

# VARIETY

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64 PAGES

## 'MUSIC FRONT' FIGHTS RADIO

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

Drama 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 seasons. There are fewer theatres and legit shows, while there has been a trend towards merging or scrapping dailies 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 new berths competently. Some have gone ahead 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 films and the number of picture critics has correspondingly increased as the dramatic critics have decreased. (Continued on page 63)

### 2½ YEAR OLD CHILD PRODIGY 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 a interview.

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 signing over for young 'un. 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 inmates will be taught dancing and acting, has been formed. Convicts' emoting and hoofing will be under direction of Walker Herbert, ex-actor.

### 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 film musical. 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 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 undoubtedly 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 jamboree. The collegiates, however, are usually forgotten 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. Exeter 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 hotel'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.

### ASCAP-A. F. OF M. 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. 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 states, invalidation of such measures already on the books.

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

Weber's militant support will not only be along state lines, but involve any attempts made at having anti-ASCAP legislation passed in Congress. Weber is 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 A.F.M. 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

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 warneiu 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 Cathcart-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.

### 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 32 beer parlors, most of which offer either dancin' 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. Krohn, 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 piano and violin. Consensus of opinion of members was that radio interferes too much with desire as chance to study. With radio blaring from morning until late at night the earnest piano and violin student can't even practice 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 23. Has signed contract to m.c. a contin of 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. It is first local instance of frat group using radio.

What is designed as a many-cittled 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 received.

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 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 handled 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 in arranging theatre parties in large commercial outdits in and around New York.

Plan would have the guarantee fund administered by a trustee see. (Continued on page 57)

### 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 and, as such, one-third owner of the R.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 Cornell-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

icago, July 6. Skelly Oil, new member of the Blackett-Sample-Hummert clientele, this 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.



# EXHIBS' OWN 5-YEAR PLAN

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

Paramount stands to get several millions out of settling 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 an out-of-court settlement.

The suits are an outgrowth of the old-time bonus and stock purchase plans of the firm. Adolph Zukor, Austin Keough, Jesse L. Lasky, Sam Katz and certain members of Kuhn, Loeb and the Hallgarten Co. are among other defendants in the suits.

Presumably were such a settlement negotiated the various defendants in the litigation would settle upon individually agreed 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 (9) 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 Zanit, the agents. 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,' directed by Jack Conway, with Balcon supervising on the scene. Robert Taylor and Maureen O'Sullivan will be the only American players in the cast.

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

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

Philadelphia

Iram Steelman, trustee in bankruptcy 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 life and two daughters.

Then, Steelman said, he went in bankruptcy in 1936, listing assets of \$1,590,000 and debts of \$9,500,000. Steelman 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 liabilities.

**Crawford's Filmmusical  
Prods. Via GN or Col.**

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.

## Bickley's RKO Pix Test

Tony Bickley, roadway legit player, is being screen-tested in RKO's 'Annabelle,' now before the cameras at the U. S. Naval Academy.

Miriam Howell, of the Leland Hayward office, set Bickley in a small part in the pic. RKO has an option on him and will lift it if he looks to have the goods. Bob Sisk is producing and Christy Cabanne directing.

## PAR SERIOUS ABOUT THAT BUDGET

Hollywood, July 6.

Budgets forthcoming season are getting the careful consideration of Barney Balaban, prez, and Stanton Griffis, board chairman at Paramount studio. Objective of the eastern execs, 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 Griffis are said to feel strongly that production overhead is too high and must be slashed.

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

Hollywood, July 6.

'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 originally allotted for the filming, since 'Barrier' 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.

Sherman 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, 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 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, will 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 release, has made another radio acquisition. Company has purchased the rights to the 'Lone Ranger' serial program and will utilize material in making a 15-episode serial the 1937-38 season.

Program, on the air during the day, is 4 1/2 years old and has a large following, according to Crossley rating.

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 ether mount.

