July 20.

R. J. Barreth, Jr., has added a second salesman to the local office of WOR (Newark), John Shelton coming into the fold from a sales job at WBBM, Chicago.

Shelton joins the local WOR sales staff this week.

Home is where THE SALES are made



Entertainment Vs. 'Position'

By H. ALLEN CAMPBELL

Gen. Mgr. King-Trendle Broadcasting Corp., Detroit

Not long ago a certain advertising agency executive closed a telephone conversation with the words, We'll take a 13-weeks contract, three nights weekly, if you give us the quarter-hour preceding or following the Soandso show,' and he named one of the popular Blue Network musicals.

musicals.

This, and hundreds of other similar demands, brings on head pains for broadcasters who have hours and hours to sell, other than the few sohours to sell, other tha called peak audience p

What's to do about it?

What's to do about it?

Newspapers solved the position problem, after years of turmoil, by placing a premium rake on preferred position. Right hand pages, first following and alongside reading matter, were stet instructions on nearly ver, were set institutions on hearty every order for space for years. To-day, newspapers have very little dif-ficulty with such orders, because the space buyer knows he must add 25% to the rate if he wants preferred.

Broadcasters can't and don't want to solve the position on the air prob-lem by charging a premium. They much prefer to sell time on the basis that the entertainment alone makes its position on the air val-uable.

The content of the state of the

to bed, or shut off their radios or perhaps leave town, right after a big program leaves the air. This, of course, is an exaggeration of my own, but after juggling time spots in every conceivable manner in order to please everybody, one feels that way about what's to do.

Master size agencies in some in-stances are tinged with a bit of posi-tionitis, but mainly, they ask, 'What have you got?' and select what they think is best.

Opposition Bogey

'Would you buck Amos and Andy?' asked one potential buyer. 'Would you compete with Jack Benny?'

'Yes,' I answered, 'by all means.'

'Yes,' I answered, 'by all means.'
That was three years ago when we
sold our 'Lone Ranger' show. We
spotted these half hour shows 8:30 to
9:00 P.M. Later we moved them
to 7:30 P.M. Then again to other
evening periods, none later than 9:00
P.M., but, notwithstanding the Amos
and Andys, Jack Bennys, etc., Lone
Ranger reached and still keeps big
audience volume.

WASHINGTON DENIES STORY THAT F. C. C. OFFERED TO 'TRADE' PLEA FOR CLEMENCY

switching, and misrepresentation.

As members of the Commish pooh-poohed yarn that barristers had been offered a chance to plead guilty technically and skip punishment, four of the six members unanimously agreed that the answers to the show-cause order were unconvincing and howled down the suggestion that the case be dropped. With ing and nowled down the suggestion that the case be dropped. With Chairman Anning S. Prall and Broadcast Divisionite Norman S. Case missing, the remainder of the body denied the duo's motion for dismissal and called for public ventilation of accusations against the harrietare, or Sort 13. barristers on Sept. 13.

barristers on Sept. 13.

Hearing was set after Samuel H.
Kaufman, prosecutor retained to
handle the case upon recommendation of the Justice Department, presented a detailed report on his
sleuthing. Kaufman related stories
gleaned from Segal and Smith, as
well as from other witnesses, includ-

on the air becomes less of a prob-

on the air Decomes less of a prop-lem.

Thus, as a summary of this some-what lame attempt to disclose 'posi-tion on the air' as a growing prob-lem for broadcasters, I can only state that peak audience time is the product of entertainment value and that listeners soon discover good en-tertainment regardless of the broad-casting time. casting time.

Other Side

Several efforts to contact Attorneys Segal and Smith to permit them the privilege of replying to or commenting upon the various stories circulating in Washington

were made.

VARIETY was unable to get the the lawyers' office to complete or return calls.

version is that the attorney's findings will be turned over to the U. S. District Attorney. Before taking the Segal-Smith job, Kautman, who is backed by Senator Robert F. Wagner, had made a 100% record for the government prosecuting immigration racket cases,

Story Denied

Story that Kaufman had propositioned the legal team to confess to
tichenical violation of F.C.C. resets director
in return for a nolle prosse of the
Commish. None of the members
who voted for the hearing was in Ernst.
formed of any potential deal, two

Segal-Smith Law Firm Scheduled for Public Hearing
Sept. 13—Special Prosecutor Kaufman Recommends Follow Through—Plenty of Buzzing

Washington, July 20.

Personal grilling of Paul M. Segal and George S. Smith, promisent fadio lawyers, was decreed last week by Federal Communications Commission following refusal to dismiss charges of unethical conduct, records witching, and misrepresentation.

As members of the Commish pooh-poohed yarn that barristers had been offered a chance to plead guilty technically and skip punishment, four of the six members unanimously

Other Side

DAMON RUNYON TALES WITH AUTHOR—IDEA

Marcus Griffin, N. Y. Sunday En-quirer's Broadway columnist, has hooked up with Larry Hammond to sell Damon Runyon short stories for

Runyon also skedded to appear on the program personally.

Austrian Chancellor's Frere Directs Program

Vienna, July 9.

Arthur von Schuschnigg, brother of Austrian chancellor Kurt v. Schuschnigg, made his debut as radio director, producing operetta 'Blue Flower,' music by Hans Kunz, lyrics by Otto Oegyn.

In cast were stars of pre-war days, Ernst Tautenhayn and Louise Kartońsch.

COOL OFF WITH A **WMCA** AIR-CONDITIONED PROGRAM

> Why get yourself over-heated trying to think up a new Fall program for your client! The coupon below will bring quick relief from too much friction of the cerebral glands. We've done the perspiring for you when we built these airconditioned programs!

Bertram Lebhar, Jr., Director of Sales WMCA, 1697 Broadway New York City

If you can keep us cool—we're for you! We're in the market for a program of the following type:

*AUDIENCE TESTED AND POPULARITY INDICATED

What are your suggestions?

Edgar Bergen From \$300 to \$2,800 **In Latest Network Phenomenon**

VARIETY

Besides having become the torchbearer for a comeback of the ventriloquists, Edgar Bergen with his equally well-known dummy, 'Charlie McCarthy,' has jumped into the big money brackets. From \$300 a week from the J. Walter Thompson agency for his Chase & Sanborn Sunday night chores, and the next bracket is said to be \$3,500. That's a new high mark for ventriloquist acts.

Bergen's ether buildup has also established a couple of other precedents, most signal of which that his dummy. McCarthy, gets equal billing and, in some respects, is perhaps a bit better known than the voice behind the puppet. The other is that the Bergen-McCarthy vogue has revived ventriloquial acts for the niteries, variety stage, etc. So much so that the Frank Marshall dummy factory reports working overtime, all credited to Bergen's ascendancy. The 'Charlie McCarthy' dummies, in miniature, are also being commercially merchandized and an extra impetus will be lent when the 'Coldwyn Follies' is released, with a tieup whereby the McCarthy puppets are exploitation giveaways.

New York Law Journal on Mon-

New York Law Journal on Mon-

day (19) took a second bow for a p.a. stunt which David E. Green, Boswell to Bergen staged last De-cember with the aid of Glenn Mc-Naughton, Wall street attorney. It was via a \$10,000 trust fund in Berwas via a \$10,000 trust fund, in Bergen's will, for indigent ventrilloquists,
to be known as the Charlie McCarthy Fund. It's a bona fide document and Attorney McNaughton
queried the staid Law Journal for
info on any legal precedent having
to do with willing funds to an inspirmet object such as a ventrillo to do with willing funds to an in-animate object such as a ventrilo-quist's dummy. Story was widely picked up and the Law Journal, at first was inclined to pout, but when the N. Y. Times last week devoted another editorial to Bergen and his dummy, the Law Journal then took bends for having first started the stunt.

Al Bernard on NBC

Al Bernard goes back on the NBC Blue network next week (27), airing twice weekly (Tuesdays and Fri-days), from 5 to 5:15 p.m. Act will have Ted Reese and the Melodiers, vocal quartet. have Ted Ree vocal quartet.

Billed as 'Al Bernard, the Gentle-man from the South.'

NBC Seeks Dorothy Dix

NBC Artists Service is going to make a bid to put Dorothy Dix, newspaper syndicated columnist, under its guidon for radio. Daniel S. Tuthill, assistant director of the Service, will do the contacting next week when he returns from his vacation.

Miss Dix, 67-year-old resident of ew Orleans, has never aired.

KRKD Sale Off. Won't Try to Buck Comish Rule

Los Angeles, July 20.
Rather than take on the added expense of counsel fees in furtherance of their determination to purchase KRKD from Frank Doherty, J. F. Burke and Loyal King have withdrawn their offer of \$150,000 for the transmitter.

transmitter. Examiner submitted an adverse re-port on the transaction to the Fed-eral Communications Commission, severely criticizing the price tag as 'trafficking in licenses.'

Fels Soap has switched to an earlier spot on a split CBS hookup, 9:30 am, so that Gold Medal Flour could have the 1 p.m. setup on an across the board basis and coast to coast. Fels at the same time increased its frequency from two to three 15-minute periods a week.

Equity in Radio

(Continued from page 1)

and that if Equity does not do it they will have to face one of these they will have to face one of these other groups less experienced, less wise and less concerned with the welfare of the industry as a whole."

welfare of the industry as a whole.'

In its house organ, the actors' association heads point out that since the Four A's was organized in July, 1919, and Equity was granted jurisdiction, in the ensuing struggle with the managers it received inestimable service from the A.F.L.

'Without its help, it is doubtfulthat Equity would have won that fight. In the following years, that relationship (with other stage unions) has grown stronger and closer. Equity has never been more completely in understanding and accord with Federal Labor than it is today.'

Met on Monday

Met on Monday

Met on Monday

Before proceeding further with
any attempt to line up the performer
field of radio, Actors' Equity Assn.
will try to find some acceptable organizational setup for conducting the
drive. That was the principal development at the second' secret'
meeting of the Equity radio group
Monday (19) night. About 150 persons attended the confat and again sons attended the confab and the proceedings were supposed to be very hush-hush.

very hush-hush.

Although a great number of those present left before the meeting was over, a temporary board of directors of 15 members to serve two months, was decided upon. Nominations were made and vote was taken, but owing to lateness of the hour the result of the election was not learned. Steering committee, appointed last week, was dissolved.

Idea of the board of directors wa Idea of the board of directors was suggested after the powwow developed into a wholesale squawkfest regarding all sorts of alleged abuses in radio, as to rehearsals and rehearsal times, fees for various types of programs and particularly against agency fees in radio. Suggestion was finally made that no 'abuses' could be corrected or controlled until some definite organization was formed to represent the performers on complaints. on complaints.

on complaints.

Before that routine was agreed upon, however, a tentative slate of standard fees and rehearsal rules was listed for future submission to the stations and advertising agencies. In general, fees were set at the average level maintained by the larger (and better paying) agencies. While no concrete organizational setup was adopted, consensus of opinion seemed to be that the proposed Radio Division of Equity have separate charter officers, treasury and administrative autonomy.

Resolution was adopted recom-

Resolution was adopted recommending that arbitration authority be delegated to a radio board of directors and members of the Equity council, the Equity reps at no time to outnumber the radio reps.

Gillmore, Turner Attend

Frank Gillmore, Equity president, attended the meeting and spoke, Paul N. Turner, counsel for Equity, was also present. Understood the Screen Actors' Guild was not represented, however.

however.

In the Equity organization drive into radio, several complications loom. Besides the reported opposition of NBC and the possible coolness of CBS, there are a large percentage of Equity members active in radio who resent the entrance of the non-radio experienced Equity group. Former, whose income from broadcasting far exceeds the occasional wages they get from legit, feel they are more concerned and have a much more comprehensive knowledge of the radio field than some of the Equity members who are active in the current drive, but who don't broadcast and presumably have nothing to lose if the campaign flops.

Up to the Big Stars

Up to the Big Stars
Conceded by a number of those
interested in Equity's entrance into
the field that the success or failure
of the drive depends largely on the
star names of radio—the Jack
Bennys, Eddie Cantors, Fred Allens,
Phil Bakers, Al Jolsons, and others
who are admittedly necessary to the
agencies and networks under the
present radio setup.
Just what the attitude of those

present radio setup.

Just what the attitude of those stars would or will be is not known. Most of them are understood to be laying low at the moment, feeling they have to much to lose to make a wrong move until they see which way the cat jumps. Also remaining re-enter the ministry.

very quiet are the announcers, who have been invited to the two Equity meetings but have stayed away rather than risk being stepped on by the networks

Position of the opera and concert Position of the opera and concert artists in the matter is likewise still in the air. Feeling among a respectable portion of them is understood to be opposed to Equity as the representative for radio performers. Formation of a new organization in radio will, they think, involve too much additional expense and jurisdictional red tape between the various classes of performers. Also, according to some, Equity's recent record in legit is not such as to inspire them with confidence as possible radio artist representative.

Musical Artists Guild
American Guild of Musical Artists

Musical Artists Guild

American Guild of Musical Artists,
which claims more than 200 members of the opera and concert field,
including the biggest names, is
watching the situation closely. Meeting will probably be held within the
next few days and discussion of the
question will undoubtedly take
place. Until it wins recognition and
a charter from the AAAA, however,
AGMA's hands are virtually tied in
the matter. That charter is already
held by the Grand Opera Artists
Assoc. of America and movement is
under way for amalgamating the
two groups. Petitions are being circulated among GOAAA for the
merge.

merge.

What is stirring the dramatic players' activity toward organization of radio, besides the threat of CIO entry into the situation and the alleged 'abuses,' is the acknowledged fact that performer fees for radio are steadily dropping. Price for dramatic recording job, generally leveled at around \$10 a year or so ago, has slipped to about \$5 now and is expected to settle to \$2.50 unless quick action is taken.

quick action is taken.

In live shows a similar movement has been going on. Where from \$35 to \$50 a 15-minute broadcast was formerly the generally recognized average among the first-rank agencies, the scale has shrunk to around \$25 to \$35 for a similar shot. Blackett-Sample-Hummert, which handles the majority of the minor dramatic serials current on the air, pays from \$12.50 to a maximum (for important parts) of \$25.

EQUITY TAKES IN COAST RADIO GUILD

Actors Equity has taken under its wing Radio Artists Guild and accorded the coasters the distinction of being Radio Equity, Local No. I. Group includes all local radio workers with the exception of white collar workers and technicians, later expected to cast their lot with International Alliance of Theatrical Stage Employes.

Employes.

Equity's radio alignment here will bring around 300 new members into the fold. To date nearly 100 have signed, with the remaining group expected to be firmly ensoenced in another 60 days. Equity is canceling past indebtedness of former members taken in with the radio alliance for a flat cash payment of \$10.

Ior a flat cash payment of \$10.

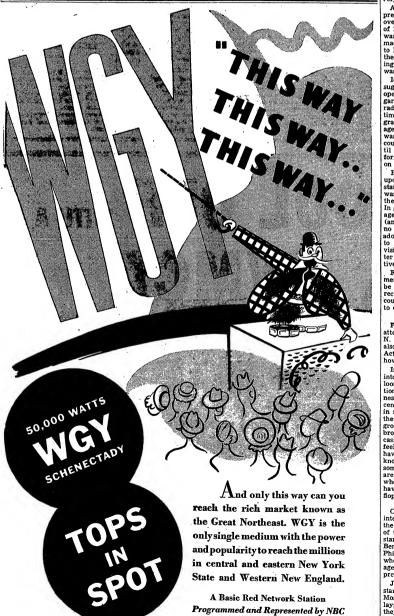
President of Radio Equity here is
Norman Field, veteran free lance air
actor. Other officers are William
Lawrence, first vice president; Duana
Thompson, second v.p.; Thomas Freebaira-Smith, third v.p.; Ralph Scott,
secretary, and J. Donald Wilson,
treasurer.

Board of directors will comprise

Cleghorn Back to WMC

Memphis, July 30.

John H. Cleghorn, former program and publicity director for WMC, who resigned in December, 1935, to join staff of Station WKY in Oklahoma City, returns to WMC as program director.





Radio Directory...

COMPLETED!

The first annual VARIETY RADIO DIRECTORY will be ready for distribution shortly.

Dedicated as a reference work and aid for use by station managers, agency executives, program producers, sponsors and the Press.

We suggest you order your copy now.

Price \$5 the copy.

HOLLYWOOD
1708 No. Vine St.

NEW YORK 154 West 46th St. CHICAGO 54 W. Randolph St.

Face-Lifting an Old Station

By Col Harry C. Wilder

When we acquired stock in station WNBX in Springfield, Vt., we were naturally quick to realize that we had two alternatives. First, we could had two alternatives. First, we could call in Uncle Exra and let him run it as 'the powerful little five watter down in Rosedale,' or we could try to make a real station out of the mess of haybarn facilities. First alternative was out of the question, since WNEX was already operating on 1,000 watts power, and most of us who have been in this radio business long enough have learned that to step backward is to step out. Swe decided to build a real station in Springfield, Vt., worthy of that 1 Kw.

1 Kw.

I recall my first trip to WNBX. There was an old decrepit studio, a small office cluttered with desks and papers, a control room filled with ancient records, a system whereby an operator gauged controls, spun discs and barked out 35-cent announcements extolling the merits of all-wool suits with two pants at \$3.98, with the suitcase and tissue paper thrown in.

Now, of course, it is elementary

pants at \$3.98, with the suitcase and tissue paper thrown in.

Now, of course, it is elementary to state that the Federal Communications Commission demands that a station operate in public interest, convenience, and necessity. It is also elementary to state that if you want advertising contracts you must have a listening audience, and if you want a listening audience, and if you want a listening audience, on have got to give them something to listen to. So putting two and two together, it didn't require any mathematical; genius to determine that something must be done quickly to build a new WNBX.

We retained an advertising agency, to make a complete survey of the station to determine its possibilities, survey the entire coverage area, to map and plan the station growth, indeed to blue print the

entire future development WNBX.

It is generally known that Ver-It is generally known that Vermonters are pretty industrious people, but I can assure you that many of the citizens of Springfield were amazed at the speed with which things moved during the first few months of this year. We took over the top floor of the leading office building—new, modern, color-cul studios and offices. In short, we tried to make our plant the Radio City of the Twin States—Vermont and New Hampshire.

and New Hampshire.

We supplemented our station staff with a well-trained personnel—in new announcers, production men, program managers, continuity writers, clerical help, Many of our new employes had been with NBC and other stations. Several were further trained by our agency in their specific duties before being sent to Springfield.

Stunts

We held auditions at which hundreds of amateurs and professionals were presented in actual, on-theair performances, with listeners choosing the best of the lot for placement. Upon the conclusion of a series of programs in which all these performers are retained on a heavy period hears are retained on a a series of programs in which an intese performers are retained on a commercial basis, every artist on our station, without exception, will be placed on a paid scale. Small, of course, but cash. In addition to our new live talent programs—and we built dozens of them, designed, to appeal to the areas in which we operate—we rely on leading transcribed services and in early morning the better phonograph records available to help make up our local shows. In addition, one of our first moves was to bring in United Press news—complete service, including fashions, sports, etc. Five-minute news bulletins are broadcast every hour, on the hour. We inaugurated a number of programs in which hour, on the hour. We inaugurated a number of programs in which news was incorporated with other

news was incorporated with other entertainment.

We built spelling bees, singing shows, Man on the Street broadcasts, ran the entire gamut of local sport features. We traveled miles to pick up a sport feature of interest to pick up a sport feature of interest to bick up a sport feature of interest to bick up a sport feature of interest to bick up a sport feature of interest to pick up a sport feature of interest to fields who have messages of specific importance. We encourage leaders of all religious denominations to use our facilities.

WNBX adopted the policy of 'Planned Programming' A system whereby in definite hours of the day (as determined by actual and frequent surveys) various types of pro-

We have learned a lot from WNBX. We have learned that a small station can really go places when it is given a break, when it is properly handled.

can really go places when it is given a break, when it is properly handled.

After all, the story of WNBX is, in several respects, the story of WTN, Jamestown. When I entered the control room of WOCL—the station's previous call letters—for first time, I found a single operator on duty. It was winter and bitterly cold. An oil stove emitted lots of smoke and doubtful warmth in the corridor adjacent to the control room. The engineer was reclining in a rickety easy chair. On his lap sat a high school girl. The room was filled with kids of vari us ages. A phonograph record squeaked to its dying finish, and the engineer, turning announcer, opened the mike and said: Now, what shall we play for our next selection? The girl on his lap screamed, Let's have the St. Louis Blues. So he played the 'St. Louis Blues.' So would be small oil stove stood outside his control room. He had to be nice.

I've never been much of a booster

Tve never been much of a booster for engineers doubling in brass as announcers. Tve been even less a booster for station personnel performing their duties closely surrounded by young members of the opposite sex.

We're still learning, but zom our adio experience thus far with WSYR, WJTN and WNBX, particularly in the latter case, we have discovered two salient points. First, radio is show business and as such demands showmanship treatment. Secondly, it pays and pays well to

Stunt Goes Blah

Columbus, July 20, There's a note of embarrass-nent around the WCOL promoment around the WCOLI promo-tion department these days. Sent a pilot 1500 feet above the city to drop 1,000 throw-aways plugging David Penn's news broadcasts.

aways plugging David Penis news broadcasts.

Idea was that the handbills would drop from the sky while Bob Seal, street reporter, was on the air, giving him a chance to bring passers-by to the mike to talk about it.

WCOL staff is still hoping to find one of the sheets in a dark downtown corner, but no luck. Figure the entire batch must have floated somewhere into the rural districts in the high wind.

grams are presented. Thus the housewife knows when to tune in to hear recipes; the sports lover knows when his favorite program will be presented; those who like classical music, and those who prefer jazz, know just when they will be on the air. This system gives to the advertiser an opportunity to place his message before a tailor-made audience. The advertiser may now buy the exact period in which he can address the largest possible audience in which he is interested.

When the new studios and the

the evact period in which he can address the largest possible audience in which he is interested.

When the new studios and the entire new setup were formally dedicated, with appropriate ceremonies early in May, an entire week was set aside for the presentation of big, live variety shows, using prominent people of the Twin States, members of civic clubs, industrialists, ministers, judges, senators, members of the Farm Bureau, leading educators. Bradley Kincaid and Col. Jim Healey were brought over. Shortly after this WNBX announced a tie-in with the Mutual, Yankee and Colonial networks. By making this ite-in the státion now is able to present the best of the sustaining programs of these three networks, particularly dance music, for the hosts of vacationists who throng to Vermont and New Hampshire during the summer months. Off the Colonial network comes all home games of the Boston, American and National League teams under the joint sponso; ship of General Mills (Wheaties) and Socony Vacuum Oil Co. Lots of interest in this feature. Because these folks never see a major league game.

A lot of money has been spent at WNBX—a lot of time and work has gone into building the station from its original amateur condition. Was it worth it? Well, to begin with, the first three months of 1937 showed a revenue increase of 133 per cent over the corresponding period of last year. Best of all, even with the advent of warm weather, the revenue figures day by day, week by week, month by month, are climbing. The graph's trend is decidedly upward.

On His Lap

On His Lap

Launching a New Station

By F. C. Eighmey Manager KGLO, Mason City, Iowa

Every station operator and manager has a number of ideals that he hopes to uphold when a new station is opened. However, after the station gets under way, a great many of these worthy causes are lost in the shuffle, because the excitement of ringing the cash register makes him forget the future.

him forget the future.

My experience in radio dates back
only to the beginning of the depression, when things were really tough.
Radio was in the growing stage and
very little thought was given to
sound business and technical practice. Since that time radio has graduated, and today has time to look
ahead and see what the future holds
for it

From my small experience I should for it.

From my small experience I should like to mention a few of the things which, I believe, every station man-ager should do when he opens a new station.

1 A commetent consulting engineer

which, I believe, every station manager should do when he opens a new station.

1. A competent consulting engineer should be engaged to give the station the finest technical set-up available. One which can be expanded when increases in power are granted at a minimum of expense. No attempt should be made to be penurious in the purchase of equipment.

2. A study of the area to be covered by the station should be made preceding the date of opening. Questions designed to find out what the listener of that territory wants in the way of entertainment should be asked. I believe that if this practice is followed more closely by station operators there will be fewer slips. In hiring your program staff, be sure that you obtain people who have a flare for showmanship. Folks who infuse the program with their own personality will pay dividends far in excess of the few dollars extra per week you may have to pay for this type of employee.

3. Give a lot of thought to your sales set-up. Be sure your rate card conforms throughout with best sales practice. Make it easy for people to read, even the layman. Stick to your rates. Put all the rates on your card. No one has any respect for a chiseler or the one who has been chiseled. Don't sell the advertier what he wants. Sell him what he should have to do the iob most effectively. Refuse short time contracts if you don't sincerely believe the broadcasts can get results. Mersend money—if the spending is

spend money—if the spending is done intelligently—it's one of the quickest ways of earning back both the initial expenditure and the reasonable profit. The town domiciling a station is not important. This, I think, is our discovery.

him the program idea so that you can increase his expenditure from year to year.

Refrain from accepting questionable accounts that might jeopardize those you already have. Get network production on your local shows (this may be hard to do, but it willpay in the long run).

4. Advertise your business. Promote it for all it's worth. Do exactly what you preach to others. Sell the people in your listening area on the fact that your station is the brightest spot on the dial. Do missionary work among regional advertisers, very few of whom today have had a good experience with radio, because this is the market from which a share of your business will have to come in the future.

I believe that, no matter how small the station or what the community, that it is possible to make that station the dominating factor in the community it serves. No broad-caster will ever do it unless he is willing to make an investment greater than he expected to when he got his construction permit from Every dollar that is intelligently

chandise his program, and co-operate fully with each and every account, no matter how small. In setting up your rate basis, make it easier for your advertiser to buy programs and harder to buy spot announcements. This will tend to sell him the program idea so that you can increase his expenditure from year to year.

mission.

Every dollar that is intelligently spent in promotion of the station end by buying equipment, building programs or in general promotion, will be returned twofold, if this practice is made a part of his everyday operation. Do not try to high hat the folks. Just become a part and parcel of their everyday existence, and I assure you success in capital letters will follow your efforts.

Benj. David with WOR

Benjamin David, former vaude agent, has joined the WOR Artists Bureau and is contacting the ad-agencies on talent sales. It's a new

development with the bureau.

David operates under the supervision of Nat Abramson.

Herman Bernie's August Trip Herman Bernie goes to the Coast the latter part of August to line up guests for Ben's American Can show. Program begins originating in Holly-wood August 24. Agent expects to be gone some time.



and the Oklahoma Publishing Co. - E. KATZ SPECIAL ADVERTISING AGENCY







Heat wave... vacations...? Yeah, we've got thermometer troubles, but that's all. Business is good. Listeners are listening . . . and buying! That's the WHIO summer picture.

SPEAKING OF BUSINESS, HOW'S THIS:
WHIO Local Business, June, 1937—
Up 59.1% Over 1936
WHIO National Spot, June, 1937—
Up 48.7% Over 1936
WHIO Network Business, June, 1937—
Up 72.7% Over 1936

THE TEST STATION OF THE NATION DAYTON. OHIO Nati Representative JOHN BLAIR & CO



Fault-Finding Pals

Stations and Their Sales Reps Perennially Critical-**Events Seen Moving Toward Change**

By DAN GOLDBERG

By DAN GOLDBERG
Chicago, July 20.
Stations and representatives are seen by many observers as nearing a drastic revision of the station representation status quo. This may reach a decisive issue during 1937-38. Unwritten rules of the station rep business may be kicked into the alley.
Two major changes which are now threatened are (1) stations opening own sales offices in Chicago and New York, and possibly Detroit and the Coast, (2) the ending of the 15% of commissions to keep a representation office out of the red. These stations see a direct similarity between the history of newspaper representation and radio representation, and insist that radio will follow the same curve which will mean lessened commission as the business climbs.

"Bonus' System

sion as the business climbs.

"Bonus" Systemen thave in their possession contracts which plainly call for 15% commission are in reality receiving less than that percentage, the kickback coming in the shape of bonus' in a few instances, but usually as in the form of stock in the rep firm held by the stations, which gives the station dividends out of the rep firm's earnings.

On the other side of the fence are

on national sales. Especially is this true of the smaller reps and those which are just trying to break into the rep fields.

Basis of the lowering percentage is the booming national radio business and the greatly upped rate cards throughout the stations. Sta-tions are blunt in their insistence that the 15% commission was all tions are blunt in their insistence that the 15% commission was all right and proper in the early days of radio when selling was tough and the reps had to do missionary work, and when the rates were generally so low that it took a long list of stations to make up for the lack of diversified action. They believe, and the stations agree, that since they are concentrating on a few stations they rate an added percentage because of this specialization.

On the side of the big stations the trend is unquestionably towards their own sales organizations in the key cities. With WOR having successfully established an exclusive WOR office in Chicago, other stations are beginning to ponder more earnestly on this point. Among those which have thought of their own offices are

beginning to ponder more earnestly on this point. Among those which have thought of their own offices are KMBC. Kansas City; KOIL, Omaha and KFAB, Lincoln; Don Lee network on the coast, WLS, Chicago; WGN, Chicago, and others.

This type of set-up becomes especially attractive to stations which look up their books and discover they are paying anywhere from \$25,000 to \$75,000 commission annually for national sales representation, and for which figure they believe they can get better and exclusive service for the same amount of coin, or even for an outlay considerably less.

50,000 WATTS

BID AND ASKED IN PHILLY UNION TALKS

Philadelphia, July 20. Philadelphia, July 20.

KYW is causing consternation at

WCAU and WFIL, and weakening

proposed united front, by continued

refusal to pledge itself in the 'until
death-do-us-part' pact of the radio

stations against the Musicians' Local

here.

here.
WCAU and WFIL have their han but fear that KYY firmly clapsed, but fear that KYW, which has already made a private agreement with Jan Savitt Orchestra to return in the fall, will step out

agreement with Jan Savitt Orchestra to return in the fall, will step out and reach an independent pact with Union.

Meantime Union's exec board has nixed offers made by stations at confab two weeks ago. There will be another get-together of reps of three stations and union officers on Friday.

stations and union officers on Friday.

Doc Levy's offer for WCAU was for 16 men at \$48. Union holds this too low for combo sustaining-commercial pacter station wants. It is demanding 22 men at \$55.

Don Withycomb of WFIL offered renewal of recently expired termer which called for 14 men at \$37. Union wants 18 at \$48. Les Joy, KYW g.m., is asking 18 musickers at \$45, while Union Prexy Tomei asks 20 at \$52.

Norman Jay (Norman J. Ginsberg), former publisher Philly Jew-ish World, will do weekly news round-up and editorial comment on WFIL for 25 minutes Friday nights,

Ings. This type of set-up becomes especially attractive to stations which have stations giving reps more than the regular 15% commission. This is true in the cases of the small stations which seek association with top flight reps, especially where the reps do not handle a large commission setup on exclusive representation. While there are many 'deals' which are more or less open secrets in the business and which call for the business and which call for the business and which call for less than the standard 15% commission, the stations and representation the open with frankly less than 15% commission setup on exclusive representation.

Transamerican is also causing important changes in the representation profess than the standard 15% commission annually control of the commission annually and for which figure they believe they can get better and exclusive service for the same amount of coin, it was the country that they are now signaturate to be station by the country that they are now signaturate to be commission annually and the country that they are now signaturate to private the country that they are now signaturate to provide the country that they are now signaturate to provide the country that they are now signaturate to provide the country that they are now signaturate to provide the country that they are now signaturate to provide the country that they are now signaturate to provide the country that they are now signaturate to provide the country that they are now signaturate to provide the country that they want commission only on the succession which call they are paying anywhere from \$25.

Forecast Zip, Mobility in 1937-38 **Network Promotion a La Carte**

By BEN BODEC

Timeliness and resourcefulness have become the shibboleths of netword promotion. The spot idea

have become the shibboleths of netword promotion. The spot idea shooter and the snappy brochure creator have taken rating over the heavy thinker and the questionnaire juggler.

What now comes through the network promotion mill shows for the most part a sharp evaluation of yesterday's, or today's, broadcast doings It all calls for fast moving. A network shows up brightly in the handling of a spot event and in a day or two there's a smartly confected piece in the outgoing mail tom-toming the achievement and lending illustrations to the bow-taking.

New dispensation of things is largely due to the fact that the networks' concern with long range promotional planning has been reduced to a minimum, as regards inside organization activity. The function of developing and arraying statistical arguments for radio have been taken over, or assigned, to a co-operative project, the Joint Committee on Radio Research. Relieved of this work, the network promotion department is free to ply all hands in the creation of quick, timely propositions. This putting of the heavy survey stuff on an industry basis is regarded by the web pamphlets and brochure pushers as an idea situation.

Following are some recent samples from the NBC's spot promotional mill:

For All Sports: a bit of pictorial

For All Sports: a bit of pictorial bally on the network's prominence in the various fields of sports.

It Won't Be Long: what NBC was doing to pick up the latest interplay of planetary forces.

Boy Scout Jamboree: a folder on the Washington get-together, with scouts to take back home as souvenirs and another 15,000 mailed to educators and social service workers.

You Can't Lose: a breezy recital

on the Kentucky Derby theme.

If This Fight Could Have Been Broadcast: a pictorial and factual tale of NBC's ranking in the airing of championship and important heavy bouts.

The Greatest Forum in the World: what NBC was doing to the getting over sides in the debate on the reorganization of the U. S. Supreme Court.

Show Folks, We Thank You: spreading the bows as well as taking them on the floods broadcasts.

Columbia like NBC put some ef-

ing them on the floods' broadcasts. Columbia like NBC put some effective folders on the Coronation' coverage, with the former showing an artistic edge through the piece tagged, 'Nyt Soon Forgotten.' Other recent spot pieces from the CBS mill that have captured attention involved that network's broadcast of the modern verre drame. Tall of the the modern verse drama, 'Fall of the City,' and the Shakespeare series.

Joe E. Brown in Chicago; Will Run Baseball School

Chleago, July 20.
Arriving Sunday (25), Joe E.
Brown will do three weeks as guest
announcer on the Kellogg-WiJD
baseball broadcast, and also conduct
the public park baseball school during the same period for that sponsor.
Makes the second session for the
picture star, as he also did the opening week announcing for ball games.

Duluth Seeks Tourists

MIDSUMMER NIGHT'S DREAM:

More Markets Like Philly With Mediums Like . .

PHILADELPHIA

ROBERT A. STREET. Commercial Manager

Programs—Not Time—Is the Thing

By JOHN L. CLARK
President, Transamerican Broadcasting & Television Corp.

By JOHN L. CLARK

President, Transmerican Broadcasting & Television Corp.

Radio time is more often bought than sold. Time itself is worthless. It is the use of it that determines its value. When the radio broadcasting industry is faced with the necessity of doing a real selling job, those who accept this responsibility will find that their first job will be to provide something that is decidedly lacking at present, and that is new, interesting programs.

Radio time will continue to be bought. Programs used in it will be sold. Within the near future more and more time-selling organizations will install program departments. They will retain writers, producers and contract talent. They will prepare many auditions and learn to expect to sell only a small percentage of them. They will plough back most of their commissions into this work, but will prosper as a result of a much greater volume of business.

Despite a peak year in broadcasting, the mortality rate of important advertisers is most alarming. Much of the increased volume has been due to the expansion of a half dozen advertisers, who, combined, practically monopolize the air. If these advertisers alone should suddenly be faced with the problem of finding suitable program material and should decide to stop broadcasting until they found it, they could put radio broadcasting deep in the red.

In talking with several of the former users of radio advertising, they all agree on one thing—that is, if a program of real entertainment value could be produced, they would again consider radio advertising Several big advertisers of 1936 and 1937 will be missing from the air in 1937 and 1938 for the same reason. If broadcasting is to maintain its influence on the people and consequently its advertising effect, immediate attention must be given to programs by those who devote their energy to broadcasting exclusively.

RADIO SHOWMANSHIP

flve-minute 'Safety Hints' programs will be aired over WJAX, with Patrolman Carl Schultz and Fireman William Fergus discussing accidents of the previous day and explaining how they could have been avoided. Local civic and safety groups behind the drive as city's traffic deaths hit a three-year high.

Whooping It Up for NBC

Attention-Getters, Tie-Ups, Ideas

Outstanding Stunts:

RADIO LOG IN PUBLIC LIBRARIES WICC, BRIDGEPORT

Radio Log in Public Library Bridgeport.

To get around exclusion of listings in New Haven dailies, WICC is furnishing public libraries in Elim City with weekly time tables, which are posted on bulletin boards in reader posted on bulletin boards in reader posted on bulletin boards in reader Thus, plus plants in suburban sheets, gives Yankee webber partial coverage in city where it runs a substation.

Traffe Violator's School' Cleveland.

In an effort to combat unusual number of traffe fatalities in Cleveland.

In an effort to combat unusual number of traffe fatalities in Cleveland this year (114 killed up to July 15), WHK and WAY, will alaunch an extensive safety campaign. Local police and fire department will alaunch an extensive safety campaign. Whether the property of the commissioner Melvin Hazen, District Commis

WPAY. P'tsm'th. Off Air 2 Days; Panelmen Out

WPAY, Portsmouth, Ohio, 100watter, was off the ozone Monday and yesterday (Tuesday) due to a walkout of employees after six engineers were allegedly discharged by the station because they joined American Radio Telegraphists' As-

Late yesterday the national headquarters of ARTA in N. Y. refused to comment on the WPAY predicament beyond admitting that union's ment beyond admitting that union's organizer, Douglas Ward, was at work in the territory around Portsmouth. ARTA said it had not received an official report from Ward and until it did the union did not propose to comment. Eight was the reported number of walkouts sympathizing with the discharged engineers.

charged engineers.

WCKY SWITCHOVER - OMITS THE HOKUM

Cincinnati July 20

A safe, sane and sober dedication. That's the decree of L. B. Wilson for the opening of the new WCKY transmitter, July 27, which will jump the station's power from 5,000 to 10,000 watts.

A simple ceremony will precede the switch to the new RCA high fidelity installation. It will be staged in the station's studio in the Netherland Plaza Hotel at 8:27 p.m., with L. B. slated for a three-minute talk. Operation as a 10,000-watter will begin with Packard's NBC program from Hollywood.

Aladdin Acqt. for WLW

Cincinnati, July 20.

Charles 'Pete' Jaeger and Mac Ward of Transamerican's Chicago office and Bert Presba and £6 Fellers, of the Presba, Fellers & Presba agency, also of the Windy City, were in town Friday (16). They huddled with Frank M. Smith, sales manager, and Jim Venuture necessity if discovering the and Jim Krauters, continuity director, of Crosley's WLW and WSAI.

Matter concerns Alladin Lamp series of broadcasts to start in the fall.

Sustaining but Not Nourishing

By Ray Perkins

By Ray Perkins

Everybody agrees on the need for new ideas and programs. Everybody admits that personalities are scarce and funnymen most of all. Yet there persists the dilemma of how to sell the one or present the other. Sustaining programs, on network and individual stations, constitute one method. A tough method so far. Far various reasons. Nobody is particularly to blame. It's the way a new and still not completely un' tood amusement form has developed.

Many in the ... ade are prone to overlook the fact that a complicated sustaining program of type we are now doing at WOR practically has two strikes called on it before it goes to bat. The severe—and from the station standpoint unavoidable—obstacles include: an exasperatingly small budget for script, arrangements or personnel; limited rehearsal time; meager publicity; cast subject to call elsewhere, and so on. If such a sustainer can compete even closely with similar commercial shows it's a victory of some sort.

However, we will ofter no alibis, and we knew all the above when undertaking the show. Maybe it just appealed to my gambling instinct.

stinct.

Point of real interest, however, is that this type of sustaining (with all its difficulties) offers a laboratory for testing new ideas in script and production, if one has the courage and opportunity to use it. I'm grateful to WOR for the latter. We are frankly experimenting, and hope to develop a few fresh notions in the radio revue field.

106 NEWS BROADCASTS | CARL WHEAT **WEEKLY ON WMCA**

WMCA, N. Y., tops the Metropolitan area in number of news programs aired weekly with overall total of 106 of at least a quarter, hour duration.

Breakdown shows there are 21 sponsored and 27 sustaining straight news dishing, ten sustaining commentating programs, 25 bankrolled sportscasts, and nine of the same sustaining, seven sponsorless stunt news periods, and six sponsored and one sustaining miscellaneous programs.

WBBM Sales Staff Exodus

Chicago, July 20.

Chicago, July 20.

Chicago, July 20.

Illinois Meat Company (Broadcast Corned Beef Hash) account shifts to the Sugden agency this week, brought into the agency by Tom Kivlan, WBBM salesman, who quits the Columbia station to become account exec with Sugden.

Kivlan marks, the fourth sales staff resignation out of WBBM within the past two weeks, the others being Whyth Walker and Charles Garland now with WIND and WJD, John Shelton who joins the local, sales staff of WOR (Newark) under Bob Barrett.

staff of WOR (newark) minute and Barrett.
Only salesman of long standing remaining at WBBM is Rex Sheppe, and Sheppe has been figuring on getting a permit and license of a new 100-watt station in Evanston, swank northside suburb.

24-Sheeted Sports

St. Louis, July 20.

Hyde Park Brewing Co., sponsor of sports programs over KWK and KMOX, have spread pix of their 'Sportcasters' on 24-sheets.

During July pix of Ray Schmidt adorn boards and during August pix of Johnny O'Hara wil be publicized.

Hearst's KYA Ups Rates

San Francisco, July 20,
Rate boost of approximately onethird has been put into effect by
KYA, local Hearst station and affiliate of the California Radio System.
New rate card, first issued in more
than two years, shows a jump in the
evening base rate from \$125 to \$170
per hour, and in the daytime hourly
rate from \$62 to \$85.

Higher charges follows completion.

Higher charges follows completion of the station's new 5,000-watt transmitter, which went into operation two months ago. Former power was 1,000 watts.

Luther Imports Salesmen

Three new local salesmen have been added to the staff of WOC here; Ben Hovel coming in from WIBA, Madison, Wis, S. Chapin from World Broadcasting System and Arthur Lewis from WMNN, Fairmount, West Va.

Appointments made by station

Appointments made by station chief Clark Luther.

ANDY STANTON BROKE

Andrew T. Stanton, WMCA announcer, filed a voluntary petition in bankruptcy in U. S. district court, N. Y., Friday (16). He listed his debts at \$4,292 and no assets.

Among the creditors, Helen Leighton of Sunnyside, Queens, for \$775.

Every Time Buyer $Knows \dots$

PROBABILITY

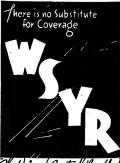
FOR F.C.C.

Washington, July 20.
Carl I. Wheat, vigorous California attorney, looked this week like the most probable successor to the Federal Communications Commission post vacated last month through retirement of Vice-Chairman Irvin

Stewart.

With White House under strong pressure to plug the gap, political circles heard reports last week that Wheat, now special counsel for the telephone division and former Los Angeles public utilities counsel, is the strongest contender. How soon the choice will be made continued uncertain, although President Roosevelt has indicated he will not take

(Continued on page 68)



The Voice of Central New York

WSYR's Four-Fold Power Increase Is Only ONE of MANY Reasons Why 15 OUT OF 16 COUNTIES PREFER This NBC-Blue Outlet and Why National Spot and Local Advertisers USE it 3 TO 1 in SYRACUSE.

Write for Proof and Details



MICHICAN RANDIO NIETWORK

KEYSTATION WXYZ DETROIT

Operated Continuously - Just Like Coast to Coast Networks

erca)

"A glowing promise is completely kept"

LTON COOK



Burgess Meredish as "Hamlet" in the first production of the Columbia Shakespearean Cycle: Mondays 9 to 10 p.m. E.S.T., July 12, thru August 30

NEW YORK

WABC demonstrated last night that Shakespearean plays can be molded into vivid, exciting vehicles for radio. Past attempts had left some doubts... A glowing promise is completely kept... There is no stunt element in this WABC Shakespearean cycle. Casts of great actors and a company of brilliant adapters and directors are sincerely and quietly striving to present plays with the flavor of the original vehicle transferred to a new medium.

ALTON COOK New York II orld-Telegram

Burgess Meredith, in the title role, gave (Hamlet) its best performance of the year, and we say that with vivid memories of seeing the Gielgud and Howard performances and of hearing the Barrymore.

AARON STEIN New York Evening Post

LOS ANGELES

"Meredith covered himself with glory in the title role of Columbia's production of the Shakespearean tragedy. He gave the 'clear and understandable' performance for which he had prayed, and reached emotional heights with no evidences of ranting.

The production, as a whole, was splendid because Brewster Morgan had done a masterful job of correlating the major scenes into a story unit that even a child could comprehend."

CARROLL NYE

SAN FRANCISCO

"The most revolutionary step to date in dramatic entertainment on the air, took place Monday, when Columbia Broadcasting presented 'Hamlet'...

The experiment should prove as significant to radio as the advent of sound to films. As the speaking voice raised the standard which most movie stars couldn't meet, this play and its successors, cast with stage stars, will set a standard for play presentation that will open the field to playwrights and stage folk who are experienced in reading lines,"

ADA HANIFII The San Francisco Examine

CINCINNATI

"... let us go on record as saying we spent a wholly enjoyable hour listening to the play... that whether or no Burgess Meredith is to be the coming Hamlet, he builds high peaks in the part and on each peak plants a leaping fire... that the cast was possibly the best available for radio in this or any other country... and that Columbia deserves a cross with three palms, well make it four, for the effort."

PAUL KENNEDY

THE COLUMBIA BROADCASTING SYSTEM

AMATEURS STILL GO ON

New Program Starts In Grand Thea

Chicago, July 20.

In new amateur show to start next week on Ralph Atlass' indie WIND, the sponsors, Barnett Millinery, will salute a different city each week. week on Ralph Atlass' indie WIND, the sponsors, Barnett Millinery, will salute a different city each week. Program, to be one 60-minute period weekly will have an m.c. and be broadcast from Grand theatre, Gary. Telephone vote by radio: audience will be used to determine winner. As yet, no plans have been made to put out vaude units.

Bob Bradley, tenor, 'discovered' y advertising men attending a recent convention in Denver, Col., broadcasts of the 'Heinz Mag-



Literally scores of wise advertisers have discovered that when it comes to covering America's richest area...New York...there's one radio station that does the iob most effec-

tively. LEO takes a bow for WHN. New York's No. 1 Showmanship Station.

WHN
1540 Breedway 1340 Breedway
By association with the
M-G-M Studios and
Leew's chain of
theatrs, this stalian
has the key to the
greatest latent chesi
in the world—and It's
at the disposal of our
advertisers.

F.C.C.'S WASHINGTON DOCKET

NEW APPLICATIONS

Washington, July 20.

Washington, July 20.
Fiorida: WDAE, Tampa Times Company, Tampa, change frequency from 1220 to 780 ke, install directional antenna for day and night use.
Illinois: WCBS, Springfield, install new transmitter, increase daytime power from 100 to 250 watts, change hours of operation from specified to unlimited.
Massachusetts: Columbia Broadcasting System, Boston, new high frequency broadcast station to be operated on 88,000, 123,000, 164,000 and 205,000 kc, with 100

watts.

Minnesota: KSTP, St. Paul, new transmitter and directional antenna for day and night use, boost power
from 10 kw nights, 25 kw days, to 50 kw all times.

Oregon: Louis P. Thornton, Baker, new station to be
operated on 1500 kc with 100 watts nights, 250 watts

ays.

Pennsylvania: WIP Philadelphia, extension of special Pennsylvania: WIP, Philadelphia, extension of special experimental authorization to operate with 500 watts additional power: Young People's Association for the Propagation of the Gospel, Philadelphia, new station to be operated on 1220 kc with 1 kw, using directional antenna all times.

Texas: J. F. Rodgers, Harlingen, new station to be operated on 1370 kc with 100 watts nights, 250 watts days.

EXAMINERS' REPORTS

Louisiana: Daytime juice-jump from 1 to 5 kw was okayed by Examiner P. W. Seward for WSMB, New Orleans. Transmitter—a National Broadcasting Company outlet, operating on 1320 kc—has demonstrated its value in the public service, Seward found, and also has ample cash with which to finance the improvements.

ments.

Reflection of the transmitter was shown in a statement which added up \$19,474 net profits for 13 weeks ending April 3, this year.

WSMB, Inc., was represented by Paul D. P. Spear-

an. Massachusetts: Boost from 500 watts to 1 kw and Massachusetts: Boost from 500 watts to 1 kw and change in hours of operation from daytimes to unlimited for WORL, Boston, received the nod from Chief Examiner Davis G. Arnold. Station, which operates on 920 kc and is partly-owned by Harold A. Lafont, former member of the old Radio Commission, has been having hard sledding because advertisers are unwilling to sign contracts when they seldom get a

Washington, July 20.

Washington, July 20.
Technical revolution in the radio field, bringing far-reaching social consequences and extending to both transmission and reception, is forecast in a profound study of recent scientific developments and future trends submitted to President Roosevelt last week by Federal experts.

Television, high-frequency broad-casting ultra-selective receivers, fac-

casting, ultra-selective receivers, fac-simile transmission and other im-provements are pictured in the com-munications section of the report of the National Resources Committee. Chapter is the work of Federal Com-

Craven's Technical Forecast

Television Far Off-But New Marvels of Radio

Engineering Imminent and Extensive

service would make the change justifiable, chief examiner ruled.

Outfit, licensed to Broadcasting Service Organization, Inc., was represented by Ben S. Fisher.

Michigan: Attempts of a group of University of Michigan professors to set up a special broadcast station at Ann Arbor for experimental use probably will be ashcanned. In a report bristling with objections to the request for a berth on the 1550 kc frequency, with 1 kw. Examiner George H. Hill pointed out that the applicants were short \$2,000 of the \$21,000 needed to construct the proposed transmitter; that money would not be available to pay a qualified engineer to conduct the research and experimentation program and that the service did not promise a 'substantial contribution' to the development and practical application of high fidelity broadcasting'. fidelity broadcasting.

naemy broadcasting. Hill also objected strongly to the fact that operation of the station would result in interference to a research program being conducted by WQXR, Long Island City, in conjunction with the U. S. Bureau of

Standards.

Applying under the name of the Ann Arbor Broad-casting Company, Inc., group had planned to conduct a 'comprehensive study' of listener response in high fidelity broadcasting, and use the station in connection with the University's radio engineering courses, Outfit retained Louis G. Caldwell, Reed T. Rollo and Donald C. Beelar.

West Virginia: Request of WBLK, Clarksburg, for an extension of hours from daytime to unlimited was advorably recommended to the commish by Examiner P. W. Seward.

Owned by the Exponent Company, transmitter, has

P. W. Seward.

Owned by the Exponent Company, transmitter has been using the 1370 kc frequency with 100 watts. Power and frequency would remain unchanged, but night operation would be installed under the application Granting of the request would limit the service of WPAY. Portsmouth, Ohio, to its three millivoit contour, Seward's report showed, but examiner held that improvement in service to WBLK's listeners warranted

chance to listen in on the regular daytime programs and get acquainted, Arnold pointed out.

While WORL would be limited to its 4.2 millivolt per meter contour at night, increased efficiency of its service would make the change justifiable, chief exam-

an okay.

'The granting of this application would result in some limit being placed upon the service of WPAY, in an area with a population of approximately 4288. Seward pointed out, 'while the granting of this application will afford primary nighttime service in the Clarksburg area with a population of approximately 63,000.'

mostly on the ability to pick up what already is thrown on the air. Chances of reaching the rural audience are improving both through development of receivers and trend toward more juice, Prez was informed. Receivers operating on 32formed. Receivers operating on 32-volt farm plants and from 6-volt batteries, together with higher power and ultra-high frequency service, should broaden the audience, accord-ing to the report.

ing to the report.

While the Federal Communications Commission ponders the matter of superpower, the experts told Mr. Roosevelt that more juice is probable. Report said that greater voltage is to be expected, remarking that under present conditions, with 50 kw. limit, approximately 36% of the population depends on secondary service. According to the technicians, 'increases in power when coupled with properly designed antenna systems greatly extend the primary service areas and increase the percentage of time in which satisfactory service is obtained in the secondary service areas.

Wednesday, July 21, 1937 LABOR BUYS TIME

Company Also Rebuts On WIND, Gary, Indiana

Chicago, July 20.

Both Youngstown Sheet. and Tube
Co, and Steel Workers Organizing
Committee, factions in the current
labor dispute, are using 100-word
spot spiels on Ralph Atlass' indie spot spiels on Ralph Atlass' indie WIND, to present their side of the argument.

WIND, to present their side of the argument.

Announcements are directed to the workers, and are contracted for on a daily order, both organizations using approximately seven a day.

Heat Affects Radio

Washington, July 20.
Screwiest stunt recorded during local radio dog-days was pulled last week by WMAL-WRC. While thermometers registered 95 NBC announcers agreed to run a relay race from their respective studios new NBC h.q. in the Tra

new NBC h.q. in the Trans-Lux building. With Joe Rogers representing WRC, and Jim McGrath batting for WMAL, hot-weather contestants started from scratch—McGrath clad

started from scratch—McGrath clad in running pants. Midway in scamper to the new studios, McGrath paused for a stein of beer at a convenient hamburg emporium. Loud speaker at the hot doggery had informed him Rogers was still several minutes behind. Following hare-and-tortoise technic, McGrath lolled beside the counter until he felt it was time to get back in the race. Two contestants came under the wire together—except that Rogers, being a big guy, expanded his chest to break the string.

expanded his chest to break the string. Two NBC stations had gongs at each street corner to record prog-ress of the marathoners, but all agreed impromptu beer-guzzling spoiled Jim's chances.

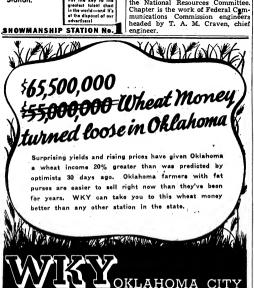
Henry Barbour on Museum Show Chicago, July 20. Henry Barbour to join University Broadcasting Co. staff as writer for Field Museum series, Aug. 15. Has been writing alternates on the

weekly series and free lancing.

RESULTS: COUNT MAST

The international scope and sound growth of this organization are the re-wards of experience and service applied to station representation.





Affiliated with The Daily Oklahoman

The Times, and The Farmer-Stockman

KATZ SPECIAL ADVERTISING AGENCY

Holding out hope of vastly improved radio transmission, experts told the Prez 'when one adds to aural broadcasting the ability to see and to record permanently what one has seen and heard, there will have been attained a perfection in communi-cations which will certainly have the most profound effect upon our social and economic life.'

most protound effect upon our social and economic life.'

'Of course, there are hundreds of individual inventions which will tend to improve the details of facsimile, television, and multiplex operation, report said, 'but the principal developments are those which now make it possible to apply to public service facsimile or television either through the use of radio, either for person-toperson contact accompanied by voice or for mass communication. Probably the most important developments in the application of these broad systems of communications will be the organization of facilities to make their use by the public possible and more easily available.'

Visio Far Off

Visio Far Off

Warning that television is still around a far-distant corner permeated the report. Technical brain-trust noted that, before picture transmission is ready for the average citizen, much laboratory work will be required. Public cannot expect to pick pix out of the air until man's ingenuity has conquered many natural limitations on use of the radio spectrum, they advised.

In the radio field the experts and

spectrum, they advised.

In the radio field, the experts anticipated breath-taking developments in construction of receivers, thus enlarging the audience and widening the market. Improvements in transmission are not likely to be so startling, report hinted, although superpower and high-frequency service probably will come along in time.

Recent development, in the re-

probably will come along in time. Recent developments in the receiver industry are aimed at improvement of sets, according to the 400-page document. Automatic volume control, better selectivity, reception over wider ranges, production of high-fidelity apparatus at lower cost, and more effective home antennas were prophesied. Experts harped on the receiver end of radio more than on the transmission end, suggesting that progress will depend

AV

Colorado Springs Spends More Money in DRUG STORES Than 152 Larger Cities

Volume of drug store sales in Colorado Springs beats that in cities up to three times its size and aualifies it as a market in which sales effort is productive . . . KVOR can qualify as the medium to make it profitable.

KVOR Colorado Springs



1000 WATTS FULL TIME

Altijiated with the Colorado Springs Gazette and Telegraph 9 Under Altitude

Oklahoma Publishing Co. . Represented by E. Katz Special Adv. Agency

HEATTER IN 2-SPONSOR JAM

With two ad agencies claiming to hold contracts with him, Gabriel Heatter, news commentator, has got himself into a legal tangle which may wind up in the courts. An innocent but financially interested party to the situation is WOR, New-

Through the Marschalk & Pratt agencies, Heatter has committed himself to work over WOR exagencies, Heatter has committed himself to work over WOR exclusively five nights a week for the Rogers Peet stores, starting Aug. 30. This deal is for 13 weeks with an option for 13 more. After giving the M & P outfit the exclusive assignment Heatter agreed through the Stack-Goble agency to do four quarter-hour programs a week for Bromo-Quinine (Grove Laboratories) starting Sept. 27.

Marschalk & Pratt asserts that it will hold Heatter to the exclusive phase of the agreement the commentator has signatured directly with that agency, while Stack-Goble has closed with NBC for the four spots on the strength of the written nod it received from Heatter.

While WOR's artists bureau has an exclusive management contract with him, Heatter has elected to do his own business. WOR finds itself in a ticklish spot in that it doesn't want to ascrifice the income from five 15-minute evening spots, nor does it want to antagonize arry of the agencies or accounts involved.

Heatter has intensified the complications by assuring Rogers Peet, on the one hand, that he wants two work for that account exclusively and by telling Stack-Goble, on the other hand, that he wants two work for that account exclusively and by telling Stack-Goble, on the other hand, that he wants two hears in the stream of the paper it holds.

Franz Kuschan, professor at Drake

Franz Kuschan, professor at Drake University, and heard over WHO, Des Moines, on many programs, died in Clarinda, Iowa, on July 13, fol-lowing a nervous breakdown.

Chevigny Scripting for Robson Transcriptions

Hollywood, July 20. Hec Chevigny has quit scripting for 'Hollywood Hotel' to head script department of Associated Chema Studios. As part of his new assignment he will do 100 transcriptions for May Robson.

Chevigny had been head of Columbia broadcasting script department before taking on the 'Hollywood Hotel' assignment.

Cronkhite's WHIP Deal

Chicago, July 20.

Chicago, July 20.

Van Cronkhite & Associates has been named sales and program counsellors for the new 5,000-watt WHIP station in Hammond, Ind., just outside Chicago's municipal limits.

Deal was concluded late last week between John Van Cronkhite and Dr. G. V. Courier, head of the new Chicago outlet. Reported contracts run for three years and also covers WWAE, the 100-watter, owned by the same interests in Hammond. Negotiations are under way for a remote control setup in Chicago's Stevens Hotel for WHIP.

CBS BUT NO NBC

Akron Anderson Austin Bangor Binghamton

Charleston,
W. Va.
Chattanooga
Colorado
Springs Davenport Dubuque Durham Fairmont Green Bay Great Falls Greensboro Harrisburg La Crosse Mason City Meridian

Missoula Mobile Montgomery Parkersburg Pensacola Peoria Reno Roanoke Savannah Scranton Sioux City South Bend Tacoma Tacoma
Topeka
Utica
Waco
West Palm
Beach
Wheeling
Wichita Falls

Winston-Salem

Yankton Youngstown

Tracks Behind It?

Owners of racetracks are, paradoxically, the greatest opponents of the wire services feeding the world at large information about racetracks. Reason is simple: wire service to betting establishments hurts attendance at tracks.

Gambling being the average person's sole interest in horse racing the long—and expensive—trips necessary to visit the ovals is avoided where fast news flashes give 'em what they want.

This brings up the oddity of racetrack owners accusing the bookies and the wire service of 'illegal' conduct—i.e., encouraging gambling.

HERE AND THERE

Spencer Bentley went on P. & G.'s 'Personal Column of the Air' this week in dramatized sketches.

Bill Bailey new commercial manager WAAW, Omaha. Adam Reinemund lest post to join Buchanan-Thomas agency.

Russ Gerow, London, Ontario, named by the Canadian Broadcasting Corp. as musical arranger for the corporation programs emanating from Toronto.

Don Beddoe, legit actor, has sold scripts for the 'Aunt Jenny' series to Ruthrauff & Ryan. Will be used in tomorrow's (Thursday) program and July 23 and 26.

Nelson Hesse did an unbilled guest shot on the Town Hall show last week, doing sound effects and com-edy. It was a benefit date for the percenter.

David Sarnoff, RCA boss, is at Bill Brown's physical training farm, Garrison, N. Y., for a buildup for the fall season.

Judge Charles F. Dougherty using the WJJD Safety Court to educate the public in new Illinois driving (Continued on page 70)

Federal Law Proposes to Curb Wire Service to Bookies; Radio Angles

Horace Capps Aeroplanes

To Scene-of-Tragedy
Terra Haute, July 20.
Chartering a plane, Horace Capps, production chief for WBOW, flew to Sullivan, Ind., to cover the Baker mine disaster last week, making that station the first represented at the scene. With Capps were announcers and engineers.

and engineers.
Interest in the coverage of the subterranean gas explosion, which killed
22 persons, was exceptionally strong,
since this area is heavily studded
with mining communities.

Benay Venuta, Mutual web signer, and her husband, vacashing in San Francisco, where she began her radio career over KJBS and KJO.

NBC BUT NO CBS

Albuquerqe Allentown, Pa. Amarillo, Tex. Asheville, N. C. Bakersfield,

Cal, Billings, Mont. Billings, Mont.
Bismark, N. D.
Boise, Idaho
Bridgeport
Butte, Mont.
Cedar Rapids
Charleston,
S. C.
Columbia, S. C.
Duluth, Minn,
Erie

Evansville, Ind. Fargo, N. D.
Fort Wayne
Fort Worth
Fresno
Grand Rapids

Greenville, S. C. Hot Springs Ark. Jackson, Miss. Jamestown, N. Y. Madison Manchester, N. H. Norfolk Ogden, Utah Portland, Me.

Portland, Me.
Pueblo, Col.
Raleigh, N. C.
Sacramento
San Diego
Schenectady
Sioux Falls,
S. D.
Springfield,
Mo.
Stockton Stockton

Terre Haute Toledo Wilmington York, Pa. Baton Rouge Beaumont T Beaumont, Tex. Corpus Christi, Tex. Weslaco, Tex.

Washington, July 20. Washington, July 20.

Horse-race tips would be muffled from the air under terms of an antigambling bill put before Congress by Senator Burton K. Wheeler, Montana Democrat. Measure is aimed primarily at wire companies which service bookies but would bave direct effect on broadcasters.

Even color natter on such out-

rect effect on broadcasters.

Even color patter on such outstanding sports events as the Kentucky Derby would be materially restricted if the Wheeler proposal gets on the law books. Measure bans transmission of any advance information and the series of t

what nags had been scratched.

Whether mike-men could describe progress of the ponles around the oval is something broadcast lawyers can't decide. Ditto with reports of the outcome. While bill is designed to prevent spreading of pre-race dope which would help betters and bookies, suggested phraseology might be construed as crimping accounts of the actual race and the finish.

of the actual race and the finish.

Term gambling information' is defined as covering 'information previous to the occurrence of an event, the occurrence or result of which is uncertain, relating to the mathematical chances of or odds on the occurrence of or a particular result of many such event or the amount of money wagered on the occurrence or of a particular result of any such actual result of any such actual result of any such event.

Rudy Vallee Bookings
Rleardo Cortez, Gene Autrey and
Joe Cook are set for the Vallee show,
originating in Texas, tomorrow
(Thursday) night. Joe Laurie, Jr.,
is off this week, but is expected back
next week.
Subsequent beautiful and the set of the set of

Subsequent bookings for the show include Molly Picon, Aug. 5 and Red Skelton, Aug. 12. All the deals set by Sammy Weisbord, of the William Morris office:

BETTER THAN EV

WLW's commanding position as the outstanding program-originating station in America, has attracted some of the finest radio talent in the vocal, dramatic and musical fields.

This group, recently augmented by new "finds", and backed by experienced production and continuity staffs, places WLW in a position to produce programs better than ever before.

WLW—"THE NATION'S STATION"

gencies' Radio Plans Advertising

periods, one in California and one in Alabama.

Bosco Company using spot an-

Tuler Davis.

H. M. Kiesewetter NEW YORK CITY

Not possible at this time to give complete detailed information on our radio advertising plans. Following is status quo:

is status quo:

Bathasweet Corp. will sponsor the
15 minute Transradio News program
from 7:45 to 8 am. over the Don Lee
Network; the 15 minute Transradio
News program from 8 to 8:15 am.
over. WOR; in addition, negotiations
are being made for a local program
in Chicago.

Mennen Co. negotiations are now
being made for fall radio activity, number of stations not yet
decided.

Kaufmann Brothers & Bondy (Kaywoodie Pipes) plans not





definitely settled but 15 minute sports and news programs are being considered in a number of cities.

A. C. Christensen.

Lord & Thomas NEW YORK CITY

Lord & Thomas may have several new accounts on air during 1987-38. It is also possible that there will be some activity in spot broadcasting. Meanwhile what's specific at this date includes:

date includes:
Continuation (probably as now set
up) of the Lucky Strike programs,
two hit parades and the Edwin C,
Hill daytime news series. Cities
Service and Horlick's Lum and Abner and Lady Esther's Wayne King
are carry-overs. Ditto Kaltenmyer's
Kindergarten for Quaker Oats.

Amos Pi Andy continue until Ter-

Amos 'n' Andy continue until Jan. 1938, and it is probable that a new program will replace them.

program will replace them.

Our various other offices will have a variety of radio activities under way soon. Union Oil and Associated Oil, among them, in California. Chicago office has two pretentious local spot programs on WMAQ, viz. 'Charley On the Spot' and 'Everywoman.'

Indications are for a big radio year in every respect.

Tom McAvity.

Leighton & Nelson SCHENECTADY, N. Y.

Hudson Coal Co., Scranton, Pa., Hudson Coal Co., Science., will use network somewhat similar to what they employed last year when they used 11 stations of the NBC Red on Sunday afternoons. Incidentally, this was supplemented by about 15 spot stations. Opposition of somewhat lesser extent. Plans are still tentative and nothing definite will be reached until the end of this month.

Tum W. Lee & Co., makers of

of this month.

Wm. W. Lee & Co., makers of 'Save-the-Baby,' Troy, N. Y., will again cover New York State and New England for a 26-week campaign starting about September. Last year stations WGY and WBZ-A had the major share of the campaign, with smaller New England of the sampaign, with smaller New England of the campaign, with smaller New England of the campaign, with smaller New England of the campaign, which are the alient the same campaign. paign, with smaller New England stations getting some announcement business. This year the client may use the Yankee Network in New England in addition to WGY. Supplementing New York State and New England coverage will be some test broadcasting in three other markets yet to be chosen. Looks now like Cleveland, one spot in West Virginia, and perhaps Washington, D. C.

D. C.
Breslaw Brothers, Schenectady, chain of furniture stores currently on a daily except Sunday half-hour basis on WGY, will expand to two other stations in the fall. Musical Clock programs will be used, but we'd rather mention the two other stations because of the highly competitive condition of furniture advertising locally. locally

Automatic Voting Machine Corp., Jamestown, N. Y., manufacturers of just that—Automatic Voting Equip-

ment—may use series in New York state and New England, this fall and winter. This, however, indefinite.

Rudolph Brothers, chain of jew-elry stores in New York state and New Jersey, will use a comprehensive radio campaign to cover all 18 communities in which their stores

National Accessories Stores, Inc., Utica, N. Y., chain of automotive accessories stores, will probably use WGY in well rounded campaign, maybe supplemented by other sta-

Markets, central Markets, Schenectady, chain of food stores, will consider-ably increase present radio series on WGY. Client now broadcasts five Central week.

periods per week.

WGY Food Stores, Schenectady,
currently on WGY, two periods per
week, with dramatic sketches, planning to double expenditure and expand to other stations.

H. S. Barney Co., Schenectady,
department store, will use intensive
compaign on WGY and perhaps on
an Albany station.

compaign on WGY and perhaps on an Albany station.

We have over 50 people now broadcasting on Capital District sta-tions anywhere from one-minute announcements to half-hour pro-grams. We expect an addition of about 40 clients for local broadcast-ing by this fall, which should give

about 40 clients for local broadcasting by this fall, which should give us between 90 and 100 local outfits using local radio stations.

One thing makes it pretty tough in trying to forecast fall and winter business. As a young agency in our second summer of hectic activity scramming for fall and winter radio business, we are naturally trying to take business where we can find it. find it,

George R. Nelson.

McCann-Erickson NEW YORK CITY

There are several network orders There are several network orders in the house, but the only new one set so far is Gruen Watch. This will be the 5:30-6 p.m. spot on the NBC-red starting Oct. 3, with Sheila Barrett, Graham McNamee and Joe Rines band. It will be a coast to court booking.

coast hookup. Represented in the agency's spot department for fall going are Axton-fisher Tobacco, Ford Motors, Gruer and Provident Loan.

Lennen & Mitchell NEW YORK CITY

Tyrone Power is slated to begin a half-hour dramatic program over NBC for Jergens-Woodbury Oct. 3. Will originate from Coast. Harry Sosnik may be orchestra. Full details not settled.

Walter Winchell will start his sixth year for Jergens-Woodbury.
Rippling Rhythm with Shep Fields will probably continue.

will probably continue.

Dr. Alan Dafoe's series for Lysol goes on. Lindsay McPhail orchestra included. Pebeco will resume sponsorship of

Tidewater Oil will sponsor 15 or 20 various local programs (mostly news or sports) in east, 20

Morris-Schenker-Roth

Our radio plans, are very in-

Our Premier-Pabst account is us ing spot announcements together with a few sport programs here and there. Kreemex Pancake Flour is also using spot announcements participation periods in some of the New England states, which just about completes our schedule for the time being.

Nate Perlstein.

Pedlar & Ryan NEW YORK CITY

Procter & Gamble (Camay) will have 'Pepper Young's Family'—10:30 to 10:45 a.m., 3:00 to 3:15 p.m., Blue to 10:45 a.m., 3:00 to 3:15 p.m., Blue network. Monday through Friday, dramatic sketch; characters played by Curtis Arnall, Betty Wragge, Marion Barney, Jack Roseleigh. Procter & Gamble will also have spot announcements at various times over Station KFI, Los Angeles. Bristol Myers (Vitalis) continues For Meh Only, at 8:30 to 9:00 p. m., Monday, from Station WHN to WLW

line. Varlety, half hour show with Ray Sinatra's Orchestra, Joey Nash, tenor; Paul Sullivan, news com-mentators and guest stars.

Other pending radio matters.

Greg Williamson.

NEW YORK CITY

Herewith list of accounts with tentative radio plans for fall, winter and spring, 1937-38: Beverwyck Breweries, Inc., regional spot announcements and split

Colonial Life Insurance, regiona spot announcements and split net work.

Joseph P. Day, Inc., local spot an-

iouncements.
Fairfax Tobacco Co., regional
pot announcements.
I. J. Fox, Inc., network programs
ind local spot announcements.
Garcia Grande Cigars, national spot announcements.

Daniel Jones, Inc., local spot an

nouncements Kent Cleaners, local spot an-

Kent Cleaners, local spot an-nouncements.

Manhattan Soap, network pro-grams and national spot announce-ments.

Modell's, local spot announce-

Old Dutch Mills, regional spot announcements

Roxy Custom Clothes Corp., spot rams in six cities.

Graham Grover Co., regional

spot announcements.
Skol Products, network programs, and national spot announcements.
Tastyeast Corp., network program and national spot announcements.
Wise Shoe Company, spot programs and announcements in six cities

Phillips-Jones Corp., networ program and spot announcements. Arthur Sinsheimer.

Frank Presbrev Co. NEW YORK CITY

Frank Presbrey Co. is producing for its client, Thomas J. Lipton, Inc., two local programs, the contracts on which extend until the Fall season. In Chicago Lipton sponsors Norman Pearce, The Bachelor Poet, with Annette King, contralto, Monday, Wednesday and Friday evenings, 10:15-10:30 o'clock over Station WMAQ. The same account sponsors John Griffin, tenor soloist of St. Patrick's Cathedral in New York City, over Station WNAC, Boston, Monday and Thursday evenings, 6:45-700 p.m. 7:00 p.m.

ong other accounts of Presbrey Among other accounts of Presbrey that will be active in radio during the Fall season is Chef Bolardi, Italian products, of Cleveland, Ohio —spot announcements over WHK five times weekly—WHN with Ida Bailey Allen; The National Silver Company who will return to the air in September over the Mutual Network with Irving Kaufman; The Y. M. C. A. with an electrically transcribed series of programs over an extensive list of stations.

Fulton Dent.

Ruthrauff & Ryan NEW YORK CITY

Tentative schedule of network and spot programs for Ruthrauff & Ryan is as follows: Network

Major Bowes continuing for Chry-sler over CBS Thursdays, at 9 p.m. Joe Penner, Gene Austin and Jimmy Crier Orchestra under R. B. Davis sponsorship Sundays at 6 p.m. over CBS.

'Shadow Mystery Drama' on the

Yankee and Mutual webs will be sponsored by DL&W Coal Co.

Milton Berle resumes for Gillette Safety Razor, Sunday at 8 p.m. on CBS.

CBS,
Al Jolson, Martha Raye, Parkyakarkas and Victor Young's orchestra
will be among the Lever Brothers
radio programs. 'Big Sisters' and
'Aunt Jenny's Real Life Stories' will
represent other Lever brands.

"True Detective Mysteries' will be on Mutual network for Macfadden Publications.

Spot

Our spot schedule will include Blue Jay chain breaks for Bauer & Black; Martha Deane, WOR partici-pation for Franco-American Spa-ghetti; a local three a week quarter hour over WOR, New York for Childs restaurants.

Frank Morgan transcriptions for Dodge-Chrysler, news and sports will be sponsored locally by Penn Tobacco for its Kentucky Winners and Ironized Yeast will have quarter transcriptions with big nam

Heagan Bayes

Schwimmer & Scott . CHICAGO

Following will give you an idea of our radio plans for the fall season: Morris B. Sachs will continue one-hour Amateur Hour program every Sunday afternoon on WENR; 1½, hour daily Musical Clock on WAAF, awards to number of the reverse expects to purchase other programs on big stations featuring name talent.

Levinson Radio and Appliance Stores will continue two-hour Mu-sical Clock program every night on WCFL, six nights per week; will

(Continued on page 52)

EASY

BROADCASTING 6th YEAR FOR BLACKETT - SAMPLE HUMMERT, INC.

NACIN

HARRY SALTER

CONDUCTING

LUCKY STRIKE "HIT PARADE"

EVERY WEDNESDAY N.B.C. Red at 10 P.M., EDST



NBC NETWORK

ORCHESTRA JELLO

7:00-7:30-NBC

FRANCES STEVENS

ROXY, NEW YORK, THIS WEEK, JULY 16 Direction: DOLAN and DOANE, Hollywood

'THE O'NEILLS' NOW RADIO'S MOST POPULAR FAMILY BRINGS YOU MORE AUGHTER TEARS AND HEART-THROBS Presented by Ivory Soap - 99 14 100 0 c 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

Dir., COMPTON ADVERTISING AGENCY

MGT., ED WOLF—RKO BLDG., NEW YORK CITY

NOW BOOKING - SEASON 1937-38 - FOR RADIO AUDIENCE BROADCASTS SEATS 800 IN LUXURIOUS ATMOSPHERE

NEW AMSTERDAM ROOF THEATRE Details Address MAX A. COHEN, 226 W. 42nd St., New York, Wis. 7-0870



SEPTEMBER 9-METROPOLITAN-BOSTON

DECCA RECORDS

WARNER BROS. SHORTS

Personal Management

CHARLES SHRIBMAN

1619 Broadway New York City

Little Building Boston, Mass.

Advertising Agencies' Radio Plans

(Continued from page 50)

VARIETY

(Continued from page 50)
continue other daily programs which
are now on WIND and WAAF; may
go into additional programs on the
bigger stations.
Pontiac Dealers of Cook County
will continue half-hour Sunday
morning program.
Chrysler Illinois Company will
continue half hour Sunday morning

program

program.

Gruen Watch Company will continue seven time signal announcements seven days per week.

Salerno-Megowen Biscuit Company expects to put on six 15-minute programs per week, featuring a

script show.
Fox De Luxe Beer will continue six 15-minute programs per week on WGN: may take additional six te programs per week on a station. on WGN; 15-minute

Studebaker Sales Co. will continue six 15-minute periods per week fea-turing a musical show. Stineway Drug Stores expect to

ineway Drug Stores expect to 'bulk' time daily on a Chicago

Lea & Perrins may resume spot nnouncements on stations from

Lea & Perrins may resume spot announcements on stations from coast to coast.

Silex may expand spot announcement schedule to include 25 stations from coast to coast.

Thom McCan Shoe Company may resume spot announcements on stations from cost to coast.

Chicago Herald and Examiner will continue the 'Courthouse Reporter' 15 minutes, six days per week on WJJD; may make other radio commitments.

WJJD; may make other radio commitments.
Chrysler - Kansas City Company will resume half-hour weekly schedule featuring musical show on WHB.
Christian Business Men's Association will continue one hour program daily.
Great-West Life Assurance Company—Radio plans still indefinite.
Sof Products Company will continue on KRNT, Des Moines; may expand schedule to take in 15 more mid-western cities.
Under consideration for the fall:

mid-western cities.

Under consideration for the fallare also the following: A half-hour network show for one of Schwimmer network show for one of Schwimmer & Scott's clients; a 15-minute transcribed sports program on 35 sta-

Walter Schwimmer.

J. Walter Thompson NEW YORK CITY

7:30-8:00 p.m., from Hollywood, Fleischmann's Yeast, NBC blue network, all-musical program conducted by Werner Janssen. Loretta Lee signed at least through Aug. 22 and soloist. Uses one guest star each week.

soloist. Uses one guest surveix.

8700-8:00 p.m.—Chase—&—Sanborn
Hour, with Don Ameche, W. C.
Fields, Edgar Bergen and Charlie
McCarthy, Dorothy Lamour, Ray
Middleton and Robert Armbruster's
Orchestra. NBC red network. Nelson Eddy joins show Aug. 8, Hollywood.

son Eddy joins show Aug. 8, Holly-wood.

10-11 p.m.—Sealtest Sunday Night Party, NBC red from New York; James Melton, master of ceremonies; Tom Howard and George Shelton, comedians; Robert Emmett Dolan, comedians; Robert Emmett Dolan, conductor; Lyn Murray's New Yorkers' Chorus and guest she with the season of the season o

ber. Tuesday
"Husbands and Wives," conducted
by Sedley Brown and Allie Lowe
Miles, Ponds Creams, NBC blue network from New York, 8-8:30 p.m.
Brown and Miles interview men and
women on domestic problems. New

York. Wednesday
8-8:30—'One Man's Family,' Tender
Leaf Tea, serial show, with steady
cast of 16. Now on NBC red from
San Francisco. Moyes to Hollywood
in August, date not definite. Author,
Carlton E. Morse.
Thursday
8-9-Royal (Gelatin) Varlety Hour,
conducted by Rudy Vallee. Vallee's
band singing. NBC red network.
From New York. Uses four or five

Young & Rubicam NEW YORK CITY

Packard 9:30 p.m. EST, Triesdays, starting Sept. 7th NBC Red Coast to Coast, originating from Hollywood, Type of show not decided on as yet. Lanny Ross will be present.

Gulf starring Phil Baker, with Beetle and Bottle, and Oscar Brad-ley's Orchestra. Originating from New York City, CBS Sunday night from 7:30 to 8:00. Broadcast over 60 stations beginning Oct. 3rd and end-ing June 26th, 1938.

ing June 26th, 1938.

Roger's 1847 Silverplate presents a series, of dramatic programs with stars of stage and screen, in the leading roles. The show is broadcast from 5:30 to 6:00 p.m. EST over 44 CBS stations starting Oct. 3rd, 13-weeks run with options on an additional 13 weeks.

Bristol-Myers Co. presents 'Town Hall Tonight.' July 7th thru Nov. 10th. Starring Walter O'Keefe with Town Hall Varieties, Town Hall Quartet, and Van Steeden's Orchestra. Fred Allen will return to the show on Nov. 17th.

Fels & Co. present Jack Berch and his boys with Mark Warnow's Orchestra. 9:30 to 8:45 a.m., Mon., Wed. and Frid., beginning July 19th. CBS basic—19 stations originating from New York City. Tom. Dick and Harry on MBS originating from Chicago over 15 stations. This includes the Don Lee Network plus 3 supplementary NBC stations. United the Don Lee Network plus a supplementary NBC stations. Show goes off the air Oct. 15th, unless options are taken up. Jell-O: Jack Benny and Mary Livingston with Don Wilson, Kenny Baker and Phil Harris and his orchestra. 7:00 to 7:30 p.m. (rebroadcast time 11:30 to 12:30 p.m. EST), Sunday night. Show originates from Hollywood and is broadcast over 70 stations. Starting Oct. 3 and runs through to the end of June, 1938. Grape-Nuts: George Burns and Gracie Allen, with Tony Martin and Ray Noble's Orchestra. Monday night, 8:00 to 8:30, rebroadcast over 64 stations, starting April 12 and running until Jan. 3, 1938, with option for additional 39 weeks.

Kate Smith's Birthday Party: Sponsored by Swansdown Cake Flour and Calumet Baking Powder. Starting Kate Smith with Jack Work City and broadcast over 11 stations. Starting Sept. 30, runs until Sept. 29, 1938.

Sanka Coffee: 'We The People' show produced in 1937. Thursday night the from 7:30 to 8:00 p.m. originates with the services of Philips Lord, tentative. The same type of show as the Calumet 'We The People' show produced in 1937. Thursday night the from 1:30 to 1:30 p.m. grifting the from 7:30 to 8:30 p.m. originates the produced in 1937. Thursday night the from 7:30 to 8:30 p.m. originates the produced in 1937. Thursday night the from 7:30 to 8:30 p.m. originates from 1:30 p.m. grifting from 7:30 to 8:30 p.m. originates from 1:30 p.m. grifting from 7:30 to 8:30 p.m. originates from 1:30 p.m. grifting from 1:30 p.m. grift

as the Calumet 'We The People' show produced in 1937. Thursday night from 7:30 to 8:00 p.m., originating from New York City over 48 CBS stations beginning Oct, 7 and running until Dec. 30.

Local Live Talent Broadcasts (With Young & Rubicam production

(With Young & Rubicam production men producing shows.)

Pioneer Ice Cream Brands: Broadway Melody Hour. J. C. Flippen, M. C., Ethel Shepard, Betty Worth, Joe Martin, Ray Saunders, Famous Guest Stars and Irving Aaronson's Orchestra. Originating from WHN and fed to WOR. Wednesday night—from 8:00 to 8:30 p.m. Starting May 12, on N. Y, time, for 13 weeks with additional 13-week option. option.

Borden's Chateau Cheese: Drama Borden's Chateau Cheese: Drama-tized News Broadcast from hypo-thetical Newspaper City Room. On the Yankee Network with 5 stations originating from Boston. 7:30 to 8:00 p.m., N. Y. time, Tuesday nights, starting May 4, running for 34 weeks.

Martha Deane's Program—Tues, Thurs. and Sat. Tues. and Thurs.— 2:00 to 2:45; Sat.—11:45 to 12:30 a.m. Broadcast over WOR, Newark, EST. Walker-Gordon Laboratories Co., Inc.: Greta Palmēr over WOR, Wed-nesday and Friday from 1:00 to 1:15 p.m. Sept 8 thru Dec. 17, This is also on EST.

Tom Barton

Armand S. Weill BUFFALO

Most of our clients do not make definite plans until early August,

Kleenite Laboratorles—will con-tinue a test campaign in Buffalo, consisting of spot announcements. These will be extended to other ter-ritories by Fall.

ritories by Fall.

Danahy Faxon Food Stores, Inc.—a
Western New York food chain. Will
continue 'Radio Price Tags' which
are heard every half-hour on Saturday and Friday over WGR and
WKBW.

Remington Rand, Inc.—plans are not definite at this time, but we ex-pect that some of the one-minute transcriptions will be released this

We also expect to be handling test We also expect to be handling test: campaigns for two of our other clients. The tests will be made either in Buffalo or Rochester—possibly one show in each city—and will use local talent. Both will go either spot or network if successful.

George F, Stein Brewery, Inc.—will again use 'The Musical Scoreboard—30-minutes every Saturday night during the football season, on WGR.

On the indefinite side, two of our

On the indefinite side, two of our On the indefinite side, two of our clients holds options on features which they are giving consideration for fall to use either as a local New York City tests, or they will go network immediately.

It is also possible that several

work immediately.

It is also possible that several
transcription campaigns will be
placed this Fall—as they are now
under consideration by our clients.
And it is also quite possible that a
long delayed campaign using 15-second transcribed station breaks will
be released this Fall. Latter has
been tied up for a year or so because of various circumstances over
which our client had no control. which our client had no control, even though the expenditure, plans and all had been approved.

Robert K. Weill.

Censor Jardine

(Continued from page 39)

Church in the United States has had

Church in the United States has had with his movements since he hit these shores a fortnight ago. He's het up and is now loosing both barrels in the cause of 'truth.'
His one speaking date thus far, in Atlantic City, was a dud. The three charities with which he planned to split the gate refused to co-operate at the last moment and the A. C. merchants also snubbed him. Result was that 77 persons turned out at the \$1 top to hear his 'spiritual' spiel.

polel.

It is charged that the Episcopal Church here, a U. S. link of the Church of England, dogged his path into the resort city. Likewise, in Baltimore, home of the Duchess of Windsor, where a deal with the Community Find was assertedly socthed by the Episcopalians. Now. a tieup for a split of the admission take has been afranged with the Volunteers of America hosp in Baltimore. Baltimore.

Baltimore.
Tomorrow (Thursday) night, it is in Balto that the Rev. Jardine will roll up his sleeves and go to work for the first time with the 'truth' about the abdication and his 'persecutors'. secutors.

women on domestic problems. New York. Wednesday

8-8:30—'One Man's Family, Tender Leaf Tea, serial show, with steady cast of 16. Now on NBC red from San Francisco. Moyes to Hollywood in August, date not definite. Author, Carlton E. Morse.

Thursday

8-9—Royal (Gelatin) Varlety Hour, conducted by Rudy Vallet, Vallee, Vallee's band singing. NBC red nework. From New York. Uses four or five guests each week.

10-11—Kraft Music Hall from Hollywood. Bing Crosby went on vacation for around three months after July 8 broadcast. Crosby returns in September, date not definite. Bob Burns now emceeing show. Uses one musical name and at least two movie guests for interviews.

John U. Reber.

Rans F.C.C. 'Habit'

Washington, July 20, Significant attack upon pro-cedure of the Federal Commu-nications Commission, threaten-ing to produce radical change in

nications Commission, threatening to produce radical change in system of deciding radio cases, was launched last week by WII, St. Louis. Station has appealed to the Federal Court of Appeals for the District of Columbia from decision granting construction permit to St. Louis Star-Times and denying its own plea for right to change frequency and power.

Both raising question of constitutionality of the Communications Act and asking courts to rule on the legality of the manner in which the F, C. C. settles broadcast tiffs, counsel for Missouri Broadcastiffs, counsel for Missouri Broadcastiffs, counsel for deciding cases first, entering orders, and then—weeks later—adopting reasons for the decision. Contend this is in direct conflict with principles of sound government. besides be rect conflict with principles of sound government, besides be-ing a violation of the Communications Act and in disregard for scores of court opinions

More B'klvn 'Chop Suev': **Segal Appeals**

Washington, July 20. More slugging between occupants of 1400 kc. berth in New York area More stugging between occupants of 1490 kc. berth in New York area was forecast with request for stay and notice of appeal from latest decision of Federal Communications Commission settlement of the Brooklyn 'chop suey' cases. Preparations for bitter court fight against deletion are being made by WARD and WLTH, which are slated for doom under provisions of second decision granting three-fourths time to WBBC and one-fourth to WVFW. Paul M. Segal, counsel for losers, notified Court of Appeals of intent of fight four-to-one decision winding up tiff dating back four years.

WCOL Appoints Rep

Chicago, July 20.
Craig & Hollingberry have been
appointed national sales representative for WCOL, NBC Red and Blue
outlet in Columbus, Ohio.
Station owned and operated by
Ohio State Journal.

San Jose Goes Mutual

San Francisco, July 20.
Affiliation of station KQW, San
Jose, with the Mutual and Don Lee
Broadcasting System, becomes effective Aug. 1. Transmitter is a
1,000-watter, operating on 1010
kilocycles, and swells the total of
Don Lee outlets in California to 11.

Pat Patterson to L. A.

Pat Patterson to L. A.

Pittsburgh, July 20.

Pat Patterson, of WVAE, transferred to Los Angeles where he will be press agent for Hearst California Radio System under Ford Billings, one-time manager of WCAE. Apparents one-time manager of WCAE. Ap-pointment was made during Billings'

recent trip east.

Patterson successor at WCAE is Jimmy Murray.

Van Fleming, NBC producer in San Van Heming, ADC producer in Son Francisco, has resumed work after a ten-week cruise to Europe with his wife. They made the round trip on a freighter by way of the Panama

afraid the vicar's inclusion in the program might not sit well on Cana-dian stomachs.

dan stomachs.

The clergyman was imported from abroad by Hugh C. Ernst, who paid his passage first-class across and \$1,000 down to bind the pact. Vicar is, given a cut in the gate takes after the charity tie-ups get their ends.

OHIO STATE'S **FOOTBALL TERMS**

Columbus, July 20.

At least three sponsors on half a dozen stations will broadcast Ohio State's home football games this year under university athletic association's new radio policy.

tion's new radio policy.

Doing a reversal of its policy of last year, the university is again going after the sponsors' coin, but is not selling the broadcasts exclusively, to one broadcaster and is marketing them on a rigid contract restricting commercials to six and a half minutes during each of the five home sames.

minutes during each of the five home games.

Atlantic Refining Co., Kellogg and Griffin Mfg. Co. (shoe cleaner) are the sponsors who have already bought the entire home schedule. In addition, Northwestern Railroad has contracted for the Ohio State-Northwestern game for a broadcast on WJJD, Chicago.

Atlantic has contracted for a two-station hook-up of WHKC, Columbus, and WHK, Cleveland, with the announcer to be selected by auditions in Cleveland, July 28. Kelloggwill sponsor five home games on WHSN, Cloumbus, where Johnny Neblett will do the play-by-play, and on WHAM, Cleveland.

Griffin has contracted with WCOL, Columbus, the announcer yet to be named. In addition, WOSU, the university station, will have its usual unsponsored broadcast of the game, giving local listeners plenty of choice in descriptions of the games.

WGAR, Clelevand, and WKRC, Cincinnati, are on the maybe list, and other stations may come in too. Sponsors are now angling for Ohio's away-from-home games.

Cincinnati, are on the maybe list, and other stations may come in too. Sponsors are now angling for Ohio's away-from-home games. These are not included in the contracts with the university, and Ohio State is assuming no obligation for securing privileges of broadcasting other than the home contests.

University's cut from the stations and bankrollers is 1.3 times the published daytime one-time hourly rate of the station broadcasting the game, with a 5% discount for the five-game schedule. When more than one station carries the description, the university collects the above rate for each station on the hook-up. Stations desiring to broadcast unsponsored accounts of the games can pick up the WOSU broadcast on payment of wire costs and all operating expenses. And the way is left open for the networks to come in for any of the games, sans sponsor, on the condition that WOSU is connected

of the games, sans sponsor, on the condition that WOSU is connected

SKOWHEGAN FORECAST

Skowhegan, Me., July 19. Editor, VARIETY: AIRADS, Incorporated, is Maine's newest advertising agency. (But we also handle programs for Democratic sponsors.) sponsors.)

sponsors.)

One of our chief motives in starting this agency was to pull spot advertising out of the slough of prosiness into which it has fallen in this state. (It's fallen in the other 47, too, but we haven't got around to them yet.) We are engaged in the cheerful task of making spot ads interesting to the ear of the listening consumer as well as that of the sponsor.

sponsor.

Isn't it news, too, when an adve Isn't it news, too, when an advertising agency sponsors a bi-weekly one-hour program of its own? That's exactly what we're doing with 'The Air Parade,' a variety hour presented each Tuesday and Friday afterioon from 530 to 6:30 (EDT) over station WABI, in Bangor.

Maurice Dolbjer,
President, Airads, Inc.

Dean Maddox, on KFRC, San Francisco, may do Metro-Goldwyn-Mayer narration for a series of news

EUROPE'S ANTI-ASCAP EC

A SYMBOL **GERSHWIN** AS

George Gershwin's untimely death at 38 underscores the glory of th American songwriter of today.

Gershwin, more than any one individual, took the songsmith out of Tin Pan Alley, glorified jazz, brought home to his fellow-Americans and to the world at large, that the contemporary contributions from the U. S. tune-smiths are something vital to the pleasure and perhaps to the well-being

Numerous memorial programs on the radio nights immediately following Gershwin's death drove home forcibly how much of a heritage a popular songwriter really leaves behind him. The Gershwins, the Victor Herberts, the Louis A. Hirsches, the Karl Hoschnas, the Henry Blossoms and the present-day herring-tearers haunting Lindy's, or the Brown Derby on Vine street in Hollywood will—many of them—never die.

Their tunes, once flung into the air, will reverberate down the vista of me. They acquire yesteryear associations, sentimental permanence.

Gershwin is a symbol of this immortality. Musical wealth they have contributed to the gaiety of the nation, and the economic value it possesses for commercial radio sponsors, and the like, constitutes the best evidence that the Gershwins will vividly survive.

KWK GIRL SINGER JOINS | SPA Quarrel ROGER PRYOR'S BAND

St. Louls, July 20.
Tommye Birch; vocalist at KWK for past four years, joins Roger Pryor orchestra at Edgewater Beach Hotel, Chicago, Aug. 9. In private life Miss Birch is Mrs. Danny Seyforth, wife of talent director of KWK. Recently she was signatured for work at MCA but, in turn, was accounted to Pryor.

assigned to Pryor.

Harry Babbitt, of KWK, recently joined Kay Kyser.



Warren and Dubins Greatest YOU CAN'T RUN AWAY FROM LOVE Tonight I KNOW NOW THE SONG OF THE MARINES CAUSE MY BABY SAYS IT S SO THE LADY WHO COULDN'T BE KISSED NIGHT OVER SHANGHA

REMICK MUSIC CORP. N.Y.C.

Money-Saver For N. Y. Pubs

Major pop publishers estimate that the industry has saved itself at least \$25,000 in advances so far by refusing to accept new manuscripts by members of the Songwriters' Protective Association. Latter's executive council informed publishers in May that the SPA would assume administrative authority over the sync and transcription rights of works placed by SPA members after June 1, 1937. Publishers have since for the most part elected to hold off doing business with SPA writers.

One important publisher declared last week that the SPA's move was a timely one for the publishing industry. Slack summer season was just approaching and publishers, by sitting back as far as advances were concerned, have incurred practically tive Association. Latter's executive

concerned, have incurred practically concerned, have incurred practically no expense against new material. Most of the songs which these pubs have accepted since the end of May are those involving old contracts with SPA writers or from sources not affiliated with the SPA. Primarily affected by the attempt of the SPA to exercise authority over the sync and transcription rights are publisher; without nicture studies. publishers without picture studio

Publishers and officers of the SPA Publishers and officers of the SPA are still jockeying for an agreement which will settle the issue. A. M. Wattenberg has drawn up a contract which gives the writer 50% of what the publisher collects on sync and transcription licenses, but this form will likely be rejected by the SPA since it stipulates that no recognition be given the SPA's claim to an administrative right over the sync and transcription rights.

Harold Lee to N. Y.

Chicago, July 20. Harold Lee, head of the local Wit-mark office here, goes to New York this week to become professional manager of the firm.

Al Beilin, now with Hollywood Music here, succeeds Lee.

Bing Crosby recorded four tunes from 'Double or Nothing' for Decca.

Puzzled by Individual Amercan States Trying to Cancel International Copyright Status Quo

STATE DEPT.

International repercussions may be expected from the enactment by various state legislatures of measures hostile to the American Society of Composers, Authors and Publishers.
John G. Paine, ASCAP gen. mgr.,
who returned last week from a conwho returned last week from a convention of performing rights societies in Paris, declared that delegates from a number of European nations had asserted on the convention floor that they would ask their foreign ministers to protest against the enforcement of these state statutes.

Paine said that the European delegates expressed themselves as puzzled by states passing laws which have all the intent of defeating international copyright agreements. These agreements were made for mutual protection and these European copyrights compare actived. Put in the production of the produc protection and these European copyright owners, stated Paine, could not see what right the individual states had to tell them what manner they should choose to protect their rights in the United States. International agreement does not stipulate what organization shall represent them in this country, and if they elect to ally themselves with ASCAP it is up to the U. S. State Department to keep this treaty inviolate by interceding whenever any attempt is made to restrict the trading rights of foreign parties to the covenant.

Overseas Situation

Paine declared that what im-

Paine declared that what impressed him most during the convention was the evidence given of the cooperation and support which foreign performing rights societies obtain from their governments. Fed-

obtain from their governments. Federation of performing rights societies voted implicit backing of ASCAP in the latter's campaign for the adoption of an international copyright agreement.

Convention put itself on record as being opposed to the United States entry into the Berne convention unless the law which provided for such entry was as broad and adequate as the international copyright upion it.

CRAWFORD OVER HIS INDISPOSITION

the international copyright union it-

Bobby Crawford Is over his indisposition resulting from the accidental taking of an overdose of a sleeping potion. Stricken at his Essex House (N. Y.) apartment, he was removed to the Medical Arts hospital. Accident occurred last week. Former head of Crawford Music Corp. came east to set a film production deal with Grand National. Embraces indie filmusical making for GN.

GN. GN.

Accident called Mrs. Mary Crawford, his wife, and Dan Winkler, his former business associate now with Myron Selznick agency, east from Hollywood.

Attack Inactive Catalogs

ASCAP Board May Arrange Permanent Rating-Would Mean Slice of Royalties

FOX CALLS MEETING 'Must De Something' Slogan on Bribery Matter

Harry Fox, gen. mgr. of the Music Publishers' Protective Association, has called a meeting of the organization's board of directors for today (Wednesday) to discuss a move he has in mind for obtaining better ad-herence to the code of fair trade practice now supposed to bind the industry. dustry.

It is understood that the MPPA has on hand evidence showing wide-spread use of the payoff and publisher-financed orchestrations in the business of getting band plugs over the air

Metro-Robbins' Sherman, Clay Co. **75G Buy Looks In**

San Francisco, July 20.
Julian T. Abeles, attorney for the
Metro-Robbins-Feist-Miller music interests, has been here a week conferring with the Sherman, Clay &
Co. officials anent a \$75,000 deal
whereby S-C sells out to the MetroRobbins syndicate. Proposed idea is
for Jack Robbins 'firms to merge;
the Sherman-Clay catalog with its
most recently acquired Miller Music
Co., Inc., and thus strengthen that
firm. San Francisco, July 20.

There have been a number of minor legal hitches, but understood that before Attorney Abeles returns to N. Y. the deal will be virtually consummated.

RAID 'HOBO NEWS'

Song Sheet Piracy Charge Against Patrick Mulkern

Patrick Mulkern

Accompanied by federal officers,
Arthur Hoffman, chief investigator
of contraband publications for the
music industry, last week raided
the printing plant of the 'Hobo
News' in downtown N. Y. City and
confiscated ever 3,000 cowboy songsheets. Patrick B. Mulkern, alias
O'Malley, printer and distributor of
the sheets, was held for action by
the Federal grand jury. Also arrested was Mulkern's wife, whose photo
was carried on the sheet's front page
over the caption 'Shy Ann.'
Mulkern was traced from Chicago
whence he had shipped the bootleg
songsheets for disposal. Raiders also
confiscated copies of the 'Hobo
News' on the grounds that the latest
issue contained the lyrics of several
copyrighted tunes.

Al Goodheart, Al Hoffman and Sammy Lerner co-authored the score of Gaumont-British production, 'Gangway.' Jack Mills is publishing.

Victor Baravelle is working on the music for 'Damsel in Distress,' Fred Astaire Radio starrer.

Reform of the method of determining publisher seniority in the American Society of Composers, Authors and Publishers will be undertaken by the pub faction on the ASCAP board this fall. Movement primarily calls for changing the status of firms whose catalogs have become inactive as far as new publications are concerned.

Sentiment on the board is strongly in favor of putting these inactive firms into a permanent seniority class. Under the present system firms into a permanent seniority class. Under the present system their seniority standing is determined largely by their length of membership in the Society. Most of the pubs on the board are of the opinion that there should be a limit to the seniority points allotted inactive catalogs out of equity to members who are constantly adding new ones to their lists. Establishment of permanent seniority ratings would have the effect of substantially reducing the royalty shares of inactive catalogs. Schwartz, general counsel for ASCAP, has been asked to furnior ASCAP, has been asked to furnior the board with a written opinion on the question as to whether such permanent seniority classification would be contrary to the Society's by-laws.

Chet Forrest and Bob While have

Chet Forrest and Bob White have originaled a ditty for Gladys George to warble in 'Madame X' at Metro.

Those Prolific Hit Writers WARREN and DUBIN

maintain their terrific pace with another sensational score for the MERVYN LEROY 'MR. DODD TAKES THE AIR'

KENNY BAKER REMEMBER ME?

AM | IN LOVE?

HERE COMES THE SANDMAN

THE GIRL YOU USED TO DE

M. WITMARK & SONS, INC.



THE COUNTRY'S BIGGEST SONG HIT!

No. 1-Lucky Strike Hit Parade

No. 1-Sheet Music Sales

No. 1-Most Played On the Air

By Leslie and Burke---JOE MORRIS MUSIC CO., 1619 BROADWAY, NEW YORK

AFM Pressuring WPA Retain 250

With about 250 musicians being dismissed from WPA rolls in New York, Local 802 of the American Federation of Musicians is attempting to bring pressure in Washington in support of bills to retain all needy persons on relief. In addition to writing all congressmen urging they get behind the Schwellenbach-Allen resolution, Local 802 is trying to get everyone else possible co similarly petition Washington.

The Schwellenbach-Allen bill would declare it to be the policy of

The Schwellenbach-Allen bill would declare it to be the policy of Congress that the WPA administration shall not drop WPA people for whom there is no hope of obtaining private employment. The union declares that 95% of the 250 musicians going off the WPA have come from the Home Relief rolls, which is a certification that they are in desperate need.

In the letter to congressmen.

In the letter to congressmen, mailed during the past week and signed by william Feinberg, secretary of 802, the union says in part:
We feel that the WPA administration has acted in an unprincipled



Sensational Song Hit From RKO "New Faces of 1937" PECKIN

The New Summer Sensation IS THIS GONNA BE MY LUCKY SUMMER

Season's Loveliest Ballad MOON AT SEA

The Comedy Hit of 1937 TODAY I AM A MAN

Officially Approved evelt-Du Pont Love Song



manner in dismissing large numbers of needy persons for whom there is no possibility of employment at the present time.

WPA Retain 250

Needy Musicians

With about 250 musicians being smissed from WPA rolls in New Mrk, Local 802 of the American deration of Musicians is attempted to the high pressure in Washington.

Philadelphia, July 20.

A. A. Tomei, prexy of the Musician's Local, was principal spieler Saturday (17) noon at a rally which attracted 500 to City Hall square to protest layoffs in WPA music, theattre and art projects. Union also supplied a large band for the meeting.

ing.

Tomei spoke in favor of the Schwellenbach-Allen joint congressional resolution, which would keep all WPA workers on government rolls until they found jobs in private industry.

Tooters' local Thursday will send 150 men, comprising three bands, to Washington to take part in a national photest against cannings of WPA musickers. Among the 150 will be 65 men who were laid off here during recent weeks. About 255 musicians are still working for WPA.

Dorseys Opposite Each Other at Rival Hotels

It will be brother against brother when Jimmy Dorsey opens at the Hotel New Yorker, New York, Aug. 19, for an indefinite stay. Tommy Dorsey is in for the summer at the Hotel Pennsylvania, three blocks away.

Up until a couple years ago it was the Dorsey Bros. band, with the split causing animosities that remained unallayed.

RUDY VALLEE'S DATES

Will Take Boys To His Lodge For Vacation En Route

Rudy Vallee, closing his engagement in Dallas next Friday (23) night, does one-nighters on his way back to New York, Plays Little Rock on July 24, has an open date July 25, hits Russell's Point, Ohio, July 27, stops in Columbus, Ohio, July 27, and winds up his tour at Bemus Point, Chatauqua, N. Y., July 28.

After his hypadest from New

Point, Chatauqua, N. Y., July 28.

After his broadcast from New
York on July 29, Vallee does a date
at Old Orchard, Me., July 30. Then
takes his troupe to his summer lodge
at Lake Kezar, Me., for a four-day
rest, following which he plays
Shrewsbury, Mass, Aug. 4 and the
Steel Pier, Atlantic City, for the
weekend of Aug. 67-78. eekend of Aug. 6-7-8.

Alexander Borlsoff, first 'cellist of the L. A. Philharmonic and Holly-wood Bowl orks, is composing and scoring for Cantabria's 'La Vida Bohemia.'

Max Steiner, who scored Warners'
"The Life of Emile Zola," has com-pleted same chore on 'That Certain Woman."

BROWN and FREED'S Greatest Score

By Far the Crowning Achievement of the Series M-G-M'S "BROADWAY MELODY OF 1938"

These "Hits to Come"
YOURS AND MINE I'M FEELIN' LIKE A MILLION YOUR BROADWAY AND MY BROADWAY GOT A PAIR OF NEW SHOES

Robbins Music Corporation • 799 7th Ave., New York

CAN.'S GIMMICK MUSIC CLAUSE

MUSIC

Music Publishers Protective Association last week advised its members to change the form of copyright assignment used for Canada. It was discovered that the form which has been in use for some time contained a clause which could jam up the rights of the original copyright

Ingines of the Original copyright. In a letter to the membership the MPPA pointed out that the form of assignment as now drawn has a clause reading, 'Subject, however, to the provisions of section 11, subsection 2, of the copyright law of 1921.' Letter expresses surprise as to how this clause ever crept in to the form and declares that the tendency of this clause would be to limit the rights of the American publisher and copyright owner in the event the main assignment of the selection was in any particular vague.

vague.

Publishers on this side were urged by the letter to eliminate the questioned clause in future Canadian assignments.

Attached to the MPPA's letter was a copy of a revised form of assignment.

TEMPLE CROWDED FOR GEO. GERSHWIN RITES

More than 3,000 people taxed the capacity of Temple Emanu-El on 5th Avenue, N. Y., for the George Gershwin services last Thursday (15). Despite the steady downpour all morning and early afternoon (which morning and early afternoon (which stopped subsequently), over 1,000 remained standing outside the temple while Rabbis Nathan A. Perilman and Stephen A. Wise, respectively conducting the services and delivering the eulogy, officiated within. Temple was banked with floral pieces from the capitals of the world, and most notably from personalities in Hollywood, New York, London and Paris.

ties in Hollywood, New York, London and Paris.
Headed by New York's Governor Lehman, and Mayor LaGuardia, with an ex-N. Y. Mayor, Jimmy Waiker, also present, the honorary pallbearers of 50 embraced notables from Broadway, Hollywood, radio and the other arts and finance.
Ossip Giskin, cellist, the Perole String Quartet comprising Joseph Coleman, Max Hollander, Lillian Fuchs and Joseph Ernst Silverstein, with Gottfried H. Federlein at the organ, contributed the musical program.

gram.

Rabbl Wise in his eulogy stressed the spirit of America in acclaiming one who so proudfully proclaimed his Americanism by having captured the spirit of his land and interpreted it into song. This, he contrasted it oxisting conditions in Europe today, where talent of Gershwin's calibre would have been flung out rather than esteemed as in America.

Hollywood, July 20.
Complete co-operation of members of the American Society of Composers, Authors and Publishers has been tendered Ira Gershwin on the unfinished portion of George Gershwin's assignment to do the music for Samuel Goldwyn's "The Goldwyn Follies."

Use of member talent goes with the offer. Report here is that Ira will complete the Goldwyn chore alone. Four of the picture's nine numbers remain to be done.

Ellington's 3-Day Stand

Columbus, July 20. Columbus, July 20.

Longest stay of a big name band here in years set by Nick Albanese for his Arabian Gardens.

Duke Ellington will play the night spot three days, July 5, 26 and 27.

Last Week's 15 Best Sellers

| It Looks Like Rain | Morris |
|--|----------------------|
| Sailboat in the Moonlight | Crawford |
| *Sweet Leilani | |
| Merry-Go-Round Broke Down | Harms |
| †Where or When | |
| You and Me That Used to Be | |
| *Cause My Baby Says It's So | |
| *Blue Hawaii | |
| *Was it Rain? | |
| *I Know Now | Remick |
| *I Hum a Waltz | |
| Gone With the Wind | |
| *Never in a Million Years | Robbins |
| Miller's Daughter Marianne | |
| *September in the Rain | |
| * Indicates filmusical song. † Indicates stage | |
| others are none | production song. The |

ACCORDION MUSIC **GETTING COMEBACK**

Accordion music, both pop stuff and concert, is a well established and growing vogue. Estimated that between 100,000 and 150,000 accorbetween 100,000 and 100,000 accordions will be sold in the U. S. during 1937, big increase over former years. Composers now writing misic and arranging specially for the accordion, while many of the leading dance bands have one and in some cases whole sections of accordions.

cases whole sections of accordions. At the Emery Auditorium, Cincipanati, some time ago an orchestra of 125 accordions played an entire concert, unaccompanied by any other instrument. And in Milwaukee a few days, later a band composed solely of 85 accordions played a concrt before a larger attendance than had been drawn by either Rachmaninoff or the Chicago Symphony Orchestra shortly before.

Recital by six of the leading name

Orchestra shortly before.

Recital by six of the leading name accordionists will be given next Tuesday (27) at the convention of the National Association of Music Merchants, at the Hotel New Yorker, N. Y. Recital is sponsored by Excelsior Accordionists taking part will be Andy Arcari, Joe Biviano, Pietro, Frosini, Frank Gaviani, Charles Magnante and Pietro Deiro. Will play solos, duets, trios, quartets and sextets. Idea of the recital, according to Excelsior, is to call ataccording to Excelsior, is to call at-tention to the fact that the finest ac-cordions are American-made and the leading players are American-born and developed.

born and developed.

Sharp increase in accordion sales is all the more significant, according to dealers, when it is considered that the instrument is one of the most expensive on the market. Accordions sell for a minimum of about \$65 or \$70 and the price for a first-class instrument for a professional averages as much as \$750. Several leading players have accordions that cost more than \$1,000.

Oakland to Louisville

Oakland, Cal., July 20.
Del Courtney, maestro, left Oak-land, Calif., Monday (19) for Louis-ville where the band opens Friday night.

With him is Mary Ann Bradley, his bride, whom he married in Oak-land after his Detroit band engagement closed.

Miss Whitney's Narrow Escape

Miss Whitney's Narrow Escape
Indianapolis, July 20.
Marjorie Whitney, vocalist with
King's Jesters, playing a week at
Fairview Hotel at Lake Manitou,
narrowly escaped drowning Saturday (17). Had gone down for second
time when her screams attracted attention of local boy who pulled her
out.

After recovering from shock, she made her stage appearance with band at summer resort.



"MY SECRET LOVE AFFAIR"

From the forthcoming 20th Century-Fox Musical, "THUN ICE," starring Sonja Henie

MOVIETONE MUSIC CORPORATION
SAM FOX PUBLISHING CO. STRANGE
1250 SIXTH AVENUE NEW YORK

THE MERRY-GO-ROUND BROKE DOWN BORN TO LOVE

VIENNA DREAMS THE MOON IS IN TEARS TONIGHT

HATIN' THIS WAITIN' AROUND

HARMS, Inc., R.C.A. Bidg., N.Y.C. Mack Goldman, Prof. Mgr.

"POLYNESIAN ROMANCE" "JUST ABOUT RIGHT"

By
ysle Tomerlin and Andy Iona
Long writes of "South Sea
Island Magic"
VANGUARD SONGS 6411 Hollywood Blvd., Hollywood, Cal JULIO ALONSO, Prof. Mgr.

A great musical score from MGM's production featuring the MARX BROS.

"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**

ROBBINS MUSIC CORPORATION .

799 7th Ave., New York

A SMASH SONG HIT

From RKO Radio's Dynamic Picture, "THE TOAST OF NEW YORK," with Edward Arnold, Cary Grant, Frances Farmer, Jack Oakie

Written by Nat Shilkret and Allie Wrubel. Published by SANTLY BROS., JOY, Inc., 1619 Broadway, New York

On the Upbeat

Kay Kyser leaves Eastwood Park, petroit, this Friday (23) and after a couple of one-nighters in Lansing and outside Chicago opens at the Meadowbrook Country Club, St. Louis, Monday (26) for a stay of two weeks.

Madeline Chevelard of Columbus Madeline Chevelard of Columbus, O., gal with little previous experi-ence, joins Charley Gaylord's band at Bill Green's, Pittsburgh, as fea-tured vocalist, replacing Margies Strom, who is returning to Chicago to resume her musical studies.

Jack Majors and his Pieces Jack Majors and nis Pieces of Eight are now current at George's Place, five miles from Little Rock. George Helmbeck, owner, recently completed installation of air-condi-tioning unit, being the first nite club owner in section to do so.

Val Garvin's band, retaining name of leader who died of pneumonia couple of months ago, is currently

GORDON and REVEL

ngs for the forthcoming Darryl Zanuck-20th Century Fox Production:

"YOU CAN'T HAVE EVERYTHING

The swell score follows:

AFRAID TO DREAM THE LOYELINESS OF YOU

YOU CAN'T HAVE **EV'RYTHING**

PLEASE PARDON US-WE'RE IN LOVE

DANGER-LOVE AT WORK

Also, Gordon and Revel's great

I HUM A WALTZ

from 20th Century's "This Is My Affair"

KITCHI-MI-KOKO ISLE England's Novelty Hit

MILLER MUSIC, INC. 1619 BROADWAY . NEW YORK

Withark Presents

IOAGY CARMICHAEL'S

OLD MAN MOON

From Hal Reach's MGM Prod. "Topper"

The sens with the Hawaiian flavo

LITTLE HEAVEN OF THE SEVEN SEAS

By Scholl and Jerome Writers of "Buckarco"

M. WITMARK & SONS

1250 Sixth Ave., RCA Bldg., N. Y.

making its first appearance since his passing at West View Park in Pittsburgh. Joe Hiller handled.

Lowry Clark stays at New Penn, Pittsburgh, until July 30, when Don Bestor comes in for two weeks, his first dance appearance in Pittsburgh since he played William Penn Hotel. CRA handled.

Willows in Pittsburgh has picked up Woody Herman's option for ad-ditional fortnight following first three weeks of engagement and at a sizable increase in salary, Rock-well-O'Keefe agented.

Everett Hogland's band opened at Saltair, suburban Salt Lake City beach resort, Monday (19). Outfit re-places Carol Lofner. Phil Harris played a one-nighter at resort Sat-urday (17).

Ray Englert, of Pittsburgh, re-newed for remainder of summer at Beach Club in Conneaut Lake Park, Pa., also doubling for dinner music at Hotel Conneaut. Joe Hiller handled.

Howard LeRoy orchestra closed a seven-week run at Westwood Supper Club, Richmond, Va., and opened July 15 on the Lake George Show-boat, Lake George, N. Y., for which he is set until Labor Day.

Ace Brigode's orchestra closes at Jefferson Beach, Detroit, July 21, and then one-nights it until opening July 31-Aug. 6 at Lake Chippewa, Ohio.

Rudy Vallee will appear in a con-cert and dance at Rainbow Gardens, Little Rock, Saturday night (24). One hour long variety show will precede dance.

Blue Steel played Club Royle, Little Rock suburban nite club, Thursday and Friday nights (15 and 16). Unit headed for South Texas and Mexico after dates here.

Phil Napoleon replaces Gus Arn-(Continued on page 58)

Inside Stuff—Music

Several writers last week expressed themselves as strongly incensed at Gene Buck, president of the American Society of Composers, Authors, and Publishers for omitting them when he made up his list of honorary pall-bearers at the funeral of George Gershwin. They felt that it could not have been an oversight since Buck knew of their close friendship and collaborative association with the late composer. Among those who took the omission with much chagrin were Harold Arlen and E. Y. Harburg.

Warner Bros. withdrew its catalogs from the Society in January, 1936, and held them out for seven months.

Collections of the Music Publishers' Protective Association from transcription sources during the past month of June amounted to \$37,000. On the year so far the royalties on transcription licenses cleared through the MPPA figures over \$165,000.

Of the \$37,000 a lump sum of \$25,000 came from the recorded program library of Associated Music Publishers, Inc.

The orchestra poll among patrons which is being conducted by the paramount, N. Y., has appealed to the Loew circuit, which has started a similar stunt in one of its out-of-town houses and may spread it to others. Loew's inaugurated the stunt at its Palace, Washington.

7,800 SPOTS IN U.S. FOR TOURING BANDS **COMPETITION AND SHOWMANSHIP A**

Most Played on Air

Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday (July 11-17). It Looks Like Rain

†Were or Whe

(Chappell) Sailboat in Moonlight Gone With the Wind

(Berlin)
Merry-Ge-Round Broke Down (Harms)
*September in the Rain
(Remick)
*There's a Lull in My Life

*Whispers in the Dark
(Famous)
*I Know Now

"I Know Now
(Remick)
Stardust on the Moon
(Marks)
You and Me That Used to Be

(Berlin)
*Love Is Never Out of Season
(Felst)
Satan Takes a Holiday

†Strangers in the Dark

*Message From Man in Moon (Robbins)
Miller's Daughter Marianne

So Rare (Shap

So Rare
(Sherman-Clay)
*Stop, You're Breaking My Heart
(Famous)
Having a. Wonderful Time
(Paul-Ploneer)
†Image of You
Toodleoe

*I'm Feelin' Like a Million

(Robbino,
Caravan
(Exclusive)
*Cause My Baby Says It's So
(Remick)
**ce filmusical song. †Production Number

Small Towns Often Out-Gross Big Cities-Gravy Widespread-Dance Tour Biz Very Vigorous-1,800 Spots Around Chi, 2,000 Near Cleve, Etc.

Chicago, July 20.

Sudden spurt in one niter business during past six or seven months has sent th e band booking line up to a new high. Estimated that there are

sent the band booking line up to a new high. Estimated that there are approximately 7,800 spots throughout the country at the present time which are one nite dance dates, with locations ranging from villages of 2,000 on up to big cities.

Nor is the size of the town any criterion as to the amount of business done, according to band bookers. Claim is that many of the smaller spots, including those far off the beaten paths, turn in better grosses than recognized city palaces. Reason given is that radio build-ups have made even the bare-footed population recognize band names when they hear 'em. Particularly is this true after a band has had runs on such stations as WGN, Chicago, or WLW, Cincinnati airer. Either of these two spots, it is claimed, will do more to make a band a factor in the midwest band business than anything they could do. Other stations add to the reps accordingly, and smart showmanship on part of leaders and program builders has also helped plenty.

Competition Healthy

Competition Healthy

Another thing which has helped in the general upping of one niter business has been the increased competition among band sellers. Up until a year ago, if the key spot in a community held an exclusive contract with an outfit, say, Music Corporation of America, nobody paid any attention to the minor places. With the advent of Consolidated came a stiffening of competition, and brokers began developing the less gaudy places, both by exploitation, and by dashing in quick with a name aggregation. Found that, in many instances, smart showmanship would make the shack outpull the palace, and with that encouragement, they adrenalized the whole country into adrenalined the whole country into a successful one nite stand circuit.

a successful one nite stand circuit. Records are being broken practically every night in the week. Rudy Bundy plays Asbury Park, N. J., to 1,000 dancers. Red Norvo comes along a couple nights later and plays to 1,700. Kay Kyser's on tour, getting bigger crowds than his dates have seen before. Chick Webb is doing the same thing. So is Jan Garber, who grossed \$2,000 at Clear Lake, Ia., recently. Joe Haynes is out smashing records, and so are a lot of others, with the biggest names in the business not at all adverse to omission with much chagrin were haroid Arlen and E. Y. harourg.
What drew considerable notice in the industry was the non-inclusion of
Edwin H. Morris, v.p. in charge of Warner Bros.' music publishing interests,
Morris was the only ASCAP director, present in New York at the time,
who was not on the list. It happens also that Morris' authority embraces
Harms, Inc., the catalog holding most of Gershwin's works, and that Morris
is v.p. of the late composer's own publishing firm, New World Music Corp.

going out for a few weeks, finding that such a procedure adds to their reps, besides giving them a freshness when they return to key spots for long engagements.

General bettering of business conditions has also helped to increase admission prices and attendance, but most of credit is given to radio buildures, and booking competition.

most of credit is given to radio build-ups, and booking competition.

Breakdown of territories shows around 1,800 spots located around Chicago, 2,000 around Cleveland, 2,000 around N. Y., and 1,000 each around Dallas and on the Coast.

Tops in the Music Business **My Cabin of Dreams** Gone With The Wind The You And Me That Used To Be Carelessiy

Coming, A New RKO Musical 'Life of the Party' WITH

Let's Have Another **Cigarette**

Roses In December Yankee Doodle Band So You Won't Sing Chirp A Little Ditty The Life Of The Party Irving Berlin, Inc.

799 Seventh Ave., New York HARRY LINK, Gen. Prof. Mgr.

ONG HITS FROM A FILM HIT

LOVE IS NEVER OUT OF SEASON OUR PENTHOUSE ON THIRD AVENUE

From BEN MARDEN'S SMART RIVIERA REVUE

THE IMAGE OF YOU

From THE PAN AMERICAN CASING REVUE

DON'T YOU KNOW OR DON'T YOU CARE LEO FEIST, Inc. . 1629 BROADWAY . NEW YORK





RCA BUILDING-RADIO CITY-NEW YORKNY. PHIL KORNHELJER, Gen.Mgr.

Apollo, Republic and Gaiety Show Sapolioed Burly Needs Showmanship

APOLLO, N. Y.

Like the rest of the former N. Y. ses purged by Mayor LaGuardia and License Commission-er Moses, the Max Wilner-Emmett Callahan Apollo has a Follies. But unlike the others, the Apollo's Follies is not a folly. This is really a worthwhile production at 55c top, clean-looking, nicely paced and, in the major portions, plenty entertaining for the price.

Vaudeville, plus smart staging by Allen Gilbert, marks the line be-tween this theatre, which reopened Friday (16), and the Republic, Eltinge and Gaiety, which took off the shutters five days before (12). Apolshutters five days before (12). Apollo's strength lies in two strong comedy acts, Arthur and Morton Havel and Joe Morris (formerly with Flo Campbell), plus Am Collottipper, Callaban and Street, and the Campbell of the Camp

strippers and put the bumpers in reserve.

Apollo's show displays an unusual expenditure of coin for a production in this type of theatre. Costuming is excellent, draperies look clean, and there's the engaging of Fred Hildebrand, once a pretty good vande actor himself to od the special some transportable to the property of the special some transportable tashiom by Ann Corio. These re 'Mr. Strip Tease is Dead,' a politic left-jab in the kissers of the civic censors, who put the undressers under wraps, and 'I Would It' I Could, but I Cant', a nice way of appeasing the muggs who became too accustomed to the old order of things. There's a little too much stalling before the delivery of the seemed the company of the control of the contr

second, but it's to be expected this will be remedied.

Hildebrand also contributed a neat opening song for the 32-girl chorus and ballet, another satirical slap at LaGuardia and Moss for putting the elemps on dirty burlesque. Indicate the state of the Apollo's better side. Undoubtedly most of them are from burlesque, but epped up and dressed neater. They're really showing something tunusual in that ballet corps. Girls aren't good toe-dancers, but at least they're on their toes. And anybody who saw one of the old burlesque lines will understand that to another distinction in comparison with the other theatres; only two of its principals, both comics, are from burlesque. These are Bert Grant, whose zaney characterization is okay for laughs, though-too long, and Joey Fay. Straight women are Thelma Temple, who worked in vaude with Joe Phillips, and Dorothy Ryan, also from the straight of the straight women of the old will be shown in the straight of the straight women of the old will be shown on the straight of the straight women are thelma Temple, who worked in vaude with Joe Phillips, and Dorothy Ryan, also from the straight women are the shown of the straight women are the shown of the straight women are the shown of the

REPUBLIC, N. Y.

REPUBLIC, N. Y.

Now that the burlesque impresarios have become vaudevillians, most
of them are honest enough (and
naive enough) (a damit that they
don't know what it is all about, and
they are simply groping around in
the dark. From that standpoint the
show at the Republic is a pleasant
surprise. It is not at all bad, it has
considerable actual entertainment,
and it seems to be heading somewhere. All that is needed is continued efforts on the part of
timed efforts on the part of
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ine customers are available—if the shows are.

At the Republic there is a revue-deville show which lasts nearly two hours. In it are sprinkled a half dozen more or less standard vaude acts, there are 20 girls, there are two comics werage, at that some singers, some straights, some characters, etc. Not at all bad.