## PROTECTION VS. UPPED RENTALS

Long Product Deals Would Circumvent Constantly Advancing % Pix Deeds — 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, exhibitors and chain buyers will strive 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, exhibitors 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 1935. It is declared that since most film deals are based on compromises, it may be that 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 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 if the distributors will not be 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 of several years, 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, rental terms are being scheduled to meet the intense pressure on sales departments that now coming from the studios. The producers, because of increased film-making costs, are in no uncertain terms making demands for more rental from everyone. These demands featured almost all sales convention sessions the past two months.

Some distributors are setting up terms that will jump the higher bracket percentage pictures to 40% in most cases, with some companies that are themselves highly enthusiastic about their product, possibly trying to get 45% on a few pictures. Still others, especially pictures which are first roadshows, are expected to bring demands for 50%.

What distinguishes is season's demands, aside from an increase in the percentage brackets, is that for 1937-38 all distributors are placing more pictures in the higher 40% group, leaving fewer for the intermediate and lower brackets.

It is also expected that along with the increase in the percentage brackets, probably placing the lowest group at 25% of the gross, the distributors will try to get higher terms on the pictures sold on a flat basis. Buyers take the view even if they can't reduce the 40% terms on the top pictures, or cut the number of films placed in this No. 1 group, then there will have to be a distinct compromise somewhere else along the line, even if distributors are willing (Continued on page 27)

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

## 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 Larkin 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 troyouts Larkin said, because the other dress didn't photograph well.

Hollywood.

Topflight chief at Corp. and the Lehman Corp., trolling owners of RKO, are coming here discussions with Leo Spitz, president of RKO, Sam Briski charge of production. group is understood to Odlum, presi Robert Lehman, man-Bros. firm.

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

Trade interest regarding RKO's pending reorganization plan centers on whether special master George W. Alger will make recommendations to alter the proposed settlement of the Rockefeller Center claim, 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 make his report shortly following the late August allowances, for factions 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.

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)

## 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' financiers, including Philip Hill, head of Beecham's Trust, and Joseph 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, 'Letty Lynton,' was an infringement on the stage play, 'Dis honored Lady,' authored by Edward Sheldon and Mrs. Margaret Ayer Barnes.

The origin action, directed 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 referee 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 separate action. In view of the higher court's ruling in the Metro case, Judge Patterson on Friday formally ordered similar action to determine the amount due Sheldon and Mrs. Barnes.

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# MORE PICTURE ORIGINALS

## Metro's Jack Dempsey's Restaurant Set Keynotes SAG's Eastern Drive

Although preliminary work looking towards signing up of extras used 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 studios effective is not to start until Aug. 1. SAG checked its first production last week when representatives of Guild went on the location set (Jack Dempsey's restaurant) where scenes were being taken for Metro's 'Big City', in which Dempsey plays himself.

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

Though no effort was made to sign members on Metro's location nor have attempts been made to drive for signaturing 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) signaturing early next month.

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

## SYBIL JASON'S PARENTS IN CAPETOWN DIVORCE

Capetown, July 6. Israel 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 five 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 spend six months each with her father and mother.

Jacobson, meanwhile, has applied to the California supreme court for an order appointing him permanent guardian of the kid star. His affidavits were also submitted to the supreme court here, stipulating to the custody of her parents, spending six months each with her father and mother.

## Rex Story-Andy Rice, Jr.'s 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 Manchukuo, for dates in Dairen and Harbin. Show is headed by Rex Story and Andy Rice, Jr., with Fay Skeeter and Emily Winsette and a line of girls rounding out the roster. The unit has set a run at the Carlton here, two-a-day at the 33 top (Mex.) and from here heads for a tour that includes Hongkong, Singapore, Manila, Java, Bali, Siam, Burma, Calcutta, Africa and thence to Europe.

### 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 Chaplin, representing England, tangle with Ellsworth Vines and Groucho Marx, representing the United States. Chaplin and Marx, who swing wicked raquets, 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 the 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.

London, June 6. William Goetz, of 20th-Fox, and Max Gordon sail tomorrow (Wednesday) for New York.

Both have been over here o.o.'ing British pic production. Gordon returns to the Coast and the Metro lot in two months.

### Ginger Rogers Pencilled For Selznick 'Prom Girl'

Hollywood, July 6. 'Prom Girl' definitely goes on the Selznick International schedule for fall production with Robert Sinclair and William Cameron Menzies co-directing.

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

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

### Collegiate's Pix Chance

of Harry C. Irwin, with black eye, which appeared in local sheet several weeks ago following Michigan State College students' rough tossing of auto plant workers into Lansing river, when strikers invaded college section, may land him a screen test. At request of Howard Pierce, of United Detroit theatres (Par). If in came here last week from Lansing for confab relative to test. Expected to take usual two or three weeks before definite word whether test will be given. Irwin was one of the 1,500 students who formed barricade across road leading into college section of Lansing, an later tossed several union organizers into a nearby river.

## LIGHT DRAG ON 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  
Hollywood, July 6. 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. Survey of 420 films now being made or skedded for 1937-38 shows that 46.7% 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 proving 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 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 film, 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 term for exclusive services, no price disclosed, although player, agenting herself, was holding out for \$200,000 a picture.

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 skedded for early fall, with Marian C. Cooper as assistant to Selznick.

Henry C. Potter has pulled out of the director spot on Selznick's 'Adventures of Tom Sawyer,' due to differences of opinion with David O. Selznick as to story treatment and casting. Production has been called off until July 12, at which time George Cukor ill take the reins, if available, 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 location.

### BUZZELL DRAWS NOD ON U'S 'GO-ROUND'

Hollywood, July 6. Eddie Buzzell originally pacted at Universal to direct 'Young Man's Fancy,' B. G. DeSylva production, has been switched to direct 'Merry-Go-Round of 1938,' with cameras rolling tomorrow (Wed.). 'Fancy' now is tentatively ed to go around the last of August.

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

### The Switch

Hollywood, July 6. This also happens in Hollywood. 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 Lenses Invading East

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 autonomy does not mean a thing.

'Rosalie,' 'The Big City' and a 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.

List 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 a similar spot with Warners and also dickers with other majors. Glazer will take a three-months holiday in Europe before getting over.

### Reinhardt to Salzburg

Hollywood, July 6. Max Reinhardt started last Sunday (4) for New York to attend the annual Salzburg musical festival in Austria. He will be back late in September to direct 'The Gamblers' at Warners, to be made from the Dostoevsky novel.

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

Supreme court's finding reversed both the Superior Court and the District 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. Much the same way that the National Labor Relations Board functions in industry.

### Heavy Cola Involved

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

Another factor of vital importance is the offering of all 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.

Decision does not abrogate anyone's right to sue, since section 19 of the labor act specifically 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 officers. 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 studio censor department succeeding Hamill, who goes to the Ernst bitsch unit permanently. Luraschi had been functi aide 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 Tree, Robert Darrow, Walter Cassel, Patricia Walthall and Ed Price.

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

Chicago, July 6. Establishment of an entente cordiale between the American Federation of Musicians and the International Alliance of Theatrical Stage Employees is the immediate goal of James C. Petrillo in his campaign to push through the restrictions and ban on musical recordings for commercial reproduction. Petrillo is busily ing together the various of his anti-recording campaign to take in the motion picture and theatrical branches, and he finds in George E. ... prexy of the IATSE, 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 display in the longest speech of his life, Petrillo has been using every possible union and personal angle to enlist the support of locals through out the country. He already has the oral and written promise of full cooperation 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 obtaining results when it comes to the picture studios. Radio, the AFM leaders believe, will be handled easily, the results in Chicago's campaign against discs 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 been made by anyone in the AFM top ranks, there is no disguising the general assumption that the musicians expect that an IATSE cooperation on the Coast situation would mean a restoration of vaudeville to a number of producer-owned theatres. Reports deal would permit the continued use of AFM members for 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.

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 ignored 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.

### All Star Acquires 200 Features in Coast Deal

Hollywood, July 6. All Star has taken over Far West E; changes distribution in a deal consummated between George N. Montgomery, All Star head, and J. Samuel Berkowitz of Far West. Transfer involves more than 200 feature pictures.

Berkowitz takes over the Los Angeles office, with Armand S. Cohn ... in charge of San Francisco. Montgomery will devote his ... isure to travel.