The actual entertainment norm is still under 50%. That's high for burlesque, however. It's a considerable improvement. And it is dictinctly heading somewhere, considerable improvement and it is dictinctly heading somewhere. It is opening up new channous for the still under the some single somewhere. It is opening up new channous for the third that is the some single somewhere to the some single somewhere. It is opening up new channous for the third that is the some single somewhere. It is opening up new channous for the third that is the some single somewhere. It is opening up new channous for the third that is the some single somewhere. It is opening up to the some single somewhere is some single some single somewhere is some single so

vocally, or the pleasant faced young man (even the manager doesn't know his name) who does the male yould accomps in fair to middling fashion. Or Georgie Rose, the vociferous straight man of the old school, or the two or three character people.

Beverly Carr staged the show and she may be able to teach the girls how to dance, eventually. At least half of them already know walk, which is a great step forward. Kauf.

GAIETY, N. Y.

Sapolioing process on this former burlesquer seems to have worn off most of the lustre that was. Replacing the former tinsel is a mortuary air permeating in what had formerly been Broadway's ace temple of strip-tease and naughty blackouts. That, before the City fathers decreed that New York was suffacingled exhibs and limboed the classification flurlesque from this town's theatrical horizon.

Burlesque' from this town's theatrical horizon.

The sudden transition from the
bawdy shows to straight vaude has
been a tough one to figure and looks
like it will be even tougher as they
go along. Shows are still in experimental stage and look it. The girly
bill dury spacified to the first of the
mental stage and look it. The girly
bill dury spacified to burlesque and
only synthetic. The ladies of the ensemble still do above-the-waist displays, but that's all. Burly fanswon't take it as is, and it's a question if operators' bankrolls can stand
the gaff of weekly losses until there
is some appeal from the arbitrary
censorship now obtaining, or can
educate them to the vaude idea. It's
a tossup.

For second show under new policy

educate them to the vaude idea. It's a tossup.

For second show under new policy at this house they are giving six acts of vaude with a line of girls, and a mixed trio of warblers, plus Jack Lyon, Helen Davis, Gladys Fox and Yolanda Lossee, Oriental dancer. The numbers are peppy, admirably presented and nicely costumed, providing flash, if nothing else. However, the idea doesn't seem to jell yet but maybe it will improve as they go along.

Lyon and Davis due the opener backed by house girls, 14 ponles and six showgirls making way for Three presents of the property of

travesty acrobatics which gets some guffaws on the slapstick stuff, temme member contributing a tap that's Okay. Littlejohns provide flash and methy with their juggling atop ouge rhimestone-studed globes backed by gorgeous rhinestone-studed ded set. They top their balancing on the globes that evoked the first good palm-whacking: returns thus far. Florence Mann, next, okay with her songs, giving way, to Ray Hughes and Pam, standard act that used to wow them in yesteryear's vaude but dint here. Both work hard but had a new standard of the standard with the standard

not so hot.
[House folded Sunday night; biz
brutal; news story in this issue.]

Fulton, N. Y., 2-a-Day Vaude Off Until Labor Day; Acts Paid

looked as though Broadway would get another two-a-day vaude the atre. Then the b.o. at the Gaiety, N. Y., took a dive and Messrs. Abo Minsky and Izzy Herk, operators, called off their straight-vaude plans for the Fulton, around the corner or

46th street Fulton was to have opened Thursday (22) at 99c top and 15 shows weekly, the extra show being a midmight performance rather than a Saturday supper show as was the case at the Palace. Eddie Lynch was producing the first show, with 26 girls already in rehearsal when

For a couple of days last week it the plans were dropped. Girls were poked as though Broadway would paid off.

aid off.

Minsky-Herk interests say they'll eopen the Fulton with the two-a-

Minsky-Herk interests say they'll reopen the Fulton with the two-aday policy on Labor Day.
Gaiety's business started at a fair gait with the reopening of the former burlesque house July 12, then slumped after the first three days as word got around that the entertainment offered was not variety, but only sapoliced burley. Biz at the Eltinge and Republic on 42nd street, which opened the same time as the Gaiety, also fell off for the same reason.

same reason.

Minsky and Herk had leased the
Fulton for burlesque about a week
before all houses were officially

Philly Bookers' Ass'n Looks Like Bust, Lack of Interest

Coney Is. Panze Joint Sloughed After 2 Nites

Oriole Gardens, Coney Island, folded abruptly last week when cops ordered yanking of panze floor show with threat of lifting the cab license unless the 'temperamentals' were aired.

aired.

The show had been in but two nights prior to cop interferences and hypoed biz considerably. Spot now running with band and singing waiters, with possible femme additions with possible femme additionable weekends.

MOSS PROBES A. C. 'LEGION' **FIASCO**

P. J. McAndrews, president of the United States Assn., Inc., and involved in the no-payoff of a \$10,000 stage show at Convention Hall, Atlantic City, appeared before License Commissioner Paul Moss in N. Y. Friday (16) for a preliminary hearing. His testimony was brief. McAndrews, a layman engineer in the employ of the U. S. Army, stated that he was bending every effort to pay off the acts.

Moss ordered an investigation of the U. S. A., Inc., before taking action on the licensing matter. U. S. A., Inc., booked the show, but isn't licensed as an employment

isn't licensed as an employment agency.
Specific complainants against McAndrews before Moss were the Beale Street Boys, Lester Cole's Singers (12) and the Picchiani Troupe, all represented by I. Robert Broder.
McAndrews told Moss that Bob Higgins (Lydell) and Marvin Welt were associated with him in the booking of the show. He absolved Herbert Hoey, saying that the latter acted only as agent for some of the acts in the show.

Minskys' Oriental, N. Y., **Trying Colored Revues**

Oriental, N. Y., former burley, relights today. (Wednesday) with a sepia revue labeled 'Doing the Uptown Downtown.' Sepia idea hit upon by house ops, Herbert and Morton Minsky, rather than toy with vaude unit idea with burlesque performers as others have been doing since recogning. Opener staged here.

formers as others have been doing since reopening. Opener staged by Leroy Broomfield and Aurora, Bobby Sanford supervising. Ralph Brown, Dusty Fletcher, Swann and Lee, Mabel Scott, Two Zephyrs and Erskine Hawkins Har-lem Uproar House band are spotted in show.

Saranac Lake By Happy Benway

Christ Hagedorn New Yorking at

Christ Hagedorn New YORKING at the Post Graduate hospital, where he took a major op to good results. Dr. Clarence Straatsma, noted plastic surgeon, did the cutting. Doc likes show-folks.

show-folks.

Abel Cary Thomas, ex-Warner
Bros. exec, and Cornelius Daley here
look-seeing and vacashing.
Bryce T. Lavigne, orch leader,
Hotel Saranac, said 'I do' to Rose
Carlton.

Julius Theodorowit, asst. concert
master Boston Symphony. Lake

Julius Theodorowit, ass. concert master Boston Symphony, Lake Placiding and ogling a mess of this town. Likes the Will Rogers home. Hazel (Gladstone) Coleman, ex-NVAite for so many years, took over the Hollywood kid-dress-shop, assisted by her hubby, Monroe, selling pretties.

sisted by ner nuboy, Monroe, seining pretties.

Rumsey estate taken over by the Barrie family, mother and aunt here. Wendy Barrie to vacash here for golfing, fishing and needed rest. Coming and going are, Marty Fisher to Albany, A. B. Anderson to Savin Rock, Conn., E. G. Dodds to Albany, Johnny Highland to Washington, D. C.

The fish that Ruth Morrls caught up here while vacashing were not so big more like sardines.

Write to those whom you know in Saranac and elsewhere who are sick.

Philadelphia, July 20

Philadelphia Theatrical Booking Agents Association, formed here two weeks ago to clean up conditions among 10% guys, looks like a flop. Only six of 14 members showed for meeting at office of Prexy Tony Phillips, Friday night, Phillips, never enthusiastic or op-

Finings, never entinusiastic or optimistic about prospects of bringing large number of city's 90 agents into the org, has promised Tom Kelly, prez of United Entertainers' Association, to make final valiant attempt for members by paying personal visits to other bookers. Kelly has hopes of doing considerable sweeping of the nitery booking field by strengthening his own organization and the bookers' organization and working together.

Some of big legitimate agents, like Jay Raymond, have refused to come into the new fold created by the 10 %ers on contention they don't like some of them himself, but maintain that all the important agents should come in to give the organization strength and then a violent house-cleaning from within can take place, timistic about prospects of bringing

FIVE PHILLY SPOTS **GO UNION ON BANDS**

Philadelphia, July 20.

Five niteries here have come into line and installed union bands during the past week on mere threats of picketing by the Tooters' local. Campaign by the musickers to get or-

paign by the musickers to get organized orchs into all the city's late spots now in full swing and apparently getting results.

Latest to come through are Fireside Inn, Hogan's, Lexington Grille, Cadillac Tavern and Bombay Gardens. All have been given 'C' scale, providing five nours playing nightly for \$28 a week. Conferences were arranged between owners and A. A. Tomei, prexy of Local, after notification that picketing would begin in non-union bands were not replaced. One spot, Wilson's, now being picketed, Management has put out large signs announcing that employes are satisfied with conditions and are not on strike.

N. Y. Gaiety's Asst. Stage Manager Falls to Death

Manager Falls to Death
Albert Cannon, 28, assistant stage
manager at the Gaiety, N. Y., either
fell or jumped to his death early
Monday morning (19) from his fifth
floor room in the Hotel Florence,
West 44th street. He fell to the
sidewalk in front of the hotel.
According to friends, Cannon had
been brooding for several weeks
over the closing of burlesque at the
Gaiety, where he had been employed for some time. House reopened July 12 with vaude policy
and he returned to work, but theatre shuttered again after the Sunday (18) night show, which automatically threw him out of employment with others. Body was removed to the morgue pending armoved to the morgue pending ar-rival of relatives.

NEW B'KLYN NITERY

Fenway Gardens, new nitery in East New York section of Brooklyn, opened last week with John Stupfl

operating.
Charley Nobles emcees for floor show of versatile femme sextet with Ray Kenny orch for dansapation.

DeMarcos, Gray in Chi

Chicago, July 20.

e DeMarcos and Alexander
head the new Empire Room
at the Palmer House opening
6. Gray head the new Empire Room show at the Palmer House opening Aug. 6. Dick Gasparre orchestra for dans-

VAUDCUE'S CHANCE, IF-

The same thing killed both vaudeville and burlesque. Both were blah Now New York is undergoing an attempt to hybridize the two into what is called a new form of entertainment—a commendable effort. Which kings forth an immediate fear orthe part of show business. Will it succeed? Can it succeed? Or is it doomed before it even starts?

Once-over of the first half dozen or so shows produced under the new notion of things in New York is not too encouraging. The chance is there. The audiences are there—where the shows are fair. All that is needed is shows—and showmanship.

The impresaries of the new type burlesque-cum-vaude (or Follies, as the city fathers have arbitrarily tagged 'em') are confessedly frightened to death. They needn't be. Their experiment is not such a radical one as they would like to believe,

In England there has been revuedeville for quite some time now consists of a combo of revue and vaude. Revue is not burlesque? else is it, without strip-teasing and without dirt?

The impresarios claim they want advice. There is only one pertinent piece of advice for them—give the audience some entertainment. Don't think you're kidding 'em; they're at least as smart as you are.

There were two kids in the audience at the Republic theatre (N, Y.) Friday night. It was a shock to see them. And yet they sat through the show and seemed to be having a pretty good time. It's no place for kids yet, but it's something to think about. Kids made up a goodly portion of the vaude programs in the old days. Many a comedian knew that if he could get the kids to laugh he was over. Right now, vaudue—or whatever you want to call it—is still no place for kids. Later, maybe, yes. So that's something to shoot at. Almost every big or little business thrives on the family trade.

In two of the three new shows which opened over the weekend in N. Y. re comedy acts of ancient vintage. They were good once, very good. They're still good. But it is possible that they have forgotten why they were forgotten by the folks out front. They were passed up because they didn't keep step. They learned an act and they stuck to it. You can't do that. The dumbest audiences have good memories for gags. And they resent hearing the same line the fourth or fifth or sixth time. Some of the customers laughed because they're new customers; they've forgotten or never knew the acts in the old days. But how about next week? When it will be old stuff to them?

The backbone of vaudeville always was tempo and change. Keep things moving. That's another thing to remember. Most of these new shows are inclined to be slow, hesitant. You can't do that. Don't give the lads a chance to walk out on you in the middle of a number—even if it is continuous policy.

And new talent. It must be dug up. It exists somewhere. It always did. The old-timers can be taken care of, sure, but mix 'em with the youngsters. That's the life-blood of show business. If you can develop one youngster that legit or pictures or radio steals away from you that's no loss. That's all to the mustard. That's what is known as building; reputation, publicity. It's healthy. Let people talk about how many stars graduated from your stages and you've got something.

Most encouraging angle of anything to do with these new shows is not the shows, or the talent, It's the audiences. The very first day, with announcement that dirt is out, there were customers. The customers didn't know what they were letting themselves in for, good, bad, or indifferent, but they were willing. That means something. They were ready to take a chance. They, quite, obviously, wanted stage entertainment—as long as it was within their reach as far as money is concerned. And a goodly portion of the audiences at all houses were female. So it wasn't old burlesque epileptics hoping for a break. It was new audiences—or old and unseen audiences.

And it wasn't the picture house mob, because they could be a good deal more comfortable in the large, air-cooled emporiums. That's something to think about, too.

The audiences are seemingly there. Give 'em shows, and you can hold

Jurisdiction Battle on Burley House; Four A's to Vote Whether **AFA or BAA Gets the Union Nod**

Jurisdictional battle between the American Federation of Actors and the Burlesque Artists Ass'n in the former New York burley theatres got a hearing Friday (16) by the Associated Actors and Artists of America (Four A's), international AFL. affiliate covering the acting profession. Decision is slated to be made Thursday (22). Lots depends on how the now Follies pans out at the b.o. So far it's not so fancy.

Entire matter, higges on whether

Entire matter hinges on whether he shows in the burley theatres now ne shows in the burley theatres now are vaudeville or cleaned-up burlesque. Theatre operators, at the behest of Mayor Fiorello La Guardia, are calling the shows variety entertainment. BAA, however, contends that the productions are burlesque, even if under a different tag.

even if under a different tag.
Regardless of which way the verdict goes, it will have to be a hair-line decision, depending entirely on which definition is accepted. City administration banned the name burlesque because of its natural affanity to the old strip-and-bump order of entertainment in the theatres which were closed last May. BAA bases its claim on the premise that it was only the tag of the production that were changed, not the shows.

AFA and BAA cannot question of which has the jurisdiction. Those branches voting on the question are Actors' Equity, German White Rats, Chorus Equity, Hebrew Actors'

Union, Grand Opera Artists Associa-tion, Grand Opera Choral Alliance Screen Actors' Guild and Singers Guild.

Guild.

AFA, because of the intervention of Ralph Whitehead, executive secretary of the vaude union, secured closed shop agreements in all of the burlesque houses. Opening day (12) at the Republic, in fact, two acts, Alphonse Berg and Ray and Harrison, were not permitted to perform because they were not AFA members.

Although they did not participate Although they did not participate in the huddle over union, jurisdiction, it is stated that the stagehands and musicians had ruled the resumed shows as vaudeville. Sam Scribner, assigned to check up for Mayor La Guardia's committee formed to keep the performances within bounds, said the shows are vaude too, strengthening the AFA contention.

contention.

Chorus Equity has a definite interest in the decision. It has nothing to do with burlesque but if the AFA is given jurisdiction, rules of Equity's chorus branch will apply as in presentation houses.

Contest of the unions as to which is boss, goes only for the City of New York, in all other spots where burlesque operates, the BAA's jurisdiction not being in dispute.

Felix Bernard and Irving Bibo are set to score 'Wallaby Jim of the Islands' for Grand National.

No Minsky

Izzy Herk, associated with Abe Minsky in operation of the Gaiety, N. Y., is reported to have visited License Commissioner Paul Moss and made an impassioner plea for restoration of the Minsky name to the marquee of the Gaiety, to which the Commish turned a deaf ear. Moss was just as adamant that the Minsky name was taboo and let it go at that. There was some talk of legal action for restoration of the trade name, but this has been

trade name, but this has been declared out.

Stage Band Policy Set to Oust Units At Stanley, Pitts.

Pittsburgh, July 20

As a result of comparative show ings in last few months Stanley WB deluxer, is dropping units and going in exclusively for bands. Even in cases where film people have been booked for p.a.'s, house is putting musical outfits on same bill, Joe Venuti being current with Herman Bing and Will Osborne coming in week of July 30 with Three Stooges.

week of July 30 with Three Stooges. Imposing list of name bands al-ready lined up by Stanley, carrying town's only flesh site well into September. — Jimmy Dorsey comes in Aug. 6; Clyde McCoy, Aug. 27; Eddy Duchin, Sept. 3; Glen Gray and his Casa Loma ork a week later, and Horace Heidt, Sept. 24.

Horace Heidt, Sept. 24.

Deal also on to bring in Dlck
Stabile before returning to William
Penn hotel Oct. 1 for the winter
dance season. Kay Kyser, Vincent
Lopez and several others, including
Wayne King, being dickered with at
same time. Only unit Stanley has
booked between now and fall is second anniversary Bowes ams, coming
in Friday (23).

Readying 'Bergeres' For French Casino, N.Y.

New French Casino show on Broadway next month will reassume the Folies Bergeres' tag, a label with which the venture first opened until Clifford C. Fischer of the present F. C. management and J. C. Stein (Music Corp. of America) encountered some difficulties. After being dropped for two seasons, Stein and Fischer settled their legal squabbles including a leasing arrangement for the 'Bergeres' title for the next three years.

a fortnight ago, returning to Paris last week to bring back the new 'FB' revue he has been readying.

FFF revue he has been readying.
It'll be a race between the new
International Casino atop the Criterion Theatre, N.Y., and the established French Casino which opens
first this season. Latter looks to have
the edge as the International is still
in process of building although
Pierre Sandrini and Jacques Charles,
imported French stagers, are readying the show meantime.

Indian Girl As M. C.

Girl m.c. in Greenwich Village nitery, Bertolotti's, is an Indian. She's Yula Flurnoy, 100% full-blooded Cherokee.

Philly Singing Waiter Held on Murder Charge

Held on Murder Charge

Philadelphia, July 20.

Singing waiter in niteries here and in Atlantic City was charged with murder of Alice St. John, 55, In Atlantic City last Thursday (15). Entertainer is Thomas Dalton, 38. Miss St. John's body was found in Atlantic City Lorani on July 5. Dalton pleaded innocence and was held for grand jury.

pleaded innocence and was held for grand jury.

Woman was first reported to have fallen off walkway leading to boat houses on the thoroughfare and a certificate of accidental death had been issued. Detectives investiga-tion led to arrest of Dalton.

Howard's 2 Units

Harry Howard is readying two new vaude units. One is a new edition of 'Hollywood Hotel,' title of the other not set.

Boots McKenna will stage dances for both, Clark Robinson doing the settings.

Vaude-Burlesque Marriage None Too Good; Gaiety Flops Out Quick, Others Weak; Apollo, Republic OK

PHILLY SHIFTINGS

Vaude Replacing Colored Shows at Nixon's—Lincoln Goes Yiddish

Philadelphia, July 20.
Much shifting in colored vaude situash here will take place at opening of season towards end of August. One of principal changes will be ousting of the Negro acts from Nixon's Grand theatre and replacement with white talent. Colored name attractions will be booked in occasionally.

name attractions will be booked in occasionally.
House, under management of Sam Stiefel, was only a mild success last season with colored vaude policy.
Another shift will put Yiddish legit in the Lincoln. This house, in heart of South Philly black belt, was operated for several years by Stiefel with colored vaudefilm policy until he took over the Grand. The Theatrical Union of Jewish Actors, a stock outfit, will operate the Lincoln.

HERSHEY MAKES TRY WITH VAUDE POLICY

Hershey, Pa., July 20.
Hershey Community Theatre, eastern Pennsylvania deluxer, experimenting with new vaude policy.
House, which does well in regular

menting with new vaude policy. House, which does well in regular season with units, is putting its own together during the summer months. 'Hersheyettes,' line of girls, is kept on the spot all the time and house books in regular bill of acts. Under direction of Harry Krivet, the acts are worked into unit form to con-form with house policy.

are worked into unit form to con-form with house policy.

Theatre playing vaude last half and only at night. Acts do one show Thursday evening, one Friday eve-ning and two on Saturday night.

Deauville, St. Loo, Gets \$1,800 Under Hammer

St. Louis, July 20.
Furnishings of swank Deauville
Club, formerly Casino de Paree,
brought \$1,800 under auctioneer's
hammer last week. Opened several
years by Mrs. Elsie Rothschild, club
was operated by Jack Ford, orcleader, when it shuttered last September.

tember.

Auction was held for benefit of mortgagee who lent Ford \$10,000 to purchase property from Mrs. Rothshild. Ford defaulted in payment and attorney for mortagee asked for sale. Furnishings were inventoried at \$13,000 and included a \$4,300 rug and other costly carpeting. Purchasers of fixtures, etc., mostly operators of other niteries, refused to bid for bulk purchase and all sales were by items. Highest bid was \$460 for carpeting.

carpeting.
Club had trouble with New York
owners of Casino de Paree on
grounds that use of name by local
nitery was an infringement. Name
was then changed.

2 New Dixie Niteries

Chicago, July 20 Chicago, July 20.
Sligh & Tyrrell now booking the
Washington-Youre hotel, Shreveport, La., and Club Rex, Birmingham. Show set includes Fanchon
Davis, Bud and Buddies, and Vernon
and Vanoff.
Club Rex bill has Kay Toland,
Billy Severin and Tala and Jaime.

Heat and Bad Biz Bankrupts N. Y. Nitery

One of the more than a score of West 52d street (N. Y.) niteries—all of whom have been suffering with the heat's denting of business—finally had to resort to the bank-ruptcy courts for relief. Tin Pan Alley, Inc., at 60 West 52d, has petitioned for one of those 77b reorgs. Liabilities total \$10,957 and assets

Meantime Billy Reed is planning Morris agency.

to add to the West 52d street nite club parade with a new spot, the Club Rhumba, some time in the fall. a concert tour starting Jan. 9.

Vaude idea in the former New York burlesque houses is not jelling, save at two of the houses, Apollo and Republic. First casualty, after a seven-day try, was the Gaiety, jointly operated by I. H. Herk and Abe Minsky, which folded Sunday night (18). Scrapping of the midnight show on Saturday was the tipoff, since it was the first time in the history of the house operation.

Trio of house singers, 14 choristers

history of the house operation.

'Trio of house singers, 14 choristers and six show girls were paid off with the acts and notified of the suspension until further notice. Minsky and Herk are reported as being convinced by slim takings of the week that the new idea won't do. Rather than toss good money after bad, they preferred to shut they are they the week that the new idea won't do. Rather than toss good money after bad, they preferred to shut down until they get a better idea or until there is an ease on present regulations. Report is that the house may go grind film, with other other interests operating, but this is denied by the Herk-Minsky repre-sentative. sentative.

sentative.

Apollo opened Friday (16) with a strong line-up headed by Ann Corio, ace strip teaser who doesn't strip now, Joe, Morris, Arthur and Morton Havel and Fred Hillebrand, latter standard vaude names co-ordinated in a revue type of entertainment with girly back-up, some skits but no dirt. Show did good biz Friday and Saturday, but nothing like old times, with Saturday midnite way below par. Ditto for the Republic, further up the street on 42nd Street, trying a blend of burlesque and vaudeville acts and also utilizing the revue formula of presentation.

Eltinge, across the street on 42nd

Eltinge, across the street on 42nd Eltinge, across the street on 42nd St., showed some speed the first couple of days after reopening, but dived after midweeek, with the Galety doing notoriously bad business from the start. Reports were around Monday night (18) that the Republic and Eltinge would shutter this week but this was denied. However, all houses are reported as operating on a week-to-week basis, with no outstanding contractual obligations to either choristers, stage hands or musicians and can fold any week without notice.

From a reliable source comes a

week without notice.

From a reliable source comes a logical explanation for the slipshod opening shows that were hurriedly thrown together after License Commissioner Paul Moss agreed to issue probationary three-month licenses, and houses were reopened in practically an hour. Some of the opswanted to pass up the probationary license and remain closed until September. This would have given them time to flure out something better tember. This would have given them time to figure out something better than the quickle shows which eventuated. When all wouldn't agree to this they all opened with a helter skelter show trying to beat one an-other in and now they're sorry they didn't wait.

CENTRAL CITY NITERY OFF TO POOR START

Central City, Col, July 20.

Opening of the C. C. night club was evidence that sponsors of this portion of the Central City Play Festival have learned nothing about presenting a cafe show. Shiela Barrett was imported and made to do her stuff at one end of a narrow, long room, with some of the patrons seeming to be half a block away. Perhaps previously they have had talent worth no more attention than that, but this year some of the customers were there to see and hear Miss Barrett, and many of them did neither. She should have been given a platform in the middle of the room. As it was, many stood up to see her do her impersonations, resulting in shutting off those back of them.

ere wasn't even a loud-speaker

Lotte Goslar's Musical?

Lotte Goslar, current at the Rainbow Room, N. Y., may go into a Broadway musical via the William Morris agency.

58

Nitery Reviews

RAINBOW ROOM, N. Y.

If it's being unorthodox to be showmanly, then there's lots of showmanly poing on constantly at Jack Rockefeller's saloon, otherwise the swank Rainbow Room atop the 65th floor of the RCA Bidg. First John Roy, managing director, introduced table tennisters and started an new cycle. Next, it was started an new cycle. Next, and the started and new cycle. Next, and the started and new cycle. Next, and the started have been dead, the started have been dead, the stuttering English comedian, returning to m. c. Wakefield is an engang chap who paces his stutters wisely and well-be started the started have been developed into more important returns with smoothing out.

The new show has Oliver Wakefield, the stuttering English comedian, returning to m. c. Wakefield is an engang chap who paces his stutters wisely and well-be stored the started and t

which should develop into more important returns with smoothing out.

The new show has Oliver Wakefield, the stuttering English comedian, returning to m. c. Wakefield is an engaging chap who paces his stutters wise of minutes overboard on footage. Then the two New Acts, plus AI Donahue, who likewise seems to have assimilated quite a bit of showmanship. Donahue, for one thing, has gotten his music down so that he doesn't blast and blare. He has even gone to the opposite extra the certain dance sequences and while it's hokey it's good showmanship, particularly in the decorus confines of the R.R. Eddie LeBaron remains one of the top, tangony in the confine of the R.R. Eddie LeBaron remains one of the top tangony in the confines of the R.R. Eddie LeBaron remains one of the top tangony in the confine of the R.R. Eddie LeBaron remains one of the foot one than the confines of the R.R. Eddie LeBaron remains one of the foot of the confine the confin

THANKS MISS MARTIN

For This Wonderful Recognition Philadelphia Enquirer, July 11

QUEST FOR NOVELTY

UNEST FOR NOVELTY

"Though "New Peace of 1927" is a duller, drearier affair than "The Emperor's Candleticks" - for all the latter's faulte-we don't regard it so much so far as we were concerned. What is "new" about this picture, beyond some minor dancers and vaude-model of the second some minor dancers and vaude-tabilty, there is no novelty in the backstage piot or the faces of Joe Penner, Parkyakarkus, Mitton Berle, Derome Cown and Harriet Hilliard.

erone cowan and Martel Millard.

If RKO had been sheere in buildng a production around really new
acce, surely aroung all the hopeful
followed many could have been
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could had to do was make a raid on
ound. In fact, all any RKO talent
could had to do was make a raid on
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BENNY DAVIS

LOEW'S STATE, NEW YORK This Week, July 15

MIDWAY GARDENS

(MINNEAPOLIS)

MIDWAY GARDENS

(MINNEAPOLIS)

Minneapolis, July 17.

Located in the Midway district, this is by far the most thriving Twin (Ity nitery of the July 18.

Located in the Midway district, this is by far the most thriving Twin (Ity nitery of the July 18.

Located in the Midway district, this is by far the most in riving Twin (Ity nitery of the July 18.

Located in the Midway district, this is by far the most in control of the July 18.

This 'Schnickel-Fritz and His Orchestre' has been a veritable sensation, provoking widespread word-of-mouth boosting. Spot ordinarily caters to the shirt-sleeved rabble but now it's pulling its share of class trade attracted entirely by the band's fast-spreading reputation and engint-and the mouth of the July 18.

Accommodating 500 at tables grouped around a small dance floor space and with the band at the far end on a raised stage, it is jampacked every night, the ropes always being out early and the holdout usually continuing right up to the band's 12.45 a.m. croo have been tealing away early or dropping in after their own closing to catch the screw-ball musicians.

Band comprises small-town youths and came to Midway Gardens two months ago from Winona, a jerk Minnesota burg, and its contract from the stage of the mouth of the staff is plays hot and noisy swing dance music acceptably, too. Boys work in shrt sleeves and suspenders and use plenty of props. Their stam-bang antics convulse. Much of the staff is plenty blue and vulgar amount of the staff is plenty blue and vulgar and use plenty blue and vulgar and the form of the staff is plenty blue and vulgar such with the jolly, wild spirit of uproarious merrymaking, and yet remains orderly.

Right up the band's alley are such numbers as 'The Merry, Go-Round's serial seri

derly, Right up the band's alley are such numbers as 'The Merry Go-Round Broke Down' and The Man on the Flying Trapeze,' with much zany, madcap original business incorporated and the customers permitted and encouraged to indulge in vocalizing. One hit specialty number concerns 'Kelly' who has been betrayed in the

big city. Another specialty repeated every night-and of which the patrons apparently never the depicts a train ride and the piece-de-resistance this time is a human locome the same another of trick musical devices which make for novelty. Each of the boys is a funster in his own right and there's something lively doing every minute.

There's no cover or minimum charge and prices are extremely

boys is a nuisea.

There's something lively doing every minute.

There's no cover or minimum or there's prices are extremely reasonable. One could spend several nours here without getting set back for more than a buck or two per person. The take, therefore, can't be so great, although the volume is terrific. At the same time, the 'nut' must be comparatively light with the hand working on a small guarantee-plus a percentage and earning the cording to report. Also, the establishment always seems to be doing a land-office business at its bar, lunch counters and bowling alley a number of dice games and storm and the superior of the games and storm achines also size up as gold mines.

CLUB ESOUIRE

(SEATTLE)

(SEATTLE)

Seattle, Wash, July, 15.

Something that's been talked about since past-war days is now a fact here—a real night club with a real floor show. It's the Club Esquire, opening this week on the ashes of the erstwhile Club Victor, which faded out as Lieut. Gov. Vic Meyers' political star ascended. Vic Meyers' political star ascended. The real star ascended is scaled on 'big time' basis for this burg. Around \$20,000 went into furnishings and remodeling, giving the place a complete face-lift, making the effect fashy and even beautiful-silken streamers and coverings everywhere and mirrored. The bart, for wine and beer only, as the hard stuff isn'd legal at unity places, is for the stuff isn'd legal at unity places, is the stuff isn'd legal at the stuff isn'd l

ing to nice biz.

They're starting right, at any rate.

Trepp.

Trocadero Restaurant

Trocadero Restaurant

(LONDON)

Marie Eve, continental musical comedy star, who has appeared at the Folies Bergere, Faris, and the Grant Control of the Folies Bergere, Faris, and the folies of the Folies Bergere, Faris, and the Grant Trocadero. She is known as the Girl without a Country, having been born in Italy of a Russian-Polish father and a German-Polish mother. Miss Eve sang two songs in English, and showed us that she could speak Spanish, French and German awell. Her act was not as effective as well. Her act was not as effective and the Folies Bergere Bergere, and the Folies Bergere Bergere

After her London visit terminates she will appear with Harry Richman in Paris.

Hotel Ambassador, N. Y.

One of the coolest midtlow dining spots is the Hotel Amb's Garden, air-conditioned, discreet, quiet and country-clubby in atmosphere and service. Colortully awninged bar, at one side, sets off the room well and the Garden itself is serviced in the ultra manner with Ramon Ramos' romanic rhythms for the musical interludes.

ludes.
Ramos has been around—Rainbow

Room, etc.—and knows how to mix em up, starting slowly with semi-concert dansapation and thence into the dance sets. Dispenses the foxtrotology with equal effectiveness as the Latin tempos to which he's partial. Backed by a stringed sextet, with a sweet-thot trumpet and reeds to bolster it. Ramos is all right in the summer of the second section of the second section of the second section in the sectio

On the Upbeat

(Continued from page 55)

heim at the Hotel New Yorker, N. Y., next Wednesday (28). It's for four

Joe Roberts' and Harry Romig's bands playing summer season in the pavilion at Saylor's Lake, Saylors-burg, Pa.

Helen Arva, formerly with Fan-chon & Marco, in front of Ralph Lombardo's band in and around Bridgeport.

Gus Arnheim back with his men on the Summer Terrace of the Hotel New Yorker. Had been out with siege of grippe.

Maximillian Bergere's crew had their contract extended to cover en-tire season at the Ross Fenton Farm, Asbury Park, N. J.

Cliff Webster has checked out of Consolidated Radio Artists in Holly-wood. He was former biz agent for L. A. musicians local.

Art Shaw's orch., with Peg La Centra back in fold, doubling out of Brighton Beach to Roton Point Park, South Norwalk, Sunday.

Hughle Barrett orchestra set to remain at the Tavern on the Green, Central Park, New York City, for duration of the summer season.

Jack Melvin orchestra set for the season at the Sea Girt Inn, Sea Girt, N. J.

Joe Haymes combo one-night Sat-urday at Oak Grove Casino, Milford, Conn.

Jack Pettis brought his band into Hollywood last week to make Mas-cot recordings.

Herbert Steiner orchestra replaced Charlie Barnett's outfit in the Hick-ody Lodge, Larchmont, N. Y.

Les Brewn takes up at the Kenny-rood Park, Pittsburgh, Friday (23).

Mike Reilly opened at the New Penn Cafe, Pittsburgh, Monday (19).

Charlie Knecht's Ramblers at the Hof Brau, Delaware Water Gap, Pa.

Nitery Placements

Frances Williams headlining Yacht Club, Chi, opening this week. Wingy Mannone on the bandstand. All Smiley reopens the Club Esquire in Hollywood July 29.

Eddie Kay dragged the Club 52nd Street out of its ashes and cerements in Hollywood last week following its expiration after a four-day life. Couple of house fanciers reported backing Kay.

Reed Lawton, baritone; Tarrant and Dacita, dancers, Club Esquire, Toronto.

and Dacita, dancers, Club Esquire, Toronto.

Betty Castle, dancer, Century Club, Hollywood.
Milton Douglas, singer, Versailles, N. Y., July 22.

Marissa Flores replaced Roberta Jonay on the Starlight Roof of Waldorf-Astoria, N. Y.

Paul Draper remains for rest of summer in Persian Room of Hotel Plaza, N. Y.

• 15 YEARS AGO • (From Variety and Clipper)

Indian win Frank Rembush. who was always fighting windmills, sent out 1,000 letters urging exhibs not to pay the music seat-tax. Didn't get anywhere.

Sam Goldwyn arranging for his biography to be written. Taking an encore right now. Will A. Page authored the first one,

Hiram Abrams went to Europe for a rest after managing United Artists. Fairbanks, Mary Pickford, Griffith and Chaplin objected to the release of other producers' product, and Abrams felt he needed more film. They wore him out.

Broadway's Big Four, Capitol, Strand, Rialto and Rivoli, did \$86,-000 on the week, with the Cap get-ting \$30,000 of that.

Irene Franklin offering a new act at the Palace, N. Y. Bert Green no longer at the plano, but programmed as presenting her. Andy Byrne kittened the keyboard.

Herman Timberg had signed with the Shuberts for the coming season, so the Keith Palace put him on No. 2. Old contract.

Several vaude houses in N. Y. were passing out lemonade during intermission. Made a hot-weather

Lew Dockstader, vet minstrel, at the Majestic, Chi. He had a new act by Aaron Hoffman. Both he and John W. Ransone specialized in topics of the day before Will Rogers hit his stride.

Three midwest Orpheum houses, the Majestics in Chi and Milwaukee, and the Orpheum, St. Louis, to be dropped to the small time, following the State-Lake policy of a good show, rather than an expensive one.

Kansas City Star sponsored what it claimed was the first musical com-edy written for radio. Locally con-fected and titled 'Jazz vs. the Clas-sics.'

Ethel Barrymore sniffed at an offer of \$2,500 for vaudeville, but intimated she might take notice if they added another grand.

Belle Baker again signed with Keith. Salary reported to be \$1,750 a week.

Broadway still had 20 shows going, but some not very fast.

William Fox leased the Astor for pictures. First films in that house, now a Metro spot. Shuberts offered \$75,000 annually for stand.

Music pubs told not to authorize radio performances of their songs. All permits to be issued by ASCAP.

EDDIE PEABODY

SIDNEY FISHER

75/77, Shaftesbury Avenue PICCADILLY, LONDON, ENG.

AGENTS

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Greeting Cards
In Boxed Assortments
Very Liberal Commissions
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DOROTHEA ANTEL
West 22nd 24 Non-York

WANTED. Professional Chorus permanent line. Must be able to do toe, acrobatic, tap and spocialties if possible. Salary \$35.00 per week. Mail complete experience. weight, heighth, etc., and latest photograph to RKO COLONIAT, THEATTE, DAXTON, OHIO. Work commenting early in August. Reply at once Transportation provided.

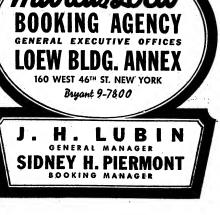
GAUTIER'S

ROXY, NEW YORK, THIS WEEK, JULY 16 July 27th, Beverly Hills Country Club, Newport. Ky.

> Recently concluded two successful weeks at the Edgewater Beach Hotel, Chicago

DIRECTION: NORTH & FLAUM

ROGER MURREL



The THEATRE of the STARS

Jay Freeman Oro Ann Pennington Lucille Johnson Andrews Sis

Place Elegante

Variety Bills

NEXT WEEK (July 26) THIS WEEK (July 19)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

CHICAGO
Falace (23)
Lucido (23)
Sixue Syana
Lucy Monroe
Shaw & Lee
Freisser Sis
Ozzie Neien
Or Harriet Hillard
On Cumming
Falace (23)
Ozzie Neien Oro

Harriet Hilliard
Grace &Nico
Don Cummigs
(16)
6 Lucky Boys
Judy Starr
Rose Wyse Jr
Paul Haakon
Alyce Chapelle
3 Stocge
SAN FRANCISCO
Golden Gate (21)
Fred Waring Oro

Loew

NEW YORK CITY State (22) James Evans Frances Faye Rosco Ates Lucky Millinder Bd PITTSBURGH Stanley (23)

Major Bowes Co
WASHINGTON
Capitol (23)
Red Skelton
Carter & Holmes
Dorothy Crocker
Gus Van

Rompin' at the ROXY, NEW YORK This Week

EVERS and DELORES

Dir.: LEDDY & SMITH

Paramount

NEW YORK CITY
FARMANDER (21)
FARMANDER (22)
Hal Leroy
Val Setz
Matropolitan (23)
Callo College (23)
Ted Worne College (23)
Ted Worne Cro
Callo (23)
Fall Harris Oro

4 Craddocks Lanny Rose Art Jarrett Georges & Jaina Arren & Broderick

DETROIT

Michigan (23)
ean Deveraux (Jean Dev. Popeye Betty Boop Broe Gar Betty Boo.
Rio Broe
Variety Gambols
MINNEAPOLIS
Minnesota (23)
Major Bowes Co

Warner

PHILADELPHIA Earle (23)

WASHINGTON
Earle (23)
Ray & Naidi Co
Tommy Trent
Forsythe, S & F
Aarons & Barna
(16) Herman Bing
Wells & 4 Fays
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Duke Ellington Bd

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Independent

CHICAGO State Lake (23) Vespers State Lake (23)
4 Vespers
Bernard & Henrie
June Carr Co
Slate Broe Co
INDIANAPOLIS
Lyric (23)
Buster Weet
Lucille Page Bo Brummels
Bolce & Ladd
Jack Starnes Co
Barbarina & Poms
HANSAS CITY, MO
Tower (23)
Hes Mignone
Ed Rickard
Bobby Pincus Co
Gene Austin Co

London

Week of July 19

Lina Menova
CAMDEN TOWN
Gaument
Jose Moreno
Willards

CLAPTON
Rink
Alfred Thripp
P & V Lonnox
Helena J e V Lonnox
Helena J
EAST HAM
Granada
Basiful Boys
Drury & Ramond
Arnaut & Bros
EDMONTON
S Van Bros
Kirakau Bros
Jones & Thomas
HAMMERSMITH
Flace
Austel & Arthur

ISLINGTON
Blue Hail
Trolse Mandollers
LEWISHAM
Falace
Rawlez & Landuuer
LEYTONSTONE
Bashn'd Boss
Drury & Rawnond
N Arnaut & Bros
SHEPHRDS BUSH
Pavillon
Chevoller Bros
Bennardl

Palace
Rawicz & I andaue
TOOTING
Granada
Peter White
TOTTENHAM Pulace
Alfred Thripp
P & V Lennox

P & V Lonnor Helena 3
WALTHAMSTOW
Grunadh
Beam's Babes
3 Van Stratfons
Jones & Thomas

Provincial

Week of July 19 ABERDEEN Tivoli Naughton & Gold Howard Rogers Hengler Bros

Doris Ashton
EDINBURGH
Royal
Ted Joyce Bd
Kafka, S & G Sis

Fred Bamberger Kerns & Capon O'Shea & Joan

LEEDS Paramount
Hal Yates
MANOHESTER
Paramount
Joe Loes Bd

Hotel Lexington

Hotel McAlpin (Roof Garden)

Hotel Montelate (Casino-in-the-Air)

Hotel Murray Hill (Fountain Room) Joe Cappi Oro Nancy Garner

Hotel New Yorker (Summer Terrace) Gus Arnhelm Oro Evelyn Chandler Baptle & Lamb

Hotel Park Centra (Coconnut Grove)

(Coconnut Grove)
Jerry Blaine Ore
Rose & Edwards
Darreil & Young
Barney Grant
Claire Scott
Flying Whirlos
Dorothy Jeffers
St Clair & Elliot
Ferry the Frog
Tania & Kireoff
Hotel Pennsylvania
Tammwn Doreey Ore

Tommy Doreey Orc Edythe Wright Jack Leonard Allen Storr 3 Esquires

3 Esquires
Hotel Piccadilly
Jeno Bartal Oro

Hotel Plerre

(Roof Garden)
Baeil Fomeen Oro
Anne Heath
Peppino & Camille

Hotel Plaza

Will McCune Oro Pancho Orc Paul Draper Nella Goodelle Hotel Roossvelt Freddie Starr Orc

Freddle Starr Orc Hotel Savm -Pinza Emile Pettl Orc Russell Swan Hotel St. George (Brooklyn)

Ell Dantzig Oro Charley Paul

Andy Iona Oro Ray Kinney Meymo Holt

J Mesener Oro Jeanne D'Arcy

(Casino-In-the-A Coral Islanders Hai Hope Oro Herb Weil Electronic 3 Fellx Papile

Cabaret Bills

NEW YORK CITY

June Elkins Luan Cralg 3 Musical Rogues Meri & Meriam 3 Dandice

Bertolettl's Bertoletti's
Jimmy Whalen Orc
Tommy Harrie Orc
Yula Flournoy
Nyea Alna
Joyce Faye
Greta Lewis

Bill's Gay 90's Eddle Leonard Spike Harricon Ethel Gilbert Gus Wicke Emitt Casey Jim Bishop

Callente Callente
Beth Raborn
Helen Shaw
Ruth Wayne
Carol Sis
3 Rhythm Boys
Callente Cabelleron

Callente Cabelleros
Chateau Moderne
H Leonard Oro
Bob Shaw
Marla Forbes
Claremont Inn
Jolly Coburn Oro

Club Gaucho Club Gauche
Vaccaro's Orch
Jose Diaz
Trini Plaza
Lita Moya
Helen Virgii
Dimitri

Club Mirador (Roof Garden)

(Roof Garden)
Buddy Wagner Ore
Marion Martin
Jack Oeterman
3 Biondes
Eddie Lang
Winifred & Lorr'ne
Jacqueline Joyce
Renee Villon
Joan Vickers

Club Yumuri
Don Hilberto Ore
Antonio & Carlto
Sarita Herrara
Rosita Ortega

Jack Dempsey's Carpenter Oro

El Chlco El Chice

Don Alberto Oro
Carlos Montoya
3 Pampero
D'Avolos & A
Antonita Morales
Jose & Patricla
Las Guarecitas
Rolando

Mal Aerry
Annabelle Lee
Il'lyw'd Restaurani
Mitchell Ayres Ore
E Jelesnick Ore
E Jelesnick Ore
Jen Sargeant
June Lorraine
June Lorraine
June Lorraine
June Lorraine
June Lorraine
Kay Taylor
Bobby Joyce
Ted Adair
Patricla Gilmore
Charmion T Nip Jr
Asnes & T Nip Jr
Glen Pope
Intel Ambassular

Hotel Ambassada

Hotel St. Moritz (Sky Gardens) Hal Richards Ore Grisha

El Morocco Ernie Hoist Cro Frolics Hotel St. Regis Jacques Fray Or A Rasch Dancers Pierce & Harris Ralph Watkins Ord Glen Island Cashe Glea Island Casine
Nye Mayhew Oro
Helen Reynolds
Doug Newman
Harry Williford
Illictory House
Joe Marsala Orc
Jim Moorehead
Ray Blond!
Hickory Lodge
(Larchmont, N. Y.)
Herbor Steiner Ore
Hal Kerry
Annabelle Lee

Hotel Taft
Geo. Hall Oro
Dolly Dawn

Guy Lombardo Orc Ralph Rutgers Orc Marisea Flores Raphael Hotel Wellington Ed Mayehoff Orc Jimmy Kelly's

Jionel Rand Oro Joe Capello Orc Montmartre Boye Carter & Schaub Jimmie Costello 3 Raymonds Danny Higgins

Larne
Eddie Davis Oro
Hirado Orc
Le Coq Rauge
Horaclo Zito Orc
George Sterney

Le Mirage
Le Mirage
Le Mirage
Le Mirage
Le Mirage
Le Mirage
Macle Almonte
V MacNaughton
Drown's Shades
Legar & Kidder
Legar & Le Mirage

Morl's

Morrs Lou Ferris Orc The Oaks

Sands Point Bath Club Paul Rebucci Oro Emily Stevenson Wilcon Lang Stork Club

Pince Elegante
Bill Farrell
Marlo Basini
Toto Canglosi
Rex Gavitte
Larry Mado Oro
Rainbow Grili
Emery Deutsch Or
Helen Myers
Evalyn Tyner
C & L Bonner
Glover & La Mae Stork Club
Sonny Kendla Oro
Gus Martel Oro
Surfalde
(Atlantic Beach)
D Madriguera Oro
Josephine Huston
G DeQuincy & L
Edna Janie

Ralubow Room Al Donahue Orc Eddie LoBaron Or Oliver Wakofield Lotte Goslar Texae Tommy Helen Myers Dr Sydney Ross Hughle Barrett Or

Valhalla

Maurice Shaw Oro
Marita
Lorraine Barrett
Rond Hal Riviera
Mickey Alpert Orc.
Nano Rodrigo Orc.
Lols Kay
Welre Broe
Irene Beasley
Nick Long Jr Riviero Voranlites H Rosenthal Oro Joe Rodriguez Oro Milton Douglas

LOS ANGELES

Bail
Bruz Fletcher
Charles Lawrence
Beverly Wilshire
Geo Hamilton Orc
Harger & May
Vicky Joyce
Mitzi Green Little Club Jane Jones Paul Kendall Helen Warner Rose Valyda

Rose Valyda
Omar'a Deme
George Redman Orc
Eirner
Arden Sis
Gunther, Maglolan
Naomi Warner
George Markle
Mimoea & Medina
Pacific Sunset Club Bilimere Bowl
Jimmy Grier Ore
Lola & Lewis
Robert Gately
Hank the Mule
Bilse, Lewis & Aeh
Deloree & Andre
Rhythm Rascals Mimosa & Medina Facific Sunset Club Al Heath Oro Facility Control of the Control

Cafe De Paree Ted Dawson Orc Helen Curtle Maris Monterez Lemare

mare Cafe La Muze,

Park Ave Boys
Clover Club
Bob Grant Oro
Club Hawaii
Hawaiian Oro & Co
Club International
Ben Pollork Oro
Chaz Chase
Billy Vine
Carolino Mason
Dick Bennett
The Theodors
Dora Dean
Club Haman
Eleanor Troy
Coconnut Grove

Somerset House Coconnut Grove
Geo Olsen'e Oro
Edgar Bergen
Charlie McCarthy
Edith Caldwell Jack Owens Betty Borden Swing Club

Jonah Jones Eddle Beal

Trankle Gallaghe
Topsy's
Al Eldredge Oro
The Dee Sisters
Bonnie Lind
Dorothy Roy
Juno Bruner
Leona Rice
Irene Berry
Agnes Johnson Jonah Jones Eddie Beal Hawallan Paradis Sol Brighte Ore Satini Tuai Loa Sol Hoopi Wanda Diana Toy Lide Les Parker'e Ore Bill Roberts Bob Searles

Trocadero Dick Gasparre

CHICAGO

Bail-Bail Billy White Oro Dancing Dietrichs Wardell & Dade

Selly Joyce

Joe Sanders Ronald & Roberta Pete the Newsboy June Glory

June Glory
Chez Parce
Lou Holtz
Helen Morgan
Georgle Tapps
Readinger 2
Rosemary Deering
Lillian Carmen
Henry Buese Oro Club Maytlower

Lou Sales Orc 3 Variety Boys Mildred Rock 4 McNally Sis Buddy & Selma 4 Rhythm Girls

Coconst Grave
Mark Fisher Oro
Jerry & Turk
Paul Rosini
Dawn & Darrow
Frances Wills
Kretlow Girls

Colesimes
Bob Tinsley
Janis Andre
Maxine DeShon
Dorothy Wahl
Wille Shore

Congress Hatel

(Casina)
Jesse Crawford
Helen Crawford
Chas Carillo
Bernhardt & G
Diaz, Don, D & D
Tommy Trent
Varzos & McDowell Gay 90's

Al Trace Orc Piliper & Earle 3 Heat Waves The Bachclors Russell Crowell Colemna Clark Co

Hatel Slevens (Continental Room) Carlos Molina Loyanne & Renard Janls Williams 606 Club

Yacht Club

Radio Reports

(Continued from page 34)

(Continued from page 34)

Marvelous for Words' well. Then came longest commercial of program. 'Give Me Something to Remember You By' is next pop number for Feld's tooterts and they do it well. Dlck Mills, baritone, who was with Arnold Johnson at WOR for 20 weeks, does a sweet job with 'Never in a Million Years.' Christine Randall, d'scovered by KMOX execs, in small local nitery, tickles the ivories at the control of the co

okay with m.c. stint. Sahu.

JOHNNY HAUSER ORCHESTRA
30 Mins.
Sustaining Friday, 4:30 p.m., EDST
WOR, New York
Remote dansapation from the
Borscht Circuit's No. 1 spot, Grossinger's in Ferndale, N. Y. Band unlimbers wirtually every type of tunes,
but knocks off the hor hythmasses)
Hauser and the boys turned in a pip
ido on 'Caravan,' particularly with
the rhythm section.
Otherwise, the orch features
plenty of oke brass and sax stuff,
either section usually serving as
background for the other. Arrangements have a distinctive touch, but
aren't overboard on novelty. Hauseinser's vocals aren't intended to unleash much more properly. Hausetyle of warbling in the hotcha idom
and pricis. Has a hoarse
style of warbling in the hotcha idom
along the lines when he first started
with Paul Whiteman. Hobe.

Ann Leeter
Jackeon, Mills & R
Sonny & S Dahl
Loster & Irmajean

S85 Club
Johnny Hornert
The Djetators
Corllee & Palmer
Mary Jane Dodd

PHILADELPHIA

Anchorage
James Craig
Marcela Sharkey
Gloria Goulde
Sally La Marr
Johnny Graff Oro
Arcadla Int'l
Miton Kellem Ore
Don Renaldo Oro
Mayfair Girls (8)
Ed Silverglade
Lay Beilis
Eary Eary
Eleanor Bowers
Erma Bundel
Marlo Villanl Ritz-Cariton (Crystal Room) Van Levis Oro Henry Patrick 31 Club

Bill Fiske Oro Bille Brill Lorraine Rhoda Lloyd Woods Leah Sis Sis McCall Silver Luke Inn (Clementon)

Joe Milikopf Oro Beth Challis Louice Lucano Bernard de Pace Enters & Borgia Irma Buntel
Mario Villani
Bellevue-Stratford
(Finuet Room)
Meyer Davis Oro
Bene Franklin Hotel
(Coral Cafe)
Mos Jaffo Oro
Benny the Bum's
Deloyd McKay
Muriel Thomas
Sasha Leonoff
Frank Bantel
France Carroll
Ralph Brown
Cedarwood Inn Enters & Borgia
20th Century Taver
Lou Longo Oro
Hazel Harman
Marcelle Marchand
Billy & Dotty
Frankle Hyrcs
4 Esquires

Parrish Cafe
Bobby Lee Oro
Leon Hill
Parlsettes
Vernon Guy
Chickle Martin Co

Chickle Martin Co
Piccadilly Room
(1823 Locust)
John Hamilton Orc
Jackle Mabile
Riberlegs Williams
Putsy Evans
Fats Smith
Lulu Mao
Lillan Fitzgerald
Cora Green (Malagn, N. J.)
Jack Curtis
Bobby Evans
La Val
La Val
Clarence Mich Orc
Franky Schulth
Embassy Club
Lee Perrins
Billy Lee
Pedro Bianco Oro
Ricien Heath
Warwick Isl
Dock Heny Dock Help
Dock Heny Could
Dock H

Cora Green

Dutkin's Huthskeller

V Norman Ore
Jacqueline Herm'nn
Al Stepne
Marge Carles
Dolores De Maye
Cleo Valenteen
Frank Ponti Evergreen Cassino
Henry May Ore
Heistine & D'n'ide'n
Tom Burry
Katilicen May
Mildred Sinchair
Harry Glyn
1022 Lacust
Bubbles Sheby
Jane Parrer
Virginia Young
Nelly Jinnak
Edit Harry
Swing Kings Ore
Hotel Adelphia Roof Evergreen Casino

Stamp's Cafe
Stamp's Cafe
Jack Hutchinson
Bella Belinont
Billy Siler
Stamp's Mark
Stamp's Mary
S

Caniden)

Louis Chellish Ore
Ray Miller
Olivo While
Our
Pickerd & Seni
Instrumental 3
Hingo Klee
Joe Hannona
Hae Hart
Joe Hannona
Hae Hart
Olivo Klee
Sunset Inn
Dan Duncan Gre
Hotty Vallone
Chubby Reed
Chub Murtha
Chus Murtha
Pencock Gardens

'BEHIND THE EIGHT BALL' With Gil Bayek 15 Mins, Local Sustaining

15 Mins. Local
Sustaining
Sat., 1:15 p. m.
WDRC, Hartford
This makes another radio fan chat
for the Hartford customers, Paul
Lucas having preemed one on WTIC
some months ago and doing so well
with it that his five-minute shot was
tripled to 15.
Hartford strongly needs instituHartford strongly needs instituHartford of this type because of
the chill attitude of the doilles to
local air fare and, furthermore, because the potent Hartford Times has
been going great guns with its own
vent, WTHT, now full time.
Tehind the Eight Ball, so tagged
in relation to mike, handled by Gil
Bayek, staff spokesman at WDRC
Addressed especially to hearers who
have questions to ask, frame naturad Radis has cased for going-on at
first airings, Bayek includes a sketch
of some WDRC fave, answers some
of the mail, augments with odd chitchat and winds up with coming
events.
Bayek's treatment effective.

vents.

Bayek's treatment effective.

Elem.

Bayek's treatment effective.

Elem.

ZINN ARTHUR'S ORCHESTRA

Dance Musics

19 Mins.

100al

Sustaining

Mon.-Thurs.

11:30 p.m.

WICC, Bridgeport

Pine Brook country club, vacation
resort at Nichols, Conn., piped to

Bridgeport for synco sessions of Zinn
Arthur band. Ability to handle a variety of fare covering range from
Arthur band. Ability to handle a variety of fare covering range from
swing, assues a well-blanced program, but denies combo any stylistic
identification. Swing product so superior to rest of output that Arthur
might be well advised to concentrate
on it. One number, an original by
the maestro, described as 'maraccas
swing,' was genuinely in the groove.

Since locally-radiated programs
seemingly won't be over-effective in
building, vacash biz, announcements
by Joe Lopez bid listeners to come
and see plays intermittently staged
by Pine Brook drama troupe.

Band personnel includes Al Weisfield, Jack Greenberg, Norm Corey,
Larry Regensburg, Rube Rubin, Bill
Arthur Brook drama Victor Michaels.

Elem.

RICHARD MAXWELL

BICHARD MAXWELL
Hymns
10 Mins.
Statisting
Manual Mins.
Statisting
MABG, New York
Aimed for the shut-ins, this may
not be just what the doctor ordered,
but it should keep certain patients
in the proper frame of mind until
the medico arrives.
Maxwell has an appealing voice
and he sings simply and without
trying to be the personality kid.
Faint organ background.
Faint organ background.
Isteners, anonymously
identifying them by town (viz. 'to
a mother in Scranton), but mentions
no names.

Hebe.

EDDIE GUNDAKER
'TODAY'S WINNERS'
Talk
15 Mins. Local

Talk

Jis Mins. Local

Sustaining

Bally, 5:15 p. m.

WGAL, Lancaster, Pa.

Being a very good horse town,

WGAL struck a natural for a goodwill builder in this daily gob gallop
handled by Eddie Gundaker. Opening with transcribed sound effects of
donkeys coming into the stretch, the
day's racing activities get a once
over lightly with brief outlines of the
outstanding races of the day, best performances of horses and jockeys,
best prices paid, and other timely
track info.

When time allows, announcer patters on races up the following day
listing the likely entries and their
jockeys. Program does no handicapping and doesn't even hint at favorites.

Posey.

Walton Roof Folds And May Not Reopen

And May Not Reopen
Philadelphia, July 20.
Walton Roof, one of the largest
and best known of the midtown
lateries, shuttered Saturday night
(17), probably never to open again.
This is sixth of the town's class nite
spots to be licked by the sizzling
thermometer. Nitery blz, which has
been skidding since April anyhow,
is scraping seawed off the bottom
now with humidity and temperature
combo sending spenders shorewart.
Although announced by Manager
Charley Duffy that Walton Roof is
only ducking the sizzle season, there
is good possibility that the shutdown
may be permanent. Nitery was never
profitable to the hotel and a plan
is now under consideration to put
apartments in its place, which will
eliminate it from the nitery scene
altogether.

Ilotel Ambassaulur Ramon Kumson Gre William Alder Faul Taubman Greit Ramon Greit Ramon Greit Ruste Berner Rus Hotel Adciping Roof Vincent Rizzo Oro Harold Knight Oro Frank Caby John Upbnann All Bernann Allee Dawn Mirlum Verne Pierro & Temple Saru Ann McCube-Agues Tolle & Texas Hockets Evan B Fontaine Gay 90's Colleen Georgia Lucky Lew King Mignon Ingrid Jules Novit Oro Marion Miller Jack Elkins Evan B Fontaine Lambs Tavern Larry Mell Ore Little Ruthskeller Jack Griffin Ore Monty Wolf Dorothy Bach Franchon & Camille Urcan Sis Pat Perry John Joncay Hotel Blitmore (Mountight Terrace) Ilnrry's N. Y.

(Monnlight Terruce)
Hornco Heldt Ore
Hotel Edison
Billy Swanson Ore
Hotel Essex (tonyNat Brandwynne O
Maxine Tappin
Dick Stono
Johnny Blue
Murrny Carun
Holel Gav. Clinton
Phil D'Arry Ore
Stnart Jules
Kay Marshall

The Onks
Al Lambs Ore
Tommy Lymnn
Gene Archer
Onyx Club
6 Spirits of Rhythm
Maxine & Janice

Calmret
Chas Engles Orc
Jack Irving
Yvetto
Theo Troy
Mildred Rook
S Parisians
B. B. B.
Rider Sis
Denothy Jahuston 111-31a1 Stroud 2

Jean Sargent Gould Sie Patsy Ogden Marion Morgan Hotel Blama (Wainut Roo

B B B Clarence Brown Frankle Gallagher

Eddle Varzos Oro Lucio Garcia Walker 3 The Duanos Dean Murphy Hotel Brevoort

Dorothy Duval Earl Smith Commodore Due Joe Parlato Drake Hotel (Gold Coast Room)

(Gold Coast Room, Jack Denny Oro Vox & Walters 3 Olympics Rita Lester Dorothy Byton Co Hotel Egdewater Beach

Beach
(Beard Walk)
Bernie Cummins Or
Gloria Sutier
If Smith Bullet
D'Angelo & Porter
Glibert Bros
Verner, Lang & B

Ream)
King's Jesters Ord
Marjorie Whitney
Gene Jerome
Geo Howard
fra Bastow
John Raveneroft

Hatel Patmer Haus (Empire Room) (Empire Room)
Eddy Duchin Oro
Holland & Hart
Brure Holden
Ellen Blair
Mari Lynn
4 Aristocrats
Abbott Dancers

Hotel Sherman

Billy Carr Nora Ford 'Books' Burns Etta Reed Ford & Barnes

John Joneay
Plerre's
Manny LaPorte Ore
Bratton & Cralg
Mildred Henson
Francis Dooley
Tom Osborn
Yolandi & Estelle
Jack King

ROXY, N. Y.

The Roxy should do petter and all right this week with 'Super-Sleuth' (RKO) on the screen, the The Roxy should do better than Coronation (in color), subfeatured, and a well-balanced Fanchon & Marco unit on the rostrum. It's generous and quality entertainment from every aspect, with the Jack

generous and quality entertainment from every aspect, with the Jack Oakie laff feature the Loper climax to light summer entertainment fare. Frank Gaby, Gautier's dogs and Dolores, France Stevens and Loversatile Gaute Gau

tangos, wine systematic for the tzigane atmospherics.
Frances Stevens, apart from being burdened by the billing as the baroness of the brites, is a good vocal introducer. She ties off 'Cuban Pete for the rhumba dance ensemble and in toto looks well to fit the atmosphere, besides warbling a nitty pop. Migs Stevens (assuming she's the one doing the incidental 'Fete' number) unlike the others doesn't do enough. Per usual the F&M production auspices are impressive and bigtime. Eddie Faul batoning the Roxy-trench unionists likewise does a good job. Biz bullish at Friday night's final show.

Abel.

STANLEY, PITTS.

New bill at this newsreel house does not want for variety. It's all newsreel, with the two shorts not newsreel, with the two shorts hop-being especially significant or enter-taining. There are 52 newsreel clips on tap, with the European war clouds again in limelight. Every reel

clouds again in limelight, Every feet except Paramount chips in with footage on the Spanish warfare or the threat of hostility in Far East Landing of the Soviet aviators near San Diego, Calift, is accorded trim coverage by Universal, which specialed the subject, landing the reel in the theater Thursday (15) night.

Remainder of subjects are not outstanding or very newsy with Fox Movietone grabbing laurels on amber of the part of the subject and Metro's News of the Pay' came close to it on footage, all but last-named having 10 cach.

European hostilities were rather tame, with Metro showing refuges leaving Spain and war-forn areas after the battle. Fox pictured preparations for counter-drive against rebels. Also gave a brief glimpse the subject of the pay' came close to the control of the pay and the subject of the pay and the pa

PALLADIUM, LONDON

London, July 7.

The London Palladium reverted once more to straight variety bill, July 5, with 11 acts, of which two are native. Majority are American and there are also a couple of continental turns. Joe Ortnes opens neat jugging routine. Splendid act of its kind. He is followed with known nebriated character, giving way to Marcy Brothers and Beatrice with their knockabout contortion and acrobatic stepping.

What struck the audience as an extremely novel act is Wences, apparently a Spanish ventriloquist, who makes up his left hand as a face for the dummy. He is a good actor and creates a personality with direction of the complete of the comp

their conglomerate routine. The girl dancer should, however, learn to keep her eyes up instead of down. Wonder nobody ever told her that be the common the common that the common the common that the common the common then holding an audience for more than an hour at the Cafe would are the common then holding an audience for more than an hour at the cafe would are the common then holding an audience for more than an hour at the cafe would are the common then holding an audience like it; they apy him a lot of money; he packed the Palladjum, with a plentiful smattering of dinner jackets, including one worn by Max Gordon.

After the interval, those returning the their seats were entertained and the seats were marrially to their seats were entertained by their seats were not the seats were married to the interval those tricks apparently will always interest ther in his hand or in his mouth a la Cardini, Fayson and Paul Duke. He-has played United States. These tricks apparently will always interest the public. Raynor Lehra customers more kinds of dancing than probably any single performer who has come to the Palladium. The Mills Brothers, plus a guitarist, making five in all, please immensely with their harmonizing, and Max Miller with his monolog is next to closing. He recent appearance in pictures of the plant of the plan

STANLEY, PITTS.

Looks like a corking show on the standard some standard

pull with the audience all of the distance.

PALLADIUM, LONDON

Icondon, July 7.

The London Palladdium reverted of trying to pull layout forecher again and unfortunately picked this spot to come up with some of his poorest bits. Show ran way overboard on time, consuming around 65 minutes and that's a lot of minutes for a single sock.

Picture Tever Since Eve' (FN) with Par newsreel, cartoon and Dave Broudy's overture. Bit fair at opening, three-quarters downstairs and about half a balcony.

Cohen.

What struck the audience as an extremely novel act is Wences, apparently a Spanish ventriloquity. a Spanish ventriloquity a Spanish ventriloquity a Spanish ventriloquity a Spanish ventriloquity. Bit and sa a face for the dammy. He all worth.

TABOR, DENVER

Denver, July 16.
Eye-filling lines, proficient routines
and settings that rate top spot keep
stage show moving and add to and
aid acts in getting their numbers
across.

Howard Tillotson and his five band men give 'Merry Go Round Broke Down' for the overture, and line in Dutch costumes swing into opening routine. Half in boy and half in girl clothes, each carry several huge tulips with steel points in stems, by which they are planted in stage floor in front of Dutch windmill and cottage. Two of line carry sprinklers and give them some water. Line then does a wooden shoe clog. Nina Davis is back for her second week vocalizing, but band plays much too loud for her numbers, drowning her out. Howard Tillotson and his five band

vocalizing, but band plays much too loud for her numbers, drowning her out.

Second routine sees line togged in high, white toy-soldier white hats, pajama-like suits with hits of red here and there. The jaz routine is fast and shows teamwork with no loaters. Closing routine in formal fast and shows teamwork with no loaters. Closing routine in formal fast and grown stairs in high colorula headdress, long, flowing capes and abbreviated shorts, and five in long billowy blue dresses who do a formal dance.

Faith Hoag and Co., the Co. being a two-man horse, rate top spot. Horse goes through usual routine, with perfect the stair has been been decreased and the stair of the stair has a stair of the stair

STATE, N. Y.

Benny Davis and his various units are standard State bookings. For current date he gets a break what with the fun film, Marx Brothers in 'A Day at the Races' (M-G) on

'A Day at the Naces (M-U) on screen.
Mostly a new talent line-up with the composer-singer-mc. and its forte is not comedy. No need for that since nearly all the laughs come from the screen. There is good reason for Davis introducing his fresh faces and he got one giggle when Vira Niva was before the mike, yet he is too much in evidence on the platform while his specialists are in laction.

platform while his specialists are in action.

The Russian girl and Robert Baxter, bartione, are about the only singles retained from his previous unit, Miss Niva did well, with her idea of Where Are You, while Baxter's medley was well spotted. Some of Where Are You, while Baxter's medley was well spotted. Some of the county of gauge and the county of the county o

voice and their variation of T Can't Give You Anything but Love was pleasing enough for the audience to want more.

Little Billy Blake was announced as the show's highlight, and, judging from applause, that was correct. Lad is a trumpeler, giving impressions of same contestisks, such as Henry Busse. Bear Street Blues for the latter and reaching the high finale note as something of a feat. Boy also made his trumpet sound like a trombone, with use of a tin hat.

Anita Jakobi opens activities with acrobatic tap dance routine out of the ordinary. Mary Fenton was introduced as a blond blues singer, Davis observing she is a Hollywood bet. He peps all his people up with the hope that scouts were out front. Miss Fenton gave 'All God's Children Got Inythm.' a number in the 'Races' picture. Mariora (New Acts). Keep and Roy Paigs to the Acts). Catherine Harris, a toe dancer: was billed, but did not appear in Friday (16) evening's performance. Martha Raye, at the last show, hopped over from the Paracross-the-street to make a personal appearance for the songsmithenteriancer.

Davis did not tarry long in his own specialty, choruses of his more recent numbers. One was from last winter's Cotton Club show, and he mentioned he is writing the score for the spot's fall offering. Act rausightly over 59 minutes.

CAPITOL, WASH.

CAPITOL, WASH.

Washington, July 18.

House has turned out another highly satisfying revue this week, largely by production and staging. Discounting m.c. and line of gals, who carry show, there are only two acts, but total is so handled to give the effect of definite bigness.

Overture, worked out by Producer Gene Ford and House Maestro Phill Lampkin is definite highlight. Dedicated to George Gershwin and opening with sweeping mediey of his best known stuff, it hits home in Rhapsody in Blue, done with house and pit lights going out and curtains opening on plano and stoolboom of the stage of the s

showing now types of nussants signing the soapsuds, which is still in the rough but definitely has giggle appeal.

appeal.

appeal metals who get gowns in split scoonds who get gowns in split scoonds via Berg's sibility to heave bolts of cloth into the air and wraped in the seconds with a special scoonds with a special scoonds who will be seen and the gents admitted the models were case to look at before they were draped.

Skelton on again with request performance of his doughnut dunking demonstration, easily his best specialty, that got house as usual. The standard seen and the specialty that got house as usual standard with the specialty of the specialty that got house as usual standard which will be specialty, that got house as usual standard will be side of staircase to demonstrate how half a dozen gents mount steps, winding up using blond as partner to make the side of staircase to demonstrate how half a dozen gents mount steps, winding up using blond as partner to make the side of staircase to demonstrate how half a dozen gents mount steps, winding up using blond as partner to make the side of staircase to demonstrate how half a dozen gents mount steps, winding up using blond as partner to make the side of staircase to demonstrate how half a dozen gents mount steps, winding up using blond as partner to make the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported to the side of staircase to demonstrate how half to be supported

NEW ACTS

RUSSELL SWANN (1) Magician Magician 6 Mins. Savoy-Plaza, N. Y.

gavoy-Plaza, N. Y.

In swank environments of the type such as the Cafe Lounge in New York's Hotel Savoy-Plaza, magicians today are giving out their bheadabhs where in former was a second of the subara second of the save and th

sype, such as the Cafe Lounge in New York's Hotel Savoy-Plaza, magicians today are giving out their abracadabra where, in former years, they'd be No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best. So maybe of the No. 2 acts at best of the No. 2 acts at the No. 2 acts at best of the No. 2 acts at the

TEXAS TOMMY Pony Act 5 Mins. 5 Mlns. Rainbow Room, N. Y.

Rainbow Room, N. Y.
Texas Tommy is a slick cowhand—
anyway, his spurs and chaps look
dudish. His pony is called Baby
Doll. Between the two they do a
slick act for anybody's nitery diwerissement. little pony, wellmannered and clever, and sworth
mannered and clever, and the
more feetic the results. Hence,
at the Rainbow Room it was a particular wow.

at the entition of Room it was a perticular wow.

Tommy straights well for Baby Doll, and the equine performs noby and well for the sugary rewards after each series of tricks.

From the vet vaudeville viewpoint, the old hokum bucket about 'how, many days in the week?' and 'one and six are how many?' is corny. Bat life all the strain of the week of the strain of th

MARIORA

State, N. Y.

Among the new talent in Benny
Davis' unit show this girl is announced as hailing from Holland.
Femme jugglers are a rarity, and
therefore a novelty. Togged in white
tennis skirt, Mariora exhibited a
routine principally of rubber ball
and chop stick handling that was introduced over here by Rastelli and
others.

others.

One of her exceptional feats is balancing the ball while bent backward almost to the stage. Mariora also handles tennis rackets, but her topper is at the routine's finale, handling two sticks while juggling plates and manipulating a ring with one leg. She would be an opener in the vaude that was and will probably land in the night clubs.

KEN and ROY PAIGE Comedy 10 Mins.; One State, N. Y.

State, N. Y.

Benny Davis introduced the Pnige boys as the future Mitchell and Durant. They are knock-about comics of that type, but without attempt at acrobatics.

One works straight with the rother taking all the falls and wiping up the stage, no easy assignment with the cereminal process of the cereminal process. We straight intros the cereminal antics, we trained a diversity of the control of the control

LOTTE GOSLAR Dance Mime 6 Mins. Rainbow Room, N. Y.

Lotte Goslar is heralded as Eu rope's greatest dancing mime. She came to attention in Erika (the

came to attention in Erika (the daughter of Thomas) Mann's Pepper Mill' revue, is a refugee German danseuse, and evidences an unmistakable terpsichorean artistry which, in time, may be acclimated for class east environments. Even now she exitent of the companities along these lines, the matter of routhing, however. She does two numbers at each

She does two numbers at each show; two shows nightly. In one sequence she does two eccentric pantomimic dances. Both being in like groove, it's not for happiest returns. Furthermore, one is announced as 'The Virgin'. Actually, it should be called 'The Spinster' — probably due to an unfortunate literal translation from the German. As result, the parody on the coy, coquettish spinster is militated against by the false impression of the 'virgin' heralding. Her 'Intoxication' opener is much more socko.

Miss Goslar's terps, of course, are

much more socko.

Miss Goslar's terps, of course, are primarily for the concert platform, although its understandable why willam Morris, dr., is reported dicknown of the concert platform. For class cafes Miss Goslar manifests capabilities but will have to better routine her stuff to embrace broader nuances.

UCILLE JOHNSON

Fair-haired, blue-eyed lass is the singing standout of this popular Broadway supper spot floor show. She was in 'Red, Hot and Blue' last

Slender Miss Johnson is a prima Slender Miss Johnson is a prima donna with a varied tonal voice of the coloratura type. Her renditions therefore are away from set warbling and she has range. Numbers presented are filmusical favorites, starting with 'Swell of You,' Where Are You' and one of the newest George Gershwin melodies, 'Can't Take That Away.'

Understood picture execs recently in town ordered her tested for Hollywood.

Ibee.

KEN NEALY

Songs 6 Mins. William Penn Hotel, Pitts.

William Penn Hotel, Pitts.

In Ken Nealy, a young singer he picked up in a Baltimore nitery, Happy Felton, rotund dance band leader, has a definite comer. In addition to vocalizing with the orth, Nealy does a session of caroling with his own accordion accompaniment on the Urban Roof floor nightly and has 'em swooning.

Nas em swooning.

Needs a bit more pruning, not on the pipes, however, but on expression and physical appearance. Once these points have been fixed he should be a natural anywhere. Radio looks like a pushover for Nealy. Voice has soft quality that aimost caresses a balad. His nishes sacks, hit his looks like a pushover for Nealy. Always has a tough time getting away after brief floor beriods around midnight, with femmes particularly leading cheering section.

JOHN EVANS Songs 8 Mins Hippodrome, Balto.

Hippodrome, Balto.

John Evans has been winning local and national voice and radio contests consistently for past for years and make and song handling the stiffing him to present break on Hippodrome vaude bill. Spliced into Mit Britton's band stuff, boy comes through in rousing style and earns ovation strictly on his vocal ability. When caught, did three numbers. Without a Song. 'Sweethearts' and 'Old Man River' and had to beg off. Could stand some pointers on showmanship, but dressed up and capably coached lad is a find for band or radio.

ROSS and McDONALD

State, N. Y.

Duo from Memphis announced in the Benny Davis unit as their first appearance in the big city.

Girl and boy precision tappers fare well enough. Latter is unusually tall, for which reason he is in action behind the girl for the most part. She affects a white dress suit. Bit with cigarets didn't seem to mean much, but as dancers they fitted into the unit routine.

Harold Arden has returned to the leadership of his band at Englewood Cliffs, N. J., following a serious illness which forced him to go to Hot

CAPITOL, WASH.

(Continued from page 60) (Continued from page 60)
enough to rate encore on Giory of
Love and a deserved bow. Line back
with ball number of which all 16 go
through routines banded all 16 go
through routines banded all 16 go
through routines of the continued of
line and falling off just often enough
to keep house in uproar and win
spontaneous applause. Skelton on before curtains for epilogue speech to
hope he didn't offend anybody,
promise to be back next week and
send 'em away tickled pink.
Pic is 'Knight Without Armor'
(UA) and biz fair.

Craig.

PALACE, CHICAGO

Chicago, July 17.

There is a certain indefinable something which immediately stamps a thorough professional entertainer, as something apart from the performers who are not so accustomed to the footlights and the four-a-day.

This was brought out strongly on This was brought out strongly on the show this week, with two trained footlighters. Don Cummings and the Grace and Nico dance turn carrying off all genuine performance honors, and left Ozzie Nelson, Harrict Hilliard and Shirley Lloyd to get along as best they could on their radio reputations.

radio reputations.
Nelson's band is a standout name aggregation from weeks of Crossley ratings, yet it shapes up as only a fairish stage orchestra. Where it would be without its name is a headache to contemplate.

ache to contemplate.

Nelson manages to warm his audience up after a long spell duc to a certain nice naturalness he possesses, but he also falters with a line of dolefully inent attempts of comic chatter. Miss Hilliard makes two apparances once to be sing to by Nelson and second to warble a trio of vocals on her own. Despite a considerable background in vaude, Miss Hilliard has stiffened up a bit as befits, a person who is a coast-to-coast name.

name.

Shirley Lloyd is a second singer on the show. Why there should be two femme vocalists on the same 60-minute bill is somewhat confusing. Miss Lloyd makes an awkward appearance due to poor selection in wardrobe, but she exhibits a clear pair of pipes that gets her by.

There is a whistler on the show, Johnny Bryant. He imitates birds, traffic cop whistles and carries a tune. Little novelly that really didn't belong on this bill.

But the job of stopping all proc

tune. Little novelty that really didn't belong on this bill.

But the job of stopping all proceedings went to Grace and Nico first, who burlesqued the ballroom dance to bang-up results for this audience. Recently here at the Casino Parsienne, they return as a smacking vaude act. The girl still gets opening gasps from an audience due to striking appearance. They turn in a walloping roughhouse knockabout ballroom burlesque and had to speech away. And at the end of the show there was Don Cummings who has also developed into surefire during the past vens. Mavbe it's the new soup and fish get-up, but probably it's Cummings' added use of mugging for laugh effects. Rope-spinning with a good line of comedy material.

Ficture was Talk of the Davil' (GB). Business fair enough last show Friday.

HIPP, BALTIMORE

Baltimore, July 16. It's Milt Britton and His Band at the Hipp this week, plus a few spe entertainmen and good

UNIT REVIEWS

(CATITOL. ATLANTA)

(CATITOL. ATLANTA)

Here's a compact, tast show that builds up speed as it goes along. Its presentation telees only 33 minutes, much shorter than most units that hit Cap stage, but it never lags. Produced by liarry Clark, of Chicago, show belongs to Bill Martin, saxophonist-band leader, and made the debut a week are all the considering short time it has been on road.

debut a week aro at Jacksonville, Fia. Outil is exceedingly well knit considering short time it has been on road.

Carvino and Yovita, man and wife dance team, are in opening spot in a flashy bolero, to got twiss taxification of the construction of the construction

Double Eagle March.' The act was a crowd pleaser.
Peggy Martin and Dotty Page return for a tan routine and Carvino and Yovita follow with a whirwind ballroom number to 'Twelfth Street Raskating trio. Happy Renton. Tom Hickok and Jerry Gray (wife of Acrobat Beldon), are in closing spot. They do a fast turn and their stunts have polish and they close to a good hand.

have polish and they close to a goou-hand.

Perfunctory finale finds Terry girl down front bringing on each act at a time for a bow, with skaters doing stunts as curtains close.

There's 17 in company, including six bandsmen, with music rating better than usual. To pad stage time management used an overture on second show, featuring leader Myttin in asyx solo.

Pic is 'Night Key' (Univ), Luch.

TED MACK'S REVUE

TED MACK'S REVUE

(ORIENTAL, CHICAGO)

Chicago, July 16.
Years 'ago, the folks of a small town used to gather on a nice big lawn, and have an ice cream sociable. Elmer'd sit by Susie, and Steve'd see that Bess got her spoons back—the ones tied 'round with pink thread. But everybody'd have a swell time, particularly after the ice cream, when the talented citizens would get up and speak pieces or sing songs. And how they'd be applauded. Ted Mack's revue is an ice cream sociable. It does away with all pretentiourness and substitutes friendliness. The acts aren't good—they're

the Hipp this week, plus a few specialties and good entertainment throughout. Using up 44 minutes to put over his knockabout musical business. Britton is working his trademarked routine with most of the comedy capably handled by Walter Powell and Harry Dugan. Specialties include Sybil Kaye. Earlyn Wallace, Evelyn Farrey and he winner of a local voice context. John Evans (New Acts).

Opening with the bandsters in one huddling for a college yell and lining up to spell out via letters on sweaters, 'We stink,' currains part to reveal neon lighted frombone soling in darkness to finish full up on entire band now formuly attired in tails. Britton, handling announced the tails belonder, to do the town of the comment of the com

MONTE CARLO REVUE

(CAFITOL. ATLANTA)

Atlanta, July 18.

Here's a compute, fast show that builds up speed as it goes along. Its

theatre.

It brings the audience and the performer together, and that's plenty satisfactory for most audiences. What if little Dorothy Meisner does stumble a couple times during her tap dance, and what if her taps aren't clean? She's just a cute child, so let's encourage her. Only Dorothy should smile while she's up in front of the folks, that's the only really bad fault she has, in this show.

And so, if you want to the control of the control of the folks, that's the tonly really bad fault she has, in this show.

bad fault she has, in this snow.

And so it goes, right straight down the line. Acts come and go, soine of them stumbling, some gctting all messed up, but, golly, if Mis. Orienthadn't lent us her lawn, we couldn't even be here.

Behind the whole thing, creating and permeating the spirit which puts these turns over is the precident of the clib, the major of church of the clib, the major of the clib, and telling funny stories. Ted Mack is good, plenty good. Not a fast talking, glib m.c., but an easy, down to earth guy who'd do better than swell as a permanent house m.c., where the audience was not too sophisticated.

One set is all the unit has. Full stage, straight lined, and modernistic. One set is all the unit has full stage, straight lined, and modernistic arthedral slide thrown and the for a special effect during an orchestra number. Otherwise everybody works in front of the band.

Acts consist of Frances Burke, introduced as a Bowes discovery, and proves it by doing imitations of stars during her song routine. She sall right, but that light blue gown is atrocious: Then there's the Top Hatters, man and woman acrobatic scating team. Both work as undersigned to the common actionatic, for which they're rewarded heavily in hand slapping. Teddy Lester, one of the orchestina boys, plays all sorts of novelly and legit instruments. Dick and Leota Nash, rope spinning hoofers, are spanged out of down which they're rewarded heavily in hand slapping. Teddy Lester, one of the orchestina boys, plays all sorts of novelly and legit instruments. Dick and Leota Nash, rope spinning hoofers, are spanged out of down with challenge acrobatic, for which they're restanders, their tricks are good, and feet

Clean Burley

(Continued from page 1)

(Continued from page 1)
has not been so hot, except in the theatres which are air-conditioned. After eight days of experimenting with the new policy, most of the New York houses admit box office anemia and it's not the heat wave. Former burlesque fans ner reported having disapperred after perusing the new brand of entertainment and haven't come to the surface since. It seems a case of where do we go from here.

One smart burlesque mannager told it all when he observed, 'Durlesque without dirt or strippers is like nothing at all. They've scrammed the comics, because a carload of sapolio couldn't clean 'em up and ketp' emin line. But after all, they were only spacers for the teasers and would have to be clucated a lot before being able to work legit again.'

House operating mobs are in a freazy for smething to hypo the box-office, but in the meanyhile are exhausting the as pirin supply around Times Square.

exhausting the as paround Times Square. aspirin

Hecht No. 1

(Continued from page 1)

are George Bradshaw, David Hertz, Joe Bigelow and Charles Lederer. Quartet of writers also in the heavy coin class who recently completed work for Goldwyn are Lillian Hellman, at \$2,000 a stnaz: Kolmer and Ruby, who got \$50,000 for 20 weeks on 'Goldwyn Follies', Alice Due Miller, who worlped with this team, and Howard J. Green who also chored on the picture.

GILLMORE OPTIMISTIC ON WPA FUTURE; WASHINGTON EXPECTS EXEC CHANGES

Equity Prez Won't Say Anything Definite, but Indi-FOUR CAST CHANGES cations Are Pros Will Get a Break-Red Angle Up Again in N. Y.

Frank Gillmore, Equity prez, who went to Washington last week for a conference with Harry L. Hopkins, national WPA administrator, reported that there were no commitments as to possible reinstatement of dismissed professionals from the Federal Theatre Project. Equity's leader, who represented all professional stage groups, including actors, stage hands, musicians, scenic artists and others, expressed the hope, however, that his mission would be fruitful.

While the let-outs went off the payroll last Thursday (15), hope was expressed that the administrator would visit New York soon and that a solution to the problem facing stage unions whose members received pink slips would be reached. There are expectations, too, that a reorganization of the relief show setups in other localities will permit the return to the payroll of some let-outs, but upping the percentage of non-relief people in that category appears even harder to solve, in light of the reduction regulations. Reorganization mentioned by several of those in the WPA theatre end in addition to those already dropped in the various localities will permit the return to the project in various spots throughout the project in various propers and the project in various administration division concerns abandoning of the project in various in light of the reduction regulations, herefore figuring in taking on people in the various localities will permit the return to those already dropped in the return to the project in various localities will permit the return to the project in various localities will permit the return to the project in various localities will permit the return to the project in various localities will permit the return to the project in various localities will permit the return to the project in various localities will permit the return to the project in various localities will permit the return to the project in various localities will permit the return to the project in various localities will permit the return to the project in various localities

No specific reorganization of ex-ecutive staffs in the FTP has been ecutive staffs in the FTP has been decided on, but it has been charged that supporters of the 'Communist party and the left-wing Workers'. Alliance, an organization of unemployed, controlled (or control) the personnel and supervision of the writers and theatre projects. Ralph M. Easley of the National Civic Federation set forth the charges in a letter addressed to President Roosevelt, In some quarters Federation.

Federation set forth the charges in a letter addressed to President Roosevelt.

In some quarters Easley is described as a 'professional patriot'. He is quoted as having written:

We have a complete record of the supervisory personnel of both the writers and theatre projects and are prepared to prove their utter lack of qualification in every instance.

Alleges that the Workers' Alliance exacted a week's pay from those dismissed, in return for reinstatement, so 'it has come to a point where work relief on federal projects has been turned into an outright racket preying on the earnings of unfortunates. Also charges that both projects are characterized by gross inefficiency and waste, and that preference in employment was given over to controlling groups.

In the FTP, he charged that 64% are 'people who never before made a living in connection with theatrical activity,' and that 82% of the supervisors are members of the Communist party or supporters of the Communist party or supporters of the Communist party. Stated that professional theatrical stagers, etc. were placed in humble positions on a security wage, whereas the lucrative positions have been turned over to 'people who have not the least inkling of the theatrical business.' Declared that 'this is not mere allegation . . . we have definite proof of the conditions.'

Labor board of the stage unions, which asked for dismissal figures.

of the conditions.'
Labor board of the stage unions,
which asked for dismissal figures
from Hallie Flangan, has not digested the data. One figure to the
effect that 181 professional actors
had been dismissed does not jibe
with the fact that around 150 were
dismissed from the vertacille. missed from the vaudeville and circus units alone.

Capital's View

Washington, July 20.
Satisfactory discussion of the future of the Federal Theatre program was reported by Frank Gillmore, president of Equity, after an hour-long conference with Harry Hopkins,

premene that reduction of the theatre program is inevitable, but radiated hope that the non-pros will be the initial casualities. He insisted that there is no rivalry between stage-hands and actors, both sharing the sentiment that amateurs and semi-pros ought to be gated first.

Meeting of the Equity chief and the relief boss was considered significant in view of the fact that only a week earlier Gillmore had been given a run-around by Hopkins' aides. Few days before, he talked with deputy administrators who dished up little satisfaction. He had an entirely different manner after tete-a-tete-ing with Hopkins personally.

Granddaughter of Mark Twain Turns to Legit

Westport, Conn., July 20.

Westport, Conn., July 20.

Nina Gabrilowitsch, Mark Twain's nolly grandchild, on the eve of her theatrical debut close to her birthplace (Redding), hopes that one day she will be a good enough actress to appear in 'Joan of Arc.' one of her grandfather's few plays. Daughter of the late Ossip Gabrilowitsch, conductor of the Detroit Symphony Orchestra, and the former Clara Clemens, has a bit in 'Lysistrata', which has been in rehearsal at the Country Playhouse here all week and which opened at Mount Kisco Monday (19), coming back here a week later.

Miss Gabrilowitsch, who has decided to use that name because Tamara Daykarhanova, her teacher, cannot remember Clemens, attended Barnard College after spending hereafly childhood in Europe. Her decision to become an actress has the approval of her mother, who used to act out her father's plays with her sisters in their old home near here. Clara Clemens eventually became w.k. as a concert singer.

Nina hopes to get a place in a Broadway show after her summer workout here and at Mount Kisco.

New Frisco Play

New Frisco Play

San Francisco, July 20,

Ralph Pincus, manager of the
Geary theatre, is due back from Hollywood, where he has been for
several days, watching rehearsals of
'Story to be Whispered,' new play by
William S. Huribut.

Howard Herrick, who was last
here ahead of Lunt and Fontanne,
is the advance man for the Huribut
play, which will bring Marjorie
Rambeau back to the stage after a
three years' retirement, August 16.

FOR LOOP TAKE IT

Muni Seroff, from Yiddish legit, has replaced Eddie Conrad in the Chicago cast of 'You Can't Take It

has replaced Eddie Conrad in the Chicago cast of 'You Can't Take It With You.' Seroff was known as Serebrov on the East Side, but decided to shorten the monicher for the new assignment, that of a temperamental dancing teacher. Part was nightated by George Tobias in the National Control of the

will succeed Ulla Kazonova.

Vonegut is ill and has been ordered
to rest. Miss Kazonova has been
cast for the Boston 'Can't,' which
starts rehearsals soon and which is
due to open around Labor Day.

Graftons' 'Coming' Will Debut on B'way in Sept.

Debut on B'way in Sept.
Sam Grisman is expected back
from Europe in August to put 'Listen
for Their Coming' by Sam and Edith
Grafton, into production. Pair have
finished revisions. Slated to open at
the Windsor (formerly the 48th
Street) in September, but 'Rhyme
Without Reason' is also mentioned
for house.

CURTIS COMBS COAST FOR 'CRUISE' TALENT

Hollywood, July 20, Jack Curtis is here talking deals with composers to score World Cruise musical which he plane to stage next fall,

Idea is to cast the show with Hollywood talent and take it to Broadway. Curtis leaves for New York this week and returns Aug. 5.

KLEIN QUITS AS N. Y. TEMPLE **BOOKER**

Mecca Temple auditorium, N. Y., is now without a booking manager. Harry Klein, former general manager for Charles B. Dillingham, who handled the Shrine property, has withdrawn from the enterprise. Fraternal order is reported in weak financial condition because of the property's financial load, and the need to reduce expenses caused the manager's resignation.

manager's resignation.

Klein conducted the Temple building and auditorium for four years,
nearly any type of attraction being
booked in, including grand opera.
He was placed in the position through
the Manufacturers Trust Co., which
also had Hammerstein's Theatre (reparance). Marketten's 15. also had Hammerstein's Theatre (re-named Manhattan) on its hands through foreclosure. Latter was used as a night club for a time and is now used for broadcasting by CBS under a five-year lease with options.

Shrine property cost \$3,000,000 and the bank loaned \$1,000,000, but Gratton, into production. Pair have and the bank loaned \$1,000,000, but did not foreclose, stepping away, the Windsor (formerly the 48th street) in September, but "Rhyme Street) in September, but "Rhyme Street) in September, but "Rhyme sibilities. Property's high carrying Without Reason' is also mentioned for house.

Graftons have area just completed two one-act plays. Gratton is associate editor of the New York Post.

U.S. NAMES TAX **REMISS SPECS**

Nine ticket agencies, four of their wners and seven employees were named vesterday (Tuesday) in informations filed in U. S. District Court, N. Y., by U. S. Attorney Lamar Hardy charging each with violating the Federal laws governing the sale of tickets. In 332 offences failed to stamp the agency name and endorsement of the price on the back of the tickets. Each offense on conviction calls for a fine of \$100.

conviction calls for a fine of \$100.

The Government thereby would collect \$33,200 but also claims millions of dollars in taxes on tickets sold at a premium.

Those named in the virtual indictments are Supreme Theatre Ticket Service, Inc. and Robert Baumgerten. Leo Newman's Theatre Ticket. Office, Inc. and Philip Guryan; Michael Atlas and Walter Friedman. Michael Atlas and Walter Friedman, trading as the Acme Theatre Ticket Office; Harry Schack of the Rialto Theatre Ticket Service together with Thomas Burke; Ruth Alexander, of Alexander's Ticket Office and Jesse Berley; Jacobs' Ticket Office, Inc. and Wilfred Betts; Beckhardt's Ticket Service and John Dunley.

Another round-up of ticket speculators appeared imminent this week following issuance of stiffer Treasury

Department regulations governing the sale of ducats.

Under amended code of the Internal Revenue Bureau, pasteboards sold by anyone other than the actual theatre must show the initial selling price, and the name and address of each vendor. Ducats with markedup prices would be checked and the seller of any ticket bearing a phony figure would be liable for prosecu-

Effective Oct. 1, the revised regulation says, both the established and selling prices, as well as the original and second tax figures, must be conand second tax figures, must be con-spicuously and indelibly stamped on the portion collected at the door, which also must show the seat or box number. Tickets, along with cabaret checks, must be saved for three months for possible investiga-tion by government agents.

Excursion Folds, an In-Between **Show, Despite Many Rave Notices**

Broadway's list when it folded at the Vanderbilt Saturday (17), Critics went to town on the show, raving over what nearly all others, in show business and out, thought was just

So-so.

Play lasted 15 weeks, which ordinarily would have placed it in the success column, but it was on the verge of shutting down more than four weeks previously and continued only after the players took two cuts in salaries. In gross Excursion' was once estimated topping \$11,000 for one week. Thereafter it started tapering, until it was down to the \$5,000 level and the pace dur-

'EXCURSION'

Opened April 9, 1937. Comedy was enthusiastically received by all critics. Atkinson (Times) said 'nothing quite so refreshing has turned up in this neighborhood since 'spring.' while Gabriel (American) exuited. 'fresh tood from the gods and we gobbled it down with glee.' Brown (Post) editorialized 'play itself and the performances offer between them a delightful, rare and richly rewarding excursion for which, if you are wise, you will hasten to purchase tickets.' Lockbridge (Sun) called it 'high-spirited you are wise, you will hasten to purchase tickets. Lockbringe (Sun) called it 'high-spirited and light-hearted, packed with laughter.' Anderson (Journal) described it as an 'amiable voyage which falls ruefully short of its promised land, but full of genial sentiment, ingratisting characters and pleasant humors.' Watts (Herald-Trib) opined 'curiously comforting evening.' VARIETY (Rowl) joined the parade with 'sharply pointed, its style combines gay humor and an imaginative underlying premise. Play packs the power to please a wide variety of audiences.'

ing the last two weeks was around \$3,000.

Once again it is proven that critics cannot make a hit out of an in-betweener, any more than a weak press can down what audiences like. When observers peeked at 'Excursion,' to discern the cause of the rave notices, the only answer was that a flock of bad spring items had so enervated the reviewers' taste that when a play with an idea happened along they donned rose-colored glasses in glee.

Not all the critics really went to town, but all agreed that 'Excursion' was big stuff.

When the reviews appeared, the managerial staff was flabbergasted. Show had opened in Philadelphia for try-out and the presenter, John C. Wilson, was minded to forget the whole thing. It was decided, however, to open on Broadway and get it over with Upon seeing the notices the comment that went over the tlephone wires between the manager and staff would furnish material for a book. Wilson is an associate of Noel Coward, whom he presented in Tonight at \$30' with Gertrude Lawrence co-starred. The Lunts are also in.

While the reviews did not figure in putting the play over, it is indicated that they helped in the sale

While the reviews did not figure in putting the play over, it is indicated that they helped in the sale of the picture rights, which were bid up to \$125,000, paid by Metro. Price was among the highs of the season and the unexpected profit from that end probably inspired the management in keeping the show going at a loss longer than ordinarily.

Another closing Saturday was 'The Show is On,' which finally went off at the Winter Garden, after playing 28½ weeks. Revue had been advertised to 'positively' close about two months previous. Recently, when Bert Lahr withdrew and went to Hollywood, Willie and Eugene Howard stepped into the cast. Heat of the past two weeks, however, was the indicated factor in forcing the pace under an even break level.

'Iron Men' Prop Basis Of Suit vs. Bel Geddes

Peter Clark, Inc., has started suit against Norman Bel Geddes on a claim for money due on the derrick used in the latter's production of fron Men' last season. The practical prop was made of steel and it cost around \$2,500. About half the bill was paid, the show management holding back the balance, contending it had been forced to spend more than \$1,000 to make the derrick workable and that the Clark outfit had neglected to supply certain necessary gadgets.

'Iron Men' was withdrawn after playing two weeks at the Longacre, N. Y., and going \$42,000 in the red. Geddes attracted attention in casting the play by engaging several structural steel workers, one, William Haade, playing one of the leads. Most of the action in 'Men' was supposed to be on girders of a sky-scraper being erected. The steel workers regarded the engagement as a lark, figuring it easy money and asking 'how long has this been going on.'

However, after the show flopped, they returned to their regular jobs with the exception of Haade, who was sent to Hollywood. He appeared in 'Kid Gallahad' (WB).

FOULKE'S NEW JOB

FOULKE'S NEW JOB
George Abbott has upped Robert
Foulke as production assistant in
charge of preliminary staging of
Trother Rat' replacements. Foulke,
who is in 'Rat' cast, will work with
Edith Van Cleve.
Garson Kainan was Abbott's production and casting aide until he
went to the Coast recently to join
the Sam Goldwyn outfit. Foulke
also continues as assistant to Charles
Washburn on publicity for the Abbott shows.

LEGIT SEASON LOOKS LATE

Equity Clearing Decks of Trouble Matters: Weekly Council Meetings

Equity is preparing to clear its schedule of controversial issues, so that the calendar during the coming season will not be cluttered and the season will not be cluttered and the council will be able to consider probable new questions more efficiently. To that purpose the council is holding weekly sessions, imperative because of the WPA dismissal situation. Previously such sessions were held every two weeks.

Previously such sessions were held every two weeks.

Organization of radio artists is the new major activity of the actors' association. With that in mind, committees have been named to act on the issues which cropped up during the past two years, but not disposed of. Committees will probably not get into action until some time in August, because of the number of members who are out of the city, but the movement to clear the decks is definitely on.

First to be disposed of are expected to be those questions which were propounded during the three-sided election campaign early in June. Among these issues is the double minimum, which was expected to be disposed at the annual meeting but was not introduced. It is evident that the membership is split on the fixing of \$25 weekly as the minimum of \$40, which now applies to seniors. Even though managers cannot engage more than 10% at the lower figure, they feel there is always a chance for discrimination.

Juniors

Juniors

There is also the matter of permitting juniors to talk from the floor at meetings. That question is not so much contested, but a rule may be attempted which would permit a limited allocation of floor time to juniors. Matter of salary to the presijuniors. Matter of salary to the presi-dent and executive secretary-treas-urer was an issue in the campaign and will also be considered, though the present compensation is not ex-pected to be changed. Allen actor policy will be considered, also, with the administration favoring restric-

Second, or independent ticket was out for a clarification of Equity's financial status, which will have com-mittee deliberation and report. It also wants controversial matters also wants controversial matters given space by opponents and proponents in the association's monthly house organ. Possibility of further economies, re-formation of the executive committee, shortening of the probationary period and changes in rehearsal pay rules are among other topics for consideration.

There is a possibility.

There is a possibility that one more issues will be put to referendum, that to be decided when the reports are made to the council and enough of a majority of that body deem such procedure advisable.

A.F.L. STILL TRYING TO ORG. LEGIT MGRS.

Newark, July 20. Another attempt to organize Essex county top theatre employees will be made within two weeks. Thomas orem, head of the stagehands union and a leading A. F. of L. figure in New Jersey, is the dynamo behind the move. He refused to become discouraged when only six managers arrived at the initial meeting. Several hundred had been expected.

Present program is to take in theatre managers, assistants treasurers. Cashiers will be cluded for the time being. Grays they will be unionized later.

says they will be unionized later.

It is believed that the meeting held Friday at 1 a. m. was a floperoo because theatre men were only invited by letter. A committee is being formed to make house to house canvas. Members will be in position to give real sales talk.

Green predicts membership of 400 before Christmas.

Aerial Competish

St. Louis, July 20.
With the Municipal Opera
season in the al fresco theatre
in Forest Park in full swing,
execs of TWA airlines have
routed their planes away from
the outdoor bowl. In a direct
line with the Lambert-St. Louis line with the Lambert-St. Louis afropt, planes passed directly over the theatre and the drone of motors and display of riding lights distracted attention of customers in the bowl.

Larry Fritz, eastern region supt. of the line, instructed all pilots to detour around the theatre.

LIMITATION OF **BAGGAGE UP AGAIN**

Trunk Lines Assn., composed of Eastern railway systems, is considering a suggestion to limit traveling attractions to two free baggage cars. regardless of the number of persons traveled in the party. Idea, which has stirred up managers, is known to be opposed by passenger agents of leading lines, but each road has one vote, regardless of its size.

Same suggestion was defeated last year, but is on the docket for con-sideration again. Plan emanated sideration again. Plan emanated from the west coast railway group, but those lines would hardly adopt the idea without the support of the Trunk Lines and the midwest railway group. Although the baggage car limitation was then voted down, Trunk Lines rejected the appeal of show business to make an exception for it and accept the two per mile rate in Pullmans and sleepers for such narties. such parties.

such parties. Big shows would be hampered, if not forced off the road entirely, by the proposed baggage car limitation. It is certain that major shows would have to be condensed if attempting to tour. Last season 'The Great Waltz' traveled 100 persons and used five baggage cars. 'Follies' used at least four, while the proposed Billy Rose 'Show of Shows' might be stopped before starting. 'Waltz,' due out again in the fall, went to the coast last season. Jumps were often so long that most of the operating profit was used in transportation costs.

costs.

Regulations usually call for one baggage car without additional cost for each 20 persons in a touring attraction. An exception is the New Haven line, which permits one car for each 30 persons.

Charlie King May Take 'The Tavern' Out in Fall

George M. Cohan's The Tavern' may be revived for the road next season with Charles 'King starred as the Vagabond. Lou Straus is organizing to open when and if George M. Cohan olays the idea.

If set it will be King's first stab at straight legit, being formerly identified with musical comedy and nix

Sea Legs' to Encore?

Al Bannister and Edward Byrne are talking a road tour for 'Sea Legs,' short lived musical which had a three-week run at the Mansfield, N. Y., last spring. Producers want to reassemble original cast headed by Charles Collins and Dorothy Stone, providing latter are available.

BUT FEW SHOWS BY LABOR DAY

End of September or Early October the Months for 1937-8-Only Few Shows Readving Now, and Not Many Until Late August

LOOKING AHEAD TO '39

Legit season of 1937-38 is technically dated to start on or before Labor Day (Sept. 6), but indications are that only a few new shows will have premiered by that time. There has been a tendency to set back the season's openings for several years and the trend now is even more proconnect.

season's openings for several years and the trend now is even more pronounced.

While one or two musicals and perhaps a few dramas will start readying soon, there will be comparatively few new productions in rehearsal until late August, so that any appreciable number of debuts will not join the list until late September, or during October.

Some managers nurtured the idea that early openings had an edge over those which came later, but although it was easier to avoid conflicting first in the series of citicks in the past several seasons entered during October, but it is equally evident that the time of opening is not a paramount factor in the chances of success. Late spring is regarded as the most hazardous opening period, but there are exceptions, as for instance 'Room Service'.

There is perhaps a deadline for musical production, which is the reason why managers seek to start such shows early in the season, or comparatively so. That type of produc-

son why managers seek to start such shows early in the season, or comparatively so. That type of production being more costly, a number of high gross weeks are looked for during the fall and winter, as a means of winning back production cost. Scrmerly, however, Broadway had half a dozen summer musicals, a vogue which has passed out.

1936-37 Late, Toe

Last summer there was another reason for setting back the season, managers claiming that authors had stopped writing during the conflict over the new contract and scripts were therefore incomplete, or not even started. One year ago, too, the situation was affected by the refusal of Hollywood to finance stage shows. That was mitigated by reports that there was plenty of money around, emanating from Wall Street. How much of such coin actually came uptown was never determined, but there was an atmosphere of confidence on Broadway. Similar bankrolling indications are not present at this time, but while the count on the last season's productivity proved there were fewer shows presented, there is no reason to anticipate a further shrinkage.

Nor are there signs of a house shortage, which was predicted last summer and the year before. Probabilities of a production surge, however, are being considered in some managerial circles, with the expectation that New York's show list will strengthen as the time for the World's Fair of 1939 approaches.

There are two attractions more or less definitely slated to debut before Labor Day. They are 'Virginia,' musical now dated for the Center, Radio City, Aug. 31, and 'Rhyme Without Reakon,' drama, which may come in at the 40th Street a few day ahend of the operetta. Another musical, Beyond the Devil,' should arrive among the early group.

Last Labor Day the list was livened by the resumption of the standouts 'Victor Regina' and 'Idiot's Delicht,' which yeared on capacity even the

Victor Regina' and Idiots Deligni, which verged on capacity even then. Coming new season, however, must depend on new production, as in most other seasons. It is doubtful whether more than five of the current group of survivors will continue well into next fall.

Equity Reinstates Oakie, Warwick, Nolan, Et Al; Tully Marshall, Out Since '29, Pays \$500 to Get Back In

Tongue-Tied

Showman, on friendly terms with a horse trainer, was told by the latter to be on hand for the opening race early last week, as it might be the day for the entry to win. The horse romped in an easy winner, but the manager was delayed reaching the course until the sprint was over. Plenty burned, he later told about the incident and added!

he later told about the incident and added: 'I was so mad I couldn't talk for three races.'

Socialites' Big Turn-Out for C.C. Drama Festival

Central City, Col., July 20. Sixth annual Central City Play Festival is under way, with the activities co-ordinated under the direction of Richard Aldrich. Special events

ities co-ordinated under the direction of Richard Aldrich. Special events are interspersed between the presentation of 'A Doll's House' in the Opera House.
Rock drill contests, fire runs and other contests will pep up the affair next Sunday (25 Music in the Teller House, the Contest of the Albert of the Contest of the C

for the seven nights the club operates.
Festival runs to Aug. 7, with 25 performances. Opening night prices were \$5. Others are from \$2 to \$3.50, and advance indications are that there bo. records will be at

ROONEY'S CHILLER FOR 'POISON IVY' TRAIL

Matt J. Rooney is casting "The Studio Murder, chiller with radio background, for a tour of resort auditorium, dance halls and dining rooms along the 'poison ivy' trail. Rooney authored and will also di-

rect.
Cast includes Dorothy Collins,
Sam Barody, Arthur Lally, Francis
Molloy, Helen Klein, Jessie Wagoner, Edward Holbrooke, Sam
Haurer and Keats Springer, Troupe
will be transported in trailers.

Linders Are Back, They Call It 'Emperor of Vice'

Emperor of Vice,' melo by Mark Linder, will be next legit producing venture for Jack Linder, scheduled

to get under way in September.
Jack Linder is now in Hollywood
reported trying to align some picture people for leads. Casting and
rehearsals will get under way when
he returns to New York next
month.

Six actors resident Coast and suspended by Equity for failure to join the Screen Actors Guild have been reinstated and another also was placed in good standing after being taboo for eight years, because of another 'offence.' Latter is Tully Marshall, who was required to pay a fine of \$500 to Equity before he was stamped okay. It was one of the stiffest penalties ever meted out to a member of the actors association

one of the stiffest penalties ever meted out to a member of the actors association.

Marshall helped spike the guns of Equity during the unsuccessful movement to organize Hollywood in 1929. He went into the courts for the purpose of an injunction restraining the plan to force actors into an organization. That gesture on behalf of picture producers was regarded as the severest blow to Equity's aspirations. Others were lime-lighted as obstructionists and Marshall's action was kept under cover with no little rancor.

The actor was forced to square himself because of SAG's recent deal with the Hollywood producers not to engage any player unless belonging to the Guild. Marshall therefore was out on a limb and had no event to get into good standing with Equity. He has no iden of returning to the legit stage, but unless okay with Equity he could not join the SAG, and therefore could be kept from studio engagements.

The Guild intends to force the 30 odd players suspended for failure to join SAG to make their peace with Equity. It has not yet made that move, but may do so late this summer. Guild has announced that all those who are back in the payment of dues must kick in by noon of July 31. Those who fail to do so must pay double the dues.

Dues in SAG are scaled according to salary and range from \$30 to \$90 per year. Junior members were paying \$10 per year, but the rate has been upped to \$4.50 quarterly, or \$18 annually. Kenneth Thompson, the SAG executive, is one of the highest paid men 'in the stage unions, receiving \$250 weekly plus the privilege of taking studio acting jobs. Coast reported him considering resigning to accept a part in 'Susan and God,' due on Broadway in the fall.

resigning to accept a part in 'Susan and God,' due on Broadway in the

fall.

When members were suspended from Equity for not joining the Guild, it was stated that before reinstatement they would be required to pay a fine of \$100 in addition to back dues, at the will of the council. Understood all but one paid the fine, one exception being made because of a misunderstanding. They are Frederic Santley, Jack Oakie, Robert Warwick, Lloyd Nolan, Harvey Clarke and Lucien Littlefield.

SHORT QUITS 'LADY'; DELAY ON NEW PLAY

'Great Lady,' musical comedy which is to be produced by Frank Crumit, his maiden managerial effort, was first listed among the new season shows. Some delay has been occasioned, however, by a change in the directional assignment. Hassard Short was expected to be the stager and was reported accepting the assignment by cablegram while in London.

Last week Short withdrew, it being stated that he would be first

ing stated that he would be first occupied with staging "Three Waltzes' for the Shuberts. Understood now that Edward Clark Lilley will stage 'Lady,' starting date now not deficient.

inite. Norma Terris, slated to play the lead, had cancelled a number of summer theatre dates to be prepared for 'August rehearsals, and is now seeking to fill in the time at other country show shops.

Summer Theatres

A DOLL'S HOUSE

Central City, Colo., July 17.
Richard Adrich presents revised version f Henrik Ibsen's play, adapted by Thorn-myllder. Produced by Jed Harris; set-ugs and costumes, Donald Genslager. At the Central City Opera House July 17-Au. 37; 33 opening night; other performances to \$5.50. Ruth Gordon
Inga Hill
Harold Johnsrud
Walter Slezak
Margaret Waller
Dennis King
Sau Jafe
Hope Landin

other selections being unavailable), the association is vindicated on its production of the control of the cont

One setting stitutes acts,
Plans call for taking this production to New York, and it might last
a few weeks as a novelty. Laughs
are too few.
Painstaking direction is exice.
Thousehold.

SWEET SORROW.

Newport, R. I., July 13.
Comedy in three acts by Eric Swift; presentral by the Actor-Managera, Inc., at the
Newport Cusino theatre; staged by Helen
Arthur and directed by Alice Morgau; sets
by Emelline Clark Rocks.

| Anlia | Dorla Dallon |
|----------------|----------------------|
| Alfred | Leslle Barrie |
| Jack | Charles Trexler |
| Mor ka | lizabeth Dean Farrar |
| Edmund Freeman | Edwar Kent |
| Eva | Jounga Roos |
| Marius | Franklin Grav |
| Harper | Bettlua Cert |
| | |

Marius.

Branklin Gray

Marius.

Branklin Gray

Harper.

It would be rather bold, perhaps,
to compare this production with any
number of others which have exploited couples who marry, divorce,
remute, part again, and then finally
effect what seems to be a lasting
reconciliation. None the less, there
is the suggestion that the pattern is
not a new one. More specifically,
'Sweet Sorrow,' which was presented
for the first time before a swanky
a macks of the sophisticated Prities
Lives,' except of course the characters are more plentiful here. Most
times, however, the action stems
from the on-and-off-again romance
of the two main characters played
by Doris Dalton and Leslie Barrie.

There is no denying that audience
here found 'Sweet Sorrow' much to
its liking. It has a certain gain's
sucht chord with strawhat audiences.
But what chances it has for production on the metropolian stage is
quite another thing.

It is apparent that 'Sweet Sorrow'
is greatly over-written, especially in
the second act. Most of it could be
cut without anyone missing it.

The play suffers, too, from an
over-abundance of dialogue. The
tallity script one proving when the
love is greatly over-written, especially in
the second act. Most of it could be
cut without anyone missing it.

The play suffers, too, from an
over-abundance of dialogue. The
tallity script one proving when the
left in a shrewd condensation is
made in the second act, and the dialever silected in portions where deletion is most needed, can be only
directly read the province of the could be
transplicated.

The leaf pumps from a villa on
the Riviera to a Mayfair flat and

thence to a New York apartment. The action concerns Anita, a beautiful young actress and her divorced husband, Alfred, a sort of a writer. They meet at the Riviera, the old spark is rekindled and off they go to London to try it again. But it is no go. Anita becomes a success, and with the writing. Anita takes up again with a wealthy young Englishman. Alfred returns and makes a scene. It's the parting of the ways again.

man. Airred returns and makes as scene. It's the parting of the ways against third act picks up Alfred in Greenwich Village, where he is living with his former mistress. By now he is famous, and while he is separated from his ex-wife he longs for her love. On the day of his final divorce he decides to return to England. There by mischance he finds Anita in the arms of another man. His ardor cools quickly, but the old with the cools with the control of the cools will be considered. The cools are the cast is splendid, honors going to Miss Dalton and Barrie for their smooth handling of difficult roles. Swift, whose real name is Eric Simpson. New York at one time. Marcello.

GLORY OF YOUTH

Rye Beach, N. H., July 13.
Farce in three acts by Doly Hobart: presented at Farragut Playhouse, Rye Beach, N. H., July 13, '27. Staged by Dorothy M. Crane. Setting by John Sollers. M. Crane. Setting by John Sollers Arottup
Lune Waldo.
Lune Waldo.
Lune Waldo.
Lune Waldo.
Milliam Cleary
Mald.
Milliam Cleary
Mald.
Men Berlin Kerr
Ronald Drinkwater.
Men Guld
Men Locian Bunny Drinkwater

Zill Taylor
Number Eight.
Lewis Perrine

stra. Lucian 'Bunny' Drinkwater.

Zill Taylor
Numbor Eight.

Lewis Perrina
the Sayear-old romance which its
principal characters try to revive unsuccessfully, and its commercial possibilities are nil.

Senator W al do, affectionately
called 'Wally' by a former college
days sweetie, 'Bunny' Drinkwater,
registers with his family at a New
York hotel. Bunny' campaigns for
a rendez-wout to see how hot the old
with a cute little card which so a
commercial commercial possibilities are seen to be the sold
with a cute little card which so de
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H. McAlpin Whitney, as Dr. Drink-water, an eccentric mammal mounter for a natural history museum, has few comic lines, but he milks them to the limit and altogether gives a characterization that takes top honors. Foley as the littery senator sets a good quota of laughs. Miss Guild, as his wife, is okay. Miss Gu

Man, Wife, and Horse

Malunuck, R. I., July 13.

"Omedy in three acts by P. A. Xantho,
staged at the Theatre-by-the-San, Matustaged at the Theatre-by-the-San, Matufaced at the Theatre-by-the-San, MatuHalierad Welles, estilings, John Walker.
P. Messer.

"Writey Birls.

Halierad Welles, estilings, John Walker.
Halierad Welles, estilings, John Walker.

Halierad Welles, estilings, John Walker.

Leany Nelson.

Zahnah Cunninghum

Markather Perkins, Robert

Leany Nelson.

Zahnah Cunninghum

Mahel Layker.

"Toylde Hunter

Parson Newell.

John Hoyarad I

Paul McMahon

— Paul M

P. A. Xantho has fashioned in his

no children. Nearby live Henry and Jenny Melson, and they have five children. Up the road lives Alexander Petrins, who has two children, but no wife. When the folks start switching, Jenny Perkins goes to live with Walter and Lettle Messer goes to live at the Perkins' homestead. By the time the first frost comes Perkins feels that he's on the short end of the deal, and to keep him happy Messer gives him his horse. Every the women when the mare throw herself in a pond and drowns. Messer akes this as an omen from God, so all the natives go back to their former stations.

No denying the swell job the Matunuck players do with the piece. Russell Collins is right in keeping with the character of Walter Messer, a mat wholly taken power him is rus portrayal of Jenny Perkins is a highlight of the evening. Remainder of the cast is uniformly good and the two settings by John Walker are typically country.

PREJUDICE

Centerville, Mass, July 19.

Diana in three acts by Edgar Selwon, produced by John Crule at Mary Young Called and Conterville, Mass, week of July 10.

Cast: Mary Young, Carlyle Moore, Jr., wm. 2. Carleton, Bric Walkhurst, Jane Barreta, Wm. Lawson, Millon Pangen.

'Prejudice' showed much prothrough the first two acts, then somehow missed its expected punch in the third. Nevertheless, if the author puts in some more work on the third act, injecting perhaps a meaty philosophical taste, or a finish that does not leave matters hanging in mid-air, as they do now, he will have a piece of property that might attract serious and profitable attention from winter audiences. He is dealing with a delicate subject, prejudice against the Jews, and he handles it skillfully, even though bluntly. Still, after the story is told, he has not made a conclusive sale or proven any definite points, except, possibly, that prejudices will go on forever.

proven any deamer proposition, that prejudices will go on forever.

Judith Whitridge (Eleanor King) is loved by two men, Donald Hastings (Carlyle Moore, Jr.), an eligible bachelor whom she does not love completely, and Tom Marshall (Eric Kalkhurst), a married man, whom she loves intensely. Len Erlich (William Lawson), a Jewish business advisor of her wealthy grandmother, she dislikes chiefly because of his sense she tells bange, us second act sense the tells bange, us second act sense the mother demands that (Continued on page 70)

(Continued on page 70)

ENGAGEMENTS

ENGAGEMENTS

Vera Allen, Myron McCormick,
Elizabeth Love, Phyllis Welch,
Walter Klaven, Leslie Gorall, 'Lysistrata,' Mt. Kisco, N. Y., and Westport, Conn.

Jerry Derr, Joan Elliott, Casino
Little theatre, Freeport, L. I.
Frances Starr, William Post, Jr.,
Marie Carroll, Arthur Allen, Fairfax
Burgher, Donna Earl, Mary Hutchinton, John Burke, Henry Buckler,
Roland Bottomley, The Beaux Stratgem,' Mohawk Drama Festival,
Schenectady, N. Y.
Donald Cameron, Doris Rich, Tom
Gomez, Marion Devensen, Eva Le
Traye Gilbert, Maurice Wells, Millicent Green, Virginia Campbell,
Ralph Holmes, William Dorbin,
Clem Wilenchick, Frank Downing,
Richard Bender, 'Small Miracle,'
Stony Creek, Com.

Doris Nolan, Philip Huston, Rosalind Ivan, Fora Sheffield, Kenneth
Treseder, Tonight at 330, 'Dennis,
Mass.

Nell Harrison, Doris Campner,

Nell Harrison,

Otto Hulet, The Petrihed Forest, Dennis, Mass.
Esther Mitchell, 'Autumn Crouss', Paul McGrath, 'The Inconstant Moon' and 'As Husbands Go,' Newport Casino theatre, Newport R. I. Jean McCoy, Clair Hazel, 'Brother Rat.'

Description of the form familiar story twists the street found Sweet Sorrow much to sulling. It has a certain gainty and guido that usually strikes the right chord with strawhat audiences. But what chances it has for production on the metropolian stage is quite another thing. It is another thing. It is another thing in the second act, most of it could be cit without anyone missing it. The play suffers, too, from an ova-abundance of dialogue. The salty suffers too from familiar story twists made in the second act, and the diapont of the cast. What will happen if is a shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation is made in the second act, and the diapont of the cast. What will happen if is shrewd condensation. The condensation is made in the second act, and the diapont of the cast. What will happen in the second act, and the diapont of the cast. What will happen in the second act, and the diapont of the cast. What will happen in the second act, and the diapont of the cast. What will happen in the second act, and the diapont of the cast. What will happen in the second act, and the diapont of the cast. What will happen in the second act, and the diapont of the cast.

Inside Stuff—Legit

John Fernley, assistant stage manager of Tovarich, is one of the owners of the Stony Creek theatre at Stony Creek, Conn.; 85 miles from West 45th St. Fernley goes out to the summer stand twice weekly to check up, as he is the treasurer of the outfit, which is making money this season, Management was completely reorganized this year, its 15th. Fernley is actually John Schiott, member of a socially prominent and wealthy family of Greens Farms, Conn., and was working in the theatre for some time before his identity became known. He began as a walkon in 'Thumbs Up' several seasons ago. He was at Stony Creek for several summers before taking over the stand, where his cousin, Ruth Bedford, granddaughter of the Corn Refining Products tycoon, who made her debut in New York society several seasons ago, handles properties.

The summer stock that was to have been spotted at the University of Maryland by Steve Cochran this summer missed out, but through no fault of his. Shows were arranged for, literature sent out and subscriptions were being received when the college advised the manager that the deal was off. It developed that a contract had been entered into for a CCC exhibit, the matter, however, being forgotten when the Cochran season

was arranged.
Grounds for a damage suit have not been pressed by the manager, but
it is understood the college will refund to Cochran the money he ex-pended. About \$800 was used for printing and postage.

Demolition of the Lyric and Adelphia theatres, Philly, is almost entirely completed. Only portions of the front walls are still standing. Site is being turned into a parking lot. Broad Street theatre, also slated to come down, is awaiting okay of a court order for workmen to begin the wrecking job.

Will leave Philly with six available houses for legit. Forrest, Chestnut,

Erlanger and Locust were lighted on and off last season. Shubert was used for burlesque and the Walnut ('oldest theatre in America') housed Yiddish productions.

Several Hollywood scouts looked over 'Salute to Spring,' new operetta presented in St. Louis last week, one coming from the Coast, but no one from Broadway was reported on hand. Understood that Richard (Dick) Berger, managing director of the St. Louis Municipal Opera, plans the presentation of 'Spring' in New York next season but, despite favorable reviews, it is believed that changes, particularly in the book, will be necessary. Berger is reported to have been assured backing for 'Spring.'

Col. Fred Stuart Greene, N. Y. State superintendent of public works, playwright and author, made his annual appearance with the Mohawk Drama Festival Company on Union College campus last week, in the role of a railroad conductor in 'The Farmer Takes a Wife.' Col. Greene, a friend of Charles D. Coburn, director of the festival, had a bit part in the Players' revival of 'The County Chairman' a year ago last spring and in the festival's production of the piece during the summer.

Standish O'Neill, producer of 'Moon Over Mulberry Street,' denies that play's picture rights have been sold to Blackstone Productions, as previously reported, or anybody else. O'Neill claims he still has full control of the piece but merely sold the stock rights to Jules Leventhal, who had had the show out about 17 weeks this season.

Top o' the Mountain To You, Says Easton

Easton, Pa., July 20.
"Top o' the Mountain' theatre, summer playhouse, was opened last Friday (16) by Lehigh University, Farmhouse on top of a mountam near the university was converted into the playhouse and first preseninto the playhouse and first presen-tation was 'Hell Bent for Heaven,

tation was 'Hell Bent for Heaven,' revival.

Albert A. Rights, instructor of English at the university, is head of the theatre. Pit has been dug in front of the stage and the audience sits on a terraced slope under large trees.

Radio-Legit Tie-Up

Providence, July 20.

Station WPRO has made a tie-up with the New Empire theatre, currently concerned with legit shows, wherein commercial plugs are being itted in with a new sustaining program.

itted in with a new sustaining program.

WPRO has contacted house for series of commercial broadcasts while legit policy holds out. In return, as a good-will gesture, station is broadcasting sustaining programs from the theatre, varying from lobby vox pox to dressing room interviews with stars of the shows.

Last week 'Dead End' got some swell ether breaks when program was broadcast in theatre lobby, WPRO calling upon city and civic dignitaries to make spiels over the mike. Drama critics were also correled by Ray Rich, who handles program, and asked to give views on play.

Theatre pays wire charges, and since program is spotted around 8.30 at night for 15 minutes, it is rating plenty of listening appeal.

Yokel May Drop Reins Of Erlanger in Philly

Possibility that Alex Yokel may not renew his lease on the Erlanger Theatre, Philly, for the coming season and let the house go back to the management of the Pennsylvania Co., which owns it. Deal comes up for renewal in about a month and the producer has reached no decision yet.