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

### '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 Blitzstein, 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 Spanish dialog, etc., as spoken by Gerson Welles. Collaborators with Ivens and Hemingway include Archibald MacLeish and Lillian Hellman.

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

## HARLOW'S PIX DRAW BIG BIZ

Pittsburgh, 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 too. In almost every case, suburban houses, and a flock downtown, too playing double bills, are revising schedules in order to get at least one Harlow flicker in a week.

In number of cases, houses which ordinarily hold programs only two days are extending runs, keeping the Harlow film and adding another to round out the dual. Biggest play is for 'Hell's Angels' on current showings, with 'Riff Raff' and 'Personal Property' also getting big play. Oldies like 'Dinner at 8' and 'Blonde Bombshell' are also coming around again and doing outstanding trade practically everywhere.

One of the downtown spots, in fact, is plotting now to run nothing but Harlow reissues for a solid week and flock of nabes understood to be contemplating similar move.

Hollywood, July 6. Decision to release 'Sarotoga' 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)

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

Philadelphia, July 6. Truce has been declared here in CIO-AFL battle to unionize employees in film industry. CIO has quietly turned over membership of its Theatre Employees Union to IATSE, an AFL unit. Struggle between the two groups got so hot here several weeks ago that pickets turned its gains over to IA was made. Despite the fact agreement was consummated more than two weeks ago, even hometown trade papers were in dark.

No public announcement that the John L. Lewis group had ceased its activities in the theatrical field and turned its gains over to IA was made. Despite the fact agreement was consummated more than two weeks ago, even hometown trade papers were in dark.

Actual count of the turnover is 22 projectionists, who became members of Philadelphia Moving Picture Machine Operators Union, Local 307, IATSE, and about 100 house employees, who were consolidated into the similar IA group. Three of the projectionists had at one time been members of 307, while the rest were entirely unorganized. All the house workers were neophytes to unionism.

James Gill, CIO theatrical organizer in this territory, said he turned his group over to IA be-

### 1st Runs on B'way

Week of July 8  
Capitol—'Emperor's Candlesticks' (MG).  
(Reviewed in VARIETY June 30).  
Central—'Juggernaut' (GN) (10).

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 week).

Music Hall—'Toast of New York' (RKO).  
Paramount—'Easy' (Par) (2d week).

Roxy—'Wee Willi Winki' (20th).  
(Reviewed in VARIETY June 30).  
Strand—'They Won't Forget' (WB) (14).  
(Reviewed in VARIETY 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, Public circuit general manager, declares would put the big chain out of business.

The House was tied up for nearly two hours when a revolt was staged against the rules committee's failure to act on or report out the theatre chain tax imposing a levy of 5c to \$3 a 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. Bakke ruled that a two- (Continued on page 62)

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

By JOE LAURIE, JR.

Coolacres, Cal. July

Dear Joe:

I 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. 6000'—Ed Robinson in both of them. In one he plays the part of a crook and in the other he is a copper. I had me nuts which one to run first. If I put the gangster picture on first then my audience would think it funny 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 those marching, battalions, Hitler and Mussolini. They belong to a Peace League and say these things make the people war-minded. 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 gambling spirit. The banker told me to cut the strike pictures because it may 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 I'll have to cut that too.

I ran a couple of crooked nights last week and one guy kicked because he won three cups but no saucers. By the look of the callous on his lip he never drank out 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 li 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 and gets a fan for an appearance. He gets up and tells 'em all about the things that happened to him while making the picture and how glad he is to see an audience again. The guy told more lies about Hollywood than even the guys that say they like it out there. He did bring in a lot of kids because he dresses like a 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 agreed to give the kids the dance lessons. An old pitcher 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 technicians 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 bargaining representatives 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 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 autonomy grant for SWG, but details remain to be worked out.

SP had centered fight on fact that SWG was affiliated with A. L. and regardless of what was planned here SWG could be ousted 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 staff assigned to work, NLRB probably cannot hold election before Sept. 1. 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 on petition of SWG to be designated representative of writers. SP had consent election on ground 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

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 \$7 to \$8 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 makeupers are asking 48-hour week with time and half for overtime. Hair stylists want boost from \$60 to \$75 per week.