In case Yokel steps out, Erlanger In case Yokel steps out, Erlanger would presumably be handled again by Samuel F. N. Nirdlinger for the bank. That was the setup until Yokel took over and Nirdlinger joined him. Impression current in Philly is that Yokel will drop out. Erlanger is one of four houses in Philly which were active for legit last season. Yokel operated it independently, but had a light season, getting 'Love From a Stranger,' setting 'Love From a Stranger,'

dependently, but had a light season, getting "Love From a Stranger," Forbidden Melody," Dead End," Point of Honor, "The Meal Ticket and 'Glory for All: Other Philly indie house is the Locust, operated last season by Jules Leventhal and Jack Linder. Shuberts book the Forrest and Chestnut through the United Booking Office.

Current Road Shows

Week July 19 'Brother Rat,' Biltmore, Los Augeles.

'Tobacco Road,' Convention Hall,
Atlantic City.

'You Can't Take It With You.'
Harris, Chicago.

Summer Theatres

(NEW PLAYS THIS WEEK)
'Don't Throw Glass Houses,' Brattleboro, Vermont.
"Jazz Age,' Ivoryton, Conn.
'Prejudice,' Centerville, Mass.
'Store on Skis,' Provincetown.

Louis Simon's Leave

Newark, July 20.

Louis M. Simon, state supervisor of the Federal Theatre of New Jersey, who directed 'I Can't Happen Here' and 'Trial of Dr. Beck' this past season, is taking a six weeks' leave of absence to direct Milton Shubert's production of 'Honor Bright'. 'Honor Bright.'

Slated for Broadway early in Sep-

C. B. Cochran Extending Coast Stay; Frisco Fair. N. Y. and London Plans

Hollywood, July 20.
Charles B. Cochran, London producer who has been on the Coast the past few weeks, will remain here another month. Mrs. Cochran arrives in New York on the Berengria today and will join her husband in Santa Barbara for vacation.

Cochran last week conferred with officials of the San Francisco 1939 Expo and submitted proposals for staging a spectacle. Proposition was given encouragement and Cochran will meet with them again around Aug. 1 for final decision. In this event he would return here next year, in October, to set the San Exercises San year, in Octobe Francisco show.

Francisco show.

Cochran said his Hollywood visit was just that of a student. When queried as to the comparison of Hollywood as a picture centre with that of London, he replied, 'It is overwhelming. There is no comparison. One must be a showman to appreciate the wonders and technique of Hollywood productions.' Hollywood productions.

ate the wonders and teaming on Hollywood productions."

Cochran says that this autumn he will produce two musicals in New York under the Cochran banner. Both have been done in London. First will be 'Nymph Errant,' with book by Romney Brent, music by Cole Porter. 20th-Fox has the picture rights to this one. Other will be 'Helen,' musical version of 'La Belle Elaine,' by A. P. Herbett Cochran also stated he is scouting alent on the Coast for both New York and London productions. For coming season he will not do any musicals in London but will produce four dramatic productions.

This is Cochran's first visit to Hol-

This is Cochran's first visit to Hollywood as he has not been in California since the early days of Los Angeles when there were no picture studios.

ALL-COLORED MUSICAL DUE IN N.Y. FOR WPA

'Swing It. all-colored musical comedy of the WPA, will open at the Adelphi, N. Y. Thursday (22), unless there is a last minute postponement. Show originally started readying about a year ago, but was called off for frequent changes. Unit is of the vaudeville branch of the FTP in New York.

Show was first a revue, but it was Show was first a revue, but it was discovered that many bits were out-molded and later the use of some numbers would have required royal-ties too high for a relief show budget. Eubie Blake, who has been in the WPA outht for some time, supplied most of the new tunes in the score.

the score.

Another delay was occasioned recently when the project ordered a
reduction in complement. Some
people in 'Swing 'It' were let out,
but later reinstated when it was
found they were war veterans. There
are about '75 people with the show,
including the orchestra.

New Atlanta Aude

Atlanta, July 20.
This city's remodeled 6,000-seat auditorium will be opened to the public Aug. 28, at which time a Forward Atlanta Night' program will be presented.

More than \$500,000 went into the reportations.

more than \$500,000 went into the renovation of the structure, city puting up about \$50,000, rest coming out of WPA funds.

Rental scale ranges from \$250 per night and \$1,000 per week for professional engagements to \$75 per night for charity performances. Only operating costs will be charged for operating costs will be charged for school graduations, religious and civic meetings.

Oscar Williamson is manager.



SALUTE TO SPRING SOCK \$40,000, ST. LOO

St. Youis, July 20.

'Prince of Pilsen, presented here in the outdoor bowl in 1923-24-29, but modernized with 1937 slang angags, became the seventh of the modern state of the seventh of the proximately \$3.500.

Fritzi Scheff, playing the role of Mrs. Madison Crocker, scored heaving in her initial appearance in the alfresco theatre. Another newcomer to natives is Tommy Gavin, 12-year-old star, who clicked as Jimmy. Dick and Edith Barstow, dancing team, also made their local debut and socked across with their toe tap routines.

debut and socked across with their toe tap routines.

Una Vale Castle, fave of the 1935-36 seasons, was another of the current season beginners who went over big in her dancing specialty, as did Bert Prival, Hollywood ballet star, who played in 'Louis the 14th' several weeks ago. John Sheehan, Margaret Daum, Wilbur Evans, Alice Olsen, Annamary Dickey, Lew Parker, Erika Zaranova, Phil Portefield and Ruth Urban are other principals. New routines conceived by Al White, Jr., for the line of 24, scored. Successful world premiere of 'Salute to Spring,' work of Earl Crooker and Frederick Loewe, ended a seven-night run Sunday (18) with a take of approximately 40,000 stothe second best technologies. Stute' attracted 66,500 customers during the run.

CHI 'TAKE IT' STILL \$13,000

Chicago, July 20.

Still the only show in town, and still doing excellent business, 'You Can't Take It With You' looks far from the finish line and is a cinch to go into the new season.

Gets a companion on Aug. 22, when Brother Rat opens next door, at the Selwyn.

Heat doesn't seem to be bothering the show at the Harris, with the ads giving plenty space to air-cooling.

Estimate for Last Week

You Can't Take It With You,
Harris (1,000; \$2.75) (24th week).
Better than \$13,000 last week, a
mighty take considering the heat and
length of the stay.

WPA

WPA

'Lonely Man,' Blackstone.
'O Say Can You Sing?', Great
Northern.

'Farmer' Draws Biz To Mohawk Festival

Schenectady, N. Y., July 20. Schenectady, N. Y., July 20.

The Farmer Takes a Wife, Walter
D. Edmonds' play of Erie Canal days
with special appeal to upstate New
Yorkers, proved a popular piece for
the Mohawk Drama Festival. Attendance records for three seasons of
the Festival on Union College Campus were shattered Friday night (16)
when about 1,750 persons saw the

Normal capacity of the outdoor theatre is 1,500 to which were added 200 seats for the Friday performance. All these were occupied, and there were 50 standees.

For this week's production of 'The Beau Strategem' Arthur Allen, of radio, remains over as a featured player. Frances Starr is guest star.

Elitch Stock \$10,000

Denver, July 20.

"Sun Kissed, last week's produc-tion at the Elitch theatre, topped the previous season high by \$250. Show approximated just over \$10,000, clicking four sellout performances. week's offering is 'Winterset.'

O'Neill's Musical Idea

'Cross Your Heart,' new musical, is being readied for late summer spotting by Standish O'Neill.

Producer is angling for Benny Fields and Blossom Seeley as costars with deal expected to be set this week.

'RAT' QUITS FRISCO ON \$9,500; ONLY WPA LEFT

San Francisco, July 20.
Drummed up some extra pennies
with the posting of closing week on
Brother Rai, which left the Geary
theatre Saturday (17), after five fair
weeks. Play looked like a natural
for this town, but failed to build as
expected. "Pursuit of Happiness' is
getting patronage but not money at
the Alcazar.

Estimate for Last Week

Brother Rat, Geary (5th wk.) (1,700; \$2.50). Closed to the time of around \$9.500 and moved on to Los around \$9.500 and moved on to Los around \$9.500 and moved on to Los will show in a new play, The Story to be Whispered.

to be Whispered.'

WPA

"Fursuit of Happiness,' (Alcazar (2nd wk) (1,269; 50c.). Although top admish is posted as 50c., big percentage of the patrons are taking advantage of coupon books, which cut the scale to 40c. Last week cut the scale to 40c. Last week percentage of coupon books, which cut the scale to 40c. Last week percentage of coupon books, which means plenty of cutson, which means plenty of cutson, which means plenty of cutson, which means the coupon of the coupon

Eva Le Gallienne Gives Up Russian **Repertory Tour**

Plan of taking a repertory com-pany to Russia during the coming season has been virtually abandoned by Eva Le Gallienne. Actress-manager still has the backing, but considers conditions throughout Eu-rope too unsettled at this time.

Instead, she will gather a company Instead, she will gather a company of six experienced players and four or so of lesser training and prepare a repertory of several plays during the season. Not expected that any will be actually produced during the season. At present, those set for the group include Donald Cameron, Dorts Rich, Tom Gomez and Marion Evensen. Evensen.

None of the lesser players has None of the lesser players has been chosen, although Howard Wierum has been working with the others. Group will work out at Miss Le Gallienne's home at Westport. Costumes are being made on hand looms there by the company. Whether 'Hamlet' will be one of the plays included in the repertory depends on how it force when Miss.

depends on how it goes when Miss Le Gallienne plays the lead in the production at the Cape Playhouse Dennis, Mass., this summer.

Brother Rat' in Offing, Feds Keep L. A. Lighted

Town is legitless, except for the WPA, which has three houses lighted. Brother Rat' opened at the Biltmore last night (Mon.) after five fairish weeks: in Frisco. Stand is for three or four weeks, with no sensational biz expected.

Final count on Lunt and Fontanne's 'Amphitryon 38' last week was \$27,000 on eight performances.

'Tomorrow's Afoliary', Hollywood Playhouse Washes up July 24 to make way for a modern dance group:

"Macbeth,' Mayan. All Negro cast playing to neat returns. Piece exits Aug. I to make room for 'Pursuit of Happiness,' opening Aug. 4.

"Midsummer Varieties,' Greek thearte. Al fresco vaude setup winds up July 25, 'Hansel and Gretel,' opera, laking over two days later.

'End' \$7,700, Prov

Providence, July 20.

After getting off on the wrong foot with Pauline Frederick in 'Her Majesty, the Widow,' New Empire theatre's legitimate season came back with a bang last week with Dead End. For high the providing the pro

London Grosses

Resure of current London legit shows and business will be found in this issue on page 66.

Heat Chases Two More Off B'way: **Only 9 Shows Left for Summer**

More high temperature chased two shows off Broadway's list last week and several managements among the nine survivors are guessing whether there will be further casualties—for the fewer the number of shows the better chance they have of improved attendance.

better chance they have of improved attendance.

Current legits are in a position to well from now on. At this time there is an influx of buyers and an upward swing is possible, if weather does not interfere. Those theatres operating will have the field to themselves for the next six weeks, since there are no new shows due during that period.

Visitor element in other summers went for musical comedies and revues, but that type of theatrical fare has virtually passed out during the heated period. It was thought that "The Show Is On' would stick, but it suddenly folded Saturday (17). Babes in Arms' is the only musical remaining. Latter was listed as the solo musical last month, at which time it was suddenly decided to prolong Show.'

Grosses last week were about the same as the previous week, but cooler weather Monday upped patronage and better figures are anticipated.

Estimates for Last Week

Estimates for Last Week

'Babes in Arms' (15th week)

'Babes in Arms' (15th week)

'Brither Say (15th week)

'Brither Say (15th week)

'Brither Rat,' (32d week) (C-991-\$3.30). Little change in pace last week, with gross around \$5,000; one of the shows expected to stick into the new season.

'Excursion,' Vanderbilt, Withdrawn Saturday; played 15 weeks, but moderate money at best; profited by virtue of picture rights.

'Having Wonderful Time,' Lyceum

virtue of picture rights.

*Having Wonderful Time,' Lyceum
(22d week) (CD-1,000-\$3.30). Weather
still too warm to mean much change
over previous week's pace; around
\$7,000; okay on summer basis.

*Room Service,' Cort. (10th week)
(C-1,059-\$3.30). Excellent attendanc. with capacity the rule except
anc. with capacity the rule except
capacity; \$15,000; cinch well into
next season.

The Show Is On.' Winter Garden.

capacity; \$15,500; cinch well into next season.

'The Show Is On,' Winter Garden Closed Saturday; played 28 and one-half weeks; topped the list most of the way but slipped under even break recently.

'College 32 and Not up to early pace but still profitable and slated into new season; last week again estimated around \$12,000.

'Tobacce Road,' Forrest (189th week) (D-1,107-\$1.65). Estimated around \$4,000, but probably can better even break, what with low operating nut.

'Tovarich,' Plymouth (39th week)

(CD-1,036-\$3.30). Definitely slated until late August and may go into fall period; affected lately, like the others; \$7,000.

Yes, My Darling Daughter, Play-house (24th week) (C-878-\$3.30). Business during August will indicate laugh show's chances to go into fall period; slipped to around \$7,000.

"You Can't Take It With You," Booth (32nd week) (C-708-\$3.30). Capacity, except for few tickets on Saturday; sure thing well into next season; \$15,000.

WPA

'Swing It,' Adelphi; colored revus's slated to open Thursday (22).
'Case of Philip Lawrence,' Lafayette, Harlem; also colored.

Rain Cancels Gallo-Shuberts' **Jones Beach Ops**

The Fortune Gallo-J. J. Shubert The Fortune Gallo-J. J. Shubert open air operetta season at Jones Beach, L. I., ran into bad weather breaks last week, causing the cancellation of two performances. Last summer rain interfered but twice throughout the summer. Attraction, 'A Wonderful Night,' was to have started Monday (12), but was set back until the following night because it was too chilly. Reviewers were motored back to New York cause it was too chilly. Reviewers were motored back to New York and taken down again Tuesday. Rain shut the show Wednesday again. Previously this season it rained late during one performance and there were no refunds.

and there were no refunds.
Season is operated under Equity stock company rules and no salary deductions are allowed for performances cancelled through weather conditions. Management's arrangement with stage hands and musicians, however, permits deductions for such missed shows provided the men are advised of cancellation several hours before curtain time. Time added a Sunday (18) performance, with weekend expected to make up for the dark nights. Normally Sundays are given over to ballet recitals.

The beach project is incorporated

Ite recitals.

The beach project is incorporated under the name of the People's National Academy of Allied Theatrical Arts. The Gallo-Shubert interests are also sponsoring open air operetts which start at Randall's Island, a municipal spot, Monday (26), first attraction being "The Student Prince.' William Caryll is named as Gallo's associate, Shubert name not appearing, Caryll has been with the Shuberts for years. "The Firefly' will follow.

St. Louis, July 20.
Municipal Outdoor Opera set new
attendance record for first half of
current season with 388,723 for 45
performances, an increase of 18,328
over same period, 1936.
Currently only one performance
was terminated by rain, but enough
of show had been presented to forestall rain checks.

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LONDON BIZ WAY UP; 16 CLICKS, SIX FLOPS AND A SHORTAGE OF THEATRES

Victoria' Capacity at \$12,500; 'Darling Daughter' can linger. Disappoints at \$5,000; Rice's 'Judgment Day' Healthy at \$5,000 and Will Get Run

London, July 11.

Cursory glance at the current West-End legit situation reveals 30 theatres operating out of a total of 42. On the surface, this may not look very impressive, but actually the position is better than it has been a tears the cases with few events. in years, because, with few excep-tions, the theatres operating are making money.

making money.

Better sign of the West-End legit picture is the acute shortage of thetres for future productions. It is just about as difficult to get a house in the West-End for the fall, or even the late summer, as it is to obtain a picture theatre site.

Never in the annals of show busi-

Never in the annals of show business have there been so many productions in preparation for the fall. List totals 25, with managements outbidding each other for houses.

H. M. Tennent, Ltd., which has two shows currently in the West-End, is ready with four more. These are Bonnet Over the Windmill, new Dodie Smith play; 'Blondie White,' and 'The Little Dog Laughed,' Fourth is Lovely to Look At,' which is being done in conjunction with Basil Dean. is being don Basil Dean.

is being done in conjunction with Basil Dean.
O'Bryen, Linnet & Dunfee, who until recently were legit 10%ers, have now launched out into the play field, and going into it in a big way. Understood they will be staging quite a few in conjunction with Warners. Lineup to date is 'The Phantom Light,' by Evadney Price starring Gordon Harker, scheduled for September, and Eric Maschwitz's adaptation of . Lola Montez,' with music by Edward Horan, American, also in September, with Mary Ellis in the lead.
Gilbert Miller has two running, 'Victoria Regina,' good for at least a year more, and 'Yes, My Darling Daughter,' not so good but may linner for another few months. His next will be Keith Winter's 'Old Music,' which Miller has had on the shelf for some months. Cast for this show is set, comprising Celia Johnston, Hugh Willlams, Greer Garson and Gyles Isham. Margaret Webster is staging, with show opening in Glasgow early in August.

Ephralm's Duo

Ephraim's Duo

is staging, with show opening in Glasgow early in August.

Ephralm's Duo

Lee Ephralm has two on tap, both in conjunction with Moss Empires. One is a musical starring Cicely Courtneideg and Bobby Howes, at the Hippodrome in September; the other also a musical, with Carl Brisson as lead. This one will have a 12 weeks' tour in the sticks before it finally hits the big time.

Tommy Bostock, head of Associated Theatre Properties, is contemplating two: The Laughing Cavalier, romantic musical, adapted by Reginald Arkell, based on the life of Franz. Hals (Harry Dubens, local theatrical costumer, has an interest in this one), and 'Hearts in Snow, by Armin Robinson and Ralph Benatsky, which was the season's click in Switzerland, and which is being done in Vienna in September. Adaptation here by Eric Maschwitz. Firth Shepherd is down for four. First is a sequel to 'The Frog' titled Liquid Gold.' Down for production at Prince's July 31, followed by a Leslie Henson musical at the Gaiety around mid August; a new Guy Boloton and Gerard Fairie adaptation from an Edgar Wallace novel to be titled 'No. 6,' and a big musical show. There are also a series of soloefforts. New Stanley Lupino-Laddie Cliff show, likely to go to the Shaftesbury: new show for Arthur dat the Duchess early in August, with Jean Rorbes-Robertson in the lead, and Irene Hentschell to stage; Ivor Novello's new musical for the Drury Lane, with practically the same cast as the previous one, due mid August; titled 'Crest of the Wave'. Basil Dean has one by Margaret Kennedy and Gregory Ratoff, an adaptation from the Russian; W. P. Lipscombe, whose play 'Ninety Sall' was due for production some months ago, with the author suddenly calling it off due to casting difficulties and having to to the Ollywood, is back and getting on with it; revue starring Elizabeth Welch to be called 'Shooting Stars'; whose play 'Ninety Sail' was due for production some months ago, with the author suddenly calling it off due to easting difficulties and having to need, and on velvet at \$3,500. Good for several more weeks.

The Amazing Dr. Clitterhouse, and on the control of t

Blair and destined for the Palace, a rehash of 'Let's Go Gay,' which Cedi Landeau and George Ruben, American, are already casting; 'Room Service' is set here for the fall, with three West. End managements bidding for the rights.

Amidst all the activities, the biggest surprise is that up to date there is no intimation of what Charles Cochran has lined up, with every-body wondering what the vet producer's intentions are.

Annoximate Grosses

Approximate Grosses

Approximate Grosses

(Computed at \$5 to the £)

(Anthony and Anna, Whitehall (2d year), Still under cooperative scheme with actors, and still continues to make the still continues to the still continue to the stil

can linger.

Black Limelight, Duke of York's (14th week). Transferred from St. James's, because house was wanted for Gilbert Miller's Yes, My Darling Day Green and manager and the control of the cont

much smaller.

'Busman's Honeymoon,' Comedy
(30th week). Very little overhead
here, and doing \$3,500 on two-forones, which is well above the getting-

ones, which is weit above its seems out price.

Floodlight, Saville (4th week). Management claiming \$1,500 nightly, but really around \$1,000 per show, with maintees lower. At \$7,500 per week is losing money, not counting the \$40,000 invested in production. Must fold soon, as management cannot take it on the chin much longer.

French Without Tears, Criterion (35th week). As big a hit as the initial week, and looks like going on forever. Has been capacity at \$7,500, rarely varying \$50 on the Week.

initial week, and looks like going on forever. Has been capacity at \$7,500, rarely varying \$50 on the week.

'George and Margaret,' Wyndham's week. Same management as above, and every bit as clean-up. Capacity at \$10,000, and very small overhead master,' Aldwych, (20th week). Here after 18 weeks at the Lyric, and playing on two-for-ones, clast is changed somewhat, shaving the overhead. At just under \$5,000 is good proft, and can stay a few months longer.

'Judgment Day,' Phoenix (7th week). Originally opened at Strand, but had to vacate to make room for 'A Spot of Bother.' No doubt Elmer Rice's play is intriguing Londoners. Was doing \$6,000 at Strand, and making good proft. Will touch over \$5,000, but overhead much smaller, which is every sood proft. Will touch over \$5,000, but overhead much smaller, which is true to form. Doing \$6,500, leaving a nice balance on the profit side.

'No Sleep for the Wicked,' Daly's Cd week). Not a chance. Barely touching \$3,000, and will fold any day.

'Paganial,' Lyceum (8th week). Was never played to loss, always doing above \$15,000, which is about \$1,000 proft. Was intended to close list week but retrieved at last trar, guaranteeing operations. Spurited on announced holdover. 'Satyri,' Shaftesbury (5th week). Martin Jones's first venture into West-End management has not proved profitable. Show lost a consistent \$1,500 per week. Never bettered \$3,000. Folded July 10.

'Spot of Bother,' Strand (1st week). Opened good, with libraries doing eight weeks deal on popularity of Robertson. Hare-Alfred Dray to nombo. Will click to \$7,000 first week, and good for four months at least.

can linger.

'The King's Pirate,' St. Martin's (5th week). Seems a mystery how this one keeps lingering. No overhead, but at \$2,500 or so must be a

nead, but at 34,300 or so must be a losing proposition.
"To Have and to Hold," Haymarket (6th week), Nothing like "Clitter-house," last show here, with manage-ment already hunting a new show. Is lingering at \$4,500, which is about even break.

Is lingering at \$4,000, which is accepted by bearing and the state of the control of the control

Doing steady \$12,500, which is overflowes My Darling Daughter, St.
James's Cith week). Somewhat disappointing, considering its New York
success. Started slowly and at
danger zone for a while. Now gainging and, at just under \$5,000, about
breaking even. Will close Saturday
(24), with Keith Winter's 'Old Music'
to replace.
"Whiteoaks," Playhouse (2d year).
Practically no overhead; this has
made good money for Nancy Price,
and looks like pacing it for sometime. Still in the \$3,000 class, which
is big.

LONDON'S ICE DRAMA HOT **CLICK**

London, July 20.

First legit to take advantage of the new ice-skating vogue is 'St. Moritz,' which opened at the Coliseum Thursday (15) and looks like a smash. Ice-skating sequences have been used in legit previously, but not as prominently as here.

Show presents a highly effective ice ballet on a revolving stage, artistically lighted and with a skating area of 60 by 50 feet. Company was recruited from all over the world but the majority is British. First and second portion of the

world but the majority is British. First and second portion of the ice show is divided by half a dozen standard vaude acts. Thus it is really ice ballet plus vaude but, as put together, and as presented it can call itself as legit without fear of argument. First night audience was highly enthusiastic and all indications are for a big run.

Storey to India

Shanghai, July 3,

Shanghai, July 3,
Rex Storey's 'Hollywood Non-Stop
Revue', now in Manila, leaves soon
for India and Africa. Has already
played Japan, Manchoukuo, Tientsin,
Peiping, Shanghai and Hongkong.
Cast includes Rose Lee, Emily
Winsette, Eva Alexander, Gloria
Grey, Donna Day, Mitzy Lane and
Fay Skeeters. Latter two were
seriously ill with scarlet fever and
bronchial pneumonia, respectively,
but have recovered. Troupe was
joined locally by Andy Rice, Jr., and
Jack Dale.

Sydney Strike Over

Sydney, July 20.

Strike of stage musicians at the Tivoli theatre here has ended Management and the Theatrical Employees' Union agreed on terms allowing a 50c. raise in pay on resumption of work and a further boost in October of the beginning of the stage o New revue opened last Saturday
(17).

Darling Daughter' Only Seven Weeks in London

Plays Abroad

A SPOT OF BOTHER

A SPUI OF BUTHER

London, July 7.

Farce in three acts by Veron Sylvaine; presented by O'Bryen, Linnit & Duntes at Strand theaters, London, July 6, 37. Staged Mrs. Watney Ruth Mailtand Mrs. Watney Ruth Mailtand Mrs. Watney Phyllis Konstam Watney Phylis Konstam Watney Phylis Konstam Watney Phylis Konstam Watney Phylis Konstam Margaren Wetter Phylis Konstam Margaren Wetter Phylis Konstam Margaren Wetter Phylis Konstam Mrs. Cake Phylis Konstam William Bhisk Rudd Robertson Hare Snipe Frank Royde Mrs. Cake Ledie Martin Lottie Jeann Stuart Lottie Jean Griffiths Moss Oswald Hope. Stuart Latham Albert Fred Withers Bill Clifford Buckton

Having succeeded in establishing themselves as successors to the farcical team of Tom Walls and Ralph Lynn at the Strand, Alfred Drayton and Robertson Hare follow their first effort ('Aren't Men Beasts') with 'A Spot of Bother' by the same author. On form these would seem to be requisite ingredients, but it doesn't work out that way.

Author has provided a plot altogether devoid of originality, but some of his silly situations are sufficiently ludicrous to get laughs and his play upon words is often very amusing. Whole thing is bound to be tightened up to make for greater speed, but at best the piece would have no appeal for an American audience.

be tightened up to make for greater speed, but at best the piece would have no appeal for an American audience.

Robertson Hare, in a character young enough to be a suitor for the hand of an extremely youthful girl, it had the consent to the girl's marriage is necessary. Drayton is the usual henpecked husband, unfaithful at every opportunity and willing to get drunk without provocation. Through a series of altogether improbable, but farcical, circumstances, they become mixed up with a band of smugglers, and the fun becomes fast, furious and unconvincing.

Two stars have played together so long that they could now be certain to acquit themselves creditably without themselves creditably without the aid of a manuscript. They are admirably supported by a county of the county of t

They Came by Night

| . 1 | Play in three acts by Barre Lyndon; pre- |
|-----|--|
| | sented by Alec Rea and H. M. Tennent. |
| ۱ | |
| ч | Staged by Claud Gurney. |
| | John Fothergill Owen Nares |
| | Herbert Lymm Wilfrid Cathness |
| | Kelth MilnerAndre Morell |
| | |
| | Sally Grosvenor |
| . | Detective-Sergeant Tolley Henry Caine |
| | Carl Vollaire |
| | |
| | 'Bugsle'David Burns |
| | Georg Schwettel Cont To go |
| : | Georg Schwettel |
| | |
| | Detective-Inspector Harvey George Butler |
| | Jackson Arthur Brander |

Detective-Inspector Harvey. George ButterJackson Marchard Brander
Owen Nares has the role of a lawabiding leweler who is compelled to
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the bund of thieves and become
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fe is also forced to witness property.
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But Not Your Heart

Comedy in three nets by C. J. Francis, presented by New Shop Window, produced by Walkner Geoffrey at Arts Theatre Club Walkner Geoffrey at Arts Theatre Club Walkner Geoffrey at Marion Fawcett Cook Milly Marion Fawcett Lesile Monthery Marion Fawcett Lesile Monthery Marion Fawcett Lesile Monthery Marion Fawcett Selven Lemaire Arthur Baker Seton Lemaire Arthur Scientific Monthery Seton Lemaire Arthur Seton Lemaire Arthur Seton Lemaire Monthery Seton Monthery Seton

Bohemian and swop for the night She takes her friend's husband aloft and leaves her own with the woman of his dreams.

of his dreams.

Deliberately thrust together with the connivance of the wife, all desire to take advantage of the situation leaves them: she curls upon the couch; he spends the night in the bathroom. Other male Bohemian blissfully, and innocently, sleeps off his intoxication. His sheepish appearance next morning, in crumpled dress clothes, ignorant of all that happened, or how he even got into the allen bed, makes a funny situation.

When the girl weiter

tion.

When the girl visitor assures the wife of her chaste and lonely night, the other breaks down and admits she knew of her husband's yearning and hoped to force his hand. She decides to leave him, feeling she will not regain the old happiness, but he returns in time to prevent her, assuring her it was but a momentary yen.

Generally well acted, with some humorous lines which make it pleas-ing light entertainment, but it is just another variation of the triangle

Hemingway's Pic

(Continued from page 5) 'Zuyder Zee,' and follows much the same technique in 'Spanish Earth,' Idea is to tell it with pictures and play down the comment.

This picture cost \$10,000 and 40% of the cast were killed in making it. Same night it opened here Metro's

Same night it opened here Metro's 'Saratoga,' which cost plenty, was previewed in Glendale nearby. Together the pix, represent about the extremes in film entertainment. Both will get money.

Night before this, Philharmonic showing, 'Earth,' was previewed at Frederic March's home. Private showing brought \$15,000 from 15 people. As Hem and Ivens have tossed in their talents, this money and the \$4,500 taken at the premiere is being earmarked for ambulances for the Loyalists in Spain.

Though not shown publicly any-

for the Loyalists in Spain.

Though not shown publicly anywhere before this L. A. display, the White House got the first private peek at it in this country. The President saw it and is reported to have thought it a restrained presentation of the Loyalist cause. General opinion of those in Washington was that the comment could be starped in 16 ion of those in Washington was that the comment could be stepped up to show that democracy was fighting for its life in Spain and that the friends of democracy were on the Loyalist side. So the comment may be strengthened to meet this view before the picture goes on general release. Hemingway wrote the com-ment for the film which is narrated by Norson Wells. Sound has been dubbed.

dubbed.

Though Hem blue-printed the general line of the story the scenes, of course, are all the McCoy, except for one bombing shot from a German plane, tricked to show the bomb coming toward the peasants rather than away from the plane.

Story, in the vein of 'The Plough That Broke the Plains,' opens on the Spanish countryside back of Madrid and show's the farms, which are the foundation of the capital. Acreage is parched and badly in need of irrigation. With water it would grow anything California could grow. The old regime couldn't be bothered and the fact that the new_regime could is one of the causes of the current civil war.

the fact that the new_regime count is one of the causes of the current civil war.

From the farms and the road that is the life line to Madrid, scene shifts to Madrid where peasants are fighting to keep out the invaders, being aided by a natural fortification. Reprisals for their success are air raids. Results of these on civilian population are shown in gruesome detail. I vens took plenty of chances to get these shots.

German planes being brought down by Loyalist anti-aircraft guns, Italian troopers, who, Hem says, haven't changed since Caporetta because, today, as then, 'they run fast both ways,' and Franco's Spanish troops are shown spilling their blood all around University City. The life line to Madrid is saved. 'No Pasarant' Whole picture, though author claims he was hardly more than a glorified grip to Ivens, shows Hemingway's manner of getting terrificefects by understatement. It's dealh, in the morning as well as the afternoon, and not for any reason except that Italy and Germany need coal and iron—and Spain has coal and iron—and Spain has

Gambling

(Continued from page 1)

of fun without ever being reminded of the sinful life.

But if he likes to raise a rumpus and kick up the dust, the town can show him something new every night. Even in gambling one may find variety—roulette, poker, faro, red dog, dice, the bird cage—and always the ponies.

No one seems to know who stands back of Atlantic City's gambling

red dog, dice, the bird cage—and always the ponies.

No one seems to know who stands back of Atlantic City's gambling joints, but they all seem to be operated by a single clique and appear to have unlimited funds.

Not often does a customer clean out one of the spots and send the manager to the bank for more minery. Gambling places are not organized on a losing basis here. The percentage in favor of thouse is generally regarded as 40%. In other words, if a customer pays \$20 a week into one of the teller's windows throughout the year, he can expect to get back an average of \$12 a week, making his contribution \$8 a week for the fun of gambling.

The gambling places may have the contraction of the contraction of the function of

orderibution \$8 a week for the fun of gambling.

The gambling places may have an undesirable effect on local working people but at the same time they bring wast business to the city. During the off-season period of the year, thousands come from the New York, Philadelphia and Washington areas to while away a few hours or days at the intriguing game of chance. More than often they go home broke, but they must like it, for they inevitably return for more.

Mexico Under Wraps

Hollywood, July 20.
California, and Lower California, which is in Mexico, have swapped places so completely that visitors who cross the border into Mexico to

places' so completely that visitors who cross the border into Mexico to have some fun on the q.t. have to go back into California to get it.

Whereas a few years ago Lower California had a monopoly on gambling, drinking, and recreation generally, at the present time all it has is memories.

Even Ensenada, with the finest gambling equipment in the world, far more beautiful than Monte Carlo, is as dead as Pompeii. Chief Hotel there is asking \$20 a day for couples, but with nothing for the couple to do, there are few takers.

Tia Juana, with a race track and noe of those longest-bars-in-theworld kind of bars, is catering to nothing but grasshoppers. Ditto for Agua Caliente, which figured it could make a go of it even without gambling, but found people don't go to horse-races just to see horses race.

No Closed Season

No Closed Season

horse-races just to see horses race.

No Closed Season

In fact the only industry, left in the old West Coast playground of Lower California is the quota industry. Alien troupers who decide they like America well enough to stay arrange for their quota numbers by going to Tia Juana or Ensenada until their numbers come up. They leave the States, and the whole job rarely takes more than a week.

If the number doesn't come through, they're stuck like Ruth amid the alien corn. There's no place for them to go. A bus runs once a week across Lower California to the long bay which splits this part of Mexico off from the mainland. They would have to cross the bay and after that a trip through a wilderness to get to Mexico City.

Because they are in such a state of litters waiting for quota numbers these alien troupers figure they get enough gambling in their daily lives without having any great urge to go into a casino. But other visitors give one look at the once-prized resorts of Mexico and scurry back across the border.

Brown, and Raoul Walsh have dough in it among many other filmites. The Del Mar track, incidentally, being not so remote from the Mexi-

The Del Mar track, incidentally, being not so remote from the Mexican border, catches on the second bounce all the gamblers who haven't been cleaned out on the northern tracks, so that those who do cross the border have hardly a dime left for the Mexican peons to pick up. By arrangement, Agua Caliente's track opens only on Sundays—the day Del Mar is closed. Tracks are about an hour's drive apart.

Bookies, figured through wire services, do gured through wire services, do \$150,000,000 worth of business during the Santa Anita season alone. What changes hands the rest of the year has not yet been tabulated, but when it is, it looks as if California's first industry will no longer be pictures or climate, but getting something for nothing—to win, place, or show.

Guild Plans

(Continued from page 1)

the show goes into New York fore the show a for its premiere

Coast Is Guild's Meat

Coast. Is Guild's Meat

Then again there is the coin lure of California for the Guild. Attractions sent here by it have always been top coin-getters and it's felt that no losses would accrue.

Plan of the Guild would be to send, at the end of the New York season, a couple of its attractions to the Coast to play the regular season dates, then take the people from these casts and use them in tryouts for the new season. Also figured by the Guild is the idea that quite a number of important pie personalities, with time off, would be glad to avail themselves of an opportunity to appear in a Guild show in this area, regardless of coin, and that possibly some of them might, should they find that the vehicle is okay, want to go into the play for the New York run prestige.

May De Revivals

. May Do Revivals

May De Revivals
Lunt and Fontanne may again try
another show here for the Guild
next season. They would not repeat on 'Amphitryon' 38,' which they
did this year, but probably come out
and do a week each of revival of
'Caprice' and another in their repertoire, after which they would try out
a new opus for the Guild. Lunt and
Fontanne have decided to make the Fontanne have decided to make the Coast an annual port of call.

Coast an annual port of call.

Might even do a picture while here if the script is satisfactory. This would mean that everything would have to be readied for them on the picture prior to starting, as they would limit their pic work to four weeks.

would limit their pic work to four weeks.
Understood here that studios are looking favorably on the Theatre Guild plan and would permit top people to work in the Coast shows aboutd the plays be considered satisfactory by both the producers and the actors.

Actors' Monopoly

(Continued from page 1)

Frank Reddy, \$1,250 Petty Garde, \$1,250. Alice Frost, \$500. Julie Bonnell, \$800.

Success of the insiders is not at-

formers \$2 or \$3 per whack on a spon sored dramatization and nothing for sustaining. WQXR never pays any thing for acting talent.

Less 'Voicing'

Source of sizable income to the actors was 'voicing' for air singers on the spoken lines. But the trend on the spoken lines. But the trend has turned to warblers now doing their own spieling. Where formerly there were voices for all singing members of, say, Maxwell Showboat and Palmolive Beauty Box programs, the pipers do their own talking now. At one time about 50% of the top singers on the radio used voices. Only one does now, tenor Charles Kullman. It is a hard row to hoe for an

Only one does now, tenor Charles Kullman.

It is a hard row to hoe for an actor to crack radio. Most of graduates of the drama schools in New York and those emerging from the acting courses at N.Y.U. and C.C. of N.Y. head into radio with high hopes, hoping to support selves by working on the radio until they can get a break in legit. But, conversely, it is slightly tougher to ease into radio than get a legit job. Type-casting in the theatre makes for more opportunity for the newcomer.

Hangout every morning for the radio performer who goes abunting for a job is the Penn Astor Grill on Times Square. There they gather over cold coffee cups and swap chalter oh who's auditioning for whom. Though program producers seldom.

over cold coffee cups and swap chaiter oh who's auditioning for whom. Though program producers seldom let out word of their doings, it gets around and by afternoon every habitue of the Penn Astor is in the hair of a producer who happens to be in the employing mood.

Real tragedies are the out-of-towners who, after some slight experience on their local one-lunger, come into New York to conquer the big-league. Invariably the hinter-landers put up at the Beaux Arts apartments or in Tudor City, believing those are the 'smart' addresses to front with. They make the rounds of the networks and better-krown agencies. After some weeks their money is gone, and they disconsolately go back home dicillusioned. Hinterlanders who have come into New York and squeezed into the air acting swim in the yeast 'wo years can be counted on the fingers.

Frisco Concert Dates

San Francisco, July 20. Peter Conley attractions for the 1937-1938 season in War Memorial Opera House opens Sept. 30 with Yehudi Menuhin.

Dated are: Josos Ballet, Rudolf Serkin, Salzburg Opera Guild, Shan-Kar Dindu Dancers, Nelson Eddy, Marian Anderson John Charles Thomas, Lanny Ross and Kirsten Flagstad.

Flagstad.

Repeat performances in a Sunday afternoon series will be given by Menuhin, the Jooss Ballet, the Salzberg Opera Guild, Miss Anderson and the Shan-Kar Hindu Dancers. The season will end May 10 with a concert by Miss Flagstad.

Mary McCormic Divorced

Mary McCormic Divorced Chicago, July 20.
Mary McCormic, opera warbler, last week received divorce decree from Homer V. Johanssen, Chi attorney, whom she married last November.

Charged cruelty.

that group get \$22.50 weekly each regardless of how much work they do. Wiln, Wilns, where pay per-Pic Touch with Stars Taking Bows

BOTH LEGS BROKEN

Anion Horner Victim of Reverse Clutch Accident

Philadelphia, July 20. Philadelphia, July 20.
Anton Horner, member of Philly
Ork, had both his legs broken Sunday afternoon when he was pinned
between his car and the rear wall
of his summer home at Stone Harbor, N. J. Musician, who is 60, was
hurt when his wife, Alice, lost control of the car while backing it up.
He was treated by physicians in.
Stone Harbor, then taken to Atlantic
Shores Hontial in Somers Point Shores Hospital in Somers Point,

SYMPHONIES WITH BEER **CLICK**

Minneapolis, July 20 Three pop summer concerts by 65 members of the Minneapolis Symmembers of the Minneapolis Symphony orchestra drew sufficiently well in the municipal Auditorium last week to cause promotors to schedule three additional this week. Admission scale is 25c to 75c and lower floor patrons sit at tables where they're served beer, other soft drinks and food. Guy Fraser Harrison from Rochester, N. Y., conducts. Attendance jumped from 1,200 the opening night to 2,500 the second and 4,,200 the third.

ALL-RUBINOFF CONCERT AT GRANT PARK, CHI

Chicago, July 20. Grant Park Symphony concerts splurging on guest talent, starting tonight (20) when Mary McCormic does the soloing, and continuing through Labor Day.

through Labor Day.

Expect the high point to be reached on Aug. 6 when Dave Rubinoff conducts the Chicago Philarmonic orchestra of 100 pieces. Concert to be given that night will consist entirely of Rubinoff compositions and special arrangements of pop stuff. Last year's appearance of Rubinoff broke the all-time attendance record, with 150,000 jamming in for the free concert. Plans are being made to care for 200,000 this year.

are being made to care for 200,000 this year.

Other guest dates include Marion Claire for July; 24 Alex Templeton, July 26; Andre Kastelanetz, July 30.

July 26; Andre Rastelanetz, July 30.
Open air concerts staged nightly
in Grant Park, free to the public,
are under sponsorship of Chicago
Park boards; and James C. Petrillo,
musicians' local head, and park
board director.

Harry Akst and Frank Loesser have scripted a ditty, 'Blame It On the Danube,' to be warbled in Radio's 'Fight for Your Lady.' **Lewisohn Stadium Concert Gross**

Estimated at \$12,500 in Rainy Week

bave to cross the bay and after that a trip through a wilderness to get to Mexico City.

Because they are in such a state of litters waiting for quota numbers these alien troupers figure they get enough gambling in their daily lives without having any great urge to go into a casino. But other visitors give one look at the once-prized resorts of Mexico and scurry back across the border.

In fact gambling has become so important an industry in California that few people want to have a closed season on it any time. Everything from slot machines to race tracks took forward to the day when they can settle down to agrind pollow for a while the Santa Anita track with Hal Roach as head man tried to monopolize racing in Southern California, but they have been pushed around so much by other groups in the picture industry—chiefly by a group headed by Jack Warner building a new track which will be known as the Hollywood TurtChb, and now the Crosby Syndicates Del Mar track—that they no longer control gambling in this district.

Crosby's Del Mar track, which opened July. 3 and did \$100,000 its first day, is already in the money Ast O'Brien. Warner star, is v.p. of Del-Mar, and Bill LeBaron, Joe E.

Friday (16), Mordkin Ballet, clear: (at \$1.50 top) \$2,000.
Saturday (17), Mordkin Ballet, clear: (at \$1.50 top) \$2,500.
Sunday (18), Reiner conducting, clear: \$1,650.
This week's expected draws were last night's (Tucsday) 'Siegfried' performance and tomorrow (Thursday) night's 'Gutdammerung' performance and tomorrow (Thursday) night's 'Gotterdammerung.'
each of which should gross as high
as \$5,000 if weather is favorable.
Reiner was slated to baton until
Saturday (24), when Paul Kerby begins a two-concert conducting stint.
Reiner returns next week. Tristan
and Isolde' is skedded, for Tuesday
of next week (27). Last Monday
(19) concert, with 'Ray Lev piano
soloist, was estimated at \$1,200.
Stadium concert season always

rain: \$1,650.

Thursday (15). Bach-Brahms pro-truns a heavy deficit, which is met grain. Reiner conducting, heavy rain: by a guarantee fund raised by popular subscription.

Hollywood, July 20.
Hollywood Bowl got away to its
16th season of Symphonies Underthe Stars with a turnout of-garound.
16,000 looking and listening and further evidence that the way to dragtem in herabbuts is to provide at,
least as much spectacle as highbrow

Bowl has got to be part of the general scheme of Hollywood showmanship. Film stars mix into the picture and take a lot of bows, besides contributing their bit to worldwide publicity that the enterprise gets—and merits.

gets—and merits.
Principal innovation this year is a new, 750,000,000 candle power lamp with Fresnel lenses imported from France and set up by Otto K. Oleson, Hollywood lighting engineer. This huge illuminator is turned on during intermissions and tosses its rays around the encircling hills with a kind of enchantment effect that greatly enhances the 'poetic' quality of the surroundings.

Opening night the big lamp was

of the surroundings.

Opening night, the big lamp was used to backstop motion picture newsreel cameras set up by the March of Time, which made shots of the crowd, closeups of important personalities present, together with atmosphere stuff, all to be incorporated in the March of Time release.

The Old Standbys

The Old Standbys
Bowl management each year brings
in a new crew of conductors though
relying on such consistent performers as Otto Klemperer, Pierre Monteux, Richard Lert, Pietro Cimini
and others. List includes besides the
afore-mentioned this year, Fritz
Reiner, Werner Janssen, Vladimir
Golschmann, Andre Kostelanetz, Efcem Kurtz, Howard Hansen and Viscount Inoye of the Tokyo Symphony.
Though the orchestra bears the

Though the orchestra bears the major burden, Bowl is leaning more heavily than ever on ballet and opera, having learned that on an opera or dance night the common herd jams the amphilheatre whereas they stay away from Bach. Beethoven and Brahms in discouraging

Opera in the Bowl is distinctly an Opera in the Bowl is distinctly an innovation still and its production is on a scale of color and pageantry impractical even in a place like the Met. This year's operatic fare includes 'Carmen,' TI Trovatore,' 'Madame Butterfy,' The Bartered Bride,' and a concert version of 'Die Walkure'. Los Angeles Grand Opera Chorus and Hollywood Bowl Chorus et a break on opera right provide get a break on opera night provid-ing the supplemental vocalizing. Also, two Stravinsky ballets, 'Sacre' and 'Petrouchka,' will be offered, with Lester Horton conducting the first and Theodore Kosloff the second. Armando Agnini produces the operas

Season Soloist Lineun

Season Sololat Lineum
Soloists for the season include the
Lhevinnes, Josef and Rosina; Jan
Peerce of radio, John Charles
Thomas, Jascha Heifetz, Bruno Castagna, Lily Pons, Sidney Rayner,
Perry Askam, Helen Gahagan, and
quite a few more.
Golschmann, a European boy wonder who started his own orchestre.

quite a few more.
Golschmann, a European boy wonder who started his own orchestra in Paris at the age of 22, batoned the opening concert. Not so hot in the Berlioz 'Roman Carnival,' he warmed up to his work when he got to the Cesar' Franck D minor concerto and in the andante movement all of the personnel of the 90-piece unit were doing their stuff for him. He got a great reception for that rendition and came back strong after the intermission with the Lohengrin prelude. He showed a great change of pace with that number and further captivated the audience with the wedding march from Rimsky-Korsakof's 'Le Coq d'Or' and a group of the 'Prince Igor' dance numbers by Borodin.

Philly Ballet Lady Sailing For European Once-Over

For European Once-Over

Mary Binney Montgomery off to
Europe shortly to o.o. ballet froupes
over there and grab off coupla ideas
for her own crew. Has skedded her
gang to make appearances with Steel
Pier Opera Company in Atlantic
City before she goes, however.

Will also probably make an appeurance at the shore on her return,
to repeat 'American in Paris,' which
slie tecently preemed at Robin Hood
Dell here.

Guild CIO Referendum

Appeal from the decision by the Newspaper Guild's national convention in St. Louis to affiliate with the CIO has been backed by 16 Guild units and the question will be submitted to a referendum. Vote will be taken between Aug. 10 and 15. Before that, however, several complications in regard to it must be straightened out.

First, the original motion initiated

straightened out.

First, the original motion initiated by the Columbus, Ohio, Guild must be reworded in order to submit an appeal and not a question, which has already been decided.

Secondly the International Executive Board must decide whether the business office employees. 20nd of

tive Board must decide whether the business office employees, 2,000 of whom are already reported admitted as members, may vote on their right to membership. Heywood Broun, prez, has expressed himself as op-posed to their participating in this state.

Third question facing the Guild's leadership is whether it may continue the expansion program along CIO lines, when its affiliation with that body is, for the time being at least, in abeyance. Vigorous membership campaign, with ten CIO organizers in the field, is about to get under way. This is described by Guild officials as the answer to the secret 'treedom of the press' meeting of the way. This is described by Guild officials as the answer to the secret
'freedom of the press meeting of the
publishers in Chicago.' Expansion
program is regarded by Guild exess
as vital at this time.

In addition to voting on the question of affiliation with the CIO, the

tion of affiliation with the CIO, the referendum will also cover policies adopted by the convention concerning the Spanish War, the Supreme Court plan, the WFA and political action by the Guild. According to Guild officials, the seconding units represent a membership of about 1,600, whereas representatives of 5,500 had notified national headquarters of specific action against the Columbus referendum or had voted down local proposals. Meanwhile, on external fronts, the Guild is engaged in a number of Guild is engaged in a number of

Guild is engaged in a number of conflicts. The Seattle unit is fighting attempts to force the circulation staff of the Star into the Teamsters' of the Union

Strike for better conditions at the Decatur (Ill.) Herald continued last

Appeals to Labor Boards in Atlanta, Ga., Albany and Troy, N. Y., are about to be initiated.

Ludwig's 15Gs For F. D. R. Biog. Emil Ludwig got \$15,000 from Lib-erty mag for the first serialization rights on President Roosevelt. Ger-

rights on President Roosevelt. German biographer has sailed back and received another \$1,000 from the Macfadden people for expenses before returning to Europe.

Author was propositioned by several book publishers for the first rights, as result of which Ludwig started to balk a bit with Macfadden from accounts, hence the extra \$1,000 for expenses.

APS Elects Board

Provisional board of governors has been appointed by the American Press Society. They are John Temple Graves II, columnist on the Birmingham Age-Herald; Philip H. Love, assistant city editor of the Washington Star; Gault Macgowan, reporter on the N. Y. Sun; Winifred Mallon, of the N. Y. Times' Washington Bureau and chairman of the Woman's Nat'l Press Club; Paul Scott Mowrer, editor of the Chicago Daily News; John S. Piper, financial editor of the San Francisco News, and Dorothy Thompson, columnist on the N. Y. Herald Tribune.

Olive Holden of the N. Y. Times is organization chairman, and O. S. Donaldson provisional treasurer. Rose F. Eastman, of the N. Y. Times, is handling publicity.

The provisional board of governors will select its own chairman and designate one member to make arrangements for election of officers. Membership is open only to editorial employees of daily newspapers and

Membership is open only to editorial employees of daily newspapers and dues are 10 for those with four years' experience, \$5 for cubs

Literati Ball Tea

Literati Ball Teams
Number of celebs in suburban
New York and lower Connecticut
have formed their own soft ball
Sunday baseball league. First game
was played recently at the Quaker
Hill Athletic Field in Pawling, N. Y., Hill Athletic Field in Pawling, N. Y., with a return game skedded at Pound Ridge, N. Y., for Aug. 1. Two teams in the literat league at present are Lowell Thomas Nine Old Men and George T. Bye's Prehistoric Sluggers. The Old Men won the opening game, 14-6. Slugging along with Bye's team were Gene Tunney, who pitched; theywood Broun, in right field, and Stanley High at shortstop. Pitchers for Thomas' Old Men included Bill Donovan, Lanny Ross and Cap-

tain Thomas. Secretary Morgenthau played second. Others included Jack and Westbrook Pegler. Picture made of the game is reported to have turned out so well it was withheld from newsreels and will probably be released as a short after the re-turn game is played.

ill he played at A third game will be played at Pawling on Aug. 22 and more shots

Broun was okay at bat, but his wife ran the bases.

New Whodunit Mag
Special Detective is the title of a new monthly mag which will be out Aug. 1, published by Haig-Kostká of Stamford, Conn. New company is the successor to the Security Publishing Co. Robert E. Haig will be business manager and William Kostka managing editor. Mag will contain both fact and faction stories Contributors to the first issue include John Hopper, Donald Barr Chidsey, Edward S. Sullivan and Jack Heil.

Hearst Field Switches
Royal Daniell, Jr., is back in Pittsburgh again as managing editor of Hearst's Sun-Telegraph, after nine months of m.e. duty on the same publisher's Detroit Times. In the same move, Alan Dale, who changed posts with Daniell when the latter went to Detroit, returns to his old post. Dale was originally slated to move from Pittsburgh into a Hearst spot in New York, but scrapping of the American halted that step.

spot in New York, but scrapping of the American halted that step. To Detroit, with Dale, went, Wil-liam Lampe, for several years pic-ture editor of the Sun-Tele, who takes over a similar post on the

Philly Guild Spreading
Active drive is being made by the
Philadelphia Guild, since the national

Active drive is being made by the Philadelphia Guild, since the national convention broadened the membership base, to bring employes of all departments into the organization. Mass meeting was held last night (Tuesday) attended by a large number of guildsmen, each one of whom was urged to bring an employe of another department. Majority of ad staffs at the Philadelphia Record and Inquirer have already come into the association, formerly open only to editorial men. Ad solicitors had a guild of their own at these two papers and their org was admitted in toto. At an exec council meeting last Sunday, 35 new members were taken into the local, of whom 21 were business office workers. Among them were reps of all dailies but the Ledger.

One application for admittance was temporarily shelved pending a ruling by the Labor Relations Committee, because of a question of jurisdiction. Guild is moving very carefully in taking in new members, to avoid conflicts, which have caused trouble in other cities.

Esquire-Coronet Stock
Information filed with the Securities Exchange Commission in Washies Exchange Commission in Washties Exchange Commission in Washington in connection with the
Esquire-Coronet stock issue includes
unaudited figures for the three
months ending June 30 showing a
net income of \$863,522, as compared
with \$127,759 for the same quarter
last year. Lawrence Stern & Co.
will be the principal underwriter.
Circulation for Esquire at the beginning of this year is reported as
606,616. A teaser ad in the August
issue points to 1,000,000 circulation
for the Xmas number.

issue points to 1,000,000 circulation for the Xmas number Coronet will accept advertising beginning in October, and will sting beginning in October, and will guarantee 40,000 circulation for the six months following.

Time and the Post Adv. At the halfway mark this year, Time mag was for the second year ahead of the Saturday Evening Post in number of pages of advertising. News-weekly registered 1,774 1/3 pages, against the Post's 1,878 for the first 28 weeks this year. Last year at the same time, the newsmag was one page ahead of the Post. Figures are only for pages, how

one page ahead of the Post. Figures are only for pages, however, as the Post is still ahead in
lineage and volume. Black and white
single insertion ad in the Post costs
\$8,500, nearly three times as muchas the price of a similar page in
Time which is \$2.475. Time, which is \$2,475

Add: Quashing a Rumer
Rumors that Hearst's Atlanta
Georgian and Sunday American
would be sold were definitely
scotched in a message from The
Chief' to Herbert Porter, publisher
of the Atlanta properties.
Reports had gained ground following a 'March of Time' dramatization and a story in Time which
classed the Atlanta papers as money
losers.

Hip Pocket U

To present educational matter in an entertaining way will be the object of Photo Facts, new

the object of Photo Facts, new monthly pocket size Fawcett mag due out Aug. 1. Frederic Delano will be editor of the 'magazine univer-sity,' with Mary Wagner and H. K. Smith as associates.

Columnist Attacked

Columnist Attacked
Mystery still surrounds the attack
made early Saturday morning (17) on
Portaries F. Daner, who conducts
Pittsburgh's most widely-read newspaper column, "Pittsburghesque," in
the Pittsburgh Post-Cazette. Unknown assailant waylaid Danver
within a block of his home and lett
him lying unconscious in the street.
Radio police car picked up the
columnist and rushed him to hospital, where it was feared at first he

tal, where it was feared at first he had suffered a fractured skull. X-rays, however, later developed he had a slight brain concussion and ad a slight brain concursivere lacerations.

Danver had attended the annual properties of the street views at the street views.

Danver had attended the annual newspapermen's picnic at West View Park and came back about 1 a. m. He took a cab and got off a few blocks from his home, a practice he generally follows, since he has made it a habit of walking across the city's bridges and devotes several columns monthly to early morning scenes. Figured that somebody who knew his usual titnerary was lying in wait. Attacked from behind, he didn't see his attacker and couldn't help the police with a description. sription.

Dell Editors Shifted

Dell Editors Shifted
Several changes have been made
at Dell Publications this month with
West F. Peterson and May Ninomiya,
both editors of mags out. Peterson,
who arranged as editor of Foto to
give a \$1,000 reward to the person
who found Robert Irwin, is succeeded at Foto by his former assistant, John M. Richmond. Petersen also handled Front Page Detective and Iniside Detective and is sucadad in those nosts by Hugh Lane

tive and inside Detective and is suc-ceeded in those posts by Hugh Lane and W. A. Swanburg. May Ninomiya, editor of Screen Romances, is succeeded by Albert Delacorte, the publisher's son, and Evelyn Van Horne, former assistant. They will act as co-editors.

Annenberg Speaks Out

Annenberg Speaks Out

Avoiding the usual evasions of 'freedom of the press' and 'unbiased minds,' Moe Annenberg, publisher of the Philadelphia Inquirer, openly told a Guild committee negotiating with him for a contract: 'Guild shop is out. There is no use arguing. You'll get Guild shop only when you are strong enough to force me to give it to you.

Unit members privately expressed admiration for the publisher's frankness, but rejected, 23 to 17, the proposed contract because it lacked the closed shop clause. Negotiating committee was instructed to continue to try to get Guild shop. Unit then voted unanimously to ask its executive council to accept Annenberg's wage and hour offers as a management statement of policy, without signing any contract.

Doug Lurton's New Mag

Doug Lurton, former managing editor of The Literary Digest, will start a new pocket size mag of his own next fall. Among the backers will be Wilfred J. Funk, of Funk and Wagnalls, and former editor of the Digest.

wagnanis, and former enter of the Digest.

First issue will contain 128 pages, with articles by Lowell Thomas, Jim Tully, Dr. Louis Bisch and others. Allan Finn and Jack Campbell, both former Digest men, will contribute to the mag. Campbell will handle drama, music and books. No title for the mag has yet been selected

A & P's Givenway Mass

Stores Publishing Co. is a recently formed firm which will publish a giveaway mag to be distributed in A. & P. stores throughout the coun-A. & P. stores throughout the country. Mag grows out of the demand for the weekly menus given out by the chain which have at present a circulation of 775,000. Mag will be a large size publication containing one of these menus each month. It will aim to be a service for women to teach economy of time, money and energy. Don Hanson of the A. & P. is president of the company. Haidee Yates, formerly with Today and the New York Woman, is editor. Title for the mag will be determined in a contest with \$1,000 prize award for the winner. Mag will carry ads. Offices are in N. Y. C.

LITERATI OBITS.

John Thomas Toler, for past 28 years circulation manager of The Atlanta Constitution, died Thursday (15) morning in an Atlanta hospital arter, a brief illness. He was ofte of the founders of the International Circulation Managers' Assn, having held every elective office in the organization and serving as its prezio 1939 in 1932.

A. Coreman, advertisin copy writer and agency executive, died at his home in Philadelphia last Saturday. Prominent in Philly advertising circles until his retirement

several years ago.

Alfred J. Jordan, 39, type expert and production manager at various times for two Philadelphia advertising agencies, died in St. Joseph's Hospital, Philadelphia, last Tuesday, following an illness of two weeks. Hospitial, Philadelphia, last Tuesday, following an illness of two weeks, Jordan first worked for the F. Wallis Armstrong Co. and then the Richard Foley agency. He was in charge of the latter's N. Y. office for three yeeps. Resigned to enter the direct mail field in Philadelphia and later formed the Advertising Composition Co. tynesetiers. Co., typesetters.

Co., typesetters.

Abram Coralnik, 54, associate editor of the Jewish Day, and a w. k. writer and Zionist leader, died July 16 of a heart ailment in New York after a lengthy illness. Shortly after the Russian Revolution he was a member of the Kerensky government's food ministry.

Oliver O. Kuhn, 51, managing editor of the Washington Star, died on July 18. He was chairman of the

on July 18. He was chairman of the executive committee of the Associated Press Managing Editors' Assn and a director of the National Radio

CHATTER

Guy Hickok has joined News-

week.

John Buchan has finished 'Augustus,' his new biography.

John Whiting moves in as associate editor of True. Fawcett mag.
Charm mag has moved up its next
publication date from Aug. 15 to

publication date from the publication date from the July 27.

Denis Morrison (VARIETY) sold a football story, 'Say It With Touchowns,' to American Magazine.

Irving Newman, vet photographer for the Fittsburgh Sun-Telegraph, has resigned to open his own studio.

Ernest Hemingway nixed a \$50,000 offer to script one picture while in Hollywood. He's heading back to

Hollywood. He's heading back to Spain.
Pete Ehlers, Hugh Sutherland and Al Roberts, of the Philadelphia Record staff, back from a six-week hegira to Europe,
George Seibel, former dramatic critic of the Pittsburgh Sun-Telegraph, has sold a novel for newspaper serialization.
Len Morgan is editor of new picture magazine, Now and Then, which has editorial offices in New York. Initial issue out last week.
Havey Boyle, sports editor of the Pittsburgh Post-Gazette and former state boxing commissioner, running for Pittsburgh City Council on a GOP ticket. GOP ticket.

George Ulman is serializing his story, "The White Rajah," for Cos-mopolitan mag. Story already has been peddled to Warners as an Errol Flynn vehicle.

Maxine Allen, former radio com-mentator on KQV, Pittsburgh, has joined the women's staff of the Sun-Telegraph and is doing some book reviewing on the side.

Gayeties, annual newspaper men's shebang in Philadelphia, netted \$470 profit under the chairmanship of Bill Wolfe. Money was turned over to the guild exec council.

the guild exec council.

Damon Runyon is purchasing a summer home in Saratoga Springs, a spot about which he has scripted many tales and in which he has placed many characters.

Harold Graves and his wife, the former Alta Judy, back in Washington from their honeymon. He is associate ed. of Pathönder. Bride was with the Literary Direct.

with the Literary Digest.

Dan Mainwaring, Warner p.a., has peddled "The Man Who Killed Gopedaled The Man who killed Go-llath, whodunit, to Cosmo under the monicker of Jeoffrey Homes. Wil-liam Morrow will publish it in book Anna Jane Phillips and Harry

Anna Jane Frinips and harry Kodinsky, both of the Pittsburgh Post-Gazette news staff, have sold two more yarns, based on recent Pittsburgh murder cases, to True De-tective Stories.

Movie Life, new fan mag, is skeded to bow in August, with Arthur Solo-mon as editor and Morton Barteaux and Al Davis, associates. Ultem Publications, publishers of Modern Movies, is putting it out.

Arthur Krock, Washington correspondent of the N. Y. Times, will conduct a daily symposium on Pub-

lic Relations in a Democracy' at the session of the Williamstown Instisession of the Williamstown Insti-tute of Public Relations, from Aug. 29 to Sept, 3. Among those who will participate are Sir Wilmot Lewis, Henry R. Luce, Frank Kent, Henry Haskell, Herbert Agar and Wilbur Forrest.

Charity Ball-Game

(Continued from page 5)

ing second by Vince Barnett and got up to swing one on Vince's toupee. In the third inning, Jimmy Gleason, umpiring behind second base, caught a pop fly batted up by Jack Mulhall, retiring the side.

Harry Ruby was the pitching star. He had two strikes on Jessel and took pity on him so Jessel pitched the next ball and Ruby socked it for a triple for which Jessel got credit. There's the Hollywood spirit even in fun.

fun.

Ritz Bros, challenged Lee Tracy to a footrace in the fifth inning. Some-body hollered 'Viva Villat' and Tracy jumped over the 12-foot wall. Buster Keaton made Barnett out when he stole his scooter to get only when he stole his scooter to get only the toleft field after a fly ball. Umpire sentenced Barnett to sit on the flag-role

pole.

A foul tip off Benny Baker's bat creased Robert Taylor's pompadour so the umps gave Baker a two-bag-

Eddie Cantor used a banjo for

Eddie Cantor used a banjo for a bat and explained that he got his start in the Three-Eye league.

The Russian North Pole flyers were there and said afterward they wouldn't have missed seeing a film being made for anything. They thought the crowd were extras.

Legging H For S. J.

When Sam Briskin came to bat in the seventh, Joe Penner's duck laid an egg on home plate. Three yesmen ann the bases for him.

Spanky McParland picked a fight with Warren Hymer at second base in the sixth inning and Hymer called Spanky a big bully and had him ar-

in the sixth inning and Hymer called Spanky a big builty and had him arrested for disorderly conduct. In the general me're the ball was lost but Pinky Tomlin found it in Joe E. Brown's mouth but not until Joe E. Brown's mouth but not until Joe E. Add scored three runs and got out of breath.

Game broke up when Lum and Abner went to bat together and started running in opposite directions on the fourth ball pitched. Judge Edward Brand sentenced them to seven years hard labor at the mike.

Mt. Sinai Hospital got the gate recipits from folks that ponied up to \$2.50 each for box seats.

Carl Wheat

(Continued from page 46)

much more time before sending a nomination to the Senate.
Wheat emerged as a dark horse with strong support of western senators coincidental with reports emanating from sources close to the senators coincidental with reports emanating from sources close to the White House that a Pacific coast man is practically certain to get the job. Latter disclosure doused cold water on other persons figuring most prominently in speculation over the selection, Hampson Gary, F.C.C. general counsel, and T. A. M. Craven, Commish chief engineer.

Several other factors make Wheat a likely writer despite his promisal

a likely winner, despite his nominal Republican affiliation. He is known

Commish chief engineer.

Several other factors make Wheat a likely winner, despite his nominal Republican affiliation. He is known as an advocate of rigid regulation of all types of communications, has delivered successfully in his present capacity as director of the F.C.C. inquiry into long-distance telephone rates, and would fill the requirements for a 'strong figure' to bolster the calibre of F.C.C. personnel.

Efforts still are being made to get the job for Gary. Texans in Congress insist the berth should go to a man from their state, since Dr. Stewart was a Lone Star native. Conservatives on the Commish have to seed out the idea that Gary should be upped since he was one of the original members and are trying to steer Wheat into the general counsel's spot. Latter post does not appeal to the Californian, whose inimates say he will stick in his present place in preference to heading the entire legal section.

While Wheat's appointment would give Republicans a majority of places, this fact is not regarded as a handicap for him. He has been identified with the progressive wing of President Roosevelt, and has the party, reputedly volcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party, reputedly wolcd for President Roosevelt, and has the party reputedly wolcd for President Roosevelt, and has the party reputedly wolcd for President Roosevelt, and has the party reputedly wolcd for President Roosevelt, and has the party reputedly wo

Broadway

Radie Harris flew to the Coast. George Barnett back from Canadian vacash.

dian vacash.

Lois Hall, legit player, being tested
by Warners.

Beatrice Lillie almost completely
recovered from sprained ankle.

Albert Johnson expected back
from Fort Worth about Aug. 3. Don Richardson has finished play, ross Cut, dealing with race preju-

Bill Green, Rubinoff p.a., flew to Chicago to advance pub Rubinoff's

oncerts.

Eugene Lyons and Harold Winston taking final revisions on an original film script.

al film script.

Earl Wingart won a large rubber oating contraption for the water in olf tournament.

Eve Arden, dancer, capitalizing lay-off season by modelling for Howard Chandler Christy.

Chandler Christy.

Gene Buck planed to Frisco to attend Bohemian Grove annual affair in the redlands.

Mary Binney Montgomery in town dickering to stage ballets in a Broadway tuner in the fall.

way tuner in the fall.

Jack White back from the Coast
after completing his 52nd Street'
chore for Walter Wanger.

Ida (Mrs. Eddie) Cantor, called
east by her ailing father, expects to
return to Hollywood this week.

return to Hollywood this week.
Universal Club, composed of U
home office employes, to Jones
Beach, Aug. 26 for all-day outing.

Beach, Aug. 26 for all-day outing.

Harry Takiff, of Jack Cohn's staff at Columbia, back from Catskills after attending from the Columbia to t

letters.
Sammy Weisbord, of the Morris office, planes to the Coast Saturday (24) for a combined vacash and tal-

showman answered nothing, except that his mail consisted of six touch letters.

Sammy Weisbord, of the Morris office, planes to the Coast Saturday (24) for a combined vacash and talent co.

An one of the Morris office, planes to the Coast Saturday (24) for a combined vacash and talent co.

Albertson, now on the Coast ster easing 'Brother Rat,' is mentioned for a Theatre Guild show in the fall.

Juliet Forbes leaving 'Brother Rat' is mentioned for a Theatre Guild show in the fall.

Juliet Forbes leaving 'Brother Rat' is mentioned for a Theatre Guild show in the fall.

Juliet Forbes leaving 'Brother Rat' is mentioned for a Theatre Guild show in the fall.

Juliet Forbes leaving 'Brother Rat' is mentioned for a Theatre 'Phyllis, sailed yesterday for Forber of the fall of the control of the fall of the control of Australasian News, Thursday night (15) at the 21 Club.

Renewed hula vogue reminds of O. O. McIntyre's classic crack that the Hawaiians are always singing goodbye but never go.

Don Ross learned last Saturday (17), his birthday, that he was winner of 2,000 franes in the French and the marcus Show.

Dorothy Dale; daughter of Johnny and Loretta Dale, vaude, has rallied from recent—operation and will return home next week.

Dufour and Rogers have mailed sason's passes to friends in New York for their attractions in Dallas stays of the fall of the fall

to put finishing touches on his latest opus.

Harry Warren called east by the death of his oldest brother returns to Hollywood this week. His song-writing partner, Al Dubin, vacashing in Frisco.

Wilella Waldorf vacationing for a month at Brewster, N. Y. Richard Manson is subbing as drama ed. on John Mason Brown due hack Sept. Holly with the word of th

manson is subbing as drama ed. on the Post. John Mason Brown due back Sept. 1.

Those summer rail-water transportation trips, with all lodging according to the second office. Sol Jacobson p.a.'ing a straw hat rouge.

Mice Levinson back after 9 months incomes Square and the second office. Sol Jacobson p.a.'ing a straw hat rouge.

Mice Levinson back after 9 months incomes Square and open to show properties of the second office. Nixon's Grand open to show properties of the second open t

coat Fever' and First Lady, is sing-ing and dancing at the Yokohama Takurazuka theatre, doing a double with her husband, Geore Hirose, Japanese baritone.

Japanese baritone, Milton Ager is accompanying Cecelia as far as Chicago, when the ex-Variers muggess leaves for her Goldwyn writing assignment end of this week, but her songwriting-husband may carry on all the way. Entire family, including two Jr. Agerites and nurse, are moving west.

Sydney

By Eric Gerrick

Dawn Sisters booked by Fullers. Metro gave 'Good Earth' a classy preview.

Percival handling Marcus exploitation

exploitation.
Gordon Williams busy setting B. I. P. product.
All outdoor amusements have closed down until next season.
'Gone to the Dogs' is title of .Cinesound's next pic. It's a comedy, Gregan McMahon, indie producer, is reviving 'School for Scandal.'
Newsreel theatrette pulled capacity with Fox's Coronation pic in color. Ice-skating proving very popular here. Roller stuff, too, is drawing plenty.

Ice-skating proving very popular here. Roller stuff, too, is drawing plenty. Fullers plan complete renovation of Princess theatre prior to Marcus show season.

Monte Carlo Russian Ballet opened a repeat season successfully for Williamson-Tait.

Tito Schipa is giving a series of Williamson-Tait the direction of Williamson-Tait. RKO's Rainbow on the River' has developed into one of the surprise hits of the season.

Air fans are forming a committee to request Federal government to reduce the current radio license fee. Mother of Mary Maguire leaves this week with two other daughters to see daughter at Warners in Hollywood.

Frank Neil will send his current revue unit headed by Con Colleano and Irene Vermillon to New Zealand next week.

Sir Ben Fuller has booked The

revue unit headed by. Con Colleano and Irene Vermillon to New Zealand next week.

Sir Ben Fuller has booked The Blenders for a run with the Montague revue unit throughout Australia and New Zealand.
Williamson-Tait will stage 'Swing II' after its next production, 'Over She Goes.' George Gee will be starred in both.

Dan Carroll, prez of the Film Board of Trade, is taking a look over the. Birch, Carroll and Coyle, holdings in Queensland.
Williamson-Tait will import the Don Cossaek Choir for a tour of Australia and New Zealand. Opens in August in Auckland.
Publicity men plugged Constance Worth, strong and New Zealand. Opens in August in Auckland.
Publicity men plugged Constance Worth, strong colly as Joselyn Howarth, known locally as Joselyn Howarth, who was formerly connected with Exhibitors' Monthly, Myron Lustig does pics for the former.
World Productions under A. R. Harwood plan further pix, after Grand Exit' with Syd Beck is completed. Only local unit working in this territory at present.

Noel Monkton, indie producer, has started shooting a new opus, Typhoon Treasure. Yarn will be filmed on Great Barter Refer with

Noel Monkton, indie producer, has started shooting a new opus. "Typhoon Treasure.' Yarn will be filmed on Great Barrier Reef with Campbell Copelin, Gwen Munro and Joe Valli as featured players.

Philadelphia

By Herb Golden

Herman Goldberg vacationing. Horlacher picnic coming Sunday

Horlacher plenic coming Sunday (25). Ben Alley back after week at Cape May. Sam Paley to Columbia Hollywood office. Sol Jacobson p.a.'ing a straw hat

London

Louis Bernstein here. Jack Powell at Dorchester.

Kay Merrill in for a few days, then

Maurice Elvey will direct a Warner pic at Teddington. Jane Sells over for a vacation, looking up old friends.

Jane Sells over for a vacation, looking up old friends.

Marjorie Dash recuperating after her appendicitis operation.

Marjorie Dash recuperating after her appendicitis operation.

Marjorie Dash recuperation after her appendicitis operation.

Marjorie Dash recuperation after her appendicitis operation.

Marjorie Dash recuperation.

Marjorie Dash and Page going back to me in August to visit the folks.

Fanny Holtzmann has moved over to Pinewood, so as to be near the film contingent.

Steve Geray playing a lot of tenuis to keep his weight down for his Broadway debut.

Lou Wolfson renting a house in Cold of Geray playing a lot of tenuis to keep his weight down for his Broadway debut.

Lou Wolfson renting a house in Cold of Geray playing a lot of tenuis to Marjorie and Harding and Basil Rathbone.

Florence Desmond planning to marry Charles Hughesdon, broker, in September, prior to saling for New York to fulfill an engagement.

DeWolfe and Metcalf taking a couple weeks vacation on the Riviera prior to returning to America after an approach of the cold of the cold

Great Dante off on a three weeks vacation covering Paris, Switzerland and Vienna. While vacationing he pays his entire company of 22 full

Gertrude Lawrence, who was adjudged bankrupt in 1935, and has since been paying off her debts in instalments, has applied for her dis-

instalments, has applied for her discharge.
Following the speedy demise of 'Sabry,' Flora Robson will make a picture here, before leaving for New York to appear in the play on the other side.
Fred Lindsay, Australian stock-whip expert, returned from his native land. Has bought an old Tudor manor in south of England and retired.

Tudor manor in soun or an and retired.
George Bernard Shaw has finally come to terms with British Broadcasting Corp., and his plays will be televised. First one is 'He Lied to Live Buckand.'

casting Corp., auu ins pinys.

televised. First one is 'He Lied to ther Husband'.

William Buster Collier, Jr., became father of a daughter, July 4. His wife is Marie Stevens, former show girl. Collier is associate producer for Warners here.

Norman Loudon of Sound City Films has launched a newerel to be known, as 'National News, bringing the total in British up to six locals.

C. R. Snape is managing editor.

Westport

By Humphrey Doulens

The John Cecil Holms threw a big party.
Patsy Kelly vacationing at Shorehaven.
Mrs. Basil Rathbone near New Canaan. Bodamo back from New

Canaan.
Sam Bodamo back from New
Hampshire.
Anna May Wong has taken a house
at New Canaan.
Downie Anthers Circus booked
into Bridgepot August 9.
Interpretation of Mrs. Pat Campbell.
David Shelley, son of Buddy DeSylva, working in Skowhegan strawhat after visiting relatives here.
Westbrook Pegler, George Bye and
George Waldo drove over to Hyde
Park to have luncheon with the
Roosevelts.
Frances Farmer arrives here Fri-

Park to have mindoon at Roosevells.
Frances Farmer arrives here Friday for but three days of rehearsal before 'At Mrs. Beams' opens at Mount Kisko. Alberti DiGostiago, Lily Pons' first teacher, here from Paris to coach star in 'The Girl in the Cage,' her next nicture.

picture.

s. Ernst Donat feted by Matt ders after showing of 'Knight out Armor' with her son Robert,

Mrs. Ernst Jones Standers after showing of 'Knight Without Armor' with her son Robert, at Poli's Bridgeport Lily Pons, Philip Dunning, John Anderson and Justin Sturm guests of honor at annual meeting of Fairfield County Association tomorrow.

Buenos Aires By Fred Marey

Bernard Baker, musical director of NBC, N. Y., here.
Ralph Benatzky's White Horse Inn' opening at the Coliseo.
John B. Nathan, Paramount chief in Argentine, ill with influenza.
Nicolai Crloff, Russian pianist, will give a scries of recitals at the Odeon.
Jack Segal, Columbia executive for Latin America, in town on inspection (trip.

Gran Rex, new 4.000-seat cinema will open with Libelled Lady will open with Libelied Lady (MGM).
Carola Goya, Spanish dancer, ex-

pected here for a number of per-

formances.

Larry Bachman, American film writer, off for N. Y. after a short

lormances.

Larry Bachman, American film writer, off for N. Y. after a short vacation trip here.

Cameraman Paul Perry shooting exteriors here and in Colon for the next Lily Pons picture.

Ethel Bartlett and Rae Robertson, English planishs, doing a series of Common Maria Caniglia and Lauri Volpi, Italian soprano and tenor, debuting at the Colon Opera House.

Itzik Feld and Lola Spilman, N. Y. Yiddish actors, johning cast of 'Pini fun Pinchev' at the Ombu.

Leon Cherniavsky, violinist, will make his first appearance this season at the Ateneo next month.

Leon Cherniavsky, violinist, will make his first appearance this season at the Ateneo next month.

The God Earthett of the Augentine of Agriculture, Dr. Carcano, Marian Anderson, U. S. Negro singer, gave two of her six announced recitals at the Politeama with record grosses.

Serge Lifar, Paris opera dancer, will renounce his Colon engagement, having no time for it because he cannot fly to South America on the Zeve State Broadcasting Station LRA is to be inaugurated in the presence of President General Juston and cabinet members. Station will be operated by the Postoffice Department.

New Haven By Harold M. Bone

Ben Cohen commuting to shore. George Reising vacationing from

ar. Sunday vaude bill up for hearing here. Bob Carney back from Ohio

acash. Bob Russell catching fish on his ys. Cohen just wandering on hol-

holidays.

Ben Cohen just wandering on holiday, jaunt.

Nate Rubin quits the home town for Evansville, Ind.

Motoreycle crackup has Joe Lavenduski on crutches.

Lillian Kaye hopped in briefly, then off-to-Buffalced.

Richard Siegel instructing Unity Players dramatic school.

Sunday vaude bill unopposed here. Norman Randall laying plans for August holiday and the players dramatic school. Sinday vaude bill unopposed here. Norman Randall laying plans for August holiday and the players of the players. Ruth Lane commuting from nearby farm ... Rosemary Ames set for 'Accent on Youth' July 26.

Madison: Brace Conning shifts from Story Ceet to here as directon Madison: Brace Conning shifts from Story Ceet to here as directon again at hem for Post Road Players ... House has two tryouts set for Augu. Elizabeth Love due for sev-

this year...Major Ranney Compton again at helm for Fost Road Players...House has two tryouts set for Aug...Elizabeth Love due for several return dates this summer...Stony Creek: Richard Bender handling direction this year...Maurice Sarasohn and son gain in charge of tickets...Johnny Millers and Joe Wiracle current attraction. Papa Francis Joannes designs sets here, daughter Frances stage manages entry with cushioned seats...Mac Parker splits time between WICC and N. Y.-Guilford troupe...Arthur Hoyt baitling a frog in the throat...Jack Warren and Percy Helton staged cue-tossing contest in 'Is Zat So?'...Douglas Gilmore heading cast again.

Minneapolis

By Les Rees

MGM club held annual picnic and wiener roast.

Max Roth, Republic district man-

max Noth, Republic district manager, in town out on a tour of his 20th-Fox district.

Northwest Allied has given up its Film Row quarters.

Good Earth, which wasn't roadstown here, set for Minnesota

shown Aug. 6. Aug. 6.
Sam Clark, WB exploiteer, here from Chicago to boost national trade

screening.
Eddie McErlane, WB head booker vacationing at northern Minnesots vacationing at northern Minnesota lake resorts. Shep Fields' orchestra to follow Lou Breese at Hotel Nicollet Minne-

Griffith, RKO secretary, recovering from major operation, but must remain in hospital for three more weeks. Bill Ruthart, Chicagoan, visiting his uncle, W. H. Workman, MGM ex-

uncle, W. H. Workman, MGM ex-change manager, prior to joining MGM Milwaukee branch.

MGM Milwaukee branch.
First professional night baseball
games between Minneapolis and St.
Paul A. A. teams drew capacity
crowds in both Twin Citics.
Art Ableson of Eddie Ruben managerial staff fully recovered from
operation at the Mayo clinic,
Rochester, and back on job again.

Hollywood

Scott Pembroke in from London. Fay Wray winged out for Dallas

Donald Brian here figuring on film Trem Carr planning Hulaland vacash.

Paul Kelly sprouting new grove of Mariorie Gateson winged in from

William Goetz back from biz jour-

Phil Regan looking for a Beverly Hills hearth. Bing Crosby sprained an ankle playing tennis.

Laszlo Willinger lensing sittings of top Metroites. Raymond Moley and Will H. Hays had a chinfest.

Raymond Moley and Will H. Hays had a chinfest.

Warren William back from the bounding main.

Wallace Beery tiew his ship in from New York.

Bing Crosy) new coat looks like a from New York.

Maric Sandrich winged in from European wanderings.

George Brent, nee George Nolan, now a U. S. citizen.

Craig Reynolds new mansion is atop Hollywood hills.

Marco back from Honolulu to start in the control of the contro

J. Carroll Naisa sited is thumbereaking a window in 'Buildog Drummond.'

Clord Odets completed Parametric Stribbing chores and bowed the lot. Clarence Brown tossed a party at his rancho for the 'Madame Walewska' mob.

Edward Arnold progressed from wheel chair to crutches with his sprained kneecap.

Metro added Albert Mahler, former prizefighting thrush from Philly, to its contract list.

The Frank Lloyds, 25 years wed, were reminded by daughter Alma with a surprise party.

Gene Austin starting 10-week patour before sating arts musical starting the properties of th

Pittsburgh

By Hal Cohen Eddle Martins home from Miaml for couple of months of resting. Harry Seed's frau has left for Cal-ifornia and a six-week vacation.

George Lazard on job again at Nixon cafe after tonsil-yanking. Rae Russell off to Washington for convention of dancing teachers. Tom and Elmer Kenyon have gone to Bermuda for month's vacation.

Pittsburgh Playhouse has set October 26 for opening of '37-38 sea-

Son.

George W. Weeks coming to town with a print of GB's 'King Solomon's Mines.'

Steve Androlina will boss the Plaza cafe when it reopens in September:

Plaza cate when it copyrishes the tember.
Dick Stabile brought his flancee, Gracie Barrie, here to celebrate her birthday.
Dave Broudy and Herman Middleman have resumed their 10-year-old

Dave Broudy and Herman Middleman have resumed their 10-year-old golf feud.

Tom Fisher playing lead in 'Hell Bent for Heaven' at South Fank Playhouse.

Joe Blowitz quitting WB managerial staff shortly to make his home of the staff shortly short

OBITUARIES

from a complication of diseases. In 1884 he made his first stage appearance in Baltimore, Md., in East Lynn, he played in Kirke La Shelles production of 'The Virginian' and in 'Checkers' for several seasons, and was with James A. Herne in 'Sag Harbor.' His greatest success was achieved as the detective in the original production of Paul Armstrong's 'Alias Jimmy Valentine.'

Mr. Monroe had recently become guest of the Percy Williams Home t East Islip, Long Island.

Funeral services under the auspices of the Actors Fund of America will be held tomorrow (Thursday). Interment in the Fund Plot in Ken-

WILLIAM MILLMAN

William L'Estrange Millman, 54, stage and screen actor, died in Hollywood, Cal., July 19, after a brief illness.

Millman had appeared on the legitimate stage for a number of Millman had appeared on the legitimate stage for a number of years before going into pictures, having appeared in support of William Faversham, Julia Marlowe and others on the New York. stage. His last legit appearance was with Tailulah Bankhead in Forsaking All Others. He had been in pictures about three years with 'Silent Barriers', produced by Gaumont British, having been his last screen assignment.

Body will be sent to Toronto, Can-ada, for burial. He is survived by two brothers and sisters.

FREDERICK McClellan, 68, died suddenly at the home of a daughter, at Akron, O., July 16, from a heart

attack.

After a long career in New York during which he had been manager of Luna Park at Coney Island and the Hippodrome theatre, Mr. McClellan had gone to Hollywood where he had been engaged for the meat 15 verse in nublicity and expast 15 years in publicity and ex-ploitation work. He retired two

His wife Amelia K., a daughter and a sister survive him.

HARRY (DOC) SLOAN
Harry (Doc) Sloan, 65, outdoor showman, died July 5 at his home at Youngstown, O., after a lingering illness. He had been identified with Ringling Bros.-Barnum & Bailey, Hagenbeck-Wallace, Cole Bros, Col. Francis Ferari, Sells-Floto and other circuses.

He spent many years with dra-matic shows and was a pioneer in motion pictures. He played for Marcus Loew, Vitagraph, Biograph, D. W. Griffith and Mack Sennett. For many years recently he had operated a small medicine company.

WILLIAM R. TRIFTS

WILLIAM R. TRIFTS
William R. Trifts, for 28 years in charge of electrical work for the F. G. Spencer chain of picture houses in the maritime provinces, and for 21 years in charge of electrical work for the St. John Exhibition Association, sponsoring the annual St. John fair, died recently at St. John, N. B., dying several days after surgical treatment.

ADOLPH HIRSCHBERG

Adolph Hirschberg, 59, president of the Philadelphia local, American Federation of Musicians, for six years, and veteran labor leader, died in Mt. Sinai Hospital, Philadelphia,

in Mt. Sinai Hospital, Philadelphia, Saturday (17), of a throat infection. He probably was the best known laborite in the city. For 15 succes-sive terms he headed the Central Labor Union and for 30 years held office in the A. F. of M.

H. W. AKERS

H. W. ARERS
H. W. Akers, 75, manager of the
Tabor and other Denver theatres
for years, died at his home in Denver, following an illness of several
months. He had been retired since

He is survived by his wife, a son nd grandson. Funeral and burial in

FRANK MONROE

Frank Monroe, well known character actor, died in the Southside Hospital at Bayshore, L. I., June 19, from a complication of diseases.

In 1884 he model.

MORRIS P. HAFEY

Morris P. Hafey, 64, former circus driver, died July 7 at his home, Co-lumbus, O., after an extended ill-

For many years he drove a 10-horse hitch with Sells Bros., Barnum & Balley and Ringling Bros. circuses.

BILL MOOSE

Bill Moose, lacking only two months of being 100 years old, last member of the Wyandotte tribe in Ohio, died July 11 at the Franklin county home, near Columbus, O.

He traveled with the Sells Bros. circus for nine seasons.

WILLIAM HAVES

WILLIAM HAYES

William Hayes, 50, veteran cowboy actor, died suddenly of a heart attack at Paramount studio in Hollyood, July 13.

He was stricken just after he had signed a contract to appear in studio's 'Wells Fargo.' Burial was July 16.

JOE WEBER

Joe Weber, 57, vaude actor, nephew of Joe Weber (Weber and Fields), died in Hollywood July 12. Funeral was July 15, burial in Hollywood Cemetery.

W. F. MINTER
W. F. Minter, 45, film actor, died
July 13 in Los Angeles. He had
been in pictures 15 years.

DAVE CULLUM

Dave Cullum, carnival man, was killed in an auto accident at Aiken, S. C., last week.

ANGEL MENTASTI

Angel Mentasti, 63, owner and manager of the Film production company 'Argentina Sono Film,' died in Buenos Aires, at the end of June. He may be called the found-er of this Argentine Film Company.

MARRIAGES

Marie O'Leary to Paul Weather-vax, Paramount cutter, July 17 in as Vegas, Nev.

Natalie Draper to Tom Brown, film player, aboard yacht beyond 12-mile limit off Wilmington, Calif., July 4. First marriage for both.

Jean Perrin to Gene Howell in Denver, Colo. Bride is with United Artists Exchange.

Sybil Ashby to James C. Douglas, July 31 in Omaha, Neb. Groom is assistant manager of WAAW.

Evelyn Mason to Fred Gilmore, Aug. 6 in Omaha, Neb. Bride was connected with WOW.

Walter Forster, mikeman at WIL, St. Louis, to Lydia Krikle, non-pro-Forster, a Lutheran minister, is working for an LLD. degree at Washington U between times at WIL's mike.

Virginia Cummings, secretary in Paramount publicity office, to John Clarke, news editor at KNX (Holly-wood) July 13 in Las Vegas, Nev.

Janet Fargo to Buck' Gunn, in Chicago, July 14. Groom is radio producer for J. Walter Thompson, and bride is continuity writer for WBBM, Chicago.

Frances Duffey to J. Ray Conlan, July 10, in Reno, Nev. Groom is a salesman at KYA, San Francisco.

Lynne Carver to Nicholas Nay-fack at Yuma, Ariz., July 18. Bride is film actress under contract to Metro. Groom is assistant to Louis B. Mayer at Metro and a nephew of Joe and Nick Schenck.

of Joe and Nick Schenck.
Betty Scott, Paterson, N. J., to
Robert K. Meyer, of Kent, O., July
3, at Cleveland, O. The bride is a
cashier at Craig Beach Park, Diamond, and the groom trumpet player
in George, Williams' band.

in George, Williams band,
Margaret O'Connor to William McCaffrey in New York, July 16. Bride
is secretary to John Royal, NBC
program chief; groom is partner in
the talent agency firm of Hesse & McCaffrey.

EDWARD J. MOORE
Edward J. Moore, 68, retired vaude
actor, died July 18, in Municipal
hospital, Rochester.
He was on big time 30 years, as
single in comedy dance act, in part17. Groom is film cameraman.

HERE AND THERE

(Continued from page 49) law, which leaves decision to dis-cretion of judge as to whether or not an offender's car shall be taken from

Ralph Atlass, WIND-WJJD, Chi indie stations head, to Washington for conferences last week.

Pickard Family replacing Ridge Runners for month on Drug Trade Products 90-minute daily WJJD pro-

Dorothy Bushey and Pat Haley have started a new series of vocal novelty sustainers on KDKA, Pitts-burgh, with Bernie Armstrong, Miss Bushey's husband, at the organ.

Bob Jemis, former advertising agency executive, has joined the sales staff of WWSW, Pittsburgh.

Walt Framer back from month's vacation in California and resuming his Show-Shopper sustainer on KDKA, Pittsburgh, and his Curbstone Cash and Warner Brothers' commercials on WWSW.

Beckiey Smith back on the job ewscasting for Kaufmann's on mewscasting for Kaufmann's on WJAS, Pittsburgh, after spending couple of weeks with his boss, H. J. Brennen, on Lake Erie.

Bobby Brown, WBBM, Chi Columbia key, program director, off to Europe with the missus.

Sherman Ellis joining the WBBM Chicago program department. For-merly with Princeton U. student

John Fitzgerald, CBS special events chief, to Chicago for confer-ence before Wisconsin rest.

Frank Rand, CBS mid-west pub-licity head, visiting the Boston homestead for two weeks.

Radie Harris vacashing on Coast.

Ireene Wicker living in Connecticut and commuting during summer for her 'Singing Lady' (Kellogg) program over NBC.

Robert J. Stephenson new mikeman at WHN, N. Y. Hails from WNBF, Binghamton.

Thomas L. McFadden, of NBC's New York staff, is back again at WGY to handle Esso News Flashes during the vacation of Bill Mee-

CJRC, Winnipeg, thrown off the air, and all street car traffic stopped in Winnipeg, for nearly an hour on Monday, July 12.

Donald Flamm, WMCA, N. Y., prez, back from his European tour.

Thelma J. McNiel, staff pianist of WFBL, Syracuse, and Jack Curran, announcer, are to be married the first week in August.

Edna Sellers doing the WGN-Libby McNeil Saturday morning or-gan 15-minutes.

George Halleys (KMBC national program rep) celebrating their 21st wedding anniversary.

The Family Man, WTMV E. St. Louis Number One a. m. show, scripted and broadcast by Woody Klose, suspended for summer on Klose, suspended for Sat. (17).

George A. Barton, Jr., formerly with WBBM, Chicago, added to pro-duction staff at KMOX, St. Louis.

Bill Balley, NBC announcer, back at the mike after an appendectomy.

Carroll J. Schuepbach, Jr., Okla-homa City, moved to KLZ, Denver, commercial department. Frank Quinn, sales manager KLZ, Denver, is vacationing on the west

Leona Marcille, songstress form-rly at WNLC, New London, and erly at WNLC, New London, and WICC, Bridgeport, signed as vocalist with Henry Biagini's orchestra.

Col. Luke Bakootas' 25-piece balalaika juve orchestra making debut at WICC, Bridgeport, next Sunday.

Donald Thompson, production manager and director of the Playhouse for WHO. Des Moines, is combining a vacation in New York City and a

Summer **Theatres**

(Continued from page 64)

(Continued from page 64)
she apologize to Erlich, and in desperation blurts out that he is Judith's real father. Curtain at this point is exactly the punctuation suited to the situation, but it leaves one with the expectation that there are bigger things to come. Unfortunately there as suppose that there would be a mellowing scene in conclusion which might preach racial tolerance. Cleverly developed in the third act, this theme might give the piece the punch of greatness it now lacks.

Judith tells Donald she is a lovechild and he accepts it like a true gentleman. He also wants to accept an attractive business offer from Erlich, even under the circumstances. This is the last straw for Judith, who quits the household and runs cortain.

Both Miss King and Moore handle their roles very well; Mary Young, as Judith's mother, is perfectly cast, but she and others had to improvise lines at times to surmount opening night pittalls. William P. Carlson is convincing as the grumpy father living off the money of his motherin-law, played by May Buckley.

Single set by Vernon Coleman MADDIACE POVAI

MARRIAGE ROYAL

Dennis, Mass. July 13.
Play in three acts (four scenes) by Robert Wallaten. Staged by Arthur Stroom; settings, Eugene C. Fitch. Presented by Raymond Moore at Cape Playnouse, Dennis, Mass., July 13. 37.

| Castorp., | Dudley Hawley |
|--------------------------|------------------|
| Lorescu | Philip Huston |
| Von Bruehlstein | .Edward Fielding |
| Empress Theresa | |
| Archduke Franz Leopold. | .Robert Walisten |
| Zara Konstanz | Tamara |
| Maid | Constance Field |
| King Alexander | Herbert Yost |
| Karol | Otto Hulett |
| Princess Yoanna Beatrice | Martha Scott |
| LaokeysFred Sea | rs. Harvey Welch |
| | |
| | |

In spite of unfortunate circum-stances attending its debut, 'Marriage Royal' emerges as a play of some merit.

merit.

Opening was postponed because of the star's indisposition. Miss Anglin had been rehearsing 'Marriage' and at the same time appearing in 'Retreat from Folly,' an arrangement which required heavy commuting. The strain was a little too great, and there is no doubt that her performance will gain in smoothness when her lines are thoroughly mastered. Premiere found her occasionally at a loss, with other members of the cast throwing dialog her way. Opening night was also disrupted by failure of the lighting system, which plunged the playhouse into darkness. Tamera appearing as a young rong the strain of the lighting as a young rong young the playhouse into darkness. Tamera appearing as a young rong young the playhouse into darkness. Tamera appearing as a young rong young the playhouse into darkness. The property of the property of the property of the grand beautiful the parallel sent herand the adulence—into giggles.

Customers thoroughly enjoyed the assualness of the proceedings and Opening was postponed because of

and the audience—into giggles. Customers thoroughly enjoyed the casualness of the proceedings and warmed up to the show. Thus 'Marriage Royal' did not fare so badly as it might have.

Chief fault, apart from production mishaps, is the utter banality of the plot. It is the old, old mythical kingdom story. Heir to a throne is forced to give up the girl he loves to marry a neighboring princess, all for reasons of state.

Author's approach is new how-

to marry a neighboring princess, all for reasons of state.

Author's approach is new, however. Action is laid in the present day, and the rulers are shown to be puppets of an upstart dictator. Hero is an exile from his own country, and the marrilage will bring him back to the throne—but only as a cardboard emperor who must obey the dictator's commands. Consequently, his sacrifice of true love can be little more than a grand gesture, without actual significance. As a study of modern monarchs, futile creatures without a vestige of former dignity, 'Marriage Royal' may be considered a olay worth writing. But Robert Wallsten has erred in using such a threadboare plot to illustrate his theme. While the implica-

scouting trip for new productions for the Playhouse.

Reginald Malcolm, straw-hatting in Milford, Conn., spotted in weekly 'Stories of the Theatre' series at WICC, Bridgeport.

Al Marrote, tenor, set at WNLC, ew London, Conn. Ne

tions may be fresh, the situations are exactly the opposite.

In every other respect, however, Wallsten has done an admirable job. Dialog and characterization are excellent. If he chooses a more novel premise for his next play, he should turn out a script of major interest.

Wallsten himself enacts the role of the hapless royal romancer. He is very much at ease. Tamara makes an attractive vis-a-vis. She introduces a song, I Smile in My Sieep, composed by Richardson Myers and Edward Heyman. It's a tune which seems destinant. It's a tune which seems destinant. It's a tune which seems destinant. It's a tune which seems destinant in addition to Miss Anglin's contribution as the empress mother, there are highly satisfying portrayals in other important parts by Philip Huston, Edward Fielding, Herbert Yost, Otth Hulett and Martha Scott, all of whom have been skilfully directed by Arthur Sircom.

Eugene C. Fitsch has delivered

Eugene C. Fitsch has delivered wo decorative settings which capure the regal atmosphere of the Paul.

Busman's Honeymoon

Day Tuttle and Richard Skinner present comedy in three acts by Dorothy Sayers Blackwell; settings, John Koenig, ac Country Flayhouse, Westport, Conn., week July 10, 157.

Country Playhouse, Westport, Conn., week
July 10, 31.

Ulton Seconds
Mrs. Ruggles. Lillian Brennard Onge
Harriet Valerie Cossart
Lord Peter Wimsey
Harriet Walerie Cossart
Lord Peter Wimsey
Harriet Constant
Harriet Wimsey
Harriet Walerie Cossart
Lord Peter Wimsey
Harriet Wimse

Whodunits are rarely performed in summer stock, though they were standard fare in the days of established winter companies. Tryout of a new mystery play is therefore a novelly. But Busman's Honeymoon' is not very exciting news, outside of being the first original mystery unfolded in several summers.

Based on a series of magazine

on penns, the first original mystery-infolded in several summers.

Based on a series of magazine stories in which Lord Peter Wimsey is the central figure, it is slow-moving and heavy with convisations. Which in the series of t

way, for the menace is amusingly familiar, yet unhought of. Old man Noces was definitely a person in his English village. He was able to borrow the savings of many of his meighbors, and the savere with the person in his English village. He was the to borrow the savings of many of his meighbors, and the form of the control of the contr

in a scene which has considerable dramatic effect.

Meantime there has been a lot of speculation about the crime, with most hands sitting around to offer their explanations. This is all right, but does not provide the second at uproar one has a right to expect in.

Third act is easily the best and gives the actors their best opportunities. Here Mildred Natwick, as the spinster niece, is able to put over the tricks which have made her the outstanding selection for such a role. Ranking with Miss Natwick, in the local engagement, is John Emery, back from Hollywood, as Lord Wimsof an actor in the classical sity Dride whose honeyard is interrupted by the murder, and Lillian Brennard Tonge is her serving woman. St. Clair gets laughs as the visiting vicar and there are other good characterizations.

BIRTHS

Mary O'Keefe, sister of Walter, secretary to Cedric W. Foster, manager at WTKT, Hartford.

Dayle Farnsworth (Lillian Ziegfeld) has returned to WCOL, Columbus, with her Hollywood chatter program.

Dave Berk, formerly a booking agent, has been added to WDAS, Philly, sales staff.

BIRTHS

Mr. and Mrs. Bold Cunningham, daughter, June 24 in Omaha, Neb. Father is program director at KOIL. Mr. and Mrs. Bull Miskell, daughter, in Omaha. Father is manager of Orpheum, Omaha.

Mr. and Mrs. Herbert O'Brien, adaughter. Father's commercial manager at WTMT, Hartford. Mr. and Mrs. Benjamin Krantz, Son, in New York, July 13. Father is stage manager and actor in 'Having Wonderful Time,' at Lyceum, N. Y.

WHAT THEY THINK

How 'Swance' Was Born Editor, VARIETY:

New York, July 17. You may be interested to publish how the late George Gershwin wrote his first big song hit, 'Swanee,' and incidentally, his favorite composition.

position.

Early in 1934, I was appearing in a radio series with George on Station WJZ. We had an hour to spend before the re-broadcast and I sugbefore the re-broadcast and I sug-gested we go out for a bite to eat. Over the coffee cups I asked him how he happened to write 'Swanee.' Gershwin told me that in 1920 he was riding up Riverside Drive in New York on top of a bus with Irving Caesar, the lyrigist. They New York on top of a bus with riving Caesar, the lyricist. They were talking over a song idea when Caesar suggested 'Swance' as a tite. George said the word fascinated him and that he couldn't wait to get a piano to set music to that word. When he did, he said he finished the entire song in a little over an hour. The song was first heard at the

entire song in a fine over all flour. The song was first heard at the opening of the Capitol theatre in N. Y., in the Ned Wayburn revue. Gershwin told me 'Swanee' was liked but that it made no great impression until a year later when Al Jolson chanced upon it and sang it.

Joison chanced upon it and sang it. From then on, 'Swanee' penetrated to the four corners of the earth. Laddy Cliff sang it in London, Harry Pilcer in Paris, and I can't spell the name of the fellow who introduced it in Russia. Anyhow, here you have it, the history of the song that started on Riverside Drive and then went for a trip around the world. Arthur Boran.

Radio's Boons Milwaukee, July 14.

Editor. VARIETY:

So Maestro Richard Himber (or his p.a.) has taken up verbal arms against those who point accusing fingers at 'Ole Marse Radio' and cry, 'assassin of sheet music.' Batoneer Himber (or his p.a.) attempts to swing the accusations towards the

What they say about some of the film ditties is right as they do cover a specific incident in a picture that many of the radio audience may not

If you don't mind another theory anent the downfall of sheet music

FRISCO FAIR PROMISED

EXHIBS FROM 23 STATES San Francisco, July 20.

Already 23 states have taken legislative action to be represented with

exhibits on Treasure Island, San Francisco Bay site of the 1939

World's Fair of the West, according to announcement made by fair execs Oregon, the first state to sign a space contract at the 1915 Panama-Pacific Exposition at San Francisco,

is the first state to have its contract for space in the Hall of Western States approved by the 1939 exposi-tion officials

States having made appropriations are: California, \$5,000,000; Arizona, \$15,000; Nevada, \$25,000; Utah, \$25,000; Illinois, \$100,000; Missouri, \$100,000; and Wisconsin, \$2,500.

The following states have either appointed commissions or authorized other state agencies to function as such: Montana, New Mexico, Wyoming, Arkansas, Florida, Iowa, North Carolina, Colorado, Michigan, Texas and Oklahoma.

Frank Y. McLaughlin, Director of Exhibits and Concessions for the exposition, announced last week that more than \$370,000 worth of exhibit space had been sold during the past three months.

tion officials

sales, my humble offering is the age-less economic problem. The same economic bugaboo that has started all the revolutions and wars through-out the ages.

out the ages.

Take stock of the lean depression years. How many honorable citizens could stretch the meager salaries for the price of a piano or any other musical instrument? How many family budgets could stand the strain of music lessons for Sis or Brother? With no instruments to play and no learning, why shoot 35c, a copy for a sheet of music that would be favorite listening for a few weeks?

few weeks?

Even in pre-depression days, it meant a bit of scrimping on lunch money to keep a fresh supply of current hits. How many of the sensations of that time have attained immortality?

mortality?

How about taking account of the publishers, who make no attempt to sell the music, satisfied with the revenue received from broadcasts on that terrible thing called radio. I'd gladly join the fight against those who malign radio instead of singing its praises for educating the millions to truly appreciate music of all types.

lions to truly appreciate music or aritypes.

The fasner in his overalls is now privileged to hear Stokowski, Dr. Black, Iturbi, Heifetz and our greatest artists along with the be-ermined and be-jeweled society.

Radio may not make millionaires of songwriters but it brings immeasurable happiness to the blind, the invalids, the poor man without the price of personal visitations to concerts and theatres and the millions in remote corners of the country.

Vivian M. Gardner.

Teddy Hart Protests Editor, VARIETY:

New York, July 16.

New York, July 10,
Please correct item in Radie Harris' column in Thursday's Daily
Variety to the effect I considered
suing Paramount. Ridiculous rumor.
Relations with Paramount very cor-

diai.
Enjoyed working with them and
believe Miss Harris' misstatement
both harmful and unfair. Thanks.
Teddy Hart.

(Refers to chatter item that Teddy Hart received \$500 from Par for one week's work in 'Hotel Haywire,' but got no billing.)

Soft for Endurancer. Village Becomes Pard

Village Becomes Pard
Minneapolis, July 20.
Because the village of Crystal, local suburb, needs the money, its officials refuse to stop the dance marathon there, despite complaints protesting against all-night carousing of
patrons. The village actually is in
partnership with the promoters, as
it receives a liberal percentage of
the gross. The village council has a
special representative at the gate
and the-village treasurer makes a
daily trip to the marathon to check
up and collect the municipality's
share of the receipts.
In order to comply with the state
anti-marathon law, the show operates only 23 hours each day, contestants being given an hour off for
rest in the morning. Five Negro employes quit the marathon claiming

ployes quit the marathon claiming they have not been paid promised wages. They asked the Crystal authorities to defray their traition home.

Tyler With Wallace Trick

Los Angeles, July 20.
Tom Tyler, Victory Pictures western star, is on an 18-week leave to tour with Wallace Bros. circus,
Tyler replaced Hoot Gibson, making his first appearance in Tomahawk, Wis., July 17.

Might Try An Agent

Might Iry An Agent
Charlotte, N. C., July 20.
Clowns must all be working with
the touring circuses and the organ
grinders with their monkeys must be
vacationing in Italy—anyhow, John
W. Harden, Charlotte News. columnist,
hasn't been able to find either
varlety of show life.
He has been trying to locate some
clowns and an organ grinder and

He has been trying to rocke some clowns and an organ grinder and monk for a large department, store that has considerable work in mind for them, of a promotional nature. But despite tools in his daily Snap-shots column, none hus appeared to shots column, nor take the booking.

RINGLING SHOW TO STAY EAST

Mansfield, O., July 20. There will be no west coast tour for the Ringling Bros.-Barnum & Bailey circus this season, Samuel P. Gumpertz.

general manager, a ced here nounced here. He asserted the show would go no farther west than Omaha and would go southwest only far enough to play some of Texas, then confine the balance of its current tour to the south and the cotton country, closing about the middle of November, not far from winter quarters in Florida.

Starting last Sunday at Dover, O, the big show will play about ten consecutive Sundays while moving through the Middlewest.

Dover O., smallest town on the 1937 itinerary played Sunday, July 11, gave the show better than \$14,000 gross, which Pittsburgh. which beat laying off

CARNEYS KILLING PARKS

Pennsy Parks Take It on the Chin from Auspices

Lancaster, Pa., July 20.

Regular amusement parks in this section are taking it on the chin plenty this season due to what they term unfair competition from carney spots, which are running high, wide and handsome,

and fiandsome,
Things reached a point this week
where Maple Grove, oldest and
probably the best equipped park, cut
down on amusement crews and hung
out a sign 'Maple Grove Trailer
Camp.'

Camp.'
New fads in outdoor entertainment,
running toward old variety theatre
lines, have been cutting deep for
past three years, making the park
depend on swimming pools, boxing
arenas and midget race tracks for
their resum.

depend on swimming pous, boxing arenas and midget race tracks for their revenue.

Chief kick is that the regulation is unfair. While the law keeps a sharp yee on park attractions and a heavy hand on the till, the carnival and festival boys do as they please and keep all the profits for themselves. Chief among park competitors are small town fire companies who are carnival specialists, throwing three or four events each summer, each cracking down on the parks because of the give-aways. Past week, which should have been a good one for the parks, was a double zero at the box office because five fire companies in suburban towns picked on the week for carnivals and gave away as many new cars as door prizes.

lowa Bull Fight

Des Moines, July 20.

The Iowa state fair is planning another builfight on the rodeo program Aug. 27, 28 and 29. The news bureau claims this year's exhibition will be entirely different from the one staged at the 1933 fair at which time the buil showed so little entusiasm the spectators felt they had been cheated out of the Nobel peace prize. The bureau also claims that this year's fair will see the noted toreador, Jun Villa Gonzales.

Builfight in 1933 was handicapped to some extent by the protests of the Iowa Hunane Society and other organizations, which have not yet expressed opinions on the announced plan for this year's rodeo headliner. Des Moines, July 20.

Barron's Animals Stranded

Easton, Pa., July 20.
Albert Barron, animal trainer and one time head of a circus that bore his name, became stranded at Somer, the part have been stranded at Somer. ville, near here, last week, sur-rounded by his ponies, goats and dogs.

dogs.

Barron was stranded when the circus he was with folded up. He asked the aid of police in getting him out of the town to other spots whehe he has engagements.

Getting Ambitious

Getting Ambinous
Lancaster, Pea, July 20.
Lebseltsers Grove, nearby outdoor
spot, working a straight Sunday
policy in a wood lot, stepped into
big time during the past week to
book its first high-priced acts.
Cliff Grey, owner-manager, has
set in Roscue Ates for Aug. 1,
Stepin Fetchil for Aug. 8 and Borrah
Minevitch Rascals for Aug. 18.

Sues on Aerial Accident

London, Can., July 20.

Lawsuit involving the alleged oreaking of a guy wire supporting a high pole upon which the Race

hawsuit intuiting the acceptance of a guy wire supporting a high pole upon which the Race Bros. did their serial trapeze feats before the grandstand at the Western Fair here last year, has been started in the local courts.

George A. Hamid, Inc., of New York, which provided the grandstand entertainment at the last fair, is suing Joseph A. and George C. Raymond and Raymond Bros., and also Arthur Helm, a trucker, all of this city.

George L. Mitchell, lawyer for the entertainment company, asserts that the guy wire was broken by a truck on the night of Sept. 19. The guy wire supported a high pole from which aerial trapeze equipment was suspended.

DALLAS CUTS EXPENSES IN HOPE OF BLACK INK

Dallas, July 20.

The Dallas exposition continued its retrenchment activities last week toward getting its expenses in line with income. Salaries were slashed from 10-33% and the personnel was pruned to some extent.

Officials sought some way to hypo attendance figures which through Saturday (17) had reached the aggregate of 712,312. First move in this direction was to make a free attraction of Cavalcade, the open air historical spectacle.

The fair heads considered the suggestion that the front gate toll be abandoned but this idea was discarded. Holders of ticket books with Cavalcade script attached will be passed through entrance of fair on presentation of stubs.

Subsidy of George Marshall's international sports program over last weekend, fook: big bite out of exposition's cash reserve, affair costing well over the \$50,000 budgeted. Track meet and soccer games didn't alt. 42,000 capacity bowl but those in charge counted publicity generated as of incalcuble value.

Athletic games drew about 10,000 second night and around 23,000 third night. Most of seats were free. There was general satisfaction with the draw as a track meet doesn't rate as an excitting public carnival. Games also drew better than usual galaxy of international big-wigs.

Exposition management also has tinkered with operation of the Carsino. Tariff on about 700 spectators in the draw as a track meet doesn't rate as an excitting public carnival. Games also drew better than usual galaxy of international big-wigs.

Exposition management also has tinkered with operation of the Carsino. Tariff on about 700 spectators was cut to 50 cents and this was immediately reflected in patronage iump among those who didn't care to eat or dance while attending swanky night spot.

Phil Harris comes in Saturday (24) to replace Rudy Vallee and Lanny Ross begins engagement at same time. Vallee got \$12,500 per weekduring his stay and weekly nut ran about \$26,000 for show, admittedly in excess of potential income. With the change in shows next week the with will sty

Lasses Under Canvas

Charlotte, N. C., July 20.
In this territory now is a new banner: Lasses White Radio Barn Dance Revue.
It's the old Milt Tolbert tent show with new faces and new lithos.
Lasses White teams with Honey Boy Wilds, also of the Al G. Fields and Neil O'Brien era, to make the Lasses and Honey act. and Honey act.
The tent seats 3,500. The show is

entirely motorized and plays easy one-night stands. Two electric plants are in the equipment. There are 15 vaudeville acts and a templece orchestra. The personnel numbers 75, and includes a chorius. Featured under Lasses and Honey are Lamoaa, Hawaiian dancer; Red Jenks and his magic trumpet; Wyley Kilpatric, the dancing fool; Uncle Ezra Skim Williams; Cannon Sisters, and Stan Stanley. entirely motorized and plays easy one-night stands. Two electric

To Play Centralia
Seattle, July 20.
Edward J. Fisher reports booking
fair dates, Aug. 6, 7, 8 for Centralia
Pioneer days. Among other acts,
Joe Fanton Trio, Milo Trio, Don La
Bella (Cuban wire), Freeman and
Hogan, and Okundo troupe.

N. Y. FAIR PLANS **EXHIBITORS CLUB**

Following the completion of the \$900,000 administration building in the New York's World's Fair grounds early next month, chief interest will be centered on how rapidly an exhibitor's headquarters building on the lake is completed.

the lake is completed.
This is to be the principal meeting place of concessionaires and exhibs of the exposition, although it is to be a club membership affair. However, the guest card arrangement probably will not keep a single exhibitor or concession man from enjoying its privileges in the next 18 months or until the New York shop opens. One of the more elaborate highlights of the building will be a large bar and all the fixings.
With the opening of the first per-

With the opening of the first permanent World's Fair building, first steps will be taken towards making the small city within New York City. Under the lease which fair officials have on the ground, a miniature model of a municipal administration

model of a municipal administration is possible.

First move to set up the police department came with the appointment of John O'Brien, former New York police inspector, as chief. Chicago fair had a force of 400, which attended to policing of grounds, supervision of midway shows, etc. Probably will be more than twice that number at New York exposition.

World's Fair fire department is the next city unit in line for organiza-

on.
The publicity-advertising division, The publicity-advertising division, some of the executive offices and other departments of N. Y. World's Fair will go out to the grounds next month, with the exhibitor and concession units remaining in the Empire State building. Administration building on the Flushing site is completed excepting for interior work and decorating.

Washington, July 20.

Washington, July 20.
Appointment by President Roosevelt of State Secretary Edward J.
Flynn and George Creel, as U. S.
Commissioners for the New York
World's Fair and the San Francisco
Exposition, respectively, last week
touched off the official starting gun
for the two big 1939 expos.
With three honorary commissioners already appointed to the San
Francisco board from the House of
Representatives and two chosen for
New York, only the appointment by
the Vice President of Six Senators—
three for each area—and the naming

three for each area—and the naming of a third New York commissioner to the House group remains to complete Uncle Sam's official setup.

plete Uncle Sam's official setup. For his chore as Government emcee with the New York fair, Flynn. —Democratic big-wig in the Bronx—will receive \$15,000 annually. Creel, who has divided his time between writing for Collier's mag and lobbying in Washington, will get the same amount.

amount.

Representatives Merritt of New
York and McReynolds of Tennessee,
both Democrats, were named to the
House commission of the New York
Fair. A Republican member will House commission of the New York Fair. A Republican member will be added later. Three House com-missioners for San Francisco — all Californians — were Representatives Havenner, Progressive; Lea, Demo-crat, and Welsh, Republican.

Hoxie Show Readying

Dennison, O., July 20.

Plans for a new Jack Hoxie circus are progressing rapidly, according to R. M. Harvey, who has shitted his headquarters from Wheeling, W. Va., here. Very little of the old property

headquarters from Wheeling, W. Va, here. Very little of the old property will be used, according to Harvey, who said new grand stand chairs, poles, canvas and props will be purchased. Elmer Jones will be purchased. Elmer Jones will be purchased. Elmer Jones will be purchased. Most of the hosses are in camp with Hoxie near Wheeling. Hoxie and Dixle Starr, his wife, are playing theatre dates nearby, while Harvey and others are framing the new show, which will take the road soon. Opening probably in eastern Ohio. None of the Newtons will be connected with the new Hoxie circus. Several trucks used by the advance when it closed here are sill here and equipment is being received here daily.

Circus Routes Week of July 26

Barnes-Sells-Floto Falls. Mont., 26; Havre. 27; 28; Williston, N. D., 29; Minot., 80, 31; Grand Forks, Aug. 1.

Cole-Beatty-Maynard

Lincoln, Neb., 26; Falls City, 27; St. Oseph. Mo., 28; Topeka, Kans., 29; Importa, 30; Hutchinson, 31.
Ringling Bros.-Barnum & Bailey

Minneapolis, Minn., 26-27; St. Paul, 28; Winous, 28; Madison, Wis., 30; Chicago, 31-Aug, 8.

I NEVER DID THIS BEFORE

by Ben Hecht

I've always had the notion that the theatre could hit harder than the screen, bounce higher, say more and dig deeper.

After an hour and a half look at Mr. Goldwyn's production of "Dead End", I entered Mr. Goldwyn's office with head hung and ready to join the true faith, and murmur that I may have been wrong.

It is perhaps unfair to the stage to use the picture "Dead End" as a spokesman for the cinema-side. Because this opus as put on the screen by Mr. Goldwyn's troupe of geniuses is as good a movie (the word 'movie' is anathema to Mr. G.) as Hollywood has ever produced.

It is a more unflinching, undecorated and brilliant attack on the emotions than any stage play, including its own Broadway origin, I've seen in years.

Odd though it is to find one's self writing a blurb for a Goldwyn picture, it's my own fault, not Mr G.'s. Among the things I did when I broke down and begged Mr. G.'s pardon for not having adored the art of the cinema before, was ask his permission to square myself with the Muses by coming out once flat-footed with a Hosannah for a movie.

Mr. G. graciously granted me this permission and here is my Hosannah—seventy trumpets strong and all pealing "Dead End" is a knockout.

15¢

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64 PAGES

Court Ruling May Give Chi Edge On Reno As Easy Divorce Spot

Chicago, July 27.

Return of Chicago as the focal point for divorces and the decline of Reno as the parting place is seen in the Appellate Court's decision that there is no such thing as a binding and effectual Nevada divorce decree except to people who actually are from a die residents of Nevada with the intention of remaining there permanently, and not for the purpose of getting a divorce.

No matter whether the defendant in the Reno action enters an appearance and consents, or whether property settlements are made, or any other thing is done, the decree, legal minds agree, still remains a nullity and is open to attack by either of the parties to the divorce itself, or by a subsequent spouse, or by children after the death of the parties. Which means to the lawyers than nothing can really be accomplished by people of another state going to Nevada.

On the other hand, Chicago attorneys point to the section of the Dilinois Statute which obviates the necessity of a year's residence in the state on the part of the plaintiff where the grounds for the divorce are committed in Illinois or while one or both of the parties resided in Illinois.

Many, many cases in Chicago have proceeded upon that section, and

Illinois.

Many, many cases in Chicago have proceeded upon that section, and those decrees are held to be absolutely binding and final, not only upon the parties themselves, but upon all others and are not open to attack in any manner. Most theratical divorces obtained in Chicago have been based upon that section of the Illinois statutes, and Indications that the divorce trend is back to Chi following a downward slide during the past four years.

INDIE'S FILM ON WM. **DESMOND TAYLOR CASE**

Hollywood, July 27.
Getting tired waiting around for 15 years for Hollywood cops to solve murder mystery of William Desmond Taylor, director in whose life Mary Miles Minter and Mabel Normand figured, Cinestat Productions is making it into a pic.

Reminds of the 'Mystery of Marie Roget,' which Edgar Allan Poe wrote from news clips of the Mary Rogers murder. Years later murderers confessed, practically using Poe's solution word for word as their confession—even to dialog.

Did You Say Remote?

Budapest, July 16.
Sandor Incze, editor of Szinhazi Elet, this country's leading fan mag, is back from his sixth trip to U. S., hoping to realize his pet plan of producing the Hungarian drama classic, 'Trag-edy of Man,' on the American stage.

stage.

Incze says he hopes to get Gilbert Miller to direct, Helen Hayes to play Eve and Leslie Howard to play Adam—at some remote time when they, all three, may be free to do so.

Dixie's New Dance Craze, Big Apple, **Terped Barefoot**

Charlotte, N. C., July 27. Charlotte, N. C., July 27.
The next dance craze will come out of the south. It is known as the Big Apple and originated with the Gullah Negroes around Charleston, but this summer moved into whatever circles of respectability that beach resorts offer. Pawley's Island, off the South Carolina coast, danced it first. Then Myrtle Beach. Now it is going like measles up and down the southern beaches.

The youngsters and collegians

the southern beatines.

The youngsters and collegians started it. Many of them dance it as the Gullahs do—barefooted. It requires a lot of floating power and fannying. Newsreel camera men from Charlotte have already set out for Pawley's to get some shots.

for Pawley's to get some snots.

The new swing craze has been shortened, already, to just 'apple,' as pavillion crowds beg the young dancers to 'apple' for them, or teach them to 'apple.' The only trouble is that 'apple' time is such that it threatens to shake down some of the

dance places.

An expert at 'apple' says that it combines several Carolina Negro jigs: truckin', shining, Suzy-Q, Praise Allah, and a few others.

Roget, which Edgar Allah Poe wrote from news clips of the Mary Rogers murder. Years later murderers confessed, practically using Poe's solution word for word as their confession—even to dialog.

Mountain Music Spree Spartanburg, S. C., July 27.

Gittars' and banjos will twang, fiddles will sing and mountain guys will swill sing and mountain guys will swill swing their gals in competitive dances as the 10th annual Mountain Dance and Folk Song Festival gets under way Aug. 5, for three days and ghat sat Asheville.

More than 500 contestants are signed, with more coming.

FILM PURITY PAYS

S. Film-Makers Hyper-Careful of Foreign Sensitivities - As Result, It's a Basic Saving on Future Censorship Troubles and Cutting - Furthermore, It Tends to Cement America's Dominance of the World's Motion Picture Market

OK FOR THE U. S.

By DENIS MORRISON

Hollywood, July 27. New day has dawned in censor-ship, with foreign nations every-where clamping down hard on Hollywood picture product due for the most part to national pride and studios walking a chalk line in con-sequence.

eeming paradox is—studios like

Like it and profit by it. It's the old story of the Legion of Decency told anew in another province, Producers kicked like the pro-

(Continued on page 34)

Harriet Hoctor Crack in Vallee Show Treads Upon Sensitive Dallas Toes

Ft. Worth, July 27.

Dallas scribes are burning PanAmerican Exposition officials because of plugs given Fort Worth's
rival Frontier Fiesta over the Rudy
Vallee air show Thursday (22) from
Dallas' Pan-American Casino, where
Rudy pulled down \$12,000 per week
for two week

Dallas' Pan-American Casino, where Rudy pulled down \$12,000 per week for two weeks.

At the close of her interview by Vallee, Harriet Hoctor, dance star of Casa Manana, at Fort Worth, said: 'Rudy, why don't you come over to Fort Worth and see a good show?' Rudy replied: 'I have, but it's a secret here in Dallas.'

Earlier in the program, the mc. made references to Paul Whiteman, at the Fort Worth show. Vallee, the previous weekend, was Whiteman's guest at a ranch he occupies near Fort Worth.

Raged Eddie Barr in his Dallas Dispatch column: 'If Miss Hoctor's line, 'Come over to Fort Worth and see a good show,' was in the script, and Miss Hoctor adilibed it, she ought to be spanked with a hairbrush for taking advantage of Panamerpo's hospitality.'

Miss Hoctor said the line was in the script written in Dallas and handed to her just before the broad-gast.

HOLLYWOOD FINDS New Radio Equity Will Completely Realign 4 A's; Gillmore at the Helm

Too Close to Home

When Barter Theatre production of 'The Petrified Forest' was given last week at the Graystone Inn, Roaring Gap, N. C., show was given in the hotel dining room, with the set being erected the afternoon of the performance.

Script calls for a sign on the wall to read 'Tipping is Un-American—Keep Your Change.' Hotel waiters squawked, however, and that part of the production didn't go up until after dinner.

Floating Stag Shows Back as N.Y. Burlys Fold

Floating stags, with everything in the way of nudity, has cropped up in the Times Square district and reported doing landoffice biz. Racket is the aftermath of the rigid censoring that sloughed burlesque in the former burley houses. Devotees of the strip-tease and bumps are now getting it more vividity via the stags with no LaGuardia to guard 'em. Promoters have shills and cappers working the burlesque theatre area on 42d street and elsewhere on the main stem. Shows are reportedly spotted in west side loft buildings when patronage is sufficient to warrant, or in smeller spots. Tariff is \$1. Burlesque ops in the know may apitalize this angle in appealing from License Commissioner Paul Moss' drastic regulations which limbod burlesque and strippers from New York and environs indefinitely. It is understood the burlesque men will make capital of these lewder, unlicensed, licentious shows in a second appeal to Mayor F. H. La-(Continued on page 62)

Man Bites Snake

An unfavorable reaction from a tour of Maine by the Walter L. Main Circus, is the illness from snake bite of one of the show's Indian roustabouts.

It was at Calais that the Indian went berserk and going Into the sideshow tent while the grind show was in progress, he suddenly leaped into the snake pit, and bit one of the snakes cleanly into two sections.

The best snake in the show was ruined and had to be buried and the best worker in the show had to go to hospital as fertile ground for a stomach pump. Instead of being released in a day or two he was on the shelf for a week.

What happened at a meeting in Equity offices, in N. Y., yesterday (Tuesday) may be momentous to radio artists of all types. It was decided that the Associated Actors and Artistes of America (Four Afs) will be reorganized and instead of being a skeleton organization it will become a national body, as active as any union which holds its franchises. On Friday (30) a meeting of all the stage, screen and musical artist groups will probably complete the plans to organize radio from coast to coast. A name for the new group will be officially chosen then.

This new organization will be chartcred by the Four Afs and will be officially chosen then.

This new organization will be chartcred by the Four Afs and will be boards in various localities, comparable, to locals of national unions. Equity has surrendered its jurisdiction in radio to the Four Afs with the understanding that the new organization, sponsored by the Screen Actors Guild, American Guild of Musical Artists, and Equity will become an actuality.

Frank Gillmore will become the active head of the new radio group and some of his duties as Equity's head will be reassigned.

Kenneth Thomson of the Screen Actors' Guild is one of the chief sponsors of the realigned Four A's and the new radio setup, although he said that the new order resulted from conversations with Gillmore and Paul N. Turner, Equity attorney. Henry Jaffe and Leo Fischer of the Musical Artists Guild, Lawrence Bellenson of SAG, Paul Dulzell, George Heller, Richard Gordon, (Continued on page 51)

TOBACCO ROAD NOW PAVED WITH GOLD

Atlanta, July 27.

Atlanta, July 27.

Tobacco Road is more than just a book-play title this week as Georgia farmers await the opening of the annual tobacco market Thursday (29). Buyers, who last year took away 86,565,298 pounds of the leaf and left \$18,146,557 behind, are here in force awaiting the opening of the auctions, which are always marked by celebrations.

Georgia markets are the first in the country to open and the 15 market cities are Adel, Baxley, Blackshear, Douglas, Hahira, Hazlehurst, Kettiets are Adel, Baxley, Blackshear, Douglas, Hahira, Hazlehurst, Metter, Moultrie, Nashville, Pelham, Statesboro, Tifton, Valdosta, Vidalia and Waycross.

Money flows lavishly during these times and amusement biz cashes in heavily. Celebrations consist of festivals, barn and street dances, etc. Pitch men flood the towns.

Fic theatres get a big play. In many auction localities houses stay open all night drawing patronage from growers who bring their tobacco in on trucks and wagons after midnight and have nothing to do or any place to go until auctions get going next morning.

Rep Retains Its Studio 29 Mos. Under Settlement. Ontion Denied; British Co. Seeks Site, Report

Hollywood, July 27. Out-of-court settlement was ef-fected last Friday (23) in the suit of the Guaranty Liquidating Corp., of Hollywood against Republic Pictures Inc., in which plaintiff attacked the validity of Republic's lease on its Ventura boulevard studio and sought judgment for \$112,800 damages.

Exact terms of the settlement were Exact terms of the settlement were not rewealed. However, Republic will he permitted to retain possession of the property for the remainder of its five-year lease which, has 29 months to yun. Plea of Republic either for a renewal clause or for an option 50 buy was denied by the corporation. Clause in the lease which gives

option to buy was denied by the purporation.
Clause in the lease which gives Republic the right to meet any purchase offer was permitted to remain in torse. According to Flarold Murgby, Guaranty prez, half a dozen tentative feelers for the property have been gut out by prospective investors. Sol Lesser wants it and recently when Louis D. Lurie's Remowned Artists deal with Tay Garnett was alive, proposal to buy the nett was alive, proposal to buy the studio was broached. When Garnett pulled out of the Renowned setup this was abandoned.

Reitishers Seek Site

A Britishers Seek Site
A British film producing corporatlon, according to Murphy, is interessed in launching Hollywood production, and a group of eastern in(Continued on page 34)

ROWLAND OFF CN BY CONSENT

Hollywood, July 27. Richard A. Rowland washed up his Grand Mational producing contract

with Philip Krasne, attorney-side to Edward L. Alperson, by anutual con-sept, after five months on the lot without anaking a film. Rowland shused GN to produce 'Dynamite' with James Carney, but this was thelved when Carney went into Something to Sing About' for Vic-tor Scherzinger. Me then glanned 'Painter in the Sky' color picture located in the Gapand Canyon, which has been shelved size. GN. contracted with Keller-Donian sompany for the color. Outht sent seven experts from with Philip Krasne, attorney-aide to

Keller-Bonnan company for use cotor.
Outfit sent seven experts from
France but on arrival found they
outed not get proper camera and
other equipment and had to send to
France for it. Company erected
Hollywood plant, installing equipment

Rowland asserts he will announce future plans within the week.

Suit of Windsor Pictures against Keller-Dorian for breach of contract in discharging two of its representatives whose services had been arranged for by the color concern, was settled out of court yessterday (Tues.). Under the terms of the settlement, Keller-Dorian pays Windsor \$2,500 in cash and grants to the producing company a free license on the K-D color process for five wears. Windsor produces com-Windsor produces com

five years. Windsor produces commercial pictures.
Suit to establish validity of the contract arase out of employment from Windsor of Leo Lipp and Sam Grinson, who went to the Coast for K-D to work on a picture for Grand National. When the deal with G. N. was dropped, K-D discharged Lipp sad Grinson. A. J. Rubien acted as attorney for Windsor.

Eddie Buzzell Powders "Merry." Cummings Subs

Eddie Buzzell has stepped out of the dissecting assignment on Universel's Menry-Go-Round of 1938' and Irving Cummings has taken up the chore as the result of differences of opinion with the studio as to how the film should be treated.

Merritt Gerstad, head cameraman, also leaves the pidiwar and Joseph

also leaves the picture and Joseph Valentine steps into the spot. B. G. DeSylva is producing

Toland's Technicolor Tutelage for Goldwyn

Buccancer' Crew's Close Call When Ball Pine's Car Does Suit

New Onleans, July 27.

Several members of the Paramount crew making seenes for The
Buocaneer had a narrow escape
Wednesday (21) when a car in
which shey were riding left a dirt
rand near Jeanerest La, near here,
and landed upside down in a ditch,
its ten before and invasite directions.

road near Jeanerett, La, near here, and landed upside down in a ditch, its top broken and smashed.

In the auto were Bill Pine, associate of the Cecil B. deMitte unit, who was driving; Arthur Rosson, director; Dewey Wrigley, cameraman, and Frank G. Patout, operator of the Frederick hotel at New, heria. Wrigley suffered a knee injury.

According to reports, Pine was driving along the dirt road when a wasp fiew into the automobile and got into his shirt. Holding the steering wheel with one hand, Pine attempted to kill the stinging insect when he lost sentiol as the car reached a curve.

Bill Helis, Jr., son of local oil millionaire and student at University of South California, is doubling for Fredric March as Lafite, while Marfeel Klotz is working in scenes as double for Francisca Gaal, femining lead in the pic.

Hundreds, of trappers and other

double for Francisca team, seminine lead in the pic.

Hundreds, of trappers and other residents of the swamp country, including Andre Billiot, champ pirogue paddler, are working in the film as

Unit will be here several weeks.

BICHARD BENNETT IN VOLUNTARY B'K'PTCY

Richard Bennett, legitimate stage star, film actor and father of Constance, Joan and Barbara Bennett, admitted Friday (23), he was broke so far as being shle to pay outstanding debts amounting to \$46157. Bennett through his attorney. Theodore Charmas, made this confession by filing voluntary petition in bankruptcy in N.Y. He was unable to fix the value of unsecured assets he claims other than \$50,000 in insurance policies which are exempt.

ance policies which are exempt.

Bennett classified himself in

ance policies which are exempt.

Bennett classified himself in the petition as an unemployed actor and gave his address as the Hotel Westover, West 72d street. Debts mostly include payment of services to doctors and nurses both in New York and California; also \$101 due the Lambs for dues and contributions.

Among assets Bennett lists but on which he places no value is a half interest in property at Palm Springs and Santa Monica, Calif. The actor also claims half ownership in antiques. rugs and other furnishings now in possession of his wife. Angela, at her home in Los Gato, Calif. An \$800 interest in a Packard car held by his daughter. Joan, is noted as an asset as well as half ownership in an Isotta-Franchini and a Franklin car possessed by Angela.

owhership in an Isotta-Franchini and a Franklin car possessed by Angela. Another oreditor named is Eleanor Winslow Williams of 226 West 72d street for \$1,900 'due on an option' of play 'John Brown'.

Bennett has left for the Coast.

Chaderay to RKO

Hollywood, July 27.
Edward Chodorov, associate producer at Meiro for six months, has resigned for a writing job at Radio. He went from Columbia to Metro.

WORLD LIBRARY

Selznick - International Collec Technicolor Film—Kern in Charge. Collecting

Hollywood, July 27.
Selznick-International is assembling a Beenincolor film library with atmospheric and action shots from throughout the world. Hal Kerm, chief cutter, is assembling the lensings and already has classified and cross-indexed 65,000 feet of film.

Library is being augmented at the

Tutelage for Goldwyn rate of 2,000 feet a week. Samuel Goldwyn has sent Gregg Toland to the Technocolor laboratories for a special intensive menth of tutelage in color camera work following which Toland will undertake the camera supervision of The Goldwyn Follies. This is first time any lenser outside of the Technicolor personnel has had full charge of shooting a picture. Scarcity of skilled color men in the lensing corps brought about the apprentiseship.

Washington, July 27. Animosity of Nazis toward Holly wood product which does not flatter the Mitler regime or the German nation bobbed up again last week when German diplomats scorned in vitations to local opening of Uni-

versal's war picture, 'Road Back.'
Apparently still smarting ow Apparently Apparenty and smarting over Hollywood's balk at boyoott threats, members of the goose-stepping embassy staff stayed away in droves from the hallyhood screening at RKO-Keith's Thursday (22). Although bids were sent to Ambassador Hans Dieckhoff, diplomacy-constitutions and the screening at the sent of the s scious management couldn't see a single Nazi in the house.

single Nazi in the house. Film is the one involved in ascent incident' when the U. S. State Department rebuked Br. Georg Gyssing, German consul at Los Angeles, and the Embassy for intimidating Hollywood talent. Disclosure that Gyssling had threatened a fatherland strafe on flickers in which any of the Raad Back' cast appeared in the future stirred New Dealess anto warning the Embassy that any squawks should be filed via routine diplomatic obannels.

squawks should be filed via routine diplomatic obannels.

While the Nazis shunned unreeling of the cinematic version of Eric Maria Remarque's nowel, American dignitaries turned out in numbers. Free-seat occupants included smattering of Army and Navy officers, and gang of legislators, among them Senators Claude Pepper of Florida, Robert Reynolds of North Carolingan, Robert Lawollette of Wisconsin, Kenterh McKellar of Enerosee. Carl Robert LaFollette of Wisconsin, Ken-neth McKellar of Tennessee, Carl Hatch of New Mexico, and Shevman Minton of Indiana. Sub-cabinet exeos and many minor departmental func-tionaries, as well as sizeable press pontingent, Annie Oakleyed.

CAPRA STILL POUTING. WON'T REPORT TO COL.

Hollywood, July 27. Frank Capra, director, still refuses report for work at the Columbia

Frank Capra, uncert to report for work at the Columbia studios.
Director has notified the studio that the terms of his contract had been violated and is standing on that moint. Meanwhile Columbia has compelling him

Par Rushes Pigskinner To Catch Grid Release

Hollywood, July 27.

Yesterday's Cheers, Paramount football film, has been moved up to the August production schedule to provide for release in the grid season. Script is being rushed through by Albert Shelby LeVino

Principles perceived into the cast

Principals penciled into the cast include Mary Carlisle, John Howard, Robert Cummings, John Patterson, and Lynne Overman.

ARRIVALS

Gladys Swarthout, Frank Chap-man, Catherine Littlefield, Philadel-phila Ballet, Jeanne Aubert, George-Rigaud, Maurice Schwartz, Donald Flamm, J. Cheever Cowdin, Herbert Wilcox, Martin Broones, Charlotte Greenwood, Molly Picon, Serge Koussevitsky, Geraldine Rudolph, Andre Charlot, Lew Leslie, Mr. and Mrs. E. L. Ryan.

Other News of Pix Interest

Eleanor Holm Januett-Billy Rose 'romance' publicity hypos Cleveland expo

Walter Wanger is taking a vaca-tion and will lay off production for a period of around six weeks begin-ning early in August and until around the middle of September. Wanger is due in Rew York around Aug. 10, preparatory to sail-ing for Europe, according to Coast advices. The producer has alpeady

ing for Europe, according to Coast advices. The producer has already completed his third film for United fartists release, Vogues.

HIGH COURT SUSTAINS AWARD ON PIC CREDIT

Hollywood, July 27 U. S. Circuit Court of Appeals in San Francisco has upheld the \$7,500 judgment in favor of Walton Hall Smith, scenarist, against Paramount

Action involved alleged failure of

the studio to give Smith screen credit on the film 'We're Not Dress-ing,' made in 1934, allegedly from his yam 'Cnuise to Nowhere,' for which he received \$2,500.

Simon a Director

Hollywood, July 27.

Universal has promoted Sylvan Simon to full directorial status and handed him 'A Prescription for Romance' as his initial assignment. Edmund Grainger will produce and film will get the go signal around mid-August.

Wm. Seiter's 2-Yr. Lift

Hollywood, July 27. Director William A. Seiter ha drawn a straight two-year ticket at 20th-Fox.

Oth-rox.

Current assignment is on Life Begins in College.

Phillip Astley. Monty Banks.

Mona Barrie.

L. A. to N. Y.

Joe Brandt. Willat Brown. Norine Carr. Madeleine Carroll. W. B. Cokell. Gabriel Dell Gabriel Bell
Sam G. Brygel.
Barney Glazer.
Bert Grenet.
Huntz Hall.
Lillian Kellman.
Sonja Henie
Neel Langley.
Beatrice Lillie.
Mr. and Mrs. Gene Lockhart,
Rouben Mamoullan.
Karen Morley. Karen Morley. Mr. and Mrs. Boris Mornos. Hunt Stromberg. Lee Spitz. Charles Vidor. Jerry Wald.

SAILINGS

Aug. 25 (New York to London) Mrnd Mrs. Adolph Zukor (Queen

Mary).
Aug. 4 (New York to London)
Rouben Mamoulian, Mr. and Mrs.

Rouben Mamoulian, Mr. and Mrs. Vic Oliver (Normandie).

July 29 (New York to Paris) Mr. and Mrs. Boris Morros (He de and M

France).
July 28 (New York to London)
Beatrice Lillie, Madeleine Carroll,
Capt. Phillip Astley, Hunt Stromberg,
and family. Noel Langley, Thenesa
Helburn, Sonja Henie, Raymond
Massey (Queen Mary).
July 28 (London to New York)
Mr. and Mrs. Vic Oliver (Normandie).

N. Y. to L. A.

Mrs. Fred Astaire. J. Cheever Cowdin Bob Gillham. Georges Rigaud. Randolph Scott. Hunt Stromberg. Robert S. Taplinger.

Wanger's 6-Week Hiatus RKO BANKERS O.K. STUDIO SETUP

Leo. Spitz and. Sam Briskin together with Floyd Odlum, Atlas
chieftsin, and Faul Mazur, of the
Lehman, Bros. firm, and their associates continued their series of
powwows, at the company's studios,
over the wedsend. Also present on
the Coast, at the sum were A. H.
McCausland, representative of the
Irving Trust Co. RKO trustee. Spitz
is en soute to N. Y.
Advices are that the RKO bankers
are fully satisfied with the studio
operation under Briskin.
The bankers have been making an
extensive study of the RKO Coast
situation in the past couple of weeks.
The nature and purpose of the study
has not been indicated, but is believed to be in consection with a desire to speed up the company's reorganization, now pending before
the courts in New York.

Hollywood, July 27.

Proposed reorganization plan for RKO looks like it will be held in abeyance until the end of the year. Conferences have been held during the past weeks between Floyd Od-lum, Ed Weisl, Leo Epitz, Fred Bhrlum, Ed Weisl, Leo Spitz, Fred Ehrman, Paul Mazur, of Lehman Bros, a representative of the Rockefeller interests; J. R. Bruckner and A. H. McCausland, representative of irring Trust Co., receivers for RKO on the reorganization plan Nothing swentuated and looks like a delay until late December before the problem is inoned out.

Croup also conferned with Sam Briskin on RKO's forthcoming sea-ion product.

The Rockefeller Center \$9,000,000 claim and the vast discrepancy in appraisal of assets are the chief obcles to be overcome before RKO reorganization plan is finally stady reorganization plan is maily settled upon; it was indicated at last week's hearing before Special Master George W. Alger, in N. Y. While all the groups involved agree that the proposed plan is feasible, holders of common stock contend it is unfair to them.

Attorneys for these dissenters asked the Special Master to suggest amendments to the plan which would be more equitable to them and pleaded with him not to 'rubber stamp' the plan as it exists at present.

present.

H. C. Rickaby, representing the Atlas Corp., asked the Special Master not to interfere with the plan as proposed in view of the fact that the majority of security holders and more than half of the common stockholders had filed their consent to the alan. stocknomer to the plan

to the plan.

Joseph M. Cohen, on behalf of a gnoup of independent stockholders, assented that Atlias's only interest was solely because Radio Corp. of America and Lehman Bros. bankers, had agneed to cooperate in the reorganization after Atlas had purchased one-half of RCA holdings.

These holdings, Cohen said. represented \$5,000,000, with Atlas holding an option on the remainder.

Abraham K. Weber, attorney for George Sandon, an independent stockholder, asked Alger that approval of the plan be held up until the Rockefeller claim he settled the and others demanded that a new apraisal he made of the assets bepraisal he made of the assets be-cause of the wide differences in the figures submitted at the hearings by accountants for both sides.

Alger reserved decision and di-ected additional briefs be submitted.

FILM-BUYING DEALS BEGIN

Pic Actors' Guild Working Pact With IATSE, A F of M in Offing

Hollywood, July 27.

Invitation for the Screen Actors' Guild to join the 25-year-old working agreement between, the International Alliance of Theatrical Stage Employes and the American Federation of Musicians will be extended within the next few weeks.

within the next few weeks.

SAG is certain to accept inasmuch as IATSE intervened in negotiations between actors and the Motion Picture Producers' Association and demanded that latter sign Guild shop contracts with SAG. When negotiations reached a crisis and actors took a strike vote, William Biof, personal representative of George Browne, IATSE international president, sent word that, his organization would back SAG to the limit.

Pact will give the three organizations.

Pact will give the three organiza-tions undisputed control of labor in the studios as both SAG and IATSE the studies as both SAC and IATSE have more than 10,000 members each in the film industry. Musicians also are rated as one of the strongest film labor crafts. IATSE and musicians also control thousands of workers in theatres, including projectionists, technicians, etc.

Flan will not call for any physical alignment or affiliation of the three groups. Each will retain its own autonomy, but agreement will call for each organization to support the other in any demands made on pro-ducers or thestres. ducers or theatres.

While no official announcement has been made of the plans, several SAG tops admitted they would glad-ly accept the invitation to join the working pact.

working pact.

Five thousand film studio musicians are affected by the strike ultimatum of the American Federation of Musicians. The national drive to create jobs for the unemployed was extended in the studios last week when J. W. Gillette, International representative for the Musicians Union, served notice on producers that music must be used only for the picture on which the orch was hired. This would eliminate libraries maintained by studios and would necessitate employment of orchestras for 'B' pictures.

About 50% of the latter are made without orch, numbers being taken from the library.

Musicians have also requested

Musicians have also requested that arrangers and librarians be included in the studio basic agreement between producers and the A.F.M. Gillette is negotiating demands with Pat Casey, producer-labor contact.

JEFF LAZARUS GIVEN PAR PRODUCER BERTH

Jeff Lazarus has been upped to producer status at Paramount with added duties as assistant to William LeBaron. New deal becomes effective Aug. 10 with the expiration of Lazarus' current ticket as story editor.

First productions to come under his supervision are 'Men With Wings,' Technicolor picture to be di-rected by William Wellman, and 'Midnight,' Dietrich starrer.

Quin Martin, story department as-sistant to Lazarus, falls heir to many of his chief's former duties, although Lazarus continues as titular story de-partment head.

Juanita Hansen's P.A.'s With Indie Narcotic Pic

Mason City, Ia., July 27.
Juanita C. Hanzon, silent screen
actress, made a pair of p. a.'s at the
Lake theatre, Clear Lake, resort town
hips miles to the wort.

Lake theatre, Clear Lake, resort town nine miles to the west.

Miss Hansen is touring the sticks appearing with the flicker, The Pace That Kills, dramatizing a few incidents of her career, in which she emphasizes the penalties of illicit use of dope.

THE SWITCH

Plane Pilots Spurn Hollywood for Airline Jobs

Dick Merrill and Jack Lambie, transalantic airplane pilots, are returning to their jobs with Eastern turning to their jobs with Eastern Airlines following the completion of 'Atlantic Flight,' feature in which they took leading roles for Monogram. Understood that both expressed no desire to become screen players even before they began work in this picture, and they haven't changed their minds.

Merrill and Lambie now are planning, to take part in the Bendix air races.

Hollywood, July 27.

Fred Jackson is working out special aviation sequences in process shots to be incorporated into Monogram's 'Allantic Flight,' which has finished shooting. Dick Merrill, who was co-featured with Jack Lambie in the film, went to the Hearst ranch at San Simeon for a visit before returning to his piloting with Eastern Air Lines. Hollywood, July 27.

PAR'S \$112,500 FOR LONDON'S 'BALALAIKA'

London, July 27.

London, July 27.

Continuing its high-priced onslaught on plays, Paramount has
bought film rights to 'Salaalaka,' current musical here, paying \$112,500.

It's the second British play to be
bought this season by Par, other
being 'French Without Tears,' for
which \$50,000 was paid. 'Balaalak'
price establishes a new modern-time
high for this country and is in line
with reported upping of film price
for legit plays in the 'U. S. proper.
The Shuberts are interested in
'Balaalaka' and will get a 10% hunk
of the film price. They have American production rights but are not
certain whether on not they will do
the play in New York. Paramount's
deal is strictly for pictures and the
Shuberts can do the play as a play
when and if they wish. It's the same
kind of a deal as with 'French,' to
which Gibbert Miller owns the slage
rights. Miller expects to rush his
play into New York carly next season before Par's film can come along
and cut into it seriously.

"Balaalaka' has had a curious his
tory here. When first produced it
failed to do any business and looked
like a quick fold-up, despite okay
reviews from a novelty standpoint.
Rather than fold, management moved
it into another house and, miraculously, it gained new life, quickly
coming to the fore and, almost over
right, finding itself a smash. It was
then that bidding for it started from
all sides, with American show and
film managements all competing and
he two deals with the Shuberts and
Paramount eventuating.

Milliken's Spiel

Milliken's Spiel

Charlotte, N. C., July 27.

Carl E. Milliken, secretary of the Motion Producers and Distributors of America, Inc., and head of its public relations department, spoke at the Second Southern Area Institute of Human Relations at Chapel Hill, under the sponsorship of the National Conference of Jews and Christians. The film official was one of three speakers at the session that concerned "Three Instruments Which Shape Public Opinion." He spoke on The Movies. Other speakers at this session were George V. Denny, Jr., on The Radio," and Paul Green, on The Press."

SUDDEN PANIC ON 1937-38 PIX

Few Majors Claim Headway Made on New Film Deals—Selling, Belated at First, Fast Being Consummated by Certain Accounts, But Spotty

HOW THEY LINE UP

With considerable suddenness that suggests a possible panicky feeling over film supply as this season's buyst run out, various product deals are being closed throughout the country by the major distributors but some of the companies, according to home office sales and theatre buyer checkuss are above the contraction of the companies, according to home office sales and theatre buyer checkuss are aboverently in a more adof the companies, according to home office sales and theatre buyer checkups, are apparently in a more advantageous position right now to stampede accounts into signing up than others. This partly traces to what certain companies have turned out this year, what faith they have kept with accounts, how well up in deliveries they have been, and what terms for 1937-38 pictures they have been agreeable to make. On the whole, the buys so far do not add up very impressively, however. Twentieth-Fox, Merto and Universal claim a good headway on deals for the new season's product, while others are indicating no specific progress by citing contracts that are signed or, as one general sales manager puts it, are taking their time this year in negotiating terms and conditions. One such company is RKO, while Warner Bros. is announcing only three major deals now and United Artists one. Para-(Continued on page 20)

MG TO PRODUCE ON KORDA'S LOT

London, July 27.

Alexander Korda and a representative of the Prudential Insurance Co. will meet Metro's executive in Paris to arrange for Metro to produce at Korda's London studio, with new deal commencing in September.

Robert Kane's 20th-Fox unit is already logated there, but there is am

ready located there, but there is ample space for other outside produc-

COWDIN FLIES WEST 12 HOURS OFF BOAT

J. Cheever Cowdin, chairman of Universal board, who arrived from Europe Monday (28), planed out to the Coast the same day to attend the funeral of Garretson Dulin, a member of the board and a personal friend. He boarded a plane after having been in N. Y. less than 12 hours in order to be in Pasadena for the funeral yesterday (Tues.). Cowdin was in Europe about six weeks, having left N. Y. June 16 for a tour of inspection of U exchanges and representative offices. He had no comment to make on possible English setup. Nor was there definite word on whether or not 'The Road Back' would play in Germany, it being intimated that it was strictly up to Hitler's government to decide that.

Cowdin is due back in Manhattan tomorrow (Thurs.).

Johnson Stays On

Hollywood, July 27. Nunnally Johnson's producing con-tract at 20th-Fox has been extended

Johnson will screenplay all his roductions now, preparing 'Jesse ames' and 'Mr. Nickleby Sits Down.'

Goldwyn-UA Merger Talk with Par Up Again, Latter to Finance But Not To Restrict Goldwyn on Production

Wall St. Cool on UA?

The Alexander Korda-Samuel Goldwyn deal for con 3 h of United Artists for \$6,04,000 is at the point where several or the most prominent money-inders are nosing into the situation trying to land the necessary money or banker connections, in order to make a commission on the deal.

on the deal.

Neither the Korda forces in London nor the Goldwynites on the Coast or in the east have been able thus far to persuade Wail Street to put up the required option money. This option runs out Dec. 1.

Goldwyn himself has been quite active contacting bankers on the situation. The matter is at a standstill.

Merger talk involving the U. A. outfit continues. First it was with Paramount. Lately RKO is being mentioned.

WILCOX - RKO IN PROD. DEAL **FOR LONDON**

London, July 27.

Looks like Herbert Wilcox's deal with Radio for world distribution of Victoria the Great' is going to lead

Victoria the Great' is going to lead to a closer affiliation between his unit and RKO and a contract will shortly be closed for big-scale British production here to cover RKO's quota obligations under the more stringent new legislation.

Wilcox sailed for N. Y. last week with a couple of prints of his picture, and is dated to contact Leo Spitz and Ned Depinet during his visit. RKO-Radio prez and v.p. are expected to make the return journey with him, so as to o.o. his outfit and production facilities before signing. production facilities before signing

FRANKLIN THEATRES TO BECOME RAMISH'S

Los Angeles, July 27.

Los Angeles, July 27,
Adolph Ramish, financial head of
the Franklin Theatres in Honolulu,
is sailing in September for a twomonth stay on the islands.
He has plans for a new 1,000seater in Honolulu, and also to
change the name of the theatredistribution organization, inasmuch
as he acquired the interests of J. J.
Franklin recently.

Fairbanks, Jr., Through With Brit. Production

London, July 18.
Douglas Fairbanks, Jr., who arrived here last week, sails west again in six weeks to take up further picture assignments in Hollywood. Declares he is back here purely on va-cation and, asked about the future plans of Criterion Films (unit of which he shares control with Marcel Hellman), says he neither knows nor

cares.
Junior Fairbanks definitely will
make no more pictures here this

Landers' 'Basement'

Hollywood, July 27. Lew Landers draws the directorial assignment on RKO's 'Love in the Basement,' Maury Cohen production. Starting date has been set for

Hollywood, July 27.

What gives indication of being the forerunner to a United Artists-Sam Goldwyn amalgamation with Paramount, shortly, are the negotiations for the withdrawal of the \$5,000,000 suit filed in Federal Court here by Paramount against Goldwyn last July, charging him with persuading and enticing Gary Cooper away from the Paramount fold and signing him to a three-year contract for two pictures annually, while Paramount was still negotiating a deal for the actor's continued services. This peace move is said to have followed overtures Paramount made eight weeks ago to Goldwyn that would provide the coin for him and Korda to purchase the major United Artists holdings so that the companies could be merged.

Recently, when Stanton Griffis,

Recently, when Stanton Griffis, chairman of the Paramount finance committee, was here, he is reported to have visited Goldwyn and stressed the importance of a UA-Goldwyn tie-in with Paramount that would benefit both.

benefit both.

Goldwyn is said to have at first turned down the part-coin offer, but is said to be wavering while awaiting word from his financial rep, Dave Rose, now seeking the coin in London with Alexander Korda. Report is that not much headway is being made there, with Goldwyn figuring, if necessary, he might get the Paramount coin and bring about the merger in both production and distribution.

Griffis and Goldwyn

Griffis and Goldwyn
Griffis, during his talk with Goldwyn, is reported to have told the
latter he would be free and unhampered in production operation and
that there would be no executive
company obstacles in his way were
he to come into the fold as production chief. Following the Griffis
meeting, Paramount and Goldwyn
attorneys began sessions leading to

(Continued on page 31)

ARIETY

Sid Silverman, President 154 West 46th Street, New York City

SUBSCRIPTION 120

INDEV

| MUDLA | | ı |
|----------------------------|-----|---|
| Bills | 51 | |
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Goldwyn Profits Blurb Barrage After His Mrs. Roosevelt 'Apology

Hollywood, July 27.

Numerous explanations and apologies as result of stories concerning Mrs. Franklin D. Rosevetlt's job of advertising! writing for Samuel Goldwyn's 'Stella Dallas' were inspired by editorial comment dished out by anti-administration papers.
First stories went out with a great flare of press agentry, announcing that Mrs. Rosevetle had been hired by Goldwyn to write blurbs for his new picture. Associated Press yarn got a heavy play all over the country, but the anti-Rosevetl press followed through with editorials indicating that Mrs. Rosevetle mess followed through with editorials indicating that Mrs. Rosevetle mess followed through with editorials indicating that Mrs. Rosevetle mess followed through with editorials indicating that Mrs. Rosevetle mess followed through with editorials indicating that Mrs. Rosevetle mess followed through with editorials indicating that Mrs. Rosevetle mess for the stories of the stories of

got a heavy play alt over the country, but the anti-Rossevelt press followed through with editorials indicating that Mrs. Rossevelt was becoming a bit too commercial, what with magazine articles, radio talks and now motion picture advertising. This in spite of the fact that the proceeds go to charity. The price paid has been carefully guarded.

George T. Bye, New York literary agent who handles Mrs. Roossevitis pen output, had anticipated the posibility of objections. In his original deal with Jock Lawrence, Goldwyn publicity chief, he had stipulated that Goldwyn would have to cover up with any necessary explanations. The result was (1), Goldwyn's statement that he had not engaged Mrs. Roossevelt to write an advertisement that he had not engaged Mrs. Roossevelt to write an advertisement in the had not engaged Mrs. Roossevelt to write an advertisement in the had not engaged Mrs. Roossevelt to write an advertisement in the had not engaged Mrs. Roossevelt to write an advertisement, and (2), a second publicity barrage for Goldwyn and 'Stella Dallas' and (3) a second publicity barrage for Goldwyn and 'Stella Pallas'.

However, the facts are somewhat contrary to the above. The done is

Allas. However, the facts are somewhat ontrary to the above. The dope is (Continued on page 63)

PAR'S 2D OUARTER **EARNINGS \$1,307,000**

Paramount vesterday (Tues.) es-timated that its earnings for the second quarter this year ended July 3 last at \$1,307,000 after all charges including interest, Federal taxes (excepting undistributed profits 3 last at \$1,307,000 after all charges including interest, Federal taxes (excepting undistributed profits taxes), depreciation and reserves, This estimate does not include around \$340,000 represented by Par's direct or indirect interest as a stockholder in the earnings of non-consolidated subsidiaries. Earnings in such subsidiaries for the quarter would bring the total to an aggregate \$1,647,000. Outstanding as of July 3 were

gate \$1,947,000.

Outstanding as of July 3 were \$48,245 shares of convertible first preferred stock and \$71,75! shares of second preferred. After deducting \$308,130 of dividends accrued for the quarter on the outstanding preferred, there remains \$998,870, representing 41c. a share on the 2,407,505 shares of common outstanding on July 3. Computed on the estimated earnings and interest in undistributed earnings. in undistributed earn and interest ings of subsidiaries, it would amount

By applying \$800,000 of invent By applying \$800,000 of inventory reserve set up as of Dec. 28, 1935, the consolidated results of the quarter would amount to a loss of \$477,461. Results include from June 4 the earnings of the former Olympia chain, assets of which were acquired by Par on that date. Olympia had been in receivership since 1932.

Loy, Russell, Douglas, Tone in 'Four Marys'

Hollywood, July 27.

Metro's "The Four Marys" will have Myrna Loy, Rosalind Russell, Franchot Tone and Melvyn Douglas as east toppers, with eameras skeded to roll around Aug. L. Film will be made from Fanny Heaslip Lea's novel. Richard Thorpe directs and Louis D. Lighton produces:

Gladys George's Torcher

Hollywood, July 27, Gladys George has completed the recording of 'You're Setting Me on Fire,' torch song warbled for Metro's 'Madame X.'

Tune was authored by Chet For-rest and Bob Wright.

CHASE GOES COLLEGIATE

Hollywood, July 27.
Charlie Chase gets comedy role in
Columbia's College Hero, which goes
into production around Aug. 15.
Contract contains an option clause

Scotching the Press

Hollywood, July 27.

Novelty of theatre cocktail party, first time ever held before an afternoon preview, had Par's pa's in a dither when none of the critics would quit the bar in the lobby of the Fox Westwood house for their seats inside the theatre, where 'High, Wide and Handsome' was due to unroll.

Pa's finally, in desperation, were about to lure crix indoors with 'Drinks now being served in the seats, outside bar being closed,' when cooler heads prevalled and projection-

being closed, when cooler heads prevailed and projection-ist threw on a newsreel. That brought critics to their seats, many of them with their highballs still in their hands.

U Neophytes Slated For Talent Parade in Youth' Filmusiker

Hollywood, July 27.
Universal's young player list will have plenty chance to show talent in the studio's 'Youth Marches On,' which Charles R. Rogers has assigned Joe Pasternak to produce. Already handed parts in this one are Barbara Read, Nan Gray, Jean Rogers, William Lundigan, Henry Hunter, Kent Taylor and Robert Wilcox. Picture will be a comedy with music, screenplay by Elliott Gibbons.

Pasternak is currently working on 'Yesterday's Kisses' and 'Three Smart Girls Go to Town.' Hollywood, July 27.

PIX NAMES TO FRONT FOR JOHN MONTAGUE

Hollywood, July 27.

Large group of picture names have gone to the front for John Montague, hollywood's golding phenom, sending messages to Gov. Frank Merriam in Sacramento in a battle to escape ex-tradition to face a New York robbery tradition to face a New York robbery, harge several years old. Bing Crosby, Guy Kinbee, Charlie Case, Berty Bogart, Spencer Trace, Honghrey Bogart, Spencer Trace, Howard Hawks, J. M. Young, Tom Kennedy, W. Sout Darling, Warren Duff, Alian Lane, Scott Dunlap, Lloyd Nolan; Gordon Jennings, Paul Schofield, Robert F. McGowan, Peter Milne and others wrote Merriam who may hold a hearing here.

may hold a hearing here.

Arraignment of Montague in
Municipal Court here Monday (26)
was postponed until Aug. 9.

Flock of Paramounteers to Sail; Zukor, Morros, Etc.

Among Paramaunt people going abroad, Boris Morros sails tomorrow (Thurs.), Mr. and Mrs. Adolph Zukor on Aug. 25 and Rouben Mameulian, who just completed "High, Wide and Handsome," leaves next Wednesday (Al) day (4).

It's business and pleasure for the

It's business and pleasure for the Zukors, vacation only for Mamoulian and a trip to visit an ill mother for Morros. Zukors will be gone about six weeks, while Morros plans returning Aug. 18.

Barney Balaban, president of Par, was recently on the other side, while still to return from there is Chris Dunphy, Coast publicity-advertising head.

Hollywood, July 27. Boris Morros, Paramount's music department head, sails from New York with Mrs. Morros Thursday (39) for Paris. Thence he'll fly to Leningrad to visit his mother, who

Later he plans to attend the Salzburg music festival, returning to N. Y. August 18.

Nelson Eddy Terping

Nelson Eddy I erping
Hollywood, July 27.
Nelson Eddy is being prepped for
his role with Eleanor Powell in
Metro's 'Rosalie' by taking hoofing
lessons from Albertina Rasch.
Miss Powell will do a terp number
with Eddy and also has a number of
dances with Ray Bolger.

VICTOR, OL' PAL

Schertzinger Tags Nine Forme Vaude Dancers for GN Filmusical

Hollywood, July 27.
Victor Schertzinger has spotted
nine former vaude terps for dancing
parts in Grand National's 'Some-

parts in Grand National's 'Some-thing to Sing About.'
Included are Harland Dixon, of Doyle and Dixon; Johnny Boyle, of Boyle and Brazil; Johnny (Skins) Miller and Brazk, of Miller and Mack; Pat Moran, of Clifford and Moran; Jim Toney, of Toney and Norman; Joe Bennett, of Bennett and Richards, Joe Niemeyer, and Eddie Allen, both singles.

BLANK-PAR SET ON THEIR DEAL

Long delayed partnership deal between Paramount and the A. H. Blank interests in the midwest, combining two circuits into one permanent organization, has been completed and awaits the approval of the board of directors. This amounts to a formality and will probably be announced by the directorate at its meeting tomorrow (Thurs.), unless a postponement is taken. Blank and his son, Myron, have been in New York two weeks working out the complicated deal with Y. Frank Freeman and other home of dee Paramount executives. Under

ing out the complicated deal with Y. Frank Freeman and other home office Paramount executives. Under the new setup, the old buy-heck privilege held by Par under the 50-50 operating partnership in the Tri-States circuit in Mowd, Illimois and Nebraska, is eliminated. This 50-50 deal, with Par having an option to take control of the circuit 100% from Blank, was negotiated by S. A. Lynch for the Par trustees during bankruptry.

Meantime, Blank has independently controlled another circuit in the same territory, the Central States chain. This group of around 40 theatres is merged with the Tri-States group for a total of nearly 100 houses in which Par will now have a 50% interest and Blank 50%.

Understanding is that the two circuits will be operated as separate units, however, although having the same heads at Des Montes, including the Blanks, Ralph Branton, general film buyer, and others.

BARTHOLOMEW MAY SCRAM U. S. FOR BRIT.

Hollywood, July 27. Freddie Bartholomew may do a Hollywood fadeout and go back to England unless his Aunt Myllicent, his adopted parent, can get what she figures as being a proper salary tilt

his adopted parent, can get what she figures as being a proper salary tilt from Metro.

Several months ago she asked for a boost from \$1,100 to \$3,000 a week. Studio, which still has him under a four-year contract, countered with a \$2,000 offer, which Bartholomew's aunt nixed and said she would take the boy out of the country and pictures. This is due to a contract Metro now has prohibiting his appearance in pic, radio or stage without its permission during the life of the ticket. pearance in pic, radio or stage wun-out its permission during the life of the ticket.

Aunt claims kid is getting close to

the adolescent state, which would limit his earnings to a couple of years, and wants to get enough coin to prepare him in an educational way for his maturity and career.

Martha Raye, Bob Burns Set for 2, 'Ensenada' 1st

Hellywood, July 27.
Martha Raye and Bob Burns will be co-starred in two Paramount films this fall, first of which will be Enseada, to be produced by Arthur Hornblow, Ir. Second has not yet been titled but will be produced under supervision of William LeBaron as a general office production.

Burns will

Burns will complete his current assignment in Frank Lloyd's 'Wells Fargo' before stepping into 'Ensenada.'

Barnett, Ea Bue P.A.'s
Hollywood, July 27.
Vince Barnett starts a personal
appearance tour by soloing at the
Rivoli, Portland, Orc., Aug. 6.
Following this he joins Jack LaRue for combo p.a.'s opening Aug.
19 at Kansas City, thence to the Oriental, Chicago, for one stanza.

Ghost Guest-Columnizing On The Coast Quite a Hectic Proposish

Colbert's Proviso

Hellywood, July 27.
Claudette Colbert's advent on
the Warner Bros. lot for her
chore in Tonight's Our Night'
('Tovarich'), co-starred with
Charles Boyer, was marked by
an early call to Eddie Seltzer's
press dept. for the specific request that no publicity go out
with any ghost-written stuff
carrying the Colbert by-line.
Star made it emphatic that
this sort of printer's ink buildup is fraught with too much
danger and personal displeasure since (1) the public, by and
large, is no longer fooled and

large, is no longer fooled, and (2) after seeing some of the stuff ascribed to her, under her own by-line, it's nothing to brag about.

Hecht-MacArthur Ask Constance Bennett's Exam. Before Trial

An order directing Constance Bennett to appear for examination before trial of her breach of contract suit against Ben Hecht and Charles MacArthur will be asked for today (Wednesday) in N. Y. supreme court by the writers' attorney, Howard E. Reinheimer. The attorney will also demand that Miss Bennett be more specific in her complaint.

specific in her complaint.

She claims Hecht and MacArthur ran out on an agreement alleged to have been made in 1935 for them to write a story and scenario far her, the picture to be completed by May 1, 1936. She avers paying the writers \$2,500 on account. Their failure to come through cost her \$66,000 which she could have collected on content with the could have collected on content which the

which she could have collected on another picture contract which she turned down because of the agreement with the defendants. She is now demanding the \$62,500, plus interest from the writers.

Defendants claim they couldn't have entered ar agreement with Miss. Bennett because they were under exclusive contract with Paramount and that she was aware of this fact at the time of the allegad agreement. Knowing this, they claim, any agreement they may have entered into was void. Anyway, they declare, A. C. Blumenthal and not Miss Bennett, has a kick, if any, as her rep.

Hollywood, July 22.
Charles MacArthur has checked into the Metro writing department to start work on his contract.
First assignment is an untitled script being prepared for Bernard Hyman production.

CHATTERTON TO PARIS FOR BRITISH 'RAT' PIC

London, July 20.
Ruth Chatterton's debut in British
pictures is in 'The Rat' for Herbert
Wilcox, and it is being started in
Paris. Unit has gone there to start
the job, so as to shoet exteriors on
the boulevards.

Anton Walbrook has the male lead opposite Miss Chatterton in this re-make of Ivor Novello's play, and Jack Raymond is megging.

Unit comes home to London in a fortnight to shoot the interiors.

Geza Herczeg's Frau Joining Him in H'wood

Berlin, July 27. Berlin, July 27.
Leopoldine Konstantin, legit actress, left for the U. S. Friday (23) to visit her husband, Geza Herezeg, who is on the Warner writing staff.
Will motor from New York to Holly-

Miss Konstantin has just poleted a 300-time run in a German version of Oscar Wilde's Woman of No Importance' in Vienna and Berlin. After which she switched tongues and played it in the original for a few performances at the English theatre, Berlin.

By FRANK SCHLLY

By FRANK SCULLY
Hollywood, July 27.
Energy wasted by columnists premoting others to do their columns
for a week or a month, se that the
columnists themselves can enjoy a
vacation at full pay, how you want to the job
themselves in the first place.
Promoting has got so ridic that
one columnist in the lower bracket
is writing five columns in the name
of guest stars for a columnist in
the upper brackets and, as a consequence, scribber in the lower orders
is going around promoting others to
write guest columns for him.
Guest columnists contacted, of
course, rarely write the columns
which go out under their names, but
still they have to be consulted and
time has to be consumed dodging
the issue and then finalty saying
okay,
Just any old column won't de for

Just any old column won't de for the columnist on vacash. It has to good, but not too good. It can be clever, but it mustn't be toa be clever. It may flatter the star, but it mustn't star the flatterer. Most of all, it must make the columnist on vacash missed. He or she must be missed so much it hurts.

Nobodies who catch these assignments on second and third bouncer are beginning to beef that not only do they get tougher assignments than the columnists assign themselves, but they get the jobs in the off season when nobody reads newspapers anyway. Just any old column won't do for

off season when nobody reads news-papers anyway.

Even little Harriet Parsons, sub-bing for Mother Lolly, threw out a curve in her first column to the effect that it couldn't always be a coincidence that L. O. P. turned the Universal Service column over to her daughter in the midst of the summer summ. summer slump.

Cantor, top chump these guest columns, got credit for two in a week—Walter Winchell and Jimmy Starr. His Starr col was a beef, engineered by Harry Brand of 20th Century-Fox where

prand of 20th Century-Fox where Cantor is so busy right now making 'Alf Baba Goes to Town' he doesn't know his elbow. Tom his elbow. So half the column that one of Brand's aides turned out in Cantor's name was devoted to telling how much crust columnists have in asking stars already at work to do their presents all ready at work to do their

name was devoted to telling hew much crust columnists have in asking stars already at work to do their work for them. A fair trade, Cantor hinted, would be for the columnist to make Cantor's picture while he (Cantor) wrote the columnist's col. Which would be all right if Cantor wrote the col in the first place, but since the thing was a synthetic job in which Cantor, Brand, Starr and a couple of studie of talent isn't as simple as it sounds. Furthest south among these much, inglorious Miltons who have to dig up 30 columns somehow to get a month's vacation themselves is a chap who runs a good but obscure column in a local paper. In order to support the column in the style to which it has become accustomed he recently took a joh at a studie at \$90 a week in the public relations dept. He is supposed to do one studio feature a day, but columnists on vacation are asking for fillers by lined by the stars. So this columnist finds himself doing five columns for other columnists, in addition to his sown daily grind, which he dees at night when his studio routine is out of the way. of the way.

MASSEY STRICKEN ON 'HURRICANE' PIC

Hollywood, July 27.
Stricken on Goldwyn's 'Hurricane'
set, Raymond Massey, English actor,
was diagnosed as suffering from a

was diagnosed as suffering from blood clot in his leg.
He's bedded in the Good Samaritan hospital for at least three weeks. Yesterday (Monday) was to have been his last day on the pic and he had reservations to sail for London.

Marsh, Oliver's 'Trouble'

Hollywood, July 27.

Republic has handed Marian Marsh the femme lead in Trouble for Two, to be put into production this week by Phil Rosen, who also will direct.

Gordon Oliver went over on loan from Warners to play the male lead.

110 OF 571 PIX UNDELIVERED

What's Back of the Par Boycott?

Few of the provocators interested in the exhibitor embargo against aramount are giving the economic angle of that situation any thought,

Paramount are giving interesting angle of that students any littings.

From the company standpoint, to have released certain of the 'embargo' product under current contracts might mean a serious and heavy cost inclusion on the company's books for this season.

Pictures for which the exhibs are squawking, because of failure to obtain for playdates, are among the costliest in the history of the firm and, if released on the 1936-37 schedule, might have tipped the Paramount overhead considerably by several millions.

Thus, as a book item, by shifting such product to the new season, their writeoffs and costs can be allocated to the following year, thus easing the overhead strain for the current season.

It's bookkeeping stuff but necessary and not altogether new in the trade.

rade. It's now fairly well known in the trade that Paramount's picture osts during the presently ending season have been overboard con-iderably. Unofficial accounts have this excess cost running from

It's now in the presently ending season have been overboard considerably. Unofficial accounts have this excess cost running from \$6,000,000 to \$8,000,000.

Paramount has got to figure means for absorbing such costs, and that's an angle for everybody to figure in the current dilemna.

Whether the indie exhibs embargo moves will help other firms is among those angles experts in the trade are trying to figure.

How strong the embargo may be will actually be known when Paramount begins handling some of the protesting groups, individually, rather than en masse. That hasn't been begun yet.

Adolph Zukor, studio chieftain of Par, is about to head for Europe, so the situation looks to be up to Barney Balaban, president of the company, and Neil Agnew, sales chief. For Paramount, the problem involves both distribution and production. The origin, if anything, is on the Hollywood end.

involves both distribution and production. The origin, if anything, is on the Hollywood end.

Balaban and Stanton Griffis, downtown chieftain of Par, journeyed to the company's studios to inquire into product costs. This embargo move is something, also, for the whole country. It has to do with production costs. Embargo shows how such matters can have great effect in other directions than mere studio routine, operating overhead, etc.

Stravinsky Sues Warners Over Use Of Firebird' Music in Pic; 'Inartistic

Paris, July 18.
Suit which Igor Stravinsky brought against Warners has given three French judges an extraordinary task. Stravinsky claims that the manner in which Warners used parts of his Firebird' symphony in a film of the same name affected his moral rights as an artist and that his reputation and work might suffer as a result. He is asking for damages amounting to 300,000 franes which, at the time the suit was filed, was close to \$15,000 but due to recent deviation of the franc is now only about \$12,000.

After a legal skirmish, the three

could see and hear for themselves.

"Me. Albert Le Bail, attorney for
the composer, states that the music
was jumbled and the finale of the
work was used in the opening moments of the film. Further, he claims
that the score of "The Firebird" was
mixed with old waltzes of Vienna.
Furthermore the mood of the whodunit and Stravinsky's piece are not
the least bit alike. the least bit alike.

Me. Suzanne Blum, representing Warners, countered with the argument that the film played in the larger capitals of Europe more than 100 times and there was not a peep out of the composer at the time, the Spring of Longous Paring out of the com

It is now up to the judges to de-tide. And they're thinking it over in typical, leisurely fashion.

Par Talks Roadshowing 'Angel' and 'Buccaneer'

On Broadway with 'High, Wide and Handsome,' now at the Astor, and going into the Globe, N. Y., with 'Souls at Sea' Aug. 3, Paramount may Souls at Sea' Aug. 3, Paramount may have two other road shows this fall to follow these. Company is discussing with Harry Brandt the chances of having the Globe later on for 'Angel' (Lubitsch-Dietrich), which will showl be ready. It may also roadshow Buccaneers, which Cecil B. de Mille is making.

Par has the Astor for seven weeks from Loew's and the Globe from Brandt for four weeks.

WB Can't Use 'H'wood Hotel' as Film's Title

Hollywood, July 27.
Trouble over clearing the title, 'Hollywood Hotel,' has caused Warners to now dub the pic 'Hollywood Bandwagon.' Studio is using the original story, but it now appears that Louella Parsons won't be in the

Cast includes Dick Powell, Bette Davis, Ginger Rogers, Benny Good-man's orch, Glenda Farrell, Hugh Herbert and Frank McHugh.

N.W. ALLIED'S **PAR-PICKET PLANS**

Minneapolis, July 27.

Northwest Allied is all set to picket the Paramount exchange and all theatres showing its theatres, starting next Monday (2), W. A. Steffes, the organization's president, says. Twin city independent exhibitors themselves will carry the banners in front of the exchange, declaring Paramount unfair to theatre owners, but pickets will be employed to handle the strickerealting Publix theatres, according to Steffes.

Names of the members of the Northwest Allied 'strike committee' in this date strike resulting from Paramount's action in withholding seven pictures from its 1936-37 contract will not be divulged, Steffes says. Location of the various 'strike headquarters' also will be kept secret, he says.

Nearly 300 theatres in the territory have signed up to pull all Paramount dates and to buy no Paramount dates and to buy no Paramount new-season product until the company surrenders completely and agrees to deliver the seven pictures in question. Steffes claims.

Barbier's Flu

Hollywood, July 27,
George Barbier is recovering from a severe attack of lobar pneumonia.
He will be confined to his home another week.

MAJOR PROGRAMS

Almost 20% of Promised 1936-37 Films, From the Major Companies, Will Not Be Sold This Year-Paramount's 6 Holdout Pix, Therefore, Not the Only Ones

IMPORTANT ISSUE

By ROY CHARTIER.

Exhibitors who are presently steamed up against Paramount be-cause of its failure to give them six pictures which are sorely wanted unpictures which are sorely wanted un-der this season's contracts, may find that as many as 110 pictures, an-nounced by the 11 leading producer-distributors, out of a grand total of 571, may not come through. The like-lihood that the staggering figure on failures will reach as high as 110, or nearly 20% of the number of fea-tures promised, is not remote.

white failure of distributors to deliver the product they have announced and sold has been a common practice for many years, this season the deficit will probably set an all-time high. Possibility that the missing features will run about one-fifth of the total expected is based on deliveries to date, plus releases that are scheduled through to Aug. 1 and in a few cases beyond the latter date. Since new season's releases for 1937-38 are starting out during August, the chances aren't good that the apparent deficits can or will be reduced except for a handful of pictures.

the apparent denous can be reduced except for a handful of pictures. Some distributors are claiming to accounts that the full totals announced will be delivered, yet release schedules through July are quite aways behind, while some others are not indicating what they will complete and send out as 1936-37 pictures. Carry-overs, except for some instances, are also a guess. The 571 features promised for this season ('36-'37) include westerns, foreign-mades and reissues, while failure on delivery also considers these supplemental feature-lengths. Total of 571 is also based on announcements where a maximum number of pictures were promised at convention and selling time last summer. Three producer-distribs announced flexible programs of this character—20th-Fox, Metro and Gaumont-British—while the other announced flexible programs of this character—20th-Fox, Metro and Gaumont-British—while the other eight companies stuck to set figures, setting no minimums. Paramount, one of the latter, announced a program of 85 features, plus six Hopalong Cassidy westerns.

along Cassidy westerns.

May Alter Contracts
It is Par which has been singled out for attack on failure to meet deliveries, with the issue becoming so tense among exhibitors on a burn over six features they have specified and want badly, that there is no telling how far this type of warfare may be carried. The upshot of the heat that is being turned on Par for something it and other distributors have done for years, may develop into radical changes in film contracts and selling.

have done for years, may develop into radical changes in film contracts and selling.

Just what position the chains of various distributors would take under such developments is questionable, although it is no secret that requently the theatres which are under control of producer-distributing companies engage in fights with the distributing branches that are just as hotly contested as when with indepedent exhibitors. The theatre chains of WB, Fox, Paramount, RKO and Metro deal as well with the distributing companies of competitions and, even if giving their own sales branches a bit of an edge, do not have the reputation of signing their own offices away carelessly. On a deal where Warners is selling its selling its pictures to Loew's, we can be considered to perfect the considered to the considered to the considered the selling its pictures to Loew's, where Metro is working on a deal to go into Par theatres, or where Warner (Continued on page 29)

ANALYSIS OF ALL Par Date Strike Against Philly **Exchange Gets Under Way Next** Mon. (2); Concentrated Campaign

Very Much on Job

Twentleth-Fox's home office In New York, only one that's air-cooled throughout, is so much more comfortable than home or other places on hot days that employees are com-ing in earlier and staying later,

INDIES' NAT'L **STRIKE VS.** PAR SET

Columbus, July 27.
P. J. Wood, chairman of the Indies' national 'strike' against Paramount, returned here from committee meeting in Chicago Friday (23) with declaration that 'the tardiness of exhibitors in signing 1937-38 contracts is giving Paramount considerable anxiety.

'If only 4,000 theatres refrain from playing the Paramount product during the coming season, its income will be reduced approximately \$8,000,000, which represents the anticipated profits of the company during the coming year.' Wood predicted in a 'strike bulletin' sent out on his return.

With representatives of 15 exhib-With representatives of 15 exhibitor organizations present at the meeting in the Congress hotel in Chicago, the committee advocated the picketing of all Paramount exchanges after Aug. 1—date when the strike is scheduled to get under way—and picketing of theatres violating the 'strike.'

Wood declared that reports submitted at the meeting showed 'an avalanche of cancellations by exhibitors on Paramount product...far beyond the expectations of the combeyond the expectations of the com-

beyond the expectations of the com-

The following wire was received at the meeting from the Independent Theatre Owners of Southern California: 'At mass meeting on July 20 was unanimously voted to cooperate in strike against Paramount. Exhibitors represented at meeting have already pulled dates on Paramount from Aug. 1 to Sept. 15, which includes Paramount Week and committee has been formed to contact theatre owners not present at meeting as well as provide penalty for slackers.

RUBY KEELER'S \$40,000 A PIC FOR 2 AT RADIO

Hollywood, July 27.
Ruby Keeler has signed an exclusive contract with RKO to make two pictures a year, for a term of years, with the stipend increasing annually. First two pictures will be at around

First two pictures will be at around \$40,000 each.

Initialer will be the new Lew Brown and Ray Henderson filmusical. Love Before Freezing, which will be made this fall, when Miss Keeler returns from the east. Mitzi Green and some of the young players in 'New Faces of 1937' will appear in the film.

Linderstood Miss Keeler's company.

Understood Miss Keeler's compensation is at the same terms, with Increases, as prevailed under her Warner deal, which the star recently cancelled.

Homolka to London

Hollywood, July 27.
Oscar Homolko left for London after the washup of 'Ebb Tide' at Paramount.
Ite will do two pix for Gaumont-

British before returning here in the

Philadelphia, July 27.

More than 200 exhibs—approximately 90% of those using Paramount Pictures in this territory mount Pictures in this territory—have yanked August dates from the exchange in response to the United Motion Picture Theatre Owners' drive for a better deal from Par on next season's contracts.

As plans for the date-and-buying strike continue, it is apparent that the Philly exhibs' present move is the strongest concerted action ever taken by house operators here on

the Philly exhibs present move is the strongest concerted action ever taken by house operators here on any subject. Probably never in the country has an exchange had to battle stronger and better planned opposition, including the Metro strike in Chi several years ago.

The date strike gets under way next Monday. Shore spots, which regularly play pix out of the can, will start their strike Sept. 7 to keep from chipping August biz.

Opening gun will be a mass meeting in the Broadwood hotel at 11 a. m. In the afternoon, 300 houses will begin showing trailers explaining the strike and asking patrons not ose Par pix. Newspapers will carry two-column by 10-inch ads on amusement pages for the same purpose.

pose.

Three sound trucks with huge banners will also be employed. They will be stationed near, or in front of, houses playing Par, They will also distribute half million (Continued on page 10)

SO. CALIF. INDIES ALSO **ALIGNING AGAINST PAR**

Los Angeles, July 27.
Independent the atre operators throughout Southern California are being lined up solidly in the nation-wide embargo declared against Para-

wide embargo declared against Para-mount Pictures because of its as-serted failure to live up to contrac-tual obligations on the 1936-37 pro-gram, through failure to deliver six features purportedly sold to exhibs at the start of that season. Following a mass meeting of ex-hibitors locally, at which 112 indie theatres were represented, avalanche of play dates set for August and early September were pulled, with theatre men on record as refusing to enter into negotiation for Par's 1937-38 product until the controversy over the previous season's pictures is terminated.

over the previous senson's pictures is terminated.

Indies who did not participate in the mass meeting have been notified by registered mail that their failure to join in the strike or embargo will classify them as slackers.

Six Par features, over which contoversy arose, arc: 'Souls at Sea,' 'High, Wide and Handsome,' 'Angel,' 'Artists and Models,' 'Spawn of the North' and 'Count of Luxembourg.' Charge is made that these features were sold by Par as a part of the 1936-37 program, but that instead, distributing organization has refused to deliver them and is adding them to the 1937-38 calendar, thereby constituting a violation of contract that exhibs fear may spread to other distributors.

Astaire-Rogers' Tinter

Hollywood, July 27.

RKO takes a flyer in Technicolor in the next, as yet untitled Fred Astaire-Ginger Rogers co-starrer, following Astaire's soloer, 'A Damsel in Distress.'

Several other ptx were considered for color at a confab between Leo M. Spitz and S. J. Briskin.

Radio's production of 'Damsel,' Fred Astaire solo starrer, got the gun last week with Pandro S. Berman in the producer spot and George Stevens directing.

Henry Berman will function as chief cutter on the picture and Charles Chase steps into his first assignment as production assistant. Hollywood July 27

Lefty Tries A Little Exploitation, But It's So Good It Keeps 'Em Away

By Joe Laurie, Jr.

Coolacres, Cal., July 27.

Dear Joe:

Well, I just got back from Dallas in time to play the best picture we've had to the worst business we've had. And I can't figure it out because I did plenty of exploitation on the thing. 'Captains Courageous' was the picture. I had Aggie in the box office dressed like a sea captain, she made the costume herself, a sailor hat with the letters S. S. Courageous on it and a coat with brass buttons. She didn't exactly look like a captain but she had the natives guessing.

One dame asked Aggie was it a nautical picture? 'And Aggie said 'Yeh, it's nautical but nice.' You know Aggie don't help business much with her wise crackin.'

One dame asked Aggie was it a nautical picture? And Aggie said 'Yeh, it's nautical but nice.' You know Aggie don't help business much with her wise crackin.' So I got the local carpenter and when he started working on it all the yokels crowded around him and he chased them all away, he disimed they bothered him and he couldn't do his work. His brother-in-law is the cop and he helped to keep the mob away. So that didn't help business any, ether. We only had the picture for two days and he had just about started the boat when, we closed the picture. He made a beet about being paid for making the whole boat because he was willing to do it and it wasn't his fault that the picture didn't run longer. Well, I settled with him for a dozen ducats.' Aggie said I sure know how loget even with people.

I'm kinda worried about Aggie, she is losing weight worrying about he show we're gonna put on of our dancing school pupils.' It seems that the kids have caught up with us, and now we'gotta take dancing lessons ourselves so we can be one lesson ahead of our pupils. We got a swell layout, even if I do say so myself. We'got three kids doing the Three Little Pigs. We had to replace one of them hecause he was a kosher kid and his old man wouldn't let him go into any pig number. Three we got a swell finale lined up, we call it the Cavalcade of Youth. It originally was supposed to show all the kid stars from Jackic Coogan to the present day. Well, we had so much trouble with the mothers because they all wanted their kid to play the part of Shirley Temple, but we still call it the Cavalcade of Youth, which I think is a swell title and which Aggie likes because it sounds so classy.

I also got the banker guy I've been giving lessons to in a novelty act. He had a platform built that looks like a bank counter and on one side there's a sign 'Receiving Teller' and on the other side there's a sign 'Receiving Teller' and on the other side there's a sign 'Receiving Teller' and he had so much thous what he was doing, but I wrote him saying a

because by the looks of Aggie we'll need it for her nervous breakdown after it's over.

You know, it's a funny thing—before we had this dancing school we always loved kids, but now when you mention kids to Aggie she takes out a Fitt-gun. These modern kids are awful fresh; the only resemblance they have to old-fashioned kids is they're young.

Remember us to the boys and girls back there and we hope they are using ableir uppers and lowers regularly... SEZ.

P. S. If you hear of a good hoofer that's already out this way that wants to be paid off with rosin and Aggie's cooking and a percentage of the net let me know. We don't pay fares and he must like children—we want one of the teachers to like 'em.

GEN'L ADMISH UPPING

Philadelphia, July 27. Fall is going to see almost universal upping of admish prices in both indie and chain houses here.

Warner Bros., with about 80 house in the city, is carefully scrutinizing scales all the way from first-runs down to most insignificant nabes, with an eye to tilting. Execs, in some informal talks with indie exhibs, have let it be known that WB is willing to raise prices if the competition will. Nabe levels will probably be upped before those at the premieres.

General feeling that prices are go ing skyward in fall became evident from propaganda United Motion Picture Theatre Owners is putting out in its date strike against Par. In all lists of reasons filmgoers shouldn't patronize houses playing Par, the fact that the new Par contracts would make price-raising necessary, has been scrupulously avoided. Exhibs fear to bring up this point because of their intention to tilt scales

anyway.

Reason for the jacking, of course, is upped film rentals, generally higher operating costs and demands by unionized house employees for by unionized house en increase pay envelopes.

PHILLY SEES A M. B. COMERFORD LEFT **ESTATE OF \$1,312,474**

Scranton, Pa., July 27,

Scranton, Pa., July 27.

M. B. Comerford, general manager of the Comerford theatre enterprises at the time of his death last November, left an estate valued at \$1,312-474, according to an inventory filed by appraisers in court here. When letters of administration were asked for by his widow, the estate was listed as having a value in personal property, of "over \$20,000," along with real estate worth \$6,000. He died intestay to the state was having a value in personal property, of "over \$20,000," along with real estate worth \$6,000. He died intestay accounted for the bulk of the estate. He had \$47,776 on deposit in banks in this city, Wilkes-Barre, and New York. Heading the list of stock holdings were 3,333 shares in the Meco Realty Co., valued at \$437,906.21; 833/2 shares in the Metropolitan Theatre Co., valued at \$126,213-11; 500 shares, Capital Theatre Co., Hazleton, \$103,216; 33 shares, Carbondale Theatre Co., \$23,73,808.81; 55. shares, Carbondale Theatre Co., \$347,15; 33 shares, Carbondale Theatre Co., \$347,15; 33 shares, Carbondale Theatre Co., \$32,841; 33 shares, Carbondale Theatre Co., \$45,790.80; 1,150 shares, North Penn Theatres, Cu., \$45,790.80; 1,150 shares, North Penn Theatres, Parsons Amus. Co., \$15,494; 75 shares, Saven Amus. Co., \$3,382; 83 shares, Shenandoah Theatres, Inc., \$11,146.92; Co., \$1,670.85; 123 2/3 shares.

EMBRYO SCRIVENERS SEEK UNION TIEUP, TOO

Hollywood, July 27.

Recognition of embryo writers—
those who have sold stories but have never received screen credit—is being contemplated by the Screen Playwrights, Inc. Juniors have asked to affiliate with the writers with the Playwrights, her summer have anxion to affiliate with the writers with the alternative of forming their own organization and asking the National Labor Relations Board for recog-

Labor Relations Board for recog-nition.

Juvenile writers plan to Hmit membership to persons who are serving apprenticeship with idea of earning livelihood from writing for screen. Many who are now doing script treatments, etc. would be eligible. Around 1,000 would be in line for membership.

20th Formally **Takes Over Roxy** Theatre Aug. 1

Twentieth Century-Fox Film Corp. assumes control by Sept. 1 of the Roxy (N. Y.) theatre for the next 20 years and it will become the New York show window for 20th's feature pictures pronto. Federal Judge Francis G. Caffey on Friday (23) formally signed an order approving the theatre's "reorganization plan. Under the arrangement 20th-Fox will pay over \$650,000 to finance the new corporation, the name of which

will pay over \$850.000 to finance the new corporation, the name of which had not yet been decided upon.

Howard S. Cullman will remain as trustee, a job he has held for the past 10 years, until the theatre actually changes hands. Judge Caffey directed Cullman to file a certified statement with the Court as to existing or disputed contracts or lobby leases pending. Twentieth Century has agreed to protect Cullman from liability in any future suits which may arise involving transactions occurring during his regime.

The loose ends of the plan, such as service-claims filed by numerous attorneys, and also the Ted Healy salary claim for \$4,000, are expected to edisposed of at the final hearing before Judge Caffey on Aug. 11.

On Friday, the Court gave notice that unless Healy was represented at the next hearing he would toss out his claim.

the next hearing he would too out the heaxt hearing he would too out the later a call the later and the later will be given the well as even-day clearance in the Metropolitan area. The admission price will be decided upon y mutual agreement of both parties. Should any dispute arise during the first year the matter will be referred to an arbitration board appointed by the Court for settlement.

Twentieth-Fox assumes the right

Twentieth-Fox assumes the right to terminate the agreement should the new corporation at any time during the 20-year period become insolvent

during the 20-year period become insolvent.

The Roxy had a net loss of \$8,137 for the period from May 28-June 24, according to the report of Howard S. Cullman, trustee, which was filed yesterday. (Tues.) in the Federal Court. The cash receipts for the period amounted to \$103,203 and disbursements, \$110,661. Admissions numbered 90,121.

Firefly' \$5 Preem in L.A

Hollywood, July 27.
World premiere of Metro's The
Firefiy' has been set for the FourStar theatre here Aug. 6.
Film will open for a two-a-day
run with three shows on Sunday and
\$5.50 tops first night.

Union Theatre Co., \$23,671; 335 shares, West Side Amus. Co., \$55,910.48; 60 shares, Owego Amus. Co., \$26,667.24; 12½ shares, Wayne Amus. Co., \$1,726.45. Comeriord, nephew of Michael E.

Co., \$1,726.45.
Comerford, nephew of Michael E.
Comerford, head of the company,
was killed in an automobile accident
near here while en route to a football game in New York on Nov. 20,
1836. Frank C. Walker has been 66 2/3 shares, Sun Amus. Co., 1936. Frank C. Walker has been \$5,536,98; 83 shares, Towanda Amus. actively in charge of the business [Co., \$17,670,85; 1,233 2/3 shares, since his death.

Hollywood Runaround

By Radie Harris

By Radie Harris

Hollywood, July 27.

When Robert Taylor sails for London to play the title role in 'A Yankee at Oxford' the gal who will draw the femme lead opposite him will be Maureen O'Sullivan. ... Another McGMite who will join the exodus across the big pond is Clarence Brown, who will megaphone 'Goodbye Mr. Chips,' with Robert Donat in the top 3pot—maybe. ... If Herbert Marshall can obtain a temporary release from his contractual obligations at RKO, he'll return to Broadway this fall in Sam Behrman's new play for the Theatre Guild.

Barbara Stanwyck didn't want to be influenced by Belle Bennett's interpretation of 'Stella Dallas,' so she waited until after her own preview to see the original version run off.

The ingrown splinter in Charlotte Wynters' foot that has been keeping her off the screen for the past nine months was finally operated on this week at the Good Samaritan hospital. ... When Andre Charlot arrives here (Aug. 2), he will be the house guest of Rowland Leigh. .. Leigh is already planning in his honor a party at which the guests will be culled from the ranks of those players who at one time or another in their careers appeared under his brilliant aegis—names that include Ronald Colman, Eddie Cantor, Sophie Tucker, Odette Myrtle, Binnie Barnes, Pat Patterson, Herbert Mundin, Dorothy Hammerstein, Wendy, Barrie, Heather Thaleher and Rex Evans.

Catherine Risely, who used to sit at the next desk from Claudette Colbert at the Washington Irving High School, arrived here on her first visit three weeks ago. She is now Claudette's stand-in in Tooner first visit three weeks ago. She is now Claudette's stand-in in Tooner first visit three weeks ago. She is now Claudette's stand-in in Tooner first visit fire worker in the standard of the standard of the standard of the standard in t

Anatole Litvak had to call a halt in a scene from 'Tovarich' yesterday when Charles Boyer was called to the phone to answer a long distant call. It was Sacha Guitry phoning from Paris.

Scenes in a Day

Scenes in a Day

Norma Shearer, Spencer Tracy, Dick Powell, Joan Blondell, Douglass

Montgomery, Anita Louise, Gail Patrick, Florence Rice, Ernst Lubited,
Dorothy MacKaill, Joe Mankiewicz, Henry Wilcoxson, and Doug and
Sylvia Fairbanks at the Chinese preview of 'Firefly'. . . Sam Kat, far
Maritza, Seymour Felix, Lily Messenger, Max Gordon, Harry Revel, the
Maritza, Seymour Felix, Lily Messenger, Max Gordon, Harry Revel, the
Maury Cohens, George Haight and Jack and Flo Haley enjoying a hid
night snack at the Beverly Brown Derby. . . To wish Helen Fergusof
happy-birthday in her new home on Las Palmas Drive were Marjoria
Gateson, Glenda Farrell, Gale Sondergard, Paula Stone, Henry Eddingion
and Alma Lloyd. . . The Mark Sandrichs and the Leigh Jasons quartein
at 'Brother Rat' (Biltmore). . . John McCormick playing the piano while
Alice Joyce's son-in-law, Felix Knight, did all the singing at the Waltet
Connolly's buffet supper party. . . Dolores Del Rico guest-of-honorin
Mrs. Gary Cooper with a first baby shower for the anticipated arrival in
September. . . The Darryl Zanucks opening their new home with &
cocktail shindig (25). . . Two women walking unrecognized through fair
crowd of fans collected outside the Vendome—if their husbands had
with them, they would have been mobbed—they were Mrs. Leslie Howard
and Mrs. Ralph Bellamy.

Borrah Minevitch's Harmonica Rascals are set for another 20th Century-Fox pic assignment when they finish a current tour through they mass a current tour through Pennsylvania and Ohio, playing parks, fairs and theatres. Recently completed 'Love Under Fire,' with Loretta Young, for the same studio. Minevitch personally is staying on the Coast. William Morris office handling.

Mamoulian Abroad

Hollywood, July 27. Rouben Mamoulian has departed for New York to start a two-month

He sails for Europe Aug. 4, on the formandie.

FANNY BRICE'S 'SWING FEVER

Hollywood, July 27.
Fanny Brice goes into 'Swing Fever,' formerly called 'Ugly Duck-ling,' at Metro, on her one-picture deal.

Miss Brice was originally set to appear in 'As Thousands Cheer' at Metro, but that production has been delayed and the studio shifted the comedienne into 'Fever.'

Minevitch's 3d for 20th Borrah Minevitch's Harmonical OVER 90% UNION

Philadelphia, July 14 Philly house employees are more than 90% organized, according to Horace Johns, biz manager of Projectionists local, which is handling unionization of the other service groups.

A mass meeting of the members will be held in about a week, Johns states, to make preliminary plans for presenting demands to management, Requests for new hour and wast conditions won't actually be made, however, he said, until practically every employee is a member of the union. Then there will be a show of strength. union. Then there will I strength. Meantime exchange

employees meantime exchange employee union is running along smoothly or agreements recently consummated with employers. Johns said there would be no attempt for several months for this group to get real signed contracts in place of present verbal agreements.

Barrymore's 2d Drummond Hollywood, July 27.

John Barrymore has been signed by Paramount for a second, as yet untitled, 'Bulldog Drummond' picture, which will be directed by Louig King.

Actor finished 'Bulldog Drummond Comes Back' at Par 10 days and doormen will be chartered under the American Federation of Labor.

So. Calif.-Ariz. Indies Charge Fox-W.C. **Anti-Trust Violation; Demand Action**

Hollywood, July 27.

Claiming that Peirson M. Hall, U. S. Attorney for the Southern California district, had neglected to prosecute or enforce the consent decrees ordered by the U. S. District Court here under the Sherman antitrust act, prohibiting major film producers and distribs from discrimination against indie exhibs, the Independent Theatre Owners of Southern California and Arizona are waging a fight to oust Hall from office Peittions addressed to U. S. Senator and the California and Arizona are waging a fight to oust Hall from office Peittions addressed to U. S. Senator and the California and Arizona are waging a fight de with magnetic that the Asserting Circulated among unaffiliated exhibs urging that McAdoo name a successor immediately. Industry friends of Hall assert that the district attorney is without the province to institute proceedings dealing with anti-trust violations, and that no complaints against Fox-West Coast Theatres or any producer-distributors for alleged violation of the 1930-32 consent decrees have been filed with Hall.

Supporters claim that the Attorney-General's office in Washington

nave been filed with Hall.
Supporters claim that the Attorney-General's office in Washington has the jurisdiction over anti-trust matters.

matters.

Hall was formerly attorney for the Retail Druggists & Grocers Alliance of the Retail Trade Assn., and was responsible for the passage of the California Fair Trade Act by the California legislature in 1931. He also helped bring about passage of the California Anti-Discrimination Act.

Pre-Law Suit Huddles Seen as New U.S. Tack On Anti-Trust Squawks

Meeting of attorneys from sev-Meeting of attorneys from several major companies last Friday (23) with Assistant Attorney General Hubert Harrington regarding alleged discriminatory dealings on product in Newark was viewed as possible departure from usual practice on cases when independents demand federal action. That was the opinion held by some legal lights on the matter who saw the voluntary confab as a trial balloon to test the feasibility of amicable adjustment with bility of amicable adjustment without resort to federal action.

Picture companies who sent rep-

Picture companies who sent repertentatives to the meeting learned that the Mosque theatre had anawked on difficulty in obtaining what is considered fair deals on major product. Though all majors were called to the Newark conference, where the could not learn who was complaining to the assistant district efforce's office. Meeting lasted about 3½ hours. After it ended, there was no intimation of intention by

About 3½ hours. After it ended, there a was no intimation of intention by attorney general's staff to begin proceedings against the majors named. Those attending the Newark session refused to comment in any way on what transpired, its significance or future developments. Legal lights described the attorney-general conference as a departure from the usual practice, but did not rate the sole complaint of the Mosque of vital import because of past difficulties in making a money-maker out of the operation.

TIME-LIFE SHORTS' PROD. TALK UP AGAIN

Hollywood, July 27

A series of 14 short features dealing with industry and scientific development is reported being prepared by Life magazine.
Ed Lowry is headed east to talk about appearing in one or more. It also is reported here that George McGregor, writer of one short, is in N. Y.

Time, Inc., which also has Life un-Time, Inc., which also has Life under its wing, denies any plans for making any shorts aside from March of Time. Understood that Time outlife was considering a series of Life shorts about six months ago, but idea was abandoned in favor of feature production production production feature production or Teparation for such must wait until suitable story to follow general basic idea of March of Time' is found. Time folials are said to favor production of one or more features because of coin possibilities, as compared with short production.

Cohen Readies 7 for Major

Hollywood, July 27.

Scripts are being prepared on seven Major pictures for Emanuel Cohen. They are skeded to go before the cameras in the next few

Allan Rivkin has been assigned to 'Call Back Love'; Richard Connell to "The Badge of Policeman O'Roon," Bing Crosby-Beatrice Lillie co-starrer; Tommy Cotter is on 'Choco-late Parade,' all-sepia musical; Doris Malloy is polishing Love on Toast

Mae West is working on her own next starring film while Leonard Q. Ross and Jesse L. Lasky, Jr., are toiling on originals, titled respectively 'Free Woman' and 'Two with Pay.'

ANOTHER F&M **POOLING IN** ST. LOUIS

St. Louis. July 27. Another theatre pooling and booking arrangement between Fanchon & Marco interests and an indie syndicate operating a flock of nabes expected to be perfected when Harry Arthur, Jr., v.p. and gen, mgr. of F&M returns here after vacation in east. Indie houses in-volved are Granada, Kingsland, Shaw and Maplewood of St. Louis Amus. Co. and Roxy, Avalon, Pow-hattan, White Way and Columbia owned by a company, heaviest stock-holders of which are Bess Schulter and Alex Pappand.

and Alex Pappand.

Consummation of pending deal will make third completed by F&M in recent months. Initial one was, when Ansell Bros. pooled their Varsity, Empress and Ritz with several of St. Louis Amus. Co.'s nabes. Recently similar deal was completed for Uptown, in west end, and which is owned by Clarence M. Turley. This house will now be operated under combined direction of Ansell Bros. and St. Louis Amus. Co.

Fred Wehrenberg, indig operator.

Bros. and St. Louis Amus. Co.
Fred Wehrenberg, indie operator
in South St. Louis and pres. of
MPTOA of Eastern Missouri and,
Southern Illinois, will not join any
pooling arrangement with F&M or
St. Louis Amus. Co. He is making
preparations for a huge building program first of which will be a 1,200
seater in thickly populated district in
South St. Louis on site he has owned
for several years. for several years.

for several years.
Wehrenberg said he had been approached several times to join in pooling contracts and sell interest to circuits outside of St. Louis, but intends to remain independent of any group. He now operates four nabes in territory where St. Louis Amus. Co, has houses and there has been considerable rivalry between both correctors.

Wehrenberg expects to erect 20 new houses in town to achieve his

'Extended' 1st Runs From Par to Crit, N. Y., Gets Loew Squawk

Paramount's partnership deal with B. S. Moss and Harry L. Charmas over the Criterion, N. Y., on which agreement had been reached by both sides, is in abeyance following complaint registered by Loew's over the proposed policy for the house. The Loew circuit is taking exception to the announced intention of Par to use the Criterion for so-called continued first runs, moving pictures into the house for another week or two after they have played the Broadway Parangount.

Loew's argues that this would continued for structure of the structure of the

two atter they have played the Broadway Parangount.

Loew's argues that this would constitute a second run. The Loew chain, which last season took the entire Par program on second and subsequent run in its Greater New York houses, is presently in huddles with Par on a renewal of the deal, any determination to play 'continued first runs' at the Crit might jeopardize such a deal unless further discussions of the Criterion matter resulted in some compromise with Loew. Circuit has always squawked in the past when anyone tried to do this, years ago having set up a howl when an effort was made to move first runs from the N. Y. Par into the old Rialto.

The Loew complaint on the Cri-

the old Rialto.

The Loew complaint on the Criterion deal may not mean it's cold, however. Par could go through with the partnership arangement, using the Crit for pictures on first runwinch are not needed at the Paramount. Under the deal discussed, the Charnas-Moss organization would have operating control.

JUNE'S \$1,874,775 **AMUS. TAXES** BEST IN '37

Washington, July 27,

Jump of better than \$300,000 in June sent Government revenue from admissions tax to total of \$9,520,012 for first half of 1937, highest figure for first six months period since fore the depression.

Touching \$1.874,775. June haul was \$285,093 ahead of the previous best month this year, April, and was the second largest in 3½ years. Only better record was last December's \$2,194,584. Rise over same month last year was \$342,586, biggest year-to-year boost since December. Government this year has grabbed more money in three of the six months. Half-year total is \$1,282,710 ahead of similar figure for 1936, \$1,988,684 more than 1935 and \$2,123,915 over 1934. Touching \$1,874,775, June haul was

Loew's Establishes Right It Can Withhold Certain Corporate Info From the S.E.C., If It's Damaging

Hollywood, July 27.
Bill Deming, General Pictures executive producer, has received a request from the De Luxe Crooning Trio, Folsom prison inmates, to look over some of their tunes.

Trio said another film company already has made them an offer.

NLRB UNABLE TO SETTLE

Efforts of the National Labor Re lations Board to settle jurisdictional dispute over draftsmen, artists, art directors, title and sketch artists failed when the United Scenic Art-Tailed when the United Scenic Artists local 621 refused to agree on consent election. International Alliance of Theatrical Stage Employes also notified regional director Dr. Towne Nylander that that organization would not agree to a consent election with the consent election with the consent election with the consent election with the consent election.

of draftsmen.

The petition of Attorney Felix
Cunningham, representing the Society of Motion Picture Art Directors, Society of M. P. Set Designers,
and the Society of M. P. Artists and
Illustrators, for a hearing to have
his organization designated exclusive bargaining reps for workers, was for-warded to the NLRB in Washington for approval whether a formal hear-ing to determine if an election ould be held.

should be held.

Attorneys for the scenic artists said that the jurisdiction of the NLRB over the film industry would be attacked tomorrow (Wednesday) in an injunction hearing in Superior court. They will attempt to show that the producers are not engaged in interstate commerce. Hearing will be on an application for a permanent restraining order against alleged interference with the signing of an agreement between the producers and scenic artists.

Negotiations with Local 621 were

Walled Competish

PIX TIFFS

Hollywood, July 27.

Negotiations with Local 621 were postponed by the producers when the IATSE and societies represented by Cunningham entered the jurisdictional fight.

Aug. 1 Deadline for SAG Signing Up In East, but Everything Looks O.K.

With the expectation that a majority of the important film producing companies and studios in the New York area will be signed up, the Screen Actors' Guild (eastern office) begins checking all studios and producers the first of next week. Aug. 1 is scheduled dealine, which means that actual check will that Monday (2).

FOX THEATRES MUST
PAY \$389,000 CLAIM

FOX THEATRES COP. Was directed Monday (26) by U. S. Circuit Court of Appeals in N. Y. to pay the full equity claim of \$389,000 to the Philadelphia Co. for Guaranteeing Mort 1934. The decision reverses that of the lower court, which last September held that the Philadelphia Co. was only entitled to \$48,000.

The loan was made to the Market-Seventeenth Corp., then operators of the Fox theatre and office building in Philadelphia. The Fox parent or ganization guaranteed payment of all taxes and interest but later defaulted.

Week. Aug. I is scheduled deadline, which means that actual check will start Monday (27). The received up and that March of Time comes under the terms of the Constant, and adventure or melotamatics, and that there do use actors. The come of the comercial film producers will dark the your comes under the terms of the comercial film producers will dark the your comes under the terms of the time that they do use actors. The come of the comercial film producers will dark the your comes under th

(General Service), Educational, which produces at the same plant and releases through 20th-Fox, March of Time, Blograph, West Coast Service Studios and some five or six industrial and commercial producers and studios.

Thus far the SAG headquarters in Thus far the SAG headquarters in Manhattan have ruled that March of Time comes under the terms of the contract in that the reels are dramatizations and that they do use actors. M. of T. officials have been notified of this situation, but no answer had been received up until yesterday (Tues.). Time reel considers itself a newsreel. However, Guild officials point out that M. of T. is censorable in a number of states, something that is not generally attempted on newsreels.

Washington, July 27.

Right to withhold dope about subsidiary and affiliated cornorations has been established for the film industry by Loew's Inc.

In two recent reports to the Securities & Exchange Commission, the picture firm declined to give the details about 53 corporate offspring on the ground that disclosure would be 'detrimental to the interests of security-holders of the registrant.' curity-holders of the registrant. This action was in accordance with provisions of the laws governing stock selling and conformed with all S.E.C. regulations.

Shielded info concerned 19 domestic and 34 foreign distributing and exhibition companies controlled by the parent concern. Previous papers had included considerable data on Loew's inter-company however.

however.

As far as can be determined,
Loew's is the first film company to
take advantage of this provision of
the S.E.C. system. All other units
in the biz which have come under
Federal scrutiny have told all regarding their ties with and interest
in subsids, although in some cases
request has been made that certain
parts of the documents be kept confidential by the Government agency.
White it was chary about lifting

fidential by the Government agency. While it was chary about lifting the lid on offspring, Loew's report showed top salaries. Nicholas M. Schenck, prez, drew \$312,785 in the last fiscal year, David Bernstein, vice-prez and treasurer, \$213,857, and Arthur M. Loew, vice-prez, for \$205,544.

This info, plus other facts about financial operations furnished stock-holders in most recent annual re-port, were deemed ample by the holders in most recent annual report, were deemed ample by the S.E.C. Indicated there is no, prospect the Government will order Loew's to remove the veil, since similar action in papers filed with the Commish last March, went unchallenged. Commish reserves the right, though, to inquire as to the nature of the 'curtained facts in order to assure itself of the justification of companies' claims that publication might be injurious.

Brandt's Gaiety And Republic, N. Y., Make 7 Houses in Times Sa.

With Harry Brandt taking over the peration of the Galety, last a Minsky burlesque house at 46th and Broadway, at the close of last week and readying the Republic, original home of Minsky burlesque in Times Square area, for opening next Saturday (31). Brandt interests will have the largest string of picture houses operating in New York's principal operating in New York's principal theatre area. Addition of Republic will give Brandt seven film theatres from 59th Street to 42d Street, being the Park, Central, Globe, Galety, Times Square, Liberty and Rep. Houses represent total seating capacity of around 5,600.

pacity of around 5,800.

Gaiety was reopened Saturday (24), after the brief, ill-fated attempt to try polite burlesque, with grind policy and pop prices. Starting feature was the indie 'Crusade Against Rackets' Management indicates using others of this type or similar to 'Damaged Lives,' which went seven weeks at Central, and adventure or melodramatic vehicles. Gaiety's picture was heralded as first-run on Broadway as was Central's opus.

Globe, which has been re-seated

Everything's Dandy Again in L.A.; Harlow Pic Smash at \$43,500: 'Road Back,' \$23,500; 'Eve' (2d) \$15,000

Los Angeles, July 27. With two smash b.o. attractions in four of the local deluxers, pic business begins to look like old times. Heaviest sock of the week is 'Saratoga,' final Jean Harlow film, which is heading for a combined \$43,500 at the day-date Loew's State and Chi-nese theatres. Take in both houses

nese theatres. Take in both houses has only been equalled by a couple of pix shown during New Year's and Thanksgiving Day weeks.

Universal's Road Back (is giving Universal's Road Back (is giving Universal's Road RKC Hillistreet, etc.) and the state of the state of

on a two-a-day basis, and re-opens with the same policy Aug. 12 on Paramount's High, Wide and Handsone.

Similar to for This Week Carthay Circle (Fox) 1.518; 55-83-10-1.659. Wee Willie Winkie! (20th) (6th week). Shirley Temple pic closed Sunday (25) after three days on the fifth week for around \$3,000. Fourth week brought fair \$4,800.

Chinese (Grauman) (2,023; 30-40-15)—25-23 toga (MG) and "Borw house record for take sans foliday; looks like smash \$19,000, terrific. Last week (Taptains Courageous' (MG) and 'Great Hospital Mystery' (20th) oke \$13,800.

Bowntown (WB) (1,800; 30-40-55-65)—Ever Since Eve. (First) and Cutal (2nd week). Holdover week looks very good \$7,000, compared to initial week's take of big \$9,200.

Four Star (Fox) (900; 30-40-55)—Tour star (Fox) (900; 30-40-55)—Under the Red Robe' (Fox) (2nd week). Second stanza limited to four days on \$1,000. First week drew weak \$1,700. Love From a Stranger (UA) open \$100. First week drew weak \$1,700. Love From a Case of Stuttering Bishop' (FN) dual (2nd week). Flock of previews helping for strong second week, with probably \$8,000 in the till, compared to \$8,200 on initial stanza.

Fantages (Pan) (2,700; 30-40-55)—Ever Stuttering Bishop' (FN) dual (2nd week). Holdover week stance of the stanza.

Fantages (Pan) (2,700; 30-40-55)—Road Back' (U) and Love in Bungalow' (RKO) and 'Sweetheaur of Navy' (RKO) and 'Sweetheaur of Navy (RKO) and 'S

yesterday (28) with Eddie Payabay
yesterday (28) with Eddie Payabay
yesterday (28) with Eddie Payabay
and Warner's KFWB broadeadsat show
on stage.

BKO (2,950; 30-40-55) — Road
Back' (U) and Love in Bungalow'
(U) dual Despite stiffest kind of
opposition at the State, two blocks
away, house is piling up a sweet
\$12,000, with second oke week assured. Last week, Super Steuth'
(RC) and Sweetheart of Navy'
(RC) and San Francisco' (MG)
(MG) and San Francisco' (MG)
(MG) and San Francisco' (MG)
(MG) and Great Hospital Mystery'
(20th) dual. Trade up a bit on this
pair of moveovers, so \$3,300 will be
okay. Last week, 'Gave Him a Gur'
(MG) and 'Great Hospital Mystery'
(20th) dual. Trade up a bit on this
pair of moveovers, so \$3,300 will be
okay. Last week, 'Gave Him a Gur'
(MG) and 'Sing and Be Happy'
(20th) not so hot at \$2,000.

Wilshire (Fox) (2,296; 30-40-55-85)

—Ccaptains Courageous' (MG) and
Great Hospital Mystery'
(20th) not so hot at \$2,000.

Wilshire (Fox) (2,296; 30-40-55-85)

—Ccaptains Courageous' (MG) and
Great Hospital Mystery'
(20th) not so hot at \$2,000.

Wilshire (Fox) (2,296; 30-40-55-85)

—Captains Courageous' (MG) and
Great Hospital Mystery'
(20th) dual. Trade up a bit on this
pair of moveovers of oing oke at
\$4,500.

WEE WILLIE' GOOD \$8,500 IN LOUISVILLE

Louisville, July 27.

'Saratoga' is going strong at Loew's
State, after b.o. lines formed steadily over the week-end. Pic got a
nice break from the weather man,
when cooling rains turned the attention of patrons to film house fare.
Rialto is coming in for some nice
biz on 'Willie Winkie,' and together
with Loew's State across the street,
should garner the bulk of the current week's sugar.

Estimates for This Week
Brown (Fourth Avc.-Loew's)—
Basy Living' (RKO) and 'Wild

Money' (Par), dual, on moveover from Rialto. Fair showing and may gross \$2,300. Last week 'New Faces' of 1937' (RKO) and 'Can't Beat Love (RKO) (Love \$2,900 (15.25)—11 (15.25)—

DITTO IN WASH.. **HARLOW'S \$33,000**

Washington, July 27. Nothing matters this week but 'Saratoga,' and it's mattering in sock fashion. Put into the 3,000-seat Capitol, Loew's vaude spot and big-gest house in town, it busted all records for non-holiday opening and, although it is not expected to last at the same pace, will definitely finish in the beauteous class.

Nobody else is touching 'Saratoga' and nobody is even bidding to get above average. Keith's went to town on 'The Road Back,' staging a super-swank premiere with half of Washington society and officialdom on hand, but the critics were lukewarm and it's starting to drop al-

\$5,000.
Palace (Loew) (2.963; 25-35-60)—
Easy Living' (Mg) and Disney Academy Revue. Should get under-average \$13,000. Last week 'Day at Races' (MG) (2d week) oke \$9,000.
Rialto (Indre) (1,100; 25-30-40)—
Elephant Boy' (UA) (2d week).
May get passable \$2,500. Last week campaign and crix raves won nice \$4,500.

Travis, Foran Teamed

Hollywood July 27.
June Travis and Dick Foran top
the cast of 'One More Tomorrow' at
Warners. Others cast include John
Litel, Dick Purcell and George E.

Frank McDonald will direct, with Bryan Foy producing.

1st Runs on B'way

Week of July 29 Meek of July 29
Astor—High, Wide and Handsome' (Par) (2d week)
(Reviewed in this issue)
Capitol—'Saratoga' (MG) (2d
week).
(Reviewed in Variery of July 14.)
Central—'Gold Racket' (GN)
(31)

(31).
Criterion—Marry the Girl'

(WB) (31). Music Hall—'Toast of New York' (RKO) (2d week). Paramount—'Exclusive' (Par)

eek). to---'It Can't Last Forever'

Ristlo—'It Can't Last rorever (Col). (Reviewed in Varnery July 7.) Roxy—'Wee Willie Winkie' (20th) (2d week). (Reviewed in Vannery June 20.) Strand—'They Won't Forget' (WB) (3d week). Week of Aug. 5 Astor—'High, Wide and Handsome' (Par) (3d week). Globe—'Souls at Sea' (Par) (3).

Music Hall—'Stella Dallas'

(UA):
(Reviewed in this issue)
Paramount—'Artists and Models' (Par) (6).
Boxy—'Road Back' (U) (6).
(Reviewed in Variery June 23.)
Strand—'San Quentin' (WB)
(4).
(Reviewed in this issue)

Harlow and 'Breakfast' Fine \$15,000. But Rest Of Prov. Is Way Off

Providence, July 27.

Mediocre film fare largely. Grosses are likewise. Only one spot doing any bragging this week, and that's Loew's, where 'Saratoga' sis being shown on a dualer, Present pace indicates that the gross will be in the nabe of \$15,000.

Other two picture houses, Strand and Majestic, are just easing along. Biz is about average. Fay's, the lone vaude spot, is going it on a so-so keel.

Estimates for The Lord Grosses

Biz is about average. Fay's, the lone vaude spot, is going it on a so-so keel.

Estimates for This Week
Fay's (2,000; 25-35-50)—Born Reckless' (20th) and vaude. Nothing to
indicate more than \$6,000, if that,
Last week 'Californian' (20th) was
ditto.

Loew's State (3,200: 25-35-50)—
Saratoga' (MG) and 'Marriage Before Breakfast-BIG of Control great
\$15,000, more if the breaks are right
later in the week; swell biz for this
time of the year. Last week 'Emperor's Candlesticks' (MG) and
Criminals of Air' (Col) was best in
town with a \$11,000 take.

Majestic (Fay) (2,200; 25-35-50)—
Majestic (Fay) (2,200; 25-35-50)—
Candlesticks' (MG) and
Criminals of Air' (Col) was best in
town with a \$11,000 take.

Majestic (Fay) (2,200; 25-35-50)—
Strand (Indie) (2,200; 25-35-50)—
Gambini' (Par) and 'Motor Madness'
(WB) and 'Coronation' (20th) was
oke at \$7,800.

Strand (Indie) (2,200; 25-35-50)—
Gambini' (Par) and 'Motor Madness'
(Col). Not so good; probably \$3,000
on split week. Woman Alone' (BB)
and 'Coton spot
week. Woman Alone' (BB)
and 'Strand' (BB)
Alone (BB)

SEATTLE, TOO, IS ALL HARLOW, \$13,500, BIG

Seattle, July 27.
Town is going for 'Saratoga' and critics are paying the pix and Jean critics are paying the pix and Jean Harlow high tributes. Opening biz at the Fifth was capacity, with femme trade predominating. Weather is hot and no help, but 'Saratoga' is getting along and looks set for two or three weeks at the Fifth and then thrice that at the Music Box on moveover.

'Saratoga' is being single-billed, which is the first time since the dual policy was established here. Winter

Martha Raye, 'Wee Willie' Heading For Terriffic \$55,000 in Boston

geance' (Riaito) and 'Skull and Crown' (Reliable) dual. Sos \$2,000.
Fifth Avenue (Hamrick-Evergreen) (2,400; 32-37-42)—"Saratoga' (MGM). First single bill in months bur getting lines, with rapid turn-getting lines, with rapid lines, w

waude. Should get \$2,800, fair. Last week, 'Night Key' (U) and vaude, \$3,400, also soos.

Parsmoute (Hamrick-Evergreen (3,106; 32-37-42) — 'Between Two Women' (MGM) and 'Talk of Devil' (GB) dual. Anticipating \$3,700, slow. Last week, 'New Faces' (RKO) and Let Him Live' (U) dual, \$6,000, good. Roosevert (Sterling) (850; 21-32)— 'Prince and Pauper' (WB) and 'Good as Married' (U) dual. Expecting only \$2,500, fair. Last week, 'Shall We Dance' (RKO) and 'Man's Here Again' (FN) dual, \$2,700, good.

SARATOGA' BIG \$22,000, CINCY

Cincinnati, July 27.

Tremendous \$2,000 tug of 'Saratoga' at the Albee, peak figure of the summer season for this town, is drawing the lion's share of biz currently and upping the combined take over last weekes by a conty mark over last weekes by a conty mark \$5,000 at Keith's and the Lyric is marking up \$4,500 on 'On Again, Off Again.'

shows at Neitris and the Lyric is marking up \$4,500 on On Again, Off Again.

Albee (RKO) (3,300; 35-42)—'Saratoga' (MG). Bulli-eye, \$22,000. Last week 'Easy Living' (Par), \$14,500, excellent.

Family (RKO) (1,000; 15-25)—Racketeers in Exile' (Col) and 'Girl from Scotland Yard' (Par), Split Regular, \$2,000. Same last week on Night Key' (U) and 'Frame Up' (Col), split.

Ketha's (Libson) (1,500; 25-40)—Between Two Women' (MG). Okay at \$5,000. Last week 'Ever Since Eve' (WB), \$7,000, socko.

Lyric (RKO) (1,400; 35-42)—'On Again, Off Again' (RKO). Fair \$4,500. Last week 'Love from Stranger' (UA), \$4,000, mild: \$4,500. Last week 'Love from Stranger' (UA), \$4,000, mild: Stranger' (UA), \$4,000,

'CAR,' GENE AUSTIN STRONG \$10,000, K. C.

'Saratoga' is getting a terrific play at the Midland. Opening matinee had 1,000 in line and the queues have held daily.

Estimates for This Week
'Mainstreet' (RKO) (3,200; 25-40)

- Easy Living' (Par). Only fair at 75,500. Last week, 'Singing Marine' (WFI), couldn't manage more than \$7,000.

Boston, July 27.
Dramatic proof that the so-called summer slump has nothing to do with the weather is found at the Methods of the solution of the Methods of the State of the

Restimates, for This Week

Boston (RKO) (3,000; 25-40-55)—
On Again of RKO) and
Man in Blue' (U), dual. Just so-so,
\$5,000. Last week Born Reckles;
(20th) and 'Sweetheart of Navy'
(GN), dual, n.s.h. \$5,600, despite influx of sailors.

Fenway (M&P) (1,400; 25-35-40-50)
—Ever Since Eve' (WB) and 'Stuttering Bishop' (WB), double. Won
fattering brown of the sailors.

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—Ever Since Bee' (WB) and 'Stuttering Bishop' (WB), double. Won
fattering brown of the sailors of the sailors.

Fenway (MB) (2000)

Keith Memorial (RKO) (2,900; 25-30
Looks like \$11,000. First week was
better than expected, \$17,500.

Metropolitan (M&P) (4,300; 35-55
75)—Wee Willie Winkie' (20th) and
Martha Raye on stage. Week-end
indications were that this may be the
biggest setup the house has ever had.
Heating for \$55,000. Last week 'Singing Marine' (WB) and Clyde Lucas
on stage fair \$18,000.

Orpheum (Loew) (2,900; 25-35-40
50—Fore Since Eve' (WB) and
'Stuttering Bishop' (WB), dual.
Double of the sail of the sail

HORIZON' 11G'S, BEST **GROSSER IN SYDNEY**

Sydney, July 5.

Terrific rain did not help biz in the city and nabe spots, but managers are taking it with a grin and hoping for a break. 'Lost Horizon' (Col) copped about the best biz with a take on its second week of approximately \$11,000 and 'After the Thin Man' (M-G) held up nicely on third week.

Warner's 'Green Light' came in for a try and looks like securing femme biz. 'Three Smart Girls' (U) will move away after four weeks, and 'Top of the Town' (U) will also quit shortly. Par's Waikii Wedding' is pulling average trade and may hit a fourth stanza. 'History Made at Night' (UA) is oke, and 'Rainbow on River' (RKO) continues solidly on third week. 'Aren't Men Beasts' (BIP) fared only so-so, with 'For Valor' (AD)-replacing.

Weekly change has 'Tainted Money' (20th), 'When Love Is Young' (U), and 'Accusing Finger' (Par).

Melbourne, July 5.

Saratoga is being single-Disco, which is the first time since the dual policy was established here. Winter Garden (Sterling) has second run of Jean Harlow in Personal Property' (MG) and holding it over, with bit is.

Bus Mouse (Hamrick-Evergreen) (1900; 16-27)—Secret Valley (20th) and Mar in Blue' (U) dual. Looking for \$2,500, good. Last week, 'You' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (GB) and Border (20th) and Song of City' (MGM), dual. Army Now' (Collonial (Sterling) (650; 10-21)—(70th) Man' (GB) and 'Oh Suzannah' (RGM) dual, five days, \$2,200, kay.

Colonial (Sterling) (650; 10-21)—(70th) Man' (GB) and 'Oh Suzannah' (RGM) dual. Paced at only \$2,000; Slow. Last week, "None of Carrow (10th) (

Plenty Outdoor Competish in Chi But 'Exclusive,' Weems, Rich 40G; 'Slim' \$17,000; Harlow Sock \$30,000

Chicago, July 27.

Plenty of attractions around town that are giving the pictures a run for the public's coin. Ball games, races, toll tourney, beaches, dunes and

that are given. Ball games, races, the public's coin. Ball games, races, the public's coin. Ball games, races, the gross is year all playing to capacity, but, in a couple spots the gross is yery strons."

Best of the newcomers is 'Saratogs,' which got going Saturday (24) at the United Artists. Straight and dignifed selling job on this picture is causing excellent comment. Exclusive and Ted Weems are very big at the Chicago.

at the Chicago.

Oriental comes back to a degree of fife currently, following a brutal session last week. State-Lake returns to a normal pace after a record-smashing gallop the week previous

Estimates for This Week

Fatimates for This Week Apollo (B&K) (1,200; 38-58-68-75)

"Slave Ship" (20th). Moves in here following a good week at the Chicago. Headed for \$7,000, okay. Lastweek Easy Living" (Par) took satisfactory \$6,100 for its holdover loop factory.

stay.

Chicago (B&K) (4,000: 35-55-75)—
Exclusive' Par) and Ted Weems orchestra. Par yearper yarn look for a surprising week at \$40,000. Last week 'Slave Ship' (20th) took strong \$32,200.

strong \$32,200.
Garrick (B&K) (900; 35-55-65-75)
Forbidden Adventure (Reade)
gnd week), Travelog continues to
do an oke \$6,000, after a big \$9,800
last week.

Jat week.

Oriental (B&K) (3.200; 35-55-65)

Silm' (WB) and vaude. House perks currently and will rise to profitable 317,000. Last week 'Had to Eat' (20th) miserable \$12,100.

Palace (RKO) (2,500; 35-55-65-75)

—Super Sleuth' (RKO) and vaude. Nice enough session in the offing, with laugh picture drawing a fair \$15,000. Last week 'Talk of Devi' (GB) \$18,000.

Rossevelt (B&K) (1,500: 35-55-65-

\$15,000. Last week Talk of Devil (GB) \$18,000. Roosevelt (B&K) (1,500; 35-55-65-75)—Candlesticks' (MG) (3rd week). Goes out this Wednesday (28) to make way for 'Wee Willle Winkie (20th). Will do around \$5,000, so-so, for final seven days, after okay \$11,400 on previous seven. \$2,000. So-so, for final seven days, after okay \$11,400 on previous seven. \$7,000. \$2-56-56-50-50. Roanglestick (Jones) (700; \$2-56-56-50-50. Good of the ledger by a comfortable margin at \$14,000. Last week way up, with \$17,100 for Manhattan Melodrams' (MG). United Artists (B&K-UA) (1,700; \$5-56-56-75)—Saratoga' (MG). Opened' Saturday (24) and away fast Ljooks like big money winner at opening week's indication of \$30,000. Läst week Races' (MG) finished fine three-weeker at \$10,200.

'SARATOGA'WOW \$20,000, BUFFALO

Buffalo, July 27.
Grosses have been boosted into the higher brackets again currently, mostly because of better type of film offerings. With the exception of the Hilbp, where figures are low, the current and the past week have been decidedly above average summer business. Sarvive Sarvive 1

"Saratoga' looks to do a summer high at the Buffalo, with 'Good Earth' rounding out a fine second week at the Great Lakes.

Battin rounding out a fine second week at the Great Lakes.

Estimates for This Week

Buffalo (Shea) (3,600; 30-40-50)—
Saratoga' (MGM). First four days takes show a heavy response and may go to \$20,000. Last week, Easy-Living (Par), as expected, with takings running over \$11,000, okay.

Century (Shea) (3,400; 25-35)—
Draegerman Courage' (WB) and Höllywood Cowboy' (RRO). Off Somewhat, but okay at \$5,000. Last week, Pick a Star' (MG) and 13th off the Company of the Com

strong popular appeal, almost \$16,\(\text{Mipp} \) (Shea) \ (2.400; 25-40) — Last
\(\text{Train From Madrid' (Par)} \) and \(\text{Married Before Breakfast'} \) (MGM). Fair
\(\text{goss at maybe \$6,000.} \) Last week,
\(\text{Muzziles of Red Gap' (Par) (reissue)} \)
\(\text{and Man Who Found Himsetf.} \)
\(\text{dropped down to lowest figur: of } \)
\(\text{Summer. \$44.00.} \) \((3.400; \frac{2.-35}{2.-35}) —
\(\text{Magueu of Frightened Men' (Col)} \)
\(\text{Mere Venus Makes Trouble'} \) (Col). \(\text{Very is nucley \$500.} \)
\(\text{Last year nice account of them} \)
\(\text{Selves for over \$7,000.} \)

Harlow \$4,000 and H. O., Lincoln, But Town N. G.

Harlow \$4,000 and H. O.,
Lincoln, But Town N. G.
Lincoln, July 27.

Saratoga' is out for the bucks this
week, judging by the opening bang.
Biz is still on the downside, although the Stuart and the Varsity
have been on the upgrade the last
couple of weeks.

Estimates for This Week
Lincoln (1,200;
Cover', WTC' (1,200;
Cove

MONTREAL DULL, 'EMP,' 'MISSUS' FAIR \$6,000

Montreal, July 27.
Theatres took it on the chin the veek-end, with a terrific heat wave, ut may come back with the promise f coolness.

Theatres took it on the chin the week-end, with a terrific heat wave, but may come back with the promise of coolness.

Estimates for This Week Paiace (CE) (2,700° 50) - Emprover's Caddlesticks' (MG) and Meet Gair \$6,000° Last week 'Under Red Robe' (20th) and 'She Had to Eat' (20th) fair \$5,000°.

Capitol (CT) (2,700; 50) - Day at Races' (MG) (2d wk), and '13th Chair' (MG). Will likely gross good \$5,000° after fine \$7,500° last week.

Loew's (M.T.Co) (3,200; 40) - Love from Stranger' (Bril) and 'Counterfelt Lady' (Coll Food Stone Constant College (100° 40°) (100° 40°

'Saratoga,' 'Exile' Wow \$9,000 and H. O. P'tl'd

Portland, Ore., July 27.
'Saratoga' opened to a terrific play
Parker's UA, and looks good for

'Saratoga' opened to a terrific play at Parker's UA, and looks good for three weeks.

Estimates for This Week

Broadway (Farker) (2,000, 30-55)

Emperor's Candlesitcks' (MG) and Witgs.

Or Emperor's Candlesitcks' (MG) and Witgs.

May fair (Parker - Evergreen) (1,400; 30-55)—Slave Ship' (20th) (2d week) and There Goes My Girl' (RKO). Big stuff for this house at \$1,800, nat week (Captains Courageous' (MG) closed a fifth stanza at \$1,900, nat Hamrick - Evergreen) (2,000; 30-55)—Singing Marine' (WB) and Born Reckless' (20th) May 12 (1,000; 30-55)

Week, strong \$7,000.

**ramount (Hamrick-Evergreen) (1,000; 30-35)—Easy Living (Par) and 'Ply Away Baby' (WB), Reg-

istered okay and in line for average \$5,000. Last week Slave Ship' (20th) and Big Business' (20th) ran up an extra score for this house, closing for the state of the state of

Winkie' Smash \$65,000 as Roxy Ups Scale, Toast' Crisp \$56, Jean 356 Winkie' Smash \$65,000 as Roxy Ups Scale, Toast' Crisp \$56, Jean 356 Act of the control of the form of the f No Alibis If Pix Good on B'way:

Harlow \$28,000. New Frisco Record: Waring and 'Love' Socko at \$26,000

San Francisco, July 27.
Interest in Jean Harlow's final picture is so great here that the Paramount theatre will break a record of many years' standing with Saratoga. In order to take care of the customers, the Paramount is opening its doors at 10 a.m., an hour earlier than usual.

Gate theatre, with Fred Words on the stage, isn't running very far behind the Paramount. Gate upped its admission from 40e to 55c for last Saturday's matinee.

for last Saturday's matinee.

Estimates for This Week
Fox (F-WC) (5,000; 35-55)—"Exclusive' (Par) and "Lady Escapes' (20th).

Strong competish is unusual attractions offered by more centrally located houses holding this one to air \$15,000. Last week, "Ever Since Eve" (WB) and "Born Reckless" (GBold Gate Markey Last (2,350; 35-35)—Can't Beat Love' (RKO) and Fred Waring band on stage. Playing a return engagement, Waring started off with a bang, bettering business he did here several months ago on opening day by \$900. Take will be in the nabe of \$25,000. Last week "Super Sleuth" (RKO) and vaude did a fine \$100. The competition of the c

'TOGA' HEY-HEY

Baltimore, July 27. It's all 'Saratoga' here this week, with Loew's Century lining them up front and keeping them coming, for a wow \$15,000. Rest of the town is very mild, with some action for 'Road Back' (U) at Keith's, already announced for a second week a an indicated \$5,500 for its first

Coen's Rescue Chore

Hollywood, July 27.
Script for RKO's production of Romance to the Rescue' is being prepared by Franklin Coen.
Maury Cohen will produce.

Easy Living,' Bowes Amateurs Good for Big \$18,500 in Pitt.

grosses, it's still altogether satisfactory. Last week, Herman Bing in person bolstered Ever Since Eve' (FN) into a corking \$20,000.

Warner (WB) (2,000; 25-40)—King of Gamblers' (Par) and 'Can't Beat Love' (RKO), Ordinary twinner and getting ordinary gross. Maybe \$3,800. Last week, 'Last Train from Madrid' (Par) and 'Fly Away Baby' around \$4,000.

WEE WILLIE,' BOWES **BIG \$12.000 IN MPLS.**

Minneapolis, July 27.

'Saratoga' and 'Wee Willie Winkie,' plus Major Bowes' all-girl unit are hypoing grosses at the Minnesota and Orpheum and the general box-office picture is prettier currently. Moreover, 'Easy Living' whammed 'em so hard at the Orpheum last week that it was moved to the Century for a second canto and continues to deliver.

Trade pick-up all along the line is in the face of severe competition from professional night baseball, which is drawing from 6,000 to 9,000 paid admissions per night and undoubtedly diverting considerable patronage.

Alliations 4 Moreover, Sary Living watanness of the several months ago on open-years o

Inside Stuff—Pictures

Same obstacle which Metro had to hurdle twice in recent pictures has the Culver City boys quite deft in giving Death the runaround. Problem was more personally met in 'Saratoga' with Jean Harlow, but had to be met on a much larger scale with 'Firefly.'
With war in 'Spain having, butchered a million people in the last year it is becoming increasingly difficult to get romance into musicals with a war setting. As for straight drama, even these pix can pancake when they use a war setting. Turking of The Woman I Love' which had Paul Muni and Miriam Hopkins in the cast can be explained partly on the grounds that the World War is far enough back to be dated and not yet old enough to be romantic.

But 'Firefly', set in Spain during the Napoleonic wars, while it fulfills the condition of being romantic because of its remoteness, bumped into the fact that the present war in Spain is neither romantic nor remote. Solution of Spain's plight in 'Firefly' is its rescue by the Duke of Wellington and the British troops. While this brings cheers in the picture it can't help but remind audiences of the present cautious attitude of the British concerning their interests and obligations in Spain.

Whether either faction in Spain will 'like 'Firefly' is unimportant because the size of any grosses from there will be academic.

Several recent issues of fan mags that barged into the objectionable

Several recent issues of fan mags that barged into the objectionable category because of too racy stories and pictures are undergoing the close scrutiny of the Hays office with possibility that they may be deprived of studio cooperation. Indictment falls wholly on newcomers in the fan field that are attempting to grab circulation through sensationalism. Class fan mags are fostering the move for a cleanup.

Corps of press correspondents stationed in Hollywood and visiting the lots has grown so unwieldy in numbers that publicity departments have a problem on their hands whenever an important preview comes up, trying to keep the important ones satisfied and winnow out the others. Solution is to hold double previews, which was done last week by 20th-Fox with 'You Can't Have Everything' and by Samuel Goldwyn in the case of 'Stella Dallas.' Move is afoot now instigated by the publicity departments to have the Hays office shave down the correspondents' list.

The Hays office is already tightening up on studio passes for visting newspapermen and radio news spleters. Majority of visitors who request blanket ducat to all studios usually wind up with compromise ticket for one. Effort is being made to weed out vacationists from the county seats who fail to write anything when they get home.

who fail to write anything when they get home.

Joe Breen's production code office, which has the okaying of scripts before shooting and the approval of final prints before release, has been much moderately lenient with some of the recent productions. Breen continues to clamp down heavy enough on rough romance, but there has been much comment in Hollywood over other angles.

Production code specifically provides that 'revenge in modern times shall not be tolerated, but the final half red of 'Exclusive' (Par) was devoted to a mob attack on a newspaper publisher, whose life is saved only by the timely arrival of police.

Another instance which has created discussion (and some audience squawks) is the finish of They Gave Him a Gun' (Metro). Situation is developed where Franchot Tone, an escaped convict, deliberately walks into an ambush of prison guards, heavily armed. Tone is unarmed, Ordered to surrender, he takes it on the lam, and guards fire from all sides. Scene shows him stumble, half rise, and then flaten. Comment is that sequence is in direct violation of code provision that 'brutal killings are not to be permitted in detail.'

Eyes of each studo are on the other plants' release to see if the Breen axe falls as heavily on the other fellow.

axe fails as neavly on the other fellow.

Steve Hannagan, p. a for the Tidewater Associated Oil Co., tied in with Par in exploiting 'High, Wide and Handsome' in several ways. Pic, for its \$\frac{1}{2}\$ premiere at the Astor, N. Y., got extra exploitation via a stack of buildups at the various Tydol gas stations, since subject of the film has to do with founding of the company, although it isn't mentioned by name. Night of the opening, Stan Lomax, sports reporter over WOR, Newark, sponsored by Tidewater, devoted most of his spiel to the films, telling how big it is, etc. Also introed Randolph Scott, featured in the film, and went into one of those interviews with no sports value, but distinctly plugging the film. Lomax has also mentioned the pic in his spiel since. While figuring as good exploitation, especially in light of the many gas stations, radio spiels, etc., there is a reverse twist also, in that it impresses some as being a commercial tie-up for the film and perhaps amounting to a commercial tilm in the minds of some. Par answers this allegation by pointing out that there is not any mention of the oil company by name anywhere in the picture proper.

Harry Brand, 20th-Fox puffery mogul, had a flack's holiday after he collared the trio of Russian transpolar flyers for a visit to the studios in Westwood, Calif. Pictures of the flyers with Shriley Temple hit all the wire services. Outfits fought for exclusive showing the intrepid group with Eddie Cantor, Sonja Henie, Tyrone Power and others. Temple pic, however, was considered a big break inasmuch as it tied into national opening of her new film, Wee Willie Winkie.' Brand beat every other studio on the Coast by his maneuvering.

Paramount has set back release date on 'Double Or Nothing,' from Aug. 17 to Sept. 28 in order to add scenes and get better musical effects. Included in additions is a title song written by Johnny Burke and Victor Young. First release date was set when the studio figured it would need picture to fulfill release commitments. Cast includes Bing Crosby, Martha Raye, Mary Carlisle and Andy Devine,

'Hollywood Screen Test,' the short feature Universal made to glorify all angles surrounding the ever-present search for new screen faces, is being sold to the exhibitors with guarantee of a screen trailer. It is one of the few instances that a producer has prepared a trailer to bally a

In changing the title of 'Tovarich' to 'Tonight's Our Night,' Warners will continue to mention the original play title in all references to the picture. Advertising and publicity will carry such lines as 'Tonight's Our Night,' based on the play 'Tovarich.'

UMPTO will picket WB houses same

Par Strike

(Continued from page 5)

handbills, many of which are already floating about the city. In front of UMPTO headquarters on the film raito will be placed a large bulletin board with the names of exhibs not participating in the strike. Negotiations are still going on with Joe Bernhard to bring Warners into the fray, but there has been no success along this line so far. WB contract with Par still has a year to run and it is figured by Warner execs that, should they pull Par dates. Par and Comerford houses may retaliate on the WB exchange.

UMPTO will picket WB houses same as indies.

Judge Joseph Varbalow of Camden, N. J., has been added to legal estaff on strike. In his opinion, and that of other attorneys of the organization, according to UMPTO, and the other provide pix it showed by failure to provide

Pix Scarcity Is Newest Detroit Headache: Jean Near Record \$18.500

Road Back' (U) at Keith's, already announced for a second week atter an indicated \$5,500 for its first session. Estimates for This Week Century (Loew's-UA) (3,000; 15-25-35-40-55)—'Saratoga' (MG). Had them waiting for doors to open and hey-hey since; rousing \$15,000 in view. Last week, second of 'Day at Races' (MG) fair \$6,600. Hippodrome (Rappaport) (2,200; 15-25-35-40-55-60)—'Girl Said Not (GN) plus Will Osborne band. Not more than \$10,000. Last week, "Super Sleuth (RKO) and Britton band sleuth (RKO) and Brit

Stooges topping vaude. Won't get more than \$16,000. Slightly better the control of the color of

on stage. Doing 0kay \$1,300. Last week 'Ever Since Eve' (WB), ballyed heavily by Hearst press, garnered good \$25,000 with Tasty Yeast Jesters on stage. State (United Detroit) (3,000; 25-40)—Ever Since Eve' (WB) (2d week) and 'Last Train from Madrid' (Par), dual. Former opus moved here from the Michigan and combo should get about \$6,000. no'.mal. Previous stanza oke \$5,700 on 'Call of Wild' (MG) and 'Pick a Star' (MG).

United Artists (United Detroit) (2,000; 30-40-65)—'Saratoga' (MG). Settling the town after with near record \$18,500. Figures to stay for at least four weeks. Last week (second) of 'Captains Courageous' (MG) snigged nice \$11,000, following opening week's \$10,000.



SAMUEL GOLDWYN

Introduces

STELLA DALLAS

to

America's Millions!

Companion





Stolla Dallas Inspires a Discussion of a Mother's Vital Problem



How Much Should a Me.
Scripect Mother love it a
curious thing Some women are
mother's aven though they
never have children of their
Soma women, though they
bring into the world any through
children, never really underste
certain type of mother love.
I was brought up on the x.

crtain type of mother low. I was brought up on the sayin that few women are both good wive and good mothers; that note vomen are both good wive atter lave to give to their husbands, and thereface let me for clothers, and other give too much to the chaltens, and the loweshold revolves around then while the Judsand and his interests are game or let meglered. I believe that who note a children are really small.

neglered.

I believe that when one's children are really small, a wide alsold give them by greatest devotion and at cruiso. At fiving good olds; however, who should never cruiso, and they good olds; however, who should never the should be the children's development. She has got to be able it the shildren's development. She has got to be able it is a her own life after her children are grown and fave turned from her to be seed of their on n. Therefore, it important that whe should not drop her inspects com-

MRS. FRANKLIN D.

pletaly, for the most nat force them in later life to make to a great a secrifice for her.

In the big things I think a modifier usually does secrifice for her children, but I think she should always do it with her ayes wide open. For instance, many a roman whose marging life has been subcassed as commend to



Barbara Stanulyck, John Rules, Anno Shisley in "Stella Pollor" five with her husband because of the children, and if both perties are big enough so first drey ten much a bihame atmosphere gracians, the stacking or probable watch while. If not, I think most children would agrif-

celign mas hame at 30. Benefits in a general mass of wheeling you discale much a secretic, for of wheeling you can make a secretic, but of wheeling you can make a consecutive flust when secretical mass of the secretic mass of the secretical mass of the secretic mass

Witch for Summel Galdurn's "Stella Ballus," com

While you're reading this ad, almost 30,000,000 magazine readers are figuratively looking over your shoulders—waiting to respond at box offices!...It's another example of guaranteed showmanship for a guaranteed smash hit!

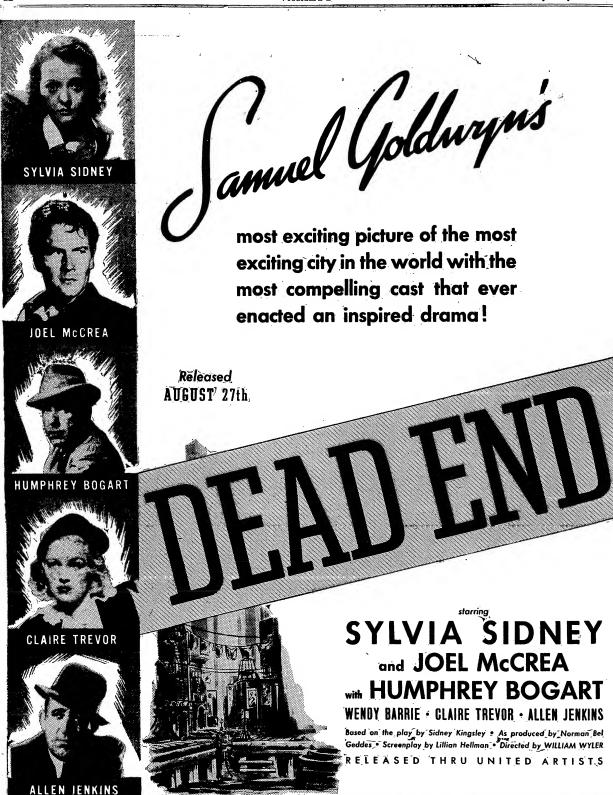
Samuel Goldwyn presents

STELLA DALLAS

JOHN BOLES - ANNE SHIRLEY

ALAN HALE • BARBARA O'NEIL • Written by OLIVE HIGGINS PROUTY
Dramatization by HARRY WAGSTAFF GRIBBLE and GERTRUDE PURCELL
Directed by KING VIDOR • Released thru UNITED ARTISTS





WENDY BARRIE

AND THOSE AMAZING BOY ACTORS FROM THE NEW YORK STAGE PLAY HIT!



Greatest Adventure Story Ever Told!

Selznick International

Produced by

Directed by DAVID O. SELZNICK . JOHN CROMWELL

Released thru UNITED ARTISTS



These U. A. Releases Speak For Themselves

Produced by Samuel Goldwyn. BARBARA STAN-Hug. 6 STELLA DALLAS WYCK, JOHN BOLES, ANNE SHIRLEY, Directed by King Vidor. Produced by Samuel Goldwyn. SYLVIA SIDNEY, JOEL McCREA, HUMPHREY BOGART, WENDY BARRIE, Claire Trever, Allen Jenkins and "the Dead End kids from the original New York stage cast." Based on the DEAD END" play by Sidney Kingsley as produced by Norman Bel Geddes. Directed by William Wyler. Produced by David O. Selznick. RONALD COLMAN, MADELEINE CARROLL, DOUGLAS FARBANKS, Jr., Sept. 3 THE PRISONER OF ZENDA MARY ASTOR, C. Aubrey Smith, David Niven, Raymond Massey. Directed by John Cromwell. "Walter Wanger's Produced by Walter Wanger. WARNER BAXTER, JOAN **/OGUES of 1938** BENNETT, Helen Vinson, Mischa Auer and the WALTER WANGER MODELS. Directed by Irving Cummings. (In Technicolor) Produced by Walter Wonger. IAN HUNTER, LEO CARRILLO, PAT PATERSON, ELLA LOGAN, SIG 52nd STREET SIEVERS, ZASU PITTS, JACK WHITE, Menior Shelton, Sept. 24 Denothry Peterson, Collette Lyons, Al Shean and KENNY BAKER. Directed by Harold Young. Produced by Walter Wanger. JOAN BENNETT, HENRY FORDA, Alan Baxter, Alan Marshall, Louise Platt. Directed by Joshua liagram and Arthur Ripley. 'I MET MY LOVE AGAIN' Oct. 8 THE DIVORCE OF LADY X" Produced by Alexander Korda. MERLE OBERON, Oct. 15 LAURENCE OFIVIER. Directed by Tim Whellow. (In Technicolor) Produced by Walter Wanger. Clarence Budington Kellend's Sait. Eve. Post Story. EESLIE HOWARD, JOAN Oct. 22 STAND-IN BEONDELL, HUMPHREY BOGART. Directed by Tay Garnett Produced by David O. Setznick. Mark Twain's immental "THE ADVENTURES OF classic. TOMMY KELLY, JACKIE MORAN, WALTER BRENNAM, BEULAN BONOT. Directed by Norman Oct. 29 TOM SAWYER (In Technicolor) Produced by Alexander Korda: SABU, sensational child MUTINY IN THE MOUNTAINS Nav. 5 star of "Elephant Boy", VIVIEN LEIGH, PAUL LUKAS, RAYMOND MASSEY. Directed by Zoltan Korda. (In Technicofor) Produced by Samuel Goldwyn. BOROTHY LAMOUN, JON HALL, MARY ASTOR, C. AUBREY SMITH, "THE HURRICANE" Nov. 10 RAYMOND MASSEY. Directed by John Ford. By the authors of "Mutiny On The Bounty" Produced by Samuel Goldwyn, GARY COOPER, SIGNID "THE ADVENTURES OF GURIE, ERNEST TRUEX, BASIL RATHBONE, BINNIE Nov. 12 BARNES, DAVID NIVEN. Directed by Archie Mayo. MARCO POLO" Produced by David O. Selznick. CAROLE LOMBARD, FREDRIC MARCH, CHARLES WINNINGER, WALTER NOTHING SACRED Nov. 19 CONNOLLY. Directed by William Wellman. (In Technicolor) Produced by Samuel Goldwyn. ZORINA, ADOLPHE THE GOLDWYN MENIOU, RITZ BROS., HELEN JEPSON, PHIL BARER, EDGAR BERGEN and "CHARLIE McCARTHY", BOBBY CLARK, CHARLES KULLMAN, GEORGE

Watch for Your Copy of "The Book of the Year"

BALANCHINE'S AMERICAN BALLET and THE GOR-GEOUS GOLDWYN GIRLS. Directed by Geo. Marshall,

FOLLIES

(In Technicolor)

Doc. 25

High, Wide, Handsome (WITH SONGS)

TRANSMICS Telease A Arther Hornblow, Jr. monuted reference A transmission of the Hornblow Jr. monuted by Telease A transmission of the Hornblow Hor

encing July 21, 37. Ruslinis.

... Lises Dunie

Randolub Scott
Derothy Lamour

de Elizabeth Patterson

... Aklim Tamiroft
Een Blue

William Frawley

Irving Pichel

... Stanley Andrews

James Burke

Lucien Littlefield

Purneil Prafit

Edward Gargan Peter Cortianau...
Molly
Grandma Cortiandt
Doc Watterson
Red Scanion
Joe Varese

Mr. Lippincott. Lucien Littleheid Foreman ... Lucien Littleheid ... Lucien ... Lucie

tinged with too much Hollywood hokum.

As a result, 'High, Wide,' after teeing off vigorously, flounders as it progresses, and winds up in a melodramatic shambles of fisticuffs, villainy and skullduggery which smacks of the serial film school.

That type of cinematurgy is effectual, too, of course, if properly interspersed with vigorous substance. Here, however, Irene Dunne is too coy and Randolph Scott too fortheright. And the menacing by Charles Bickford, at the helm of his hired plug-uglies, with Alan Hale as the villainous banker, is very tent-twent-thirt.

thirt.

With credulity strained long and often, no amount of intensive historionics can recapture the illusion. Result is that 'High, Wide and Handsome' belies its title, save perhaps on the premise that the production investment was obviously high.

Ferfolde miling of the men, the production investment was obviously high.

Ferfolde miling of the men, the production investment the too obvious rough to combat the too obvious rough work; the cowboy-and-Indian finale—all these elements strain on the auditor too much.

Even when Irepa Dunne, returned

work; the cowboy-and-indian finale—all these elements strain on the auditor too much.

Even when Irene Dunne, returned to the circus, has become a wow as a strain of the circus, has become a wow as a strain of the circus, has been and the color of the circus, and the circus and

of songs, Folks Who Live on the Hill, Forget You and the title number get the most attention. Latter is one of those fast incidental numbers, 'Hill' the most likely.

Abel,

THE FIREFLY

THE FIREFLY

Meiro release of Hunt Stromberg production. Stars Jeenette MacDonald. Penturer and the star of Hunt Stromberg production. Stars Jeenette MacDonald. Penturer and Doughas Dumbrille. Directed by Robert L. Leonard. From the operate by Otto A. Harbuch and Rudolf Primi. Adaptation by Indiversity of the Market Harbuch and Rudolf Primi. Adaptation by Herbert Steinart. Additional bytes by Gay Kain, Bob Wright and Chet Forrent Dear Steinart. Additional bytes by Gay Kain, Bob Wright and Chet Forrent Rasch; camera. Oliver T. Marst; montage effects by Slavko Vorkapleht technical and Rasch; camera. Oliver T. Marst; montage effects by Slavko Vorkapleht technical and Forrent Schieber. Meine J. George Steine. 140 mins. — Jeenette MacDonald Don Diego. — Allian Jones Major de Rougemont. Warren William Irmskeper. — Jelly Gilbert Marquis de Meillo. — Doughas Dumbrille Etlenne. — Leonard Pent Marquis de Meillo. — Doughas Dumbrille Etlenne. — Belle Mitchell Scret. Service Chief. — George Zucco — Manuel Alvares MacIste Pedro. — Manuel Alvares MacIste Pedro. — Manuel Alvares MacIste Pedro. — Manuel Alvares MacIste Robert Spindola Rudolf Frimi's melodious operetta. — The Erice Mars.

Rudolf Friml's melodious operetta, The Firefty, emerges from a Metro studio filming as a screaming eagle. Its score, to which the composer has made some generous additions, is sung and played to the booming obligato of cannon and musketry. Its mannic libretto has biossomed into a stirring military opus of wellings of the French army and the liberation of Spain from Napoleon's grip. Although a triumph for Jeanette MacDonald, who sings and dances brilliantly. The Firefty, as shown at its invitation preview, is tediously long (running an uninterrupted two hours and 20 minutes), and left an impression that some radical deletions of footage will be necessary before it is ready for commercial distribution.

ions of footage will be necessary before it is ready for commercial distribution.

In its present form it may be exhibited in several two-a-day spots, as a roadshow, which would permit an intermission. Tossed into the routine of regular picture house release, however, its length will militate seriously against its popularity.

Leonard Stomberg and other Z.
Leonard Wolberg and other Z.
Leonard Wolberg and the producer and director of "The Great Ziegfeld" and "Maytime," have given the Frim piece lavish production, which abounds in massive out-of-door scenes employing hundreds of players, in elaborate and highly decorative interiors, and in the employees the requiring ensemble, Leonard uses the whole bag of camera ricks to obtain original and interesting angles and panoramic views. One must seriously criticize the sepia tint of the print which is monotonous and not nearly so effective in photographic reproductions as the conventional of the print which is monotonous and not nearly so effective in photographic reproductions as the conventional of the print which is monotonous and unusually fine mechanical job, the cinematic montages of the battle scenes, and the repetitious sound of conflict, convey the idea that the producer and the director are trying a little too hard, and are pressing down too much. As a result, The Frenty is somewhat heavy footed, their charm Thes loss some of their charm. The subsessment of their charm that is a money exter. The Firefly will be a money exter.

When trimmed to proper length, which will tighten the story interest, "The Firefly' will be a money getter. It has size (too much, right now) and plenty of class.

he mas size (too much, right now) and plenty of class.

A quarter of a century has passed since Emma Trentini appeared in the piece, a period during which the heavy of the world has been returned to the control of kings, a new attitude toward life has been assumed. But the romantic recollections of millions of the middle-aged will be rekindled when they hear again the Friml melodies, 'Sympathy' and 'Giannina Mia,' one they hear again the Friml melodies, 'Sympathy' and 'Giannina Mia,' one they hear again the Friml melodies, 'Sympathy' and 'Giannina Mia,' one they have the control of th

terson gives shelter to the itherant showfolk, becomes the romantic vis-a-vis.

Dorothy Lamour is rather heavy eye-laden for the nitery gal who ultimately repays the Scott-Dunne combo for previous kindnesses, Ben Blue works nobly in his clowning opportunities. making his moments register. Bill Frawley's bit as the cuondam Injun stooge and Aking Tamiroff as the Greek honky-tohic Realer, also count for more than Canadam Manoullan's roduction is heavy-handed. While endowed with an elastic budget, save for the fighting scenes, there's little that's spectacular or impressive about the result. The mob scenes are as much to the credit of the camera so the direction. Lensing also essays some camera portraiture that's effective and, in toto, it's a creditable job. Amone the major disappointments are the Kern sones. Score is sturdy, but not socko, although it's swin matio of any Kern score that 'surprise' tunes step out. Of the sextet

Miniature Reviews

Miniature Reviews
'High, Wide and Handsome'
(Par), Musical saga of the
Pennsylvania oil country of
1859, with Irene Dunne and
Randolph Scott. Not a road
show, but a big picture, and
should get nice returns.
'The Firefly' (MG). Extravagantly produced version of
Frim's operetta with Jeanette
MacDonald starred, supported
by Allan Jones and Warren
William. Will get some real
money when trimmed to practiccal footage. Runs 140 minutes
now.

now.

'Mr. Dodd Takes the Air'

(FN). Fair filmusical introducing Kenny Baker in stellar role.
Lacks story substance for big
league boxoffice.

'San Quentin' (WB). Prison

'San Quentin' (WB). Prison melodrama of fairly good appeal but will need pushing. 'You Can't Have Everything' (20th). Ritz Bros. on a rampage which involves Alice Faye, Don Ameche, Charles Winninger, Louis Hovick (Gypsy Rose Lee), Rubinoff, Tony Martin and good Gordon and Revel songs, Big grosses in sight for this musical. 'The Shelk Steps Out' (Rep). Ramon Novarro in a comeback start. An action picture of the desert for the lower half of the duals. 'Married Before Breakfast' (M-G). Madcap comedy featuring Robert Young and Florence Rice. For the doubles. 'The Man in Blue' (U). Good melodamatin programmer.

"The Man in Blue" (U). Good melodramatic program of a m mer, geared for dual spots. Robert Wilcox and Nan Grey win spurs here.
"Hollywood Cowboy" (RKO). Consistently agreeable yarn about a screen cowpuncher who, while holidaying under an assumed name, gets himself mixed up in a racketeer imbroglio.

broglio.

'Phantom Patrol' (Amb).

Kermit Maynard in mountieoutlaw opus of outdoor country.
Too thin for anything but minor
secondary dual locations.

'Armored Car' (U). Routine
gangster pic without names. For
downstairs duals. broglio.
Phan

tourage. Don Diego accompanies her. Her schemes of espionage are exposed by her new sweetheart, Don Diego, who is a French spy, and she is imprisoned in the village of Vitoria. When Wellington captures the town she is released, but her lover is the contract of the contr

But it's most are two any technical the state of the they get there.

Allan Jones has his most important film assignment, and he delivers splendidly. He is sufficiently dashing and manly in his uniforms, and he acts the sentimental passages with ease and poise. Vocally, he is excellent, and the picture is a distinct upward step for him. He qualifies to go ahead.

Warren William is a Napoleon aide-de-camp who is properly military in some extravagant costumentary in the service of the production numbers is The Donkey Serenade, which is sung by Miss MacDonald and Jones while the former is seated in a coach, and the latter canters alongside. There is excellent accompaniment by Manuel Alvarez extensional control of the production difficulties are evident. Flin,

STELLA DALLAS

United Artitate release of Samuel. Gold-wyn production. Associate producer, Mer-ritt Huburd. Features Barbara Stanwyck, John Boles, Anne Shirley, Barbara O'Nell, Alan Haie. Directed by King Yidor. Alan Haie. Directed by King Yidor. Sereenplay, Harry Wagstaff Gribble, Ger-trude Furceli, camera, Rudoji Mate; mu-sical director, Aifred Newman; film edi-tor, Sherman Todd; asat director, Walter N, Y, July 28, 37. Running time, 10-mins.

| nins. | |
|----------------------------------|-------------------|
| tella Martin l tella Dallas j | Barbara Cterryyol |
| tella Dallas J | Dar bara Stanwych |
| tephen Dallas | John Bole |
| aurel Dallas | Anne Shirle: |
| Ielen | |
| d. Munn | Alan Hal |
| irs. Martin | Marjorle Mai |
| fr. Martin | Edmund Elto |
| harile Martin | George Walcot |
| arrie Jenkins | Gertrude Shor |
| tichard | Tlm Hoi |
| frs. Grosvenor | Neila Waike |
| on | Bruce Entterle |
| on. (grown up) | |
| ев | Jack Egge |
| olin | Dickle Jone |
| diss Phillibrown | Anne Shocmake |
| | |

Say what they may about San Goldwyn, one thing all must admithe has his finger on the audience pulse at all times. And here is the proof. A remake of 'Stella Dallas'

at this day and age, on the face of it, may have seemed all wrong. But Goldwyn has made it so well that he has a bo, socko on his hands. Goldwyn made the film first in 1925 and did mighty well by the results. History should repeat itself here. And in several ways.

'Stella Dallas' is, as it was back in '25, chiefly a woman's picture. It's a tear-jerker of A ranking. There are things about the story which will not appeal to some men, but no one will be offended or annoyed by it. And the wallop is inescapably there for femmes.

The first Goldwyn unreeling of this film held a strong cast. Belle Bennett made something of a compeback in it, in the title role, played here by Barbara Stanwyck. And saying that this is perhaps Mice Sells what. Ronald Golman played the part now handled by John Boles. It wasn't then, and it isn't now, an easy part; it's restricted. Lois Moran, although having done some playing around, was practically established by the role of Laurel. Same should be true of Anne Shirley in the part today. It's a cinch to give her standing as an actress. Barbara O'Neil is excellent in the role of the often of the

largy are piaged to the nit and get every bit possible out of that type of emoting.

The story itself is a simple enough one, not so much of mother love as the difficulties of a young girl whose parents are at extremes in the social control of the story of the control of the

rare good taste.

But maybe that's cavilling. Because the story is there. The acting
is there. The sobs are there (and
even a few good laughs cleverly
stuck in for Alan Hale). And the
production is there.

Maybe there's a luck charm for
Goldwyn in the name King. Henry
King directed the earlier picture,
King directed the earlier picture,
the directed the carlier picture.

Keuf.

ISLAND CAPTIVES

| | Ira H. Simmons release of Falcon pro- duction. No other credits. At Strand. |
|---|---|
| | Brooklyn, week July 22, '37, dual bill, Run- |
| | ning time, 53 mins. |
| | ming time, os mins, |
| | Tom Willoughby Eddie Nugent |
| | Helen CarsonsJoan Barclay |
| | Dick Bannister Henry Brandon |
| | |
| | |
| | Talas |
| • | Carmen Lakoux |
| ٠ | GranamFredcrick Palmer |
| | CarsonsJohn Beck |
| | Taino Carmen LaRoux Graham Frederick Palmer Carsons John Beck Police Captain John Shean |
| | |

Pathetic trifle. Not even the in-curably credulous moppets who in-fest Saturday matinees in the nabes could swallow this one. Script is welter of impossible melodramati hokum. Casting is unfortunate and the acting would wring a barnstorm

No direction is evident on the

Mr. Dodd Takes the Air (MUSICAL)

(MUSICAL)

Warner Book redease of Mervyn LeftoyFritz National Print National Pr

Kenny Baker steps from the microphone to the camera and gives a first rate performance in his first starring film, which was made under Mervyn LeRoy's supervision for Warners with Alfred E. Green directing, Lad who is a popular radio singer has had plenty of introduced the control of the co

SAN QUENTIN

Warner Bron release of First National Programme Programm ns. pt. Stephen Jameson......Pat O'Brien

| Joe 'Red' Kennedy | Humphrey Bogart |
|----------------------|-----------------|
| May | Ann Sheridan |
| Lleut. Druggin | Barton MacLane |
| 'Sallor Boy' Hansen. | |
| Helen | Vede Ann Bors |
| Mickey Callahan | James Robbins |
| Warden Taylor | Joseph King |
| Captaln | Gordon Ollver |
| Dopey | Corry Owen |
| Venettl | Mara Tayyance |
| Lieutenant | Emmett Vocan |
| Convict | William Davies |
| Convict, | AL MINE |
| Prison Runner | Mar Warner |
| Convict | Canama Y land |
| Fink | Demile A come |
| | Ernie Adums |
| | |

'San Quentin' is stark, authenticlooking prison melodrama that
misses being big entertainment because of a love story that is none too
strong and a plot that is only moderately forceful. Its marquee value is
restricted to east names that aren't
powerful but appeal may be stirred
to some extent through selling the
total some extent through selling the
total that the picture's locale, one
off the country. San Quentitions of the country. San Quentitions of the state penitentiary of California. No direction is evident on the screen and the press book doesn't mention the subject. Also neglects to identify the script writers, cameraman, film editor or offer any other production credits. Nothing for anybody to want billing for, and just as well.
Without going into the painful details, the story deals with murder, smuggling, shipwreck, forgery and a lecherous beach-comber pursuing a present state of the story deals with state penitentiary of Callfornia. The direction of Lloyd Bacon and the story and performances of the faithful performances.

WEE WILLIE WINKIE" GIVES ROXY, N.Y. BIGGEST SUMMER WEEK-END IN 5 YEARS!

-after smashing opening day record for both money and attendance - summer and writer!*

Beating heat to smash summer biz in Pittsburgh, Denver, Minneapolis, Salt Lake City, Louisville pre-release runs. Big in hold-over weeks in Baltimore, Philadelphia, Richmond (day and date) Indianapolis I



HELD OVER - naturally



THE NEW SINGSATIONAL MUSICAL SHOW FROM 20th's





ALICE FAYE

Honey-lovely ... lilting to new hi-de-heights!



RITZ BROTHERS

Triple-threats to gloom . . . give 'em room ... give 'em room!



DO N AMECHE

Your new heart-throb...now star of radio's biggest show!



CHARLES WINNINGER

Surrounded and dumbfounded by Hollywood's smartest girls!



LOUISE HOVICK

Bringing a striking new personality to the screen!



RUBINOFF and his violin!

... that talking, laughing, tuneful fiddle!



MARTIN

Romantic rave of the airwaves!



TREACHER

One l-o-n-a laugh!



PHYLLIS BROOKS

Sweetest of tomorrow's stars!



TOE

Rhythmic as rain on the roof!



LOUIS PRIMA AND HIS BAND

The tuba king at his hottest!

PLUS a whole happy screenful of comics and singers, crooners and swingers, girls and guitarists, hot dance band artists...all the zipand-go...fun and furore...tempo and rhythm...everything 20th's musicals are famous for!

Directed by | Norman Taurog

Associate Producer Laurence Schwab. Screen play by | Darryl F. Zanuck Harry Tugend, Jack Yellen and Karl Tunberg. From an original story by Gregory Ratoff. Dance director Harry Losee.

in Charge of Production



HIT-MAKERS ... TO START YOUR 1937-38 SEASON!

Trade Unionism Making Progress In All Branches of Brit. Pic Biz

London, July 18.

Labor interests are in a fleroe drive to unionize the entire picture biz here. Behind the campaign are the National Ass'n of Theatrical &

the National Ass'n of Theatrical & Kinema Employes, supported by the Ass'n of Cina-Rechnicians, which looks after the interests of production personnel. On the studio side wage agreements exist between the NAIKE and the majority of leading producers, including London Flüms, Flümewood, Gaumont-British, British International, A.T.P. (Basil Dean), British Lion and a dozen more, and A.C.T. Lion and a dozen more, and A.C.T. likewise has a deal with G-B, Pine-wood and others in the interests of

technical crews.
Onslaughts are being made on Onslaughts are being made on the theatre end in all parts of the U.K., inspired by a general agreement which has operated between the unions and the London branch of the Cinema Exhibs' Ass'n, with its more than 600 theatres, for two years, providing approved standards of pay, working time and general conditions.

conditions.

Labor is pressing its case strongly on more than a dozen major C.E.A. branches, and declares a satisfactory stage has been reached with three or four others. Circuits specifically being tatkled include Odeon and Union, while approaches to the Exphibs' Assin also cover the G-B and Associated British circuits. Outside deals have then concluded with independent picture and legit groups, among them Moss Empires, Howard & Wyndham, Stoll Theatnes, Andre Charlot, Leondon Palladium and Holborn Empire. Holborn Empire.

Holborn Empine.
General standards in picture theatres are flow in the U.K. compared
with other Blagish-speaking demidtories, with draguent reports of usherettes, tidisat sollectors and others
working a 70-hour week for pay as
Low as \$5 as week. Projectionists are
often found to be pulling down only
\$12 or so flor their more responsible
jobs, and in many instances managers rate shout \$25.
Terms temmended two the unions at

Terms themanded by the unions at present aim morely at easing the sit-uation, slightly impreasing pay rates and knocking a flew hours off work-

ing time.

Current talks between the ACT, representing laboratory employees, and the bosses, indicate another section of the industry fast being ortion of the industry fast being organized by alshor, and the general tendency its for trades unionism to make steady headway among the workers. Even so, centain elements are dissatisfied with the rate of, progress, and, at an PERIENE conference are ito anove for approach to the Government, with a demand that the Ministry of Lusbor investigate theatter conditions and force their operators to negotiate.

Havakawa's French Pic Set for Jap Release: **Trouble Is Expected**

Eokyo, July 19. oshiwara' ('Saori-French film Yoshiv fice') has been bought by Saneis

fice') has been bought by Sameisha, Jap distribs, for Iapan. Because of widespread publicity given the film here, on account of scenes allegedly holding Iaps in contempt, the subject should have heavy draught at boo, provided the censor doesn't go berseek with the shears. If the pic reaches the screens with the objectionable scenes intact, houses showing them ane in for trouble from vanious patriotic associations. Resourse for damages in such case ranely is given, the authorities almost invariably sliding with the patriots. Film stars Sessue Hayakawa.

BRITISH PIX PICKED FOR VENICE FESTIVAL

London, July 20.

Alexander Korda is sending pricuts of Elephant Boy' and Fine Ower England' to complete for awards at the annual Venice Film Festival, which starts Aug. 10. G-B is submitting King Solomor's Mines' and Bob Kane (20th-British) his Bechnicolor job. Wings of the Moening'.

As well as Hollywood, the major studios in France, Germany, Austria, Hungary, Expyt, Japan and Italy will put in representative pictures. London, July 20

Metro Planning House For Tokyo, If Possible

According to report, Metro is considering glams for building a first-mun finuse somewhere in the down-town district here, probably near Elbiya Pards, of and when the necessary permits are issued by police.

J. D. Bermann, Metro manager here, when asked for confirmation, stated that the proposition is just where it always him been—in the watchful waiting stage. According to Bermann, Metro has hed the idea under consideration for a long time but various conditions, mainly permit troubles, have prevented definite action.

It's no secret here that Metro is unsympathetic to the enforced align ment of foreign distribs by Toho and Schooliku, and would do any thing possible to get around it.

NAZIS EXPECT 130 NEW PIX

Berlin, July 18. Various distributing companies in have ann plans for the coming season. Ufa and Tobis head the list, each with 40 apix.

Newly founded Terra-Film-Kunst

fullows, with a total of 25. About 20 others can be expected from the various smaller companies.

As things look now, around 130 films will be forthcoming. Of these, 29 are sither already completed, or

NEWSCEEL YEN WANES. SINKS 2D DUTCH HOUSE

The Hague, July 16. Ropular interest in the wedding of Princess Julianna and the British coronation meently brought a lively newsreel boom to the city. Cineac Go. opened a second newsrcel theatre in January.

With the passing of the excitement, however, business at the second Cineac has been skidding and house has changed its policy to screen revivals of successful feature jix. Opened with 'Shanghai Express' (Par) and has a new name,

Press (Fat.) The Landing film house of City Cinema, leading film house of the hear remodeled and City Cinema, leading num nouse on the town, has been remodeled and redecorated. More comfortable seats have been installed, with the ca-pacity of the house remaining the same. "History Is Made at Night' (UA) reapened the theatre.

Marquee Worrier

Capetown, July 5. Manager of a Capetown su urban cinema was notified over the phone that his house wa shortly due to screen the Coro ation film.
'Oh, yes,' says he, 'who's in

14 NEW MAGYAR FILMS READY

Budapest, July 16. Of the 30 new Hungarian pictures in preparation for the coming sea son, 14 ame completely finished and awaiting the censor board's pleasure They are 'Bride of Torocko,' 'Vicky,' '80-Mile Speed,' 'Storm on that Plain,' 'My Daughter Isn't That Plain, 'My Daughter Jen't That Kind, 'all adaptations of stage plays, and 'I've Mamied for Love,' 'All Men Are Lunstile,' 'Help, I've In-henified a Fontune,' 'Harrage,' 'Re-venge is Sweet,' 'Sports Love,' 'Mannny,' 'Hidd Springtime,' 'Until 'Until and Our Blood,' oniginals.

Two more will be finished this month: Bearowed Castle," directed by Laszlo Vajda, mow being shot at Hunria, and "Young Lady Wants a Room," starring frene Zilahy, at Fil-miroda Studios.

Maxwell's Show Window In London Socked \$250 For Breaking Quota Low

London, July 18. John Maxwell's West End show window, the Regal, Marble Arch got micked \$250 and costs for not playing the stipulated percentage of British pictures under the quota

For the defense it was pleaded that the Regal, being a pre-release the-atre, had a policy of running previews of major privatures as long as they held up at the b.o., which meant prearranged programs often had to be scrapped, including do-mestic pix. The Deeds, it was ar-gued, drew big for II weeks solid and threw other plans flat into the singual.

discard.

'Any film which is good enough to run 11 weeks should amply repay the company for the small fine I am entitled to impose,' cracked the judge, proclaiming sentence.

Nice, July 16. Fire, believed caused by a careless smoker, damaged the Politeama Cinema here to the extent of \$35,000 early this week.

early this week. Flames were discovered about 2:30 o'clock and before the fire could gain headway fremen safvaged films and apparatus valued at about \$21,000. Stage, auditorium and balcony were entirely destroyed.

Tobis Pessimistic

Profit Is Up, But Coin Frozen Around the World, So What's the Good?

The Hague, July 16. International Tobis annual state ment for 1936, just issued, gives less particulars than last year. Results in other countries are not given and the general tone is rather pessimistic, netwithstanding a net profit of \$30,000, against \$1,200 in 1935.

\$30,000, against \$1,200 in 1935.

Theme has been no change in the monetary difficulties which the company faces, such as transfer mestrictions, diearing regulations, etc. These difficulties grew, instead of declining, and that is one of the reasons why the directors are not very hopeful as regards the near future, Theme are profits available from the daughter companies operating in several other gountries, but they are all frozen there and cannot be

are all frozen there and cannot be

writing off a small amount of re-serves and adding the 1936 profit to the reserve fund, this now stands at \$132,000, against \$105,000 at the end of 1935. Stock, consisting of shares of 1935. Stock, consisting of shares in other companies, remains practically unchanged at \$1,600,000 and, in the assets, there is a figure for patents of \$\$60,000. Liabilities are capital, which is left unchanged at \$1,540,000, and bonds at \$770,000, of which \$550,000 is at 7% and \$220,000

Film Buying Deals

(Continued from page 3)

(Continued from page 3) mount also has no big deals ready for announcement.

Getting into the buying season later than in former years, numerous deals are in the discussion stage, while many others have not been started. The cry raised against higher rentals, the determination of the trades not to give added not started. The determination of most majors not to give added protection where asked for and the complaints, such as piled up against Paramount, for faithree to deliver certain scheduled pictures this year, are causing more delay than the average sales head will admit. On the other hand, as July nears its close, many accounts are getting rightened about getting new season's merchandise and, in some cases, are hurrying to distributor headquarters to sign up before the other fellow—who may also be willing to go for higher terms—beats him to desirable product.

20th's Strong Lineup

20th's Strong Lineup

20th's Strong Lineup
In an admirable position through
the pictures that it supplied this season (1986-27) and well up on deliveries, 20th-Sox is giving competitors as hot nace on contract-getting.
John D. Clark, this company's sales
manager, points to a reclease chart on
more season's product for availability
through the fall which probably is
acting as a strong influencer and
chainse the high stotal of 5,000 theatres
on its books right now. Heading deals on its books right now. Heading deals cdosed by 20th are the RKO circuit, Indevitate O-Tonnell's Interstate data in Texas; Kincey & Wilby in the south; A. H. Blank in the mid-west; Minnesota Amusement string in the northwest; Mullin & Pinanski (Par) in New England; Wometo circuit in the Miami territory; Bala-ban & Katz (Chicago); Comerford throughout Pennsylvania and Loew's in 18 situations. closed by 20th are the RKO circuit, Mobilitzelle - O'Donnell's Interstate

chari in New England; wometco cincuit in the Miami territory; Balahan & Katz (Chicago); Comerford throughout Fennsylvania and Loew's in 18 situations.

Neither 20th-Fox nor other distributors are making radical changes in sales policies or clearance this year—at least not so far—but demands for much more protection than enjoyed in the past have been made by Barry Baraadt who operates a representative shring of independent houses in Generic New York. Declaration of 20th is that this company will, not agree to any changes in protection in the New York area.

Metro is another company that has an edge through what it has supplied box offices during the 36-37 season. This company, whose sales organization is headed by William F. Rod gers, has among its deals, some of which were negotiated last year for two years or more, Warner Bros. circuit; Interestate in Texas; Saenger in the South, Kincey & Wilby; A. H. Blank, Fox-West Coast, now known so National Theatners; Balaban & Katz-Great States chain, Paramount in New England; and others. A product buy with M. A. Lightman in the Memphis area and with the Frank Durkee chain of Baltimore are near to completion, plus various others.

"Universal's 2,000 Accounts Universal has close to 2,000 accounts in, according to James R. Grainger, with the more important circuit deals closed up being Warner Bros.; one-half of the product to Loew's N. Y. circuit; Butterfield in Michigan; Maine and New Hampshire chain in New England; Hobiltzelle-Tonnell in the southvest; Interstate string in New England; Kincey and the product and the Charlotte territory and Wilhy in the Charlotte territory and

O'Donnell in the southwest; Inter-state string in New England; Kincey-

O'Donnell in the southwest; Interstate string in New England; KinceyWilby in the Charlotte territory and
Frank Durkee of Baltimore. Grainger is presently in huddles on deals
close to completion with RKO and
Fox-West Coast. Final details should
be set momentarily.

U has not sold its product first run
in New York as yet but is in a sweet
spot as result of the way the theatre
map is changing this year with 20thFox going into the Roxy, taking its
pictures away from the Music Hall
and elsewhere while United Artists,
by going into the Music Hall
and elsewhere while United Artists,
by going into the Music Hall
and elsewhere while United Artists,
by going into the Music Hall
and claimed yought somewhere on the
N. Y. first run front and Grainger
knows this, hence he's in no hurry
to set a deal.

Werner Bus deals are beaded by

knows this, hence he's in no hurry to set a deal.

Warner Bros. deals are headed by Fox-West Coast, Walter Reade oircuit and the company's own Warner circuit of houses. This company may be proceeding slower than others and possibly has nixed a lot of contracts from the field which do not please the home office. This occurs every year with distributors, but ho, approval, in view of conditions this season, may be harder to get and has deals going back to division, district and branch managers for rewriting.

are also personally negotiating deals, Neil F. Agnew, Par's sales chieftain (a v.p. and member of the board) has himself been working on a new deal with Loew's which is nearing closing. Tings to out-of-town points also have the Agnews, Jules Levys, Ahe Montagues, Bill Rodgers' and others very much on the go right now.

BKO has several big deals in work at the moment that are occupying Levy's time and that of others, this aim being true of Par and Agnew's work week. Par has been considerably interfered with on indic deals chiefly because of the boycott talk on playdating, because of failure to deliver six specified pictures this wear.

year.

UA, whose 10-year franchise with
Loew's ran out this year, has already
negodiated a new one-year deal with
this circuit and has various other
leading chains under negotiation
which are not yet ready to announce.
The contract covers the UA program in a total of 124 houses.

The contract covers the UA program in a total of 124 houses.

Franchises of two or more years were negotiated in various instances last year by the majors excepting Calambia But latter agreed on a termer for two seasons with Fox-West Coast this summer prior to the company's convention, it is claimed. Twentieth-Fox has between 300 and 400 accounts which have a year to 30, not including a 10-year franchise with Fox-West Coast on which terms are set up each season. RKO last year also set a two-year deal with Warners which takes care of the 37-38 program, while Par did the same with WB and Fox-West Coast. There are other franchises, also, which have a year or more to go, several of Metro's deals with Far partners being on this basis.

Expectation is that the surge on

partners being on this basis.

Expectation is that the surge on ceals is going to get strong during the next two weeks but not unlikely that a representative number of product buys will be stalled away isto the fall because of terms, conditions, clearances, etc. Distribs are optimistic, however, that much of the hollering from various quarters, and the alleged resistance against rentals will amount to not much more than a discreting fewer that will drop quickly when pictures they require come along.

Film deals for 1937-38 already ne-

quire come along.

Film deals for 1937-38 already negotiated by Monogram which returned to the field this year, include the Publix-Great States circuit; Tracy Barham's Paramount Ohio houses; Blumfield circuit in California; Tri-State circuit 'Oregon); W. S. Butterfield in Michigan; Warner Bros. houses in Milwaukee; RKO in Omaha territory; Jack Rose chain in Chicago; Gibraltar Enterprises, Denver; Consolidated Amusement string in San Francisco, and M. A. Lichtman in Washington. Company started releasing new product July I.

Republic has completed a leading

Republic has completed a leading deal in signing up Loew's New York circuit.

circuit.

Harry David, in charge of Paramount's theatres in the ColoradoUlah division, arrived in New York
Monday (26) to discuss operating
matters and consider product deals.
Tracy Barham got in yeterday
(Tues.) from Ohio for the same
purpose.

Abe Blank, who has been east for
nearly two weeks now coming on.

Abe Blank, who has been east for nearly two weeks now, coming on with his son, Myron, was joined during the past week by his film buyer, Ralph Branton, for the purpose of going into huddles with distributors on new season commitments.

Returning from London Monday morning (26), Beb Wilhy let the same day for Atlanta but will probably be back later on but s. Harold F, Kincey, his partner, was here a few weeks ago.

NAZI PROPAGANDA PIX SET FOR PARIS FAIR

Paris, July 18

More than 100 films, picked from the best German productions, will be shown at the German pavillion at the expo this summer. Sixty of these will be full-length, while the rest will be shorts dealing with Ger-many's economic life and travel-

STUDY TOUR
Tokyo, July 9.

Ranko Sawa, local film star, season, may be harder to get and leaves for Amenica mext months in Hollywood.

Going there to absorb ideas for This season, probably more than Going there to absorb ideas for This season, probably more than performed to the made here. In prior years, the big sales chiefs tors.

BRITISH TO THE RESCUE

'International Cinema Congress' Meets in Paris Sans U.S., England G.U.T. ON SOLO BID

Paris, July 18.

More than 400 delegates representing 17 European countries got their heads together and figured out a lot of things which they believe will help the cinema industry on this side of the pond at the International Cinema Congress, just finished here.

Although called international, the United States was not represented. Nor was Great Britain represented for the reason, as outlined by Neville Kearney, secretary of the Film Pro-ducers' Group of the B. I. F., that British producers feel their interests to be much more closely related to those of the American industry than anyone else.

Chief decisions cannot be said to Chief decisions cannot be said to be overly far reaching, but they do represent an attempt of the European lads to get together and collaborate in aiding the industry in general in this part of the world. They are:

1. Free exchange of educational and cultural films.

avoring limitation of the num-

ber of show-cases.

4. To collaborate with the Venice Biennial and the Olympic Commit-

tee.
5. Creation of cinema libraries in all countries for the conservation of educational films and the best artistic

6. To avoid production and sale of any films which might be harmful to

o. 10 avoid production and sale or any films which might be harmful to another country.

7. To limit commercial competition in small format apparatuses, not authorizing the transformation of 35 mm. to 16 mm. or others, except after three years of exploitation. Congress also passed views concerning the question of the rights of authors in relation to the cinema, color films and the creation of an international tribunal to decide legal questions concerned with production. Georges Lourau of France was elected the new president. Next Congress is scheduled to take place in Rome in 1939,

JAPAN TOUGHENS UP ITS EXCHANGE LAWS

Tokyo, July 8.
Eizo Kamiyama, director of the exchange bureau of the Ministry of Finance, has announced new exchange argulation. regulations, to be in force after July 31.

after July 31.

Principal provisions are (a) remittances for amounts over \$290 must receive government sanction (formerly was \$8,700); (b) applications must be accompanied by a document stating the actual amount of exchange accounts settled for each month of this year and the balance of exchange or letter of credit contracts on hand at the time the new regulations are enforced.

enforced.

Foreign pix distribs here state that no special instructions have so far been issued to them, with reference to regular monthly remittances to regular monthly remittances to such as the sudden turn for the worse, no trouble is expected. All, however, point out that the regulations are so worded that ministry can clamp down at any time, without previous warning.

'GROWING ENTHUSIASM'
Tokyo, July 7.
Satisfied that Jap-made pix will
prove b.o. in foreign marts, Shochiku
has perfected plans to erect a special studio at Kyoto, to care for productions intended for export.
Announcement says, 'the growing
enthusiasm for Japanese-made films
abroad has caused the company to
study the matter carefully in the
national interest.'

HYPNOTIC PIC PLANS

Psychiatrist Says His Custmers Are Back of Magyar Studio

Budapest, July 16. Group of mysterious financiers, represented by Dr. Aladar Vinze w.k. psychiatrist and hypnotizer, is negotiating with the city of Szeged, Hungary's largest provincial town, as regards establishing a new film studio there.

Dr. Vincze does not disclose any

Dr. Vincze does not disclose any names, but told newspapermen the money came from patients of his. If the city supplies grounds the new company will be formed and start work at once.

Production management is to be in the hands of Alfred Deesy, w.k. director in the silent days. He is planning production of eight or 10 feature pictures during the first year, with versions in Turkish, Bulgarian, Rumanian, Greek and Serb.

and cultural films. 2. Creation of neentral base for a NEW JAP EXHIB bureau for international files and **MAY BE BREAK** FOR U.S.

Tokyo, July 9.

Kindal Films Co. of Kyoto has been organized by Kichinosuke Suzuka, former prez of Kyoto Real Es-Concern has acquired chain of 10 pix houses, in Kyoto, all of which run both foreign and Jap films and plans on extending opera-tions to include all key cities in

films and plans on extending operations to include all key cities in Japan.

If the announced plans are carried out, the new outfit should exert considerable influence in breaking up the present Toho-Shochiku combo, which aligns foreign distribs in two groups, serving those exhibs respectively and exclusively. Foothold gained by Kindai so far hasn't made adent, but the outfit claims to have enough cash behind it, to enable large-scale operations when the opportunity appears ripe.

While foreign distribs are naturally interested in the aims of the new group, most of them feel that Kindai will have a tough time getting a toehold, due mainly to the lack of sources, for Jap product, which is almost necessary with the present practice of double billing. Also as carcity of locations available for lease and lack of suitable vacant land for new building will make it difficult for the new outfit to become much of a factor in the biz.

Another angle which the new group may bring about is a settlement, at least on the surface, of the spat between Toho and Shochiku, which has been raging for the past six months. On the other hand, some in the industry feel that if the new outfit becomes very active, a three-ornered fight will ensue, with the Government stepping in to settle it. To minimize Kindai's entry Into the Kyoto field, Shochiku has embarked on a large-scale renovation of its Kyoto spots. Naniwaza, Olimatsuza, Shurakuakn in Kyoto and Shochikuza in Osaka will be entirely robuilt and modernized in equipment.

EDUCATIONAL DE LUXER

More than 3.000 young students are working at the Chateau de Pau, high in the Pyrenecs, in one of the largest educational film projects ever attempted in France.

Film is being

LONDON B. R. FOR | Exhibs Sparring for Opening As

English Bankers Putting Up \$2,500,000 to Keep Two Aussie Units Separate— See It as Only Opening Wedge Possible

WOOLF AND MAXWELL

By ERIC GORRICK

Sydney, July 5. Although there's nothing official on the situation, info is that Britishers are sinking \$2,500,000 into Greater Union to prevent a long

ishers are sinking \$2,500,000 into Greater Union to prevent a long term deal with Hoyts in General Theatres.

It is known that an important Britisher made a request to G.U.T. to provide a statement showing its holdings in theatres and other assets, so that such information could be passed on to the London principals in the proposed deal. With the money offered, G.U.T. can get out of the bank's clutches completely and do as it wishes.

Question has been asked why British interests are willing to sink such a large sum into G.U.T. Answer is that the Britishers were, and still are, anxious to keep the market open in Australia for their product. With a financial share in a major circuit the way would be easier than battling for playing dates at small rentlas against a powerful combine. One thing is certain—the Britishers will not stand by and see the local market closed to them without putting up a fight. If failing to buy into G.U.T., as desired, the Britishers will appeal through their own government to the Commonwealth government to the Commonwealth government to the Commonwealth government to the tost of their own for release outlet.

It all makes a queer puzzle. Stuart Doyle favored British capital for G.U.T., but he was howled down. Doyle also offered to bring in both British and American capital, and again he was howled down. Finally, Doyle quit and left G.U.T. to find its own road.

Q's But No Answers

Now that Doyle is out, G.U.T. begins tables.

O.'s But No Answers Q's But No Answers
Now that Doyle is out, G.U.T. begins talking an English bankroll and a drop of the Hoyts link, which brings forth a whole series of questions. If solo operation is now pro-(Continued on page 31)

English Quota Mob Muddles On

Hugo Engel, Inc., Goes Bankrupt in Vienna Vienna, July 16.

Hugo Engel, Inc., one of the oldest Austrian film distributing companies, went out of existence after declaring itself bankrupt before the local court. Causes given were inability to compete with large con-

inability to compete with large con-cerns, inability to rent pictures of smaller companies to local theatres and bad quality of German produc-tions.

Engel had a distributing contract with Munich Emelka-Bavanian Film Co. He ran three theatres in Vienna, the Elite, Flotten and Lust-spiel theatre. They have switched over to American films now.

NEW GERMAN MAJOR FILM CO. FORMED

Berlin, July 18.

New pic company, named Terra-Film-Kunst, has been formed by consolidating the former Terra Distributing Co. and the Tobis Rota Film, Ltd. Chosen as directors are Fritz Kaelber and Willi Borchardt. Alfred Greven is to act as produc-tion manager, which post he for-

tion manager, which post he for-merly held at Ufa.

Sum of \$5,000,000 in cash has been paid in, with which working capital the new firm is planning to bring out 25 pix during the coming year, which begins July 15.

Impression is that it will be a big-time company, ranking with Ufa and Tobis.

NEW JAP PIC CO.

NEW JAP PIC CO.

Tokyo, July 9.
Tobo Cultural Talking Picture
Prods. was incorporated here yesterday (8) for the purpose of producing cultural feature pix.
New company is headed by Katsumoto Ito, formerly managing
director of Tokatsu Eiga Co. Tobo
studio will be located at Kyoto.

London, July 18.

Quota situation has now gotten to be like the middle stages of a dull prizefight, with the contestants ambling about, sparring for openings. Board of Trade officials have gone into a huddle on the draft Bill and the industry's comments on it, temporarily barring the door to further negotiation and trade groups are accordingly confined at this time to seeking other channels of influence. Most active are the exhibitors, with leaders of the Cinema Exhibitors' Ass'n, gingered up by their recent convention ruling, exploring the ground with a view to getting at the Government behind the back of the Board of Trade. Their plan is to force contact with individual members of Parliament so as to state their slant,

force contact with individual members of Parliament so as to state their slant,
Fact the trade has to face all along is the ignorance of Parliament members regarding conditions in the industry, which becomes particularly a menace to exhibs, who have little or no direct representation there, in face of nearly 100 members with afhiations at the Federation of British Industries, which is championing the cause of local producers. Although this is, at best, an oblique influence of heart of the cause of local producers. Although this is, at best, an oblique influence of the cause of local producers. Although this is, at best, an oblique influence to worry about and so takes the line that it has got to put in a lot of boosting to make Parliament exhibitor-conscious.

First steps have been taken by a strong C.E.A. brannch at Leeds, representing hundreds of provincial indies, and which is the home territory of the president, C. P. Metcalfe. Full branch committee is to seek an interview with the combined M.P.'s in the area, planning to go in a body to the House of Commons itself, where a group of commons the house of the house of the industry, and with the Board of Trade faced by disrupted sectional interests, there is little likelihood of an unofficial Parliamentary committee making any better sense of the tangle.

As the thunder continues to roll prez Metcalfe of the C.E.A. came out

committee making any better sense of the tangle.

As the thunder continues to roll prez Metcalfe of the C.E.A. came out with a piece of invective against the Government in which he accused it of ignoring and flouting recommendations of the Moyne Committee. which he saw as a body of experts well qualified to weigh trade arguments and submit a report regarded as workable.

Doyle Drops Aussie Production, Too. Panning Gov't and Quota Law

Stuart F. Doyle has decided to quit pic production in Australia altogether. Means he will not con-

together. Means he will not continue dickers for Cinesound, and the fate of this producing unit is now in the balance.

Doyle states that the governments of Australia had given little encouragement to production, pointing out that even the Federal boys had withdrawn the pattry prizes offered for the best pix produced locally. Says that the Quota Acts operating in New South Wales and Victoria are badly designed, and his own efforts to bring before the governments their faults have been ignored. Doyle feels that the Quota has not even been successful in creating the operation of one permanent studio, but has succeeded in losing thousands for local investors instead. instead.

Doyle feels that production was at the crossroads through lack of effec-tive government encouragement, not by way of ill-conceived Quotas in-capable of being carried out. Says further that the government of Aus-

tralia has not shown any trade knowledge in designing Acts desired by the industry. Thus, Doyle continues, if the present Acts are enforced, it wouldn't surprise him to see Americans withdrawing entirely from Australia, rather than tolerate a set of conditions that are impossible and impracticable. Americans really hold the trump card, Doyle says, because upon their supplies depends the livelihood of some 20,000 people in Australia.

Doyle suggests that the Government, if local production is desired to live, should production is desired to live, should produce a large bounty for producers covering a reasonable production schedule, and vary the restrictions already in force. Government should not dodge responsibilities by trying unsuccessfully to throw the onus onto American of what it (government) should undertake itself.

Finally, Doyle expresses the opinion that local production is doomed undersake itself.

Finally, Doyle expresses the opinion that local production is doomed undersake itself.

G-B THEATRE BRANCH REPORTS UPPED NET

London, July 18. Ceneral Theatres Corp., operated and managed by G-B, shows a profit of \$1,685,205 for the year to March 31 last, being an increase of \$305,300 on the previous period. Board recommends payment of the balance of the 15% dividend on participating preferred ordinary shares, but holders of other ordinary stock get nothing.

but holders of other ordinary stock get nothing.
Group, which has approximately 50 theatres, was reorganized about two years ago, with its capital drastically reduced despite fierce opposition by a minority group of stock-holders. At that time in the doldrums, it is reported to be sailing into fairer weather, the board's report declaring that trading profits, so far as available, showed an increase in profit is maintained.

EXHIBITOR'S VISION TEST

Hold this chart at normal reading distance—then see how far you've got to go before you see that these are the strongest picture raves this season!

GREAT

Film Daily on "THEY WON'T FORGET"

A-1 ENTERTAINMENT

N. Y. Daily News on "THEY WON'T FORGET"

IT WILL BE ONE OF THE MOST DISCUSSED FILMS OF THE YEAR

Variety Daily on "THEY WON'T FORGET"

THEY WON'T FORGET-AND NEITHER WILL YOU WHEN YOU PLAY IT

Showmen's Trade Review on "THEY WON'T FORGET"

UNFORGETTABLE SCREEN DRAMA - SPLENDID

N. Y. Herald-Tribune on "THEY WON'T FORGET"

ONE OF THOSE SMASHING, FASCINATING, UNFORGETTABLE PICTURES THAT NO ONE WHO SEES IT IS LIKELY TO EVER FORGET

N. Y. Sun on "THEY WON'T FORGET"

THE OBVIOUS DUTY OF ALL RIGHT-THINKING FANS IS TO SEE IT TWICE AND SEND FRIENDS - A POWERFUL, SIGNIFICANT AND RARE PICTURE

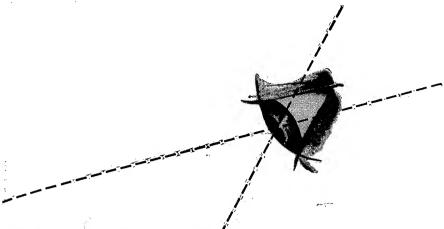
N. Y. Post on "THEY WON'T FORGET"

BRILLIANT. COURAGEOUS DRAMA! FOR ITS PERFECTION CHIEF CREDIT MUST GO TO MERVYN LEROY FOR HIS REMARKABLE. SKILLFUL DIRECTION: FOR TOUCHES AS FINE AS ANYTHING THE SCREEN HAS EVER DONE CREDIT AN EXCELLENT SCRIPT. AND ALL THE CAST

N. Y. Times on "THEY WON'T FORGET"

A PICTURE YOU CAN'T AFFORD TO MISS! A POWERFUL DRAMA. IT TAKES ITS PLACE AMONG THE REALLY GREAT PRODUCTIONS OF THE SCREEN! MADE WITH UNSWERVING HONESTY AND LAUDABLE COURAGE AND BRILLIANTLY CONTRIVED BY MERVYN LEROY. IT WILL BE TALKED ABOUT AND REMEMBERED

N. Y. Evening Journal on "THEY WON'T FORGET"



All Goes to Show Why Far-Sighted Showmen Have Swamped

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| 5/28/37 6/4/37 6/11/37 | LEAGUE OF FRIGHTENED MEN I MET HIM IN, PARIS HOLLYWOOD COWBOY THIS COWBOY THE RED ROE UNDER SHE RED ROE DREAMING LIPS THE MAN IN BLUE KID GALLAHAD RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) PARNELL HELL DIVERS (RE-ISSUE) FARNELL HOLL DIVERS (RE-ISSUE) THE MINDOWN ANGELS HOLLDAY WIED THISF MEETS THIFF THE WILDCATTER CASE OF STUTTERING BISHOP A DAY AT THE BACES THE GREAT GAMBINI MEET THE MISSUS IT COLLD HAPPEN TO YOU SHE HEND EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE EREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSSIC | E. Chodorov W. Ruggles G.A. Huggles G.A. HacGuwan K. MacGuwan K. MacGuwan M. Schach K. Glasmon WB Col B. & D. MGM J. Stahl Bal Bal Bal Bal Bal Bal Bal Bal Bal Ba | Col Par RKO 20th 20th 20th U WB Col Gob MGM MGM Far RKO Ren 20th U WB | Drama Rom-Com Western Rom-Dr Mebodrama Western Rom-Dr Com-Dr Rom-Dr Com-Br Drama Rom-Br Drama Mystery Comedy Melodrama | I. Hervey-W. Connolly C. Colhert-Melvyn Douglas G. O'Brien-C. Parker-E. Scott E. Taylor-B. Stanwyck- C. Vedit-E. Massey E. Berner-E. Massey E. Wilcox-N. Grey E. G. Robinson-B. Davis Bob Allen-B. Weeks R. Cortez-S. Ellers W. Beery-Gable-C. Nagle C. Gable-Myrna Loy L. Carrillo-L. Overman J. Beal-H. Carey-Armida Bu. Steele J. Withers-Robert Kent D. Fairbanks, JrV. Hobsen S. Colton-J. Rogers D. Woods-Ann Dvorak Mark Bros, | Al Green W. Ruggles Ewing Seiter W. Seastrom Paul Czinner M. Carruth M. Curriz S. G. Bennett Carl Reid G. Hill John Stahl G. Archainbaud Lew Landers Sam Newheld James Tinling Raoul Welsh Ray McCarry W. Clemens | 71 85 60 99 100 70 64 100 59 76 109 115 65 67 74 85 58 | 6/16 6/9 7/28 6/2 6/2 5/26 7/28 6/2 7/14 5/19 12/29/31 6/9 5/16 6/9 |
|------------------------------|---|---|---|---|---|---|--|--|
| 6/11/37 | THIS IS MY AFFAIR UNDER THE RED ROBE DREAMING LIFS THE MAN IN BLUE KID GALLAHAD RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) PARNELL HOTEL HAZWIRE BORDER CAFE DOOMED AT SUNDOWN ANGELS HOLIDAY WIEN THIEF MEETS THIEF THE WIDCATTEE CASE OF STUTTERING BISHOP A DAY AT THE EACES THE GREAT GAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE REEAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSSIC | K. MacGowen R. T. Kane M. Schach K. Glasmon WB Col B & D. J. Glob J. J. Glob J. J. Glob Bob Sisk A. W. Hackel J. Stone Criterion Geo. Owen WB L. Weingarten B. P. Schulberg Al Lewis L. Fleids S. G. Engel WB | 20th UA UB Col GB MGM MGM Par RKO Reto UA UB WB | Musical Drama Rom-Dr Mebdrama Drama Western Rom-Dr Com-Dr Comedy Western Western Western Drama Rom-Dr Drama Mystery Comedy Melodrama | R. Taylor-B. Stanwyck-C. Veldt-R. Massey C. Veldt-R. Massey R. Wilcox-N. Grey E. G. Robinson-B. Davis Bob Allen-B. Weeks R. Corter-S. Ellers W. Beery-Gable-C. Nagle C. Gable-Myrna Loy L. Carrillo-L. Overman J. Beal-H. Carey-Armida Bea. Steele J. Withers-Robert Kent D. Fairbanks, JrV. Hobsen S. Colton-J. Rogers D. Woods-Ann Dvorak | Paul Czinner M. Carruth M. Carruth M. Curtiz S. G. Bennett Carl Rield John Stahl G. Archainbaud Lew Landers Sam Newfield James Tinling Raoul Walsh Ray McCarey W. Clemens | 99 100 70 64 100 59 76 109 115 65 67 74 85 58 | 6/2 6/2 5/26 7/28 6/2 7/14 5/19 12/29/31 6/9 6/16 6/9 |
| 6/11/37 | DREAMING LIFS THE MAN IN BLUE KID GALLAHAD RECKLESS RANGER TALK OF THE DEVIL TALK OF THE DEVIL HOTEL HAYWIRE BORDER CAFE DOOMED AT SUNDOWN ANGEL'S HOLIDAY WIEN THIEF MEETS THIEF THE WILDCATTER CASE OF STUTTERING BISHOP A DAY AT THE RACES THE GREAT GAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED REFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSSIC | M.: Schach K. Glasmon WB Col B. & D. MGM J. Stahl Bob Siak A. W. Hackel J. Stone Criterion Geo. Owen WB L. Weingarten B. P. Schulberg Al Lewis L. Fields S. G. Engel WB | UA U WB Col GB MGM MGM F2r RKO Ren 20th UA U WB MGM P2r RKO RER RKO Rep 20th | Rom-Dr Mebdrama Drama Western Rom-Dr Com-Dr Rom-Dr Comedy Western Drama Rom-Dr Drama Mystery Comedy | E. Bergner-R. Massey R. Wilcox-N. Grey E. G. Roblinson-B. Davis Bob Allen-B. Weeks R. Cortex-S. Ellers W. Beery-Gable-C. Nagle C. Gable-Myrna Loy L. Carrillo-L. Overman J. Beal-H. Carey-Armida Bel. Steele J. Withers-Robert Kent D. Fairbanks, JrV. Hobsen S. Colton-J. Rogers D. Woods-Ann Dvorak | Paul Czinner M. Carruth M. Curtiz S. G. Bennett Carl Reid G. Hill John Stahl G. Archainbaud Lew Landers Sam Newfield James Tinling Raoul Walsh Ray McCarey W. Clemens | 70 64 100 59 76 109 115 65 67 74 85 58 | 5/26 7/28 6/2 7/14 5/19 12/29/31 6/9 6/16 6/9 5/26 6/16 |
| 6/11/37 | RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) HOTEL BRIELL HOTEL BRIELL BORDER CAFE DOOMED AT SUNDOWN ANGEL'S HOLDAY WIEN THIEF MEETS THIEF THE WILDCATTER CASE OF STUTTERING BISHOP A DAY AT THE EACES THE GREAT GAMBINI MEET THE MISSUS IT COULD HAPFEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE BREAKFAST NOBTH OF RIO GRANDE MOUNTAIN MUSIC | Col B. & D. MGM J. Stahl Pat Bob Sisk A. W. Hackel J. Stone Criterion Geo. Owen WB L. Weingarten B. P. Schulberg Al Lewis L. Fleids S. C. Engel WB | Col GB MGM MGM Par RKO Ren 20th UA U WB MGM Par RKO Rep 20th | Western Rom-Dr Com-Dr Rom-Dr Comedy Western Western Drama Rom-Dr Drama Mystery | Bob Allen-B. Weeks R. Cortez-S. Ellers W. Beery-Gable-C. Nagle C. Gable-Myrna Loy L. Carrillo-L. Overman J. Beal-H. Carey-Armida J. Beal-H. Carey-Armida L. Steller L. Steller D. Falthand, J. Withers-Robert S. Colton-J. Rogers D. Woods-Ann Dvorak | S. G. Bennett Carl Reid G. Hill John Stahl G. Archainbaud Lew Landers Sam Newfield James Tinling Raoul Walsh Ray McCarey W. Clemens | 59 76 109 115 65 67 74 85 58 | 7/14 5/19 12/29/31 6/9 6/16 6/9 5/26 6/16 |
| | HOLE HAT WIKE BORDER CAFE DOOMED AT SUNDOWN ANGEL'S RICHIDAY WIEN THIEF MEETS THIEF THE WILDCATTER CASE OF STUTTERING BISHOP A DAY AT THE RACES THE GREAT CAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE EREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC | MGM J. Stahl Fal Rob Sisk A. W. Hackel L. Sterler for Geo. Owen WB L. Weingarten B. P. Schulberg Al Lewis L. Fields S. G. Engel WB | MGM MGM Par RKO Rea 20th UA U WB MGM Par RKO Rep 20th | Western Western Drama Rom-Dr Drama Mystery Comedy Melodrama | W. Beery-Gable-C. Nagle C. Gable-Myrna Loy L. Carrillo-L. Overman J. Beal-H. Carey-Armida Beal Steele J. Withers-Robert Kent D. Fairbanks, JrV. Hobsen S. Colton-J. Rogers D. Woods-Ann Dvorak | John Stahl G. Archainbaud Lew Landers Sam Newfield James Tinling Raoul Walsh Ray McCarey W. Clemens | 109 115 65 67 74 85 58 | 12/29/31 6/9 6/16 6/9 5/26 6/16 |
| | HOLE HAT WIKE BORDER CAFE DOOMED AT SUNDOWN ANGEL'S RICHIDAY WIEN THIEF MEETS THIEF THE WILDCATTER CASE OF STUTTERING BISHOP A DAY AT THE RACES THE GREAT CAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE EREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC | Fai Bob Sisk A. W. Hackel J. Stone Criterion Geo. Owen WB L. Weingarten B. P. Schulberg Al Lewis L. Fields S. G. Engel WB WB | Par RKO Ren 20th UA WB MGM Par RKO Rep 20th | Western Western Drama Rom-Dr Drama Mystery Comedy Melodrama | L. Carrillo-L. Overman J. Beal-H. Carey-Armida Bet. Steele J. Withers-Robert Kent D. Fairbanks, JrV. Hobsen S. Colton-J. Regers D. Woods-Ann Dvorak | G. Archainbaud Lew Landers Sam Newfield James Tinling Raoul Walsh Ray McCarey W. Clemens | 65 67 74 85 58 | 6/16 6/9 5/26 6/16 |
| | CASE OF STUTTERING BISHOP A DAY AT THE BACES THE GREAT GAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC | J. Stone Criterion Geo. Owen WB L. Weingarten B. P. Schulberg Al Lewis L. Fields S. G. Engel WB | 20th UA U WB MGM P2r RKO Rep 20th | Drama Rom-Dr Drama Mystery Comedy Melodrama | J. Withers-Robert Kent D. Fairbanks, JrV. Hobsen S. Colton-J. Rogers D. Woods-Ann Dvorak | James Tinling Raoul Walsh Ray McCarey W. Clemens | 85 58 | 6/16 |
| | CASE OF STUTTERING BISHOP A DAY AT THE BACES THE GREAT GAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC | Geo. Owen WB L. Weingarten B. P. Schulberg Al Lewis L. Fields S. G. Engel WB | WB MGM P2r RKO Rep 20th | Drama Mystery Comedy Melodrama | S. Colton-J. Rogers D. Woods-Ann Dvorak | | 58 | 6/10 |
| | MEET THE MISSUS IT COULD HAPFEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE BREAKFAST NOBTH OF RIO GRANDE MOUNTAIN MUSIC | Al Lewis L. Fields S. G. Engel WB WB | Par RKO Rep 20th | Melodrama | Many Pres | | | 6/16 6/2 |
| 6/18/37 | IT COULD HAPPEN TO YOU SHE HAD TO EAT SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC | L. Fields S. G. Engel WB WB | Rep 20th | | Marx Bros. A. Tamiroff-J. Trent H. Broderick-V. Moore | Sam Wood C. Vidor Joseph Santley | 109 70 | 6/23 7/14 |
| 6/18/37 | SLIM BLAZING SIXES TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC | WB | | Comedy Rom-Dr Comedy | A. Baxter-A. Leeds Hudson-Treacher-Haley | Phil Rosen M. St. Clair | 65 71 71 | 7,7 7/7 7/14 |
| 6/18/37 | BANK ALARM MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC | H. L. Decker | WB WB | Drama Western | P. O'Brien-H. Fonda D. Foran-H. Valkis | R. Enright Noel Smith | 86 58 | 6/30 |
| | NORTH OF RIO GRANDE MOUNTAIN MUSIC | Condor | Col GN | Western Melodrama | C. Starrett-B. Weeks Conrad Nagel | Leon Barsha Louis Gasnier | 64 | 6/23. |
| | DIDNIG ON AT | S. Zimbalist Harry Sherman Ben Glazer | MGM Par Par | Com-Dr Western Comedy | R. Young-Florence Rice Wm. Boyd-Geo. Hayes B. Burns-Martha Raye | E. L. Marin Nate Watt | · 70 76 | 7/28 6/30 |
| | RIDING ON AIR RHYTHM IN THE CLOUDS | David Loew A. E. Levoy | RKO Rep | Comedy | Ice E Brown | C. Reisner E. Sedgwick John H. Auer | 70 64 | 6/30 |
| | YODELIN' KID FROM PIME RIDGE BIG BUSINESS | A. Schaefer Max Golden | Rep 26th | Musical Western Comedy | P. Ellis-W. Hull Gene Autry-B. Bronson J. Prouty-S. Deane | John H. Auer Joe Kane F. R. Strayer W. Disney | 61 | 6/2 |
| | WALT DISNEY'S ACADEMY REVUE ARMORED CAR FLY AWAY BABY | W. Disney E. M. Asher WB | UA U WB | Comedy Melodrama Com-Dr | Cartoon R. Wilcox-J. Barrett G. Farrell-B. MacLane | L. Foster F. McDonald | 64 60 | 7/28 7/14 |
| C /05 /07 | WHITE BONDAGE DEVIL IS DRIVING | WB Col | WB Col | Drama Melodrama | Jean Muir-G. Oliver R. Dix-Joan Perry | Nick Grinde H. Lachman | 69 | 7/21 |
| 6/25/37 | GIRLS CAN PLAY SWEETHEART OF THE NAVY | Ralph Cohn B. F. Zeidman | Col GN | Comedy Comedy | J. Wells-C. Quigley Erle Linden-C. Parker | L. Hillyer D. Mansfield | 69 · 63 | 6/30 7/7 |
| | CAPTAINS COURAGEOUS LAST TRAIN FROM MADRID YOU CAN'T BEAT LOVE | L. D. Lighton G. M. Arthur | MGM Par RKO | Spectacle Drama | F. Bartholomew-Spencer Tracy L. Ayres-D. Lamour P. Foster-J. Fontaine | V. Fleming J. Hogan | 115 85 | 5/19 6/23 6/30 |
| | A LAW MAN IS BORN SING AND BE HAPPY LOVE IN A BUNGALOW | Robert Sisk A. W. Hackel M. H. Feld | Rep 20th | Rom-Com Western Musical | J. M. Brown-L. Meredith J. Davis-A. Marin N. Grey-K. Taylor | C. Cabanne Sam Newfield H. Lehrman | 85 60 61 67 67 73 | 6/30 7/7 6/ 23 7/7 |
| | LOVE IN A BUNGALOW ANOTHER DAWN | M. H. Feld E. M. Asher WB | WB | Rom-Com Rom-Dr | N. Grey-K. Taylor K. Francis-E. Flynn | Ray McCarey W. Dieterle | 67 73 | 7/7 6/23 |
| 7/2/37 | A FIGHT TO THE FINISH ONE MAN JUSTICE ROARING TIMBER | R. Cohn H. L. Decker | Cel Col | Action Western Outdoor | D. Perry-R. Kelth C. Starrett-B. Weeks | C. C. Coleman Leon Barsha | 58 | 7/7 |
| | ROARING TIMBER RIDERS OF THE ROCKIES THE EMPEROR'S CANDLESTICKS | R. Flothow Ed Finney J. Considine | Col GN MGM | Outdoor Western Rom-Dr | Jack Holt-G. Bradley Tex Bitter Powell-Rainer | Phil Rosen R. N. Bradbury G. Fitzmaurice | 67 95 | 7/14 6/30 |
| | THIRTEENTH MAN MIDNIGHT MADONNA | Lon Young E. Cohen | Mono Par | Mystery Melodrama | W. Heyburn-L Courtney W. William-M. Correll | W. Nigh | 56 | 7/21 |
| | FOELOEN RIVER NEW FACES OF 1937 SLAVE SHIP DAEK JOURNEY | Par Edward Small | Par RKO | Western Musical | L. Crabbe-June Martel M. Berle-J. Penner-H. Hilliard | C. Barton Leigh Jason | 55 105 90 | 7/7 |
| | I COVER THE WAR | N. Johnson V. Saville Trem Carr | 20th UA U | Spectacle Drama Drama | W. Baxter-W. Beery-E. Allen C. Veidt-V. Leigh-J. Gardner J. Wayne-D. Barclay-G. Gaze | Tay Garnett V. Saville A. Lubin | 69 | 6/ 23 7/7 7/7 |
| 7/9/37 | SINGING MARINE | L. Edelman Gainsborough | WB GB | Musical Rom-Com | D. Powell-D. Weston J. Hulbert-Gina Malo | Ray Enright R. Stevenson | 105 | |
| ., ., ., | THE TWO OF US THE SHADOW STRIKES BETWEEN TWO WOMEN HOOSEER SCHOOLBOY | Alexanders MGM K. Goldsmith | GN MGM | Rom-Com Mystery Drama | R. LaBocque-L. Anders Tone-V. Bruce-M. O'Sullivan | Lynn Shores G. Seitz W. Nigh | 61 87 | 7/14 6/30 |
| a 1. | WILD MONEY ON AGAIN, OFF AGAIN | Par L. Marcus | Mone Par RKO | Drama Com-Dr Comedy | M. Rooney-F. Shields E. E. Horton-L. Campbell Wheeler-Woolsey-E. Muir | Louis King Edw. Cline | 62 70 66 | , |
| | BORN RECKLESS WESTROUND LIMITED | M. H. Feld McRae-Koenig WB | 20th U WB | Melodrama Rom-Dr Com-Dr | B. Donlevy-R. Hudson L. Talbot-P. Rowles J. Wyman-M. Wilson | M. St. Clair F. Beebe Nick Grinde | 60 | 7/21 |
| | PUBLIC WEDDING EMPTY HOLSTERS | WB | WB | Western | D. Feran-P. Walthali | B. Eason | | |
| 7/16/37 | IT CAN'T LAST FOREVER KING SQLOMON'S MINES BOOTS OF DESTINY | H. L. Decker GB Condor | Col GB GN | RomCom. Spectacle Western | R. Bellamy-B. Furness A. Lee-R. Young-Robeson Ken Maynard | Ham, MacFadden R. Stevenson A. Rosson | 68 80 59 | 7/7 6/30 |
| | BLAZING BARRIERS RIDERS OF THE DAWN TOPPER | K. Goldsmith R. N. Bradbury | Mono Mono MGM | Drama Western | F. Coghlan-E. Arnold, Jr. Jack Randall | R. N. Bradbury | | |
| | EASY LIVING SUPER SLEUTH | Hal Roach A. Hornblow, Jr. Edw. Small | Par RKO | Comedy Comedy Mystery | C. Bennett-R. Young J. Arthur-R. Milland J. Oakie-A. Sothern | N. MacLeod M. Leisen Ben Stoloff | 98 88 75 | 7/14 7/7 7/14 |
| | THE RED ROPE THE CALIFORNIAN EVER SINCE EVE | Edw. Small A. W. Hackel Sol Lesser Cosmo | Rep 20th WB | Western Western Rom-Com | Beb Steele-L. January R. Arlen-R. Cortez M. Davies-R. Montgomery | S. Roy Luby Gus Meins L. Bacon | 60 59 77 | 7/21 7/7 6/30 |
| 7/23/37 | RENDEZVOUS IN ALPS SARATOGA | J. Hagen Hyman-Emerson | GN MGM | Rom-Dr Rom-Dr | J. Baxter-A. Bushel Gable-Harlow | B. Vorhaus Jack Conway | 90 | 7/14 |
| | PARADISE ISLE RUSTLER'S VALLEY | Dorothy Reid H. Sherman | Mono Par | Drama Western | Movita-W. Hull William Boyd | A. G. Collins Nate Watt | 73 58 | 7/7 |
| | THE BIG SHOT THE LADY ESCAPES KNIGHT WITHOUT ARMOR | Maury Cohen L. L. Landau A. Korda | RKO 20th UA | Comedy Rom-Com Drama | C. Witherspoon-Kibbee M. Whalen-G. Stuart Dietrich-Robert Donat | Edw. Killy Eugene Forde J. Feyder | 66 | |
| 7.00.07 | TOWN SCOUT | WB | WB | Comedy | D. Woods-J. Madden | Louis King | 1.7 | 6,16 |
| 7/30/37 | A DANGEROUS ADVENTURE WHERE THERE'S A WILL SMALL TOWN BOY | W. MacDonald Gainsborough Zion Myers | Col GB GN | Action Rom-Dr Comedy | D. Terry-R. Keith Will Hay-Lilli Palmer S. Erwin-J. Compton | D. R. Lederman M. Varnell Glenn Tryon | | |
| | LONDON BY NIGHT LEGION OF MISSING MEN | S. Zimbalist I. E. Chadwick | MGM Mono | Mystery Drama | L. G. Carroll-R. Johnson Ralph Forbes | W. Thiele H. McFadden | 70 | |
| | EXCLUSIVE SHE'S NO LADY TOAST OF NEW YORK | Ben Glazer B. P. Schulberg | Par Par RKO | Melodrama Melodrama Rom-Dr | F. MacMurray-F. Farmer Dvorak-John Trent E. Arnold-F. Farmer-Oakie | Al Hall C. Vidor Rowland V. Lee | 65 93 | 7/21 7/14 |
| | VOGUES OF 1938 | Edw. Small Gene Markey W. Wanger | 20th UA | Drama Musical | S. Temple-V. McLaglen W. Baxter-J. Bennett | John Ford I. Cummings | 105 | .6/30 |
| | REPORTED MISSING THE ROAD BACK MARRY THE GIRL | E. M. Asher Grainger-Whale WB | U U WB | Melodrama Drama Comedy | Wm. Gargan-J. Rogers J. King-B. Read-A. Devine Mary Boland-H. Herbert | M. Carruth J. Whale Wm. McGann | 105 | 6/23 |
| 8/6/37 | RANGER STEPS IN MYSTERY OF HOODED HORSEMAN | Col Ed Finney | Col GN | Western Western | B. Allen-E. Stewart Tex Ritter | S. G. Bennett | | |
| | THE GOOD EARTH THE OUTER GATE | I. Thalberg I. E. Chadwick | MGM Mone | Drama Drama | Paul Muni-Lulse Rainer Raiph Forbes | Ray Taylor S. Franklin H. MacFadden | 140 | 2.10 |
| | ARTISTS AND MODELS WINDJAMMER BOOTHILL BRIGADE | L. E. Gensler G. Hirliman | Par RKO Rep | Musical Action Western | J. Benny-G. Patrick George O'Brien-C, Worth J. M. Brown-C. Rochelle | Raoul Walsh Ewing Scott Sam Newfield | | |
| | YOU CAN'T HAVE EVERYTHING STELLA DALLAS | A. W. Hackel L. Schwab S. Goldwyn | 20th UA | Musical Drama | Alice Faye-Ritz Bros, Ameche Stanwyck-Roles | N. Taurog King Vidor | 104 70 | 7/28 7/28 |
| 0/13/27 | SAN QUENTIN LOVE TAKES FLIGHT | WB | -VB | Melodrama Rom-Com | P. O'Brien-H. Bogart B. Cabot-Beatrice Roberts | L. Bacon Conrad Nagel | 100 | 7/28 |
| 8/13/37 | THE FIREFLY LUCK OF ROARING CAMP | H. Stromberg J. H. Steele | MGM Mono | Operetta Outdoor | MacDonald-A. Jones O. Davis, JrJ. Woodbury | R. Z. Leonard I. V. Willat | 140 | 7/28 |
| | BLONDE TROUBLE HIDEAWAY ONE MILE FROM HEAVEN | Par Cliff Reid Sol Wurtzel | Par RKO 20th | Musical Drama Rom-Dr | L. Overman-E. Whitney F. Stone-M. Lord C. Trevor-S. Blane | G. Archainbaud Richard Rosson Allan Dwan | 60 | 7-21 |
| | HANDY ANDY (Reissue) DANCE, CHARLIE, DANCE DEVIL'S SADDLE LEGION | Sol Wurtzel WB WB | 20th WB WB | Comedy Comedy Western | W. Rogers-R. Taylor S. Erwin-Jean Muir Dick Foran-Ann Nagel | D. Butler F. McDonald B. Connolly | | |

"BEST SHOW IN TOWN"—NEW YORK TIMES

Spectacular opening ushered in roadshow engagement of Paramount's "High, Wide and Handsome" at Astor Theatre, New York, night of July 21. Jerome Kern and Oscar Hammerstein's musical romancedrama interested, excited and thrilled firstnight audience. Precedent in connection with picture, which in its treatment set many new precedents was that limited number of free tickets were issued. Rest of audience had to put it on the line, and how they did! Critical comment also set precedent for praise. Read the highlights from the reviews on succeeding pages.



Significant Billboard Campaign was important element in advance, advertising for opening period. Painted boards like this in strategic locations complemented full showing on regular stands.

High, Wide and Mandsome, too, was the specially designed front and lobby, which introduced novel anual effects and modern lighting into modern showmanship that characterized Paramount campaign for important picture.

"HIGH, WIDE AND HANDSOME"

treatment accorded picture by first-line metropolitan film critics:

FRANK S. NUGENT, New York Times— "Moves easily into the ranks of the season's best. Against it 'Showboat' was an effeminate piece. The Astor has the best show in town."

WANDA HALE, Daily News—"An active, exciting, colorful and thrilling picture."

BLAND JOHANESON, Daily Mirror— "Produced on a giant scale, splendidly directed, played by a great cast, distinguished by a stimulating musical score. A unique and stunning film which will entertain any audience."

HOWARD BARNES, Herald-Tribune —
"Prodigal and colorful reconstruction of an exciting period. Best described by the adjectives of its title."

WILLIAM BOEHNEL, World-Telegram— "Magnificent entertainment. A film of uncommon quality, a superb piece of picturetelling which nobody who finds pleasure in the cinema can afford to miss."

EILEEN CREELMAN, Sun—"Is a 'Cimarron of the oil industry."

"Never forgets to be a slick adventure yarn, even though it's been filmed on a large and lavish scale. You'll enjoy the picture immensely."

Coast Preview Brought Forth More
"HIGH, WIDE AND HANDSOME" comment:

ERSKINE JOHNSON, Universal Service—PEntertainment spelled with a Capital E."

LEO TOWNSEND, Modern Screen—
"A great production."

HAL TODD, Boxoffice Digest —
"Marvelous! Wait, that doesn't do it justice
... sensational!"

CLARK WALES, Screen and Radio Weekly
—"Two great pictures rolled into one."

WHITNEY BOLTON, Literary Digest—"Has magnificent sweep."

EDWIN SCHALLERT, Drama Editor, Los AngelesTimes—"Truly epochal production"

MAXINE SMITH, Chicago American — "Marvelous entertainment."

VARIETY—"Interesting and by all portents very lucrative experiment in popular screen entertainment. Fullest value in mass appeal."

HOLLYWOOD REPORTER—A new word will have to be coined even to describe this operetta treatment of a dramatic episode from American history."



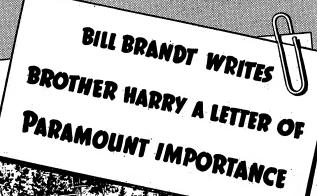
High, Wide and Handsome was the newspaper campaign on behalf of Paramount's smashing spectacle of the oil industry. Refreshingly new treatments in layouts and art characterized refreshingly new treatments and blending of entertainment elements in the picture.



by Jerome Kern and Oscar Hammerstein II, Creators of Immortal Music

Irene Dunne in "HIGH, WIDE AND HANDSOME" with Randolph Scott DOROTHY LAMOUR • AKIM TAMIROFF • RAYMOND WALBURN • Ben Blue • Charles Bickford • Elizabeth Patterson • William Frawley • A Rouben Mamoulian Production

A Paramount Picture Directed by Rouben Mamoulian - - Music by Jerome Kern - - Original Story, Screen Play and Lyrics by Oscar Hammerstein II



July 19, 1937.

The Los Angeles AMBASSADOR CALIFORNIA

I just saw five Paramount pictures of their new season's program, namely:

Jean Arthur, Edward Arnold, Ray Milland in "EASY LIVING"

Fred MacMurray, Frances Farmer, Charlie Ruggles in "EXCLUSIVE"

Bing Crosby, Martha Raye, Mary Carlisle in "DOUBLE OR NOTHING"

Jack Benny and a terrific cast in "ARTISTS AND MODELS" and

Irene Dunne and Randolph Scott in "HIGH, WIDE AND HANDSOME"

Everyone of these pictures is definitely a sensational Box-Office Smash, and I understand "SOUIS AT SEA" with Gary Cooper and George Raft, and "ANGEL"——the Lubitsch picture with Dietrich, are even more important, although I didn't see them.

I was greatly impressed with the splendid morale on the Paramount lot under the direction of Adolph Zukor and Bill LeBeron, and if the above-named pictures are a sample of what we can expect for the balance of the season's program, I urge you to make your Peramount deal the first order of business.

We are having a splendid time and miss you very much.

IT LOOKS LIKE A PARAMOUNT YEAR!



SAN QUENTIN

(Continued from page 16)
tion. Bacon has attempted to picture prison routine as it exists. This
is more interesting on the whole
than the plot situations. Various
scenes were made in and around the
San Quentin pen. Those which are
of the prisonance of the prisonshot after prisonance of the prisonance of the

grs wis a protective measure and bears out a footnote at the beginning which warns that no one can be dentified.

The only time when the camera sort in the prison or with Warner-hired players doing the convicts clarge mobs having been used for some sequences), is when the story is with the girl, a cafe singer whose brother is in stir. Majority of the action is assigned to convicts and prison officials, guards, etc., but the love interest is mostly developed away from this atmosphere, though the prison captal nof the yard. Beard and San Sheridan, while the girl's brother is Humphrey Bogart, a tough convict, and a guard of the old school, is played by Barton MacLane. All turn in good jobs but their names do not combine for special box office lure. Miss Sheridan, in the first reel, capably sings 'How Could You,' from a cabaret floor, this being the setting where she meets. Office we have a cabaret floor, this being the setting where she meets. Of the girl and the convict brother missiaking his motives each way. This justifies the secape that climaxes the action. It is an escape and chase that has been exceedingly well done by all hands concerned and ranks with the most exciting of its kind ever filmed.

In some ways the story is a bit unconvincing but the liberties taken ree not extremely serious. Flinish the contract of th

with the most exciting of its kind ever filmed. In some ways the story is a bit unconvincing but the liberties taken, are not extremely serious. Finish is what might be expected, with the escaped convict brother of the heart interest staggering back to the prison to die. While the story could have been improved upon, its dialog, however, is quite good. Photographic job of Sid Hickox and his crew is highly commendable, the chase scenes especially standing out.

Char.

You Can't Have Everything

Everything
(MUSICAL)
Glendale, Cal, July 27.

20th Century-Fox release of Lairrince
Schwib production. Directed by Norman
Harry Revel Control of the Control
Rail Tunbers, Songs, Mack Gordon and
Harry Revel; dancen, Harry Lokee; conservathat Tunbers, Songs, Mack Gordon and
Harry Revel; dancen, Harry Lokee; conservathat Tunbers, Songs, Mack Gordon and
Harry Revel; dancen, Harry Lokee; conservathat Tunbers, Songs, Mack Gordon and
Harry Revel; dancen, Harry Lokee;
July Balturjah, Prevlaved at Alexander, Glendale, July 23,

Wally Lorent Lower Control

Roman Lorent Lower Control

Roman Lorent Lower Control

Roman Lorent Lower Control

Roman Afrikar Treacher

Berdin Afrikar Treacher

Berdin Afrikar Treacher

Berdin Moore. Phyllis Brooks

Jerry Moore. Wally Verson

Jerry Moore. Phyllis Brooks

Jerry Moore. Day Harrooks

Jerry Lorent Leader Til, Tap and Toe

Orthester Leader Til, Tap and Toe

Those Ritz Bros. are in again Thys

Those Ritz Bros. are in again Thys George Macrae.
Sam Gordon.
Lulu Biley.
Rublinoit
Bevlins.
Boility Walker.
Jerry.

Orchester Leader Grant Humbert Br. Whiteman, Genry Humbert Br. Whiteman, Dorothy Crubal Stunder Stronger Provided Crubal Stunder Stronger Provided Crubal Stunder Stronger Provided Crubal Stunder Stronger Strong

series of comical situations, in which the Ritz Bros., who are engaged as comedians in the production, keep the audience laughing continuously. They sing and dance in their underwear; they disguise themselves as Yaw Cash. They are a good floor number when the series of the series o

Back in Circulation

| Hollywood, July 27. |
|--|
| Warner Bros, release of Sam Bischoff |
| production. Features Joan Blondell, Pat |
| D'Brien, Margaret Limiany, Directed by |
| Ray Enright, Original by Adela Rogers |
| St. John; screenplay, Warren Duff; camera, |
| Arthur Todd. Asst. director, Jesse Hibbs: |
| dialog director. Jo tiraham: film elitor. |
| Chrence Kolster. Previewed at WB Hol- |
| lywood theatre, Hollywood, July 26, Run- |
| ning time, 100 mins. |
| ning time, too mins. |
| Bill Morgan |
| Timiny BlakeJoan Blondell |
| Arline Wade |
| Dr. Eugene FordeJohn Litel |
| Sam Sherman |
| Murphy Eddle Acuff |
| 'Snnog' Dayls Craig Reynolds |
| I. R. Daniels |
| Dorinda Bernice Pilot |
| Dr. EvansGranville Bates |
| BuckRegis Toomey |
| Carlton Whitney Walter Byron |
| Carnon wardley water byton |

Heretofore it always has been the actors who stand shaking with ague at their entrance, then give a smashbang performance and fall in a faint at the final curtain true to the traat the final curtain true to the tradition that the show must go on.
Now it's the breathless newspaper
reporter, who defies rain, steet and
snow like the mailman, and whose
battle cry is news is news and the
story must be in before the deadline.
The newspaper boys, the goofy
pholographers and the hysterical
city editor are on the murder trail
in 'Back in Circulation,' relentlessly
pursuing the accused, telling
coroners, district attorneys and defense counsel how to conduct their
business.

pursuing the accused, telling coroners, district attorneys and defense counsel how to conduct their business.

This new film about press sensationalism has some fresh twists and turns, chief of which is that the storm of the country of the countr

The Sheik Steps Out

The Sheik Steps Out
(WITH SONGS)

Beverly Hills, July 27.

Rousible, Beverly Hills, July 27.

Rousible, Beverly Hills, July 27.

Biresied by Incing, Pichell, Stary, and sevenalay by Julying Pichell, Stary, and sevenalay by Julying Pichell, Stary, and sevenalay by Adoes Buttington, 4thigh, by a cellular Muray Seldeen and Ernest Nima; musleal director, Alberto Columbic, Soliss danis, Previewed at Waraner's Beverly Hills (heater, July 24, 337.

Running, Hills (Lamin, Campan, C

Only interest for the trade in this one is the reappearance of Ramon Novarro, one time popular star in silent pictures. Story, dialog and acting by the supporting players are second rate, although the production otherwise is quite good. As the film makes no pretensions to any higher spot than the lower half of double bills, it will get by in the neighborhood houses and in the spots where action pictures have a following. Novarro in appearance has changed

hood houses and in the spots where action pictures have a following.

Novarro in appearance has changed but slightly since his starring days when he was a conspicuous favorite and the choice for the name role in 'Ben Hur,' one of the biggest grossers in film history. He sings several songs in a pleasant baritone voice, and he acts with ease a romantic desert chieftain, turned tourist guide. Just to prove he retains his one-time manly physique, he is photographed while taking a bath, which really proves nothing at all, except he is thicker through the chest than Robert Taylor, who recently had a public dunking in 'Personal Property.' Novarro speaks English distinctly, and there is no reason why he should not regain some standing in films, if given a part in a major production where he would be assisted by competent actors.

Plot is hackneyed story about a

would be assisted by competent actors.

Plot is hackneyed story about a rich American girl, who wagers her hance, an English nobleman, that she wis stables, nor sew switter than any in stables, nor the stable so the girl, who made his millions seeing control of the stables had been could have a summary of the stables had been could have a summary of the stable with the stable horses in the world, but the ill-mannered Americans mistake him for a bargage porter and native guide. The rest is casy. Novarro leads the group into a prearranged ambush of his own henchmen, stages a fake kidnapping, gives the girl a lesson in etiquette, loses her in the desert moonlight, and then takes her from the altar as his own bride at the moment when she is being married to the Englishman. The idea being, of course, that the joke is on the Britisher, whereas he is the lucky fellow.

Irving Pichel, who directed, ha

Britisher, whereas he is the ideas, fellow.
Irving Pichel, who directed, he done much better, but probably did as well as he could with the players assigned to his story.
With Novarro prominently advertised film will attract some business, but the customers will omit raves on the way out.

Married Before Breakfast

Married Before Breakfast

Metro release of Sam Zinabullat produce
the produce of Sam Zinabullat
the produce of Sam Zinabulla

Whoever started the current cycle of policy screen, being a possible of the control of the contr

insurance. So Young decides to help sell the policy. That leads into a nightful of escapades, including stolen cars, crashes, cops, and what have you. His girl ditches him, the insurance salesman is ditched by his girl—and, Young makes the trip with the other gal.

the other gal.

Young plays his usual role in his usual manner; if you like him, he's good. Miss Rice, attractively photographed, shows a lot of promise for future film work. June Clayworth as the other girl is stymich hopelessly behind bad lines. There are some excellent bits turned in by Barnett Parker, Warren Hymer and rene Franklin.

Kauf.

Hollywood Cowboy RKO release of George A. Hirliman pro

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| Cecilla | Parker | . Dire | cted b | v lewir | g Sc | att. |
| Orlging | l scree | n nhy | by D | an Jar | rett i | und |
| Scolt: | camera. | Frank | B. Ge | ond. A | t Rin | Ito. |
| | week . | | | | | |
| 60 mins | | ,, | • | 21011111 | | ,,,,, |
| | Carson | | | Canusa | O'D. | .1 |
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| Morte | Dutler | | | . Gecini | LIME | Kei |
| Violet | Butler. | | | . Micuae | EDIT | ins |
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| Hotel (| 'lerk, | | | Harold | Dan | els |
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siapping them for a row or citits.

O'Brien packs heaps of smiles and insouclance into the role of the screen cowboy. Cecilia Parker is the ranch heiress who winds up in his arms for the fadeout scene, while Joe Caits, as the dyspeptic writer pal, pulls plenty of laughs.

Odec.

PHANTOM PATROL

Ambasander releuse of Maurice Conn pro-duction of the Connection of the Connection of the John Barbastoner Security Mayners, with John Barbastoner Security Difficient of the John Barbastoner of The Putal Note: "Other Curvoods story, "The Putal Note," Other Curvoods story, "The Putal Note," July 22-23, "37, double bill, Running time, 58 mins.

James Oliver Curwood doubtlessly would rub his eyes in bewilderment if he ever chanced to see this quickie version of how a mountie grabs his man. No question but that the story was there originally. Glimpses of it manage to percolate through despite helter-skelter direction, lame adaptation and stodgy acting. Film may crowd into double bills, especially for the kird populace or special kid nights as at this house.

"Phantom Patrol' has Kermit May."

To the kid bopulae or special kid nights to the kid populae or special kid nights and they not the kid night and they won't ken Maynard, and they won't know until they're inside. Kermit makes an acceptable actor, and rides in typical outdoor style. The young-sters can spot him easily after he's pictured routing a band of seven armed husky mountain outlaws single-handed. After that, the audience is prepared for anything, the house of the house

tween the police and the outlaws.

Vehicle is virtually devoid of production. It probably was shot in record time. Everything smacks of this. Dialog is as dull as the acting.

Maynard is robust and outspoken as the mountie. Joan Barclay plays the dainty, doll-like heroine, photographing especially well. Harry Worth and Paul Fix do standard work and are best in the support. Arthur Reed's cameraing grabs a few nice outdoor shots but falls down on his interiors.

MAN IN BLUE

Universal release of Kubee Glussian production. Features Robert Wilcox, Edward and Line Bertal and Line Britan and Line Britan Director by Mills Britan Director by Mills Britan Director by Mills Collector of Collector Philips Britan Collector by Tables Glassians; camera, thorage Rabinson. Reviewed in projection, 2008. July 29, 37. Running these comm. N. Y., July 29, 37. Running these Corge (rathussen)

Corge (rathus

Although this melodrama, an indirect plug for the police force, contains no names that will help it farther than being a programer, the picture is noteworthy in that it shows both Robert Wilcox and Nan Grey have arrived as screen possibilities. Both indicate they are ready for better things. The Man in Blue will derive main substance on double combos but in such locations it will more than hold up its end.

Kubec Glasmoer, produced, and

more than hold up its end.

Kubec Glasmon produced and
authored, and while obviously
cramped by the Haysian code, adroit
direction and noteworthy trouping
got Glasmon over possible voids in
continuity.

cramped by the Haysian code, adroid direction and noteworthy trouping got Glasmon over possible voids in continuity.

Plot, centers activity about three characters, a veteran policeman, the orphan son of a petty thief, and the girl. Cop adopts the boy because he feels responsible for his father's continuity and the stress is placed on the romance between the youth, when he grows old enough to work as a bank teller, excepting to forward interest in the story. Instead, both the writers and director have centered attention on the struggle of the youth to continue as an honest man even after his uncle has attempted to warp his mind and turn him against his benefactors.

Developments make it easy for a continuity for the property of the property

PARADISE ISLE

PARKADISE ISLE

Monogieum release of Mrs. Dorothy Reid
production. Barrs Movita. Pentures Warpen Hull. Directed by Artinus Grevilla
production. Pentures Warpentures W

Beautifully photographed romance of the South Seas, with Movita the good looking chief interest. General similarity to several other Pacific island films and travelogs won't help. But word of mouth should favor this as one of the most satisfactory versual similarity to several other Pacific island films and travelogs won't help. But word of mouth should favor this as one of the most satisfactory versuals any boundary of the most satisfactory versuals any boundary of the most satisfactory versuals any boundary of the mouth of the mou

A MOTION PICTURE CAN NEVER BE

CALLED GREAT UNTIL IT HAS BEEN

TESTED AT THE BOX-OFFICE.

THE RECORD-BREAKING BUSINESS ON THE BUTTERFIELD AND OTHER CIRCUITS, AT ADVANCED PRICES, PROVES FRANK CAPRA'S MIGHTIEST PRODUCTION, RONALD COLMAN IN "LOST HORIZON", THE TALK OF EXHIBITORS.

MAJOR CIRCUITS AND MAJOR INDE-PENDENTS ARE RUSHING TO DATE IT FOR GENERAL RELEASE, SEPT. 1st.

500 PRINTS RESERVED FOR CROSS-COUNTRY BREAK



To be advertised with full-page ads in Life, Saturday Evening Post, Liberty, Cosmopolitan, Stage, Pictorial Review and Delineator, Cinema Arts and the nation's leading newspapers.

Pix Undelivered

theatres are signing up for 20th-Fox pictures, the fur flies just as much as when some small indie with one house is doing his buying.

Most theatre chains of distribs are also interested with partners in many cases and most of these partner-owners are not the type to agree on any kind of a deal the home offices might close their eyes to, in behalf of the distributing department that's in the same family. Thus, a major company's own theatres may fight it when it comes to terms those theatres will have to pay. Or quawk just as loud when deliveries aren't made.

Why They Pick on Par

Why They Pick on Par

Why They Piek on Par
The pictures Par will not deliver
under this season's (36-37) promises
are not restricted to the six the boycotting exhibs are complaining
about. The six are singled out because they include pictures an exhib
probably wouldn't want to cancel out
under his 10% privilege such as
'High, Wide and Handsome' and
'Souls at Sea' that are being carried over to 1937-38 release because
of roadshowing this summer.
Par promised a maximum of 65
features (no minimum), plus six
Hopalong Cassidys. The 'company
will deliver 54 of the 65 top features, plus all of the westerns promlied. This would leave a deficit of
10 pictures unless a reissue of
'Scrooge' (not or ginally promised
at convention time last summer) is

convention time last summer) is counted in.

convention time last summer) is counted in.

Metro promised a maximum of 52 features and a minimum of 44, including a maximum of one foreign and 'Great Ziegfeld,' latter having been roadshown the prior season. It is not certain what the company will eventually deliver, but through the first week of August it will have released 40 features, plus the one foreign promised and 'Ziegfeld,' as well as four reissues and nine pictures which were carried over from the prior year. On the basis of what was promised, this company may fall short 10 or 12 pictures under the maximum of 52 set, reissues and carryovers not being counted.

RKO and UA

RKO and UA

RKO and United Artists may also fall further behind on deliveries than some companies, according to present indications, RKO scheduled a total of 54 features, including six westerns. Through to Aug. 1, it will have delivered only 39 features, thus being 15 behind as of that date. UA sells on a basis of what its producers plan making, which this year was seven from Sam Goldwyn; one Pickford-Lasky; six David Selznick; six Alexander Korda; seven Walter Wanger; one from Reliance; one Elisabeth Bergner foreign-made, and two from Criterion Films. Delivery on the season includes promises made on Pickford-Lasky, Reliance, Bergner and Criterion, but failure on others of the 31 announced may show a final deficit of around 10 features. show a final deficit of around features.

snow a nnat deficit of around 10 features.
Goldwyn, Selznick and Wanger are behind on announced productions to this probable total among them, while with Korda a different situation exists. Though six were promised from Korda, he has delivered seven. However, of these four are films that were announced while three sent on release are Korda productions that weren't announced last summer. Other pictures which UA handled but did not announce on their program of 31 were a Max Schach production, Love From a Stranger, Disney's Academy Award Review and two reissues.

GN's 50% Failure

Review and two reissues.

GN's 50% Failure

Another distrib that's away behind is Grand National, the 1936-37 season now coming to an end being its first year in business. GN announced a total of 52 pictures but may fail to deliver between 25 and 30 of this number. Lineup included 44 regular features and eight westerns. All of



the westerns will be released as

Figures would show that 20th-Fox Warner Bros, Universal and, strange-ly enough, Republic are keeping best faith with exhibitors, per original schedules

inal schedules. The scheduled a maximum of 35 and a minimum of 45 features (including four foreignmades), in addition to six westerns, four Will Rogers' reissues and 'As You Like It.' This would create a maximum total of 67 pictures. Through to the middle of Angust, 20th will have delivered 65 of these, which would have it failing on just two. This deficit appears to be two of the four foreign-mades originally promised, only two having been de-

two. This deficit appears to be two of the four foreign-mades originally promised, only two having been delivered. However, since 20th set a minimum of 56 pictures, in delivering 65 on the season the company actually goes over its minimum promises. Warner-First National announced Warner-First National announced a decident of the folial of 60 features this year (36-37) and has advised accounts it will deliver the total. However, releases through to Aug. I would indicate eight features are yet to come. This season WB had three carry-overs from the prior season, Pussage. The worst that Warners can do is come within striking distance of fulfilling its promises on such a high total as 60. Of the eight to be delivered from Aug. 1 on, if to be delivered from Aug. 1 on, if to be delivered from are the season of the season of the control of the control of the season of the control of the company of the control of the

two are westerns.

Republic's OK Sked

Republic's record is enviable, indications being that while this producer-distributor of lesser importance scheduled a program of 52, it tance scheduled a program of \$2, it will fall short on only three pictures. These will be three of the four color productions announced. However, while Repub promised only 16 westerns, it is delivering 32 instead, having added two series of eight each not originally announced. U promised 36 features and six Buck Jones westerns. The horse operas are already delivered, while of the 36 regular features, company looks to wind up getting 33 of these out, or a deficit of just three films on the year.

on, or a cencit of just three films on the year.

GB set a maximum of 24 and a minimum of 18 for the season that's near to closing. It will probably deliver 19 features, or five under the maximum the company set. GB had two carry-overs from the previous season.

season.

Columbia's lineup was 66 features.

Its deliveries are likely to run somewhere between 50 and 55, leaving a failure on 10 or 15. Col. is not indicating to accounts what it will do but where contracts specified a minimum as well as maximum number of num as well as maximum number of pictures, delivery may reach the minimum. The company included Lost Horizon in its contracts for this season but is carrying this one over until the coming 1937-38 season, under plans. The right to do this is being contested in some cases.

Finney Upped, Barbanell Now Aide to Jules Levy

Now Aide to Jules Levy
Another promotion from Jules
Levy's office in RKO places James
E. Finney into an executive post in
the contract department at the home
office as a specialist or circuit deals.
He has been succeeded in Levy's
private sanctum by Philip F. Barbanell, who was assistant to the
manager of Columbia over Central
American-Caribbean sales and prior
to that was an assistant counsel on
the Motion Picture Laboratories code
under NRA.

Before Finney had come into the same post with Levy, Mike Poler had had the job but was promoted to the playdate department.

N.S.S. Takes on Metro

National Screen Service and Na National screen Service and National Screen Accessories, which will hold a convention in New York Aug. 24, has just closed a deal for the Accessories subsidiary with Metro. It is for three years and calls for the handling of special accessories through National on all Metro pictures

Up to now National has been making and merchandising accessories for Paramount, United Artists, War-ner Bros., RKO and Columbia.

Belden's Next 'Chan'

Hollywood, July 27.
Script of the next Charlie Chan
feature at 20th-Fox will be written

by Charles Belden.

Belden scrivened 'Charlie Chan
on Broadway.'

Det. Would Ban Games

Detroit July 27 City Council tought (27) with accord first and second reading to an ordinance proposed by Councilmon John A. Kronk, bauming theatres from engaging in, directly or indirectly, lotteries, bank nights, screen, games of chance or skill. Theatre lotteries have been basis of several suits and considerable agi-City Council tonight 627) v

of several suits and considerable agi-tation here the post two years, and even a state supreme court ruling declaring the games a lottery has failed to half the stuff. Many nabes plagued by automotive strikes, etc., have recently added various forms of come-on, some secretly, the only advertising being word-of-mouth.

Downtown spots and United Detroit circuits, which has chain of big nabes, have waging unsuccessful battle waging unsuccessfu

OUTDOOR OPPOSISH KAYOES PIX HOUSES

St. Louis, July 27.
With city and merchants of Alton, Ill., near here, contributing, \$29,000 for free outdoor entertainment during town's three-day centennial celebration last week, four fith houses in town took an awful licking at b.o. Outdoor attractions included vaude acts, recruited from here, a full card of pro boxing, fireworks on river front, motor boat racing, airplane flights, a historical float parade, etc.

Robert Wadlow, whose 8 feet 7½ inches stature makes him tallest human in history of medical science, served at exhibition booth. An extra added attraction was Gov. Henry Horner, who made a speech in pub-lic square where Lincoln and Doug-las debated national issues.

las debated national issues. Carnys moved into town en masse in anticipation of large crowds from all sections of state as well as from St. Louis and nearby Missouri towns and reaped a harvest. It is estimated that 100,000 persons visited Alton during celebration and 33,000 saw historical parade in which 40 floats, depicting progress of town, participated.

Columbus, July 27.

Another one-night headache in prospect for theatres here Tuesday (27) with three big non-theatrical attractions vying for attention. American Association All-Star game at Red Bird Stadium expected to tax 17,000 capacity, plus Rudy Vallee at Valley Dale and Duke Ellington band at Arabian Gardens to further cut in on theatre bo.

Two houses well fortified, however—Loew's Ohio packing them with Saratoga' and RKO Palace safe with Saratoga' and RKO Palace safe with Saratoga' and RKO Palace safe with Three other downtown theatres n.s.g. and may be hard hit.

Denver's Conv. Month

Denver, July 27.

The Rocky Mountain Screen Club is planning its annual picnic and golf tournament to be held next month in Denver. Present plans call for tying in with the annual convention of the Theatre Owners and Managers of the Rocky Mountain Region, and the regional Fox West Coast manager convention, which are also to be best in the convention of Coast manager convention, which are also to be held in Denver in August.

Montgomery, Savoy

Teamed for Shorts

Marshall Montgomery and Harry Savoy will team in a series of shorts to be made by Mentone in the for-mer Biograph studio. Comedy inter-ludes will be worked up between Savoy and the ventriloquist's dummy. Montgomery's last camera appear-ance was in 'Variety Hotel.' an independent made several years ago with Hal Skelly.

R. I.'S DRIVE-IN DOING OK

Rhode Island's first open-air thea-rie is off to a good start. Known as the Drive-in-Theatre, the project is located on the site of the once fam-ous cycledrome on Providence-Paw-tucket line.

located on the size of the color out sycledrome on Providence-Paw-tucket line.

E. M. Loew is sponsoring the Drive-In, which screens second-run pictures only.

Hollywood, July 27.
Lionel Houser is scripting 'Conlemned Women' at RKO.
Robert Sisk will produce

Chicago's New 3% of the Gross **License Tax Proposal Culminates** Series of Anti-Theatre Moves

Chicago, July 27.
Exhibitor leaders held a war council mediang last week to make some decision as to procedure against the proposed city ordinance which would change the theatre license fee in Chicago from a flat

license fee in Chicago from a flat sum to a percentage of the gross.

Proposed ordinance would fix the license fee for motion picture theaters at a straight 3% of the gross income. It is estimated that this would return a tax revenue to the city of from \$800,000 to \$1,000,000

This \$900,000 average under the percentage setup is contrasted with the present tax revenue for the city the present tax revenue for the city of \$111,600 per year on a flat license fee. The present tax is rated according to seating capacity and ranges from a low of \$200 in the smallest theatre to slightly over \$1,200 annually for the biggest business.

houses.

Whether this proposed boost of the theatre taxes of approximately 600%, is directed against any particular institution or circuit in Chicago is a subject of considerable discussion along film row here, but no matter who it's directed at, the entire exhibody is up in arms against the proposal, since it will hit every theatre in town.

body is up in arms against the propeal, since it will his every theater in town.

It marks the most drastic action against theatres in Chicago that culminates a year of several actions taken against theatres by Chicago authorities. Starting in the fall, with the ruling by the Board of Health forbidding all lobby holdouts and prohibiting patrons even from sitting in the lobby, other rulings wiped out smoking in every theatre auditorium in town, prohibited the sare inarquees on State street, insisted on a continuous cooling plant temperature of 72 deg. in the winder and 70 deg. in the winder and 70 deg. in the summertime, put through the most stringent conception of fire rules in regard to hanging drapes, imposed the closest when it was decided cost of \$69,690, masking a total cost of binding now \$160,050. Second joil was the new same.

adherence to all censorship rules. In addition, the local authorities killed off bank night, screen and other givenway coin stunts.

But of all the rulings this final

But of all the rulings this final blow of persentage taxation represents: is the exhibitor minds the last straw of advantistrative activity against theatres. Exhibitors: are langing on the ropes and looking around for some way to calm the hurricane of administrative activity against the theatres. But the powers that be simply shrug their shoulders and look blank, evidently not even realizing what the exhibs are talking about.

MANAGER HELD UP BUT GUNMEN NABBED

Three gammers tackled Joseph Deutsch, manager of nabe Sun theatre, in front of noors downtown crowds and after slugging him tried to escape in his auto with \$400 in cash and a wrist watch.

House manager managed to yell before going temperate us. Batin

House manager managed to yell before going unconscious. Radio squad heard of it, sighted stolen car 10 minutes later and started a 70-mike-per-hour chase. Robbers crashed into another auto and were in the hoosegow 50 minutes after muscling

New York Theatres



ALL 25°, TO

"WEE WILLIE WINKIE"

THEY WON'T FORGET" with MEN SELLAND R-CONDITIONED - B'way and

A Return Engagement by Special Demand GARY COOPER in "THE Lives of a Bengal Lancer" RITERION B'way at 45th St. Midnight Shows—25c to 1 P.M. Air Conditioned

HUTCHINSON'S 'WIFE'

Hollywood, July 27.

Josephine Hutchinson's first picture under her new contract at Metro will be This Is My Wife, in which she has been set for the feume lead.

Errol Taggart directs.

PARAMOUNT STIMES

HEED OVER Fred MacMURRAY Mai Hallett

"Exclusive"

and Band LEROY

CAPITOL E Clark Gable . Jean Harlow

"SARATOGA"

TATE OF STREET

TODAY ONLY 'MARRIED BEFORE-BREAKFAST' Lurky Millinder Band

Starting Thursday Candlesticks'
-Arnhelm and Orchestra

EADIO MUSIC HALL "TOAST OF NEW YORK"

Spectacular Stage Productions



SECURITY!

While theatres are gleefully riding the heat waves with M-G-M's Summer Releases:

(To mention just a few): "Day at the Races"... Marx Bros. • "Parnell"... Clark Gable, Myrna Loy "Captains Courageous"... F. Bartholomew, Spencer Tracy, L. Barrymore • "Emperor's Candlesticks"... William Powell, Luise Rainer • "Between Two Women"... Franchot Tone, Virginia Bruce, Maureen O'Sullivan "Topper"... Constance Bennett, Cary Grant, Roland Young, Billie Burke • "Saratoga"... Clark Gable, Jean Harlow • "Good Earth"... Paul Muni, Luise Rainer • "Broadway Melody of 1938"... Robert Taylor, Eleanor Powell and 15 more stars! Etc., etc.

it is a pleasure to report that the number of 1937-'38 New Season Contracts for M-G-M Features and Shorts, signed and delivered, has set a new all-time high for mid-summer, and is heading for the greatest final total in film history!

Film Reviews

PARADISE ISLE

(Continued from page 27)

touching tale amid scenes of striking beauty, but the film is cativated to send the customers out of the theatre in a happily sentimental frame of mind. And that should be a natural for word-of-mouth and steady growth at the send the customers of mind. And that should be a natural for word-of-mouth and steady growth at the send of the send

ship's mate.
Photography (all made in Samoa) Photography tall made in Samoa) is effective without drawing too much attention from the plot, while the sound frequently enhances the story. The minor production and script flaws are unimportant in the picture's general excellence. Hobe:

ARMORED CAR

| duction. Features Robert Wilcox, Judith |
|--|
| Barrett, Comr Romero, Irving Pichel, |
| David Oliver, Directed by Lewis R. Foster, |
| Adapted by Foster and Robert N. Lee. |
| from an original story by William Pierce; |
| camera, Stanley Cortes, At Globe, N. Y., |
| week July 24, 37, dual bill. Running |
| time, 64 mins. |
| Larry Wills,Robert Wilcox |
| ElhJudith Barrett |
| |

| Larry Wills, | Robert Wilcox |
|--------------|-------------------|
| Ella | Judith Barrett |
| Walinaky | Irving Pichel |
| Petack | Cempr Romero |
| Blind Date | Ines Courtney |
| Tiny | Tom Konnada |
| The balance | Daniel Oliman |
| Bubbles | DEVIG OUVER |
| Hutching | Milliam Panelikau |
| Pop. Logan | Harry Davenport |
| Sheridan | Joe King |
| Male | Richard Tucker |
| Organist | Rollo Lloyd |
| Frenchy | John Kelly |
| Lt. Shores | Stanton Diretone |
| | |
| | |

Undistinguished cops and robbers meller gioritying the stalwarts of the armored cars. No marquee, cames and work will be negligible. Routine program fodder and key for below-deek duals.

Yarn deals with the undercover district who gets a foo as an armored the house of the control of the con

RANGER COURAGE

| Columbia production and release. | Fea- |
|--------------------------------------|-------|
| tures Bob Allen. Directed by Spe. | ncer |
| Gordon Bennet, Story and screenplay | by |
| Nate Gatzert; film editor, Dwight C | aid- |
| well; camera, James S. Brown, Jr. | Λt |
| Arena, N. Y., July 23-24, '37, on do | uble |
| bill. Running time, 59 mins. | |
| BobBob A | llen |
| AliceMartha Tibl | etts |
| BullWalter M | iller |

Robert Henry
Bud Osborne
Bob Kortman
Harry Strang
Bill Gould
Horace Murphy

This opus of the open plains differs from most cowboy epies in that some of the acting tops story and action. It is dotted with several cards and the comment of the acting tops story and action. White the comment of the acting tops story and action. It is dotted with several cards and the lox office. While this that work means thing me won't aid the box office. While allien may be a comer, he's a stranger with the western fans.

Story of Ranger Courage achieves a new high in weird meller conglomerations. The slight bit of reality found is largely due to several craftsmalike thespian jobs.

Nate Gatzert is to blame because he is tagged as story and screenplay author. He's taken a long wagon train through free way and the comment of these mental gems include the preparance of outlaws in Indian outfits, plan to dynamite the wagon train and grab a strangely large money box belonging to early settlers.

It's not particularly clear why the wagon trains should be going through freexs, nor how the seltiers had so much cash in a money chest land so much cash in a money chest had gone the comment of the comme

velopments are cluttered with many hokey western tricks, such as the lone ranger outwitting 10 outlaws single handed, the trick horse un-tying the prisoner hero and the daredevil Texan halting a runaway wagon.

tying the prisoner hero and the daredevil Texan hallting a runaway wagon. On the credit side, there's a good bare knuckle fight outdoors, without the usual broken chairs and tables, and the state of t

BOOTS OF DESTINY

| Grand Nati | onal relea | se of M. H. | Hoffman |
|-------------------------|------------|-------------|-----------|
| Claudia Dell | , Vince 1 | Sarnett, Ed | Causidy. |
| Directed by screenplay; | | | |
| camera, Tom | Galligan | editor, Da | n Milnre. |
| At Varsity, 59 mins. | Lincoln, o | uat. Runn | ing time, |
| Von | | *** | ******* |

| Ken Alice | Ken | Maynard |
|---------------|------------|---------|
| Alice | Clau | dla Del |
| Acev Deucy | Vince | Barnet |
| Harmon | Ed | Cassid |
| Jose Pedro | Martin | Caraiga |
| reare | George | Montel |
| | | |

First of the new Ken Maynard western series which he made between circus seasons for Grand National is dead entertainment. Flot stumbles weakly around, and the quality of performance indicates the rehearsal was shot:

renearsal was shot:

Maynard series will figure at the
bo, this season in the towns large;
enough to support the Cole Bros,
tour which is billing Maynard seccond only to Beatty. But, whether
or not the youngsters will want to
stay with him after this one, is a
problem.

stay with him after this one, is a problem. Maynard teams with comedian Vince Barnett in a trouble-shooting twosome, forced by unfriendly law enforcement officials to scram their present country. Arrive in a new location in time to come to the aid of a friendless girl, who owns a ranch control of the state of a friendless girl, who owns a ranch claudin belief the ranch owner and plays as easy as possible in this uneasy picture. Real sufferer is Vince Barnett, who has a rep for being funny, but has lines meaty as a bonepile. Etd Cassidy is the foreman who could keep a corkscrew company. Tarzan, the hoss, does some of the tricks. Maynard was teaching him when playing vaudedates a year ago. It's repeat for those spots playing the due in per Sak western go this is class C.

Son.
As western go, this is class C.

Rhythm in the Clouds (WITH SONGS)

Republic production and release. Stars Patricks Ellis, Warren Hutl. Directed by John H. Auer. Screenplay, Othe Cooperson. Marry Seldeen; editor, Edward Mann, Songs by Lou Handman, Walter Hirsch, Harry Owens, Ray Kinney, At Orphesum, Lincoln, dual. Running time, 64 mins.

| | os mus, |
|---|---|
| | Judy |
| ١ | McKay Warren Huli |
| | Clyde |
| 1 | Clyde |
| | |
| | luigi Charles Judels Hale David Carlyle |
| | Hale David Cariyle |
| | AmyJoyce Compton |
| | Amy Joyce Compton Dorothy Suzanne Kaaren |
| | |

Both Warren Hull and Patricia Blits, who have been doing just fair pictures at Warners, came over to the Republic lot for 'Rhythm in the Clouds', which to the latter is one of their better efforts. Film, for rank and file consumption, which is about all it'll command, won't be any draw. Built to conform with the national it'll command, won't be any draw. Built to conform with the national dual-disease, it'll stay in caste.

Labeled a musical, it has three songs, 'Don't Ever Change, 'Hawaiian Hospitality' and 'Two Hearts Are Unancing', Latter gets the most frequent call, but any of them are pleasers. Note and lyric work is by Lou Handman, 'Walter Hirsch, Harry Owens, and Ray Kinney.

With a radio background the story concerns a girl developing room rent overdue and an empty stomach while trying to peddle someter which gets her an in, in a wealthy songawiter's apartment while he's out of town. Trading on him, she gains attention, all of which is forgiven at the windup.

SOUND PATENTS SUIT MAY GO TO U.S. SUP. C'T

A battle over sound patent rights between Western Electric, ERPI and the American Telephone & Telegraph Co., and General Talking Pictures is likely to be carried to the U.S. Supreme Court, it was indicated by attorneys, following a decision handed down Monday (26) by the Circuit Court of Appeals, N. Y. The latter court confarmed a recent ruling of the district court which awarded control of six of seven vacuum tube amplifying patents to the plaintiffs, Western Electric, ERPI and A. T. & T. Both sides appealed from the decision.

from the decision.

General Talking Pictures contended it had used the patents continually and had paid royally for their use. Plaintiffs claim these royalties were returned but that General had continued to use the equipment without plaintiffs' day. Lowenstein, Mathes and Arnold patents were involved in the suit. the suit.

British Rescue

(Continued from page 21)

posed, why was Doyle ditched for attempting such a move? Why were Doyle's plans for refinance thrown overboard? And why the sudden alleged turnabout by Hoyts?

No denying that Hoyts, under Charles Munro, has progressed remarkably in recent times. No denying, either, that it holds the key position on pic supplies, with 20th Fox the ace card, since 20th holds controlling interest in Hoyts.

Gaumont-British and British Dominions, together with other British product, get release through Fox here, under the title of Gaumont British Dominions Film Distribs, Ltd. Stanley Crick, 20th Fox local boss, is chairman of directors of this unit, which, it is interesting to note, was formed at the time Stuart Doyle was in London gathering in the C. M. Woolf product for release through British Empire Films.

These Britishers would have little difficulty in finding an outlet through a G.T. combine, but units like Associated Talking Picts, British International, and C. M. Woolf yard war of the company will need all the pix it can secure to keep up with the opposition, RKO, Warners, and U have swung to Hoyts because of their huge holdings in the nabes, together with aces in the city spots. So that CONTRACTS

CONTRACTS

Hollywood, Juty 27.

Gwen Wakeling's pact as 20th-Fox style creator and designer has been optioned.

Metro negotiated a playing termer with Jeannie Lewis, of the N. Y. croup Theatre.

Winifred Harris signed on for two films at Metro.

Harvey Gates signatured a Univer-sal writing agreement. Diana Forrest goes to Paramount under a term playing pact.

Robert Usher drew a termer in aramount's art department.

Karl Karpe stepped into Metro with contract as animator, cartoonist and cartoon director.

and carbon director.

Metro handed Everett Freeman a new scrivening termer.

Henry Losee is tied to 20th-Fox under a dance directing pact.

Warners hoisted Irving Rapper's dialog directing option.

Robert Harms ticked to a written to the control of the control

TITLE CHANGES

Hollywood, July 27. B. P. Schulberg's 'Bonanza,' which ras changed to 'Park Avenue Foles,' now is 'Blossoms on Broad-

Way. Warners switched Inside Story to Love on the Air and Block That Kick to Over the Goal.

Life of a Lancer Spy, 20th Fox, reverts to its original tag, Lancer

Spy,' Metro has switched 'The Ugly Duckling' to 'Swing Fever.'
Metro has transmogrified title of Garbo's 'Madame Walewska' to 'Conquest.'

Still They Come

Hollywood, July 27.
Teachers coming here from distant points have enrolled in record numbers for the summer course in cinematography at the University of Southern California.

Adult roster for the course is the heaviest ever registered.

Nudist Film Exhibitor Pinched in Atlantic City

Attantic Uty, July 27.
Charged with possession and use of obscene films, Robert Horter, 40, 216 W. 38th street, New York, was held under \$1,000 bail for the grand jury by Police Recorder Taggart Saturday (24).

Horter was arrested when he act

Saturday (24). Hoster was arrested when he attempted to show moving pictures of nudist activities in an open air theatre on the Boardwalk near Mayor White Mariborough-Blenheim hotheatre on the Boardwalk near Mayor White's Mariborough-Blenheim hotel. Detectives Pike and Grobes seized the films after they were granted a private showing. Both admitted that Horter sold no tickets nor were there any patrons in the place.

The detectives said that the films pictured life in a nudist camp and also showed scenes in Bali and among the African aborigines. The sleuths

the African aborigines. The sleuths also testified that Horter had no permit for the theatre. The exhibitor on the other hand said the films were decent and designed to show health benefits from nuclism. He testified that they were no more indecent than Back to Nature' and Escatey' which were exhibited on the Boardwalk last summer. The films were taken in an Oregon nudist camp, he added.

Harold Sugarman Plans

Series for Gee. Hirliman Hollywood, July 27. Harold Sugarmen has signed up with George Hirliman to produce a series of pictures in line with a new organization being formed by Hirli-

Former Condor production head has rented space at Hollywood Studios and expects to issue an-nouncement of plans for new prod-

Blumenthal V.P. of GN

A Pam Blumenthal V.P. of GN
A Pam Blumenthal, whose contract with Grand National was approved a week ago, becomes a vice president of the company Aug. 1 as well as a member of the board which now consists of E. L. Alperson, Edward J. Peskey, T. F. Murphy and K. W. Todd. Blumenthal succeeds Donald Stralem on the directorate. At a meeting of the board of GN during the past week, all officers were re-elected, headed by Alperson as president and Peskay as v.p. over distribution.

M-G 'Grass' Scrivened

Hollywood, July 27.
Scripting job on 'The Sea of Grass,' Conrad Richter's Satevepost serial, has been assigned at Metro to Talbot Jennings and Harvey Fermisen.

Louis D. Lighton will produce.

CARTOON GAGSTERS

Metro is scouring New York for gag men to ship west to work in the newly created cartoon department, under Fred Quimby, M.G. shorts'

Being contacted and interviewed Being contacted and interviewed in the east by Herb Morgan, shorts' p.a., are radio and magazine humorists. Those selected will work on the 13 animated sketches Metro will release next year in a series built on the 'Captain and the Kids' characters, one of the oldest of the newspaper comic stripes.

STORY BUYS

STORY BUYS

Hollywood, July 27.
Original story, Passport Husband, by Hilda Stone, wife of producer John Stone, acquired by Sol M. Wurtzel unit at 20th-Fox.
Screen rights to Helen Grace Carlisle's Cosmopolitan mag aved, Merry, Merry Maiden, bought by Selznick International.
Musical comedy, 'Swing It, Susan,' purchased by 20th-Fox. Laurence Schwab and Philip Wylie authored.
For rest Brown has sold his original by The Boss of Lonely Valley,' to United The Merry Holly Company of the Charles Grayson sold 'She Shall Have Music' as Hope Hampton starrer at Universal.

'West of Broadway,' by Monroe

as Hope manners al.
"West of Broadway," by Monroe Shaff and Joe Hoffman, sold to Columbia.

PIX WELCOMES **ADJOURNMENT OF CONGRESS**

Rush for adjournment of congress, which got under way ast week, is regarded as a favorable omen in the picture industry. Many important film executives see in it at least a

allm executives see in it at least a temporary sidetracking of all measures vitally affecting the business. Rush to get out of Washington now is being counted on to permit the all-sweeping Dies resolution to die in the committee. This will bring sighs of relief because high officials felt that there was a possibility that a well-budgeted committee, evolving from this resolution, might throw open exhibitors, distributors and producers to its inspection.

distributors and producers to its in-spection.

Permanent national wage and hour laws, which now appear doomed for shelving, would not af-fect the industry greatly. Big pro-ducing companies have dealt with organized labor for years and on satisfactory terms. Exchange union-ization now is an accepted fact in most communities, and only the ef-fort to form unloss of white collar workers remains.

Goldwyn-Par

(Continued from page 3)

the stipulation for withdrawal of the stipulation for withdrawal of the stit over Couper.

Understood that the stipulation will be prepared in such a way, holding neither side to blame for charges made in the complaint and answer of Coldwyn Films, and Sun Goldwyn as defendents, and that a part of it will read that during the next year Goldwyn will foun Cooper to Paramount for one pleture, in reciprocation for which Director Henry Hathaway will be farmed to Goldwyn for one pleture yearly over a three-year period.

After the suit is withdrawn it is likely Goldwyn will head for New York to await the return of Rose from Europe, and that if no cola is in sight from that end Goldwyn will get together with Paramount to supply the colo. If any deal is made, Goldwyn will get a block of Paramount stock for his UA holding, besides a percentage of the production profits, with Kord also getting stocks for his interests, besides being appointed European production chief. This could tie in , with Par's intention to go in for extensive London production, now that Metro is in the field. Adolph Zukor is sailing for that purpose next month.

In this move Walter Wanger would return into the Paramount fold, as that company would shoot be four year production contract holds with UA. David O. Selznick would not be in the setup, as his UA commitment expires when he completes his present crop of pix.

MG Filmizes Boys Town, Omaha's Catholic Burg

Hollywood, July 27. Metro will preduce a picture based Metro will produce a picture based on Boys Town, an institution near Omaha, Neb., organized by the Rev. Father Edward J. Flanagan. Spencer Tracy will be starred and Mickey Rooney also has a top spot. Script will be done by Eleanor Griffin, who went to Omaha to assemble material.

Shift Moppets

Hollywood, July 27.

Douglas Scott has been teamed with Mickey Rooney to appear in Metro's 'Thoroughbreds Don't Cry,' part originally intended for Freddie Bartholomew, who will be held for

another picture.

J. Walter Ruben will direct from his original story, with Harry Rapf

BAZETT SUES COL.

Hollywood, July 27.

Suit for \$27,508 against Columbia
Pictures Corp. of California, Ltd., is
on file in the Los Angeles Superior
Court with Sidney Bazett, former
treasurer of Columbia, as plaintiff.
Action is based on Bazett's claim
that he was wrongfully discharged
July 19 although he says he holds a
contract valid until Nov. 22, 1938.



TIFID OVER . . .

"Vivid with color ... powerful in its vitality ... dramatic punch ... human appeal."

—N.Y. Daily Mirror

"Toast of New York' adroit, robust film." -N.Y. World-Telegram

"Edward Arnold shines as Robber Baron Fisk."

-N.Y. Daily News

"Hollywood has done another of its grand jobs." —N.Y. Sun

"Filmed with painstaking attention . . . turned out handsomely."

-N.Y. Journal-American

RADIO CITY MUSIC HAL

"Splendid drama of Robber Baron era . . . holds your interest from beginning to end." -N.Y. Post

"Lavish . . . spectacular . . . smashing theatrical at: traction." -Hollywood Reporter

"Action . . . romance . . . comedy . . . a great audience picture." -Box Office

"Stirring drama . . . earmarked for important coin."

-Hollywood Variety

EDWARD ARNOLD...cary grant... Frances Farmer... Jack Oakie...

he Toust of New York



Pix Aim To Please All

(Continued from page 1)

verbial bay steer when the Hays-administration undertook to sapolio product of the lots, then along came David Copperfield and others of that ilk to show the film pundits where they were wrong. Industry is going places on the stogan, 'Be Pure and Prosper'. Similarly with political and na-tionalistic censorship. Repercussions are beginning to come in from far-away places. Cuts are few because producers are watching their steps.

away piaces. Unsawe sew pocuses producers are watching their steps. Unintentional gibes at foreign nationals no longer find their way to the screen. Result is, aguswis are fewer and American films, siready captors of the world market, are cinching their spot against growing clien competible. alien competish.

Experts Know All

Answer is that most of the mejor studios now do their own censoring. Expert on the lot is familiar with requirements not only of the various States of the Union, but with each requirements not only of the various States of the Union, but with each foreign idiosyncrasy, weakness, prejudice, preference and tender spot. Every story that comes up for purchase, every script that is considered for production, is not only joebreened for purity but also scrutinized by studio ensor to be certain that nobody's foss are going to be stepped on.

John Hannesli, veteran of the censor squand, does the job for Paramount. Al Block sits in the spot at Metro. Col. Jason Joy is the 20th-Fox script seissoner, while samuel Goldwyn and Jack L. Warner personally have the last word on the Coldwyn and Warner lots. No other lots have specially designated scissorers and those named control buff of industry's foreign sorted buff of industry's foreign seems of the part of studio watchness on the part of studio watchness. The process has been a sort of game, 'with intra-studio censors pitting their wife, shrewdness and artful dodging against the foreign and domestic wait of rules.

Irving Thalberg's Fracilee

and domestic well of rules.

Irving Thalberg's Practice
Certain pictures that studios have
been keen to make because of their
story values, siy humor, strong
characterizations, stc., have offered
seemingly insuperable censor obstacles. Irving Thalberg was one
executive who through long practice
found ways to make such pictures so
as to lose a minimum of value, at the
same time retaining a rusximum of
interest. Nowadays the smoothset performer is probably Ernst
Lubitsch, whose every personally
supervised or directed opus has presented censor problems, from The
Marriage Circle' down to his current

supervised or directed opus has presented censor problems, from The Marriage Circle' down to his current Marlene Dietrich film, 'Angel'.

Case of 'Angel' provides a shining example of what can be done to outwit the censors. Here was a play that had a brief run in London and which attracted the zestful interest of Thistherig several years ago. Number of studies considered making it is the presented of the cracking adult into the present of the cracking adult into the present of the cracking adult into the control of the cracking adult in the control of the contr ber of studios considered making it because of its crackling adult irony and spicy teng of its ribot. All sur-rendered. Lubitsch grabbed it and handed the problem to John Ham-mell. Opening situation in the play is in a Parisian house of assignation, barred subject matter to any censor board. Lubitsch, Hammell and Luigi Luraschi hudidef and out of their Luraschi huddled and out of their cerebrations was born an entirely innocuous setting that might have

innocuous setting that might have been a nitery, a gambling palazzo or a rendezvous for a select clientele. Lines were rewritten, dishabille scenes adroitly shuffled, anatomy piquantly draped—but motivations in general remained the same and the fundamental triumph of virtue over vice was not disturbed so that 'Angol' has come out of the Lubitsch. laboratory a creation of impeccable taste, yet tartly flavored with the risque.

'Diamond Lil' Too Tuff
One of the sleep-destroying problems of the biz in recent years has
been, of course, Mae West. In her case the censor battle became a threefold conflict with Miss West doing her best to outscheme the

oard, but feels that if she handles board, but feets that if she handles the tabos subject with an overloss of bosterous fun the offensive sings is washed out. She's coming now-adays to lean more on farce and class burly routines, but even so Paramount would be relieved of a headache if she would consent to portray roles in which her lovetinating would be comined more to makes mature enough not to swing every time she throws a curve.

Time Changeth All

Al Block at Metro points to the contrast between today and a few years ago by specifying the case of The Man in Possession, made in 1930, and Personal Property, a remake of the same yars on the studio's current program. Same make studio's cu elem studio's current program. Same story elements, same general idea and plot, but, oh, what a difference! This year's edition of "The Man in Possession' is a pale thing beside the palpitant crestion that excited strait-lead tolk a few consequences. laced folk a few seasons back

laced folk a few seasons back.

Block is on deck at all times at the beck and call of every producer and director on the lot. They keep him hopping bussy. They'll get him out of bed in the middle of the night if a situation comes up while shooting. Pencil out a line, change the stance of a Chinese coolie, be sure stance of a Chinese coolie, be sure that some crack addressed to a British army officer doesn't mean disrespect toward the uniform he wears. Block's supposed to know all the answers. Same with Col. Joy at 20th-Wox, who lost a lot of sleep while Life of a Lancer Boy' was being shot. This film offered many an obstacle treading as it does on the supersensitive feelings of the principal combatants in the Word War—Germany, France and Britain—with plenty of chances for the producer and director to atumble was intended.

That British Dignity

Censors develop a sixth sense about foreign projudices and predidictions. They go abroad and they're working all the time wising themselves up to new angles. They know that a British censor is more careful about the dignity of the British army and navy than about whether some addescent is going to carry away a moral blot from secing a picture.

That the French have the name of being free and easy in romantic matters whereas the truth is, the French censors are the deadliest scisorers of all in skicing out the least reek of surfacement.

of prurience.

That the present-day German government is touchy about a lot of things and, unlike other countries, strafes individuals as well as corporations and particular pictures. Barring of Metro's 'Romeo and Juliet' still has Metro toppers scratching their heads wondering what that was all about since nothing in the film itself could have offended anyone, and the Bard is probably a hotter shot in Germany than anywhere else in the world. where else in the world.

Italians are among the most per nickety nowadays, washing out foot-age that reflects in any way on Ital-ian nationals. They can't be crooks, servants, heavies or comedians. Chinese of late have made themselves nese of late have made themselves fett in the censor biz. Los Angeles Chinese consulate has a book of rules put out by the Chinese censor board of five members headed by Loo Kong, chief ceisor. Not long ago the edict came forth that no Chinese henceforth may be shown as servant to a white man.

No Pigtail Pulling

No Pigtall Pulling
Paramount in making 'Wells
Fargo' is adhering strictly to the
letter and spirit of this ruling. At
the period represented by this picture Chinese were prominent
throughout the west and the yokelry
of the day had a lot of fun pulling
their pigtalis, etc. None of that
horseplay will be seen in the picture
because otherwise Paramount would
find itself in plenty hot water with
the Chinese government. the Chinese government.

case the censor battle became a threefold conflict with Miss West doing fer best to outscheme the studio and stip one over. To show the strides censorship has faken in recent years, Paramount heads admit freely that they never would attempt to put out the original West starrer, Diamond Lill, at this stage of the game because it would be ripped to shreds the world overveven in Oriental countries where our more familiar risque approaches don't mem a thing. Someone in authority always sin on the set through the West filmings.

Someone in authority always sin on the set through the West filmings.

Someone in authority always sin on the set through the West filmings.

No are taken to avoid glving of-Mae herself has no desire to go over-

went through slapbang and it the producer heard he got some for-eign dander up he was genuinely surprised. He simply didn't know any better. Now the prevailing ar-gument is, why step on anyone's toes it we don't have to? Why go out of our way to make enemies? And they don't.

And they don't.

Recerd At Paramount has not had a major cut in any picture for three and a half years—and they still go hide in a corner whenever mentions. The Devil is a Worsan, which infuriated Spain and caused no end of turor. United States has eaptured the foreign market, producers argue, so why jeoparket had been been perfectly in the case of Metro, for example—not true of any other compeny—foreign market accounts for more than 50% of the gross of any picture that goes into foreign distribution. Companies are tickled that foreigners are making them toe the mark because it results in more carefully prepared and made pictures.

tures.

Day is over when any star, no matter how big, can dictate what goes into a scene. Of one such star the studio censor remarked, Every time the will of this star prevailed we got into trouble, and when we stayed in the saddle there was no difficulty. difficulty.

Uncle Sam Walloped
Topper for all this censorship
within the studios is that, as usual,
your Uncle Sam is the goat. Old
Sam doesn't care how he's caricatured. He doesn't give a whoop in
salt water whether his cops are
socked on the puss, whether his nationals are made fun of, whether
they're the deepest dyed villains.
Sam kieks some when his Army or
Navy officers are shown up in a bad
light, but that's Army and Navy
regulations, not censorahip, Studios
aim to please the uniformed forces
because that's a metter of give and
take—they need 'em for pix, and
they get plenty co-operation in return.

And another topper is this: No matter how strict are the rulings imposed by foreign governments, Rollywood-made films are still distinctly an American product. They are still the subtlest and most efficient form of propaganda any nation has ever had at its command. They are still the best machinery for flooding the world with the idea that the American way of living is best, that this Republic with all, its shortcomines is a garden spot in a

was, mar this Republic with all its shortcomings is a garden spot in a world too full of woe.

No board of censors can crase the imprint of Uncle Sam on his picture product and, as long as that still holds, the Old Boy isn't shedding too many tears.

Rep. Studio

(Continued from page 2)

vestors also has stepped into

situation.
Trial of the action before Superior Trial of the action before Superior Judge Willis threatened to develop acrimonious feelings on both sides but hostilities were averted. Murphy and Herbert Yates, financial power behind Republic, went into the whole matter in a long distance telephone conversation in which the Republic proposed refinancing plan now before the Securities & Ex-change Commission figured promi-

Guaranty officers insisted that Republic has not properly rocted the studio property, constructing new buildings so as to impair its beauty, also allowing the 'jungle' adjacent to the Los Angeles river bed to lose value through injudicious destruction of trees. This portion of the studio is in demand for western locations and brings around \$50 a day rental.

Rep. Rental Particular Republic Re

rental.

Rep. Rental Boosted

Settlement also provided for a substantial increase in rental now paid by Republic. Guaranty asked a 60% hike but settled for a figure considerably less.

considerably less.
Original lease was made to Mascot
Pictures Realty Corp., now owned
100% by Republic Pictures. Guaranty claimed lease was improperly
assigned without its consent.
Series of conferences now will be

held among officers of Guaranty and Republic, together with their attor-neys, at which it is hoped all other matters in connection with the opertion of the property, now rute, will be amicably settled.

'LIVE ALONE' FOR FILMS

Hollywood, July 27.

F. Hugh Herbert is screenplaying
Marjorie Hillis' best seller, 'Live
Alone and Like It,' for Universal.

Picture probably will be placed on
the fall production sked.

EXPLOITATION :-: By Epes W. Sargent

Plenty Coverage

Using the now-familiar red and black of Life magazine, Warners has produced a very sightly campaign book on They Won't Forget, too large to be conveniently handled, but packed solidly with the material the exhibitor needs to put over the pic-ture.

This is to be followed by a supplement giving the best material used in the advanced runs, but the campaign book itself gives plenty of help to the local manager.

Chained Up

Chained Up

Not satisfied with doing a nice build up on a Saturday kiddles show, sidney Poppay, manager of the Rialto Theatre here, took the idea out and sold it bodily to J. C. Penny Co. Sain store bought out the complete Kiddle show for one Saturday for a 100 percent give-sway goodwill builder. Every kid in the store week before the show date will be given a ticket. If the idea works out well, company manager has indicated it may be used in conjunction with holiday and seasonable purchasers.

Treating the Kids

Lancaster, Pa.
swimming pools and play
s making a heavy bid for the
on's Saturday morning kiddle With swimming pools and play grounds making a heavy bid for the Hamilton's Saturday morning kiddle shows, Herb Thatcher, manager, profess the Libert Planticher, manager, profess the tide. Each kid entering the theatre was given an leed drink and small peper bag containing cakes and erackers, which were also promoted.

Idea worked out so well for both the house and the bottler that Herb is working on similar giveaway hook-upe with two other soft drink houses and an ice cream manufacturer. Would like to use the idea each Saturday in August. With

Ducking Penner

Jucking Penner

Columbus, O.

Joe Penner may have abandoned his duck but John Barcroft and Lee Frisher, RKO-Palace press agents, found the duck gag still good as a promotion stunt for 'New Faces.'

In the midst of the mon rush in downlown Columbus two dozen ducks were dumped out of crates at Broad and High streets, causing a missor rio as startled passersby and down the street, and the street was finders-keepers for those who caught the ducks but around the neck of each one was a tag which read: 'Don't duck Joe Penner in New Paces.'

Looked for a Bing

Reg Kelly, Par's exploitation manager, arranged with a compensation of the manager, arranged with a compensation to find a home-made Bing Crosby. Unit ran the idea in its Amateur Night and clicked up a record on applications from local warblers. Competition ran over four weeks before an Ausste Bing Crosby was unearthed. Harry Hunter, Par's boss, presented a silver cup-to the management of the compensation of the compensati was uncertainty to boss, presented a silver to boss, presented a silver to boss, presented in the winner on behalf of Bing, and the management of Trocadero gave a week's engagement.

Incidently, Hunter got in a nice plug for 'Waikiki Wedding' before handing over the mug.

Mechanic's 'Winkie' Bally

Morris Mechanic put over a nice advance three-way ballyhoo for compared three-way ballyhoo for the west of the way the word of the word filming of celebrities attending opening of film in Hollywood as newsreel clip sans sound, then planted sound recording of event with WBAL for airing, both properly publicized in News-Post. Trailer on screen urged tune-in on sound stuff.

'Saratoga' in Seattle

Four races at Longages, big race-track near here, Saturday were in honor of 'Saratoga,' current at Fifth avenue theatre; Clark Gable, 'Sara-toga,' Fifth Avenue and 'MGM' Handicaps. Gable sent flowers by wire, which pretty usherettes placed on the winner. Gable's telegram of congrafs to John Hamrick was blown up and spotted at 10 local W.U. offices and theatre. Usherettes we bambered for week prior. Vic Gauntlett also upped newspaper ad-vertising.

False Alarm

When trade previews of Topper was announced, local Loew crowd figured to get into the spirit of the thing by renting high skull pieces for the occasion.

thing by renting high skull pieces for the occasion. Title has nothing to do with top hats, picture being about a charac-ter named Topper, so when the boys appeared in the trick headgest, they were as out of place as Braddock's features after the Louis pummeling.

Bartering 'Bride'

William Zaiken, p.a. for St. Louis.
Municipal Theatre Assn., which operates at freeco theatre in Forest
Park, loaded the mail in campaign to
exploit The Battered Bride, being
presented here for first time, in its
English version, currently in open
air bowl.

English version, currently in open air bowl. A four page folder bearing a personal message to music lovers of St. Louis over signature of former Mayor Henry W. Kiel, pres, of assn, and inside pages carrying pix of Joseph Bentonelli, Susanne Fisher, George Rasely and John Gurner, George Rasely and John Gurner, stars of plees, and interesting copy of story of play and history of stars, and reviews of crix elsewhere, were posted to 15,000 patrons of theatre posted to 15,000 patrons of the part of

Two in H. H.

Jack Foxe, at Poli's, landed an in-accessible spot when he crashed a downtown jeweler's window with a varied display of candlesticks for 'Emperer's.'

Emperers."
On 'Knight Without Armor,' house used an old one with a different twist with a horseback rider parading the streets in talls and top hat bearing the legend 'Tm a Knight Without Armous."

Theatre Changes

Los Angeles,
Ed Smith, formerly with Par and
once manager of Paramount heatre
here, taken over management of
West Coast theatre in Long Beach.

West Coast theatre in Long Beach.
Charles Carroll goes into Glendale, Glendale, replacing Martin G. Kaplan, who has taken over Tower, Pasadens. Henry W. Paters moves into West Coast, San Bernarding, replacing Willard Osborne, who transfers to California, here. E. A. Lake goes to Strand, Pasadena, vice James Brinton, to United Artists, Inglewood.

wood.
John M. Hill replaced Ben de Diel
as manager of Capitol, Calexico.
De Diei replaces Herb Norris at
United Artists, El Centro, and Raymond J. Dennis moves into Valley, El Centro, in place of Hill. John
Robinson replaces Peters at Orpheum, San Diego, and Frank G.
Heller is at Granada, Inglewood, vice
Ernest H. Silcockos, who goes to
Par, L. A.

Mickey Gross transferred from loux City to Orpheum here.

Jerry Zigmond is doing special work at the Denver Publix head-quarters (J. H. Cooper Enterprises) pending an assignment.

Princess, Crested Butte, Colo., now being operated by the Fisher Broth-

Dale Kline now manager of the lew Victory, recently the Center.

Date Kline now manager of the New Victory, recently the Center.

Mrs. Ross Labart is now managing her husband's theatre, the Sagauche, Colo.

Martin Morris, former poster clerk at the 20th-Fox exchange, now ship-wat the Grand Nationals Rialto, Sagauche, Colo., now managing the Alpine, Denver. He is sticceeded in Sagauche by Bert Burton.

In the 'Spring Showmanship' drive just ended by the Fox Intermountain Theatres, Inc., top prize money was won by Harry Ashton, Boulder, Colo.; Don Sheedy, Cheyenne, Wyo; Chet Miller, Missouli, Mont., and Boh Nelson, Leadville, Colo. C. L. Wheaton, former booker for Gr. B, now booker for Grand National, succeeding Jack Krum.

Sioux City. Herman Levy new manager of Orpheum theatre, Sioux City. Succeeds to post held past five years by Mickey Gross, rossigned. Gross goes to Denver to manage Orpheum there. Glenn Frati, Brandeis artist, takes over ad work for Omaha house.

Steubenville, O.
Tony Cavollo, manager of Liberty,
New Kensington, Pa., named manager of Capitol, replacing Frank
Roberts, transferred to Warner theatre at Morgantown, W. Va.

City Council has put its okay on petition of Lanier Development Co. for permit to build a nabe theatre at 1097 University Drive to serve fast-growing Highland-Lanier sub-urban community.

Sun Francisco.
Ellis, grind house in the Fillmore district here, will be taken over on a sing control of the fill of the fill

JOB LOT RADIO AUTHORING

More Versatile Than the Barrymores 5-MIN. PROGRAMS

Detroit, July 27.

Prof. Garnet Garrison is handing out series of stunt programs to his radio speech classes at Wayne University here. No advance preparation is allowed, and assignments are drawn from a hat. It gives an idea of what's expected nowadays of an announcer. Classroom items carded include description of silk stocking darning contests; 'Unkie Bud' reading the funnies; Hollywood opening night commentator with stude asking questions and answering them also; a 1850 rocket trip across U. S. in three minutes; femmes' announcing a la special event style; male stude's shaving contest; monolog on laughfer types including suggestive snicker, old maid's simper; girlish giggle, polite titter, apple-polishing snort, hearty gufaws, followed by laugh contests; varous types of 'vox popping; interviews; spot and commercial prog announcing; straight news; use of web and agency scripts of different drams shows ranging from Jack Benny to CBS Workshop.
Russell Neft, studio manager at WXYZ, is cooperating with Gar-

Workshop.

Russell Neff, studio manager at WXYZ, is cooperating with Garrison and permits Wayne studes to use studios for Saturday a.m. sessions where actual studio practice is duplicated.

Jessel Joining Jolson Etherer.

Hollywood, July 27.
George Jessel probably will be on the Lifebuoy-Rinso ether program with Al Jolson this fall. Idea for Jessel working opposite Jolson was hatched when they worked on one of the Hollywood Hotel programs doing reminiscenses. Deal which had Jessel to do an air show with Harpo Marx and band did not jell and resulted in Ruthrauff & Ryan wanting to add Jessel to the Rinso show.

Joison show will have four to six acribes working on material. Understood that five already have been

RADIO VOX POPPERS' DITTO FOR LIBERTY

Wallace Butterworth and Parks Johnson, co-interviewers on Molle's Vox Pop' show (NBC), may take over the editorship of the column of the same title in Liberty Maga-

the.

Hookup, which is now under dis-cussion, provides for plugging of the column on the Molle program.

Bill Fagan's Radio Post With Benton & Bowles

William Fagan has resigned from CBS sales department in New York to become business coordinator of the radio department in the Benton & Bowles agency.

Bowles agency.
Fagan has been with Columbia over six years, For a while he was service head of the network's sales division.

Irna Phillips' New Show

· Irna Phillips, radio serial scripter, Irna Phillips, radio serial scripter, is doing a new dramatization program for Procter & Gamble, titled 'Man of Destiny.' Program will be an a. m. set-to over NBC, commencing in the fall. Compton, agency on the account, has not as yet selected the time and web.

Author of the forthcoming serial also churned out the copy for 'Today's Children,' for Pillsbury Flow, and 'Guiding Light,' P. & G. show.

Helen Gahagan Show

Strawhat on WNEX
Brattleboro Players, strawhat
group at Brattleboro, Vt., last Saturday (24) began airing a series of
one-act plays over WNEX, Springfleid.

UP TO SERIALS

Six-Month Leasing Rights— Koehler-Bachus' Stable of 112 Scripters - Mostly Hinterlanders

2-CHARACTERS TOPS

Some 112 authors write radio material for the script brokerage house of Joseph Koehler-Georgia Bachus, largest in the biz. Most of them of Joseph Koehler-Georgia Bachus, largest in the biz. Most of them are connected with inland stations or live in small towns. Writers who actually live in New York are either making too much turning out network serials or are careless in plotting, lazy where research is required, and otherwise unsuited for the requirements of a radio play brokerage service.

brokerage service.

Many of the provincial writers have fresh slants, do painstaking

Many of the provincial writers have fresh slants, do painstaking work, and are potentially the solid craftsmen of the narrative type of radio program. They are often announcers, production men or employees of small city stations.

Koehler-Bachus handle scripts on a 50-50 basis, rendering each member of its 'stable of writers' a royalty statement on the 10th of the month. Scripts are sold to radio stations mostly (or sometimes to little theathers and similar groups who wish to broadcast supplemental to their regular activities). Prices for half hour serial is around \$3 per episode. Extra parts for cast members cost inc. each. (Radio does not. use 'sides' as in legit.)

Catalog of scripts has been built up to contain some 2,000 items ranging from 26-episode serials to five-minute quickies selling for \$1 each. Whole business of script brokerage is built on the cornerstone of mimeographing.

Stations get royalty rights for six months, and may give as many performances within that time as they desire. After six months, rights revert to broker. About 300 stations monthly buy something—serials, blurbs, specials, one-time shots.

shots.

Stations with an idea or a need can get a script written to order, providing it has a plausible re-sale value that would make the potential income to the author and the broker worth the trouble.

Right now there's a run on two-character melodrama. This fits sum-mer requirements and budgets for sustaining fill-ins.

Vox Popping at \$10

Vox Popping at \$10
Scope of the material offered for sale (and indicative of the continuity-writing inexperience of broadcast-ing organizations) is suggested by the fact that when the vox pop manon-the-street vogue started to spread a list of 500 questions to ask the public attracted 45 customers at \$10 each.

each.
As yet, individual radio authors do
not in themselves sell a script. It's
the idea plus the size of the cast and
other purely mechanical considerations that makes the sale.
Some of the writers in the Koehler

Some of the writers in the Koehler Bachus stable include: Allee Word, J. O. Simon, Ronald Dawson, Margery Williams (wife of Chicago's Equity rep), Emory Ward, Fred L. Webber, Muir Whittall, Claire Griffin, Jael Garrison, Leslic Morrison, Eugenia Whyte, Donal Spatz, Ben Hawthorne, C. E. Risse, Margot Beaton, John F. Gantt, Willard Wallace, Leon Goldstein, Marvin Anvier, Raymond Dumont, Alfred Vogt, Lloyd Graham, Edwin H. Morse, Virginia Gunn. E. B. Jenkins, Glady Allen, Mary Hatch, Marjorie Mucller, Martin Smith, Wayne Pool, Carl Glick, Hi Alexander, Bob Jellison, Karl Zomar, Lawrence Menkin.

Connie Boswell set by the Rock-well-O'Keefe office for the Ken Murray program for Aug. 4 and 18, Sept. 1, 15 and 22, Same office placed Frances Comstock on the ditto show Aug. 11.

Washington 'Influence'

Anything that President Roosevelt may be able to accomplish toward the encouragement within the radio regulatory mechanism in Washington of a higher gross average of legal, technical and political ethics must inevitably be greeted by all foresighted broadcasters with a heartfelt

Nothing could be more wholesome for the best business interests of existing franchise-holders than letter-of-the-law devotion to book rules by the Federal Communications Commission. Needless to say that's entirely okay with the better grade attorneys and others. It would put a premium upon solid competence and a penalty upon connivance.

Greatest single cause of the Washington political mess as regards the granting of radio licenses has been the widely accepted notion among broadcasters that it was necessary to find out privately how the wind was blowing. Petitions, it has generally been thought (and the holding of the thought was equivalent to the fact for the purpose of the chiselers) were 50% a matter of public record and hearing and 50% a matter of you-know-what.

Many broadcasters have long had a conviction that magic behind the scenes was equal in importance to the open and official presentation of facts, background, etc. Fortunately this idea seems due for a little debunking. Sooner or later public opinion forces a halt to trading in oil fields, wavelengths, water power and other natural resources.

Nobody will be naive enough to expect politicians to stop politicking or chiselers to stop chiseling or fixers to stop claiming that they can. But on the other hand a once over lightly in Washington with the sapolio might have several wholesome results for the business of operating radio

First of all—fond hope—it might mean less expense for annual legal and technical protection in Washington, fewer unwarranted and 'trouble-making' threats to compel broadcasters to drop everything and rush to the Capitol, greater reliance upon actual operation in the public service and less upon public servants or the palsy-walsy boys who barter alleged and fictitious 'influence' for what-have-you.

Relieved of the various cheap chisels, annoyances, and indirect payoffs, stations might be able to dedicate more time and thought to learning their own business. And despite their prosperity—a spontaneous accident of membership in a new industry—many radio stations still present ample evidence of not knowing too much about their own problems. Stations that are wise and sophisticated about Washington, that can perform little miracles of artful dodging among the kilocycle franchises, are in the kindergarten where advertising agencies, programs, showmanshlp, sales promotion and similar matters are concerned.

Schillin, Local New York Radio Agency, Up 470% In Billings Since 1934

A fair hint as to the tremendous coin potentialities wrapped up in the greater New York radio field was uncovered this week in business growth by an agency which has devoted all its efforts to airwave advertising, with probably 95% of it spotted on local stations. Actual gross business of this firm, Schillin Advertising Corp., was 470% higher in the first half of 1937 than in the first half of 1937. This hefty increase plus business in

first six months of 1994.

This hefty increase plus business in sight or contracted for this fall, latter represented by \$80,000 worth of new business signed in last six days, prompted Schillin agency to open additional offices in Neway, where W. Wright Beck will be in charge.

U. S. Agcy's Radio Dept. Ad Agency Radio Dept.

Au Agency Radio Dept.
David (and Hilda) Murray now in charge of the radio department of the U. S. Advertising Agency.
Former ballroom dancer has been on the production end of radio for the past two years, starting with Fanchon & Marco.

Hummerts to Europe

Frank and Anne (Mrs.) Hummert Frank and Anne (Mrs.) Hummert, of the Blackett-Sample-Hummert agency, will go to Europe about the middle of August for a vocation-business trip. Expected to be gone about six weeks or two months. Understood they will look over stations in Paris and Luxemburg with the idea of possibly placing dramatic programs to reach British listeners.

Ben Alexander on NBC

Hollywood, July 27. Alexander, radio commentator Ben Alexander, radio commentator on Hollywood personalities, goes transcontinental over NBC red network tomorrow (Wed.).

Program is titled 'Not for Ladies,' and concerns chatter on male screen colobs.

Biow Enforces Exclusive On Morgan Orch

Transcription cutting date which Associated Music Publishers, Inc., had set for Russ Morgan for Aug. 4 was cancelled last week when the Biow agency objected to the band leader taking this assignment. Contract which ties Morgan to the Philip Morris program stipulates that his services are exclusively that account's as far as broadersting its account's as far as broadcasting is concerned.

concerned.

Associated had made a series of records with Morgan for its library some months ago and last week when it sought to bring the band in for another waxing session Assowhen it sought to bring the band in for another waxing session Associated was informed by Consolidated Radio Artists, Inc., Morgan's bookers, that the job could not be performed. Pressed for the reason, Consolidated explained that Biow had cited the exclusivity clause in the Morgan contract. Ad agency saw nothing but bad business judgment in permitting Morgan to turn out records which would make his music available for broadcasting purposes at any time Associated's station clients willed.

Morgan's binder with Philip

clients willed. ... With Philip Morgan's binder with Philip Morris has several years to go and it is the intention of the account to make his music as exclusive an article as possible.

Georgie Price on WOR

Georgie Price, now head of his own stock brokerage firm, has suc-cumbed to the radio laye again and starts at the head of his own WOR sustainer Aug. 8 with Morton Good'd's orchestra and the Charioteers in support

orchestra and the Charioteers in support.
Price, once a Chore & Samborn (tea) commercialite, has been off the air for some seasons and the WOR-Muttal coast-to-coast network on Stunday evenings is part of the new Benjamin David department to build up new talent for full sponsora.

Chicago, July 27.

New show starring Helen Gahagan lanned by Blackett-Sample-Humnert agency for General Mills.

Known as 'Love for a Day,' it is semi-script show on a daily basis, 5 minutes per.

15 minutes per.

FRITZI SCHEFF DEMANDS PAY FOR INTERVIEW

Jolson Etherer,
Report on Coast

Report week-came a cropper when warbler wanted dough

for interview over air.

John Conrad, station's public relations director arranged through william Zalken, p.a. of Municipal Theatre Assn. for interview.

Olsen and Johnson Get Grier, Fio Rito Bands

Los Angeles, July 27.

Next three Olsen and Johnson Richfield shows will, be aired from NBC here with the following trio from San Francisco and the northwest. Comics had been slated to air trio from Catalina Isle with Jan Garber's ork supplanting George Hamilton. However, when this deal fell through Jimmy Grier was set to do the music for the three here. Ted Fio Rito will orch the following three 'casts when the comics

'casts when the comic ing three

EDDIE DOOLEY SIGNED

Chesterfield Spreads Football Spieler On 92 Stations

Chesterfield cigarettes has set Eddie Dooley, of N. Y. Sun, as gridiron gossiper over a spread of 92 CBS stations. Dooley starts Sept. 13, and will go for 13 weeks, airing on Thursday and Saturday nights, 6:30-65.

p.m. Talked football last year over CBS

Talked football last year over CBS for Royal Typewriter, account which is not returning to the ether this autumn. The 92-stations' hookup is the biggest ever welded for a commercial gridiron dopester's program. While it has not yet been definitely decided, it is likely that Chesterfield will keep Paul Douglas, currently spieling sports over CBS week-daily, 6,35-45 p.m., on that stint until the baseball season ends.

Bert Wheeler Paddles In 'Boat' for Jack Haley

Hollywood, July 27. Bert Wheeler goes on the 'Show
Boat' program succeeding Jack
Haley when the latter moves over
to the Log Cabin show on NBC blue next Oct. 8.

KFI will be the local outlet with the 26-week series hitting the air with a repeat show for the West Coast.

Paige Both CBS, NBC

Hollywood, July 27 Hollywood, July 27.

Raymond Paige, Hollywood Hotel
maestro on Columbia, also will be
nusical director for the fall series
of Packard air shows over NBC on
a deal completed with Young &
Rubicam. He maken his NBC bow
Sent 7.

It will be Paige's first appearance over NBC, but the deal was inked without any audition preliminaries.

NEW DEAL SAPOLIO FOR RADIO POSSIBLE; ROOSEVELT HAS TWO VACANCIES TO FILL

High Type Personnel as Answer to Critics—Craven Back From Hollywood. May Be Drafted - 'Curb to Politics' - Might Stymie Investigation

Washington, July 27.

Death of Chairman Anning S.

Prail of the Federal Communications
Commission at Boothbay Harbor,
Me., Friday (23) came as a surprise
to most associates and to the bulk of
the radio business since his office
had issued several indignant denials
of reports that he was critically ill.
Only 48 hours before the chairman
expired, rumors that he was stricken
with partial paralysis were scotched,
and members of his secretarial staff
insisted he was recovering rapidly
from an attack of 'bronchitis.'
Known to have been in poor
health for weeks and exhausted from
strain of official duties, Prail was ill'
about two weeks. He had departed
from Washington abruptly after the
June 30 commission meeting and
gone to his summer home for a rest.
Mystery about nature of his illness
was maintained throughout.
With vacancies in the two top
posts, industry figures as well as political circles wondered whether
resident Rossevelt will take advantage of the opportunity to head
off further F.C.C. criticism, block an
investigation, and start a reform program in making nominations.

There was widespread hope among
network executives, radio lawyears, and other trade observers.

There was widespread nope among network executives, radio law-years, and other trade observers that Roosevelt will pick strong men, with knowledge of technical problems and no political ties, for the gaps in Commish ranks. On all sides comment was that a real new deal for radio can be dished up if the Prez sees fit.

For Faulo Carl be desired by Prez sees fit.

Craven Prominent

Name of Comdr. T.A.M. Craven, Commish chief engineer, was mentioned most frequently in conjecture over the President's actions. Since Roosevelt is aware of the political bickering and agitation regarding the Commish, it was felt possible he will apply pressure to Craven and get him to accept the job. Previously Craven, who was made chief engineer through White House intervention, had let intimates know he was not interested in stepping into the Stewart berth.

Consequences of Prall's death are bound to be far-reaching. Since he was ex-officio member of all three

Stewart berth.

Consequences of Prall's death are bound to be far-reaching. Since he was ex-officio member of all three Commish divisions, the internal line-up is bound to be changed, even if one of the present members remaining, only two—Chairman Eugene O. Sykes of the Broadcast Division and Chairman Paul C. Walker of the Telephone Division—are Democrats. Unlikely either of them will be upped, since Walker has little interest in and only limited acquaintance with radio matters and Sykes already has occupied the post previously. There was speculation whether the President might depart from tradition and designate Gov. Norman S. Case, one of the Republicans and an intimate triend, for the chairmaship.

licans and an intimate friend, for the chairmanship. Judge Sykes, picked by Prall to be acting chairman for the summer, took immediate steps to pay formal respects. Balance of Commish adopted resolution or regret and ar-rangements were made for delega-tion to attend the funeral Monday (94)

(26).

Broadcast industry was called upon pronto to join in tribute to the late chairman. James W. Baldwin, managing director of National Association of Broadcasters, voiced stations, sentiment and asked all transmitters to observe minute of silence as mark of respect. Cessation of service coincided with opening of funeral services, held at his Staten Island home Monday afternoon (26).

Frank Schreiber in N. Y. For A.F.M. Meet

Frank Schreiber, of WGN, Chicago, comes to New York Friday for conferences at the American Federation of Musicians. Representing W. E. Macfarlane, of WGN, he will accompany Fred Weber and Ted Streibert to the Friday discussions. Mutual will outline to Joe Weber and his board wherein Mutual differs from other networks.

Prall's Office Denied

Washington, July 27. Frantic attempts to hide serious illness of F. C. C. Chair-man Anning S. Prall, who died Friday (23) in Maine, left the Washington Herald out on the

Friday (23) in Mane, left the Washington Herald out on the end of an extremely long limb. Early last week the Herald, Hearst-owned, printed in the Washington Merry-Go-Round' column story that Prall had suffered partial paralysis and was in critical condition. Following day rag carried retraction saying Chairman's office had denied the report and adding that instead of being at death's door Prall was taking daily automobile and boat rides and making rapid strides back to good health. Within 48 hours official announcement of the Chairman's death was issued.

Cuffo Pro-ASCAP **Columnists Will** Ballyhoo the Org.

American Society of Composers, Authors and Publishers has turned to nationally known columnists for propaganda help in meeting of the attacks. of broadcasters and other music users. Articles touting the Society and authored by these columnists will be printed on either the back or inside of regular sheet music copies. First firm which has arranged for the insertion of one of these articles is M. Witmark & Son, part of the Warner Bros. group.

ASCAP claims that it has prevailed upon such columnists as Westbrook Pegler, Walter Lippmann, Damon Runyon, Walter Winchell and Louis Sobel to contribute pieces for inclusion in sheet music publications. It is also claimed that permission has been given to use these articles for whatever purposes the Society elects.

Initial solurge of this type of

Society elects.
Initial splurge of this type of propaganda will appear in Witmark's publications from the score of 'Mr. Dodds Takes the Air' (WB). The article on 'What is ASCAP' will be carried on the first inside page of the piano copies of 'Here Comes the Sandman' and 'Remember.' There will also be a picture of Victor Herbert.

RADIO 'GANGBUSTERS' AS METRO FEATURE PIC

Metro has bought the screen rights to 'Gangbusters' from Phillips Lord, and will use the title and radio pro-gram idea for one feature film to be produced this autumn. 'Gangbusters' airs Wednesdays over CBS for Palmolive Shave

Persistent Request

Cleveland, July 27.

Carl Mark, announcer of WHK
Night Owl Club, on the air Saturday
nights from midnight to 3 a.m., invites listeners to phone in their requests for popular tunes. One persistent request for 'Sweet Leilani.'
Each week he has announced that
the recording was not available.

Matter finally came to a head last
Saturday. Mark was in the midst
of the program when the studio door
flew open and in marched a middlelaged woman, who advanced to the
disc turntable, 'slapped down a recording of 'Sweet Leilani' and announced loudly and distinctly. 'Now
tell me you haven't got it.'

Would Set Up Central Casting for Chi Air

Chicago, July 27.
Connie Osgood, formerly a producer and performer at WJJD here, is attempting to organize a Chicago clearing house for talent a la Central Casting in Hollywood. She's just back in loop from a radio whirl in the film colony.

Her idea is that the 'closed door' at the agencies plus the general lack of organization between buyer and performer should encourage general support of such an idea.

JOE E. BROWN FOR FORD?

Negotiations Pend—Hollywood Show Would Cost \$12,500

Hollywood Show Would Cost \$12,500

Hollywood, July 27,
E. Brown to head half-hour show on a coast to coast hookup for 39 weeks starting latter part of September.

Script is now being prepared whereby Brown will do a rural characterization on the show which will also carry name band and vocalists. If script is okayed Brown, who show in Chicago broadcasting baseball games for Kellogg, will go with his agent, Mike Levee, to Detroit to iron out remuneration problem and close the deal for the show would will be ethered out of Hollywood. It is understood the show would cost Ford \$12,500 weekly, with Brown getting half of that amount for his stint.

IREENE WICKER SHOW

N. W. Ayer agency is this week dickering with Mutual on the idea of putting Ireene Wicker's 'Singing Lady' programs for Kellogg over MBS this autumn on a Sunday—only late atternion spot. To date time acceptable to the agency hasn't been worked out. 'Singing Lady,' current and of long tenure on the NBC-blue Monday-through-Friday on a late afternoon spot, will continue in that berth if program goes Mutual.

Squibbs Mulls 'Dreams'

Squibbs toothpaste has auditioned and is reported to be holding under consideration a dramatization series, 'Makers of Dreams,' authored by Arthur McCaffery.'
'Dreams' was until recently a weekly program on WQXR, N. Y., produced and staffed by the WPA Radio Project. McCaffery resigned from the WPA to take a job scripting for the 'World Is Yours' series' on CBS, which is produced and bankrolled by the Bureau of Education of the Department of the Interior, a Federal government undertaking.

WCAU Starts W3XIR

WCAU Starts W3XIR
Philadelphia, July 27.
Construction will begin by WCAU
early next month on new high frequency transmitter for which FCC
granted permit last week. Station,
assigned call letters W3XIR, will be
ready for operation about February.
The transmitter, John G. Leite,
WCAU technical supervisor, said,
will be one of Philly's first high frequency stations. It will air experimentally local and network programs carried by WCAU. Reception
is practically limited to line-of-sight,
which in this case will be radius of which in this case will be radius of 20 to 25 miles. Broadcasts should be well received in Philly, with static and fading negligible.'

Fred Hart's European Trek San Francisco, July 27.

San Francisco, July 27.
Fred Hart, general manager of
KGMB and KHBC. Honolulu, will
do some globe-trotting in Europe
during the next several months with wife and daughter.

Trip is a graduation present to his daughter who, got a diploma from Stanford University last May.

'Highly Profitable Nuisances'

Described by Bill Scripps as 'highly profitable nuisances' break announcements and unadorned commercial blurbs genera due for stepchild treatment at WWJ, Detroit News station. I number two in a campaign to class up the program schedule ercial blurbs generally are bit News station. It's step

station.

WWJ will not rush into its latest reform but will 'preview' the idea.

Plans to up rates from \$237.50 to \$325 during the 12 noon to 3 p.m. period that will be set aside for the program janitoring. Sponsor support for the blurb-free time will be the acid test.

FRANCE BUYING SETS

4,000,000 Receivers Now Licensed in Republic

Paris, July 18.
According to the latest official statistics just issued, France is buying radios at a faster rate than ever before. During the last year more than a million licenses have been taken out, which brings the total to nearly 4,000,000 receiving sets now operating in France.

Increase of listeners during the past months is demonstrated by the 49,000 new licenses taken out during the month of April this year. Paris, July 18.

DONALD ABERT MGR. OF WTMJ

Chicago, July 27.
Effective Aug. 1, Donald Abert
ecomes manager of Station WTMJ

Effective Aug. 1, Donald Abert becomes manager of Station WTMJ in Milwaukee. He is son-in-law of Harry Grant, publisher and chief owner of Milwaukee Journal. Walter Damm continues in official position of head of promotion department of Journal and will also continue as contact on policy, network negotiations, legal and administrative matters.

Russ Winne continues as assistant manager and Bill Dittman as sales manager.

POSSIBLE ON MUTUAL

manager. Change effective August 1, but with station classified as before a division of Journal's promotion de-

Benny Friedman Gets Spensor for Grid Chats

Benny Friedman, football coach of New York City College, will be spon-sored over Mutual out of WOR, New York, starting Sept. 12. Will do quarter-hour Sunday spiels at 11:30 a.m. on the pigskin sport. Parker Watches will get the plugs. Placed by Lewis de Garmo agency, New York.

WHITEMAN RELENTS?

Auditioning Girl Singers—Swore Off Only Two Months Ago

Ft. Worth, July 27.
Although Jazz King recently swore
he was off girl entertainers forever
Station WBAP is helping Paul Whiteman select a gal singer to fill Ramona's shoes and step into a contract with the Whiteman outfit.

Auditions have been held daily for the past three weeks, with approxi-mately 20 would-be torchies heard Whiteman, once a week, listens to

Maestro warns applicants the requirements are tough, the lucky girl not only having to be okeh for the air but must be a pix possibility.

Carleton Smith's Fast Work

Washington, July 27.
All-time record for speedy radio coverage of an important event was claimed last week by WMAL and WRC.

claimed last week by WMAL and WRC.
Less than one minute after Sen. Alben W. Barkley of Kentucky was chosen to succeed the late majority leader. Sen. Joseph T. Robinson, twin stations were on the air with a nationwide flash. In two minutes flat, newly-elected Senate leader was multering into a microphone and expressing surprise at the sudenness of it all. Fellow Senators were still congratulating him when mike was placed under his nose.

Flash act was conducted by Carleton Smith: who burst into the caucus room with pholographers and newspapermen a few seconds after Barkley had won the election by one vote.

\$1,200,000 **LOCALLY AT** WOR

For the first six months of 1937 WOR billed more than \$1,200,000 on what the station rates local bix. That's a figure that tops WOR's own national record, station doing only slightly better than \$1,000,000 from January through June last year. In deciding what is revenue from other network biz, WOR classifies as its own commercials that are placed first on its facilities and later expand to Mutual, figuring such biz would accrue to it whether there existed a network.

WOR's nighttime hour rate is \$925.

'Unfair' Threat to Air Folks Cuffing Dates at Non-Union S.F. Resorts

San Francisco, July 27. In an effort to prevent local radio artists and musicians from doing cuffo performances at nearby resorts employing non-union orchs, the Mu-sicians' Union, Local No. 6, at San Francisco, has sent a letter to man-agers of bay district broadcasters to caution staff members against mak-

caution staff members against mak-ing such appearances.

Signed by Eddie B. Love, secretary of the union, the letter stated that radio entertainers failing to co-operate would be placed on the union's unfair list.

NEW YORK AGENCIES LISTENING TO ACTS

Young & Rubicam Monday (26) auditioned as a trio the combined acts of Milton Douglas and Patricla, and the comic Harry Savoy, Nick Agneta, of the Curtis & Allen agency, put the two acts together. Savoy recently had a showing as a single for J. Walter Thompson.

Another audition was that of baritone Robert Weede for N. W. Ayer. The singer, for long at Radio City Music Hall, has had some radio background. Audition was as a single for a quarter-hour program over CBS.

Abrams Football Caller For Brewing Sponsor

Pittsburgh, July 27. Al Abrams, of 'Post-Gazette' who Al Abrams, of 'Post-Gazette' who picks winners under the pseudonym of 'La Marba' has been signatured again by Duquesne Brewing for series of broadcasts over WWSW during football season. It's a halt-hour spot every Friday night for three months, with Abrams naming his selections and giving general survey of weekly grid situation.

WORKING VACATIONS

Canadian Spiclers at Mountain Re-sorts for Pick-ups

Winnipeg, July 27.

Canadian Broadcasting Corp.
jumping across country for announcers to push into the summer remote dance spots in the Canadian Rockies.
Have already taken one. Brian Hodgickinson. CKY, Winnipeg, and put him at Jasper National Park, Alta. for two weeks. Later going are Jack Thompson and Freddie Hawwood. of the independently owned CJRC. Winnipeg. They go to Lake Louise National Park, Alta. for August and September, respectively.

Case of holidays with expenses paid, plus salary. Winnipeg, July 27. Broadcasting Corp.,

paid, plus salary.

EALER TIE-IN PROGRAI

N. Y. STATE AD **DRIVE OMITS RADIO**

Although the state of Maine used radio last winter to ballyhoo the potato country as a vacation playground and Pennsylvania and North Carolina have already earmarked considerable sums to etherize, New

considerable sums to etherize, New York State's appropriation for the next year, a total of \$200,000 for ballyhoo, will be expended in newspapers, magazines and pamphlets only. Radio is getting a complete and definite go-by.

Kelly, Nason & Winsten agency reently grabbed the account for N. Y. State's ballyhoo from Batten, Barton, Durstine & Osborn. (Bill Winsten, who brought in the Ruppert beer account, had his name elevated to the firm's title which formerly included Elliott Roosevelt.)

ROY FROTHINGHAM IS WEED'S FRISCO MAN

San Francisco, July 27,
Roy Frothingham, former sales
promotion manager for NBC Western Division, and for the past several years in business for himself as
sales counsellor specializing in radio
surveys, has been named Pacific
Coast manager for Joe Weed. Latter
was here last week.
Frothingham will continue his
present activities in addition to his
work for Weed. San Francisco, July 27.

WPAers Land Jobs

Four ex-members of the WPA radio project, recently pink-slipped off the roster due to the appropriation cuts, have landed spots.

Rosa Rubenstein is currently singing in the show at Radio City Music Hall. Philip N. Clark has attached to the dramatic staff at WMCA. George Ebert has joined the Lester Cole male octet, and Arthur McCaffery has a job scripting 'The World is Yours,' Bureau of Education of the Department of the Interior program over CBS.

KDKA, PITTSBURGH. HAS 41 STAFF PERFORMERS

Pittsburgh, July 27,
Indications that KDKA will make
a big play for local radio biz in the
fall were revealed over week-end
when H. A. Woodman, station manager, announced that flock of per
formers, previously in the part-time
'artist' classification, have been
placed under contracts as exclusive
sustaining artists. Move will insustaining artists. Move will in-crease station's regular artist staff to

crease station's regular artist staff to 41 members.
Those handed year-round contracts are Dorothy Bushey, Freda Lazier, Madelyn Ward, Pat Haley, Bill Gibson, Umberto and Alfred Egizi, Harry Azinsky, Aneurin Bodycombs, Adelaide Lasner, Sammy Fuller and George Heid.
Woodman plans to rotate all of these people on station's sustainers and likewise make them available for sponsors on all commercial programs.

Don Martin, former WIP, Philly, gabber, joins staff of WTAR, Norfolk, next Monday.

HAVE OWN SET OF PROBLEMS

Programs Built for Resale to Local Retailers Seen on Upbeat Despite Anti-Premium Rules and National Local Differential Elimination in Some Communities

DEALERS AS 'FANS'

Dealer tie-up programs, designed to fit the trade problems of specific industries, are expected to be more numerous this coming season. Programs tailored to measure for milk companies, furniture stores, jewelers, undertakers, bankers, utilities, in surance brokers, opticians, druggists, grocers, used car dealers are among the groups.

Placement of programs with the local stations at local rates usually involves participation by the manufacturer in the time costs and donation of the entertainment end (usually transcription) to the local distrib. In some cases program-builders on their own initiative create a combination entertainment-merchanizing combo and sell on fee or sharing terms to radio stations whose sales staff then peddle to some firm or group of firms in the commercial line's community outpost, which is thereby provided with a ready-made answer to what to do in radio. sales staff then peddle to some firm or group of firms in the commercial line's community outpost, which is thereby provided with a ready-made answer to 'what to do in radio.'

Programs involving dealer tie-in.

Same nouse.

Local merchants and business men financing Columbia got 45% of the Voice's stock.

Eton Boys guest on Gulf program over CBS on Aug. 15.

ideas such as the 'time-savers' thought motif for Longines necessitate research and preparation detail that the average local station on its own is not organized to perform, but is frequently able to sell or service when given a blueprint.

ice when given a blueprint.

Some indications have been noted that big national advertisers increasingly favor the use of name-building institutional campaigns for the networks, supplemented by the point-of-sale price-hammering locals to actually drive customers into retail establishments.

Our Problems

Own Problems

Dealer tie-in programs have a series of problems of their own. Perhaps 30% of the communities in the country have either retailing codes or city ordinances forbidding givenways or premium contests. About 40 more towns have wiped out the national-local rate differential recently.

Moreover eccentricities of a purely personal nature may arise. Resistance was created last year to a dealer program called 'Hollywood Room Recipes' which was placed on over 80 stations by the Bigelow-Sanford Carpet Co. Contest had housewives (and 30% of their husbands) submitting room arrangements designs. Dealers didn't go for this so well as many of them were personally ignorant of interior decoration and resented the education of their clientele above their own level of knowledge of furniture, colors, combinations, etc. Since then a straight program of Teddy Bergman comedy, involving no interior decoration 'highbrow' angles, has encountered smooth sailing for the same house. Moreover eccentricities of a purely same house.

BIRMINGHAM **DEAL ON WAPI** WITH CBS

Indications are that the Federal Communications Commission will act on two cases involving Columbia without waiting for the appointment of a successor to the late Chairman Anning S. Prall. These applications revolve around CBS' lease of KFSO, San Francisco, and the same network's financial interest in the take-over of WAPI, Birmingham, Ala.

Commissioners Norman Case and O. O. Sykes had elected to defer acting on the applications until Prall had returned to his post. Since his successor would not be expected to be acquainted with the facts in the case, it is believed that Case and Sykes will proceed to dispose of the issues by themselves.

Case and Sykes had okayed the transfer of WAPI's license back from B. H. Hopson to the University of Alabama, but declined to pass on the application which would turn this same license over to a new operating outfit. The Volçe of Alabama, Inc. This setup originally consisted of Ed Norton and Thad Holt, native Alabamians. After they had arranged to take over the station's operation and construct a 50,000-watt transmitter. Norton and Holt got CBS to come through with a major part of the required \$75,000 for equipment costs. In return for this financing Columbia got 45% of the Voice's stock.

TO POPULARITY

The Greatest Number of program listings in Newspapers and fan magazines given any one station is given WLW.

THE NATION'S STATION

Transcription Biz at Standstill As A. F. M. Seeks More Orchestras

Transcription business is frankly at a standstill, negotiations for new fall contracts between various locals and individual stations are held up in some cases (such as Philadelphia), and the whole trade is speculating on the possible outcome of the talks

on the possible outcome of the talks now in progress between Joe Weber and his staff on one side and the radio industry on the other.

Joe Weber wants more orchestras. Radio doesn't want to assume the burden. Networks are looked to by the Musicians Union to line up their affixed stations for the alleviation of unemployment in the craft.

AFM has issued a ruling to all

the Musicians Union to line up their affixeted stations for the alleviation of unemployment in the craft.

AFM has issued a ruling to all member-musicians that no recordings will be permitted after Aug. 15. Present meetings are aimed to avoid the necessity of carrying out that order. Hearings are being held every morning in the offices of ASCAP and the AFM board of directors is powening in the afternoons to consider the points raised at the morning sessions and to plan the next day's strategy. Figured a lactical move by AFM to stage the hearings in the ASCAP sanctum ince that body is co-operating with he musicians.

Present at Monday's hearing were of unemployment in the craft.

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Make-Believe Play-by-Play Sponsored on WIND, Gary

Chicago, July 27.

Re-creations of the White Sox outof-town ball games will be sponsored on WIND, the Ralph Atlass
station, by Morris B. Sachs stores
here. Re-creations ride from 7 to 8
p.m. Set through the Schwimmer &
Scott agency here.
Chicago Cubs sponsor the re-creations of the Cubs games on the station.

That Metro Deal

RADIO

Louis K. Sidney of Loew's and WHN, New York, stated Tuesday that the Palmolive negotiations were definitely cold. Metro studie radio precoid. Metro studio radio pro-gram is being dickered with a couple of other potential spon-sors.

Hollywood, July 27.
It is understood here that fur-It is understood here that Jur-ther efforts are in progress to iron out the terms that pre-viously halted the get-together of Benton & Bowles for Palm-olive-Colgate-Peet and Metro-Goldwyn-Mayer. Bill Murray of the William Morris is prim-

of the William Morris is prim-ing the pump. Some \$48,000 in time charges some \$48,000 in time charges weekly and \$25,000 for talent is involved in deal. Contract clauses on both sides were barriers to a deal. Vho would be top kick, studio or sponsor, also involved.

New Rep Firm Jells

Chicago, July 27.
Ed Petry was in town last week for a couple of sessions with Ed Voynow, chief of the midwest territory. Discussed further the proposed Voynow, Petry and Cristal subsidiary rep office to handle a list of small watt stations.

Petry then headed for Kanea City

Petry then headed for Kansas City to confer with WDAF officials.

50,000 WAIIS You need KOA's power to sell Colorado And not only does KOA

sell Colorado but also large areas north and south, east and west. It dominates the Rocky Mountain Area in population reached and response received.

A Mountain Red Network Station Programmed and Represented by NBC

Inside Stuff—Radio

Girl taking shorthand notes was ejected from an Equity organizational meeting in New York City last week. Actors gathered around mumbling ominously and scared the miss-silly. Girl was in on an Equity membership card and was taking notes for her present employer, a radio producer. Had she volunteered at the start of the meeting when a request for persons familiar with shorthand to take the minutes of the meeting was made her dots and dashes would not have started the near-lynching.

Clarence Cosby, gen. mgr. of KWK, St. Louis, is serving as 'contact man' for Charlie Grimm, mgr. of Chicago Cubs, who is patient in St. John's Hospital. Denied a radio to follow destiny of his team which is battling for National League pennant Grimm keeps track through Cosby's aid. As scores come to KWK over telegraph Cosby calls Grimm on phone and relays news. Both have been friends for many years and Grimm still calls St. Louis his home.

WNEW, New York, will use news flashes throughout the day and night under its new deal with I.N.S. Larry Nixon is now setting up a depart-ment that will include himself and three news editors working eight-hour shifts each.

Station follows a policy of loose scheduling that permits news flashes without disturbance to commercials.

Orchestra leader who departed from a large radio station recently got the powder when his superior, also a conductor, learned of the leader's habit, long standing, of borrowing money from his men. I.O.U.'s outstand-ing are said to run into considerable money.

Wedge is seen for Batton, Barton, Durstine & Osborne to get into the General Mills account, with the appointment of BBD&O to do promotion and active publicity for the account.

Barton to Albany As Aver Exec on Ford: Split Up Time Buying

N. W. Ayer agency is consolidating a larger percentage of its radio department in the home office in Philadelphia. Leaving the New York branch this week for the Quaker burg are Frank Coulter and Thomas McDermott. Fred Pflugfelder, chief of the Ayer radio works, continues to headquarter in N. Y., but spends much of his time in the home office.

Another change which affected Ayer's radio setup was the shifting of Frank Burton, Jr., to Albany to head that branch cubicle of the agency. Barton, till he was moved Monday (26), had been in charge of air time buying.

air time buying.

In Albany Barton will be a oneman bureau. The office there was
established several years ago when
the agency nailed the N. Y. State
milk campaign as an account. George
Schwartz, who has been holding
down the post in the state capital
for Ayer, has been sent to the Chicago office.

Barton will have oborge in Al-

cago office.

Barton will have charge, in Albany, of the Ayer handling of Ford Motor's Green Island assembly plant, which supplies upper N. Y. and a slice of New England. Thus will the former air time buyer have a piece of the executive accounting of Ford, Ayer's biggest client.

At present McDermott and Coulter are splitting Barton's time buying activities.

CHARLES MICHELSON FRONT MAN FOR WLW

Cincinnati, July 27.

Charles Michelson, publicity director of the Democratic National Committee, has been signed to act for the Crosley Radio Corp. as public relations counsel. Deal was was tracked out to Provide the Democratic Provided Pro

lic relations counsel. Deal was worked out by Powel Crosley, Jr. Michelson is a than-none-such insider in Washington politics. He stays at the Capital.

WLW SHOW TO CBS

'Mary Sothern' Serial Spreads for Lehn & Fink

Lehn & Fink

Lehn & Fink agency is moving the script serial 'Life of Mary Sothern' from WLW, where it has been soloing over that station for Hind's Honey Almond Cream to Columbia network this fall. Program has been on the Crosley broadcasting for about four years, last two of which have been sponsored by Hinds. Switch to network spread takes place Oct. 4. Program is a five-a-weeker, and will be aired in a late afternoon 15-min. niche.

Time has been bought on Columbia for a fall program for Pebeco by Lehn & Fink, but the type of program has not yet been selected.

Dan Wickenden, assistant trade news contact at CBS, resigning to devote self to fiction scribbling. Has a novel, "The Running of the Deer," being brought out by Morrow in

Higgins, NBC, Bankrupt

Edgar F. Higgins, NBC radio news editor, filed a voluntary petition in bankruptcy Saturday (24) in U. S. District Court, N. Y. Liabilities listed at \$680 and no assets, He gave his address as 68 West 10th St.

● METRO-GOLDWYN-MAYER Affiliated with the world's largest motion picture studio.

LOEW'S THEATRES

Exploitation possibilities abound through our theatre-chain affiliations.

SHOWMANSHIP AWARD Chosen by Variety as New York's Showmanship Station No. 1.

WLW LINE

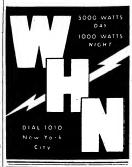
A combination of stations that offers the biggest buy in broadcasting today.

DUPLICATE COVERAGE

Network sponsors use WHN for duplicate coverage and extra sales i

O PROGRAM PLANNING

Experience and showmanship create the air's most talkedabout programs.



GOOD NEIGHBORS

We are licensed for service to Canadian homes . . . but many families in the North-ern New York State listen regularly to CFCF during daylight hours.

N. B. C. RED &

No 'Scandal,' Says F.C.C. Examiner **Recommending Okay on WTCN Deal**

Washington, July 27. Potential scandal over frequencyswitching deal involving Minnesota transmitters headed for complete fizzle last week when Federal Communications Commission was urged to permit WCAL, Northfield, and WLB, Minneapolis, to move to 760 kc and give WTCN, Minneapolis, full time on the 1250

Minneapolis, full time on the 1250 kc ribbon.

Caught in cross-fire between Minnesota politicos, Examiner P. W. Seward recommended favorable action on three related applications and white-washed pact via which newspapers owning WTCN would pay \$35,000 toward expenses incurred by the two college-owned stations in installing equipment necessitated by frequency-shifts. Commission last fall granted the pleas without a hearing but later revoked permits upon learning of the financial angles of the case.

Shift, which would up time afforded the stations from 18 hours weekly to better than 60 hours, was advocated on the ground it will enable the pedagogs to air more educational programs and, by reason of related power boosts proposed, help them expand audiences. Seward noted that management of WCAL and WLB feel present share of the clock is inadequate to do the job thoroughly.

clock is inacequation thoroughly.

Contention
Controversial point raised by disclosure of the agreement by which WTCN will help the colleges defray added expenses was pool-poohed by Seward. No violation of the Communications law intended, he said, throwing out complaint that the deal was tantamount to paying cash for frequencies.

The contract entered into between the applicants herein relating to the payment by Station WTCN to each of the other applicants the sum of sided with \$17,500, and to pay the legal and Shipstead,

Gov. No Expert

Washington, July 27.

'His Excellency' tag carried by a Governor does not qualify the wearer as an expert witness on technical phases of broadcasting.

Dictum was laid down last week by F. C. C. Examiner Seward in reporting on the so-called Minneyto access in which

Seward in reporting on the so-called Minnesota cases in whise Gov. Elmer Benson sought to block frequency shift affecting the State university trans-mitter. In summarizing the evidence, Seward told the Com-mish he had granted a mo-tion to strike out testimony of the Governor concerning pos-sible coverage of WLB as now operated and as proposed to be operated 'because it had not been shown that the witness was an expert and qualified to express an opinion on such matters.'

engineering expense incident to the filing and prosecution of these applications, seems to be a contract that is binding upon Station WTCN to make a contribution or donation of the sums to the other applicants, and does not appear to be a payment for the assignment of the license now held by Stations WLB and WCAL to operate approximately eighteen hours per week on the frequency of 1250 kc, nor does it appear to be a payment for the transfer of authority to use said frequency and it is not in violation of Sections 301 and 310 of the Communications Act of 1934, Examiner reported.

Opposing views taken by three leaders of Minnesota's Farmer-Labor party were reflected in the report, but Seward ritzed the objections of Gov. Elmer Benson, avowed fee of the papers which own WTCN. He sided with Senators Lundeen and Shipstead, who felt the colleges engineering expense incident to the filing and prosecution of these appli-

Irene Rich's Day Grind Opening Chi Fur Store: 25,000 Visited Place

Chicago, July 27. Bringing in Irene Rich from New York to present the fashion shows for opening of their New Store, for opening of their New Store, Evans Fur Co., last week, played to an estimated 25,000 people, doing a continuous performance from nine am. to 10 p.m. Build-up for the new store included 24 spot announcements divided between three Chi stations, WAAF, WJJD and WCFL, plus a mention on all Evans programs.

plus a mention on all Evans programs.

Retail fur company is one of heaviest local users of radio, with a current schedule of nine and three quarter hours, and firm gives radio 90% of the credit for increase in yearly business from less than \$100,000 to the present \$1,500,000. On opening day, paid talent, mostly names, appeared for entertainment at opening of the \$75,000 equipped store. Bob Hawk's 'Red Hot and Low Down' shot on WAAF, and Don Pedro's WGN were both broadcast directly from the store opening day. With this, and the guest talent, the company planned to do only two fashion shows, but had to increase the number to eight because of the crowds. crowds.

Accounts handled from beginning by Adolph F. Less of Auspitz & Lee.

would benefit by shifting to the WJZ channel and using more power. If upheld by the Broadcast Division, the proposition will permit WLB to jump from 1 to 5 kw and WCAL to go from 1 kw nights-2½ kw days to 5 kw. Former, owned by University of Minnesota, would have 2-3 time. In return WTCN would get unlimited hours, remaining a 1 kw nlant.

New Wolk (furriers) show starting on WCAE, Pittsburgh, Thursday night (29) will be short dramas with music, using Bob Carter, Johnny Mitchell, Stephanie Diamond, Pearl Hamil and Carl Dozer. Scripts are being written by Frank Seidel.

Portable Beauty Parlor Set Up At NBC So Girls Can Last 3-Day Carnival

Lucky Air Role

Role of Martha in 'John's Other Wife,' Blackett-Sample-Hummert serial over NBC, is now aim of nearly all the legit ingenues of Broadway. Figured

ingenues of Broadway. Figured the part is lucky.
Rita Johnson, who first had it, got a break in "Fulton of Oak Falls' with George M. Cohan and was signed by Metro. Her replacement, Phyllis Welch, who got her chance last winter in 'High Tor,' was also pacted by M-G-M. Expected to leave for the Coast at the end of August. Her successor not set.

97 ASK WOR TO AIR COOL

Ted Streibert, general manager of WOR, New York, was presented with a petition on Monday (26) which made a mild demand that the station studios and offices be aircooled. Paper was signatured by 97 office employees, announcers, staff performers, indie program producers using WOR and unattached actors who frequently appear on station.

who frequently appear on station. Just who got up the petition remains a mystery, but over the weekend it was passed around and signed by most of those to whom it was presented. There was a bit of a taunt in the paper, interpreted as an effort to prick the pride of WOR, for it was pointed out that smaller neighboring stations, WHN and WMCA, had air-cooled two studios each, while the big WOR still remained in the sweltering state.

Washington, July 27.

Carnival spirit prevailed for three days, beginning last Tuesday (20) when National Broadcasting Co. opened its new Washington studios with all the whoop-de-doo of a New Orleans Mardi Grass, we should be supported to the control of the control of

Orleans Mardi Gras.

Three-day celebration was launched in a sea of Scotch, when vice-president Frank Russell entertained a horde of Washington correspondents and local scribblers. Next day was dedicated to advertisers and clients, but natives witnessed the big batasylon spectacle when 20 chrous girls climbed to the roof of the Trans-Lux building to release 5,000 colored toy balloons. Finders of the gas bags were entitled to prizes given away by the management.

Actual dedication of WRC-WMAL took place Thursday night (22), with high Government officials, over 100 members of Congress and topnotch NBC exces participating. While the

high Government officials, over 100 members of Congress and topnotch NBC execs participating. While the big shots peeked into the intricacles of a broadcast station, Army search-lights—in a blaze of 2,400,000,000 (billion) candlepower—picketed the building. Lights were manned by 2 soldiers under the direction of Lieut. C. G. Patterson, U. S. A., and included red, white and blue rain-bow effects, which caressed the streamlined building during the show, powerful white spot which remained stationary, and search-lights which picked up Goodyear bilmp flying over the downtown section in honor of the ceremonies. Staffs of both stations were near collapse at the end of three days. To save girl employes from worry—

collapse at the end of three days. To save girl employes from worry-ing over their hair and complexions during the day, portable beauty shop was set up in the studios. Operators from the beauty parlor owned by the wife of Gordon Hittenmark, WRC announcer, comprised the res-cue squad.

Vaughn de Leath week-ending at Easton, Conn., house.

DALE CARNEGIE **WOULD LIKE THIS:**

influenced more people in the Philadelphia market than any other station-local or otherwise.

50,000 WATTS

ROBERT A. STREET. Commercial Manager

Transradio Rep in Philly City Hall

Philadelphia, July 27.

Bitter feud over news-gathering facilities that may lead to a show-down battle between press and radio is brewing here since opening of a three-man Transradio Bureau in Philly two weeks ago.

City eds of dailies plenty crisping come the support of the street and the support of the street except in unsured the support of the support of the street except in unsured the support of the suppor

Scooping Dailies Under Their Noses

Their Noses

Scooping Dailies Under Their Noses

Scooping Dailies Under Their Noses

St. Louis, July 27.

Philadelphia, July 27.

The first feud over news-gathering as papers do and beats them to the break by as much as an hour and a hall. Previously radio, stations that may lead to a show
The sentment isn't so much at his use of the requipment provided by City Editors' Association, coperative group, but on quick tips he gets by using this room. Newsphiladelphia, July 27.

The first feud over news-gathering as papers do and beats them to the break by as much as an hour and a hall. Previously radio, stations a story.

The sentment isn't so much at his use of the requipment provided by City Editors' Association, coperative group, but on quick tips he gets by using this room. Newslong years of careful work, have rained police switchboard and much police switchboard and m a story.

when Trans man first appeared at 619 last week, he told inquiring re-porters he was from UP. Quick check there proved he did not rep-resent the Scripps-Howard service and it was thought he was a law-ver's runger. Other reporters, got City eds of dailies plenty crisping since the radio outfit last Monday stationed a reporter in City Hall to cover news there. By having him on the scene, service gets tips as fast that the Transradio man is making duced his real credentials.

St. Louis, July 27.

Some 40 mikmemen, representing KWK, KSD, KMOX, WTMV, WIL, WEW and KFUO, in metropolitan St. Louis district, are eligible for contest being conducted by Jimmy Daugherty Agency, Inc., to determine best announcer. Brad Simpson, representing agency, said committee will make selection no versatility of announcer rather than make several awards for various classifications of work.

work.

Daugherty Agency intends to make contest an annual affair and an appropriate trophy will be awarded each year. Award for current year will be made shortly after Labor Day. To aid committee in making choice waxes will be made when participants are on air.

Curtis & Allen Building All-Girl Radio Ensemble

All-Girl Radio Ensemble
Curtis & Aller agency is building
a 12-piece all-gal orchestra for radio
and vaude. Imogene Rose, lass who
wielded the willow over the femme
crew used in the all-skirted Major
Bowes unit which toured vaudefilmers this past spring, has been set
as batoneer by the agency, with the
musikers now being lined up.
First try of Curtis & Allen will be
to use the orch as the nucleus of an
all-femme radio program of halfhour duration in which agency will
attempt to interest a sponsor for a
network spread.
The only all-gal band in radio is
the one headed by Phil Spitalny.

Script Reading Board

Winnipeg, July 27. Canadian Broadcasting Corp. (Winnipeg office) have set up a board for the purpose of reading radio scripts Board consists of five members, with scripts being rotated among all five members.

Hopes are they will uncover some fresh writing talent for radio.

McLinn's Bad Fall

Philadelphia, July 27.

Philadelphia, July 27,
Stoney McLinn, sports spieler and
supe at WIP, slipped in his apartment last Monday and dislocated his
hip. He'll be in Pennsylvania Hospital for several weeks.
His 6:30 spot being handled by
staffer Jack Barry, while Don
Martin, free-lance, does 11:15 p.m.
turn.

In Best Spieler Award ATLANTIC CO.'S **LOCAL SPORTS EDITORS**

Atlantic Refining, through its agency, N. W. Ayer, this week decided to locally spot sports spielers on individually selected stations. Unlikely that Ted Husing will be used as last year.

Ayer agency is contacting local sports editors in a flock of towns from Boston to Georgia with an eye toward getting a host of 'em set to gossip about the gridiron on stations in their respective towns once the football season gets underway in late September.

Atlantic Refining has bought the home grid games of Carnegie Tech. Will be broadcast over KDKA and WIL be considered the school.

school.

One big tilt on Carnegie's schedule, the Notre Dame game, will be piped to WOR as an adjunctive airing out-

BURYL LOTTRIDGE HEADS REGIONAL

Oklahoma City, July 27.
Buryl Lottridge becomes managing director of the Oklahoma neting director of the Oktahoma net-work, the appointment being made by network directors last week. In accepting this new position Lottridge resigns as assistant manager of KOMA, Oktahoma City, where he has been located for the past six weeks as assistant to Neal Barrett. Lottridge's job as managing chief of the eight-station Oktahoma chain will include complete supervision of all network activities, both sustain-ing and commercial.

all network activities, both sustaining and commercial.
Oklahoma network has a list of eight affiliate stations in Ponca City, Enid, Muskogee, Elk City, Shawnee, Ada, Ardmore and Oklahoma City, Local key outlet in KTOK. Oklahoma web is a part of the Mutual system. Joseph H. McGillora is national sales rep.

James Wallace, chief engineer of KVI, Seattle-Tacoma, spent weekend in Spokane making arrangements for the Western Convention for the Institute of Radio Engineers to be held in that city Sept. 1-3.



Yes, WTIC does offer the advertiser more coverage in the rich Southern New England market than any other station. And here's proof of that statement. During the week from February 28 to March 6 the Ross Federal Research Bureau made over 1200 telephone calls in the Hartford market alone. Here is a summary of the results obtained.

WTIC-covers all of Connecticut, western New York, eastern Massachusetts, Vermont, New Hampshire. In WTIC's primary coverage area is an audience of 1,737,810 and in its secondary coverage area there is an additional 1,660,626 making a total potential audience of 3,398,436. In income, retail sales, and radio ownership this WTIC area is far above the national per capita average.

Write today for our new 32-page brochure which not only gives full facts on the Ross Federal Survey but also detailed information concerning this billion dollar market.

60.72% Were tuned to

24.37% were tuned to the

6.54% were tuned to the third most popular station. 2.28% were tuned to the fourth most popular station.

6.09% were tuned to all other stations.

100.00% total calls

WTIC

50,000 WATTS HARTFORD, CONN.

The Travelers Broadcasting Service Corporation Member BEC Red Network and Yankee Network
PAUL W. MORENCY, General Mgr. JAMES F. CLANCY, Business Mgc.
National Representatives — WEED AND COMPANY
CHICAGO :: DETROIT :: NEW YORK

Memo, from Eddie Cantor:

For making "Texaco Town" the outstanding summer show in radio-thanks to

Cast

IGOR GORIN PINKY TOMLIN SAYMORE SAYMORE

EDDIE STANLEY SIDNEY FIELDS

Music By: JACQUES RENARD

Arrangements:

FELIX MILLS

Announcer:

JAMES WALLINGTON

Entire Production Under Direction of VICK KNIGHT

Sunday Evenings

aQ

CBS



Radio Directory...

IT'S MOVING ALONG

The first annual VARIETY RADIO DIRECTORY is on its way.

For immediate delivery we suggest you order your copy now.

Orders will be filled as received.

Price \$5 the copy.

HOLLYWOOD 1708 No. Vine St. NEW YORK 154 West 46th St.

CHICAGO 54 W. Randolph St. ENA CLAIRE
With Osgood Perkins, Louis Hector,
Julian Nos, Charles Webster,
Helen Choate, Burlord Hampien,
Arthur Militand, William Fodmore, Claid of Roman Mary Michael, Ray Wright, Howard Claney.

"Madame Sans Gene"

60 Mins.
Sustaining

Sustaining Sunday, 8 p.m. WJZ-NBC, New York

WIZ-NBC, New York
This must rate as an improvement
over Shakespeare so far as radio is
concerned. Reason is simple: Sardou's plotting is in the radio idiom;
Shakespeare's is not. Again the
French playwright's script is not
sacred, may be cut at will, adapted
to suit radio and cas be collowed
as a story without a textbook.

as a story without a textbook.

Ina Claire is a name of top rank
in legit and probably better-thanaverage in familiarity percentage
with the public at large. Madame
Sans Gene' has a full-bodied plot,
action enough and complications
erfough to fill out an hour. Performances were first rate and the
entertainment content, once the
rather cumbersome first three or
four minutes were gotten out of the
way, was passable.

However there were lessons in this

Your minutes were gotten out of the way, was passable.

However there were lessons in this comparatively light sustainer not unlike the results of the heavier shadespear sersimption of sublic tolerance for a program that diligent listening, ear to loudspeaker, cannot completely follow? And 'Madame Sans Gene although lucid most of the way, had more than a few moments (15 characters spoke) of fogginess as to what was happening and to whom. In particular, the getaway must have prompted turnoffs.

Land.

CHARLES BENFORD Commentator 15 Mins. Sustaining Sustaining Mon.-Thurs., 9 p. m. WOR-Mutual, New York

WOR-Mutual, New York

With Gabe Heatter heading out on a month layoff this week, Benford was brought up from WOL, Washington, where he recently quit as both news disher and interpreter. Has excellent diction and a sense of timing. If he can continue to chart a course like his debut Monday (28) he looks like WOR has dug up something.

he looks like WOR has dug up some-thing.

From Washington, Bentford on his

Frinitialer showed he had alert ears
and eyes when camping in the capi-tal. He knows politics and seems to
have a good background on general
events. Half a dozen wet-ink news
events got good, sober interpretation, but it was his major scalpelcarving job that focused attention on
him.

carving job that rocused autention on him.

Sinking his teeth into the sensitive subject of the A. F. of L. rassle with the C.I.O. for labor dominance, Benford dia cleaner-out, more real of the control of the control

Cree

ORSON WELLES

WOR, Newark
Well, here's some more radio culture. And it's still a half-hour stage wait as far as average radio listeners are concerned.

ture. And it's still a hair-hour stage wait as far as average radio listeners are concerned.

Orson Welles is an excellent actor; as Mistrables is an excellent result of the still a stage of the stage of th

there'll be somework
the finish six weeks from now and
maybe not.
The way it's done is supposed to
be something new. Welles narrates
the yarn and it fades in and out, in
dramatized hunks. Hard to tell
what's new about that. Or which
chunks are better—the acted-out
ones, or the Welles-narrated ones.
Welles is an excellent actor, that
has been noted before; let it be noted
again. He gets good support from
Whittord Kane. Martin Gabel. Alice
Frost. Frank Readick, Ray Collins
and Will Geer. But it's still Welles
pleasy the control of the colling of the colling

WTAR Transmitter Salute Special 110 Mins.—Local Sustaining WTAR, Norfolk, Va

WTAR, Norfolk, Va.
Earlul of WTAR history and contributions to community plus singing by local artists who attended after a strength of the st

some compinitional station.
Earleyne Schools, 14-year old singer of Norfolk; the Lions Club Quartet, Marguerite Bonney, Lillian Weast Terrie and Evelyn Ficarra were used. Jeff Baker was mc. Program marked by reading of congratulatory telegrams but anything like exaggerated blowing of station's own bugle was smartly avoided.
Travis Barnes closed with songs.

Sand.

DOROTHY GISH 'Couple Next Door,' with Harold Vermilyea, Harriet Widmer, Jack Brinkley

Serial
15 Mins.
PROCTER & GAMBLE
Dally, 11 a.m., CDST.
WGN, Chicago

(Blackett-Sample-Hummert)

WGN: Chieago

(Blackett-Sample-Hummert)

First move in an indicated revision of a long-standing B-S-H save-expense policy against the use of names of any kind on morning script shows is the booking of Miss Gish and Harold Vermilyea to do the visual stands of the same of

impart to a script soggy with stodginess.

Miss Gish is the third femme lead for this morning show in the past few weeks, and is bringing a certain professional touch to the program. She does, however, need an easier approach to the microphone. Shesens of the microphone of the part of the property of the part of the property of the part of

Roy Shield back from Coast to Chicago NBC orchestral duties, and getting ready for three Grant Park concert dates.

Follow Up Comment

Fielchmann Yeast summer bank-roll-skimper was found in its third west-skimper was summer to seeks. Program Sunday (25) on NBC, bunched around Werner Janssen orchestra was minus the lofty-brow classical selections and the Carnegie Hall approach. Replacing was Buddy Rogers as guest and down-to-the-audience numbers. Rogers, fresh back from his Hawaiian honeymoon, library was buddy Rogers as guest and down-to-the-audience numbers. Hawaiian honeymoon, library was been in the Hawaiian honeymoon, library was to have to Infatuation' in his customary uncertain baritone. Later he did his time-tried oil' rellable stunt of playing seven instruments in quick succession while the band breezed through a brisk piece. His versatility bit registered well over the ozone.

Loretta Lee, regular and sole vocalist on the 30-min, program, had breed the standard over cortelly with a pub flumded over cortell standard on the sandard were Nathilkret's Plantation Dance,' and the finaling medley of Neapolitan airs which was concluded with 'Tarantella.'

which was concluded with "Taranteilla."

Tommy Farr, English heavyweight champion, in this country for a bout with Joe Louis, did about two min the state of the louis of the

ney in accent, were the other mikers.

Crosby Gaige, legit producer, cook and gourmet, dished out a flavorsome talk on the latter two specialties, as guest for 'Heinz Magazine of the Air over CBS. Not a new radio property of the comparison of the

Morrison, 'talented mother of Joan and C'nstance Bennett.'

Jerry Beleher, conducting his first 'Our Neighbors' NBC blue band broadcast from Hollywood (July 25), interviewed a group of film names and relatives around the swimming part of the home of the property of the home of the property of the prop

and sensible.

'Music for Radlo,' original composition by Aaron Copland, which was played for the first time last Sunday (25) afternoon by Howard Barlow and the Columbia Symphony Orchestra over the CBS chain, might be called a 'program piece.' Charitable judgement would probably classify it as second rate. Composition (at least on first hearing) is undistinguished. It has no particular theme nor character and Copland's orchestration is less than brilliant Comparison with the great classics is hardly fair, of course, but pro-

CAPT. BOB BAKER

CAPT BOB BAKER
Interviews
Is Mines
GENERAL MILLS
Monday-Friday, 1.45 p.m., EDST.
WABC-CBS, New York
(Blackett-Sample-Hummertt)
Final 15 minutes of the Gold
Medal Hour now brings Capt, Bab
Baker from Hollywood. Spieler sets
up his mike at one of the studios
and does the question and answer
routine with film personalities. Calls
if Hollywood in Person.
Session capt, (20)
Se

'ADVENTURES ABROAD' With Cornelius Peoples, Frank Arm-strong, Jerome Walter, Jacqueline Feureman, Rosemary Dillon Kid Serial

Feureman, Rosemary Dillon
Kild Serial
15 Mins.—Local
GOLDENROD ICE CREAM
Mon., Wed., Frl., 5:30 p.m., CDST.
WGN, Chicago
(Salem Baskin)
Serial strives to be 'educational'
by having a bunch of kids run
around Europe, with an accompanying adult, pointing out the sight,
wham, a plot hits. But it's done in
such a way that even adults might
be left wondering why and where
it came from.
Main trouble is in the writing. Not
only has the scripter made such
elemental mistakes as word and
phrase repetition (for no legitimate
reason), but characterizations are
nil, and the kid appeal just isn't
there. Another bad fault is the
breathless production, which never
lets down, or changes tempor mobShow dofe, and screaming women
though. But who'll listen? Loop.

grammed just before a Mozart symphony, 'Music for Radio' emerged as definitely lightweight material.

Composition, third in a series of six written specially for the Columbia Composers Commission, is to be named by the listeners. One offering the most suitable title will be given an autographed copy of the score. Henry Neely's program comments on the show are properly brief, but could use a touch of humor.

humor.

Phil Spitainy and his 30 (presently 34) 'lovely ladies' continue doing a right pert and pretty job for General Electric over NBC-Red on Monday evenings at 9:30. Boss hash teledown on his charges and the credit of the continuation of the contestral group. Evelyn, only musician getting billing, paces the gals well in her first-fiddle berth and grates the gut with a sensitive stroke when solong. These gals must gebleary-eyed practicing. Results show the gals improvement les in the grow-

it.

Big improvement lies in the growing ability of the crew as a whole. The brass section can triple-tongue with a rhythmic suaveness the equal of many a masculine organization. Flute duo was exceptional sample.







THE CINCINNATI MARKET . in Radio Language that's WSAI

A potential audience of more than one million listeners in the rich industrial Cincinnati area.

These WSAI listeners are your buyers . . . and WSAI is the Cincinnati Buv.

Robert Q. Jonaings, in charge of Sales and Programs, Cincinnati New York and Chicago Offices: Transamerican Broadcasting & Tolevision Corporation J. Raiph Corbett, Inc.

- BASIC RED NETWORK, N. B. C. MUTUAL BROADCASTING SYSTEM
- THE WLW LINE

THE CROSLEY RADIO CORPORATION

Agencies—Sponsors

Blackett-Sample-Hummert has a new account in F & F cough drops, and will debut the product in radio this winter via national spot cam-paign over as yet unselected sta-

Doyle Packing Co. ('Strongheart' dog food) starts Aug. 23 on WOR with series of thrice-weekly recorded musical five-min programs. Agency is Charles Dallas Reach,

Five stations will be added Aug. 15 to the NBC basic coast Red network releasing Cardinet Candy 'Night Editor' program with Hal Burdick on Sundays. The new outlets are KDYL, Salt Lake City; KOA, Denver; KTAR, Phoenix; KGIR, Butte, and KGHL, Billings. On the same date the show will change time. moving from 9:15 p.m. PST to the 9:00 o'clock spot formerly occupied by Duart's 'Passing Parade.' On the following Sunday, Aug. 22, the Owl Drug Company will shift its 'Treasure Island' program to the present 'Night Editor' period. The Owl show is now aired at 7:15 p.m.

Tomaschke-Elliott agency, Oak-land, handles the Cardinet account and D'Evelyn & Wadsworth, San Francisco. has the Owl program. Five stations will be added Aug. 15

Petri Cigar Co. (Van Camp and La Natividad cigars) through Emil Brisacher & Staff, is spotting 100 announcements on KGO, San Francisco, over a one-year period beginning July 20.

Homestead Bakeries is shifting its weekly amateur show conducted by Bennie Walker to Sundays at 7:15 p.m. FST, effective Aug. 1, over KGO, San Francisco. Hour has been aired Wednesdays at 7:30. Account is handled by Leon Livingston

Nozzema (sunburn lotion) fades off WABC on Aug. 9 after its first radio test campaign. Program, a two-a-weeker featuring Del Casino and Ray Block orch, covered only N. Y., WCAU, Philly, and WCAO, Baltimore, over CBS so as to reach the east coast resort area. Will wind francisco.

up on WCAU and WCAO on Aug. 6, one program earlier than on WABC. Show will then have done 13 weeks.

Chemo-Ray Eye Institute of San Francisco and Oakland, through Rufus Rhoades & Co., has signed a year's contract for twice-weekly broadcasts of a quarter-hour transcribed series, 'House of Peter Mc-Gregor,' over KFRC, San Francisco, starting July 23.

'Heinz Magazine of the Air' in-creases from three weekly daytime quarter hours over CBS to five weekly, commencing Aug. 31.

Sherwin-Williams (paints) com-mences over WOR Sept. 8 with a 30-min. program on Wednesdays, 30-min. program on Wednesdays and spots on Mondays and Fridays

Zephyr cigarettes, made by Axton-Fisher Tobacco Co., will be plugged 15 minutes daily each week, Monday through Saturday, on WNEW's Make-Believe Ballroom, electrical transcription program, as a result of new pact set this week.

North American Accident Insur-ance, Chicago, is sponsoring the Monday, Wednesday and Friday morning newscasts on WLW by Peter Grant, chief announcer of Crosley's 500.000-watter. Contract for 13 weeks placed by the Franklin Bruck agency, NYC.

WFIL, Philadelphia, 15-minute commercial has Mrs. Morrison's Pud-dings, placed through Clements Agency, Philly, six days a week from 8:30 to 8:45 a.m., using news.

John Nesbitt's Passing Parade' program, which aired this past year over NBC, will return to the air again for same sponsor. Duart, but over Mutual for coming winter sea-son. Show swings back into broad-casting on Sept. 12, and will coast-to-coast over MBS.

L. B. Makes a Speech

Cincinnati, July 27.

Cincinnati, July 27.

A one-minute message, in which.he-classed Cincinnati as the radio capital of the world and tossed posies at the four other local stations, was delivered by L. B. Wilson in dedicating the new 10,000-watt transmitter of WCKY to the station's listeners station's listeners. Said Wilson:

Said Wilson:
'Cincinnati' is recognized as,
the capital of the radio world.
With WLW, the world's most
powerful station, located here,
and with such excellent stations
as WKRC, WSAI and WCPO
also contributing to Cincinnati's
radio fame, we of WCKY feel
that we are in splendid company and must be wide awake
at all times to render the greatest possible service to a critical
and discriminating audience.'

EVANSVILLE ON CBS IN ABOUT SIX WEEKS

WEOA. Evansville, Ind., will become a Columbia affiliate as soon as the American Telephone Co. can rearrange the circuit lines leading from that town to the nearest network cut-in. This, it is figured, will take between four and six weeks. Station operates at 250 watts days and 100 watts nights on 1,370 k.c. NBC is represented in the same town by WGBF, which operates at 1,000 watts lays and 500 watts nights on 630 k.c.

Willat Brown East

Los Angeles, July 27.
Willat Brown, Don Lee-KHI exec, is en route to New York on a sixweek biz-vacash trip.
He'll confer with eastern Mutual Broadcasting heads regarding future programs and sneak in pleasure iounds

Patricia Ryan, Fishface (Elmore Vincent) and Figgsbottle (Don John-son), Swor and Lubin, and Fields and Hall all placed by NBC Artists Service to wax for World Broadcasting discs for Alka Seltzer.

Pacific Coast Radio Notes

Charles Lapworth has joined KFI to handle series on What the Papers Say.' Also handles 'What the Critics Say,' using editorial opinions on pictures and degit

Eric Snowden has joined Brewster Morgan in preparing Shakespearean series for Columbia Broadcasting.

Olsen and Johnson hopped to Catalina for next three Richfield broadcasts. Jan Garber has succeeded George Hamilton's ork.

Johnny Luther and Gang back from eastern tour for 'Hollywood Barn Dance' on KNX (Hollywood).

Fred Jones resigned as publicity director of KEHE. Succeeded by Lewis C. Patterson, formerly blurb director for WCAE in Pittsburgh.

Savington Crampton of the Wil-liam Esty office feted 50 radio edi-tors when Benny Goodman returned to the Palomar nitery in Los An-

Bing Crosby went spieler again when he interviewed riders in jockey quarters at Del Mar July 24.

Olcott Vail, concert master for Raymond Paige on Hollywood Hotel, has been signed in the same capac-ity by Robert Armbruster on the Chase & Sanborn hour.

Jerry Beicher is in Hollywood for two months to continue his NBC 'Our Neighbors' program from the fillside manses. He picked on Jim-mie Fidler's home July 25.

Burt Horswell has joined KHJ's sales staff. Horswell formerly was manager on WHBL, Sheboygan, and WIBA, Madison, Wis.

Meredith Wilson is relinquishing his Carefree Carnival baton to Jack Meakin for two weeks while he vacashes between Show Boat rehearsals and broadcasts in Holly-

John Nesbitt's 'Passing Parade' wood, returning to San Francisco swings from NBC to Mutual Sept. 12. for the Carnival program 'Aug.' 6 over the coast NBC-Red web.

Jim Bannon has joined the KHJ announcer staff. Formerly was with WABC in New York on KMOX, St.

John Frazer, freelance announcer in Frisco, has joined staff at KEHF.

Don McNamara, who has been working in films, has rejoined an-nouncing staff at KMTR.

Glen Mitchler, former staff bari-tone at KLX, Oakland, made first Los Angeles appearance over KMPO

Armand Girard, baritone, and the Southern Harmony Four of NBC'e San Francisco staff have been booked by the web's Artists Service for the Midnight Review at the Stockto (Cal.) Memorial Auditorium Aug. 10.

Ten-year-old Feter Loyanich, pianist, and his father, Peter Lyons, violinist at KYA, San Francisco, have gone to Philadelphia, where the boy will study with Jose Iturbi for

Muriel Ireland of the program de-partment and Carl Christiansen, technician, at KYA, San. Francisco, recently received final citizenship papers. Miss Ireland was formerly a British subject; Christiansen was born in Denmark born in Denmark,

Office manager Enes Canata of KFRC, San Francisco, was cut and bruised last week when she was struck by an automobile while on her way to work, Injuries not serious.

Margaret O'Connor (Mrs. Bill Mc-Caffrey) secretary to John Royal, NBC vice-prexy in New York, o.o.'d the web's San Francisco studios last week before going to Lake Tahoe. ro for a few days.



An organization's claim to existence is in proportion to the amount of good it does, the value of the service it renders, the integrity of its officers, and its sincerity of purpose.

Success must follow the intelligent application of an idea that better serves all interests.

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

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

Danbury, Conn., July 27.

Capt. Frank Hawks ready to set up broadcasting plant here provided local commercial interests give support and FCC gives permit.

Speed flier, dweller at nearby. Redding, has been mulling exhaler in Hat City for some time. Only station in thickly-populated Fairfield county now is WICC, Bridge-port. Application of Charles Greenblatt of Waterbury for a 100-watter in Bridgeport has been pending in Washington.

Understanding is that Hawke bear

Understanding is that Hawks has eye on the CBS shingle WICC let go when it joined NBC Blue last Janu-

Special Edition for WAIM

See Special Edition for WAIM
Spartanburg, S. C., July 27.
WAIM, station of the Anderson
(S. C.) Independent and Daily Mail,
signed with Columbia as system's
South Carolina outlet. Wilton Hall,
publisher of two dailies, announced
deal with special editions of 10
pages each, featuring WAIM as only
CBS station in the state.
Greenville (S. C.) News and Piedmont with NBC connection is only
other newspaper layout in state with
a radio station. Large new equipment additions also have been announced for station.



ARTIST'S MANAGEMENT Bureau, Inc. Presents:

PAUL WHITEMAN

and His Orchestra

Red—Wednesdays 12-12:30 P.M. EDST -Saturdays C 12-12:30 P.M. EDST

ARTIST'S MANAGEMENT
Also Represents:

Jimmy Brierly
Jean Ellis
King's Men
Bob Lawrence
Johnny Mercer
Harry Rosenthal
Vivienne Segal

ARTIST'S MANAGEMENT Bureau, Inc. 45 ST., NEW YORK Tel. MU. 2-1888



F.C.C.'S WASHINGTON DOCKET

NEW APPLICATIONS

Arkansas: KTHS, Hot Springs Chamber of Commerce, Hot Springs, extension of special experimental authorization to change frequency from 1040 to 1060 kc, hours of operation from sharing with KRLD, Dallas, Tex., to simultaneous with WBAL, Baltimore, from 6 a.m. to local sunset daily, suspend until 8 p.m. and unlimited from then until "indinght," KUOA, KUOA, Inc., Siloam Springs, day power boost from 2½ to 5 kw.

Connecticut: WTIC, Hartford, extension of special experimental authorization to change frequency from 1060 to 1040 kc and hours of operation from sharing with WBAL, Baltimore, to simultaneous with KRLD, Dallas.

Kansas: KVGB, Ernest Edward Ruehlen, Great Bend authority to install new automatic frequency control
KFBI, Farmers and Bankers Broadcasting Corp., At
lene, install new transmitter and vertical antenna an

KFBI, Farmers and Bankers Broadcasting Corp., Abilene, install new transmitter and vertical antenna and
move transmitter.

Maryland: WBAL, Baltimore, extension of special
experimental authorization to change hours of operation from sharing with WTIC, Hartford, to simultaneous operation on 1060 kc with KTHS, Hot Springs,
Ark., from local sunset to 9 p.m. on 1060 kc, will synchronize with WJZ, New York, on 760 kc from 9 p.m.
with 2½ kw power, using directional antenna.

Massachusetts: WMAS, Springfield, install new transmitter, erect vertical antenna and move transmitter.
New York: National Broadcasting Co., Inc., New
York, extension of authority to transmit programs to
stations CPCF- and CRCT, and the Canadian Broadcasting Corp.: Columbia Broadcasting System, Inc.,
New York, extension of authority to transmit programs
to CFRB and CKAC, and stations of the Canadian
Broadcasting Corp.; WESG, Cornell University, Elmira,
extension of special experimental authorization to operate on 850 kc, daylight to sunset at New Orleans, LaFennsylvania: WKOK, Sunbury, authority to transfer control of corporation from the Sunbury Item,
Lo George W. Beck, Basse A. Beck and Harry H.
Haddon, 73 shares common.

South Baketa: WNAX Yankton, authority to trans-

fer control of corporation from the Sunbury Item, Inc., to George W. Beck, Basse A. Beck and Harry H. Haddon, 73 shares common.

South Dakota: WNAX, Yankton, authority to transfer control of corporation from Charles H. Gurney to South Dakota: WNAX, Yankton, authority to transfer control of corporation from Charles H. Gurney to South Dakota: Broadcasting Corp., Amarillo, new station to be operated on 1500 kc with 100 watts; KRLD, KRLD, KRLD Radio Corp., Dallas, extension of special experimental authorization to operate simultaneously with WTIC; Northwestern Broadcasting Co., Vernon, new station to be operated on 1500 kc with 100 watts; KGVL, Hunt Broadcasting Association, Greenville, new station, changes in automatic frequency, control equipment and move transmitter.

Washington: Tom Olsen, Port Angeles, new station to be operated on 1500 kc with 250 watts, days only: Shirley D. Parker, Yakima, new station to be operated on 1310 kc with 100 watts hights, 250 watts days. West Virginia: WBLK, Clarksburg, authority to install new automatic frequency control equipment. Wisconsin: WEAU, Eau Claire, authority to transfer control of corporation from Morgan Murphy to Elizabeth B. Murphy, 60 shares common stock.

EXAMINERS' REPORTS

California: Application of Robert E. Clements, Huntington Park, for permit to construct a 250-watt day-time transmitter on 1160 kc was tagged for the ash can by Examiner H. Hyde. Clements, former colleague of Dr. Francis E. Townsend, old-age pension leader, sent cled, pointing out hearing was unnecessary. Respondents at the hearing moved that the request dismissed with prejudice, and Hyde concurred. West Coast International broadcasting station for General-Electric Company was indicated in a favorable report from Examiner George H. Hill. Based on lack of adequate short wave facilities for handling programs from the U. S. to the Far East, G. E. Company requested Commish to let them erect a \$50,000 transmitter, to be operated on 9,530 and 15,330 kc, using 20 kw. Reception in China and other parts of

the Orient, from the company's two New York short wave stations, W2XAD and W2XAF, Schenectady, has been very disappointing, applicants claimed, and transpacific broadcast would solve problem.

Declaring proposed programs of research and experimentation indicated 'reasonable promise of substantial contributions to the development of international broadcast service,' Examiner Hill recommended Commish granting of the application.

Philip J. Hennessey, Jr., and Henry Ladner appeared in behalf of the applicant.

Florida: Green light was flashed by Examiner R. H. Hyde for a frequency change from 1300 to 610 kc for WIOD-WMBF, Isle of Dreams Broadcasting Corp., Miami. Pointing out that no objectionable interference would occur to any existing transmitters and that change would greatly improve Miami station's service, Hyde recommended granting of the application.

Station was represented by H. L. Lohnes.

Indiana: Change of frequency from 1310 to 1290 kc and juice jump from 100 watts nights, 250 watts days, to 500 watts nights, 1 kw days, for WBOW, Banks of Wabash, Inc., Terre Haute, was recommended to the Commish by Examiner Melvin H. Dalberg.

In a joint report turning down the application of Glenn E. Webster for a daytime station to be operated on the same frequency with 250 watts, at Decatur, Ill., Dalberg found need for additional service existed in the Terre Haute area. Illinois applications for the same frequency would limit the service of WBOW if granted, Dalberg noted in his conclusions that chances of WAAS, Pitsburgh, for a juice jump to 5 kw were slim. If, however, the station would receive a boost, it would limit the Terre Haute transmitter to its 11 millivolt per contour, according to testimony given at the hearing.

Henry B. Walker appeared on behalf of WBOW, with James H. Hanley and Thomas J. O'Brien appearing for Webster.

Michigan: Juice jump for WBCM, Bay City, looked likely when Examiner Robert I. Irwin found a need for additional daytime service in the area and gave it a clean bill of health on progr

eration.

James E. Davidson, to whom transmitter is Ilcensed, asked for a boost from 500 watts to 1 kw, retaining the present frequency of 1410 kc.

Protest to granting of the application was made by Harold F. Gross and Edmund C. Shields, who are waiting for a court decision before constructing their own transmitter at Saginaw. Gross and Shields were granted permission to build a daytime station on 950 kc with 500 watts, early this spring, but case has been tied up by the Saginaw Broadcasting Company, which received a turndown for a Saginaw station from the Commish.

Horace L. Lohnes and Fred W. Albertson repre-

Horace L. Lohnes and Fred W. Albertson represented WBCM, while Arthur W. Scharfeld and Philip G. Loucks championed the protections

Horace L. Lohnes and Fred W. Albertson represented WBCM, while Arthur W. Scharfeld and Philip G. Loucks championed the protestants.

Obio: Unusual type of broadcast service was approved by Examiner John P. Bramhall, in recommending to the Commish that the Food Terminal Broadcasting Company's request for a station at Cleveland should be granted. Distributors of food products the concern asked for a daytime smallle to be operated on 1500 kc. Service would consist mostly of an extensive broadcasting of market conditions to provide framers and consumers with up-to-the-minute Information. Applicants explained at the hearings that much trouble has been caused by gluts, or an oversupply, on the market. This could be overcome, it was pointed out, if consumers could learn exactly which Item was flooding the market. Alring of information of this sort would enable buyers to take advantage of the opportunity to purchase large quantities of fruit and vegetables at low prices and also would reduce the losses of farmers and growers who frequently bring their products to market only to learn that there is an oversupply.

Terminal Broadcasting retained Arthur W. Sharfeld and Philip G. Loucks as counsel.

is an oversupply.

Terminal Broadcasting retained Arthur W. Sharfeld and Philip G. Loucks as counsel.

Williams' Foreign Rights

Chicago, July 27.

Sought by Lord & Thomas

Lord & Thomas agency is after foreign rights to 'Adventures of Act Williams,' transcribed kid serial de-veloped by W. E. Long Co. Michaelson & Sternberg, N. Y. exporters, doing the arranging,

CBS' FRISCO POWER

UNKINKING BALLYED

San Francisco, July 27.
New 5,000-watt transmitter for
KSFO is scheduled tentatively for
dedication on Aug. 15. Car cards
and space in the dailies will be used
by Manager Phil Lasky to ballyhoo
the event and the expected improved
reception of KSFO in this territory.
During construction of the transmitter at Islais Creek in China Basin
the station has aired a number of

the station has aired a number of special broadcasts from the site. Power boost from 1,000 to 5,000 watts is expected to eliminate squawks about poor reception which has been a sore spot since CBS took over the station several months

PRIVATE JOKE

Somebody Thinks It's Funny to Hoax Early Shift

Practical joker had Stephen Price, Practical joker had Stephen Price, free lance announcer, report at 8 amto take over the duties on Mark Hawley's WOR Transradio session. Moment later Jeff Sparks, the regular assignee, showed up.

Telephone call to the home of Harry Carlsen, announcer supervisor of WOR, disclosed the hoax.

32.000-Count 'Em-Notes On WLW Sustaining Fave Cincinnati, July 27.

A near record for a sustaining program mail tug on WLW resulted from the station's recent offer of a from the station's recent offer of a free picture of Tommy Riggs and his mythical, juve Betty character. Total response from all parts of the country exceeded 32,000 request let-ters, boasts Frank M. Smith, sales manager of Crosley's super-watter. Gratis offer was announced on four breadcasts.

broadcasts.

Radio Ed on NBC Payroll

Radio Editor Darrell Donnell of the San Francisco, July 27. Radio Editor Darrell Donnell of the San Francisco Examiner be-comes a newscaster for NBC's coast Blue network next Monday, Aug. 2, airing quarter-hour broadcasts at 7 p.m. EST five nights a week. Donnell will use International News Service dispatches. Will con-tinue on the Examiner radio desk.

TOURIST INTERVIEWING **BECOMES INDUSTRY**

Detroit, July 27.

Detroit, July 27.

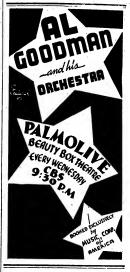
"Tourist' interviews, inaugurated coupla months ago by CKLW from Canadian end of Ambassador bridge across Detroit river, have proved so popular that a second program of identical nature is now being aired by cetaion. by station.

New one originates at Canadian New one originates at Canadian terminal of Detroit-Windsor tunnel and is handled by announcers John Gordon and Val Clare. First tourist show, aired on Tuesday evenings, continues from bridge terminal with Joe Gentile and Les Marcus.

Option Clem McCarthy

Chicago, July 27.
Schwimmer & Scott agency here has optioned the services of sports announcer Clem McCarthy for the football season.
Understood planning a series for pre-football game sessions by

pre-football game sessions by McCarthy on a national spot basis,



EASY ACES

YEAR FOR Kett • Sample BLACKETT HUMMERT, INC.

NACIN

HARRY SALTER

CONDUCTING

LUCKY STRIKE "HIT PARADE"

EVERY WEDNESDAY

N.B.C. Red at 10 P.M. EDST



NBC NETWORK

D'ARTEGA

ORCHESTRA JELLO

7:00-7:30---NBC

THE O'NEILLS" NOW RADIO'S MOST POPULAR FAMILY BRINGS YOU MORE AUGHTER TEARS AND HEART-THROBS Presented by Ivory Soap - 99 44 100 0, 0 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 MGT, ED WOLF-RKO BLDG, NEW YORK CITY

NORTHWEST PASSAGE

Lew Weiss of the Don Lee chain is in the Pacific northwest at pres-ent. His mission is to canvas the possibilities of an extension of Mupossibilities of an extended service into the Portland-Seattle

area.
Seattle with 500,000, and Portland with 350,000, have between them nearly a million mortals and a lot of wealth. Line carry from California, however, is an item to be reckoned with.

hould Weiss successfully conclude deal with stations in Oregon and Washington Fred Weber, general manager of Mutual, may not have to make trip west in August as planned.

HELLO, MOM' 125 TIMES IN 15 MIN. PROGRAM

Cleveland, July 27.
Lakeside Biscuit Co., sponsors of the 'Sidewalk Interviews' program over WTAM five days a week, was host to 125 boys and girls of Northern Ohio at a baseball party last week. Youngsters met at the station and were lunched at Harry Proper's Mayfair Casino before being taken to the ball game by Tom Manning.

Manning.

Latter also set some sort of record by putting all 125 youngsters on the air during a 15-minute program.

Wind Hits WBNS Tower

WBINS, local CBS outlet, off the air nearly two and a half hours Sunday (26) when a high wind blew over the top 20 feet of its 380-foot trans-mitting antenna tower two miles east of here. Tower did not fall entirely to ground and was repaired and ice resumed.

Station went off air at 4:55 p.m. (EST) and resumed at 7:28 p.m.

and SUDDEN WEALTH

for

WOW Listeners

Sudden wealth of the harvest will soon aweep down on "the market basket of the nation." Millions of dollars will roll into the rich middlewestern grain country known as Nebriowa*. Prospects for corn and wheat crops in Nebriowa are the best in many years.

Crop money gratifies year-long desires . . . for farmers and city dwellers alike. Capitalize on it! Reach the spenders FIRST — through their favorite redio station, WOW.

* NEBRIOWA — The lumensely we at the year the trade territory of eastern NEBRASKA, western 10WA, and them of Kursas, Mandouri, Minnesotia Mandouri, Minnesotia Mandouri, Minnesotia is well is well at the trade of t

590 KC

5,000 Watte

OMAHA, NEBRASKA

JOHN GILLIN, Jr., Mgr. On the NBC Red Net

JOHN BLAIR CO., Representatives Chicago, New York, Detroit, San Francisco

Owned and Operated by the Wood-men of the World Life Insurance

MUTUAL SEEKS Coast Guard Stops Wrangle Fast; NBC Gets Short Straw: Hires Aeroplane

CBS, NBC and Mutual are all cov-CBS, NBC and Mutual are all covering the Newport yacht races between Endeavor II and the Ranger, which commence Saturday (31). Since the Coast Guard convoy is so arranged that only two of the cutters will plow abreast of the sloops, the three networks at once got into a row when negotiating with the Coast Guard to insure their coverage.

ages.
Guard at once stopped the wrangling by making reps from the webs draw straws for positions. CBS and Mutual were lucky, drawing the cutters which will flank the racers on each side. NBC came out on the short end, and will have to be content with getting its view from a cutter which will ride slightly astern of the contenders.

To make up for its unfortunate po-

cutter which will ride slightly astern of the contenders.

To make up for its unfortunate position, NBC will sling a mike aboard an anchored boat at the finish line to make sure it will not be scooped on getting out the name of the sloop sweeping over-the line first. A TWA plane has also been hired to get a description of the race from the air as an amplification to the sea-view comment from the cutter.

Though Mutual-is apparently doing the race, WOR is actually paying all of the expenses involved, which will exceed \$3,000. Line charges alone will top \$2,009; Cameron King, who will alternate with WOR's special eventer Dave Driscoll on the descriptions, has been hired for \$450 for the job, and four engineers are being sent up.

JUDGE, CITY ATTORNEY, ACTORS ON KVOD SHOW

Denver, July 27.

Municipal Judge Philip Gilliam
and Assistant City Attorney Leon
Ginsberg are carrying the leading
roles in a series of dramatizations
for safety being aired by KVOD,
Denver. Dramatizes actual manslaughter trials of persons accused
of killing someone with an automobile.

Judge Gilliam and Ginsberg hold

Judge Gilliam and Ginsberg hold a discussion on each case, and tell how the accidents might have been prevented. The series is called 'The Judge Tells His Story.'

Harry Hill, KVOD news editor, with Gilliam and Ginsberg, picks the cases and writes the script. Jay Daniels directs the KVOD players, including Dorothy Mendelsohn, Victoria Doherty, C. Norman Lasky and Preston Frenzel.

WOAI's Special Events

WOAL's Special Events
San Antonio, July 27.
WOAL San Antonio, July 27.
WOAL San Antonio, has contrived an effective piece of promotion on the station's public events coverage and newscasting. It's a 24-page booklet, thickly studded with piecuters showing every phase of the outlet's business of news coverage during the past year.
Booklet is split into several section, mainly dealing with Special Events, "Timely Interviews," Human Interest Editing," Personalities and 'Covering Local News.' A section is also devoted to mail received on the events and news angle of the station's activities.

Radio Ed on WCKY

Radio Ed on WCKY
Cincinnati, July 27.
Paul Kennedy, radio columnist on
the Cincy. Post, Scripps-Howard
sheet, today (Tuesday) commenced
a series of bi-weekly evening chats
over WCKY.
Has carte blanche to criticize
radio, music, performers and local
night-living as he sees fit.

WJR Visits C.C.C. Camps Detroit, July 27.

Detroit, July 27.

WJR is carrying its special events program to the CCC camps in Michigan, in a sexies of thrice-weekly stints. Series will cover camps within radius of 100 miles from Detroit, and will touch on boys' views on current tonics.

current topics.

Planned to extend cross-section survey of state's youth to summer schools and other camps within this part of the state.

Benford Hiss for Heatter Charles Benford, formerly on WOLL, Washington, is subbing for Gabriel Heatter as staff news com-mentator, while the latter is on a four weeks vacation. Benford will have all but the Friday evening spot. This one will be filled by Raymond Gram Swing.

Baseball at 2 A. M.

Columbus, July 27.

Night doubleheaders, bane of ball players in the American Association, are beginning to get into the hair of the radio announcers here. When the local team is on the road, night games don't start until 9 p.m. (Columbus time) and when two games are carded it keeps broadcasters at the station until way after midnight.

Last Friday night (23) Johnny Neblett, WBNS announcer, and his aide, Jim Blower, spent hearly five hours before the mike bringing listeners a telegraphic report of a double-header in Louisville. Came on with first game at 9:15 p.m., then with about 8-minute intermission between games began broadcast of nightcap at 12:15 a.m. Second game, scheduled for seven innings, actually went eight, so it was 2 a.m. before Neblett and Blower called it a night.

Ward Byron Joins MCA As Consultant in L. A.

Los Angeles, July 27.
Ward Byron, producer of several
programs in San Francisco for NEC,
has resigned after 12 years to join
the Music Corporation of America

Radio End of Pennsylvania State Acct. Detached for Philadelphia Agency

Radio end, as figured at present, will run about \$175,000.

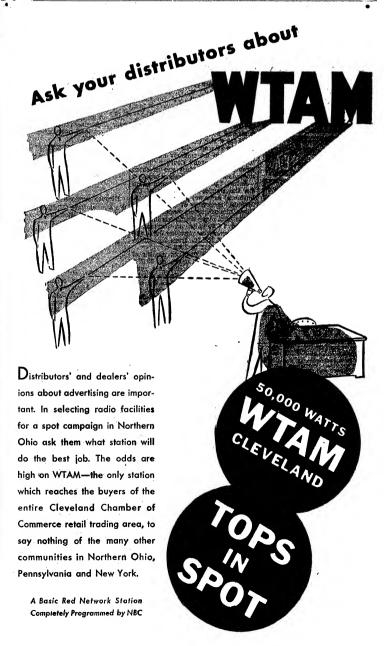
Although W & D is set to lose the radio portion of the account, it will retain the major portion, amounting to \$325,000, to be spent chiefly for mewspaper and magazine ads. Idea of the splurge is to boost Penna. as a travelers' mecca. Outlay of \$500,-000 was voted by recent session of the Penna. legislature at Harrisburg.

Several factors are believed to have dictated the agency switch in the radio account. One is the idea that the program, originating in WCAU, Philly, could, be handled more efficiently by an agency on the spot. Another reason, though not mentioned, is that politicians in the eastern end of the state were howling that part of the allotment should be spent in their bailiwicks. That is figured to have swung the deal, with each end of the state were howling that part of the state yetting a share.

Show, airing at 10:45 Saturday

Philadelphia, July 27.
Reported here that radio end of the State of Pennsylvania account held by Walker & Downing, Pittsburgh agency, is slated to be tossed to Barnes & Aaron, Philly agency, ladio end, as figured at present, will run about \$175,000.

Although W & D is set to lose the radio portion of the account, it will retain the major portion, amounting to \$325,000, to be spent chiefly for newspaper and magazine ads. Idea of the splurge is to boost Penna. as a travelers' mecca. Outlay of \$500, 100 was voted by recent session of the Bonne lagislature at Harrisburg.



Boom in Pianos. Other Instruments: Adult Hobbies Help; Small Towns Best

Musical instrument business is basking in its biggest boom in years. Sales for the first half of 1937 are running far ahead of the same period last year and are several times the volume of the 1933 low. Dealers expect the year to approach the figures for the lush 1925-28 period. All time high was in the 1890's.

high was in the 1890's. With pianos as the basic article, the whole field of instruments is sharing in the splurge. Visitors at the 36th annual music industries convention, current this week at the Hotel New Yorker, N. Y., report various degrees of upturn in busifiess. Favorable reports, however, are unanimous.

Piano manufacturers rate the sales volume for the first half of 1937 at anywhere from 20% to 35% over last year, while the smaller instrument anufacturers and distribs estimate rise in their sales at from 40%



The New Summer Sensation IS THIS GONNA BE MY LUCKY SUMMER

Season's Loveliest Ballad MOON AT SEA

The Comedy Hit of 1937 TODAY I AM A MAN

Officially Approved Roosevelt-Du Pont Love Y OU ARE THE REASON





instrument business is its biggest boom in years. the first half of 1987 are rahead of the same period and are several times the 1933 low. Dealers expar to approach the figures he 1925-28 period. All time in the 1890's.

The several times the figures are related to the several to approach the figures he will be several to approach the figures are related to the several times the later of the several times are the several times the several times

Factor in the presence of improved business in the less populated areas, instrument men think, is the absence of other entertainment there of other entertainment there. In the big cities, they explain, theatres, films, niteries and a host of other amusements are available, while in the smaller towns diversion is lim-ited and a greater number of people play music for relaxation.

Adult Hobby

Adult Hobby

Another factor in the increased business, particularly in regard to pianos, is that more people are now taking up music as a hobby. Unprecedented number of growups, business men and mothers and fathers with grown children are taking lessons on the piano or some other instrument.

While piano sales are climbing to a high of recent years, player pianos

While piano sales are climbing to a high of recent years, player pianos and electric piano sales are just about at the zero mark. This is explained by the convenience of radio for those who want music for entertainment rather than as means of self-expression or release. Manufacturers also believe this is a healthy business sign, pointing out that people who buy pianos to play rarely tire of them, while player and electric planos are frequently a passing fad.

race planos are rrequently a passing fad.

Paradox of the upswing in musical instrument sales is that it is expected to have little or no effect on sheet music sales. That was illustrated last winter, when the boom was first noted. Former saturation point for sheet sales was from 400,000 to first and 100,000 to first sales was from 400,000 to first

(as the standard instrument of the

Actual figures of the rise in piano (as the standard instrument of the business) sales are offered by W. A. Mennie, secretary of the National Piano Manufacturers Assn. According to him, piano shipments for June totaled 7,409 units, an increase of 33.02% over the previous June and a jump of 554.5% from the corresponding period in 1932.

Sales for the first six months of 1937 were 49,595 units, or 33.62% over the similar stretch last year, indicating that 1937 will see a total sales of 130,000 pianos, since the second half of the year always shows much greater sales than the first. This will mean a gross of \$60,000,000. In addition to the improved economic condition over previous years, Mennie thinks, mechanical improvements and novel designs have been factor in the business boost.

ments and novel designs have been a factor in the business boost.

While a few distributors and dearer offer radio as one influence on the sale of musical instruments, few interpret the effect of broadcasting the same way. And the great majority seem to feel its bearing on the business is negligible one way or the other. the other.

Chicago, July 27.

Most encouraging news for music publishers in many a day comes from the report of the National Plano Manufacturers Association which states that the first six months of 1937 saw the greatest númber of pianos sold for any similar period strue 1929. pianos sold for any similar period since 1922. Piano shipments for the first six

months of this year were more than 33% ahead of the same months last year and more than 350% ahead of

THE PICTURE'S A HIT — AND SO ARE THE SONGS LOVE IS NEVER OUT OF SEASON OUR PENTHOUSE ON THIRD AVENUE

From RKO-Radio's "NEW FACES OF 1937"

From BEN MARDEN'S SMART RIVIERA REVIE THE IMAGE OF YOU

From THE PAN AMERICAN CASING REVIEW DON'T YOU KNOW OR DON'T YOU CARE

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 (July 18July 24).
It Looks Like Rain
(Morris)
Where or When
(Chappell)

(Charbell)

Merry-Go-Round Broke Down
(Harma)
Sallboat in Moonlight
(Crawford)
So Rare
(Sherman-Clay)
First Time I Saw You
(Santly-Jo)
I (Bantly-Jo)
(Remnick)

*I Know Now
(Remick)

Good Morning
(Famous)

*Whitsners in the Dark

You and Me That Used to Be
(Gerlin)

Stardust on the Moon
(Marko)

*Tomorrew is Another Day
(Changell)

Love is Never Out of Season
(Fofsit)

*Love Is Never Out of Season
(Folui)
Millor's Daughter Marianne
(Shapiro)
Toodleoe
(Shapiro)
You're My Desire
(Mille)
Gone With the Wind
(Berlin)
*Sweet Ledianl
(Select)

*All God's Chillun Got Rhythm Stop, You're Breaking My Heart

(Famous)
*Cause My Baby Says It's So
(Remick)
Caravan
(Exclusive)
*September in the Rain

Me, Myself and I (Words & Musi

• Indicates filmusical song. † Production Number.

the same period in 1933, which marked the lowest piano sales in the entire history of the keyboard indus-

Sales for the six months of 1937 totalled 49,595, with unfilled orders on hand at the end of June of 3,164 units, an increase of more than 143% over the same time last year and more than 193% over the backlog for July 1 of 1935

YALE 'WHIFFENPOOF' STATUS INTO COURT

Dispute over ownership rights to Dispute over ownership rights to the famous Yale Whiffenpoof Song' which Rudy Vallee has been plug-ging on the air in recent months came to a head Saturday when the Miller Music Co. filed an infringe-ment sult in Federal Court, New York, against G. Schirmer Music Corp. Plaintiff seeks an injunc-tion.

Miller Co. claims the 'whiffen Miller Co. claims the 'whiffen-poof ditty was originally written by Meade Minnigerode and George S. Pomeroy and that the late Tod B. Galloway wrote the music. Plaintiff bought the composers' rights. Later Vallee resurrected the song and it has become widely popular.

popular.

Schirmer people, it is claimed, published a book entitled 'Songs of Yale' which they claim is an official university edition. It contains the disputed song. Miller asks the court to decide whether the book is an official edition. If so, they ask that Schirmer be restrained from distributing the tune in any other manner than through the book.

L.A. AFM in Campaign For Fed Re-Employment

Hollywood, July 27.

Local 47 of the American Federation of Musicians has launched a campaign for reinstatement of 100 of its members recently dropped from the roster of the Los Angeles Federal Music Project.

Local's efforts will be an adjunct to a similar campaign started in the east with the same objective follow-ing curtailment of federal funds for the FMP.

Brissitt's Fill-Ins

Don Brissitt's orch is the house band at Bal-a-lair, ballroom near Worcester, Mass., this summer, work-ing the spot in between one-niters played by name aggregations.

Brissitt has let loose 35 evenings to date in the outdoor rug-cutting emporium since its seasonal opening

CASA LOMA'S TOUR

Playing San Francisco For First Time-\$1,000 Guarantee

San Francisco, July 27.

Glen Gray's Casa Loma Orchestra will play at the Dreamland Audi-torium in San Francisco, Aug. 1. This will be the first engagement of the

will be the first engagement of the band in San Francisco.

Doing a series of one night stands on the Coast following engagement at Los Angeles Palomar. In on a guarantee of \$1,000, plus 60% of all

High School Bands Muscling In on AFM Combos in the N.W

Minneapolis, July 27.

Minneapolis, July 27.

Minneapolis' older crop of musicians and those who are in the big time are wondering what effect the recent trend among high school kids toward forming dance bands will be on their ham and eggs. The most interesting part of it is that the youngsters are pretty good. They seem to have music in their souls, or something. At high school age kids are really music-conscious and can spot corny stuff a mile away and won't have any part of it. In this section the boys (and girl vocalists who are plenty good, too) are proficient enough to take a lot of biz away from the small-time cats. They go in for swing and jam stuff in a big way. Playing for high school dances and small private parties are their specialties, the bigger things not coming their way because of non-union affiliation, age, etc.

Because of the already high,quality of their music it is predicted in these parts that the future will

ity of their music it is predicted in these parts that the future will bring forth a high-grade of horn-tooters and drum-beaters.

RUDY VALLEE TO L. A. AMBASSADOR OCT. 5

Rudy Vallee orchestra booked into the Cocoanut Grove of the Ambas-sador Hotel, Los Angeles, Oct. 5, by the Rockwell-O'Keefe Hollywood

Deal is the first non-MCA set-up to go into the Grove in four years.

Nab George De Horth

Philadelphia, July 27.

George de Horth, orchestra batoneer, got in a jam last Friday when pinched for allegedly passing a

\$38 check of pure Para.

De Horth would give no home address to detectives who picked him up on the street.

Dorsey Ballyhooed Date Crimps Frankie Masters

Clear Lake, Ia., July 27.

Jimmy Dorsey's swingsters grossed around \$1,000 at the Surf ballroom here July 22. Frankie Masters, playing the Surf the week preceding, pulled in anaemic gate largely because of the surf the surface of the surface o cause of the counter-attraction, Dorsey, billed weeks in advance.

Donna Dae of the Masters crew leaves the band in week to take screen test for Warner Bros.

Glen Gray Trek

Hollywood, July 27.

Glen Gray and the Casa Lomans pulled out over the week end for a tour of coast engagements through San Joaquin valley, San Francisco and Portland, thence to Cleveland and New York.

and Portland, thence to Cleveland and New York.

Unit made six recordings for Decca under supervision of Joe Perry just before departing.

Glenn Gray and Casa Loma orchestra play 20 dance dates on way east between San Diego and Denver, Colorado. Band plays San Diego, Calif., July 24; Balboa, Calif., July 25; Fresno, July 26; Oakland, July 27; Sacramento, July 28; Santa Cruz, July 29: Reno. Nev., July 30; Stockton, Calif., July 31; San Francisco, Aug. 1; back to Oakland Aug. 2; Eugene, Ore, Aug. 3; Portland, Ore, Aug. 4; Seattle, Wash., Aug. 5; Belingham, Wash., Aug. 6; Tacoma, Aug. 7 and 8; Spokane, Aug. 9; Butte, Mont., Aug. 10; Twin Falls, Idaho, Aug. 11; Salt Lake City, Aug. 12, finishing at Denver, Aug. 3.

Tour set by Ed Fishman of Hollywood office of Rockwell-O'Keefe.

UNION PICKET THREATS TWO **BALLROOMS**

Philadelphia, July 27.
Successful in winning some quick victories in its battle to put union hands in all the city's niteries, the tooters' local here is branching out into the ballroom yard. Negotiations have begun with operators of Oakes and Temple ballrooms. A. A. Tomel, prexy of the Union, has threatened the begin picketing the places root.

prexy of the Union, has threatened to begin picketing, the places next week if they don't replace present outsits with union bands.

Negotiations also being continued with hotels to get pacts guaranteeing that only union bands will be allowed to play at functions. Latest battle is with Stephen Girard, Rittenhouse and Lorraine Hotels.

LARRY LEE SQUAWKS ON LONG TOOT SPELL

Ft. Worth, July 27.

Larry Lee, No. 2 bandleader in

Casa Manana at Fort Worth's

Frontier Fiesta, is squawking because of Paul Whiteman's three
weekly NBC airings between first
and second Casa shows.

Whiteman's stint in the new Gulf
studio on the showgrounds forces
the Lee band to play an hour and
35 minutes for dancers without a
rest. On other nights the Whiteman
outht shares the dance load.

Lee says the grind is tearing up
the lips of his brass section.

Ralph Harrison's engagement at Webster Hall's Spanish Garden, Pittsburgh, extended for remainder of the summer. Band slated to re-turn to City Club in Erie, Pa., in the fall.

GORDON and REVEL

ongs for the forthcoming Darryl Zanuck-20th Century Fox Production:

"YOU CAN'T HAVE **EVERYTHING"**

The swell score follows:

AFRAID TO DREAM THE LOVELINESS OF YOU

YOU CAN'T HAVE **EV'RYTHING**

PLEASE PARDON US-WE'RE IN LOVE DANGER-

LOVE AT WORK Also, Gordon and Revel's great

I HUM A WALTZ

from 20th Century's "This is My Affair"

KITCHI-MI-KOKO ISLE

England's Novelty Hit

MILLER MUSIC, INC.



LOVE AFFAIR" From the forthcoming 20th Century-Fox Musical, "THIN ICE," starring Sonja Henic

MOVIETONE **MUSIC CORPORATION** SAM FOX PUBLISHING CO . Sole Aq 1250 SIXTH AVENUE ACA BUILDING (RADIO CITY) NEW YORK

Last Week's 15 Best Sellers

| It Looks Like Rain | Morris |
|--|--------------------|
| a street in the Moonlight | Crawford |
| Merry-Go-Round Broke Down | Harms |
| *Sweet Leilani | Select |
| You and Me That Used to Be | Rerlin |
| You and Me That Osed to Be | Channell |
| Where or When | Chappen |
| *I Know Now | , Remiek |
| Applie Howeli | ramous |
| +Strangers in the Dark | Crawford |
| Acting My Baby Says It's So | |
| Companies and the second of th | Exclusive |
| Miller's Daughter Marianne | Shapiro |
| of Hum a Waltz | Miller |
| With the Wind | |
| *Was it Rain? t Indicates stage | Santly-Joy |
| • Indicates filmusical song. † Indicates stage | production song T |
| | production dong. I |
| others are pops. | |

CUMBLE ON SALARY AS MUSIC MEN'S PREZ

Mose Gumble, long active in the music business, has stepped out of Donaldson, Douglas & Gumble, Inc., Donaldson, Douglas & Gumble, Inc., and becomes the salaried president of Professional Music Men, Inc. This is the three-year-old organization of the song-pluggers for 'music contact' men, as they are more ritzily known these days), which in this period, has built up. a treasury reserve of \$18,000. The PMM has done considerable intra-organization, charity work, none of it publicized, and it's for this purpose that Gumble will reclusively devote himself on a salurled basis to the administration of hings.

Reported that Gumble will receive

Meantime the DDG firm will be ontinued by Walter Douglas and lee Santity, the professional manager. Douglas thus remains the sole sur-Douglas thus remains the sole sur-ivor of the original combination as Walter Donaldson long ago stepped sat of the firm to devote himself to Hollywood songwriting.





SHERMAN - CLAY NAME NOT IN MG DEAL

for Miller Music, Inc., a couple of months ago, and \$75,000 last week for Sherman, Clay of San Francisco. In the trade, the buy-out of any two catalogs at that joint price is deemed

Jack Robbins has been engaging in a systematic expansion program to a systematic expansion program to augment his and Metro'r music holdings. Thus from Robbins-Metro came the \$400,000 huy of Leo Feist, Inc., with one of the most valuable catalogs in the business; then the Olman Music Corp. (which will be expanded in time); next the takeover of Miller Music, Inc. from Charles Miller and Will Rockwell (plus a third silent partner) for \$25,000. Sherman-Clay's catalog will be merged into the Miller catalog, for the obvious purpose of upping Miller's ASCAP rating and income.

income.

Under the deal which Attorney
Julian T. Abeles, for Metro-Robbins'
music deals, consummated in San
Francisco over the weekend, the
S-C name cannot be used by the new
owners. That differs from all the
other deals. Sherman-Clay is an old
Frisco music house, engaging in
piano and musical instrument busipear. This deal merely means aban. ness. This deal merely means aban-donment by S-C of its music pub ac-

Among the valuable copyrights which Miller Music thus inherits are "Whispering," Do You Ever Think of Me?", 'Sleep,' Charmaine,' Diane,' "Wedding of the Painted Doll,' 'Doll Diance,' Rose Room,' and others. All of these are already revived favorites under the recent vogue of the swing treatment and Robbins will reissue them with new orchestrations. orchestrations.

Miller Music may abandon its present offices and take over Sher-man-Clay's Radio City suite, as part of the merger.

WITMARK SETTLES **ALVA BARKE SUIT**

Settlement was made last week of the \$500,000 suit which Alva Barke had brought against M. Witmark & Son on the publication of Pop Goes Your Heart. Barke claimed that the

Your Heart. Barke claimed that the Latter tune had been litted from his 'F. D's the Man.'
Barke filed his action originally in the N. Y. Supreme Court, but on the opposition counsel's mo-tion of lack' of jurisdiction it was tossed out. Barke then filed his in-fringement charge with the federal court.

A great musical score from MGM's production featuring the MARX BROS.

"A DAY AT THE RACES"

TOMORROW IS ANOTHER DAY AMESSAGE FROM THE MAN IN THE MOON ALL GOD'S CHILLUN GOT RHYTHM **BLUE VENETIAN WATERS**

ROBBINS MUSIC CORPORATION . 799 7th Ave., New York

ASCAP's Otrly. Accolade For Gordon and Revel

Hollywood, July 27. Mack Gordon and Harry Revel prize offered by the American So-ciety of Composers save been awarded the quarterly ciety of Composers, Authors and Publishers for standout ditties. Champ tunes are 'Never in a Mil-lion Years,' "There's a Luli in My Life' and 'It's Swell of You.'

JOE MORRIS MUSIC CO. SAYS 'BALI' UNOKAYED

Joe Morris Music Co. has i embroiled with Metro-Goldwyn Mayer and Harry Fox, gen, mgr, of the Music Publishers' Protective Association, over what it claims to be an unauthorized use of the tune an unauthorized use of the tune 'On the Beach at Ball Ball,' in the Marx Bros. picture, 'A Day at the Races.' Morris has returned a check for \$180 which Fox relayed in connection with the sync rights, and asserts that it will bring sult for \$20,000 against the film company.

pany.

Fox states that Morris confirmed the right to use and the fee, \$200, while Archie Fletcher, gen. mgr. of the Morris firm, rejoins that he was in Florida on the date, Dec, 29, 1936, which Fox cites as having received the confirmation. Fletcher 1936, which Fox cites as having re-ceived the confirmation. Fletcher wrote Metro June 27 declaring that Ball's inclusion had never been ap-proved and demanding that the scenes in which it is used be taken out of the film. Fox holds that re-gardless of Fletcher's resort to technicalities the deal stands since he (Fox) has always had a signahe (Fox) has always had a signa-tured order of trusteeship from the Morris firm

Morris firm.

Morris had similar difficulties with Paramount on the use of 'Memphis Blues' in 'Belle of the 90's,' with the result that it collected \$1,250 for the world rights.

Lopez's Permission To Play Own Song

Whether Maestro Vincent Lopez is privileged to make use of a song he co-authored in any way he desires is a question raised in a suit filed Saturday 424) in Federal Court,

filed Saturday 174) in Federal Court, New York.
Robbins Must, Corp. is seeking an injunction and Jamages against Warner Bros. Pictyes and Vitaphone Corp., alleging &at Lopez did Stairways in a WB short without first getting Robbins' consent.
Plaintiff admits the maestro with Adolph Deutsch composed the song in 1933 but sold their rights to the music corp. When Lopez contracted do a short for Vitaphone he chose his own selections. Among them was 'Stairways' which, having had a hand in composing, he assumed he had the right to do.

Jack Mills Sails Aug. 14

Jack Mills will sail for Europe Aug. 14. He has had several offers from abroad for territorial representation of his catalog and intends make firsthand discussion of these propositions the major purpose of propositi his trip. While

his trip.

While on the other side he will also get together with Jimmy Campbell, head of Cinephonic Music, with which Mills has an exclusive alliance on this side. This affiliation gives Mills complete call on the scores of all Gaumont-British filmusicals.

Dismissal for Movietone On Plagiarism Suit

Movietone Music Corp, and 20th-Century-Fox Pictures won dismissal in Federal Court, N. Y., last week as defendants in the \$1,000,000 song lifting suit instituted by the Foreign and Domestic Music Corp, and Societa Anonima Musicale Bixie, Judge Musical Hubert held the evidence Murray Hulbert held the evidence insufficient to involve Movietone and Twentieth. He allowed plaintiffs 20 Twentieth. He allowed plaintiffs 20 days to amend the complaint. Same action is expected to be taken as to remaining defendants. Nino Martini, Herb Magidson. Con Conrad and the Sam Fox Publishing Co.

Claim by Bixic outfit is that its song, 'Passa L'Amore' was lifted in the making of 'Here's to Romance.'

Drevius and WB Publishing Cos. **Want More Teeth in Anti-Bribery** Clauses Before Joining M.P.P.A.

Loafing Value

Hollywood, July 27.
Under existing studio conditions where songsmiths write chiefy 'situation' songs, and with little thought to their commercial value, since the producers insist first that the tunes fit the libreto of the films, the songwriters don't overwork themselves.

nemselves. Hence the following anent a former team. The lyricist came up for a new contract and insisted on \$1,250 a week.

'If Whoozis (his ex-tunewrit-

er) is getting \$750 a week for doing nothing, I'm worth \$1,250 for doing nothing.

GEO. GERSHWIN **ESTATE MAY** TOTAL 800G

Letters of administration for the estate of the late George Gershwin have been filed with Surrogate Delehanty of New York on behalf of his mother, Mrs. Rose Gershwin. Despite other reports, the composer did not leave a will, according to the application and under the state laws Gershwin's entire estate goes to the mother, his father being deceased.

mother, his father being deceased.
Composer's estate is said to top half a million and may approximate \$800,000, mostly in cash and securities. In addition, his mother will receive Gershwin's split in ASCAP for the balance of her life, also his interest in his two music publishing companies, New World (Harms) and Gershwin's Chappell). Gershwin's art collection which includes the works of several masters is in storage, said to have already been given the mother by the composer.

Application for means from the

age, sain to have aireaby been given the mother by the composer.

Application for papers from the court were filed by former. Deputy Attorney General of N. Y. Abraham Rosenthal, who has been the family counsellor for years and attorney Emanuel Alexandre. It is intended to have the composer's brother, Ira Gershwin, act as ancillary administrator for that part of the deceased's estate in California. Brother applied for temporary administration papers on the Coast which action will probably be revolted.

Claim in California was that Gershwin was a citizen there which would make his estate subject to that state's inheritance taxes. New York attorney however, contends that the deceased resided there but eight

York attorney however, contends that the deceased resided there but eight months and although he had a blank account in Los Angeles, his legal residence has always been in New York. He was not married,

Pinkard Copyrights Go To Shapiro Bernstein

Shapiro Seristein & Co. has obtained the renewal of copyrights on all Macco Pinkard's songs. These include 'Here Comes the Showboat,' 'Mammy o' Mine' and 'Don't Cry, Little Girl, Don't Cry,' Pinkard's tunes were originally published by this firm.

Harold Flammer publishing 'You Hold My Heart,' music by Robert Enoch and Domenico Savino, lyrics by J. Keirn Brennan and Irving Israel.

Conditions under which Max Dreyfus and the Warner Bros. publishing group have agreed to join the Music Publishers Protective Association was made the major topic of discussion at a meeting of the association's board of directors last week, Dreyfus will come in if the

association's board of directors last week. Dreyfus will come in it the federal government can be induced to administer a code of tair trade practices for the industry, while the WB group wants a special membership rate covering its five firms. Dreyfus, who controls the Chappell Co., the Crawford Music Co. and the Marlo Music Co., holds that any anti-bribery pledge should not be subject to the supervision of MPPA designees but to the authority of some Government bureau. It is his opinion that such covenant could not be otherwise made to work, and until the MPPA can induce the Federal Trade Commission to take over the administration or enforcement of an industry Dreyfus prefers to stay out of the fold.

Edwin H. (Buddy) Morris, head of the Warner music group, figures that he shouldn't be expected to pay a membership fee for every one of the combine's catalogs, He considers the aggregate smouth involved far foor excessive for the services he might get from the MPPA. Indications are that the fee angle will be worked out to Morris' gat-

might get from the MPPA.

Indications are that the fee angle
will be worked out to Morris' gaiisfaction, while the Dreytus contingency has prompted the MPPA
to get busy with the FTC's authorities.

ties.

Major firms still outside the MPPA fold are Irving Berlin, Inc. and Robbins Music Corp.

Tops in the Music Business

MY CABIN OF **DREAMS**

Coming, A New RKO Musical 'Life of the Party' With This Great Score
By ALLIE WRUBEL
and HERB MAGIDSON

Let's Have Another **Cigarette**

Roses in December Yankee Doodle Band So You Won't Sing Chirp A Little Ditty The Life Of The Party

Irving Berlin, Inc.

799 Seventh Ave., New York HARRY LINK, Gen. Prof. Mar.

BROWN and FREED'S Greatest Score By Far the Crowning Achievement of the Series M-G-M'S "BROADWAY MELODY OF 1938"

YOURS AND MINE I'M FEELIN' LIKE A MILLION YOUR BROADWAY AND MY BROADWAY GOT A PAIR OF NEW SHOES

Robbins Music Corporation • 799 7th Ave., New York

Burley House Fold-Ups May Menace Existence of VRTA. Also Scribner's Censorial Job

Newly formed Variety Revue
Theatre Assn. of New York (burlesque operators) and its ruling
Board of Governors (6), handpicked by Mayor Fiorello H. LaGuardia, practically dies aborning
with the closing or near-closing of
all the former bump-and-grind spots
which reopened after a sapolioning
process a couple of weeks ago.
With the association and the board
vanishing in thin air also goes the Newly

With the association and the board vanishing in thin air also gest the job of executive secretary (censor) handed Sam S. Scribner. Latter was reported to have been set at \$10,000 annually, but a board member declared that Scribner's stipend wasn't to be anywhere near that amount. Also going up in smoke is the much-heralded revival of vaudeville via the former burley joints. That vaude was never really given a chance, the theatres sticking to the old burlesque formula of production, only whitewashed, is advanced by showmen as the chief reason the houses folded or are folding so suddenly. Disbandment of the VRTA and

denly.

Disbandment of the VRTA and eventually the Board of Governors is now a foregone conclusion. Only two of the five theatres which opened are still grinding. Last night (Tuesday), the Orientzi gave up the ghost till at least the fall. H. K. and Morton Minsky claim they'll reopen the house Sept. 3, again with colored shows.

shows.

John F. Masterson, attorney and chairman of the Knights of Columbus Council in Brooklyn, who is chairman of the board selected by Mayor. LaGuardia to keep the burlesque theatres decent, stated yesterday (Tuesday) that Scribner's job will automatically end if and when the Apollo and Eltinge fold. As far as the board is concerned, he declared that it may continue though inactive till the fall, when some of

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COLLECTS WITH GUN

Cafe Prop Held on 'Kidnap' Charge After Forced Payoff

Detroit, July 27.
Frank Barbaro, proprietor of Bowery Cate, walked into the Chaimpagne Bar last week, slapped and
ordered Lou Captain, me., to come
along at point of gun, and held him
a prisoner until the dug up funds to
pay off \$350 debt.

pay off \$350 debt.

After the 'kidnaping,' which had caused much apprehension on part of police, was explained, officers held Barbaro on charges of kidnaping.

Next-to-Shut

Tom Senna, head of the (vaudeville) Federal Theatre Project in Boston, has a son, Don, who has just finished his apprenticeship for jockeying. Last Wednesday he rode his first race and every vaudevillian was leaning on the rail watching the kid ride. Don came in fourth and the boys turned away slowly, tearing up their tickets. A late member of the group rushed up and asked, 'How did the kid make out?'

The kid was in the fourth

The kid was in the fourth

spot, was the answer.
'Well,' said the newcomer,
'it's a better spot than his old
man ever played in.'

Elkins, Youngman, Frohman Set In Yacht Club Show

New Yacht Club, N. Y., moved one block west on 52nd street, opens Sept. 16, with Al Felchin operating. Old Yacht Club lost its liquor license early last spring because

tion.

First show in the new spot practically next door to the Hickory House, will be topped by Henry Youngman, Frances Faye and Bert Frohman. Band will be batoned by Eddie Elkins.

Initial show layout will stick for four weeks, with options.

B'klyn Tivoli Mulls Resuming Vaudeville

Tivoli, Brooklyn, which scrapped flesh shows a year ago, is talking resumption of stage shows next month. House is spotted in downtown shopping district of Brooklyn and hasbeen going along as a dualer.

Alex Hanlon formerly booked the Tivoli, splitting the week between Brooklyn house and Grand Opera House, N. Y., but exited when both tossed stage shows.

Heat Sloughs N. Y.'s Pure Burly B.O.'s: Oriental Folds, Apollo, Eltinge on Verge

Folly, Bklyn., May Go Vaudfilms in Sept.

Folly, Brooklyn, may go vaude again in September. Had formerly played five acts on split-week be-fore going film dualer.

Zelaya's Route

Don Zelaya, planologist, having survived headache encountered by doing an accommodation date at the Republic, N. Y. last week, has been rewarded with what looks like a route'

Zelaya opened at Atlantic City Steel Pier this week (26), jumps to the Oriental, Chicago, next week, with Riverside, Milwaukee, and Dayton to follow after which he will settle down for an indefinite stay at the Drake Hotel, Chi. He has also been set for a six months' European tour by Dick Henry, of the William Morris Agency, skedded to open in London next January.

Philly Musicians Giving Nitery Scale Once Over

Philadelphia, July 27.

Scale committee of Musichan's local skedded to confab in few days on new price lists for next season's nitery contracts. Understood there will be tilting all along the line.

will be tilting all along the line.
Proposal is to raise Class A from
\$52 to \$58, B from \$38 to \$52, set C
at \$38 and D at \$30. Hotel Philadelphian will be shitted from B to A,
as will Walton Roof, which, however,
isn't expected to reopen in the fall.
Benny the Bum's temporary position
in the A strata will be made permanent.

week and beginning of current week, with trio of converted burleys taking dive.

The Apollo, downtown, with a re-The Apollo, downtown, with a reputed \$6,000 weekly nut, suffered with the others, but nevertheless continued Ann Corio, Arthur and Morton Havel, Josep Fay, Joe Morris and the rest of high-priced lineup for second week, but with entirely new production. Eltinge, on 42d Street, just across from the Apollo, also suffered at the b. o.

also suffered at the b. o.

Reports were around again Monday (26) that both the Apollo and
Eltinge would fold tomorrow night
(Thursday), but scouted, though
both admitting a week-to-week arrangement with performers, stage
hands and musicians. Both spots
have posted the provisional closing
notices.

oriental, which had not been doing so forte with its colored musical opener, folded last night (Tuesday), 'Swing Time Down South,' due to succeed tomorrow (28), had been rehearsing but called off Monday's session, with heat as alibi.

Hoey vs. Rosen for \$800, Split Commish on Act

Spir Commiss on Act Herbert Hoey, agent, through his attorney, Jonas Ellis, has instituted suit for \$800 against Matty Rosen, also a vaude agent, in N. Y. municipal court. Amount involved is a spir to normissions for Everett Marshall's engagement with Billy Rose at the Texas Centennial show at Ft. Worth last summer.

at Ft. Worth last summer.

According to papers, Hoey negotirated the Texas booking for Marshall
for Rosen, who agreed to split commission. It avers further that Rosen
collected \$1,700 in commissions on
the transaction and only paid Hoey
\$50 of that amount which precipitated Hoey's suit to collect the remainder, \$800.

"THE HIT OF THE BILL

Abel Green in 'Variety' Issue July 21, 1937

E X Assess

AND HIS WONDER PONY

"BABY DO

The Pony with Human Intelligence

NOW IN THIRD WEEK RAINBOW ROOM, ROCKEFELLER CENTER **NEW YORK**

> Direction MUSIC CORPORATION OF AMERICA

TEXAS TOMMY Pony Act 5 Mins. Rainbow Room, N. Y.

Texas Tommy is a slick cowhand— anyway, his spurs and chaps look dudish. His pony is called Baby Doll. Between the two they do a slick act for anybody's nitery divertissement.

Being a cute little pony, well-mannered and clever, and suavely cued by Texas Tommy, it's a corking novelty on any cafe floor. And the anoctier the environment, the more effective the results. Hence, at the Rainbow Room it was a par-

ticular wow.

Tommy straights well for Baby Doll and the equine performs nobly and and the straights well for Baby Doll and the straights well for the sugary rewards after each error the sugary rewards for the sugary rewards after each error the sugary rewards the sugary rewards after each error the sugary rewards the old hokum bucket about 'how many days in the week?' and 'one and six are how many?' is corny, but it's all new stuff all over again, as the pony taps out the counts with his hoof. What's more, now, as then, it's sock variety fare. That's why acts like Texas Tommy, should come in for a renewed vogue all over again.' But instead of opening vaudeville bills they're slated for features. Towas Tommy was the hit of the bill here.

Abel,

"A PARTICULAR WOW''-

Abel Green In 'Variety' Issue July 21, 1937

ALSO COMBINING THE MOST NOVEL WHIP AND SHOOTING PRESENTATION



R'KLYN BURLYS VAMPIN' TIL READY

Five former burley houses in Brooklyn whose ops had been watching the far from noble experiment of New York houses in transition to so-called vaude under tag of Follies' have decided to remain shuttered for summer, reopening, if at all, around Labor Day.

involved are Minsky's Star and Century, ope-the Raymonds; Oxford, Houses Involved are Minsky's Brooklyn, Star and Century, operated by the Raymonds; Oxford, Schwartz house, and the Casino trejuvenated De Kaib), operated by Sam Briskman, Quintet were okayed for license, when word went out to the New York houses, and three of the group—Century, Star and Oxford were practically set to open this week—but the sudden shuttering of the Galety and Republic, New York, cared them off. Ops are marking time figuring something may be done to ease off the drastic La Guardia-Mess throttle when new season gets around.

Phil Harris Band. Hold-Over Acts, At Dallas Expo

With Phil Harris' crew current for six weeks, having opened Saturday (24), and Benny Goodman going in for 10 days immediately following, for it days immediately following, the Pan-American Casino in Dallas is set for music practically till the end of the run of the Greater Texas-Pan-American Exposition. One more name band is being sought to round out the musical end.

out the musical end.

For the last six weeks of the expo,
the Casino will practically repeat
its opening floorshow. Repeating
acts will include Borrah Minevitch's
band sans Minevitch, who sticks on
the Coast, and Stan Kavanaugh.

Joan Davis, if picture commit-ments permit, will go into the Casino August 21. Diamond Boys and Florence and Alvarez, dance team, will be included in this show.

VAUDE ACTS WHOOP UP G-E CONVENTION

Curtis & Allen agency lined up three different vaude layouts for as many one-niters during the current convention of General Electric in the Thousand Islands.

In the Thousand Islands.
Included among acts are Walter
Walters, Fred Zimbalist, Beale St.
Boys, Frank Radellife, Selden and
Endler, 4 Buds, Sunshine Sammy,
Sleepy Williams, Martin Barnett,
Don Ricardo, Charles Masters, 3
Lunatricks and Tausha and Hammed.

Performances were staged Sunday (25), Monday, and the windup is carded for tonight (Wed.). Frank Cooper of the C. & A. agency accompanied troupe to stage the shows.

Kay Parsons and Nitery Sued for Song Infring.

The Paull-Pioneer Music Corp. and the Edwin B. Marks Music Corp. filed an infringement suit yesterday (Tuesday) in the federal court, N. Y., against Jimmie Dwyer, who operates the Sawdust Trail, nitery, and one of his entertainers, Kay Parsons. Action involves 5,000 copies of the old-time songs, Let Me Call You Sweetheart, "Sidewalks of New York" and 'In the Good Old Summertime,' which defendants are aleged to have distributed for advertising purposes without plaintiffs' okay.

Suit asks \$250 for each infringe-ment by Miss Parsons and \$1 for each copy distributed.

Cabin Kids' 1-Nighters
Cabin Kids, now with Billy Rose's
how at Ft. Worth, come east in midseptember. Will one-night toward
New York, where they're slated for
ducational shorts.

Martin Wagner, of the Morris office agenting.

TAPS FOR COPS

Bill Robinson, who promised police he would appear at their annual field day, is reported having cancelled vaude appearance in Atlanta last week so he could participate in the yearly event at Navin Field Satur-day (24)

Others who took part in show, which drew about 35,000 persons and netted the police benefit association \$100,000, were Vincent Lopez and orch, and Three Stooges, current at Fox theatres.

NO COIN; BED 'N' **BOARD PAYOFF**

Several beer joints studding the side streets of the Times Square sector who went tall millinery a couple of weeks ago and installed floor shows of a sort have not paid off since opening week.

since opening week.

Performers have taken pay stoppage gracefully, without squawks, and are sticking around probably because they have no place else to go. One of the spots has a furnjshed, room house on the side and has been domiciling its entertainers and chowing them as well at the pseudonitery. Others are also grubstaking the performers with promise to make it up when biz improves. So everybody's happy but the landlords.

RUDNICK BANKRUPT. OWES \$73,772; ASSETS 0

Max Rudnick, theatrical producer, operator of the Eltinge, N. Y., filed a voluntary petition in bankruptcy in U. S. District Court, N. Y., Saturday (24), listing liabilities at \$73.772 and no assets except \$21,000 on exempted insurance.

Among creditors named by Rud-nick is the Manning Amusement Co nick is the Manning Amusement Co. for \$30,000 on a lease of the Shubert Theatre, Phila. Other debts include \$990 to the Four Square Holding Co. (Republic, N. Y.); Harry Sherman, ex-president of the motion picture ops Local 306, on a note for \$142; H. Herk, \$150, and \$1,250 to Charles Hertis.

Hertsig. State Hertsig. Several of Rudnick's creditors are reported as having crowded him several weeks ago, which probably precipitated the. voluntary filing. Upon reopening of the Eitinge, N. Y., two weeks ago, Rudnick is said to have been financed by outside interests, with latest being that Abe Minsky and I. H. Herk after folding the Gaiety, N. Y., staked Rudnick to carry on at the Eltinge.

4 Agents Battling Over 7 Colored Acts in N. Y

Reopening of Minsky's Oriental, N. Y., last week with sepia show policy precipitated what looked like a battle of the agents. Four 10%ers were booking the seven acts interwoven in the show. Billy Sharp, Feet Edson, Sam Stiefel and Saul Leslie all claimed exclusive booking privileges on the shows.

It gave an idea of what's left of show biz around N. Y.

Friars in the Black

Friars National Association, Inc. Friars National Association, Inc., an offshoot of the former Friars Club have completed plans for expansion of its cultwooms alongside Edison hotel, N. Y. Eddie Miller, treasurer, reports that the Friars is out of the red for first time in years. New group was organized several months ago and now has a membership of 200. Col. Jay C. Flippen is abbott and Bobby Clark, dean.

TRYING VAUDE AGAIN

Akron, O., July 27.

Palace theatres here and in Youngstown, which have not had stage shows for several weeks will get a vaude bill the week of Aug. 6.

Henry Armetta and California Collegians will head a four-act show that will split between the two

Bill Robinson Scrams Pay Date for Benefit Show **DELAYED PAYOFFS--JUST JOLLY MOMENTS**

SHEP FIELDS, TED LEWIS RETURN-BOOKED IN PITT

Pittsburgh, July 27. As result of their showings here in face of heat and general business conditions, both Shep Fields and Ted Lewis have been booked for return engagements at Stanley, WB deluxer, in October. Bands hit between \$24,-000 and \$25,000 here on a week. about \$7,000 better than average warm weather biz.

warm weather biz.

Flesh bookings for Stanley still
pretty sparse between now and early
fall, so Harry Kalmine, zone manager for circuit here, has gone to New
York for a week to try and fill in the
schedule. Latest attraction set is
Jackie Coogan and his band unit
week of Sept. 17.

House overage to go right along

week of Sept. 17.

House expects to go right along with regular presentation policy and no labor difficulties, like those of last year, which interrupted policy for several months, expected. Musicians still have a year to go after Sept. 1, when pay goes up 10% on their current deal.

Chi Agents Going For Golf in Big Way: Nuthin' Else to Do

Chicago, July 27.

Suceess of their joint cooperative golf tournament held at the Bon-Air Country Club last Thursday (22) has the vaudeville agents and bookers here planning to make it a monthly affair. Jack Kalcheim, who headed Thursday's event, has been put in charge of the next one, which is planned for August, and to be held at another course.

Every agent and booker contributed \$3 for the day's play, to be used for prizes and incidental expenses. Warren Jones walked off with the first prize with a score of \$0\$, Roy Bruder got second, Nat Kalcheim third, and Al Borde fourth, with Sam Bramson taking the booby prize, 137 strokes.

Tournament was attended by 42 agents and bookers, most of whom swatted the ball. Max Turner, Sam Bramson, Sam Roberts, Charlle Hogan, Dave and Harry Balaban, lock Bergen, Warren Jones, Al Borde, Nate Platt, Louie Lipstone, Roy Bruder, Eddie Elkort, Jack and Nat Kalcheim, Marty White, Sammy Clark, Sam Kahl, Lou Reinheimer, Aaron Jones, Jr.; Billy Diamond, Billy Snyder, Billy White, Will Singer, Benny Feldman, Tom Burchill and son, Don Leeds, Marty Schwartz, Ed Sligh, Billy Rankin, Anton Scibilia, George Howe, and Sylvan Goldfinger.

Hectic Things 'n' Stuff Attendant to N. Y. Burlesk's Revivals (and Quick Expirations)—Chinese Act Pinched, Payoffs Stalled, Sunday Shortages, Bum Biz, Etc.

See Forum This Week

Veteran advances a number of interesting slants on burles-que and what first popularized it.

In the Forum this week on page 63,

Saratoga Nags Draw De Luxe Floor Line-Ups

Present racing season at Saratoga. N. Y., is turning into a field day for Music Corp. of America bookings, Agency has set the entire show at the Arrowhead Inn, including Xavier Cugat orch, Gracie Barrie, Rodney McLennan and Veloz and Yolanda

MCA deal at Piping Rock, at the same resort, placed Vincent Lopez and Rufe Davis. Eddie Elkins and Ramon and Renita are at Riley's. Several other offices have spotted acts in the resort's niteries. Manie Sacks did the MCA booking.

ACTS INCOGNITO IN N. Y. BURLEYS

Vaude acts playing the reformed burleys seem to peg them clandestine dates, since they are not urging house billing or announcements, and in many instances are not using their act names.

Hiding identity gag is said to be cocasioned because of the rock-bottom remuneration acts are receiving, they don't want to have some on flash the low price contracts when they ask for better coin from better spots.

Lewis-Turek's Units

Jack Lewis, formerly with Billy Rose, and Sol Turek, have formed a vaude producing partnership.

Duo will produce several units, first of which will be titled Main Street to Broadway, currently in process of casting. Pair also have legit production ambitions.

Despite hourly denials, Billy Minsky's Republic, N. Y., folded abruptly after. Thursday nite's show. (22), being the second casualty among repends burley houses making a stab at vaude policies, following closely upon the shutdown of the Gayety, N. Y., previous Sunday (18). Oriental folded last night (Tuesday).

With scanty takings of the week insufficient to meet the payroll for a time it looked like no pay-off and both back stage and the Republic's alley resounded with walls from choristers and acts. But the ops had gone out to dig up deficit of the payroll and a backstage Paul Revere made the rounds of coffee-pots and other nocturnal spots to round up the bunch for payoff at 2 a.m.

Upon checking up on their remuneration both acts and line girls found they had been shorted the extra coin for the midnight performance last Satueday. They howled a lot but took no further action, probably reconciling themselves that the short payoff at all.

To add further to the merriment of a chaotic evening, few burly gend-

snort payor was better than no payoff at all.

To add further to the merriment of a chaotic evening, two burly gendarmes mocened in for the last show and grabbed the Shanghai Wugh Wa troupe, Chinese novelty act, on a charge of permitting unlawful performance of a minor with act. Act employs 10 year old boy. Someone smuggled the kid out of the theatre before the cops could grab him. This precipitated a burn-up and instead of issuing summonses, which is the usual procedure, they arrested Wugh

precipitated a burn-up and instead of issuing summonses, which is the usual procedure, they arrested Wingh Latter reposed in the pokey until his agent, William Shilling, arranged bail Friday afternoon (23).

Presence of the cops was relayed to the Weinstocks and the house manager upstairs, but instead of coming down they scrammfed and it was this absence, at close of the show, that led all to believe they'd been left on the lot.

Dues and 'Extras' Another rumpus among the acts at a payoff was the American Federation of Actors' nick from the weekly stipend and other 'extras' deducted in addition to no extra pay for Saturday midnite show. Don Zelaya's envelope was \$51 shy, not counting previous deductions of agent's commission and social security tap. In explanation, act was told that \$31 had been handed over to the AFA for back dues in exchange for permission to Zelaya to play the date, and the other \$20 nick was for use of piano for his act. Zelaya 'burned' on this, claiming management was supposed to furnish a plano under and the other \$20 nick was for use of piano for his act. Zelaya 'burned' on this, claiming management was supposed to furnish a piano under terms of his contract. When he had showed up for rehearsal the opening day of the show, and asked for the piano, management had told him there was none in the house and asked where they could get one. Zelaya stated the Harmon would loan one, gratis, but they would make a charge of haulage both ways. Harmon's bill was \$20 and Zelaya was nicked for it. When querying about the \$31 AFA tap he was told he had signed a promissory note before being allowed to open. He knew he signed a promissory note before being allowed to open. He knew he signed a promise to pay, but not in a single week.

Anthony and Rogers, another standard act, were likewise tapped for practically half their salary for AFA back dues. When this got noised around it made it tougher than ever for those now open burley houses to line un new bills due to

nised around it made it tougher than ever for those now open burley houses to line up new bills, due to the arbitrary AFA procedure and other things.

With the demise of Oriental, Gaiety and Republic there remains but two of the former burley houses in operation in N. Y. The Apollo is holding over the Ann Corio-topped show for a second week. The Eltinge, across the street on 42d has shaved the operating nut \$800 weekly and has installed a new show, but despite the pruning and fixing both houses are expected to fold tomorrow (Thursday).

LOCUSTS REUNITE

Locust Sisters, who dissolved some time ago, have reunited and cur-rently ethering over WOR. Harmony trio set for one of Leon-ard Sillman's musicals next season.

4A's Gives AFA Jurisdiction in N.Y.'s Whitewashed Burley Houses—2 Left

lesque Artists Association and American Federation of Actors as to which has jurisdiction over the sapoliced

has jurisdiction over the sapolloed burley houses was decided in favor of latter last week by unanimous vote of the Four A's.

Ruling characterized the shows vaude despite girly build-ups and in some case's retention of burlesque comics and other burlesque performers. Decision gives AFA full control of situation to exclusion of BAA, which formerly held contracts with houses involved in policy change. With the decision, Four A's also incorporated scathing denunciation of the burley house operators in permitting shows to degenerate to such a stage as to warrant official attention and subsequent obliteration.

a stage as to warrant official attention and subsequent obliteration.
While admitting the loss of the New York houses was to be regretted, Thomas Phillips, president of the BAA, said his organization would abide by the decision. Ralph Whitehead, executive sec of AFA, advocated 'closed shop' for all houses. However, BAA members in

good standing will not be nicked customary initiation fee, but will have to kick in with dues when playing the houses, and if they want to stradde AFA and their own organization it is okay-all around.

Phillips called a meeting of his group at the Union Church Auditorium Friday (23) midnight to explain the New York situation after having previously been notified of the Four A's decision. The vaude classification also abrogates BAA control of chorus, with latter going to Chorus Equity, since AFA has no chorus branch. Chorus Equity mulled the matter over the weekend and che matter over the weekend and 205 weekly scale for 28 performances and 1/14 for Saturday midnights, or other extra performances. Equity's other extra performances. Equity edict means \$1 weekly tilt for the house girls.

Musicians and stagehands union

Musicians and stagehands unions will continue to play ball with the two houses currently open, Apollo, and Eltinge, invoking the former burlesque policy scale despite reclassification as vaude. Both may fold Thursday (29).

Night Club Reviews

BENNY LEONARD'S

(NEW 1682).
Gentleman Banny Leonard, one of the most popular fistic champions on record, got off to a flying start with the restaurant bearing his name. Spot is om 22nd street; N. X., just east of Blooatway; was dieted the chullenge (24), but after a midweak puss, neeption many diners sought admission and ware accommodated.

just east of Broatway, was careen to debut Saturday (24), but after a mid-weak prass, reception many diners sought admission and were accommodated.

Leonard's is long and narrow with Leonard's is long and narrow with Leonard's is long and narrow with the constructed that it has two-floor height, which makes the air conditioning more effective. Persons on the upper level makes the air conditioning more effective. Persons on the upper level may see the entire lower floor through large mirrors: Place cost \$55,000, the clump saying he saved some money from the Lew Thuilter fight. Latter, also, has long comducted a case on Brooat street, Philadelphian Leonardh has one associate, Max. Engler, a wet restaurant man.

Soldier, is had accepting the past five years. Leonard-tian been on the radio with fight talk and refeneed contests of the kind life had sevenal pieces of property, but explained he nearly hard to re-turn to the fighting gene in order to collect his renta, so decided to give up all other achivities and de-vote his time to the cafe. He figures the place is military for residential

TED WEEMS

Orchestra

lust concluded record bresking engagement— Aquacade— Great Lakes Exposition-Claveland.

NOW APPEARING CHICAGO, CHICAGO

Every Monday night Fibber M'Gee and with Molly-Fibber M'Ges and Johnson Wax Pro-

Returning — Triamon Ball-room, Chicago, Aug. 27th.

Returning MBS—Sundays, Varady of Vienna Program, Sept. 26th.

MANAGEMENT MUSIC CORP. OF AMERICA PERSONAL DIRECTION GEORGE OVESON

New York and it can be reached from Times: Square within a few minutes: On the other hand, Jack minutes on the other hand, same Dempesy's, a more pretentious establishment, has been considerably dependent on what goes on at Madison Square Garden. Tony Canzoneri's cate, also close to the Garden; has been something of a problem since opening several months.

lam since opening severall months ago:
Leonard's has a 65-foot bar, with six men behind the malogany during the evenings. There is piped music, which is olday, since there is no room for an orchestra. However, Röblerts Troubadors entertain among the tables. It is a singing and instrumental trio. Pikee has a capacity of 225, and with a moderately princed menu should be a natural champ's personality being a factor.

Thee:

MINNESOTA TERRACE

(MINNEAPOLIS)

(MANNEAPULIS)

On the last lap of his six-week engagement at this houstly, Lou Breese, en route to the New York French Casino, pulled out of his entertainment bag an innovation for local dine-and-dimer spots. In this swankest Twin City interies where the customers comes witnerfly

local dine-and-dimee spots. In this swanklest Twin City niteric where the customers come primarily to dine, dance and drink instead of for floor shows Breese distilled up a libnighty, operatic singing interlude; going over with a bang.

With Joe Griffen, robust Irish tenor, and Kay Morton, soprano, as soloists and male chorus of six, excepts from The: Student Enincefairly brought down the house. Sung; with gusto and with the this proved a stirring, pleasant diversion The paying guests couldn't be satisfact that if for the property of the stirring of th

satisfiert until Griffen warden ausn Eyes.

Preceding were three dance num-bers by Rodrigo and Francher, a spood-looking, but, far from excep-tionally talented Ballroom pair, and Breese's trumpef and banjo selec-tions, always tighly acceptable. The bands dance music is well, played and makes for the sort of enjoyment; sought here. Business always forter Rees.

BERTOLOTTI'S, N. Y.

BERTOLOTTI'S, N. Y.

This West 3d street's pot in Greenwich Village is a bit of a revelution with Village is a bit of a revelution with the spanently good reason that the time apparently good reason that the tariffs are such that everybody can have a good time without any mental reservation ment the size of the check. The \$1.28-\$2 table divides (Italiam motif) combin and a fathly good if ir respectively from the size of the check. The \$1.28-\$2 table divides (Italiam motif) combin and a fathly good if it respectively in the size of the check. The \$1.28-\$2 table all the size of the check. The \$1.28-\$2 table all the check is the size of the check. The \$1.28-\$2 table all the combine show of which 'Villa Riurnoy; is mistress of ceremonies.

Claimed to be a 100% full-blooded Cherokee (allthough the size of the size o though the trib do their pop-with verve and sclat and fit nice; into shows of this type, bingin, along also a bit of a name becaus of their mike veterastip Dano Dand is headed by Orville Rand.

The THEATRE of the STARS

LOEW BLDG. ANNEX

160 WEST 46TH ST. NEW YORK Breant 9-7800

LUBIN GENERAL MANAGER SIDNEY H. PIERMONT B:O'O'K'I'N G! M'A'N A'G'E R

• 15 YEARS ACO • (From Vanteux and Clipper)

Municipal Opera, St. Louis, in the munity to prevent broadbasting of Miss Springsline' simultaneously with the presentation of the operation of the company. First clash over 'Miss S with the

For once stage hands and musi-ians did not ask for hoist.

Local 306, N. Y. projectionists, up in arms against a 10% cut ordered by Theatre Owners Chamber of Commerce:

Ted Lewis back at the N. V. Palace. Closing the first half, so he could not stop the show. Disappointment in the non-appearance of the Four Mortons so W. C. Fleith did the Family Ford skith himself. Jim Harkins usually did the sot.

Jim Europe's band opened on the Keith circuit, Carried 38 men.

Motion Picture Theatre Owners started a drive to persuade houses to use 'free' music. No dice, The hits were needed.

Picture showmen alarmed: N. Y. lbw just enacted stressed fire pre-vention. Figured it would close at least 500 houses in the state:

WOR broadbast the storm and forest fire effects in the stage play 'The Storm.' In connection with a fire prevention drive:

Raymond Hitchrock did a vaude tryout in Washington, Not so hot, so they forgot it.

Blway season ended with a record number of flops, but not bad on the hits. 'Bat' was ending a two year run and Music Box Revue' was only seven weeks shy of a year. 'Shuffle Along' had done 60 weeks and 'The First Year' ran 85.

Vaude managers shaking their heads and predicting that big time vaude would give way to the small time brand. It did worse than that

Cincy Shubert's: Vaudfilm

Cincinnatt, July 27. RKCO Stubert is set to emerge from summer darkness July 30 fb. is run of a month or so on pictures before getting into vaudilm policy for the new season. Opening nic will be 'Good' Earth' at regular

scare.

Front of house is bedecked with signs ballyhooing the engagement as "A world premiere at popular prices."

Vaude Again at Fay's, Philly Fay's, Philadelphia, reverts to vaude on full-week policy on Aug. 27 after a summer of straight-films wine

snowings. House dropped flesh for the hot stretch on May 27. Eddle Sherman

Saranac Lake

By Happy Benway

Edith Cohen and Ruth Hatch week-ending to good results, while going over the oheck-up thing. Frisco DeVere (Scarsdale, N.Y.) Adirondacking with her sister after successful op)

Dr. George Wislon, actor's medico Pitisburghing with his folks.
Salvadore Ragone, bedded for so many years, now going, down town on exercise: He's a former United lartists producer.

After three months in hospital

meny years, how going down town and exercise. He's a former United lartists producer. After three months in hospital care, Bobby Graham is still limping around from that auto jam.

Joseph Vaughey left Denver for California for changer of air.

The Adirondack Grill: flopped with their flesh shows and shuttered.

Coming and going: Dorothy Maxwell (Rthester, N. Y.) to New York City. Anton Anderson to Staten Itsland. Russ Kelly to Montreal...

Hisppy Benway to bed. Marilyn Moran to Lake Placid. "Kay Goldberg to St. Albans, Vt. .. Lester Slice-lant to Dorsey Terrace.". The Leonard Grottes to Montauk Point. "Tommy Vicks to Rochester, N. H.

Hottest spell here in 20 years, spots that used flesh and orks folding up Tourists are hitting the state's free camp sites, entertainment. Being igiven there now:

Local besselal team has two hoofers, Kittridge and Hafey. It's an off-to-Buffalo to first on long hits.

Write to those ill whom you know in Saranac and elsewhere.

NEW ACTS

FRANCES FAFE Singer, Plenist S Mins. State, N. V.

Slates, N. E.

Miss Fixe is from 5Rd street by
way of Hollywood, having; just omleited a Bing Crossly film chore out
than She is also the 'originator of
than She is also the 'originator of
than She is also the 'originator of
tazezzuzuzazuz' All: this is proudly
announced via paa prior to her stepping, out. And despite which she
makes an olay fill-in vaude or picture house turn.

That hot suffil-in vaude or picture house turn.

That hot suffil-seems to be popular these diges. There are some all-'s
around who remember when it was
called coon-shouting and was okay,
too. These fads come and go. While
titles here; Miss Faye should oasth in
Site may not sing good) but she sings
bud.

libud. Incidentally, her piano playing is extra fine, so she won't have to worry about a job when the new eres of peace and quiet comes back.

TEXAS SAM HINTON Music, songs 4 Mins Stanley, Pitts;

Stanley, Pitts:
One of the few Mujor Bowes amateurs who looks like he might go places as a pro. He's a modified hillibilly, has a pleasant, youthful personality and niee trick voice that fits into those old prairie laments he wartles. Hinton starts out playing a ministure accordion and harmonica simultaneously, then gets smazing; results from a semi-classic out of an ordinary in whister Sinishes up with a couple of Lone Star ballads, accompanying himself on the guitairs all the way and had at bught time getting off. Novelty ber for nitery or stage and; with a titught time getting off. Novelty ber for nitery or stage and; with a titught multiple of the start of

ANN WHETE.

Songs: Bertelbttl's, N. F.

Bertubility, N. T.

Ann. White, has potentialities, for the highing supper spots. She's a songstress who falls under the 'so-phisticated' classification. Her lyrics are pert, but not smutty, and; what's more, her personality and delivery are such that she doesn't need the double-ententle; other than what is accepted in the smarter hotels and niteries.

Art this Greenwich Village restau-rant Miss. White, despite the all fresco atmosphere; evidences that she has that intangible something to hold 'om, and site delivers handlig. Her songs are special and culled

that manganete'em, and size delivers manility.

Her songs are special and culled
from the revues. All got over excepting that one Rodgers, and Hart
lyric from 'Oh Your Toes,' which
for a \$4.401 audience, its one thing—to
\$4.503 table difute assemblinger is
should be omitted.

TERRY PERKINS

SP Mittes
Paramount; N. Y.
Youth voice, diction and personality are all in the equipment of
Jerry Berkins, the lad who was
picked up recently in Chicago by
Julia Hallett and is now as part of
Hallett's orchestra, but doubling, for
no instruments. bit of a tear in his
vice and a good style of delivery.
The voice isn't of smash caliber buthas whad it takes to get the listen buthas what it takes to get the listen buthas what it takes to get the listen buthas what it takes to get the listen buthas the listen buthas what it was the listen buthas what it was the listen buthas the li

obenias weet, clear and auditop pleasing.

On engagement here with the Hallett orchestra; he did four numbers;
two as encores; all pops. The love
balladi is his meat: Very, likely,
Perkins is going, places that are
worthwille;

Char.

TEDMOT GRACH Songe: 10: Mins Paramount, N. Y.

Paramount, N. Y.
Teddy Graver inn't long on voice and diction, but site's anything but short on selling. Site's anything but short on selling. Site's abrorher who favors the type of numbers that are of Harlem flavon and does them best with a touch of Harlemania spicing. Stoch as 'St. Louis Blues,' 'Goons Stoch as 'St. Louis Blues,' 'Goons of the state of

working feverishly for audience pull, Miss Grace makes a nice ap-pearance and should be quite an ac-ceptable single for stage dates gen-erally, as well as for floors: Chan.

Nitery Porter Held As "Foreh" Slaver

Detroit, July 27.

Fire; obviously started to conceal murder of a 16-year-odd high school girl, destroyed the Day Break Im roadhouse, near New Baltimore, near Inusday morning

(223). Phirked up in Cleveland as suspect in the torein slaying. James McCormack, porter at the nocturnal spot, is bising held here, but has denied theying murdered Mary Jane Mohan, whose Body was found in an oil-soaked bed in one of the rooms above the thousand. above the thvern.

McCormack, however, admitted he took \$76 from the roadhouse safe as the fire broke out.

Nitery Placements

Eva Ortega, Mt. Royal hotel, Mont-real! indef.

Ozzie Nelson, the Lathrops, Bobby DuPont, Astor Roof, N. V.

Jane (and Katherine) Lee; Leon & Eddie's; N. Y.

Jime (and Katherine) Lee; Heon & Eddie's; N. Y.
Milton Douglas (singer)), and Simpson's Martonettes, Versailles, N. Y.
Wini Shaw and Ramon and Renita opened' at Riley's; Ifm; Saratbga; N. Y., Monday (263).
Gönsuelo: Flowerton and 3' Craek-rajacks; Chateau Moderne; N. Y. formerly the Monseigneum; Jack Osterman, mc. Edith Roark, Olche and Chateau Moderne; N. Y. formerly the Monseigneum; Jack Osterman, mc. Edith Roark, P. Salies Castra and Build, Wagner's ortotestin; and Build, Wagner's ortotestin; new slow at Club Minadon, N. Y.
Eddie: Garr, joins the held-over Irene Headey at Marrien's Riviera, Fort Lee, N. J.
Henry LaMarr rejoined the show at Bill's Gay Ninetles; N. Y., after short vacation.

FRANK LIBUSE

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AGENTS

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Announcement

EDDIE GARR

Now Under Exclusive Management

WM. MORRIS **AGENCY**

Currently Appearing

BEN MARDEN'S RIVIERA

Variety Bills

NEXT WEEK (Aug. 2) THIS WEEK (July 26)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

CHICAGO
Palace (30)
Duke Ellington Orc
(23)
8 Lucky Boys
Steve Evans
Lucy Moral Marlowe
Shaw & Lee
Preisser St. AND
Palace (30)
Van Celle & Mary

Foreythe, S & F
Marjorle Gainsw'rth
Preleeer Sis
Frank Gaby
Nelson's Elephante
Ozzle Nelson Ore
Harriet Hilliard
Grace & Nico
Don Cuminings
DENVER
Ornleam (20)

Orpheum (30) Fred Waring Orc

Loew

NEW YORK CITY
State (29)
Don Francisco
Luis Zingone
Silm Timblin
Stuart & Martin
Gus Arnholm Orc

WASHINGTON
Capitol (30)
Bert Nagle Co
Guy Roberteon
Ross & Bennett
Vic Hyde
Crawford Orc

JAY AND LOU SEILER

Appearing at RILEY'S SARATOGA, NEW YORK Dir.: LEDDY & SMITH

Paramount

NEW YORK CITY Mai Hallett Oro Hal Lerby Val Setz

Val Setz
BOSTON
Metropolitan (30)
Geo Prentiss
Maetere & Rollins
Ei Cota Co
Nollagoodelle
Waldorf's Bear

Priceka Georgia Haycs

CHICAGO
Chicago (30)
Martha Raye
Jack Williams

Oriental (30)
Popeyo
Betty Bon As
Casino (39)
Phil Harris Orc
Georgee & Jaina
4 Craddockerlek
Arrin & Broderick
Arrin & Broderick
Arrin Erred
Michigan (30)
110, Tap Teen
Carl Freed Co
ST. FAM. (30)
Major Bowes Co

Warner

PHILADELPHI
Earle (30)
Cityde Lucas Oro
(23)
5 Jansieva
Le Pruil
Herman Ames
Herman Bing
Wells & 4 Fays
PITTREURGH
Stanley (30)
Will Oeborne Bd
3 Stooges PHILADELPHIA

Major Bowes Co WASHINGTON Earle (30) WASHINGTON
Linzeeds
Brown & Amee
Steve Evans
Gene, DeQuincy & L
Enrico-Novello Co
Tommy Tren
Forsythe, S & F
Aarons & Barna

Independent

CHICAGO
State Lake (30)
Toy & Wing
Spiliers Seals
Bobby Pinkus Co
B Minevitch Co
INDIANAPOLIS
Lyric (30)
Noble Sissle Bd
Chilton & Thomas

Gordon & Rogers Edna May Harris Billy Banks KANSAS CITY, MC Stevene Bros & B Roy Lee & Dunn 4 O'Connors Patsy O'Connor

London

Week of July 26

Canterbury M. H.

Ist half (26-28)
Geo Betton
Swan & Leigh
2d half (29-31)
Betty Turnbull & O
Hintoni Bros
Dominion Wilfrid Greene 6
Trocadero Rest.

BRIXTON

Astoria Ied Joyce Bd CAMDEN TÓWN Rawicz & Landauer CLAPTON

CLATTON
Rink
Victor Moreton
Bertini & Clarke
B'way Ba & Brenda
EAST HAM
Granada
Jose Moreno
Gandi Bror
EDMONTON
Empire

Maskeleyne Co & M Forri HAMME: WITH Palace Lee Don Edw Victor

ISLINGTON Blue Hall 1st half (26-28) etty Turnbull & O Betty Turnbull & Hinlond Bros 2d half (29-31) Geo Betton Swan & Leigh LEWISHAM

Palace
Troise Mandolicrs
LETTONSTONE
Righto
Jose Moreno

Ring.
Jose Moreno
SHEPH'RDS BUSH
Pavillan

H'lyw'd Resimerani Mitchell Ayres Ore E Jeleanick Ore Jean Sargeant Itune Lorraine 6 Debonaltz 7 Debonaltz 7 Debonaltz 8 Debon Lee Don
Levanda
STREATHAM
Palace
Troise Mandollers
TOOTING
Gradula
Willards
Sereno & June
Angela Parselles
TOTTENHAM
Fulace
Victor Moreton
Bertini & Clarke
B'wny Bs & Brend Glen Pope Hotel Ambassado

William Arace Paul Taubman Rotel Astor (Roof Garden) Ted Lewis Orc Radio Aces Charlie Whitter Ruth Daye Lita Lede TOTTENHAM COURT ROAD Paramount Anton Bd Gall, Morrell & P M & H Nesbilt WALTHAMSTOW Gramada Satsuma & Ona

Provincial

Week of July 26 ABERDEEN

Tivoli G S Melvin

ALDERSHOT

Dericke'n-Brown Co Burton Brown Eve Becke

Dericke'n-Brown Burton Brown Eve Becke Connor & Drake Masa Hirukawa Haval & Byl 7 Romas Archie Elray Tom O'Halloran 3 Adairs

Lyndon & Moore Claude Lester

Manitos Ike Hatch Sylvestri Rucos Tr

Hatel Biltmor (Moonlight Terra

Horace Heidt Ore

Billy Swanson Orc Hotel Essex House Nat Brandwynne O Maxine Tappin Dick Stone

Andy Iona O Ray Kinney Maymo Hoit

Hatel McAlpin (Roof Garden)

Hotel Montelals (Casino-in-the-Air)

Hotel Marray Hill (Fountain Room)

Hotel New Yarker (Summer Terrace)

Gus Arnheim Orc Evelyn Chandler Baptie & Lamb

Hotel Park Centra (Cocoanut Grove)

(Coconnut Grove)
Jerry Blaine Orc
Ross & Edwards
Darreil & Young
Barney Grant
Claire Scott
Flying Whirlos
Dorothy Jeffers
Kt Clair & Elliot
Ferry the Frox
Tania & Kirsoff
Hutel Pennsylvania
Tommyn Darsey Orc

J Messner Orc Jeanne D'Arcy

Coral Islanders Hai Hope Oro Herb Weil Electronic 3 Fellx Paplle

Joe Cappi Orc Nancy Garner

Cabaret Bills

NEW YORK CITY H Hatters Lydda Sue Stuart Morgan Diaz Don & Dolores Marion Mann Teddy Hale Sylvia Manon 4

Barney Gallant's

Bertolotti's

Bill's Gay, 90's Eddle Leonard Spike Harrison Ethel Gilbert Gus Wicke Emitt Caeey Jim Bishop Henry LaMarr

Callente
Beth Raborn
Helen Shaw
Ruth Wayne
Carol Sle
3 Rhythm Boys
Calionte Cabelleros

Chateau Moderne H Leonard Oro Consuelo Flowerto: 3 Crackerjacks

Jolly Coburn Ore

Club Gaucho
Club Gaucho
Vaccaro's Orch
Jose Diaz
Trini Plaza
Lita Moya
Helen Virgil
Dimitri

Club Mirador (Roof Garden) Buddy Wagner
Jack Osterman
Edith Roark
Floria Vestoff
Gaye Dixon
Chiquita
Joan Vickers

Club Yumurl

Don Hilberto Orc
Antonio & Carito
Sarita Herrara
Rosita Ortega
Portia Porter

Jark Dempsey's E Carpenter Oro

E Carpenter Oro
El Clico
Don Alberto Oro
Carlos Montoya
3 Pampero
D'Avolos & A
Antonita Moralee
Jose & Patricia
Las Guarecitae
Rolando

Rolando
El Morocco
Ernie Holet Oro
Frotics
Raiph Watkins Oro
Gien Island Casho

Nye Mayhew Oro Helen Reynolds Doug Newman Harry Williford

Hickory Prince
Joe Marsala Ore
Jim Moorehead
Ray Blondl
Hickory Lodge
(Larchmont, N. Y.)
Herber Steiner Ore
Hal Kerry
Annabello Lee
H'lyw'd Resinarani
Mitchell Avres Ore

Acques Fray Ord A Rasch Duncers Plerco & Harris Hatel Taft Geo, Hall Oro Dolly Dawn

Batel Waldert Asteria (Starlight Roof) Guy Lomhardo Orc Raiph Rutgers Orc Marissa Flores Raphuel Hotel Wellington
Ed Mayehaff, Oro
Jimmy Kelly's
Lionel Rand Orc

Rainbow Grin Emery Deutsch Orc Durelle Alexander Helen Myors Evalyn Tyner C & L Bonner Glover & La Mae Joe Capello Oro Montmartre Boys Carter & Schaub Jimmie Costello 3 Raymonds Danny Higgins

Larue Eddie Davis Oro Hirado Orc Rambow Room Al Donahue Orc Eddie LeBaron () Oliver Wakefield Lotte Goslar Texas Tommy Helen Myora Dr'Sydney Ross Le Coq Rouge
Horaclo Zito Oro
George Sterney
Le Mirage

Harry Horton Ore Cuquita Marle Almonte V MacNaughton Brown's 3 Shades Riley's (Saratoga) Ramon & Renlta Wini Shaw Riviora Riviora
Milchey Alpert Orc
Nano Rodrigo Orc
Lois Kay
Eddio Garr
Ircne Beasley
Nick Long Jr
Kay Picture
Paul Duko
Nadlne Gae
Buster Shaver Co
Ben Yost Callegians

Brown's 3 Shades
Leva & Eddle'(Paga-Pago Reon)
Lou Marth Ore
Lou Marth Ore
Jane Loe
Patricia Gilmore
Vivian Ray
Gloria Cook
James Keogan
Nelsons Cata & Raile
Renge Renge Cook
Mile Denise
Norman & McKay
Dlossa Costello
Mon Paris Sauds Point Bath
Club
Paul Rebucel Ore
Emily Stevenson
Wilcon Lang
Stork Club

Mon Paris Mon Paris
Gene Fordick Oro
Laurence White
Marlon Pierce
Versatile . 3

Morl's Lou Ferris Orc

The Ouks
Al Lambs Orc
Tommy Lyman
Gene Archer
Onyx Club
6 Spirits of Rhythm
Maxine & Janics
Parnullae
Jay Freeman Oro
Ann Pennington
Lucille Johneon
Aldrewe Sie

Place Elegante Bili Farrell Marlo Basini Toto Canglosi Rex Gavitte Larry Mado Oro

Edna Janig Tavern On Green (Central Furk) Hughle Barrett Ove Vallanila Maurice Shaw Oro Marita Lorraine Barrett Rond Hai H Rosenthal Ore Jan Rondingues Ore Simpson's Co LOS ANGELES

Buil Bruz Fletcher Charies Lawrence Beverly Wilshire Geo Hamilton Or

Biltmore Bowi
Ilimmy Grier Oro
Lola & Lewis
Robert Gately
Hank the Mule
Bilss, Lewis & Aéh
Delores & Andre
Dick Webster
3 Rhythm Rascals Cafe Century

Cafe Century
Cecles' Orc
Miller & Mantan
3 Dunridge Sis
Coreta
Marle Bryant
Olivette Miller
Marcus Slayter
Peter Ray
Nat Coles

Cufe De Pares

Cofe International Cafe Internation

Ben Pollock Ore
Chaz Chase
Billy Vine
Caroline Mason
Beth Wilson
Dick Bennett
The Theodors
Dora Dean
Ginger Lynne
Lilly Ann Starr
Elennor Troy

Cafe La Maze Stan Clair Oro Park Ave Boys Clover Club

Rob Grant Ore Helen Thompsor Club Hawali Hawalian Oro Coconnet Gros

Coconnat Grave
Geo Olsen's Oro
Edgar Bergen
Charllo McChrthy
Edith Caldwell
Famous Door
Stuff Smith
Coxy Coe
Jonnh Jones
Eddie Beai
Hawallan Paradise
Sol Brights Orc

Sol Brighte Orc Satini Tual Loa Sol Hoopi Wanda Diana Toy

Boll-Boll

Tommy Dorsey Orc Edythe Wright Jack Leonard Allen Storr 3 Esquires Hotel Piccallly Jeno Bartal Orc Hotel Plerre (Roof Garden)
Basil Forncen Oro
Anne Heath
Peppino & Camille

Butel Pluza

Nella Goodelle
Hotel Roosevelt
Freddle Slarr Orc
Hotel Savoy -Plaza
Emile Petil Orc
Russell Swan Joe Sanders Ronald & Roberta Pole the Newsboy June Glory Chez Parce Hotel St. George (Brooklyn) Ell Dantkig Ore Charley Paul

Lou Holtz Ficien Morgan Georgie Tapps Headinger 2 Rosennary Deering Lillian Carnien Henry Busse Orc Hal Richards Orc Grisha

Colosimos

Bob Tinsley
Janis Andre
Maxine DeShon
Dorothy Wahl
Wille Shoro Hotel St. Regla (Viennese Roof) Congress Hotel

Jesse Crawford
Helen Crawford
Chas Carille
Bernhardt & G
Diaz, Don. D & D
Tommy Trent
Varzos & McDowell Gay 90's ('nileen Georgin Lucky Lew King Mignon Ingrid

Lido
Les Parker's Oro
Bill Roberts
Bob Searles
Dolores
Little Club

Sonny Kendia Ore Gus Martel Ore

Surfshle Surfshie
(Atlantie Beuch)

B Madriguera Ord
Josephino Huston
G Dequincy & L
Edna Janis

Jane Jones Paul Kendall Helen Warner Rose Valydu Omar's Dome eorge Redman Orc

Elmer
Arden Sis
Gunther, Magician
Naomi, Warner
Goorge Markie
Mimosa & Medina
Pacifio Sunset Club
Al Heath Oro
Toni LaRue
Paggy Paga

racifio Sunset Clun
Al Heath Oro
Toni LaRue
Peggy Page
Sorrell Sis
Buddy La Rue
Patomar

Een Goddman Ore
Huddon Man Ore
Huddon Man
Gene Coopl
Madile & Ray
Renoft & Ray
Lionel Hampton
Parls Inn

Paris Information of the control of the control of the condition of the co

Moe Jaffe Ore
Benny the Bum's
Deloyd McKay
Murlol Thomas
Sacha Leonoff
Frank Hall
Mayo & Marle
Frances Carroll
Ralph Brown
Costello & Corrine
Cedarwood Inn
(Malaga, N. J.)

Jack Curtis Bobby Evans Stump & Stumpy Clarence Mich Ore

Nump & Sumpy
Clarence Mich Ore
Embassy Club
Leo Perrina
Billy Leo Berna
Billy Leo Berna
Billy Leo Berna
Billy Leo Berna
Leo Berna
Leo Berna
Dorothy Deppin
Everreen Casic
Henry
Mac Dorothy
Kathleen May
Jay King
Tom Barry
Kathleen May
Jay King
Leo Berna
Billy Leo
Leo Berna
Leo

1523 Locust
Bubbles Shelby
Jano Farrer,
ICay Lavery
Virginia Young
Nelly Banks
Linda Ray
Peanuts Stewart
Swing Kings Ore
Hotel Adelpida Ro Hotel Adelpida Roof Vincent Rilzo Orc Harold Knight Oro John Uppmann Al Bernie Allco Dawn Robbins Fam

All Bernie
Allico Dawn
Robbins Fam
Vera Fern
I & D Flizgibbons
Alfonso Berg
Agnes Tolle
8 Texas Rockets
Evan B Fontaine

Evan B Fontaine
Lambs Tavern
Lambs Tavern
Latry Meil Ore
Little Rathskeller
Jack Giffin Ore
Dorothy Bach
George Scott
Shandov & Marro
Kulin & Del'into
l'ut l'erry

Radio Equity Org.

(Continued from page 1)

Linda Carlon and Lucille Wall Equity's radio committee sat in Monday's conference. committee sat in on

Monday's conference.

Operating on an American Federation of Labor charter, the Four A's is comprised of the various actor and artist organizations in show business. Subordinate bodies include Actors Equity, the Screen Actors' Guild, the American Federation of Actors, the Grand Opera Artists Assn. and several smaller groups. American Federation of Musicians, with a separate charter from the A. F. of L., is not a member.

Series of conferences is being held

Series of conferences is being held Series of conferences is being held all this week by representatives of the various groups. Frank Gillmore, as AAAA prez as well as Equity head, is chairman of the meetings. Besides the other Equity officials, meetings are being attended by Kenneth Thomson and Lawrence Bielenson SAG reps, and spokesmen for the other groups. Also sitting in are other groups. Also sitting in are reps of the American Guild of Mu-sical Artists, a non-affiliated group, which is seeking to take over the GOAA charter.

Thomson, who planed in from the Coast last Saturday (24), to personally take charge of the SAG drive to organize the eastern film studios under SAG closed shop, is giving the

Hotel Egdewater Beach Jackle Heller Donna Dae Ahearn Bros Chas Carrier Beach,
(Board Walk)
Bernie Cummins Or
Gioria Sutter
H Smith Ballet
Hills Circus
Northway & Danilo
LaVarre Bros Hatel Stevens (Coatinental Room) Carlos Molina Ruthania & M'le'in Frank Payne

Hotel Lamile (Blue Fountain Room) 606 Club Paul Sablin Ore Dorothy Miller Hotel Palmer House (Empire Roam)

006 Club
Billy Carr
Norn Ford
Boots Burns
Etta Reed
Ford & Barnes
Yacht Club
Nino Rinaldo Oro
Frances Williams
Edna Sedgwick
Wingy Mannone
Jaokson, Mills & R
sat Club Eddy Duchin Ore
Holland & Hart
Bruce Holden
Ellen Blair
Mari Lynn
4 Aristocrate
Abbott Dancers 885 Club
Johnny Hornert
The Dictators
Corlies & Palmer
Mary Jane Dodd

Hotel Sherman (College Inn) Frankle Masters Or

PHILADELPHIA

Anchorage Watson Sie Yolandi & Estelle Ritz-Cariton (Crystal Room) James Craig
Manno & Strafford
Ed Silverglade
Sally La Marr
Johnny Graff Oro

Van Levis Oro Henry Patrick Johnny Graff Oro Areadla Int'l Milton Kellem Oro Don Renaldo Oro Mayfair Giris (8) Ed Silverglade Izzy Bellis Collette & Barry Eleanor Bowers Irma Bundel Marlo Villani 31 Club 31 Club
Bill Fiske Oro
Billie Brill
Lorraine Rhoda
Poarl St Clair
Margery Raye
Johnny Magnan

Silver Lake Inn (Clementon) Joe Milkopf Oro Beth Challis Carlton & Juliette Janice Thompson Carroll & Lane Bellevue-Stratford (Planet Room)

20th Century Tavers
Lou Longo Orc
Hazel Harman
20th Contury Co (6)
Frankle Hyres

Parrish Cafe
Bobby Lee Oro
Leon Hill
3 Parlsettes
Chickio Martin Co

Piccadilly Room (1528 Locust) John Hamilton Ord Jackie Mablie R'berlogs Willams Patay Evans Fats Smith Lulu Mae Dutkin's Rathskelle

Dutkin's Rathskelle V Norman Oro Jacqueline Herm'n Maurice & Rodell Freidle Lane Ruth Barrelt Cleo Vaienteen Trank Ponti

Trank Ponti
Stamp's Cafe
Jack Hutchinson
Rolla Belingnt
Rilly Siler
Joan & George
Lat Vanne
Johnny Walsh
Viking Cafe
Penn Fay Oro
Lew Fontor
Byelyn Linnes
Ryelyn Linnes
Geo Harrigan
Jack Finney
Weber's Haff Bra

Geo Harrigan
Jack Finnes Brau
Webr (Candles)
Louis Chaildin Ore
Ray Miller
3 Girlon Girls
Bernardo de Pace
Instrumental 2
Hugo Klee
Sid Golden
Gregory Quin Co
Eldoradian
Sanset Iun
Ace Pan-cast Ore
Betty Vallone
Betty Vallone
Betty Scott
Betty Scott
Peaceck Gardens

Pencock Gardens

Srivan Herman Ord Yorktown Tavern Billy Sein Ord

huddles preference over his scheduled meetings with the indie pic producers.

All Concerned

All Concerned

Known, however, that a vital topic
under consideration is the jurisdictional problems involved in the current drive to organize radio. With
members of Equity, SAG, the AFA,
GOAA and the AGMA active in
radio work, all of those groups are
vitally concerned in the matter of
jurisdiction. Radio organization has
so far been known as the Radio
Division of Actors Equity, with the
Equity council having a large say in
policies. Understanding is, however,
that the intention is to make radio
an independent group under its own that the Intention is to make radio an independent group under its own charter from the Four A's. It would then be known as the Radio Actors Guild or Radio Equity, whichever its members decide, Idea is for the body to have complete autonomy, such as is enjoyed by the SAG or AFA, and to have working agreements with the other AAAA affiliates.

Another subject believed to be

Another subject believed to be under consideration in the present confabs is the relationship of the eastern branch of the SAG to Actors Equity. Understood the SAG strategy board is anxious to establish as strong a working pact as possible with Equity before proceeding to deal with the indie pic producers.

to deal with the indie pic producers. Not only hre the working conditions in the eastern studios different from those on the Coast, but the producers at this end are figured much better able to offer resistance to SAG demands. Fact that few names are used in eastern productions, particularly commercial films, which make up a major share of the field, would enable the studios to hold out much longer, if a battle developed.

After presumptly laylor out his

After presumably laying out his campaign plans during this week's huddles, Thomson is to meet with the indie producers here next week for an 'exchange of views.' Deadline for the closed shop in the east has been set for Aug. 1.

Involved Sctup

Involved Setup

While Gillmore is now president of both Actors Equity and the parent four A's, exact status of the two groups and their relationships to their adfiliates is an involved matter. Where those members also belong to Equity, even though not active in legit for some years, SAG under its agreement with Equity must turn over to the latter the amount of the Equity dues. Under the AAAA constitution and by-laws, representation on the AAAA board of directors is on the basis of one vote for every 300 members. With srecent growth under closed shop on the Coast, the SAG now greatly outnumbers Equity in membership and at the next AAAA meeting in May, 1938, can, if it wishes, dictate policies. Understanding is the SAG may do so unless it obtains what it wants in the current meetings.

Another organization meeting, the third of the radio performers twing the status of the reformers traing

in the current meetings.

Another organization meeting, the third, of the radio performers trying to bring Equity into the broadcasting picture, as representative of the performers, was held Monday (26) night at the Hotel Victoria, N. Y. It lasted until about 3:30 a.m., about 200 being present. Mark Smith was voted chairman of the board of 15 directors elected to serve two months.

Main business of the meeting was the decision to issue questionnaires to all in radio, to be filled in with suggestions for an equitable amount to be demanded from the networks and agencies for basic contracts. Had been previously suggested that a minimum of \$25 for a 15-minute show, \$50 for a 30-minute show, and \$75 for an hour show, be demanded. Amplifications of that scale would have set a fee of an additional 50% for rebroadcasts and set certain rules for rehearsals. Main business of the meeting was rehearsals.

for rehearsals.

Was also voted at the meeting to demand billing for all actors in dramatic programs (a proposal the networks will fight because it will allegedly 'clutter up the air') and to force all announcers doing dramatic acting to join the radio union under a closed shop setup. Announcers not doubling as actors would be permitted to belong to their own organization.

Matter which received some dis-

Matter which received some dis-cussion at the meeting, although it did not come up on the floor, was the case of Linda Carlon, actress, who was recently dropped from a Blackett-Sample-Hummert show, Was claimed that Miss Carlon had refused to sign an Air Features contract calling for a 5% commission payment.

Ball-Ball Billy White Orc Dancing Dietrichs Wardell & Dade Sally Joyce Biacklawk

Hatel Brevourt Dorothy Duval Earl Smith Commodere Duc Joe Parlalo

Jack Denny Ore St. Maritz lee Car' Kit Klein Douglas Duffy Bobby Heara

CHICAGO

Cabaret
Chas Englos Orc
Jack Irving
Yvetto
Theo Troy
Mildred Rock
8 Parislans
B. B. B.
Rider Sin
Palmer Sin
Dorothy Joinston

III-Hat
Burns & White
Sonl Shaw
Vivian Proctor
Loris Lorraine

- Hotel Bismure!
(Walnut Reons Credit Various OreLactor Gurela Walker 3
The Duanes Dean Murphy

Drake Hotel (Gold Coast Room)

Jules Novit Oro Marion Miller Jack Elkins Harry's N. T.

L'lerre's Manny La Porte Orc Ned Welsh Herrmann & Valcz

Radio City Music Hall

VARIETY

Radio City Music Hall
Okay stage divertissement this
week is mideummer mixture of standard items. Love Songs, for example, is typical singing tableau aftair dressed in the motif of the feature of the week. Tosst office for
the farting alternately
handle sundry ditties of pash. Robsert Landrum, Hall standby, and Ross
Rubinstein are centre stage and the
hief couple. Love Songs presentation is preceded by the pitmen
smacking out Tschalkrowsky's Tomeo
amacking out Tschalkrowsky's Tomeo
amacking out Tschalkrowsky's Tomeo
and the dancing side there is a
rese arbor tra-la-la in titlle dresses
by the ballet corps and a saft shoe
resting to sive tra-la-la in titlle dresses
by the ballet corps and a saft shoe
resting to sive tra-la-la in titlle dresses
by the ballet corps and a saft shoe
resting to sive tra-la-la in titlle dresses
by the ballet corps and a saft shoe
resting to sive tra-la-la in titlle dresses
by the ballet corps and a saft shoe
resting to sive tra-la-la in titlle dresses
by the ballet corps and a saft shoe
resting to sive tra-la-la in the formation
because of saft and the saft shoe
also draws applause.

Lasacha Beron holds lem with some
heautiful fingering on the sidl this
week is a show in itself and drawsing well among the partonage. Its
the Jules Chanbusau calleation of
tiny replicas, all practical, are todefinite transpired five times daily. Rig
demand among the kids and dowagers for autographing of program
with the world's smallest fountain
pen.

Land.

ORIENTAL, N. Y.

Minsky Bros, like others making the hurry-rip transition from strip-teasery centrates, seem to have something in the new sepis show policy introduced hast Wednesday (22), inhitater is tagged Uning the Liptiowa Downtown and for the most part it's as snappy song and dance the contract of the strip of the contract of th

Greticy folded last night (Tuesday) after but non-week).

Swan and Lee, male twosome, houder most of the laugh-getting division, but sometimes don't. The Irwo Zephyns glaum plenty on their partomimic foolery but even so its thort in the guffaw and yell department. Dusty Fletcher, willed, didn't go on, but would have helped magnificently [by some sort of booking jam he had signed up with the Apolio, Hardem, before they could agree on salary down here.] Deaptile shortcomings, the friendly premiere audience went for everything offered and the results were satisfactory. Show's personnel, both as the principals and the 22 good that the same of the second principals and the second recurrence of the second principals and the Argonius and the second principals and the Argonius and the second principal sound the second particularly some of those who formerly cavarted at the Hanlem Uproar House, around the cerner from the Oriental and shuttered for the summer.

Erskine Hawkins' Swing Band

There is no mention of the ops, even, on pregram. Only mention to the control of the control of

APOLLO, N. Y.

APOLLO, N. Y.

(MARLEM)

Flenty of show and plenty hotcha at this uptown acer, with itsoobred show policy. This house, slong with Loew's State downtown an dreadway, has the 'name's situation cinched for New York.

Current week's layout, opening Friday (25), has Major Bowes' Dixle Subbles' unit. colored anneture, emission of the state of the

Miss O'Neill and then the unit. Band on stage with graduate simopures doing their stuff, in front or an arrange with graduate simopures doing their stuff, in front or an arrange with graduate simopures was a subject to the simopure of the

precuring actional profession of those who again and the profession of profession of the series of the profession of profession of the pro

Les Ambassadeurs ('Cotton 'Club Rovne')

('Cotton Club Revue').
Cotton Club Revue epened at the Falladaum last night and was cordial; received, generally approved more for speed than quality. Show should see excellent business on its four-week run.

Paris, July 14.

This imported revue brought here by Edmond Sayag for his Theatre des Amhassadeurs is pulling its weight, both afterer and in the Bal Moulin Rouge, new monster Moninartre nightic opened by Pierre Sandain.

second.

Enthre droupe is getting a ctiff workout here doing one matinee a week and sach night at the theater plus one show at the Moulin Rauge afterwards. Show July 26 for four weeks and may come back true Moves to the Paladium, London.

ROXY, N. Y.

ROXY, N. Y.

The stage stuff this week is a 40 minutes onne-over-lightly. With 'Wee Willie Wahkie' (20th) on the screen 'treviewed in Varnery June 30), not much rostrum romping was needed. Short show gives pienty of turnover, and yet doesn't make the Roxy regulars think they're being short-chapged, even with tilted scale, There's to follow the stage of turnover, and yet doesn't make the flesh exhalist when Duncan and Bnemner, two husky Highlanders in full Scot regalia, come trotting on blasting haspipes, followed by Marjorie Knapp, who solos 'Something About a Sodier' in heavy burr accent. Then comes the real sock when the 24 Cae Foster girls romp through a seven minute number that has 'em rolling in and out of formations while halancing on huge globes. Outfronters went for it in a big way.

say the least. Sandwiching of one of other three acts on bill between the two characters certainly would have made for smoother, better re-

make made for semestner, better residits.

Mis Questelle shaped up better than the Sailor Man at late show any six he sailor with a mimic novelty of film stars at party done, but not up to other efforts and there in congruous.

Latter is who the other efforts and the sailor of the sailor

STATE, N. Y.

This is a sleeper ride week at the State; once over lightly on both stage and screen and biz way off on opening night final show as proof that the fans most certainly do smell 'em out.

smell 'em out.

Rostrum portion of the entertainment is not the worst in the world, but just so-so. And only four activation to be a solid to the solid time to be a solid time to be a

PARAMOUNT, N. Y.

Acceptable summer entertainment is provided by Mal Hallett orchestra. plus Hal LeRoy, Teddy Grace and others. LeRoy is the big wallop of the show but in others, booked separately for the engagement or car-ried in by Hallett such as the boy singer, Jerry Perkins, the show totals to an hour's diversion that's okay. It's far from the best the house has had but better than some, thus averaging satisfactorily.

thus averaging satisfactorily.

For Hallett, long a fave with the dancing bunch in the nation's ball-rooms, at's first Broadway theatre date of uts daind. As a rame Hallett isn't up there with the toponotchers that have been booked for this stand ball has quite a following faron the country of the country

and to plus other onchestraing around the east.

Including himself the band numbers 13 men. seweral of whom double for speciablies. These include Charlie Blake, the drummer who has a spot to himself, with a few lyrics to fit is drumming stint; Frankic Carle, who's nimble at the piano and gets across nicely with two solos; Joe Cabonera, bass fiddler, a portly and Cabonera, bass fiddler, a portly and Cabonera, bass fiddler, a portly and musician. Buddy Welcome, who doubles from clarinet to wecal arangements. In addition to these, Hallett carnies Jerry Reckins (new acts), youthful vocalist picked up in Chi. When caught Penkins did four numbers under urging, with the Hallett men backing him as a cherus

Chi. When caught Penkins did Sour numbers under urging, with the Hallett men backing him as a chorus on one.

Perkins precedes LeRoy who closes stoutly with his hoofing. Tapper is all standby to "Sweet Sue." One of the standby to "Sweet Sue." One of six numbers is a version of a lazy colored boy warming up to a Suzy-of and truck. The Le Roy technique is smart, as it has always been.

Two other specialty performers are Val Setz, the juggler, and Teddy Crace, singer on a setzly performers are Val Setz, the juggler, and Teddy Crace, singer on a setzly performers are Val Setz, the juggler, and Teddy Crace, singer on the setzly performers are Val Setz, the juggler, and Teddy Crace, singer on the setzly performers are val Setz, the juggler, and Teddy Crace, singer on the setzling goes over good. She does three numbers early in the proceedings, returning for one a little later and then again for the finale and 'Underneath the Harlem Moon. Finale is a radium effect on the district of the setzling of

HIPP, BALTIMORE

Baltimore, July 27.

Will Osborne is back at the Hippsdrome and turning in his usual good job. Varying his former routine somewhat with the interpolation of some new arrangements and a numsome new arrangements and a num-ber of specialties, he uses up a fast moving 50 minutes to do his stuff. Specialties include Ruthie Long, Dorothy Rogers and Fenwick and Cook.

Cook.

Fronting a musicianly aggregation,
Osborne opens with a rather long
medley, immediately followed by an
interesting handling of 'September
in the Rain' and 'Cherry Blossom
Lane. Ruthie Long next in well
sold hoofing routine, earning an encore and giving out with a legit
buck. Girl could stand a bit of
dressing us.

in the Rain' and 'Cherry Blossoni Lane.' Ruthie Long next in well sold hoofing routine, earning an encore and giving out with a legit buck of Girl could stand a bit of the stand on the stand of the stand on the stand of the stand on the stand of the stand on the stand of the st

cores.

Pinture is 'Girl Said No' (GN).

Burni

STATE-LAKE, CHI.

Philadelphia, July 25.

Slate Brothers get the billing this week, wandering in and out of the bill, seemingly as they please and clicking with every appearance. Beside doing their own act, they are spotted at opening, close, and between other turns. To them must got he credit for giving the show they fast. From the seem of the s Philadelphia, July 25

changing.
Other acts built around the Slates, round out a vaudeville bill that has plenty of good solid entertainment, with lots of variety. A special note of praise must go to Chas. and Dolly Niggemeyer for the two numbers by the house line, and to the girls themselves.

Nigemeyer for the two numbers by the house line, and to the girls themselves.

This week, the opener is a semicowboy routine in close formation, the girls wearing phosphorescent costumes. Final number reaches peak in performance for a house of this kind. A toe routine, it uses every one of the 12 girls to the full extent of their ability. Undoubtedly, the consistently good, and varied, routines by the line have done as much as anything else to keep this house work of the first of t

STANLEY, PITTS.

Chicago, July 25.
Latest Bowes amateur unit carries
the label 'Second Anniversary Show'
because it was exactly two years
ago that the first hit the WB de

ago that the first hit the WB de luxer.

From the looks of things at the first show this afternoon, Bowes on the marquee hereabouts still means dough. Picture is 'Easy Living' (Par') and while combo of Edward Arnold and Jean Arthur may mean something, it couldn't have been responsible for the full house and lobby line waiting for the break. Show itself is the usual collection of simon-pures, some good, some bad and others just indifferent. One glaring fault of this one is the glataxy of mimics. In past, there's ball a dozen. Wakes for its sameres that isn't inviting and tedium has already set in by the time the last kid gets out to swing into a Martha Raye.

It's likewise a mistake to saddle a

half a dozen. Makes for a sameness that sin't inviting and tedium has already set in by the time the last kid gets out to swing into a Martha Raye.

It's likewise a mistake to saddle a young lady like Edna Harris with emcee duties. In her own specialty midway she's okay, but doesn't have the stuff otherwise to handle the layout. A typically New Yorkess accent, for one thing, doesn't make things any easier and she paces her than the same and the layout. A typically New Yorkes accent, for one thing, doesn't make things any easier and she paces her through that to do with herself on the stage and is of no particular help to the acts, who need plenty of it.

Best of the turns are a minor league Rufe Davis who has himself announced under the almost unbelievable tag of Joe the Weasel; Joe Higgins, who goes through the usual imitation repertory, clicking best with Bob Burns and Lionel Barrymore; Flying Top Hasters, boy-girl roller skating act with plenty of externity; Marshall Rogers, who gets explicitly marshall Rogers, who gets explicitly marshall Rogers, who gets explicitly marshall Rogers, who gets a plaintive note to his Lone Star laments, and Jimmy Edwards, young lad from Florida who writes, spells, talks and sings backwards.

There's also a pretty singer. MarJorie Dalton, who has s.a. galore, but needs a bit more voice culture to go places. Then, with her looks, it should be a pushover. Unit also industrial that the plane, and Vincent Passelli, Brooklyn baritone. They all fall strictly within the amateur groove.

groove. House band is on the stage for

the unit, with Dave Broudy resting while one of Bowes' men handles baton. Stage is draped in cool-looking summer white and makes a nice front for the kids.

Next-to-closing is a young miss of 14 doing a bang-up takeoff on Martha Raye. In deference to the ingenue, Miss Harris should eliminate her impression of the same actress, which she does earlier in the show. There are some people who feel one Martha Raye is enough. But two of them within half an hour—well.

Par newsreel and cartoon only other items on the bill this week.

Cohen.

CAPITOL, WASH.

CAPITOL, WASH.

Washington, July 25,

Ah. m.c., a line of girls and three acts whipped into another smooth revue this week. Red Skelton, winding up three straight weeks, ties show together and keeps it moving in smart pace. Opens with dizzy patter that finds some new gags on local traffic and breaks show with two specialities, first a skit in an unemployment agency and scond using scribing baseball game in which deplays all positions, pitching to himself and running to rear of house to ask entire row to get up so he can get in to nab the fly. Lad's ability to create audience mood and play it to the hilt, plus fact that he can dish the gags without getting smutty in town that likes its wit clean, has established him to point where he got caught.

Gae Foster Girls launch doings with represent of their hall-believer.

tablished him to point where he got hand on initial appearance at show caught.

Gae Foster Girk launch doings with repeat of their ball-balancing number, which socked as finale last week. Skelton makes good his promise to perform on ball too, leading line through finale with just enough clumsiness to cinch two bows for the number. Carter and Holmes on next with song-patier-hoofing turn, which can thank pair's acrobatic foolery for chief success.

Skelton again and then Gus Van steps onto extended platform over pit to give 'em a taste of the old-time standard vaude and make 'em love it. Works in top hat, tails and cane with a confidence that makes some of the newer boys look like amateurs. Opens with 'That High Hat, That Piccolo, Tha Cane' and Schenck hits from 1912 on. Discards hat and cane to give 'em 'Mussolini,' tickling 'em with Italian dialect and encoring with 'Is-You' which he wook whooping. Second encore goes modern, but keeps same mood with 'You whother Irish', which has house whooping. Second encore goes modern, but keeps same mood with 'You can't Take It With You', which he could have followed, but was smart enough to bow out on.

Girls back in flower set for standard pop ballet bringing on Dorothy

enough to bow out on.

Girls back in flower set for standard pop ballet bringing on Dorothy
Crooker, whose entire-dance-on-oneleg gets the usual good hand. Tableau of girls closes curtains and Skelton makes his customary thank-you
speech, the first lad here to be able
to do it regularly and score.

Pic is 'Saratoga' (MG) and opened
with smash.

Craig.

MET, BOSTON

MET, BOSTON

As far as the customers are concerned, any preliminary act to Martha Raye, starred in this week's show, is just a time marker for the mean attracting the same concerned as cordial reception and everybody has a good time.

Presenting essentially the same routine she gave at the Paramount, N. Y., Miss Raye proves herself a great showman by turning a hoarse throat into a clever device for garrening laughs. Working her sight gags to best of the same strengs and the same shown as the s

Embassy Newsreel, N. Y.

Newsreel copy gets more and more routine, with clips such as Paramount's recent Chicago Memo-rate of the control of

newsreels to get it as on newspapers.

Lassitude of the newsreel men is at least indicated by the many clips that are turned out which are meaningless. On the other hand, anyone can go over the week's news and try in vain to find most of it on film anywhere—even if grabbed late. The lack of initiative or inertia is also suggested by the fact that newsreels seldom scoop the papers.

Result of whist hands as well as the papers.

reels seldom scoop the papers.

Result of what happenson doesn't happen in the newsreel field finds shows at this house top-heavy with inconsequential items. Fageants, this or that decication, rituals of remote and jejeune caliber, races of all kinds and unimportance, fashions, feasts in far-off tank towns of Europe, parades, receptions, animal acts, rodeos and the like, clutter the reels,

If one wanted to rub the reels

the reels.

If one wanted to rub the reels down a bit they could point that by Friday night there was nothing here on defeat of the President's supreme court plan nor on Sen. Robinson's funeral nor on anything big in labor, where there's plenty happening. Show tees off with election of Alben Barkley as new senate leader, succeeding Robinson. Then Pathe does a clip that could have been done any week on how the crop reporting board in Washington works. Marconi's death is mourned: they

porting board in Washington works. Marconi's death is mourned; they try an experiment by throwing a party for reform school girls in Oklahoma; Russian pole flyers are welcomed home; Henry Cotton wins the big golf title in England, and everything's serene again on Nantucket Island after threats of seession from Massachusetts. That sums up the lead news.

tucket Island after threats of seems in from Massachusetts. That sums up the lead news.

Balanee of the program is cluttered with one thing and another, including Lew Lehr's rapidly tiring dialect stuff, mostly with animals, and the new Woman's Page feature (Hearst) with Dorothy Kilgallen. The girl who flew around the world for Hearst comments on the vacation visit in Europe of the President's mother; on women with their sail-boats and on a kid's playground.

Other clips are a pageant of war strength in France; dedication of a French shrine; King and Queen of Belland vitting Scolland, feastly withing the sail of the world of the sail squayks in Jerusalem; new dying plane recorder; showboat crew of sirens; a motorcycle race; excursion of candid camera fans; sailing enthusiasts warming up for Larchmont's week competition; styles in dresses and shoes (two clips); the winning of a big pony race at Chicago; a soap-box kiddies of clips and the sail in Indiana, mattresses as boate of old autos in Paris; U. S. winners of the Ryder cup in Britain; Tommy Farr doing calisthenies; an archery contest; kids playing in a swimming pool; a rodeo in California; comical charity game put on by film people on the Coast; an athletic carnival in France; summer skiing on straw; a lion trainer in Vienna acting up; a Delaware Park horse race, and once again Vesuvius rehearsing for as additors must suffer trying to get real news for their screen accounts!

EARLE, PHILLY

Pittsburgh, July 25.

EARLE, PHILLY

The strings and stating terribly, but it's all in fun.

Adds punch of her act, and her of cheerful personality per me a test throughout.

Earle this week hit its midsummer owners the star nearly with a line number, not the star nearly with a line number, and the star of the star

Embassy Newsreel, N. Y. blue patter used in Pitt last week has been sapoliced.

has been sapolloed.

The Jansleys' opening is real bit of anusement in entire prog. Five men acros are smooth in hand-to-hand and fly-through-the-ether stuff. They are followed by Le Paul, card manipulator. Le Paul is tops in making playing cards do their stuff. But how is anyone, even one-third back in the 2,800-seat Earle, to tell whether the control of the stuff. But a swell act for the first three rows and niteries, at several of which Le Paul has worked in Philly. He's aided by the ultra in stooges.

A spiel and dance combo, Wally

and metres, a several metric. He aided by the ultra in stooges. A spiel and dance combo. Wally Brown and Adutte to the stooges. A spiel and dance combo. Wally Brown and Adutte to the stooges. A spiel and dance combo. Wally Brown and Adutte to the stooges. As the stooges and the solidation of the stooges and the stooges and specific pace. Ames girl appears in baby dress and baby voice. In addition to some gags for which Brown straights, she sings one song and does a simple tap routine. Bing was next and show closed with Billy wells and Four Fays, pretty sour for a finale. Act opens with man and girl doing military tap, with few rolls and tumbles tossed in Followed by fairly amusing, but this princip, exhibity amusing, but the spirit of the stoogen of the stoogen and the stoogen and the stoogen are dealers and the stoogen are dealers and the stoogen are dealers and the stoogen and th

WINTERGARTEN

Berlin, July 5, 1937.

To say that the Wintergarten is playing safe this month is to put it mildly, for a shakier bill has not been seen at the house for many a month. But with the Scala out of the running till August and Berlin catching a goodly portion of the stray floating and the first and the stray floating and the stray floating and the stray floating the stray floa

good thesper, along with her other talents.

Three Rulands, w.k. here through their long engagement at the Catacombs, croon a couple of hits, plunk a bit on their mandolins, have the right salting of good fun and score nicely. Two-femmes of the six Marvels catch the breath with hurdles act is spolled by the guys, we catch is spolled by the guys, we offected, sissified and badly dressed Dalcy trio closes with weak but rapid juggling.

STEIN WESTWARD

William H. Stein, of Music Corp. flew to the Coast last week, with business stopoffs in Cleveland, Chi-

cago and Kansas City.

Expects to divide his time between Los Angeles and San Francisco, with one week-end in Dallas, until Scpt.

10, when returns to New York.

UNIT REVIEWS

'1938 Broadway Revue'

(CAPITOL, ATLANTA)

Atlanta, July 25.
Produced by Vic Binns, this unit is a bit top-heavy with dance, most of it good, however. Headliners are Fred Harper and Louise, who have been seen and heard in Warner com-

been seen and heard in Warner comedy shorts and are okay comics.

Harper, who also acts as emcee, steps out introducing Stephen Gushee and his Masqueraders Orch., who play Masquerader walts. Stowers of the stephen was considered with the stephen was considered with the stephen was considered walts. Eddie Rasch and Harry Warren, singers, offer 'I Don't Believe It's Raining' and 'Mr. Paganini' and gettine response. Both have good voice that blend well.

Maying Colletto, from the line, pre-

Maxine Coletto, from the line, presents an interpretation of Eleanor Powell in a rhythm tap to 'Big Boy Blue' for a so-so hand.

Blue for a so-so hand.

A soft shoe number by Ruth Colbert, Jack Wayman and Deanne Wering goes over good. Wayman works in silk topper and tails and girls, who are also from line, wear cong white frocks with picture with some gag chetter, using bandleader and drummer. Cliff Billington, as stooges, while two girls are changing and come back with line in a military number to 'Strike Up the Band'.

for waitz number to 'Til See You Again.'

Harper is then joined by Louise and they go into 10 minutes of song, comedy and dance. The film folk have a good act that pleased Cap customers. Woman sings 'An Old Southern Custom' and plays straight to Harper's drunk bit, plenty okay. Louise counters with 'It Looks Like Rain' with Harper doing soft she acrobatic that brought good returns. For finale line fitis back for a few steps to 'Broadway. Rhythm,' Wayman comes on for some dance steps, Harper cuts a few capers and the show's over.

Pie 'Behind the Headlines' (RKO) and biz fair.

Luch.

Bowes' All-Girl Revue (ORPHEUM, MPLS.)

(ORPHEUM, MPLS.)

Mpls., July 27.

This Major Bowes unit is heavily, loaded with good feminine talent and provides plenty of pleasant entertainment for local hungry flesh fans. A little more showmanship would enhance its effectiveness, but even in its present form it gets by nicely. There's no attempt what soever for the fact of the solution of the

comeditions of birds rate as remarkable.

The state of the state as remarkable and plays a classical number on the violin expertly. Kay Krivokucha laso good to look at, gets her yodeling over in big league style. Helen Patterson, also a Minneapolitan, sings 'A Kiss in the Dark' well enough to earn an encore. The Dacy Trio's rythmic tapping and acrobatics are out of the ordinary. Impersonations of Katharine Hepburn and Luise Rainer win Rita Frucht plently of applause.

Peggy Dean sells her beauty, charm and vocal ability in a way that should carry her far. Novel arrangement of Pennies from Heaven's shows off the band to advantage with Miss Balleu and the Dean girl lending vocal support wee Willie Winkie's

Miss Balleu and the Dean girl lending vocal support.
On the screen 'Wee Willie Winke' (20th) is a first-rate attraction in its own right. There is also 22 at News. Lower fit capacity and balcony moderately populate and populate night show.

Rees.

Mamie Kelly's New Unit

Unit comprising seven acts and line of 12 girls departed for Panama Saturday (24) for three months: engagement at Mamie Kelly's Ritz, Panama.

Show produced by Vee Ames and assembled by Harry Walker, N. Y.; rep of Kelly interests, includes Hildegarde, dancer; Bonita, formerly Ruiz and Bonita, rhumba dancer; Dolly Sterling, singing comedlennee; Agnes McCormack, blues singer; Joe Cemp, me, and Edlson Green Room Strollers (Joe, Betty and Joy).

Plenty Angles in N. Y. Theatre Project Shakeup; White Collar Art Units All Under One Head on into fith week with constantly improving business. Madison got

from WPA headquarters in Washington over the week-end, caused con jecture over the results other than indicated. Government's relief show outfit was stated to have been merged with the Four Arts project also known as Federal Project No 1. By combining the white collar divisions, it is believed the for economical and efficiency purposes and may have been ordered following appeals made to Washington, particularly by the theatre end Mrs. Ellen S. Woodward, assistant

national administrator, in announc ing the merger, stated that Paul Marards would be the 'administrative official' of the consolidated projects, Edwards arrived in the metropolis Monday (28) and immediately called some of the department heads in conference.

ment heads in conference.
Whether the status of Hallie Flanagan, who has been national director of the theatre project, has been changed was not made clear, although the statement from the capital was to the effect that she would continue to be the technical director of the FTP. Her assistant, William P. Farnsworth, was not present at the session with Edwards, being reported on vacation. Edwards was identified as having administered the WPA in Massachusetts and Maine and more recently has been

being reported on vacation. Edwardswas identified as having administered the WPA in Massachusetts and
Maine and more recently has been
assistant director of finance in the
Washington headquarters. It was announced that the music, art, writers
and historical record projects would
continue as herefore, but it is known
that at least two of the directors
were replaced or transferred.

The FTP otherwise simmers and
direct action from Washington to reinstate let-outs is hoped for by the
stage group leaders, who contend
that no professionals should be dismissed so long as there are persons
on the payroll, who did not make
their living in the theatre prior, to
WPA. Expectation is that Harry L.
Hopkins, the national administrator,
will visit New York as requested to
alleviate the situation. The political
situation at the capital is believed
to have engrossed the attention of
all executions of the administration
forces, hence a possible delay.

There have been no further demorder theatre, but leaders have received pathetic letters asking for
some solution as to how they are to
exist. The figures and percentages
submitted to the stage unions, purporting to show there are few nonprofessionals retained, appear to be
figures pertain to only parts of the
theatre project, whereas the order to

processionals retained, appear to be questioned. Indications are the figures pertain to only parts of the theatre project, whereas the order to reduce was applied to the entire set-up. In any event, the number of dismissals reported and those submitted show considerable variance. Lieut.-Col. Brehon B. Somervell, WPA administrator in New York. challenged the allegations of Ralph M. Easley, of the National Civic Federation, who charged that there are a large number of grafters, incompetents and Communists' in high WPA positions. Somervell said the charges are 'fatuous, illogical and unreasonable'.

charges are 'ratuous, 'lliogical and unreasonable.'

WPA exec wrote Easley that unless he is willing to cite specific instances, 'my only conclusion can be that your statements are just another political dodge and that you are more interested in personal noticity. Than good administration of the Works Progress Administration.'
Easley, in a letter to the President, claimed there were many 'ex-convicts, former bootleggers, drunkards, political ward heelers and professional agitators in WPA exec posts and that their only qualification was

and that their only qualificatio that they didn't want to do any other kind of work.'

Washington, July 27.
Consolidation of the four arts and theatre projects does not affect Hallie Flanagan's status in the FTP. Hallie Flanagan's status in the FTP, William P. Farnsworth continues as her deputy, but Paul Edwards re-places him as administrative officer in New York. There are no further changes in the federal relief theatre program anticipated.

Shake-up of the Federal Theatre Project in New York, announced ST. LOUIS MUNY OPERA SETS B.O. RECORD

St. Louis, July 27.

Municipal opera set a new attendance record for first half of 12-week season, with 388,723 attending 45 performances. This is an increase of 18,328 over same period last year, when a new mark was set with total of 370,395.

Only one performance has beer stopped by rain during current season. Raindrops halted second performance of 'The Great Waltz' just before 10 p.m., too late to make rain checks valid. Not one performance was unfinished during 1936 season.

Direct Casting Nicking N. Y. **Legit Agents**

With legit producers going in for more direct casting in forthcoming season than ever before, the few legit casters around have so nething mor than the heat wave to worry

than the heat wave to worry about.

George Abbott, Sam H. Harris,
Guthrie McClintic, John Golden
and others have appointed their own
casting directors for their forthcoming output, with outside agents
only in when having exclusive representation of a needed star or
player. resenta player.

player.

Producers decided upon their own casting departments to obviate the big parade of applicants sent along by casters with or without authority and which cluttered their offices. Direct casting also has another advantage in getting players at better terms when signed sans usual 10% agents tab.

Cut of 36 From Cincy

Cincinnati, July 27.

Protest against the dropping of 36 actors from the local Federal Theatre Project was filed last week with the Hamilton County Commissioners. Written charges, presented by Walter Redhill and Chic Sayles as spokesmen for the castoffs, allege that the committee which made the cut has placed in jeopardy of beggary needy persons for whom the project was set up, rather than non-relief clients permitted to remain on the project. Petition charges that the local project is mismanaged, employs wealthy persons, harbors nepotism and is dominated by a clique.

Dr. C. R. Campbell, president of Cincinnati, July 27

Dr. C. R. Campbell, president of the commissioners, declined to send a resolution of complaint incorporating the petition's charges to Washington, stating that the county could take no part in the administration of a federal project.

Farnsworth Ducks

William P. ('Fuzzy') Farnsworth, Deputy National Commissioner of the Federal Theatre Project, is away on a six-weeks' leave.

So tired of pickets, sit-downers and objectors was Farnsworth, he has hied to a small island off the Caro-lina coast where there's a shack, but no inhabitants.

BROWN'S 'WOMEN'

FICHE WOMEN WILLIAM

Fickle Women, comedy by Murray Brown, will reach production late next month by new producing group headed by author,

Brown has formerly been identified with productions in Yiddish theatres.

'Zingo,' comedy by William Ed-munds and George Salvatore, to be produced early next season.

CONN. STRAWHAT **BIZ IMPROVING**

New Haven, July 27. Connecticut's shore line straw hats off to a three-week low mark with 'First Lady,' 'Outward Bound' and 'Kiki,' but came back strong last week with Donald Cook in 'Libel' and looks to do well currently with Margaret Perry in 'Spring Dance.'

Stony Creek has had consistently good support, doing nice biz on 'To-night at 8:30' and 'Small Miracle.' To date, house has steered clear of

night at 8:30° and Small Miracle.'
To date, house has steered clear of early season tryouts, which nicked b.o. last year. Milford has shown some okay grosses to date, but heavy nut on guest stars has used up most of the take. A big week on Mrs. Pat Campbell in '13th Chair' showed slightly red for this reason.
Guilford is showing a slight profit, probably due to milder overhead than other spots. House uses resident trouge entirely. 'Boy Meets Girl' did biz last week, offsetting losses on first couple weeks.
Ivoryton had an unusual week on 'Jazz Age' ending Sat. (24). Play was a tryout, ordinarily meaning an expensive experiment in these parts, but show took within \$100 of previous week's 'Boy Meets Girl,' which mopped up. House has been running ahead of last year and with 'Children's Hour' current and 'Dead End.' 'Idiot's Delight' and 'Tonight at 8:30' booked for future, should finish season strong.
Expensive the strength of the control o

Kebbe, Ruth Lane, A. D. Merwin, Mareus Merwin, Charles Monroe and Nancy Andre. Directors, Richard Gage and Margaret Hazelwood. Technicians, Charles Rogers, Darryl Yoakum, Al Boylen and Helen Ward. Resident troupe, Charles Kebbe, Virginia Keller, Myvawny Williams. Madison (Post Road Players): Staff, Ranney Compton, James Furness, Quentin Brown, Rita Haskin, Jack Hansell, Edward Fox, Thomas Edington, Elizabeth Kimball, J. Freeman Coffey, Robert May, Jr., Frederick Thurston. Charles Scholey. Director, Brace Conning. Guilford (New York-Guilford Players): Staff, Carl Goodman, Robert Buckner, Frank Kelley, Arthur Hoyt, Joseph Marra, Cary Cronan, Sam Elliott, Jean Platt, Kathleen DeChetto.

F 36 From Cincy

WPA Draws Protest

Dechetto.
Stony Creek (Stony Creek Players): Staff, Richard Bender, Francis Y. Joannes, John Fearnley, Maurice Sarasohn, Al. West, Frances Joannes, Ruth Bedford, John Miller Joannes, Ruth Bedford, John Miller Joen Diettle.

Shubert in Cannes

Cannes, July 16.
Lee Shubert is here taking a sun cure before heading back for New York, to work on a new production.
With Irvin Marks, his Paris agent, Shubert has been looking over promising talent and packing away new ideas. Cannes, July 16.

Fem Impersonators

Fem Impersonators
Fined for 'Camping'
St. Louis, July 27.
Leo Meyers, also known as Francis
Lee, and Bobby Roberts, female impersonators in a downtown nitery,
were each fined \$90 by Police Court.
Judge Nangle Wednesday (21) on
charges of 'masquerading contrary to
sex in a public place.' They were
nailed by gendarfnes tollowing an
early a. m. disturbance in a midtown
restaurant.
Both denied charge, saying they
had gone to place after working
hours and without having made
change of attire. They will appeal
case.

Milford Guest Stars

Milford Guest Stars
Guest stars lined up for the strawhat season at the Plymouth Playhouse, Milford. Conn., include Olga
Baclanóva and George Coulouris for
'20th Century,' last week; Rosemary
Ames and George Coulouris for 'Accent on Youth,' this week; George
Coulouris for The Play's the Thing,'
week of Aug. 2; Hal LeRoy,
week of Aug. 2; Hal LeRoy,
Cherry and June Preisser for
'Broadway,' week of Aug. 9; Leona
Powers and Hal Conklin for "The
Vinegar Tree,' week of Aug. 16,
and Claudia Morgan, for "Heroes
Don't Care,' week of Aug. 23.
Production for the week of Aug.
30 Is not set.

Eternal Road' Corp. in N. Y. Files Petition for 77-B Reorganization

Hurlbut's New 'Whispered' Play in L. A. Rehearsal

Los Angeles, July 27, Story to Be Whispered, legit drama by William Hurlbut, has been placed in rehearsal by Edgar Mac-Gregor with Marjorie Rambeau in Gregor with Marjorie Rambeau in the lead and a supporting cast of 35. Opening is skeded for the Geary theatre, San Francisco, Aug. 16, with an engagement at the Los Angeles Biltmore in the offing in the event of a click. Then Broadway, Play deals with life in Virginia City, New, in the gold rush days around 1870.

Brokers Take Lesson from Gov't on Taxes

What the Government expects Broadway agencies to do in handling tickets secured from theatres for retickets secured from theatres for re-sale, was indicated when nine brokers and employees were called to Federal Court Friday (21) after being held for failure to stamp tickets. Not only are the brokers expected to stamp the price received from the customer, but are supposed to identify all tickets in the box-office allotments.

to identify all tickets in the boxoffice allotments.

It was all new to the agency
people, who understood that the tax
collector was only concerned with
tickets sold at more than the established price, so that the percentage
due the Government could be
checked. According to assistant U. S.
Attorney Moss, however, if tickets
are sold at box office price, which
sometimes happens, or sold at a
sacrifice, the stamping must be made,
and the amount received set forth.
Even when tickets are returned to
the box office they are supposed to
be stamped to that effect. That was
brought out when it was testified
that returns are usual. Federal me
upon examining ticket boxes were
able to identify the agencies which
handled certain tickets which were
printed with the locations on both
ends. That type of ticket is not always used, but applied to 'The
Women' and 'The Show is On.'
Checkers for the collector are aware
of the locations alloted each agency.
Robert Baumgarten, a clerk in the

Robert Baumgarten, a clerk in the Supreme agency, pleaded guilty to selling one ticket without stamping selling one ticket without stamping it on the reverse side. The other eight defendants pleaded not guilty and the hearing was put over until Sept. 7. The Supreme is subject to a fine of \$100, but the Government condos that each sale calls for a similar nick and there are 332 instances of non-stamping alleged against the first batch of brokers called downtown. There is some uncertainty when others who were certainty when others who were held under \$500 bond on similar charges will be examined because of federal legal staff vacations.

federal legal staff vacations.
Understood the Government claims evasion in paying the tax on tickets sold above the regular price with the amount set at more than \$1,000,000. If non-stamping is proven, it is likely that claims for alleged tax withheld will follow. Some brokers, however, state they have been informed that Washington is not picking on the ticket men, but that the action is part of a general drive by the Internal Revenue Department to collect all tax monies believed to be due.

Humble Stays in N. C.

Charlotte, N. C., July 27.
Thomas B. Humble, for seven years director of the Charlotte Little Theatre, has signed a contract for another year here.

another year here.

Humble has produced more than 160 one-act plays and more than 50 three-act plays during his seven years here, majority of them of top-filight calibre. He brought to Charlotte the idea of recreating Broadway successes on a local stage with local actors, and has found success in that theory.

Only hope of saving Max Reinhardt's spectacle, The Eternal Road, is by reorganizing the controlling corporation, according to a 77-B petition filed yesterday (Tuesday) in the U. S. district court, N. Y., by Louis Lipsky, v.p. of the Eternal the U. S. district court, N. X., by Louis Lipsky, vp. of the Eternal Road Distributing Corp., which asks the court to order such a reorganization. Lipsky states he has to take this step, following a resolution passed by the board of directors of the corporation.

passed by the board of infectors of the corporation.

The petition points out that the corporation's liabilities amount to \$351,315, while the assets, exclusive of capital stock, amount to \$371,514. Lipsky declares that the creditors and stockholders can only be paid under reorganization, as the prospects of future prosperity for the production are extremely bright. "Immediate liquidation under provisions of the General Bankruptety Law will prove disastrous to every

visions of the General Bankruptety Law will prove disastrous to every person connected with the enterprise, the petition states, 'inasmuch as the assets created by the expenditure of almost \$500,000, however valuable they may prove in operation, are valueless in liquidation. There is every reason to believe that a plan of reorganization can be effected.

"When the performances were disastroped and the performances were disastroped."

fected.

When the performances were discontinued for the summer, the petition points out, the weekly income exceeded the weekly budget
by several thousands of dollars. The

(Continued on page 63)

PLAGIARISM CLAIM ON 'CAN'T TAKE IT'

Plagiarism suit involving the 1937 Pulitzer prize play, You Can't Take It With You, 'currently at the Booth theatre, N. Y., was filed yesterday (Tuesday) in U. S. District Court, N. Y., by Virginia Gordon, playwright, who seeks an injunction and accounting. George S. Kaufman, Moss Hart and Sam H. Harris are named co-defendants. The screen rights to the hit were recently sold to Columbia Pictures for \$200,000. 'Miss Gordon avers in her complaint that she and Frances Ross wrote a play called 'Rash Moments' in 1934. Miss Gordon bought the Ross rights in the play and then tried to peddle it on Broadway. She claims among those to whom she submitted her script were the defendants. They turned it down. Now she alleges the defendants' hit is a takeoff of the plot, sequences, dialog and atmosphere of her own play. She does not explain why the delay in filing the action.

'Salute to Spring' Will Reach B'way in Fall

Indications are that 'Salute to Spring,' tried out by the St. Louis municipal opera outfit recently, will be definitely added to Broadway's growing list of fall musicals. Tryout fared well despite certain handicaps. Show was designed as an intimate type of musical, yet it was presented on the 200-foot open air stage, which is equipped for larger operettas.

operettas.

Score is credited with having four standout numbers, two of which are-touted as hits. 'Spring' was written by Fritz Loewe and Earl Crooker, whose 'Great Lady' is also due on Broadway.

Sillman's Duo

Leonard Sillman is back on Broad-way aligning talent for the two. new musicals which he will produce this season. First will be 'New Faces of 1937,' to be followed by book musical 'Calling All Men.' Latter was given a strawhat try-

WPA's Wilson Play

Chicago, July 27.

Next play to be produced by the Federal Theatre here is '13,' dealing with the life of Woodrow Wilson.

Authored by Howard Koch and lead

John Huston, author and lead, respectively, in the current Federal theatre 'The Lonely Man,' which has a Lincoln theme.

New piece will star John Huston

EQUITY NIXES ROCKEFELLE

ATC Paves Way to Raise \$100,000 For Betterment of Legit and Road

First meeting of the American Theatre Council since the recent legit convention was held Thursday (22) at the League of New York. Theatres for preliminary co-ordination of the ATC was touched upon, it being shown that the Council has a surplus sufficient for current needs, having profited more than \$2,000 during the convention.

One of the first problems to be solved by the ATC, however, is the raising of a considerable sum, the figure mentioned being \$100,000. Money will be needed to maintain the projected sel-up in the council's ambitious program to better the welfare of the theatre generally and revive the road.

When the ATC starts functioning, it will have an executive head, alluded to during the convention sessions as a promotional manager. Such a director will be chosen for his initiative, but will act under the guidance of the board. No candidate for the post has yet been considered. Committee reports are expected to be ready by mid-August, at which time a get-together luncheon of the council leaders will be held and the finance committee will make its proposals. Up to now, the ATC has used the offices and staff of the League of New York Theatres so that little expense has been incurred. Most of those who aided at the convention were volunteers.

Last week's session was brief, because some of the board had other committee business. It was definitely decided, however, that the second convention shall be called for late next May, dates approximately being the same as the recent sessions. Warren Musell and Paul N. Turner were named as convention directors. They were in charge at the first convention.

Indications are that the ATC will seek a contact with Hollywood with

Indications are that the ATC will seek a contact with Hollywood with the idea of easing the more or less strained situation that resulted last year, when the picture end was dissatisfied with the authors contract conditions. Expectation is that con-versations will be had with the Hays office, which is said to have asked why the legit theatre convention was so critical of Hollywood.

'Room Service.' Repeat In Two Years, to Start Philly Season Early

Philadelphia, July 27.
Indications are now that Philly will have its earliest legit opening in a number of years this fall if present plans don't go astray. Intent is now to open the Chestnut Street Opera House Aug: 30 with Room Service.

Title Worry

Broadway is guessing how much the title will cost Brother Rat, an expression used at a military school in which the comedy is localled. It is believed that the title kept down the gross, even during the best weeks the show has had at the Biltmore, N. Y., and a similar handicap is likely to apply to the road.

Majority of those who buy tickets have to be sold with an explanation that the play has nothing to do with gangsters. In many instances playgoers would not even inquire what the title meant, the 'Rat' word dissipating any desire to see the show.

London Legit Criticism By **Cable to WMCA**

Donald Flamm, prez of WMCA, N. Y., while in London recently arranged with J. W. Marriott, British writer and occasional critic, to cable across the pond estimates of legit plays on their opening nights. Five hours' difference in time 'tween N. Y. and London will not make the broadcasts on this side too late in the evening.

WMCA has long sought to main-tain a 'Broadway' character.

'CHILDREN'S HOUR' IN STRAWHAT NEAR HUB

Boston, July 27.

'Children's Hour,' banned in Boston and the center of an unsuccessful court battle by New York producers to bring it into this city two seasons ago, is being played for the first time in New England at the Mary Young the the Mary Young and Mabel Taliaferro are starring. John Craig II is presenting. There have been practically no deletions in dialog for the strawhat version and local authorities are tetting it ride.

Advertising and publicity emphasizes the for that

Advertising and publicity empha-sizes the fact that it is a 'sophisti-cated drama and not a play for

NO CONCESSIONS FOR CENTER PLAY

Requests for Extra hearsal Time, Free Broadcast and Free Newsreel Turned Down by Actors' Union — Management Burns at 'Lack of Cooperation'

'NO FAVORITISM'

'Virginia,' coming season's biggest show in a production way, starts re-hearsals this week, but not by the grace of Equity. Despite the size of the cast and chorus, three requested concessions were denied. Equity figuring that since the Rockefellers are backing the show, which will cost \$150,000 or more, none are in order.

in order.

Letter sent to Equity after it rejected the proposals was to the effect that its action is not in the spirit of cooperation voiced during the recent Legitimate Theatre Convention. Communication was signed by J. Kenneth Hyatt, managing director of 'Virginia' and the Center theatre, largest house in New York devoted to legit.

devoted to legit.

Show is the first wholly-backed Rockefeller enterprise and if it clicks Rockefellers are expected to remain in the legit field indefinitely, though the principal purpose is to continue in the legit field indefinitely, though the principal purpose is to continue the policy of stage attractions at the Center. The 3,438 seater was orig-inally designed for pictures but such operation was found impractical be-cause of the Music Hall close by in Radio City.

Requests

Requests

Equity was first asked that an extra week be allowed for rehearsals, it being planned to play several previews of 'Virginia,' since the size of the operetta precludes tryouts out of town. Another proposal concerned newsreel shots for publicity purposes without the management being required to pay a half-week's salary, which the rules call for. Third request was to concede one-eighth of a week's salary in the event that the finale section of the premiere performance be broadcast. Equity rules call for such payment whether a show goes on the air during regular performance or otherwise.

When Equity nixed all these sur-

wise.

When Equity nixed all these suggestions the show management countered with another proposal. It pointed out that the probabilities were for 'Virginia' to play at least eight weeks, even if not proving: a hit, but that in the event of a shorter stay any difference in coin, if the concessions were granted, would be paid to the players. That idea met with no response at all from Equity, where it is felt that the show is virtually certain of lasting two months or more.

Equity takes the position that it

house Aug. 30 with Room Serveice.

2 New Green Plays

Show originally opened at the same house two seasons ago before Sam Harris turned it over to George Abbott. It's figured good for three weeks now and will be followed at the Chestnut by Charlotte Greenwood in 'Leaning on Letty', which has been a set booking for midBeptember since last spring.

Forrest is reported as re-lighting on Sept. 6 with a try-out. Producer mentioned is Arthur Hopkins.

Forrest is reported as re-lighting on Sept. 6 with a try-out. Producer mentioned is Arthur Hopkins.

Unusual angle on Chestnut's getting the call over the Forrest for first three months.

The indice Evitager expects to relight early in September with Samuel Nirdlinger again running it by himself and Alex Yokel out. Mask and Wig Club's 50th annual show, over which quite a big ado is being and Wig Club's 50th annual show, over which quite a big ado is being and Wig Club's 50th annual show, over which quite a big ado is being made, is mentioned for Thanksgiving Week at this house, which sets at rest any reports of it not re-lighting. Philly's legit opening date was Labor Day for a great many years.

Charlotte, N. C., July 27.

Two new plays by Paul Green will be for the fall. Cherry trawford will produce The Enchanted Maze,' a satire on America's educational system, was presented in this state by the Carolina Playmakers last year. Green is reported solidly booked for first three months.

Lakewood, Me., July 27.

Sam Byrd, actor who has been ap
searing with the Lakewood Players the arily in September with Sam
uel Nirdlinger again running it by by himself and Alex Yokel out. Mask and Wig Club's 50th annual show, and Wig Club's 50th annua

N. Y. City in With Shuberts-Gallo On Randalls Island; Provided 150G Stage

Shrinkage

Bannister & Byrne have done an about-face on their pian to roadshow 'Sea Legs', musical and instead have disposed of touring rights to Fanchon & Marco, to send it out as a tab unit. Show will be pruned to one hour's duration.

B. & B., instead, will do a new book musical, untitled as yet, by Arthur Swanstrom and Michael Cleary, who also collabed on 'Sea Legs.'

Yokel's 'Beauty' Will Day-Date In N.Y. and Chi

First production by Alex Yokel for the new season will have a simultaneous presentation in New York and Chicago, according to the manager's plans. Play is the dramatization of Beauty, originally a short story by Mildred Cram which appeared in Pictorial Review. Rita Weiman has about completed the adaptation of the magazine version. Another title is likely to be used. Irene Rich and Billie Burke are mentioned as the leads in the dual showings. Likely that the stars will switch from Broadway to the Loop and vice versa during the engagements.

Manager has two other productions listed Comments.

ments.

Manager has two other productions listed. Currently he has the problem of booking the Fulton, N. Y., which he took under lease last season. House was slated for a two-aday burlesque and later for the so-called vauderevues. House was sublet to Abe Minsky and Izzy Herk, who are said to have paid around \$15,000 in rent for the dark theatie. Reported that vauderevues may be tried there around Labor Day.

PLENTY ELBOW-BENDING AT HOT AIR SHINDIG

The Hot Air Club, oldest social group of company managers and advance agents, held its annual outing at Pleasure Bay near Long Branch, N. J., Sunday (25). The principal event was the clambake preceded by elbow bending and followed by same. That is the main athletic sport of the a.k. showmen and has been ever since a veteran competing in a near-athletic contest broke a leg. The 50 fellows at the board included Ted Mitchell, Bob Campbell and his brother John, Fred Meek, Wallace Munro, Lodewick Vroom, Fred Zweifel and others. Combined ages, anybody's guess.

Bill Keogh was efected president of the 38-year-old club for a one-year term. New prez was of Davis & Keogh, former pop price managers. He is v.p. and director of a Bronx bank and is building a new theatre in that borough. The Hot Air Club, oldest socia

Opening Tuesday (27) of open air shows at Randalls Island, New York's municipal stadium reached by \$60,000,000 Tri-Boro bridge, marks the first stage venture in which the city is participating with which the city is participating with theatrical managers. Fortune Gallo and J. J. Shubert are presenting operettas in association with the Department of Parks, which supplied a new and unique movable stage, work upon which started six months ago. The showmen are paying rent for the use of the stage, but next season the arrangement will probably call for a percentage of the gate.

The stage measures 140 by 80 feet

call for a percentage of the gate.

The stage measures 140 by 80 feet
and weighs 250 tons. Engineers have
estimated that to duplicate the construction it would cost \$150,000. No
estimate of the actual cost has been
made. While the city supplied the
necessary funds, the work was done
by WPA artisans and no report on
the wages paid these men has been
submitted.

Stage is mounted on a steel chassis. Wheels with huge pneumatic tires are spotted in tandem 10 feet apart. With such equipment, the whole contraption can be moved by a tractor engine and winch, it being necessary to haul the stage Bout 200 yards when the field is used for athletic contests. Part of the equipment are set stage pieces, to which are added the regular settings for each show, as is the case with the first and current revival of The Student Prince. The entire stage dress is water-proofed, as at Jones Beach, where Gello and Shubert are operating similarly under an arrangement with the state department of parks. Stage is mounted on a steel chassis.
Wheels with huge pneumatic tires parks.

The Randalls Island stage was built under the direction of Emile Mardfin, manager of the Stadium. In Mardin, manager of the Stadium. In addition, a new p.a. system has been installed and tests have proven it as efficient as that in operation at Jones Beach. Parking space for 2,500 motor cars is available without charge. There is a bridge toll of 25 cents, which, however, does not go to the city. For that reason, it was decided that the show management pay rental for the stage and stadium, city supplying the staff at city supplying the staff at the park

the park

Shubert's name does not appear as a presenter, although the Shuberts are prominent in the billing of the shows, William Caryll of the Shubert office, is an officer of the show corporation along with Gallo. Same outfit tried Randalls Island presentation last summer briefly and went into the red, but under the new arrangement the venture looks like a better draw.

rangement the venture looks like a better draw.
Stage can be used as a platform for meetings. A basketball court can also be easily marked out and such games have been tried on the platform, also handball courts.

Equity Dues from Fritzi Scheff's First Engagement in Yrs.

Fritzi Scheff, light opera star of, former seasons, played her first operetta engagement in years when she appeared in The Prince of Pilsen' with the St. Louis municipal opera last week. Miss Scheff was embarrassed when informed by the management that \$112 would be deuted from her salary because of its arrangement with Equity to collect back dues. All managers are equited to make similar reductions. Equity explained that the dues item was allowed to climb to such a figure because of the actress's neglect. Association issues excuse cards to members out of engagement, but Miss Scheff failed to apply for such rating, which automatically

such rating, which automatically calls for no dues. She also neglected to apply for an abstement of dues. Equity stating that me it such requests are ravorably acted upon.

Patronage of tourists is expected to support Broadway's legits for the next month or more. New influx of offices generally last week, when there was a betterment in atten-dance until late in the week, when turned excessively

Rovers and vacationists are flock Buyers and vacationists are noted ing to the metropolis, and most of the midtown hotels are well filled. Tourists in the present influx are better spenders than the summer's neuter spenders than the summer's first visitors, who comprised a more youthful contingent. Saturday nights have been the weakest draws of the week, which is usual in summer time, but several hits claimed excellent attendance at the matinee—the incoming wives.

cellent. attendance at the matinee—the incoming wives.

Best gross increase last week was recorded by Babes in Arms, and that was expected, since it is the sole surviving musical with the closing of 'The Show Is On.' WPA decided to bring in a colored musical. 'Swing It,' at the Adelphi, but that show cannot be classed as any more opposition to Broadway than any of the other relief theatre attractions. It is still, indicated that the current nine attractions will last out the summer, two recent withdrawals probably bettering the chances of the others to stick. Weather will be the deciding factor. Weekend heat was dispelled Monday (2015) by violent of the control of the cont

Estimates for Last Week

Babes in Arms, Shubert (16th
week) (M-1,382-\$3.30). Attendance
jumped most performances last week,
as expected for sole surviving musical; \$15,000 estimated.

scal; \$15,000 estimated.

Brother Rat, Biltmore (33rd week)
(C.991-43.30). Picked up here too;
cut rates a factor in the gross of
\$5,000 or more; okay pace.

**Saving Wonderful Time; Lyceum
(23rd week) (CD-1,000-43.30). Improved until warm weather, latter
proved until warm weather, latter
ark claused not far from \$8,000
mark claused not far from \$8,000
mark claused, and the service, Cort (11th week)
(C.1,059-43.30). Laugh hit continues
clean-up pace, with most performances selling out; rated over \$15,000
last week.

**The Women', Barrmone (25)

The Women, Barrymore (31st week) (C-1,048-\$3.30). Former leader picked up matinese especially strong even Saturday afternoon; quoted over \$13,500.

over \$13,500.

Tobacco Read, Forrest (190th week) (D -1,107 - \$1.65). If going through August, run leader is slated to enter another season; business apparently bettering even break at \$4,000.

\$4,000.

'Tovarich,' Plymouth (40th week)
(CD-1,036-\$3,30). May also extend
into new season, dependent on August business; somewhat better with
gross estimated over \$8,000.

gross: estimated over \$8,000.

'Yes, My Darling Daughter.' Play-house '(25th week (C-878-\$3.20).
Claimed around \$8,000 last week; winter hit will complete half year's stay next week; another holdover possibility. nouse (25th week (C-8/8-53.59).

Claimed around \$3,000 last week; winter hit will complete half years stay next week; another holdover possibility.

You and Take It With You.

Sond (33rd week) (C-708-43.30).

One of survivors sure to go lato new stale; opened last week.

'Rat' to Start Off Denver's Legit Season

Deniver S Legit Scasson

Deniver, July 27.

The legit season of '37-'38 here will be opened Aug. 20, with 'Brother Rat,' on a hop from the Coast to Chicago, where the show opens Aug. 22. Only a matinee and one night performance will be given in Deniver.

Other shows booked, but tentative Other shows booked, but tentative as to date are 'The Great Waltz,' Show of Shows,' Tovarich,' Room Service,' victoria Regina,' You Can't Take It With You,' Fredericka,' Ziegfeld Follies,' The Woman,' Lady Precious Stream' and 'The Show Is On,' 'King Richard II' and 'High Tor' are still being dickered for by A. M. Oberfelder, local impresario.

L. A. 'RAT' 10G; 3 WPA SHOWS

Los Angeles, July 27.

Despite mid-summer legit slump, 'Brother Rat' is doing oke for itself at the Bit Innore, where it is currently at the Bit Innore, where it is currently weeks' solourn. Hollywood crowd is turning out for this one and it looks like a quartet of healthy stanzas.

Estimate for Last Week
Brother Rat', Bittmore. (C-1,651; \$2.75) (1st week). Hit very satisfactory \$10,000 on opening eight performances and, with healthy advance, outlook for remainder of stay is satisfactory.

is satisfactory.

WPA

'Festival of Modern Dance,' Hollywood Playhouse. All dance unit
debuts (27) running through Aug. 1.

'Macbeth,' Mayan. Skedded to
hold until Aug. 6.

'Hamsel and Greek!,' Greek theatre.
Replaces Midsummer Varieties' (27)
for indefinite stay.

Charlot's U.S. Vacash

On his first vacation in 35 years, Andre Charlot arrived in New York Anore Charlot arrived in New York from London Monday (26) and leaves today (Wednesday) for Hollywood. Will visit friends there, remaining a month or six weeks, and will then return directly to England. London producer says he has no immediate production plans.

'Winterset' 6G in Denver

With one sellout for the week, Wednesday matinee, the gross for last week at Elitch stock was around \$5,800 with 'Winterset.'

season; only Saturday performances not sell-outs; around \$15.000.

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i, Miller Securiful and Dekuse Orie, 12:75 to 15:75

562 FIFTH AVE. 450 FIFTH AVE. 49 WEST 34th ST. 1552 B'WAY 49 W. 34th St.and 1552 B'way Stores Open Thursdays till 9 🎎

Current Road Shows

WEEK JULY 26
'Brother Rat,' Biltmore, Los An-

'Excursion.' Convention Hall. At-

lantic City.

You Can't Take It With You,' Harris, Chicago.

Summer Theatres (NEW PLAYS THIS WEEK) 'Day in the Sun,' Mount Gretna

i. 'Love My Dog,' East Jaffrey, N. . (29).

H. (29).

"Secret Heart,' Newport, R. I. (27),
"Third of the Nation," Poughkeep-sie, N. Y. (29).
"Wild Swans,' Abingdon, Va. (29).
"Without Design,' Chatham, Mass.

'Without Design,' Chatham, Mass. (28). 'Wuthering Heights,' Litchfield, Conn. (28).

CHI LIONS UPS

Chicago, July 27.
With the Lions convention in town last week, the loop's single legit entry, 'You Can't Take It With You,' had little difficulty in selling plenty of pews for its 24th local session.

Takes In Arma' had been listed an early September arrival for the Grand. This follows setting of Brother Rat' for Aug. 22 debut at the Selwyn.

Estimate for Last Week

Estimate for Last Week 'You Can't Take It With You,' Harris (1,000; \$2.75) (25th week). With convention in town, in addi-tion to plenty of tourists, this play crowded in a fine \$13,000 again last

WPA

'Lonely Man,' Blackstone.
'O Say Can You Sing?' Great
Northern.

Engagements

Frances Farmer, Mildred Natwick, Alan Hewit, Lilliam Brennard Tonge, Kathleen Komegys, Valerie Cossart, Victor Beecroft, H. H. Bratsburg, Ruth Perrot, Esther Leeming, At Mrs. Beam's, Mt. Kisco, N. Y.; Westport, Conn.

Basil Burwell, Peggy Converse, Loyd Bridges, Morton Barrett, Bob Blaston Growers, Grand, Relens Slawson Collador, Portest Grand, Ti's a Wise Child, Weston, Vt. Milliam Mowry, Child, Weston, Vt. Milliam Mowry, Katherine Raht, Fred Lawrence, Lynn Sherman, Paul Yost, Sherod Follard, Winifred Fothergill, Wild Swans Come Over, Barter Theatre, Abingdon, Va. Margare Lives, Barter Theatre, Abingdon, Va. William Post, Jr., Donna Earl, James Kirkwood, Nance O'Neil, James Kirkwood, Nance O'Neil, James Kirkwood, Nance O'Neil, Charles Coburn, John Burks, Henry Buckler, Roland Bottomley, LeRoi Charles Coburn, John Burks, Henry Buckler, Roland Bottomley, LeRoi Charles Coburn, John Burks, Henry Buckler, Roland Bottomley, LeRoi Operti, The Devil's Disciple, Mohawk Drama Festival, Union Colleg, Schenectady, N. Y. Charlotte Acheson, Cly Spencer, Jack Sheehan, Harry K. Morton, John Sheehan, Harry K. Morton, Zella Russell, Helen Eck, Frederika, Jones Beach, L. I. Percy Kilbride, Day in the Sun, Gretna Playhouse, Mrican Battista, Clement O'Longlen, Ned McCobb's Derkins, Lauren Gilbert, Joseph F. Foley, H. McAlpin Whitney, First Lady, Farragut Playhouse, Rye Beach, N. H. Edythe Wood, Spencer James, The Patsy, Peapack, N. J. Julie Haydon, Seymour Gross, Evelyn Varden, Richard Carlison, Walter Revay, Peapack, N. J. Julie Haydon, Seymour Gross, Evelyn Varden, Richard Carlison, Walter Revay, Peapack, N. J. Julie Haydon, Seymour Gross, Evelyn Varden, Richard Carlison, Walter Revay, Peapack, N. J. Julie Haydon, Seymour Gross, Evelyn Varden, Richard Carlison, Walter Revay, Peapack, N. J. Julie Haydon, Seymour Gross, Evelyn Varden, Richard Carlison, Walter Revay, Peapack, N. J. Julie Haydon, Seymour Gross, Evelyn Varden, Richard Carlison, Walter Revay, Peapack, N. J. Julie Haydon, Seymour Gross, Evelyn Varden, Richard Carlison,

Brattleboro Ineaute. Distriction.
Vt. Warren Bryan. Beth Marion, Melba Palmer, Ralph Chambers, Jack Easton, Day in the Sun, Gretna, Pa. Helen Brooks, Cecilia Loftus, Alexander Clark, Elizabeth Young, Edmund George. Mary Wickes, Lewis Martin, Robert H. Harris, Robert Allen, Storm Over Palsy, Continued on page 62)

(Continued on page 62)

WPA

SWING IT

Musical comedy in two parts presented at Adelphi, N. T., July 22 by Variety Theatre of WPA's Federal theatre; book by Ceel Mack; lyrics by latter and Milton Reddle; score by latter and Eulibe Blake; staged by Mack and Jack Mason; dances by Benny Johneon and Mirlam Schiller; 55c, top. Jake Frye......Edward Frye

| Ernest Mickens |
|-----------------------------------|
| Blanche Young |
| Walter Crumbley |
| Joe Loomis |
| Frances Everett |
| Genora English |
| Genora English |
| James Mordecai |
| Sonny Thompson |
| Sherman Dirkson |
| |
| James Green |
| At Young |
| Dorothy Turner |
| John Fortune |
| Cora Parks |
| Richard Webb |
| Leo Balley |
| Olena Williams |
| Olena Williams Marlon Brantley |
| Marion Brantiey |
| .,.Norman Barksdale |
| Lawrence Lomax |
| Frank Jackson |
| Al Young |
| James Boxwell |
| Anlla Bush |
| |
| |

Chicago, July 27.

Swing It' has been a long time in the making. On the opening night it was strung out, but the second performence, saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review on Minimace saw considerable improvement. Show is a cross between review in was strung out, but the second performence saw considerable improvement. Show is a cross between review in was strung out, but the second performence saw considerable improvement. Show is a cross between review in was strung out, but the second performence saw considerable improvement. Show is a cross between review in was strung out, but the second performence saw considerable improvement. Swi

Is Up (Moss and Frye). Frye. by
the way, does well with 'Blah, Blah,
Blah.'
There are one or two number possibilities, but hardly standouts.
Ant We Got Love is made a production number, if any can be so
rated in this show. A quartet in a
crated in this show.
It is show the shint:
an old Williams and Walker fave.
Two specialists in the four, however,
pull the number out, one being encored.

Story has to do with the captain's
scheme to gather talent from along
the levee, sail up the big river and
ultimately reach Harlem, where all
hands will be famous and get rich.
Ordinally he show was more along
the levee, sail up the big river and
ultimately reach Harlem, where all
hands will be famous and get rich.
Ordinally he show was more along
the levee, sail up the big river and
ultimately reach Harlem, where all
hands will be famous and get rich.
Ordinally he show was more along
rehearsing from time to time for a
year, it now is bogged down with
book.

Girl end of the outfit is weak, but,
that is to be expected. That the
WPA did get together a musical,
even of this type, indicates that much
work was required, since production
limitations are apoarent. Costuming
runs, to be represented to the production
continued to the production
limitations are apoarent.
Show is close to the Broadway
zone, but does not figure to lure patronage away from regular legits.

Bee.

Razing Broad St. Philly:

Razing Broad St., Philly; To Become Auto Park

To Become Auto Park
Application of the Pennsylvania
Co., acting for the bondholders of
the Broad St. theatre, Philly, for
permission to tear down the house
was granted yesterday (Tuesday) by
Judge Harry Kalodner in municipal
court, Philly. Demolition, expected
to take about a month, will begin
next Monday. Pennsylvania Co. was
acting for holders of all but \$27,000
of the \$700,000 bond issue. Ste will
be used as a parking lot.
End of the Broad leaves Philly
with six available legit houses. Four
the Forrest, Chestnut, Erlanger and
Locust, were lighted last season.
Shubert housed burlesque and the
Walnut was a Yiddish theatre.

'Faustus' Indoors

Atlanta, July 27.
Federal Theatre Project's presentation of Christopher Marlowes'
Tragical Historic of Dr. Faustus'
opens tonight (Tuesday) in the At-lanta theatre instead of the Buck-head Symphony Shell, as originally
contemplated. Shift from amphihead Symphony Shell, as originally contemplated. Shift from amphitheatre to indoors came about when Director Walter Armitage discovered outdoor staging and lighting for production would be impracticable. Armitage himself has title role, with Roy Elkins as 'Mephistopheles.' Cast of 75 is made up of New York. Birmingham and local WPA units and members of Atlanta Theatre Guild, which sponsors FTP here.

SELWYN BUYS IN ON MacGREGOR'S PLAY

Hollywood, July 27.

Arch Selwyn has bought in on the legit production, 'Story to be Whispered,' and will co-produce with Edgar MacGregor.

Opens at the Geary, Frisco, Aug. 16, and at the Biltmore here, Sept. 18.

Bartered Bride' Draws \$4,200 at St. L. Debut

St. Louis, July 27.
Friedrich Smetana's conic opera,
The Bartered Bride, with four Metropolitan opera singers in leading
roles, was presented here for factime in the Al Fresco theatre in Foxtime in the FoxTake was approximately \$4,200 for the opening
performance.

of the cool weather. Take was approximately \$4,200 for the opening performance.
Piece, with the most expensive cast in history of local outdoor entertainment, dicked with the customets, menty dicked with the customets, seph Bentonelli, Susanne Finder, seph Bentonelli, Susanne Finder, George Rasely, native-born tenor, and Eugene Lowenthal. John Gurney, who had leading roles in 'Music in the Air' and 'The Fortune Teller' during current season, also scored.
Supporting cast includes Joseph MacCaulay, Phil Porterfield, Ruth Urban, Erika Zaranova, Annamary Deck and Gas Howard, Bert Privat Deck and Gas Howard, Bert Privat Ontines were adapted for the 1st of 24 by Theodore Adolphus.

'Prince of Pilsen' completed fourth un in 19 years of local Muny opera Sunday (25), with one performance Saturday (24) washed off boards by rain. This was first time in two years that rain cancelled an entire performance. Take for six performances was about \$52,000, piece attracting 53,000.

Coast 'Rat' to Chi

Los Angeles, July 27.
George Abbot's 'Brother Rat,' current at the Biltmore, jumps to cago after four stanzas, ending Aug. 14, for the fall season.

SUMMER THEATRES

THE JAZZ AGE

Ivoryton, Conn., July 20.
Play in three acts, five scenes, by Francis Stewart Hall. Staged by Milton Stiefel; settlings by Herbert G. Andrews. Presented by Stiefel at the Ivoryton Playhouse, Ivoryton, Conn., Luly 19, 37.

| Oscar | Mitchel Koval |
|-------------|-------------------|
| BIII | |
| Bob | Ray Kearney |
| Eunice | Judy Russell |
| Betty | Jewell Hart |
| Sunny | |
| Sonya | Lynn Phillips |
| Mrs. Best | Helen Carewa |
| Mr. Best | Seth Arnold |
| | |
| ren | Joseph Peyney |
| Kanna | Leon Janney |
| | |
| Cynthia | hydratic Staddayd |
| Dr. Rush | aiwhoof) arudo') |
| Mac | Forrest Ore |
| | |
| Truckdriver | Bryan Arnold |
| Morrie | Bryan Arnold |
| | |
| Hamilet | Phyllis Hamilton |
| Patrict | Maxine Roscoe |
| Cowles | Sandra Stark |
| Mildund | Cecll Hubbard |
| M. 1. 1. Cu | Ruth Ford |

There are a number of criticisms to be leveled against this play. In spite of which 'The Jazz 'Age' emerges from its premiere performance as agreeable entertainment. Author has chosen a theme of no great originality. It's the old one as agreeable entertainment. Author has chosen to suffer a constant of the control of th



Berkshire Hotel, New York

Best Riviera Summer in Years: Good Weather, Exchange Help Out

Cannes, July 16. Good weather and new foreign exchange rates are booming Riviera niteries into the best summer season

niteries into the best summer season business they've had in recent years, despite strikes and hotel closing threats, which would normally send customers to other climes.

Beach resorts and the larger towns are filling up with foreigners, particularly British and American, his week marking the official start of the hot weather season. Devaluation of the trans is a bid fenderon. of the hot weather season. Devalua-tion of the franc is a big factor and will mean a larger season, although prices have already taken an upward jump in an effort to take up the

lack.
Hollywood at Juan-Les-Pins, ad-ertised as 'Europe's Most Beautiful Jutdoor Cabaret'—and it is—has een doing mid-season business Outdoor Cabaret and it is—has been doing mid-season business sgain under the management of Ann and Benn Litt, even though prices have been upped 35c straight down the list, 'just to keep in line with the French economic curve. George Moque and his 'Hollywoodians furnish the melodies and Ann Litt scores nightly with 'Life Begins at Forty,' wearing a 'Mae West' hat.

Maxim's

Maxim's

Across the street Pierre Passeron's

Maxim's is getting a share of the biz

with Thomas et Ses Merry Boys,

pulling in lots of the regulars. Le

Provencal Hotel has opened its ex-

Proveneal Hotel has opened its exclusive outdoor dining room and sigetting enough thirsty after-dinner
dancers to make it worthwhile for
the first time in several seasons.
Orio, formerly Boef-Sur-Le-Toit,
opened with a gala last week under
new management and had to turn
away cash customers. Robinson's
Little Robins,' drafted from the
Knickerboeker Club ip Monte Carlo,
supply the music, and Harvey White,
colored crooner who helped open
the playhouse last winfer season, is
back.

Newest venture is the London Bar, Newest venture is the London Bar, transformed into a nitery labeled La Jungle, which is doing good business, despite the handicap of being several blocks from the Croisette. La Bastide has reopened and the Ki Kat Club, which didn't close between seasons and which caters to the natives, is getting a fair slice of outside one. outside coin.

In Nice

In Nice

In Nice, never a good summer town, are preparing for an unusually good period. Latest spot to open is the Savoy-Palace Jungle Room on the Promenade des Anglais, where Doris Colbert, colored Chicago singer, is getting plenty of attention. Casino de la Jetee's outdoor terrace has been opened, featuring Fred Raoux and his orchestra, while Paul Rosset's band takes care of the Rosset's band takes care of the dancers inside the casino. La Boule Rouge and the Plantation report

good business.
Summer Sporting Club, casino in Monie Carlo, opens on July 23 with a new imported floor show. Mayfair and Knickerbocker Clubs are closed.

'French Without Tears' Adaptation by Fresnay

Paris, July 20.

Opening of the French adaptation of French Without Tears' at the Theatre Saint-Georges marked the entrance of Pierre Fresnay into the field of dramatic writing.

Fresnay, star of French stage and screen, who is currently appearing at the Bouffes Parisians in 'The three Waltzes,' collaborated with Maurice Sachs on the adaptation of the London Play for the French stage.

Indusual success of Terence Ratigan's comedy at the London Criterion removed any doubts that might have been in the mind of Benoit-Leon Deutsch, director of the Theatre Saint-Georges, as to the advisability of producing it here in the mind of the summer. Play was originally scheduled to open in the fall, but Deutsch changed his mind and moved up the date.

Original story dealing with young Englishmen trying to learn French has been switched to Frenchmen trying to learn English. Cast of the play, called 'L'Ecurie Walson' in French, is made up entirely of young artists, none of whom are well-known on the French stage.

Richman to Deauville

Deauville, July 20.

Harry Richman, presently taking
London as he likes it, is expected to
be one of the high spot of the season

here.

According to present plans he is scheduled to play at the Casino from Aug. 3 to 16. Deauville season, which is in full swing, has been marked by an appearance of the Philadelphia Ballet on July 13, and the International Regatta from July 9 to 12. At the present time Gretyl Verson's Vienness orchestra is playing daily in the local music hall.

FRENCH GO FOR **OUTDOOR SPECS**

Paris, July 18. Paris, July 18.

As part of the many theatrical presentations planned by the Comisariat des Fetes de Paris, the troupe of the Theatre National de l' Odeon presented 'A Midsummer Night's Dream' at the Chateau de

I'Odeon presented 'A Midsummer Night's Dream' at the Chateau de Bagatelle. With the troupe of the Odeon, the Loie Fuller ballets and opera ballet took part in the production, featuring the dancing of Serge Lifar and Suzanne Loreia. Breezes that blew over the outdoor stage, located at the edge of the Bois de Boulogne, gave a realistic effect to the dancers' flowing costumes.

Among the largest of the festivities yet to come is 'Le Vrai Mistere de la Passion,' scheduled to take place at the end of the month. It will be held in the large square in front of the Notre Dame Cathedral, and more than 1,000 actors will take part. Production will run from July 30 until August 8 and will be produced by Pierre Adelbert, who has been responsible for the successes of the passion plays here in the past. Romauld Joube has been chosen for the principal role of Christ. Arrangements are being made so more than 10,000 spectators can view the play at each performance. play at each performance.

Pirandello Was Ace Playwright in Italy Last Year; Surprised?

Rome, July 16.

Luigi Pirandello was the Italian playwright who was represented by the greatest number of plays and the greatest number of companies during the 1936-37 season. Ten plays

during the 1936-37 season. Ten plays of his were put on, seeing altogether 117 performances. To these must be added 30 performances in Neapolitan dialect.

Topping Pirandello in total number of performances was Giuseppe Adami, whose 'Nonna Felicita,' Felicita (Colmbo,' Provincia,' and 'Vecchio Ragazzo' totaled 182 show-

ings.
Altogether the major Italian dra-Attogether the major Italian dramatic companies (excluding the
companies that go in for plays in
dialect) produced plays during the
past sesson of 60 Italian authors,
50 of whom are living writers.
Melato-Carini-Betrope Company had
the largest percentage of Italian
authors on its repertoire: 80%
Italian to 20% foreign. Galili Co. had
the greatest percentage of Italian
shows: 99% Italian to 1% foreign.

New Bernstein Play

Paris, July 20.

Henry Bernstein has just completed a new five-act comedy which will be produced at the Theatre du Gymnase as soon as the fall run of 'Le Voyage' is completed.

Entitled 'La Cap des Tempetes' ('Cape of Storms) it will be produced with a cast including Victor Franchen, Janine Crispin, Claude Dauphin, Jean Wall, Lucy Legero and Betty Daussmond. 'Le Voyage' is scheduled to reopen in September for a short run and will be immediately followed by Bernstein's new play. new play

new play.

He is also scheduled to direct his 'Judith' at the Comedien Française during the coming season.

Arnold Revue, from London, in S. Africa

London, in S. Africa

A Tom Arnold Revue Co. is due to open at the Empire, Johannesburg, on July 5, staging Merrily We Go' and 'O.K. for Laughs,' with George Lacy as principal comedian. Sherman-Fisher Girls are in the show. E. W. Royce, dance director, is now in Johannesburg engaging local chorus for the tour. African Consolidated Theatres is booking the tour.

NEW TROC'DERO PARIS. DUE IN SEPT.

Paris, July 20.
The 3,000-seat theatre of the Trocadero, originally planned as the official show house of the expo, will finally be opened in September, if the present schedule of work can be maintained.

be maintained.

Jacques Carlu, chief architect of the new Trocadero, states that the lateness is due not only to the late start, but to the official inauguration of the expo. At that time about \$34,000 worth of scaffo ling was torn down and work was retarded a month clearing ground for the ceremonies.

month clearing ground for the ceremionies.

One of the most important features of the theatre will be its organ.
Raisable base for the instrument is
58 by 29 feet and weighs 70 tons.
Orchestra pit will accommodate 120
musicians. More than 130,000 tons
of rock have been blasted to form
the cave-like house.
Besides the theatre, the Trocadero
houses, or will house, an aquarium,
museums of ethnology, comparative
statuary, folklore, French frescoes,
a 100,000-volume library, and several
other smaller museums.

BIG PRODUCTION PLANS FOR BUDAPEST SEASON

Budapest, July 16.

Belle Helene, Offenbach operetta, planned as a summer outdoor show, has been postponed for production in the early fall season at Varosi theatre, jointly produced by the Varosi and Vigszinhaz managements. Hona Hajmassy, newly discovered blonde soprano, is to be starred, but she is threatening to fulfill a Metro option and sail for U. S. before that date, piqued because the show did not come off in the summer, as originally planned. nally planned.

nally planned.

Other outstanding production to come off at the Varosi in the coming season will be 'Miracle' in the Reinhardt manner. It has been done by hardt manner. It has been done by Reinhardt himself, in German, in the same theatre before. Revival, in Hungarian, is planned on the occa-sion of the World Eucharistic Con-gress, to be held in Budapest next

New Batch of U.S. Acts Set for Aussie Routes in the Nick of Time

Cable Address: VARIETY, LONDON

Legit for S. Africa

Capetown, July 3.

Charles Hickman, who produced The Free in So. Africa, is bringing out another company in August, to stage 'Late Night Final,' Boy Meets Girl,' 'Tovarich,' and 'The House-

Loveil, Misses
Kemp-Welsh, Christine Lindsay,
Olga Martin.
African Consolidated Theatres will
carry the tour.

VAUDEFILM ON **UPGRADE IN RIO**

Rio de Janeiro, July 17. What with competition beco more fierce daily and lack of attractions to pull the mobs, cinema proprietors are resorting to vaude and several of the leading pic houses will soon be doing their own import-ing of American and continental

First to start the new vogue was Opera, recently inaugurated, which started with a dog number, a magician, a song and dance man, and six of what were called 'New York Girls,' specially dished for the baldheaded row.

Idea is expected to pull, if quality can be substituted for the present quantity. Show runs from one and a half to two hours and, together with the screen, the whole session beats the three and a half mark.

Opera is the latest addition to the Plaza-Parisiense chain and used to specialize strip acts. This has kept puritan attendance at a minimum, fearing the place still banks on rapid exits.

exits.

Plaza will probably follow suit,
while the Metro has refused to deny
or confirm that it has similar plans.

PAREE WAITING FOR MOSCOW ART TROUPE

Paris, July 18.
Company of the Art Theatre of
Moscow is going to pay a return
visit to Paris 14 years after its first

visit to Paris 14 years after its first trip.

On its visit here the troupe will be accompanied by choruses and dancers from the Red Army. With them will also be M. Stanislavski and Mme. Tchekov, widow of the author.

Troupe has just finished an usually successful run' of a modern adaptation of 'Anna Karenina' in Moscow.

London, July 18. Frank Neil's new line-up of vaude-ville talent for Australia and New Zealand has come along at a most opportune time. Just when a good dumber of Americans are about through here, due to the Ministry of Labor's 'six menths in, and six months out' edict, he's giving 'em an London July 18.

out. Rule only affects medium-priced acts which is just what Neil is seek-

Rule only alleves in the Rule of the Act, which is just what Nell is seeking.

Neil's line-up for Sept. 6 opening, which means that acts sail July 3, are Nina Mae McKinney, Batie and Foster, Al Verdi and Thelma Lee, Bob Fisher, Tracy and Hay (who sail from India) and Pat Henning and Betty (who said from Los Angeles). Also on English contingent comprising Irwin Felix and Nan, Red Fred, Harry Marconi, Eddie Sharp.

For October 11 opening are Dave Seed and Co., Devito Denny 4, York and Tracey, Rev Weber, Powell and Bret, and Carl Shaw and Chris Gill. Last five named go from Los Angeles, Gill is here now, but goes home first. Bell Bros, and Carmen, Marini and Andy, Betty Buckland and the Three Rays are the English contingent.

Acts play are the English contingent.

Acts play five weeks in Melbourne, five weeks in Sydney, and two weeks in Brisbane. If successful they go no for 11 weeks to New Zealand, and are then good for returns in Melbourne and Sidney.

In all, these acts can grab themselves six months work down under, and are therefore eligible for another six months return trip to England.

PARIS CAFE STRIKE OVER

Paris, July 20.

Strike fever, which has afflicted this town for many months past, affecting almost every type of business and amusement that exists, at last seems to be cooling off.

Latest of the high temperature walkouts that hit the cafes, restaurants and hotels was settled tonight (20) and tomorrow will see the boulevards resuming their natural aspect, with imbibers back under the awnings watching the world go by. When it first struck nearly two weeks ago, the larger cafes, like Florians, the Collese, the Cafe du Rond-Pont and the Cafe de la Paix, were the hardest hit and remained completely closed until makeshift staffs could be found. When the hotel workers were called out in sympathy, over the application of the new 40-hour week, more cafes joined, but little by little they managed to secure enough help to offer some kind of service. None of the larger hotels were extremely hard hit, but the cafes and restaurants suffered plenty.

When the announcement was made to the conditions of the tourist was the conditions of the tourist will breather were announced. Whatever they are, Paris and the tourists will breathe easier, for all the larger cafes have been partolled by extra police to prevent strikers from intimidating the few who could be found to work under those conditions. Although several small brawls did break in the Champe. Fluence of the surfection of the provent strikers and the did tours under those conditions. Although several small brawls

timidating the few who could be found to work under those condi-tions. Although several small brawls did break in the Champs-Elyses and Montmartre districts, no real trouble was experienced.

GIELGUD SETS LONDON REP. CO. FOR 4 PLAYS

London, July 18.

John Gielgud will shortly realize a long-cherished ambition to appear in London in a series of plays with a permanent company. He has leased a West End theatre for a season of eight months, commencing in September, and will present four classic plays, with Peggy Ashcroft as his leading lady.

First will be 'Richard II,' followed by 'The School for Scandol,' The Three Sisters' and 'The Merchant of Venice.' Each play will have a run of not less than eight weeks and not more than 10. Theatre not yet named, because another play is now running there.

Leo Reisman Plays From Steps Of Opera in Biggest Paris Hoopla

Paris, July 18.

Despite a waiters' strike and an unpleasant political atmosphere, Paris turned out this year to celebrate July 14—the French equivalent of July 4 at home—as it has never been done before.

Because of the many tourists here to visit the exposition, the committee in charge took special trouble to throw a good show. Biggest innovation was the equipping of a number of trucks with floodlights and loudspeakers which toured the town carrying some of the best known artists now appearing here. This is the first time this has ever been done, and it was such a great success the same formula will undoubtedly be followed next year.

Most extraordinary event of the day probably forms.

followed next year.

Most extraordinary event of the
day probably, from an American
standpoint, was the band of Leo
Reisman playing 'St. Louis Blues'
and other pop dance offerings on the
steps of the Opera. French laughed
at the comparison of hot American
jazz bursting forth from the steps of
the home of all that highbrow music
record bees denoted to the music in means here, danced to the music in

the streets and the boys had a hard time getting away after playing for half an hour.

the streets and, the boys had a hard the time getting away after playing for half an hour.

And, of course, every cafe which could afford it had a band of its own, and those which could not brought down the family radio or phonograph. Vendors of rugs, carpets, trinkets and peanuts did a land office business while general returns from every quarter were better than they have been for years.

Waiters' strike—which somewhat cuttailed drinking in the boulevard districts, but helped the little bistrots which were open—was the cause of the only trouble of the day when strikers threw chairs through the windows of the Terminus Hotel Cafe in the Place de la Republique.

Stars who performed from the moving trucks included Maurice Chevalier, Josephine Baker, Jane Manet, Alice Cocea, Georges Bastia, Hachem Khan, Marie Dubas, Robert Jysor, Doumel and Laure Diana.

Probably the greatest number of people seen on the streets in Paris for the day's celebrations since the war were out

35 More Dropped From Hearst's N.Y. Journal-American; Other Switches

Axe swung again on the merged N. Y. American-Journal with about 35 more men dropped from the payroll, 20 from the editorial staff and 15 from the commercial departments. While some more releases were expected on the Hearst papers, they came a bit faster and in more grouped form than had been an-

iticipated.

John Harkins, drama editor of the old N. Y. American, and of the new Sunday American for two weeks, is out. Also out is Murray Boltinoff, Harkins' assistant. Gilbert W. Gabriel, drama critic, is in active magotiation with the management for a payoff of his contract, which has till February. Probably will not write any more for the paper, Ed Frayne has been named sports editor, replacing Bill Farnsworth who, however, remains on the payoroll as replacing Bill Farnsworth who, now-ever, remains on the payroll as sports columnist. He did both jobs on the Journal before the merger, Mignon Bushel, femme reporter and daughter of Hymie Bushel, the-

and daughter of Hymie Bushel, the-atrical attorney, is out, as are also Ray Krim, who has gone to the Newark Ledger; Ben Markowtiz, for 30 years' on the staff; Arthur LeDuc, Travis Fulton, Vincent Saxon, Marmy Nichols, C. W. Van Devander, who has gone to the N. Y. Post; Sidney Penner, chairman of the American's Newspaper Guild unit; William Patterson, M. Ulmer, John Hamilton, James O'Connor, Frank Desmond, Frank Atwood, Charles Rowland, John O'Keefe and Percy Stone. Frank Atwood, Charles Roy John O'Keefe and Percy Stone

Severance pay was granted in all cases, with some of the dropped persons also receiving vacation pay for time off due them.

More Changes

More Changes

Fred Meyers, Guild unit chairman at the N. Y. Daily Mirror, is resigning to take a job as organizer for the Guild. Charles McCabe publisher, told the Guild's negotiating committee that there would be layoffs for the present. Mirror has not added any to its staff since the merger.

Hearst last week withdrew from Washington field and leased his Washington Times to Eleanor Patterson, for five years. Last April he leased the Washington Herald which she had previously been publishing for seven years, to her.

John J. Lambert, former head of Hearst's Universal Service who has been publisher of the Times is out, and J. J. Fitzpatrick, managing editor of the Taltimore News-Post has been loaned to the Times for the regonization.

Annenberg's 250G Libel Suit

Suit for \$250,000 has been brought Suit for \$250,000 has been brought by Max Annenberg, circulation man-ager of the N. Y. Daily News, against Burton Rascoe and Doubleday-Doran. Libel action is based on references to Annenberg in Rascoe's recently published biography titled 'Before I Forget,' in which Rascoe allegedly states that Annenberg used gangsters in the 1910 Chicago news-paper circulation was

Zit's Permanent Fold

Zit's Permanent Fold
Zit's Weekly, which has suspended
every now and then during the past
four years, and reported resuming
next month, has now done what
looks like a permanent fold. Pub
has vacated offices at 254 W. 54th
street, N. Y., after having disposed
of office furniture and other paraphernalia.

of office furniture and other para-phernalia.
Paper was founded in 1920 by C. F. Zittel, who came over from Hearst's N. Y. Evening Journal, where he had been amusement advertising man-ager. Zittel is now running a W. 72d street (N. Y.) tavern.

More Opposition to Guild

More Opposition to Guild
In a turbulent three-day session
in Detroit last week the National
Editorial Assn. enlisted its forces
with 12 other publishers' groups in
combined efforts to maintain the
open shop' in America's newspapers.
James G. Stahlman, of the Nashville (Tenn.) Banner, in an address
opening day of the 52nd annual conclave invited NEA members to join
in 'united front' of opposition to 'an
effort to control the press of America
through a closed news and editorial through a closed news and editoria

through a closed news shop.'
Stahlman is president of the American Newspaper Publishers Jor Assn. and was named chairman of lathe Newspaper Committee in Chip pago recently to combat aims of the up

American Newspaper Guild and the CIO.

CIO.

After hearing talks by William J.

Cameron, Ford Motor Co. spokesman, who attacked the CIO bias of
Detroit and other newspapers, the
small-town editors association placed
the circ on the united front Company. its oke on the 'united front.' Cameron its oke on the united front. Cameron also charged that newspapers made a hero of John L. Lewis, ClO chieftain, and that 'if you want the truth about the sitdowns, you had to read the Atlantic seaboard newspapers, especially the N. Y. and Boston names.'

papers.'
Others who addressed the con-clave were E. H. McReynolds, board clave were E. H. McKeynolas, poard chairman of Advertising Federation of America; John R. MacManus, of MacManus, John & Adams agency, and H. G. Weaver, General Motors director of customer research.

Donnelly's Big Deal
One of the biggest printing and publication deals in years is being talked in New York. If it goes through, the R. R. Donnelly Co., Chicago printers and publishers, will take over the Garden City Press, Garden City, L. I., at present controlled by Doubleday-Doran. If deal is completed, it will mean that Donnelly's, in addition to the Chicago plant, will expand into New York, putting it perhaps in the lead position in the U. S., only real competition being the Cuneo Press, also in Chicago, and McGraw-Hill, N. Y.

More Jap Mag Bans

More Jap Mag Bans
Japanese police last week seized
copies of the Fortnightly, British
publication which allegedly contained a passage disrespectful to the
throne. Golden Age, religious publication published in Brooklyn, has
been permanently banned for articles
said to be anarchistic in tenor.
At the same time Ogonidai
(Lighthouse'), published in Tokyo,
was subpressed for carrying translated articles from the Golden Age.

Munsey Mag Shakeup Jack Byrnes has been made editor-in-chief of the Munsey group of mags, which includes the Argosy, Detective Fiction Weekly, Railroad, and All Story Loves

and All Story Love.
Chandler Whipple becomes editor Chandler Whipple becomes editor of the Argosy, post formerly held by Byrnes. Clarence Ingerman is hen new editor of Detective Fiction Weekly, replacing William Kostka, who leaves to start a police mag.

NLRB Hears Redstone Case

The first National Labor Relations The first National Labor Relations Board hearing in a case brought by the Book and Magazine Guild Is being held in New York, growing out of charges by the Guild that David Redstone, formerly with Standard Magazines, was discharged for union activity.

Magazines, activity.
Redstone had been with the firm since 1935 and joined the Guild with several others this year. Reason for the discharge given by the company is reduction of personnel. The Guild the discharge given by the company is reduction of personnel. The Guild is pointing out that Standard Mags publishes 21 papers, among them College Humor, with a staff of 35, including clerical workers. Redstone, the discharged employee, it states, made up 18 of these magazines, and had received several unsolicited raises prior to his discharge.

Louise Connell's Post
The You Publishing Co., Inc., announces appointment of Louise Connell as Hollywood editor. Mrs.
Connell was formerly 'back-of-the-book' editor of Delineator; a founding editor of the magazine 'Charm', published by I. Bamberger & Co.; a copywrite on women's accounter. a copywriter on women's accounts for the J. Walter Thompson adver-

tising agency, and a writer for general magazines and the stage.

Mrs. Connell resides in Hollywood, where her author husband, Richard Connell, is associated with the

New Story Low, \$22
Fan mag scribblers are deeply seared over slashes in prices placed in effect by a magazine outfit that has set a new all-time low on story prices at \$22 each.
Authors calculate that if the news gets round, other mags also will start cutting down.

Grover Jones' Hobby Grows Grover Jones' new magazine, 'Jones,' made its bow to Hollywood last week. Vol. 1, No. 1, has 70 pages, with editorial content made up of fiction, cartoons, lithographs

and humorous features, together with a healthy volume of advertis-

with a heating ing.

Jones, film writer and producer, has been putting out a magazine irregularly for some years as a give-away for the entertainment of his pals. Now he is venturing into the coin, since the demand for away for the entertainment of his pals. Now he is venturing into the field for coin, since the demand for his type of stuff has livened. How-ard Wookey is art editor of 'Jones' and Maurice Stevens production manager.

Pothole Honored (?)
Spanes, Hollywood society of p.a.'s and newspaper correspondents, elected officers for the year at the final feed for the summer. Horace P. Pothole was stuck with the job of prez, nobody else wanting it because of the beefs.
Bill Thomas and Paul Harrison were elected v.p.'s, Marc Lachmann sec. and J. D. Spiro, treasurer.
Doug Churchill, retiring v.p., said there was a constitution, but he hadn't read it and doubted if anybody else wanted to. That, too, was passed on to Prez Pothole.

LITERATI OBITS

M. W. Etty-Leal, 79, ace trade journalist and Variety correspondent at the Hague, died there July 15 after a series of illnesses. He represented 14 trade papers in various parts of the world and on various subjects, restricting his theatrical news coverage, however, to Variety. Death came suddenly, despite his recurring ailments. He had just recovered from a lengthy two-month battle and seemed to be well on the way to recovery when stricken.

Dennis A. Brislin, 53, assistant

way to recovery when stricken.

Dennis A. Brislin, 53, assistant telegraph editor of the Scranton Times, died at his home, Scranton, 72, July 21, after three weeks' illness. Had been identified with Scranton and Wilkes-Barre newspapers for 30 years.

Wife of Moe Ushiewitz, comptroller of the Theatrical Press Unit of the N. Y. Newspaper Guild, died in child birth in N. Y. last Wednesday (20). Child, a son, survives. Ushiewitz is press contact for local 802, Musicians' Union.

Paul Braud. 76, for 26 years relice.

Paul Braud, 76, for 26 years police reporter for the Los Angeles Examiner, died in L. A., July 22, following a long illness.

CHATTER

CHATTER

Nannine Joseph at Olivet, Mich., for the Writers' confab.

Eugene F. O'Connor III, new p.a. for Scribner's in N. Y.

Ben Ames Williams will fish in Nova Scotia and visit Quebee.

Sinclair Lewis has finished the area traft of his new novel 'Prodigal' Parents.

Parents.'
George Santayana has finished a
book titled 'The Realm of Truth,'
due out next fall.
Edward J. O'Brien is doing a book
titled 'Elizabethan Tales,' made up of
16th century short stories,
William Heineman to publish
Jerome Weidman's 'I Can Get It For
You Wholesale' in England.
Bass Adayas Gamer divactor of the

Bess Adams Garner, director of the

Padua Hills theatre at Claremon, Cal., doing a book on Mexico. Webb Miller, of the United Press foreign staff, is currently resting near London after coving the fall of Bilbao.

Bilbao.

Willie Keegan is out at the N. Y.

World-Telegram. Had been there
since the merger, and before that on

the World.
Stanley Woodward, of the N. Y.

the World.

Stanley Woodward, of the N. Y.

Herald Tribune sports department,

keeping out of the sun at Spring

Lake, N. J.

Hal Eaton and Philip Hochstein,

managing editor fo the Newark

Ledger, going to Mexico for a three-

week vacation Frederick Othman, long a United Press correspondent in Washington D. C., in Hollywood to do a column

for the service. George Grant, former art manager of Hearst's N. Y. American, removed to Bellevue hospital last week, after suffering nervous collapse.

Action brought by the chief of po-

Action brought by the chief of po-lice in Milwaukee against James T. Farrell's 'World I Never Made' has been rescinded, and book is again on

sale. George Bagley, whodunit writer, has switched from Covici-Friede to Crime Club (Doubleday-Doran). Bagley, in real-life, is Aaron Stein, radio editor of the N. Y. Post. Dorothy Dix, syndicate adviser to the lovelorn, is picking up many pretty pennies with a 'Confessions of a Columnist' lecture during her Carollna vacation trin.

ing her Carolina vacation trip.

B. O. Pulse Steadier at Lewisohn; Weather Breaks Aid; Estimate \$12,700

Igor Gorin's Tour

Igor Gorin, current on 'Hollywood Hotel' (Campbell Soup) over CBS on Friday nights, will go on a concert tour this autumn.

Baritone will solo in the second-

flight spots, starting in October.

Ol' Debbil Rain **Cuts Down Dell** Week to \$9,500

Philadelphia, July 27.

Philadelphia, July 27.
Lack of socko attractions, plus
threats of rain two nights, sent
Philly Orch's Robin Hood Dell gross
down to estimated \$9,500 for six
nights last week. Providing weather
holds out, the week ending tonight,
however, should see best gross of
catherine Littlefield ballet expected
to pull take up to \$13,000 for five
nights. Friday's concert was rained
out,

Poor reception to Ballet Caravar Poor reception to Ballet Caravan last Monday night, with only 1,200 in the al fresco dell, socked the week's biz. Rain in some parts of the city hurt. Best night was Thursday, when Harold Bauer soloed and Wallenstein conducted, to ring up \$1,800 in single admishes.

FEMALE FISTICHEES

Russian Singer and Lawyer's Wife in Street Set-to

Philadelphia, July 27. Philadelphia, July 27, Margo Krasnioarova, Russian con-cert singer, was held in \$500 bail here last Friday on an assault and battery charge stemming from a bat-tle with a woman who claimed Margo was fishing for her husband.

Margo was fishing for her husband. Second lady, Mrs. Jane Shotz, told the court: 'I was walking down the street with my husband. He's a law-yer. This woman met us. She said to me, 'Well, you've got him, you can have him,' and then she hit me and broke my glasses.' Mrs. Shotz says she's been a nervous wreck since the fight and is afraid of Krasnicrova.

Arasmorova, It developed, however, that Kras-niorova was also a little upset. She turned around and accused Mrs. Shotz of a. and b., too. So to make things even, the magistrate held her in \$500 bail also.

Mary Lewis the 2nd Changes Tag to Davis

Changes 1ag to Davis
Hollywood, July 27.
Many Lewis, radio thrush, has
changed her tag to Elizabeth Davis
following announcement by Mary
Lewis, operatic diva, that she is returning to the warbling wars.
Former's new handle becomes effective with her autumn engagement
with the Colin Toni operatic troupe.

Reiner Heads West

With last night's scheduled per-formance of 'Tristan and Isolde,' Fritz Reiner concluded his season's

First Reiner concluded his season's conducting engagement at the Lewisohn Stadium, N. Y.

Motors to Chicago, where he batons four concerts at Ravina Park, August 5-8. Continues to the Coast, where he conducts at Hollywood Bowl, August 17 and 20.

Wardlaw at Dance Gym

Spartanburg, S. C., July 27.
Jack Wardlaw and CBS orchestra
set for season at \$100,000 (new) Hendersonville, N. C., dance gymnasium.
Vocalist Kitty Nowland and Comedians Buddy Good and Dave
Swith and Color of the Color of Smith articled along with band.

ing her Carolina vacation trip.

Eugene Lyons leaves for Europe
this week (31), having finished reading galleys on his new book, 'Assignment in Utopia,' due out next fall.
Will go to Italy and then join his
family on the Riviera.

Oliver Gramling will begin editing

itself. AP may publish the book

Thanks to a week of clear weather, attendance and grosses at the Stadium Concerts, Lewisohn Stadium, N. Y., last week showed a satisfactory spurt. As anticipated, the two performances of Wagner excerpts, Fritz Reiner conducting and soloists. brought out nice audiences. First, on Tuesday (20) night, pulled the highest attendance so far this seanignest attendance so far this sea-son, 5,000. Figure was cracked Thursday (22) night, when 6,000 el-bowed through the wicket. Week's totals were 28,000 attendance for \$12,700. Last Week's Estimates

Monday (19), regular concert, with Ray Lev piano soloist, Fritz Reiner Ray Lev piano soloist, Frit conducting (\$1 top), clear okay \$1,200.

okay st.200.

Tuesday (20), 'Siegfried' excerpts, with Fritz Reiner and soloists (§1.50 top), clear weather; good \$2,500.

Wednesday (21), Beethoven, Strauss, Wagner concert, with Fritz Reiner (\$1 top), clear weather; fair

Thursday (22), 'Gotterdammerung' excerpts, with Fritz Reiner and soloists (\$1.50 top), clear weather; fine

Friday (23), regular concert, with Fritz Reiner (\$1 top), clear weather; satisfactory \$1,300.

Saturday (24), regular concert, with Paul Kerby conducting (31 top), clear weather; combo of new batoner and week-end not up to hopes, \$2,300.

Sunday (25), regular concert, with Paul Kerby (\$1 top), clear weather;

Fitz Reiner was slated to wind Fitz Reiner was slated to wind up his season's batoning stint at the Stadium last night when he was skedded to conduct the fitt and last Wagner performance, 'Tristan and Isolde' George King Raudenbush, conductor of the Harrisburg (Pa.) Symphony Orchestra set to take over the podium.

Grass Space 40c; **Outdoor Concerts** Click in St. Louis

St. Louis, July 27.

St. Louis, July 27.

Little Symphony series, concluded last week, paid its own way and Robert Brookings Smith, pres, of Little Theatre Society, sponsor of series, promised another next year that will be augmented in number and quality. Moving scene of concerts from a St. Louis County site to quadrangle to Washington University here and good weather are some of reasons attributed to success of concerts.

Chairs sold for \$1 and space on the grass for 40c.

NOW IT CAN BE TOLD

Inside Stuff on Stoki's Maestroing Sans Baton

Reason why Leopold Stokowski conducts without a baton has at last come to light. Practice has caused comment from symph audiences for years, particularly regarding the maestro's long, sensitive fingers, but Stoki has never revealed the cause.

Stoki has never revealed the cause. Turns out that the conductor fractured his right shoulder some sea-sons ago white leading the Philadel-phia Orchestra. At the time the in-jury was diagnosed as neuralgla, but some time later an X-ray disclosed the fracture. Since then Stoki has been unable to swish a stick and has developed a technique of motions and signals for his men almost en-tirely by the use of his hands. Several other symph conductors

Several other symph conductors have since discarded the baton.

Serge Oukrainsky, currently re-hearsing for ballets from 'It Trova-tore' and 'The Bartered Bride' in the Hollywood Bowl in mid-August, has been engaged as ballet master of the San Francisco Opera Assn., begin-ning Sept. 6.

Broadway

Richard Bennett has gone to the

Major Doyle back after two years in the west in the west.

Sam Harris recovering from intestinal grippe.

Hunter Gardner back from Colorado Springs.

Ed Hurley on p.a. staff of Paul Whiteman now.

Whiteman now.

Bob Kellard, legit actor, signed by
20th Century-Fox.

Tom Kane ill with neuritis at his
Phelps, N. Y., home

Faul White, CBS special events
chief, to Hollywood.

Fall Wine, CBS special events chief, to Hollywood.
Frank Hall: bigger than ever will be stage manager of 'Virginia'.
J. Cullen Landis and Edward Andrews have joined The Lambs, Hugh O'Connell in for about three weeks between pics at Warners.
Charlie Harris fishing this week and next at Crossett Pond, N. Y.
Willie Kurtz resting in Vermont reports big grosses at the hotels.
Ralph Whitehead returning from Rochester trip today (Wednesday).
Dr. R. G. Epstein, dentist, is managing Joan Merrill, sniger, on the air.
Fred Sherman recovering from an appendectomy at Long Beach hos-like the property of the prope

Kathleen Fitz leaving the cast of Brother Rat, at the Biltmore, this

week.

Don Hancock, of Castle Films, expected back from vacation first next week.

week.
Edward Padula has joined 20thFox production department on the
Coast.
Ezra Stone reported going into Ezra Stone reported going into 'Room Service' when 'Brother Rat'

cioses.
Frank Libuse entertaining in London cafes due in a Paris revue next month.

don cates que ma Anna month.

Bill Danziger and the missus are leaving Friday (30) for their cottage in facilitation of their cottage in the constant of the c

Estanos referes visiting the Max Rastmans at their country place up the bob Kennedy, of Lyons office, o.ing the New England strawhats this week.
Mildred Weber o.o.'ling the New England strawhats. Expected back in three weeks.
Sandra Gould partied backstage on the 21st birthday by cast of 'Having a Wonderful Time' the Miami News has gone back south to cool off after a week in New York.
Kenneth Clark, public relations chief for Hays office, on two-week vacash in Maryland.
Walter Fenner going into the original company of 'Brother Rat'

Kenneth Clark, public relations chief for Hays office, on two-week vacash in Maryland.
Walter Fenner going into the original company of 'Brother Rat' at the Biltmore, N. Y.
Hugh Marlowe cancelled his passage for Europe and is still in townlooking over new plays and the biltmore, in the passage for Europe and is still in townlooking over new plays.
Olympe Bradna, French girl now under Paramount's wing, is visiting in New York from the Coast.
Lester Thompson due back at the Hays office next Monday (2) after visiting his family on the Coast.
Gene Du Barry, former manager of Little Carnegle, now handling exploitation for Apolio, Harlem.
Spholtation for Apolio, Harlem.
Company (22) offed to the Doublett of the Coast.
Thursday (22) offed to the Doublett of the Coast o

Cleveland.
Leslie Morosco, former legit caster and brother of Oliver Morosco, erstwhile legit producer, is readying a comeback.
Burton Holmes writes from South Africa that Mischa Elman played private recitals for him on the boat

Africa that Mischa Elman played private recitals for him on the bots of the private recitals for him on the bots of the private recitals for him on the bots of the private recitals for him on the bots of the private recitals for him on the bots of the private recitals for him of the private resigned from Lord & Thomas, is away on brief vacation after which he will make future plans known.

Lucille Watson hostesed the cast of 'Yes, My Darling Daughter' at a swimming party celebrating the show's 200th performance.

Lucille Watson hostesed the cast of 'Yes, My Darling Daughter' at a swimming party celebrating the show's 200th performance.

123) for litham eff. Friday sky train to Chicago and flying from there, he will be gone about two weeks.

Guthrie McClintic and Stanley Gilkey both back from vacations and activity humming again at the Katharine Cornell-McClintic office.

Martha Mears has signed with Robbins Artist Bureau and Walter Meyers is arranging for screen tests on her arrival in Hollywood, Oct. In other arrival in Hollywood, Oct. In other arrival in Hollywood, Oct. In other carrival in Hollywood,

Par after a week's visit in the east attendant to see High, Wide preem, with the process of the

Stroudsburg, Pa. By John J. Bartholomew

Night baseball folded. Floyd Gibbons week ended. Ted Shawn dancers at Buck Hill. The Vagabonds at Hemlock Manor. Devonshire Pines has Ben Berle's

orch.
Ted Barnes and orch at Kessler's Casino.
Margie Pearson singing at Vogt's

Casino.

Margie Pearson singing at Vogt's
Tavern.

Billy Lustig's orch opened Penn
Hills Tavern.

Jean Carpentier and Mydia Grand
at Carpentier and Trio at
Pocono Mountaineers on WEST
ach Saturday a.m.

Jimmy Reilly's Nighthawks playing at Craigs Meadows Hotel.

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Jimmy Reilly's Nighthawks playing at Craigs Meadows

Jimmy Reilly's Nighthawks

Jimmy Reill

New Haven

By Harold M, Bone

John Hesse back from Jersey shores.
Creatore set for outdoor concert

Creature see A. Aug. 14.

Jack Brassil getting set for Aug. 16 vacash.

Sam Horwarth sporting town's

Sam Horwarth sporting town's deepest tan.
Robert Donat's brother rejected bally tieup on Knight Without Armor, preferring to be known on his own.
Stony Creek: Marioria Clark.

baily tietip of Allien without of the horizon of th

London

Irving Mills here.
Jack Powell off to Budapest for six weeks.
Gloria Day at the Dorchester hotel

six weeks.
Gloria Day & the Dorchester hotel for a fortnight.
Alleen Stanley on the General Theatres Corp. circuit.
Phillis Stanley being tested by Cecil Clovely for Paramount.
Dave Bader flying to Paris to see his old boss, Carl Laemmle.
Frank Leighton, Australian film star, has arrived in London.
Morris Gest and Emil Boreo in, for a tew days, then off to Russia.
Lawrence Grossmith saying no to a compare the compared to the c

self.

Henry Sherek after Sheila Barrett
and Eddie Garr for the Dorchester Henry and Eddle Garr for the hotel.

"To Have and To Hold' transferred from the Haymarket to the Cam-

To have from the Haymarker to bridge.

John Kay out of hospital, where he has been for three weeks for obser-

John May has been for three weeks 101 between the vation. Tim Whelan to do the next Alexander Korda picture starring Merle Oberon. George Dormonde out of the Kurt chaw with ulcer

George Dormonde out of the Kurt Robitschek Palace show with ulcer trouble.

Maria Loseff, Jack Buchanan film discovery, is ex-Mrs. Richard Tauber.

Gene Sheldon and Loretta Fischer in a marital split, but still theatrical partners.

Paddy Carstairs doing his third quickie for British & Dominion at Pinewood.

quickie for British & Dominion as Pinewood.
Lynne Clevers postponing her Ritz and Trocadero dates because of sudden illness.
Sam Smith, head of British Lion Films, sailing for New York in September.
Stone and Lee booked for Australia in February and will sail from Los Angeles.
Albert Hall, Sheffield, one of the first picture houses in Britain, destroyed by fire.

tralia in February and will sail from Los Angeles.
Albert Hall, Sheffield, one of the first picture houses in Britain, destroyed by fire.
Fay Compton leaving in August for a tout of the first picture houses in Britain, destroyed by fire.
W. P. Lipscomb's play Ninety Sail' may be postponed again, due to casting difficulties.
Bernerd Nedell figuring on his annual trip to N. Y., while the Mrs. is here doing film work.
Jack Harris now recording for Victor. First time since his arrival here some 10 years ago.
Myra Finn, ex-Mrs. Oscar Hamerstein, 202 deashed back to N. Y. dusting the head of the first particular to the first plant of the first time. Jack Jackson and his Dorchester band to do four weeks on the General Theatres circuit during August. Arthur Tracy goes back to New York as soon as his present pic for Grosvenor Films passes the cutting Stage.

Ted Berkman, nephew of Fanny Holtzman, with Alexander Korda Film Prods, just had his contract

renewed.
Tina Rossi here to make a picture for 20th-Fox; then goes to Holly-wood for the same company to make

two more.

Ed Ryan off to America to take a peep at 'Room Service,' in which Jack Waller wants him to play one

Jack Waller of the leads.
Owing to doctor's orders. Zena Dare will not be in the next Drury Lane show. She will be replaced by

Lane show. She will be remarked to the Marie Lohr.
Pat Dixon (Palmer, Newbould office) off on a three week vacation.
covering Berlin, Stockholm, Paris

Pat Dixon (Palmer, Newbould office) off on a three week vacation. covering Berlin, Stockholm, Paris and Belgium.

Queen's Hall being renovated and up-to-date heating installed for the reopening of the Promenade Concert season, Aug. 7.

Eric Yon Strohelm here to relate the lead in Max Schach's Mile. Docteur, opposite Dita Palo. This is a Lackset of Suarer theatre closed down July 18 for several weeks, during which it will be re-seated, recarpeted and re-decorated.

Trude Binar, who was Miss Czecho-Slovakia of 1938 at the Mayfair hotel cabaret and tested by Irving Asher for Warners.

Herman Timberg, with Jr., to play in Take It Easy, show in which they appeared on Broadway in 1932, at the Palace, opening Sept. 1.

Fay Compton leaves Acc. 20, which appears the plant opening in Melbourne with Victoria Regina.

George and Margaret given a three weeks' tryout in the sticks before sailing for America to open on Broadway for the Shuberts.

Jeffrey Bernerd and Charles Woolf have made it up after two years,

with Bernerd again in full charge of the Gaumont-British Newsreel.

Abe Goide, his Savoy, Edgware.

Act of Geluxer, finished retting ready to start building his Trocadero. Kingston-By-Pass, to seat 2,700.

Howard Deighton staging the new Will Mahoney road show, which starts in the provinces Aug. 3 and has nearly a full year's bookings.

Auriol Lee has a new John Van Druten play ready; about a show girl and titled 'Gertie Maude.' Will be done about the end of September.

Stewart Rome, one of the most popular stars of silent days, taking a bride at the age of 50, Grace Millar Actress play wright Cieply Hamilton's name is down on the Civil List pension awards. Writer of 20 plays, best known of which was 'Diana of Dobson's, 'she is also a novelist of note.

Cliff Fischer off to America Sept. 1.

Dobson's,' she is also a november on note.

Cliff Fischer off to America Sept. 1.
Executors of the Julian Wylie estate threatening to sue the present owners of 'Balalaka' and the authors for a profit accounting. Show was once the property of Wylie, and was done in the sticks as 'The Gay Hussar.'

Paris

Georgius off to Vichy.
Nelly Nell off on a tour.
Olive May at the Harlem Club,
Georges Rigand off to New York.
Short and Long off to Boulogne.
Marguerite Charles at Chez Thaw.
Betty Spell off for Rio de Janeiro.
Elvire Popesco to South America.
Fatricias Ellis in and out to Lon-

don. Demain, new afternoon daily, on sale.
Cecile Sorel back from a Swiss

Four Wilkys off for an American ur. Elsie Guittar at La Boite a Sar-

Elsie Guttar at La Loudines.
Mitty Goldin taking over the Mogađor.
Leo Roisman at the Chateau de Madrid.
Film of play 'Un Coup de Rouge'

finished. La Rotonde cafe reopening in Montparnasse.
'Le Tahiti,' new Montmartre dance

La Rotonde cafe reopening in Montparnasse.

Le Tahiti,' new Montmartre dance
hall, oren.
World Adverlising Convention
winding under the date of the

s. Dr. Walter Damrosch addressing Int. Conference of Music Edu-

Joseph Kessel has written a sce-nario based on the Sarajevo assassi-

nations.

Jap ambassador at a private showing of Yoshiwara, starring Sessue
Hayakawa.

Anita Lou into the Bal Tabarin
show — only American Can-Can
dancer there.

Anita Lou into the Bal Tabarin show — only American Can-Can dancer there.

Leila Bederkhan dancing at a Moroccan charity gala presided over by the Sultan.

Henri Decoin finishing 'Abus de Conflance,' starring his wife, Dannielle Darrieux.

Retna Moerindiah making her dance debut at the Comedie des Chamme-Elysees.

nielle Darrieux.
Retna Moerindiah making her dance debut at the Comedie des Champs-Elysees.
Charles Lauphton and Eric Pommer in for what Laughton calls 'gastronomique week end.'
Drean engaged by Mitty Goldin to play opposite Mistinguette in the opening Mogador revue.
Expo turnishing free bus transportable of the comment of the comment

Hollywood

Parkyakarkus in from Broadway, Wallace Ford back from London. The town is full of summer colds, Dolores Del Rio has the sniffles. Warren Groat whipped ptomaine, Wilson Collison now scribbling for

Metro,
Edward Everett Horton winged to
Seattle.
David L. Loew siestaing at Yosemite. Fred Purner vacationing in San

Francisco.
Joe Penner dozed three weeks at Del Monte.
The Buddy Ebsens off to Chicago

The Buddy Ebsens on we and Florida.
Mildred Temple flycasting on the Russian river.
Douglas Shearer recovering from appendectomy.
Gwen Wakeling seeking Banff's

Ministrat rempie hycasining on the missian every many appendectomy.

Gwen Wakeling seeking Banft's cooling breezes.

Michael Breen running Principal's music department.

Dave Garber winged in from Broadway ambles.

Barrol Ppin of the missian experience of the missian experience

lots.

Saundra Meazel, moppet fiddler, signed with Metro subject to court's okay.

Jimmy McLarnin will be teen swinging his dukes in Metro's 'Big City.' Kandolph Scott back from 'High, Wide and Handsome' premiere in N. Y.

N. Y.
Art Lasky, ex-pug, is assistant director on Sol Lesser's Western Gold.'
Tom Keene going to Skowhegan for his ninth season of summer

Marshall Field III and party ogled the Warner lot as Jack Warner's Marsua.
the Warrier lot as vac.
guests.
Edith Mason, operatic thrush,
houseguesting at the Frank Forest

menage.
Frank Melford back from N. Y. to start 'Secret Service Smith' series for Crescent.

Start Secret Secret.

Vernon Pope, editor of Look, here from Des Moines for camera shots at the stars.

Doug Churchill holds his weight down to 50 lbs. excess via the ping-

at the stars.

Doug Churchill holds his weight down to 50 lbs, excess via the ping-pong route.

Harvey Stevens copped \$500 as second best soarer at Elmira, N. Y., at the star of the star

opening.

Some state of the Treasury Henry Morgenthau, Jr., and family guests of the lack L. Warners at the Buthark lot.

Idward of the Lot of

Chicago

Al Hollander to do a flying vaca-

on. Phil Levant in town on way to Cincinnati.
Irene Rich was in town for radio

Cincinnation of the conferences.
Irene Rich was in town for radio conferences.
Irving Mack off to Cleveland on the conferences of the conference of the conf

Salt Lake Anni Bolsters Trade; Free Shows Hurt Local Outfits

Salt Lake City, July 27.
Fifth annual presentation of Covered Wagon Days in Salt Lake City,
July 21-24, turned out to be the most diversified outdoor event yet staged in this hinterland burg.

m mis ninterland burg.
Show was staged to commemorate both anniversary of town's founding by Brigham Young and his small group of Mormon pioneers, July 24, 1847.

Town's festivities proved to be a Town's festivities proved to be a godsend for merchants, state-owned-and-operated liquor stores and bicarb venders. Theatres, dance halls and night clubs, however, got the rap. Too much free entertainment caused citizens to hug their pocketbooks. Pioneer festival started unofficially on Monday (19) when Yellowstone shows pitched its wares on a down-town street, round off from traffic.

shows pitched its wares on a down-town street, roped off from traffic. It was a paradise for pitchmen and ride operators until Thursday night when cops closed 19 concession booths. No arrests were made nor charges filed. Too many wheezes, it was reported, cabed the lid to be clamped. Avenue containing slot ma-chines bingo, and keno counters and several balloon and fish pond games were okehed.

were okehed.
Tuesday night Helen Corwin, young gal, was burled alive' in a coffin sunk six feet underground. Same evening Captain W. P. Parent did his first 'human bullet' routine. Both were satisfactory from a showman's angle. There was a lo-cent admish charge, which prompted a raft of squawks to chamber of commerce boys, sponsors of Covered Wagon Days.

Opening day saw Bunny Dryden and his wife Chilary.

Days.

Opening day saw Bunny Dryden on this wife, Skipper, stage an aerial act which left Salt Lakers and Utahans gasping. Couple walked across a steel wire 200 feet long, in midair, strand connecting roofs of two of the largest downtown office buildings.

Airing From Wire

Airing From Wire

Drydens, so far as free entertain-ent was concerned, walked off with ment was concerned, walked off with top honors. They gave a daily afternoon performance, necessitating police traffic control in principal business area to accommodate rubbernecks. On Thursday, couple changed routine and Bunny carried his wite on his shoulders while blindfolded. Following day, KDYL, Salt Lake-NBC sfillate, tied in with aerial walkers and aired act over a national hoskup. A portable transmitter was rigged up, enabling Bunny and his wife to describe personal feelings, while Myron Fox, station announcer, fired away questions on ground. An A-1 gag which netted station loads of favorable comment.

wednesday evening about 7,500 persons gathered at state capitol grounds for free presentation of Haydn's "The Creation.' Squire Coop, a former Salt Laker, handled Coop, a former Sait Laker, handled the oratorio, in which two of the three solo roles were sung by imported warblers, Sylvia Margolin and Emery Darcy. John W. Summerhays, local tenor, shared honors with out-of-town singers. A chorus of 200 and an orch of 50 accompanied.

panied.

Wednesday evening a coronation
ball was held at a public dance in
Covey's Coconut Grove ballroom,
having more than 85,000 square feet
of dance space. Jack Dempsey, in
town for celebration, was spotted,
subsequently, came in for as many
bows as did Miss Maurine McKenbows as did Miss Maurine McKennows as did Miss Maurine McKenzie, queen, and her two attendants. Lou Ashe, master of ceremonies, and a flock of Fanchon & Marco acts put on a vaudeville show during intermission.

Thursday noon a steam-roller race was held downtown, getting lots of was held downtown, getting lots of laughs, and that evening a rodeo opened at state fair grounds to night and matinee crowds exceeding 9,000. About \$4,000 was divided among contestants as prize money. Kids basked in the limelight Friday staging a parade in the mornong and attending a matinee rodeo show. Final day was a lulu. A kaleidoscopic five-mile long parade attracted nearly 80,000 persons who lined downtown streets. Nearly 2,000 muscicians in 35 bands, drum and bugle

sicians in 35 bands, drum and bugle corps enlivened the tempo of the processional, studded with a num-ber of floats, tableaus and acrobatic

region of the parade, with salient episodes in state's history metamorphosed from a barren wilderness into a thriving

CONCESSIONAIRES WIN

Get Entry Fee to Gimmick Alley Removed at Paris Fair

Paris, July 20.

Paris, July 20.

Squabble between the concessionaires of the Parc des Attractions and the expo authorities over the 35c charged for entrance to the latter has finally been solved, with the latter getting a satisfied deal.

Question was finally settled when the big boys gave way and conceded to the contention of the concessionnaires that a ticket to the exporper should be all that is needed for entrance into the amusement park; instead of customers having to pay another 35c.

It took a two-day shut-down to get what they wanted. If entrants do not hold an expo ticket, price for admission to the park now stands at 14c, and if they do, nothing. And those who want to visit the park. first, pay an expo entrance fee which is also good for entrance to the big show later.

Midwest Parks At Peak: Crowds Ruining Rides

Chicago, July 27,
Midwest amusement parks all report the biggest attendance in history, with the midways and rides all jammed tight from morn to midnight in the greatest revival the parks have ever seen.
While attendance marks are being broken in practically every amusement park, the coin returns remain somewhat under the high marks since nearly all the parks are getting much less admission rates in every department. Rides which formerly ran from 10c to a high of 25c, are now down to a 5c average. And many parks, such as Riveryiew in Chicago, have regular 2c and 3c days each week as an attendance getter during the midweek after-

But 2c, 3c or a nickel, there is still plenty of money pouring into the parks and with such crowds that the big worry of the amusement parks is that the rides are actually being ruined due to the tremendous turnover of the tide of humans who turnover of the tide of humans who are jamming into every amusement ride device. Several accidents have been reported in midwest parks, and while not admitted by officials, these accidents are believed by insiders to be caused in several instances by the weakening of the mechanism of the various rides. Rides are being put to such pressure to handle the jamto such pressure to handle the jam-ming mobs that the insiders claim that the rides must suffer mechanic

that the rices must suffer mechanically,
Insist that if the operators continue to jam 'em this way that they'll have to replace all rides for next season, as the 1937 mobs will ruin all the devices.

Mix in Philly

Philadelphia, July 27.

Philadelphia, July 27.
For first time in years, a second circus will play Philly this season. Tom Mix outfit will make a stand here for six days next week, to bust a tradition that for more than a decade has given Ringling Brothers-Barnum Bailey exclusive rights in the field.

Troubles Never Cease

Capetown, July 3. Cipetown, July 3.

William Pagel, boss of Pagel's
Circus and Menagerie, had to shoot
two of his lions while the show was
playing Capetown, due to both lions
taking a dislike to each other, and
fighting.
Pagel was compelled to shoot them
to avoid trouble with the other animals in the menagerie;

mals in the menagerie.

crowd of paying spectators Saturday night.

Shortly before midnight Miss Corbarren wilderness into a thriving sestern metropolis.

Finals of rodeo attracted largest till wee hours of morning.

Fair Man Suicide

Tacoma, July 27.

W. A. Linklater, president and general manager of the Puyallup fair, shot himself to death on account ill health.

Mr. Linklater, who handled all bookings personally for this big outdoor attraction as well as directed the large institution for the past 10 years, is one of the best known fair managers in the United States and Canada. He was 60 years old, leaves a widow and a son.

Funeral was held Monday from the Elk's lodge rooms in Puyallup, with internment there.

PLENTY OF U. S. COS. SET FOR **PARIS FAIR**

Paris, July 18.

If and when the United States expo pavilion opens to the public it will be filled with exhibits ranging from radios to life insurance and from china to pianos.

Besides the numerous exhibits which the Government will show, following is a list of exhibitors now scheduled to put their wares on display: National Broadcasting Co, Rc.A. Victor Corp., Liggett and Myers, Actna Life Insurance Co, Crosley Radio Corp., Etuben Glass, Inc., Elizabeth Arden, American Hair Design Institute, Flatex Corp., Greenfield Tap and Die Co, Wells Bros. Moviola Co, Hollywood in Satire, a series of photographs by Will Connell; California Wine Growers Assn., United States Camera Group, Eastman Kodak Co, Hammarlund Manufacturing Co, Colonial Tanning Co, Leroux & Co, Gustay Jensen, A. & M. Karagheusian, Roth & Weiner, Inc., Schmief-Hungate & Jotzian, Rena Rosenthal, Tommi Parzinger, Schammel China Co, Mayer China Co, Nelson Fink, Warwick Print Works, Madie, Inc., Sleeper, Inc., Golding Bross, Neva-Wet Corp. of America, Nachman Spring-Filled Corp., American Express Co. American Management Assn., S. H. Slobodkin, Maine Manufacturing Co, Chase Brass & Copper Co, A. H. Heisey & Co, M. H. Rhodes, Inc., Steinway & Sons, Brunswick - Balke - Collender Co, Pennsylvania Raliroad Co, Sears, Roebuck & Co, Black & Decker Manufacturing Co.

United States Lines, United Wall Paper Factories, Louisville Textiles, Inc., Benduro, Furniture Stylists, Hart Mirror Co., Sterling Glass, Warren Kessler and Joseph Leinfelder.

STEEL PIER, A. C., IN **COURT ONCE AGAIN**

Atlantic City, July 27.
Steel Pier Corp. 'and others' were directed to appear on or before Sept. 20 in Chancery court here and explain why a mortgage now possessed by the Guarantee Trust Co., of this city should not be foreclosed.

by the Guarantee Trust Co., or this city should not be foreclosed.

Mortgage was given to the Marine Trust Co., later absorbed by the Guarantee, in 1925, on land occupied by the Steel Pier Corp. which issued bonds secured by the mortgage to the Equitable Trust Co,, as trustee. Among the defendaris named are the RFC and the Grinell Company Decause it entered into an agreement with the Steel Pier Company for the installation in the premises ment with the Skeel Pier Company for the installation in the premises covered by the complainant's mortage of a Grincill Wet and Dry Pipe system of approved fire extinguishing apparauts and telaimed to retain title to said sprinkler equipment until purchase price was paid. The F. R. Cruikshank Co., to whom the Grinell concern assigned the agreement, is also named a defendant.

Circus Routes

Week of Aug. 2
Barnes-Sells-Floto
Bemiddl, Mich... 2: Hibbing, 3: Duluth.
4; Brainerd, 5; St. Cloud, 6; Wilmar, 7;
Pipestone, 8.
Cole-Beatty-Maynard

Denver, Col., 2-2; Colorado Springs, 4; veblo, 5; Glenwood Springs, 6; Grand unction, 7. Ringling Bros.-Barnum & Bailey Chicago, July 31-Aug. 8.

Cleve's Rose-Holm Romance Rumor Jazzes Expo Biz, Despite Denials

O.K.'s Blood Tester

Atlantic City, July 27. Boardwalk strollers may have their blood pressure taken and the

man who takes it need not be a physician. Such was the ruling handed down by State Supreme Court Justice Perskie of Atlantic City in favor of Max Plager, who operated a sphygmomanometer con-

City in favor of Max Plager, who operated a sphygmomanometer concession on the Boardwalk.

The State Medical Examiners had prosecuted Plager under a law prohibiting any person other than a physician from holding himself out as able to diagnose disease. Losing in the Atlantic County courts, the Board of Examiners appealed to the Supreme Court, which pointed out that low blood pressure was not a disease, and that therefore the determination of blood pressure did termination of blood pressure not constitute the diagnosis did

Ft. Worth Black, **But the Takings Are Questioned**

Fort Worth, July 27,

The Fort Worth Frontier Fiesta ended its first four weeks Saturday (24) \$50,000 in the black, according to Billy Rose, director general. Figures, however, are open to question.

One-fourth of the advance sale of tickets has been used on the various shows. Rose said \$160,000 was banked from the advance sale. Overall overhead of the fiesta is \$34,000 this year, compared to \$76,000 for the first month last year. Peak business was July 3, 4 and 5, against competition of Jack Benny, who was paid \$15,500 at Greater Texas and Pan-American Expo at Dallas. Joe Jackson, bicycle comic, will follow Sydell and Spotty August 7, Sydell having other bookings. The Three Cossacks, roller skating act, will be subbed for Moore and Revel, dance sativits. Same date. banked from the advance sale. Over-

will be subbed for Moore and Revel, dance satirists, same date.
Stuart Morgan dancers, adaglo quartet, given run of show contract.
Paul Whiteman, Harriet Hoctor and Everett Marshall already in for run of show, ending Oct. 18. Cabin Kids, singing pickaninnies, California Varsity Eight, and Larry Lee remain

singing pickaminies, Cainforna Varisty, Eight, and Larry Lee remain in revue.

Contract for Pat Rooney Sr., and Pat Rooney Jr., extended four weeks. Contracts of Original Dixieland Jazz Band and Charles King extended six weeks, Hinda Wassau, four weeks. 'Flirting With Death,' free show, will close Aug. 7, as it was booked for only six weeks. Melody Lane, where eight song writers play their hits, will become free show, with 25 cents charged for reserved seats. Rose announced he will take a show on tour after the fiesta closes. It is tentatively dubbed 'Show of Shows,' and will contain highlights of his productions of last five years. Albert Johnson, scenic designer for the fiesta, has been designing two productions for this show, one for theatres and the other for auditoriums. Johnson' will leave Aug. It do show for Shuberts in New York. John Murray Anderson will return here Sept. 29 to stage Rose's show. Number of dancers and show girls of Casa Manana will be in it. Rose going to Hollywood this week to spend week or 10 days with his wife, Fannie Brice.

wife, Fannie Brice

wite, Fannie Brice.
Wite man aired 10-year Kentucky discovery, Jean Ellis, Saturday night on NBC hookup. Rudy Vallee used her on his program Thursday night from Pan-American Casino at Dallas. Vallee spent day here with Whiteman last week. Both bandsters rode horses in cowboy garb at Shady Oak Farm, where Whiteman is spending the Summer. It was there Whiteman told Rudy about the girl, saying he might be mistaken, but thought she had what it took. Response from two radio appearances indicate he was radio appearances indicate he was right. Rudy requested Whiteman to let him introduce her on the air.

Cleveland, July 27. Whether it's a gigantic publicity hoax or not—and anybody's guess is a good as yours—the so-called Eleanor Holm-Billy Rose romanos that high-dived out of latter's Aquadade has had at least two sure-fire results that ages

results that were probably aimed for. First, it landed Great Lakes Ex-First, it landed Great Lakes Ex-position on all front pages and pub-licized Rose's lakefront marine spec-tacle into doubling its business dur-ing a spell when trade was so-so. Secondly, the affair has built up Eleanor as the season's S. A. gala as well as a box office magnet locally.

Secondly, the affair has built up Secondly, the affair has built up Eleanor as the season's S. A. gal as well as a box office magnet locally. Press agents for centennial fair deny collusion, but it has all the earmarks of a beautifully-timed stunt, in which all principals have a possible out. Swimming queen said she was getting a divorce from Arthur Jarrett, singer now at Dallas Exposition, but denied that Rose was the reason. Rose is reputed to have said he might seek a divorce from Fannie Brice, but that he was only interested in swimmer as a co-star of his Aquacade. Jarrett, reached in Dallas by phone, expressed amazement over whole a ffair ad hoped it wasn't so.

In short, it was a sweet denial party with reporters (plus accommodating p.a. bureau) puffing up few circumstantial facts. One is that producer and the Olympic champagne rebel had been two-ing it all over town. Eleanor's new five-carat diamond ring also boosted story although she later claimed to have bought it herself for \$1,500. Fannie Brice reached by phone retorted she'd make Billy buy her three rings, if it was true, and she 'would fed unfattered if just a swimmer got him.

Get an Extra Show

Got an Extra Show

Aquacade as a result has had to d an extra Monday performance to its sked for increased crowds. Shep Fields booked in for four-day Shep Fields booked in for four-day current date, followed by Roger Pryor's orchestra. More romance bloomed when Walter Arian of Toronto, ice-skating ballet director at Winterland, was married to Edna Lynn Schaefer July 17. Bride is a ballet skater in his show and wedding was held in office of a justice of neare.

Lynn Schaefer July 17. Bride is a ballet skater in his show and wedding was held in office of a justice of peace.

Hot weather, hotels packed with conventions and heavy exploitation have kicked up attendance to 228,129 in past week. Total to yesterday (28) draw for 53 days is 1,520,511 visitors, which is considered satisfactory by Lincoln Dickey, E.m., who expects to hit 3,000,000 mark in next 7 days. Ticket books valued at \$4.50 are still selling big for \$2.50 and the ficial cut-rates. Another 100,000 books are being made up for a Cleveland jubilee day Aug. 14, which will be a combination Mardi Gras, carnial and civic event. Sale is being taken over by the come-to-Cleveland committee.

Friday night? Banko run as a romotion stunt has mounted to \$1.200, increasing \$250 each week when winners fail to show up. Oddest feature about it is that anybody can register for it at a dozen downown drugstores, but has to appear at stand within ten minutes when lucky number is called.

Contests are running from hogalling tournaments to prizes to women who can yell her husband's monicker loudest. Marine Day held Wednesday (28) will bring out all government ships and vessels in Great Lakes region. Martha Norelius, two times Olympic champisgned for world's women's professional swimming championship races has no magyfy, 61-year-old fire-eater at Rose's Pioneer Palace, was forced to lay off when hit by toxic poisoning. Nagyfy has been ill for some time but kept on doing act against octor's orders and is now dangerously ill at local St. Luke's Hospital. Lou Irwin, booker who claims he had a contract with Eleanor Holm Jarrett, is forcing a garnishment suit against swimmer here to collect him.

Irwin contends contract entitles

\$1,125 as commission he charges was due him.

due him.

Irwin contends contract entitles him to 10 percent of \$6,250 she received in a five-week engagement before coming to Cleveland, and of the \$5,100 paid to her as star of Aquacade up to July 9-approximately \$850 a week. Question whether Cleveland or New York is her legal residence took up first heaving Pulling no gees, he made her legal residence took up first hearing. Ruling on case to be made Wednesday (28).

Dallas-Ft. Worth Getting Hot, Each Sniping at Other Outfit

Dallas, July 27. After a brief armistice, those com

munity feudists, Dallas and Fort Worth, are having at it again. First to the draw in the current word brawl has been Dallas although Fort Worth has kept up a speradic sniping

brawl has been Ballas athough forty Worth has kopt up a sporadic snipling campaign.

Cause of the latest flareup was second Rudy Vallee broadcast from stage of the Dallae Casino. The exposition guid Vallee \$40,000 a weekly to year. In the charges and other production costs on network airing, Among talent on the ether program was a juvenile female discovery of Paul Whiteman who sangand, Harriet Hoctor, dancer in Fort Worth's Casa Manana. Dallasites fliggeted only slightly as Vallee did. buildup for Whiteman. But Miss Hoctor's wordage caused the audience which packed the Casino to do a crisp burm and start pouring powder down their muzzle loaders whem the dancer tagged her intancew with this observation. Why don't you come over the Fort Worth, Budy, and see a CiOOD's show."

Amusement editors of two local papers dragged out the tar post the next day and whacked bandleader-encee for nipping the hand that fed him.

Exposition heads said nothing of-ficially but they manifested their attitude when Phil Harris, who followed Vallee, was warned not to make a warned not to make a

Exposition heads said nothing of-ficially but they manifested their at-titude when. Phil Harris, who followed Vallee; was warned not to make a mistake and include any of the Casa. Manana music on his coast-to-coast broadcasts which started Sunday afternoof. (25) over Columbia. Mutual is slated to pick it up later.

Changing the Bill-

First change in show talent at Casino was made Saturday (249) when Harris' band, Lanny Ross, Atrens and Broderick and The Kraddecks opened. Georges and Jalna and Art Jarrett are held. Ross does straight singing act, then joins. Lyn Murray chonus in production number of Ton't You Know or Don't You Care?"

The Road to Rio also onened a

The Road to Rio also opened a new show Friday (23) with new costumes and routines for Alexanden costumes and routines for Alexandea Cumaneky's line and show ginls. Melba Brian, nudist; the Brucettes, acrohatic girl trio; and the Theodores, adagic team, comprised ftesh blood. Joaquin Garay, juve singer, who has acquired big following, stays on and now handles emcre chore. Aggregate attendance at the fair liad reached 829,180 through Saturday (24), with gate apparently settled to an average of around 15,000 daily.

With the new Casino open to an-

with the new Casino open to apparent approval of the public, George Marshall and his wife. Corinne Griffith, plan to head to California for a couple of weeks' vacation. Billy Rose, mouthpiece for Fort Worth in the inter-city feuding, also serams to the West Coast this week.

He leaves behind him a series of advertisements in Dallas press, which has the patriots fuming. He didn't overlook the opportunity to trade on fact that Casino here had a \$10 preview which left a bad taste in Dallas' mouth. He has continually played on 'high hat' angle and when local show lowered prices to 50c. on its 'spectator seats' in the gallery, Rose went to town.

That Loving Touch

That Loving Touch

His paid space in the Dallas papers carried such messages as this sample copy: There has been and there will be no price change at Fort Worth. be no price change at Fort Worth. Elsswhere there may have been such drastic revisions as from \$10 to 50c, but not at Fort Worth where the tariff is as unchanging as the laws of the Medes and Persians.

The Dallas-Fort Worth animosity was personalized last week with Jarrett being vehicle for expression of the town's feeling. The singer has gained in local favor after he took over major singing burden in show.

gained in local favor after he took over major singing burden in show. After his wife, Eleanor Holm, broke news in Cleveland that she contemplated divorce, Jarrett kept his nose clean and made no public comment offer than carefully prepared handout which said exactly nothing. Night after Rose's name was injected into divorce story, the singer Eot smontaness wave of anylayer for should be supported to the contemporary wave of anylayer for the supported his contemporary wave of anylayer.

Night after Roses namelected into divorce story, the singer geted into divorce story, the singer get apontaneous wave of applause, bigger than usual, when he made first appearance on stage.

The occasion was all the locals needed to express their feelings on needed to express their feelings on the whole front yard squabble. They thaven't got around to picketing each other's shows down here but in. Ballas they look at the sun only as since 1927.

it comes up as they have to look toward Fort Worth to watch it set.

Censors Get Buy

First direct action by Dallas centered weeks of verbal storm signals. Mautrice Caranas, who operates Chez Waurice, and Zorine, graduate of San Diago's nudist camp, were involved.

Zorine opened at night club Thursday and graduate of the pened at night club Thursday and ware ballyhoo. She keep to be she was a supplementation of the cluded in a unit show which included in the Three Heat Waves, Romaine, and Manning, Jay Howard and the Del Valls.

the Del Valls.

Censors warned in advance nudes would have to wear more than a string and a smile. Police were on hand first night and Zorine's gals were in line with restrictions. Next night they were in the raw and police came out from behind the palms to make arrests. The manager was charged with exhibiting a nude lwoman.

Case is set down this week for trial in police court and Maurice wonders if affair will leave him be-hind the eight ball.

A. C. ICE SHOW **MAKES HAPPY OPENING**

Atlantic City, July. 27.

With Annie Oakleys distributed freely about town, the 'Ice Follies of 1937' got off to a flying start before a 'packed' audience in the Municipal Auditorium Thursday night (22). The management claimed that there were at least 3:500 paid admissions among the 6:000' or more spectators.

Whatever the status of the crowd, it was a navel show. Snow-covered nine trees ringed' the large ice skating rink, which was showered with a ski trail and various other decorations to give the place a winter actions to give the place a winter actions to give the place a winter a

tions to give the place a winter appearance

Bess Ehrhardt topped the bill with Bess Ehrhardt topped the bill with a series of difficult dances on the ice; while Rif Paper and Karl Zwack, a European team, and McGowan and Mack, also displayed their skating talents. Eddle Shipstad and Oscar Johnson furnished the comedy. Sig-fried Steinwell, former Duluth College ski coach, did a thrilling jump to the ice from a 50-foot tower, and Roy, Shipstad; billed as 'the human top,' executed several spectacular spins. Later in the program he

imp. executed several spectacular spins. Later in the program he paired with Miss Ehrhardt in an exhibition of fancy skating.
Other contributors to the show were Harris Lagg, with a leap over 16 barrels; Lois Dworshak, the rhythm girl; Dorothy and La Verne, and Fhyllis Rebholz, who comprised the younger group of performers. Shows are scheduled every evening during the remainder of the summer season.

Tent Minstrels

Charlotte, N. C.; July 27.
E. S. Winstead, 'the old minstrel man' from Fayetteville, is in Rockingham this week with his 'Mighty Winstead Minstrels' under canvas. Winstead's show consists of 50 people and a bar. people and a band.

Delaware Gets Tough

Delaware Gets Tough
Wilmington, July 27.
Money-wheels will no longer be
allowed to operate at carnies in
Delaware, Superintendent C. C.
Reynolds, of State Police, announced
here yesterday. He said troopers
had been instructed to close down
the wheels wherever they saw them.
Announcement followed forced
shuttering of five wheels on which
money was only reward at a carney
sponsored by Brandywine Hundred'
Fire Company over the week-end.

Park Under Fire

Indianapolis, July 27.
Second serious accident at Riverside Park this season has caused Mayor John W. Kern to appoint a commission to investigate park's amusement, devices

First break occurred July 4, when reworks aerial bomb exploded in cowd injuring more than a score

jown injuring most. Friday (23), girl visitor from oledo, Ohio, was thrown from 'The hip' at park and killed. Girl oseened grip on safety bar to wave at friends ar car against a tree outside

SPACE TAKEN FOR N. Y. FAIR

Although the actual opening of the New York World's Fair is nearly two years away, a shortage of space for exhibitors looms. It is reliably reported that 46 firms, including for exhibitors looms. It is reliably reported that 46. fhums, including some of the principal business and manufacturing companies of the U. S., already have been allotted space although only 18 are credited, with being on the dotted line, with the companies concerned agreed on space given; and other legal, details. American Telephone-& Tel International Business Machine; Ra-dio Conposation of America, U. S. Steel, Westinghouse Electric, Gen-eral Electric, Consolidated Edison, Johns-Manwille, Metrepolitan Life Insurance, Roebling Sons. (steel); Y. M. C. A. and DeVoes & Raynoldis (paint) are the firms signatured to-date

Thirty states have passed bills that Inity states have passed bits that have been signatured by the chief executives of these states signifying desire to participate in the fair. Some of these states have made appropriations for the N. Y. show while others have merely appointed commissioners to carry on, with funds to be set later.

be set later.

Twelve foreign nations have indicated they will take part in the Manhattan exposition. Offlers are waiting until they receive copies of the fair's printed rules and regulations.

These are now in the hands of printers and will be ready for distribution in the next week or 10 days.

Back to Early Days in Utah With Rodeos All Cleaning Up

Hoxie Starts July 31

Salem, O., July 27.
A new Jack Hoxie circus is being organized here to open July 31, to play 10 days in Ohio, then move into Indiana and Michigan. Personnel includes George L. Myers, equestrien director; Elmer Jones, superintendent, Harry W. Winslow, agent; Barney Kern, special agent; and Harry Doran, superintendent of concessions. The advance in charge of Joe Katz left here this week, with titree trucks and two more are to be added within a few days.

After opening here the show

After opening here the show moves over Sunday to Youngstown for Aug. 2, then Warren, Paines-ville, Elyria, Massillon, Millersburg-and Findlay and two other Ohio

HAM FISH NIXED AS N.Y. COMMISH TO FAIR

Senatorial members of U.S. Con hibits for the New York and San Francisco fairs were named last week by Vice-President Garner: Meanwhile Speaker Bankhead re-fused to appoint Representative Hamilton Fish to the place reserved. for a House Republican on the N. Y. expe board:

Washington, July 27.

Although he was leader in Although he was leader in the unsuccessful movement to get \$5,000,000 fund for federal participation in the New York fair, Representative Fish was turned down for the commission as political punishment. Recommended by Republican Leader Saull his come was discorribed by Snell, his name was discarded by the Demos because he has repeatedly declared: President and Mrs. Roose-

Midwest Resort Hotels Take Ran **But Chean Lodging at Premium**

ers.

Chicago, July 27.
Resort business in midwestern resort states (Wisconain, Michigan and Minnesot Wisconain, Michigan and Minnesot Wisconain, With the resorts, themselves, reporting business is off some 70% from last year, but, at the same time, the houses in their vicinity are totally inadequate to care for reservations.

Some resorts have even reduced their rates this season, and still found few takers, everybody prefering to bundle the kids into a car and plop 'em down in a summer home, rather than store 'em in a hotel suite. Resort keepers are laying the change to the fact that peuple are living together again, and that the whole family, instead of just mother and dad, are taking vacations. Also that, during recent years, summer homes have been equipped for better living than before, and, at present time, have facilities for giving service equal to Some resorts have even reduced cilities for giving service equal to that of the swank hotels, especially if the family servants are along.

Private beaches, electric cooking, nearness to golf courses and places nearness to goot courses and places of amusement, are the general rule for summer homes now, rather than the exception. With these improvements for service, plus no dressing for dinner, families are flocking to the homes rather than to the hotels.

Trailers Hurt

Another factor which has Another facton which has con-tributed to a lessening prosperity for resorts is the auto trailer. Formerly, auto camps weren't feared much by the resort keepers, since the kind of people who stopped in 'em wouldn't to to the swank hotels anyway. But now, with trailers fitted: up with everything from back scratching posts to basements, they're definitely and something in the way of

4 week-end, when almost July 4 week-end, when almost everybody stepped out for three days, saw the summer hotels at only 50% capacity, and last two weeks have been disastrous. Hotels with rooms for 200 have held as few as 12, and others in proportion. Nor does August look to be much better, with present reservations totaling less than 30% of those held last year at this time. Immossible how. year at this time. Impossible, how year at this time. Impossible, now-ever, to get a house, or even a cottage, and trailer camp operators express themselves as willing to do a reservation business exclusively, and turn away those who haven't wired

vacation business in Chicago is in-Vacation business in Chicago is increasing every year, and this year is no exception, with hotels going at 90% capacity all summer, whether conventions are in town or not. It's impossible to get a room at the Palmer House now, the Sherman is full practically all the time, as are Blackstone, Stevens, Drake and the Morrison. Even the new Chicagoan, opened less than a month ago, has its 450 rooms almost all sewed up. opened less than a month ago, has its 450 rooms almost all sewed up. Outlying hotels are reporting the biggest summer business in years. Vacationing in the city has also had a very definite effect on the country club nitery business as well,

particularly in this vicinity. Ve particularly in this vicinity. Very, very few spots have been able to stay open, and those, practically all small stands, rather than splendors. Reason for this is that the Chicago niteries, air-conditioned, with plenty of good service, and ordinary prices, are a whole lot more comfortable than the outlying places, where it's hot, service is at a premium, and a drink makes a big purse dent. By BILL RICE

Salt Lake City, July 27. Salt Lake City is now in the midst

f its: 'Covered Wagon Days' annual celebration. Bands a playing, parades a marching, flags flying, free acts in the air and on the street corners. Rodeo opens at State Fair Park with many of the top hands of the nation as contestants. Committee claims over \$25,000 tickets sold for this Yellowstone Shows on the event. enclosed: midway at State and South Fourth with many of their attractions on the lawn in front of the County Court House and City Hall, Ten-cent gate for first four days well over \$25,000. Rides, shows and concessions all getting a big play. Weather clear and very hot. Jack Dempsey the guest of honor,

Ogden has its Pioneer Days day and date with Wally Beery for the and date with wally begy lor the big shot guest. Monte Young has the earnival concession here. It seems that most every town in Idaho and Wtah has a rodeo this week with all the hands going to Cheyenne Frontier Days for week of July 28.

Strange As It Stems' had carbon of the 'army that copied a circus.' This was done by Germany when the Barnum & Balley Circus played Europe in 1901. Germany was the only country played that the head of the country heaved that the head of the country heaved that the head of the country heaved. only country, played that the head of the government did not attend a performance. Kaiser William got peeved about something and did not attend; but the army did copy the show's method of transportation and cook house; methods.

snows intended to transport and and cook house; methods.

The way this happened the circus was playing in Hanover and some of the General! Staff noted the parade that they had seen march down the streets of Berlin, the day before and one of the officers remarked that they must carry two parade outfits,' thinking it impossible to show, the night before and parade the next morning, but one of the officers declared, that 'they have the same ellephants.' So to settle the matter they visited the show and to their astonishment found out the outfit was the same. They immediately copied the entire setup. Our own army as late as 1918 never saw fit to use circus, methods. The Wortham Shows was wintering in San Antonio and one day opposite, winter quarters. and one day opposite, winter que ters the Army was loading a lot of artillery on flats and making a very long lob of it. Wortham wen't ot he officer in charge and offered to loan a pull-up team, and the equipment to handle the job which could have been done in an hour, but the officer told him that 'the rules and regu-lations would not allow such meth-ods.' They got the job done in two days: the army was loading a lot of

adys: Advertisement in trade paper Wanted An Unborn Lecturer.' Some Hor-

'Ball of Fire' carnivals is sure closing many a town this season. Too bad this has to happen when business has been so good, but with the many new shows operated with shoestring BR its bound to happen. Here Harris to get away from bot

the many new shows operated with shoestring BR its bound to happen. Bess Harris to get away from hot competition jumped her carnie from Ephraim, Utah, to Seymore, Kan. That's a jump for any show.

Stephan Maloney, p. a. for the Covered Wagon Days', bought the entire Sunday supplement of the Ogden Standard Examiner for Sait Lake City Covered Wagon Days' and was Mayor Perry plenty hot, and well he should be, to have his home townpaper turn traitor on his pet 'Pionero Days' that have put the 'boot' to all Sait Lake City endeavors. In the City of Sait sure has put Ogden out of the running in 1937 for Utah's biggest celebration. Thanks to King Crawford, Norman Sims, Stephen Maloney and that secretary of the C: of C., Gus Backman. man.

Los Angeles County Fair at Po-mona, Calif., the biggest gate fair in the U. S., awarded the carnival contract to Archie Clark's Shows for

the first time. Craft Shows for the first time. Craft Shows played the date for past seven years. Hennie Bros. Shows cancelled its contract with Texas' two best fairs. Amerillo and Lubbeck. Shows Amarillo and Lubbock Showm Amarillo and Lubbock. Showmen, all guessing who will get the dates. My guesseis Max Goodman's Wonder Shows or Farley & Martone Shows.

News From the Dailies

This department contains rewritten theatrical news items as published during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. Vaniery takes no credit for these news items; each has been rewritten from a daily paper.

East

New York Parks Dept. running singing contest for youngsters. Winners of sectional first places meet in borough finals, if coming out on top they can compete in all-city con-

top they can compete in all-city contest.

Spark of static electricity was
given as cause of the Hindenburg's
destruction by group of investigators
of the Bureau of Air Commerce.

Joseph F. Meyers, owner of dog
rack at Orangeburg, N. Y., which
was closed last month, started an infunction suit against New York State
Racing Commission and five horse
Twenty-fifth anniversary of the
birth of Dr. Edwin Franko Goldman's band was celebrated last week
with a lengthy concert on the Mall
at Central Park, N. Y.

Dan Nagyty, 61-year-old flame
swallower working at Billy Rose's
Cleve, Expo, near death from toxic
poisoning.

Geven Art Gallery proprietors of
Govern Art Gallery proprietor

Gloucester, Mass, arrested, charged with keeping shops open on Sunday.

Troupe of strip teasers working in opposition to CIO organizers in Cinn. outdraw union meetings.

Four jewel thieves identified by Peggy Faige, dancer at Ben. Marden's Riviera, as men who lifted her furs and jewels.

Magistrate Malbin rebuked beach litter inspector for arresting bather factory. Island the fair concerning the content of the concerning the content of t

Ocean Gate, N. J., by releasing a pipe on mer a station's transmitter. Bird circles for 15 min., until transmitter was cut off, then headed for interest was cut off, then headed for the control of the

officials against 1. O New. Zealant Memorial program for Giglielmo Marconi was broadcast Monday. (28) over WOV, New York. Mayor La-Guardia spoke in 'Italian. Approximately 1,200 applications for restaurant and cafe liquor licenses for New York city reported receiving during the first two weeks of Salvant Peter Altono clarificities.

of July.

Sergeant Peter Aitoro, clarinetist
in the U. S. army band at West Point
for many years, retired. Formerly
was with the Washington, D. C.,

for many years, retired. Formerty was with the Washington, D. C., symph orch.
Charles Michelson, publicity director of the Democratic National Committee, now public relations counsel for Crosley Radio Corp.
Knights of Columbus officials assailed Yorkville, N. Y., judge for refusing to set up standards of taste in connection with burlesque.
Holders of more than 98% of all allowed claims against General Theatres Equipment, Inc., have deposited, securities and claims under the rogranization plan, according to Edward C. Delafield, committee head.

Coast

he is still here working and studio is under no obligation. Earl also seeks

he is still nere working and seeks \$7,004 for services. Earl also seeks \$7,004 for services. The Hollywood nervices are services of the servic

hation.

Kay Tutwiler and Luther Allen, film players, were released from custody in Los Angeles following an investigation into the death of Dorothy May Garland, attorney.

Suit for \$15,110 is on file in L. A. against Robert Armstrong, film players at the result of an automote nate and the control of automote and a state of the automote and the control of automote and a state of the automote and a state of a state

MARRIAGES

Sophie Germach to Bob McIlwaine
July 31 in Chicago, Bride is a WLS
soprano, and groom on promotion
staff of same station.
Muriel Morris, non-pro, to Murray
Baker, of Robbins Music Corb,
brother of Belle Baker, in N. Y.,

brother of Belle Baker, in N. Y., Aug. I.
Gladys Nepdurn to Alfred E. Gross, July 25, in New York. Bride is with Ed Wolf agency.
Lou Landsburgh to Richard F. (Dick) Hyland, in Honolulu July 22, Hyland, former husband of Adela Rogers St. Johns, was connected with picture biz in Hollywood.
Jacquellien Magnon to Erle Hampton in Los Angeles, July 25. Groom is in the Columbia studio publicity department.
Patricia Van Cleve to Arthur Lake at San Simeon, Calif., July 25. Bride

at San Simeon, Calif., July 25. Bride is the daughter of Rose Davies and George B. Van Cleve and niece of Marion Davies. Lake is a picture

actor. Genevieve Whitfield to Henry Sen-ber, July 20, in New York. Groom is Broadway reporter for N. Y. Morning Telegraph. Elizabeth Hawes Jester to Joseph W. Losey at Hoosick Falls, N. Y., July 23. Groom is legit actor and director. Bride is designer and stager of fashion shows.

Dorothy Huffman to Walter Rein-king, in Hollywood, July 26. Bride is Metro actress, groom a Metro cameraman.

BIGGER AND BETTER

Charlotte, N. C., July 27.
Plans for the largest exposition
ever held in Mecklenburg county be-That Grand Darmond Jennings, former film actress, violated certain of her marriage vows is the charge contained in an anser Randolpher minimum, and the Carolinas Agricultural Fair, Inc., to contained in an anser suit for \$163,000. Claim of Michael Brooke, the Earl of Warwick, film juve, for \$1,438 transportation for self and servant back to England is being contested by Metro, which had the earl under contract, on the representation that

GARCIA OUALIFIES AGAIN FOR ROSS

By Jack Pulask!

Last winter, when the Philippino Ceferino Garcia appeared in Madison Square Garcia appeared in Madison Square Garden, he came with the rep of having tilted over Barney Ross, welterweight champ, in a non-tille bout on the Coast, When he stopped Bobby Pacho, a clever Mexican in the same arena last Thursday (22), the impression was verified that he is the logical scrapper to contest Ross' title. Such a match

to contest Ross' title. Such a match is on the schedule for the open air here in September.

Pacho has an excellent record as a boxer and he proceeded to prove that in outpointing Garcia, until the fatal night round. Us against such that in outpointing Garcia, until the fatal ninth round. Up against such a beak buster as the lad from the Orient, skill counted only so long as Bobby could keep away from Garcia's lethal socks. Latter is about as tough a puncher as Henry Armstrong, perhaps even more so, and when the colored kid takes on a few pounds a meeting between them should draw nienty of coin. plenty of coin.

The odds were four to one. Pacho The odds were four to one, Pacho on the short end, and not a few of the wise guys took the odds, unconvinced that Garcia could turn the trick. This time they refused to string along with a puncher, but there were few losers who had any complaint, except Bobby neglected to the a count to take a count

to the a county above the three was good enough reason for that—the boy simply didn't know what was happening. He got up soon after being dropped with a left hook to the chin and groggily met a solid right with the same button. Pacho again got up, and started wandering along the ropes to his corner, turned away from the Philippino. He may have taken one glancing blow from Garcia before the referee stepped in and called it off. Match was scheduled for 15 rounds.

out. Match was scheduled for lo rounds.

Both fighters live on the Coast and there is no discounting their ability nor the fact that Los Angeles ability nor the fact that Los Angeles has sent some very good boxers east in the past six months. Another fellow from the same territory, however, did not do so well, for Young Peter Jackson was knocked out by Pete de Ruzzo. Pete substituted for Honey Mellody and Jackson drew a surprise package. He was down for nine counts twice in the second round and the ref stopped that one, too.

Attendance was very good for the Attendance was very good for summer, gross being close to \$12, at \$2.30 top. This Thursday (29) w be devoted to eastern lightweig with wallop reps. Billy Bauht topping the card vs. Paul Junior.

BIRTHS

Mr. and Mrs. Fred Bock, daughter. Father is commercial manager of WADC, Akron, O. Mr. and Mrs. Sammy Fuller, son, July 17, in Pittsburgh. Father is Uncle Sammy of KDKA. Mr. and Mrs. Harry Tugend, boy, Hollywood, July 21, Father is on

20th-Fox writing staff.

Mr. and Mrs. Nick Scheel, daughter, July 21. Father is production manager of KGLO, Mason City,

Iowa.
Mr. and Mrs. George Robinson, daughter, July 26. Father is assistant supervisor at WOR.
Mr. and Mrs. Eddle Eliscu, son, July 14, in New York. Father is stage and screen writer-director.
Mr. and Mrs. Harry Anger (Anger and Fair), daughter, July 24, in Baldwin, L. I. Father now producing stage units.

and Fair), daughter, July 24, in Bald-win, L. I. Father now producing stage units.

Mr. and Mrs. Don Alderman, son, July 20, Long Beach, Calif. Father is KFOX commercial rep,

ENGAGEMENTS

(Continued from page 56) Berkshire Playhouse, Stockbridge,

Berkshire Playhouse, Stockbridge, Mass.
Richard Carlson, Wylie Adams, William Shea, Philip Sheridan, Ester Leeming, and Strouse, Edd Hodge, Charles Hammond, Eric Burroughs, Alonzo Thayer, The Petrified Forest, Dennis, Mass.
Guy de Vestel, Doris Dalton, Beatrice Terry, Hayden Rorke, Charles Trexler, Philip Tonge, Elizabeth Dead Farrar, Bettina Cerf, Franklin Gray, Valentine Vernon, The Secret Heart, Newport Casino theatre, Newport, R. Leona Powers, Philip Tonge, Edgar Kent, Bettina Cerf, Valentine Vernon, Franklin Gray, Valentine Vernon, Franklin Gray, Charles Trexler, The Vingear Tree, Newport Casino theatre, Newport, R. Weyport Casino theatre, Newport, R. Weyport, Night Must Fell', Lakewood Players, Skowhegan, Me.

OBITUARIES

MORGAN A. SHERWOOD

MORGAN A. SHERWOOD
Morgan A. Sherwood, 85, veteran
stage manager, died in Washington
July 19 of heart attack. Funeral
services were held Thursday (22)
with burial in Glenwood Cemetery.
Retiring about eight years ago, Mr.
Sherwood had been long-time scenic
designer at the National Theatre and one of the oldest members of theatrical business in the Na the theatrical business in the Na-tional Capital. At one time was stage manager for the old Albaugh's Opera House in Washington and had par-ticipated in preparation of numerous productions, including several Ziegproductions, including several Zieg-feld shows, which opened there Wrote two plays which were produced years ago.
Survivors are a daughter and

WILLIAM BARLOW

WILLIAM BARLOW
William Barlow, 85, pioneer minstrei who toured the country 60 and
70 years ago, died July 23 at San
Pedro, Cal., after a two-week illness.
He was the founder of the Barlow
Brothers' Minstrels.

Rom in Paducah. Ky.. he toured

Brothers' Minstrels.

Born in Paducah, Ky., he toured the country with his brothers, later becoming associated with Alexander Pantages in the show business in Los Angeles. During his career as an actor and showman, he was manager of the old Orpheum theatre in San

of the old Orpheum theatre in San Francisco and took troupes of actors to Alaska and to Australia. Barlow also was a hotel man, be-ing connected with hotels in Seattle, Honolulu and Fullerton, Cal.

FRANCIS H. BOSHEA

FRANUIS H. BUSHEA Francis H. Boshea, 29, who as trap-drummer with Paul Whiteman's S. S. Leviathan orchestra made 27 ocean crossings, died at his home in Troy, N. Y., July 23, of a heart at-tack suffered the previous day at Camp Smith in Peekskill. A lieuten-

IN FOND MEMORY OF MY FRIEND

F. W. VANDERSLOOT Who Died July 39, 1981 JERRY VOGEL

ant in the Quartermaster Reserves, USA, Boshea was at Camp Smith for training with the 105th Infantry of

Troy.

He joined the Leviathan orchestra following graduation from Lansingburgh high school. Later, he retired from the vocation of musician entered the automobile business his father in Troy. Wife and parents

JULIE RIVE-KING Mme. Julie Rive-King, 82, died in Indianapolis July 24.

Mme. Rive-King played more than 70 times with the New York Philharmonic orchestra under Anton Seidl, and 200 times with the Theodore Thomas orchestra. Other appearances were with Damrosch Gerricke, Nikisch. and Victor Herbert. She was a member of the faculty of the Busch Conservatory for 25 years, and for the past 10 years had been teaching in Warren,

Burial in Cincinnati

AUBREY WOLK

Aubrey Wolk, 33, operator of the Sky Club in Pittsburgh, big outdoor

Sky Club in Pittsburgh, big outdoor dance place, for a couple of years, died in Tucson, Ariz., July 20, after an illness that began in March, 1936. After the Sky Club folded, Wolk went into the insurance business and left that when his health failed following a throat infection, He spent almost a year in the mountains at Uniontown, Pa, and was removed to Tucson several months ago. Body was returned to Pittsburgh for burial Sunday (25).

CHARLES MILLER

Charles 'Billy Hippo' Miller, veteran vaudeville actor and night club comedian, died in Touro in-firmary in New Orleans July 20 after

nrmary in New Orleans July 20 after an illness of a month.

A native of New Orleans, he toured the country with different acts of vaudeville before doing night club work. He is survived by a widow, two children, Elvin Miller and Mrs. V. V. Wall, and a grand-child, Lenore Wall.

ELMER V. WAIT

Elmer W. Wait, 24, animator on
the staff of Leon Schlesinger's cartoon concern in Hollywood, died
July 20.

rvived by his parents

ANNING S. PRALL

ANNING S. PRALL
Anning S. Prall, 66, chairman of
the Federal Communications Commission, died July 23, 1937, at his
summer home in Boothbay Harbor,
Maine, Burial in Staten Island.
A son, Mortimer, who has been
associated with Transamerican and
other radio enterprises, survives as
well as the widow and another son,
Bryna.

Bryna.

News story in radio section of this

FREDERICK STAHLBERG

FREDERICK STAHLBERG Frederick Stahlberg, for many years a musical director at Metro's Culver City Studio, died July 23 in Los Angeles, He was long on Broad-way in the Rialto and Rivoli theatres a maestro.

as a maestro.

Funeral was held July 26 with burial following in Forest Lawn Memorial Park.

LOTTA MILES

(Florence Court, 38, actress and model known professionally as Lotta Miles, died in Hollywood July 25 of a heart ailment.

a heart ailment.

Miss Miles appeared with the Marx

Bros: on Broadway and appeared in
several films, including Desert Song.

Mother and sister survive.

FRED R. SULLIVAN
Frederick Richard Sullivan, 65,
stage and screen actor, died in Los
Angeles July 24 of heart trouble,
He was a nephew of Sir Arthur
(Gilbert and) Sullivan.
Born in London, he went to Hollywood several years ago and appeared in many productions.

EDWARD F. PRESSLER

Edward F. Pressler died in the ortheast hospital, Philadelphia. Nortness: nospital, Fillacething, July 17 from pneumonia, following an operation of appendicitis. He was of the former vaudeville team

of Pressler and Klaiss.

Burial in the family plot in Evergreen cemetery, Brooklyn.

ANTON VAVERKA

ANTON VAVERKA
Anton Vaverka, former film character actor, died July 2 in Prague,
Czechoslovakia.
He went to Hollywood in 1922 for
Erich von Stroheim's Merry-GoRound' and returned to his native
land in 1928.

MARY T. GOETZ
Mary T. Goetz died in Buffalo, July
Sollowing a short illness. The
wife of Edward H. Goetz, wellknown in theatrical and sporting
circles, she was the mother of E. Ray
Goetz, the late Coleman D. Goetz,
and the late Dorothy Berlin, first
wife of Irving Berlin.

W. A. LINKLER

W. A. Linkler, 60, g.m. of the Puyallup fair, shot himself last-week. Details in the Outdoors section.

Denny Frank De Vol, three-month-old son of Mr. and Mrs. Frank De Vol, died Sunday, July 18, in New York. Father is a member and arranger for Horace Heidt's band, and the mother the former Gracye Ingle of Cleveland.

Father, 63, of Carty Warhurst, Troy orchestra leader, died suddenly while at work.

Stags Increase

(Continued from page 1)

regulations, pointing that the harsh censoring has spread evils into residential areas.

Take on the shows has been so good that already several groups are operating in opposition to each other. One group tried to get \$2 for show with beer and sandwich passout, but later cut out that idea.

later cut out that idea

later cut out that idea.

Operator of a chain of fourth-class hotels reported in with one group for use of suites and meeting halls.

Shills work on straight 15% of what they send in. The other outfit, more pretentious than the first, works a double take tariff, giving the usual show for the \$1 tap and if there are a sufficient number of flush gurs present there's an addiif there are a sufficient number of flush guys present there's an addi-tional show for another dollar, in-cluding stag motion pictures, etc. Only stag performers and not but-lesque girls have been working the spots so far. Ops obviate trouble by changing spots nightly, but have been repeating now and then during first two weeks of operation.

Goldwyn

(Continued from page 4)

(Continued from page 4)
that Lawrence and Bye made the
deal over a month ago. Mrs. Roosewelt was given a short outline of the
story and later a copy of the shooting script. After reading these, she
dished out the editorial, without any
mention of 'Stella Dallas,' yet so
worded that it fitted perfectly into
the contemplated advertising layout.
First advertisements will crack in
the Aug. 21 issue of the Satevepost
and in the September issue of the
Ladies' Home Journal. Sept. True
Story mag is already out; the first

and in the September issue of the Ladies Home Journal. Sept. True Story mag is already out; the first to carry the ad. In the pictorial layout are photographs of Barbara Stanwyck and Anne Shirley and a group shot of these two and John Rades.

Eddes.

The display reads, 'Stella Dallas' Inspires a Discussion of a Mother's Vital Problem, by Mrs. Franklin D. Reosevelt.' In her original copy, the White House author had identified it as having been written 'by Mrs. Eleanor Roosevelt.' A half column pite of Mrs. Roosevelt is indented in the body type of her advertising copy. copy, Clearcut Editorial

The copy is a clearcut editorial on motherhood. In part, it says:
"I was brought up on the saying that few-women are both good wives and good mothers; that most women either give all they have to give to their husbands and therefone less to their children, and others give too much, to their children and the household revolves around them, while the husband and his interests are more or less neglected.

I believe that when one's children age really small, a mother should give them the greatest devotion and attention. As they grow older, however, she should never sacnifice exeget in the big things which are excessary for the children's development. She has got to be able to live her own life after her children have grown and turned to lives of their own. Therefore, it is important that she should not drop her interests completely, for she must not force them in later life to make too great a sacrifice for her.'

It is understood that one of the hings which brought the demand for

a sacrifice for her.'
It is understood that one of the
things which brought the demand for
Goldwyn's explanation to a head was
Will B. Johnston's editorial cartoon
is the New York World-Telegram,
indicating that Mrs. Roosewilt's work
might open a field for wives of cabinest members and other Government
officials.

'Eternal Road'

(Continued from page 54)

demand for tickets was great and indicated a tremendous potential sadience for the reopening in New York City. In addition, plans and offices have been received for the shewing of the production throughout the United States and in Europe. No reopenings are possible until the corporation can convey clear title to its rights. When such title can be coaveyed there is justification to anticipate that new capital will be ticipate that new capital will be forthcoming and substantial interests preserved for the creditors and slockholders. Otherwise they will receive nothing. The petitioner is unable to meet its debts as they man and desires to effect a plan of reorganization.

tune and desires to effect a plan of reorganization."

List of liabilities set forth in the pedition shows: taxes, \$22,940; sal-sarles payable, \$2,686; royalties payable, \$17,992; conditional vendors, \$48,583; general creditors, \$33,425; M. & E. Concessions, Inc., \$4,994; Manhattan Bellrooms, \$3,782; leans and each and leans from sponsors, \$138,844.

The petition details its assets mostly under the title of production costs, as follows: M.W.W. Productions, Inc., \$2,355; theatrical work, \$36,375; production work, \$33,582; seenery and properties, \$74,582; wardrobe, \$18,955; rehearsals, \$47,912, and other costs, \$52,107.48.

The petition also notes that the M.W.W. productions, which first handled the spectacle, spent \$235,000 at the play. M.W.W. stands food the play. M.W.W. stands food on the play. M.W.W. stands food Myer W. Weigal, who, with Crosby Gaige, presented 'Eternal Road.'

FAIR RESUMES

Charlotteville, N. C., July 27.

Iredell's first county fair in many years will be held during the week of Oct. 11-16.

C. W. Craycroft, who managed the agricultural exhibits last year and who formerly managed the Kenlucky state fair, has been engaged to nage the event.

WHAT THEY **THINK**

Says 'No Radio Monopoly New York, July 22.

Editor, VARIETY:

Editor, VARIETY:

In reference to your article headed Actors Radio Monopoly in the issue of July 21 may I, as a radio actor, voice my exception.

I write this because I am a comparatively successful actor on the air; because I, too, come from the hinterlands. I had a minor amount of success in the theatre but finally, after months of honest effort, I managed to crash what your reporter terms the monopoly. But there is no monopoly. It took me months to get into radio because there are many actors in this man's

But there is no monopoly. It took me months to get into radio because there are many actors in this man's town and competition is terrific. With hundreds of people coming in to see a director per day it is naturally difficult for a director to remember a name. So it's the guy who continues to plug who gets the job—not, the one who sits at the soda-fountain talking about it.

I have been in radio for these years now. Adways directors have been fair and always on the alert far new talent without forgetting the old ones. But new talent is hard to sit through hundreds of additions a week, he will tell you that possibly one out of 25 have any ability but most often the ratio is one out of 1000.

Now as to the fees—a radio actor if he is very, wery busy, with attent the search of the contract of the contract

Now as to the fees—a radio actor if he is very, wery husy, with at least three broadcasts per day, is lucky to make between \$350 and \$500 per week at top. The only exception I know of is Mr. Dawson and Miss Eise Hitz, who both held contracts very rare to the radio actor.

Chester Stratton.

Station WMCA's Scale

New York, July 22. Editor. VARIETY:

I am writing regarding an error in the July 21 issue on the story en-titled Actors' Radio Monopoly.

On the page 67 nunover from page

On the page 87 numover from page one the story in part reads: WMCA has a dramatic stock company bossed by Philip Barrison. The troupers in that group get \$22.50 weekly each, etc...

This, according to the information furnished me, is incorrect. Actors: in the above group get considerably more than \$22.50 a week. They make at least \$50 per week and, Mr. Barrison informs me that should you wish, you may examine the books on this detail.

I am sure you can appreciate the

Travesty Vice Burly Montreal, July 20. Editor, VARIETY:

Since we are looking for a new dramatic form to replace the erstgramatic form to replace the erst while burlesque, why not a fry a travesty? I admit that there are few players of the present time who can fit into this picture, but they can be trained, and perhaps in time compet with the splandid performance with the splendid performances given by the old Weberfield forces. It would at least be a novelty, and such a play as Bury the Dead could yield a screaming travesty it done by a clever writer—and there still are such.

It is a for-

It is a far cry back to Ross and Tenton, Edmund Hayes, and similar artists, but there must be some old timers who can form the nucleus of current troupe.

And for another suggestion, why not get hold of some of the oldsters like J. A. Murphy and revive the old afterpieces, the so-called 'nigger old afterpieces, the so-called 'nigger acts'? Many were pretty crude, but they were funny, and some of the hest comedians of their day on-tributed lines and situations that ware wows when later used in Broadway musical comedies.

The theaten isn't dead, it's merely suffering from amnesia.

J. Hapgood Courtenay.

Those Summer Sub Shows St. Louis, July 24.

Editor, VARIETY:

Editor, Vanuery:
Well, this summer radio certainly is an eye-opener on the capabilities of the real stars on the ether. Some of those substitutes are ingloriously sad. Without panning anybody in particular, take the broadcast where an announcer is trying to be boss of both the proceedings and comedian, also. Is he funny! If he makes any-body laugh, I want the person's name. Because he should haye to take my job, mail carrier. I try to get relaxation on Sunday over the radio. That is until he comes on.

Action. That is until he comes on.

Other substitute warm weather programs are too awful to mention. Somebody should tip off the sponsoring firms. Some sustaining affairs would be a welcome relief. So long!

how they feel, I am sure they will all agree on at least this point; which the brick blurb is wrapped, that Vangry's sneering at a flop as being synonymous with a bad play is all wet.

Alfred Winters. this hybrid of the amusement world assumes that repetition, vaudeville's nemesis, is what the public wants. Infantile efforts to garnish the sales talks often result in an obviously forced and strained dragging in of the product. What the tuner-in mostly needs is patience. The anemic quality of this third amusement form makes it a dwarf when compared with the stage.

What we surgest is that the class of the same of the sam

compared with the stage.

What we suggest is that the stage actor retain the name that originally belonged to him. The movie artists might be called a mactor, and the radio entertainer will henceforth be yclept a ractor. Acting would thus regain a "precise connotation. Surely VABLET," with its facility with neologieus can create the real way warmen. gisms, can create two new names, better than the above.

Harry Emerson.

Puritanical New York? Boston, July 23.

Editor, VARIETY:

Editor, Variery:

So New York is going puritanical.
I never realized what Commissioner
Moss' clamping of the lid on burlesque and night club hi-jinks, meant
until my recent wisit to your town.
Some of those strip-tease places,
probably needed cleaning up but I
thought there was some N. Y. law
that made it pessible to do this. I
certainly think some of those denatured follies' and vaudevue versions
I saw were too thin to attract anybody.

Looks like up Boston falls.

Looks like us Boston folks would have to stay home for our fillip. No incentive to go to the big town if shows are as routine as we get here.

Yesteryear's Burlesk New York, July 24.

Editor. VARIETY:

Since the reopening of the erst-while burlesque houses I have been making the reounds in the hope of finding some glimmer of promise, but with the exception of the Apollo the theatres all seem to be trying to see how close they can come to the former burlesque shows. The strip-tease is out, but nudity to the waist is still allowed and this is used to the waist

is still allowed and this is used to the limit. The blackouts are the same oldtimers, but similarly denatured. This is not going to satisfy the degenerates who formerly constituted the bulk of the burlesque patronage, and it will not content the possibly profitable audiences which might be attracted by a smarter style of entertainment. No one is appealed to and the new venture is foredoomed to failune unless the managers call in more expert assistance and make some definite effort to appeal to a new clientele.

Summer Shows

(Continued from page 56)

(Continued from page 56)

It is set in 1927 has a lot to do with this. Pre-depression America already seems pretty remote and intendrate of the continued of th

STORK ON SKIS

Provincetown, Mass., July 24. Play in three acts by Wollaco Acton. Directed by Nell McFee Skinner; setting by Stanloy Wood. Presented by Mr. and Mrs. Nell McFee Skinner at the Wharf theatre, Provincetown, Mass., July 10, '37.
 theatre, Provincatown, Mass., July 19, '87.

 Sidney Tudoto
 Clyde Fillmore

 Henry.
 Charlos Scott

 Magnolla
 Midred Howard

 Maud Tudot
 Lonna Fowers

 Noel Tudor
 William Blee

 Porly Afortat
 William Blee

 Porly Afortat
 Wallace Acton

 Mong Allison
 Jane Browne
 wallaceJane BiJulie Wast

In 'Stork and Skis' Wallace Acton

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FROM THE HOLLYWOOD REPORTER
JULY 17, 1937

I HAVE SEEN "ZOLA"

I know it is not the custom, in Hollywood (or elsewhere), for a member of an audience to make public his enthusiasm through the medium of paid advertising.

But it IS the Hollywood custom to advertise those things we are proud of. As a writer, I am proud of this story of a writer though I had nothing to do with its production. I am proud to be a part of the Hollywood that produced it. As an American citizen, I am proud of the fact the artists of the Republic have at last been permitted to apply their talents to a theme that is republican. As a Gentile I get supreme satisfaction from the story of this Gentile who fought to give a Jew justice, and thereby behaved like a Christian. As an adult I am eternally grateful (though it is most impolite to say it) for this overdue relief from Miss Temple's cute expounding of Victorian imperialism to the gullible Afghans. As a member of the American screen audience I am happy to have seen a picture that is honestly attuned to the spirit of our times.

To Mr. Muni and Mr. Dieterle, I am grateful for the inspiration of their artistry. But to Mr. Will Hays and his organization I am most grateful of all. By permitting the production of this great film he has proven Hollywood to be something more than a golden concentration camp where the Zolas of TODAY are to be segregated, lest they also appeal to the conscience of mankind.

JACK MOFFITT

MR. MOFFITT WORKS FOR PARAMOUNT; NOT FOR WARNER BROS.

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