Torch Bearer Issue  
Negotiations between United Scenic Artists Local 621 and Casey were interrupted when jurisdiction over draftsman were claimed by Society of Motion Picture Set Designers and the International Alliance of Theatrical Stage Employees. SMPSD has filed complaint with NLRB and demanded election be held to determine which of three organizations shall be named bargaining representatives for draftsman.

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. Elected agency affiliation with the Los Angeles Newspaper Guild and decided to retain autonomy. Mervi Houser of RKO was named president of Studio Publicists Guild; Robert Burkhardt of Warners, vice president; Arthur Zellner of Warners, treasurer, and Lance Heath of Paramount, secretary.

Organizations of workers have been completed in all major studios and committees are now drafting wage scales and working conditions for submission to production managers.







OK Pix, Holiday Spell Big Chi Biz; Berle-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 the team holiday days. Houses led the build-up by coming through with top product to bring in...

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...

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

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

Braddock-Louis fight pictures went into the Oriental for a two-over, with the team moving from the UA into the Apollo for a third loop week after doi a fortnight's real business...

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

Cincinnati, July 6. Holiday-padded weekend was a dud along cinema lane. Fourth out-of-visit...

'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 the theatre...

'Mountain Music' (Par). Burns-Raye do well in this house; \$3,500 like last week. 'Day After' (20th) made the ever-fading record of Bob Taylor at the b.o. in these parts...

Yokels Balance Wash. Exodus; Faces' Pale 8G

Washington, July 6. Holiday weekend sent localities into the sticks, but yokels poured in by the thousands. First Boy Scout Jamboree is giving plenty competition...

'Cap'n's' Big \$9,500 In Healthy Denver

Denver, July 6. 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...

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

Altr generally straggled but the play town theatres the three-day Fourth of July week-end proved disappointing. Great exodus of people from the city was seemingly not made up...

80-95-99-\$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 \$75,000 indicated on the week, displacing though fair. Last week only \$65,000 for 'Ever Si' (WB), poor...

'Cap'n's' Hot 33G In Deserted Hub; 'Faces' Fair 17G

Boston, July 6. Two winners stand out this week: 'Captains Courageous' and the Walt Disney Academy special day-and-night at the Orph and Stage, and 'New Faces' on a dual bill the Memorial...

'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 the theatre...



# 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); Apollo (ACT), 'Keep Your Seats' (Assoc. Brit.); Elstree (ACTO), 'Circus Clown' (WB).

Johannesburg, June 8. Coliseum (ACT), 'Gold Diggers of 1937' (WB); Palladium (ACT), 'Dancing Queen' (UA); Bijou (ACT), 'The Great Ziegfeld' (MG) (revival); Metro (MG), 'Maytime' (MG); Standard (ACT), 'Charlie Chan in Egypt' (20th).

Durban, 'Playhouse' (ACT), 'Dancing Lips' (UA); Criterion (ACT), 'The Excitement of RKO'; Kings (Union), 'Petitcoat 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.

'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 pic 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 'Woman 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 High, 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 b.o. 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), 'Penitents From Heaven' (Col), 'Woman Rebels' (RKO), 'Michael Strogoff' (RKO), 'Three Smart Girls' (U), 'Charge of Light Brigade' (WB), 'Green Pastures' (WB), 'Tarzan Escapes' (MG), 'When You're In Love' (Col), and 'Rose Marie' (MG). Marcus show is still the tops for Fullers-Sneider-Dean.

## Japs Renew Experiment Of Mixed Films Policy

Jap producers are making a determined effort to establish Jap product in spots retorefore rivaled to foreign flickers. Latest attempt is Imperial Theatre, 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 spots have been able to make it with mixed programs. Toho's deluxer; Nippon Gekijo, 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 been here a week now without release. Greater Union-Hoyts-General Theatres, but bookers were not prepared to pay the stiff price asked. All theatres are playing the black-white coverage and feeling is around that Coronation as b.o. puller has slipped into background. Colored coverage may pull additional trade, but a deal will have to be made soon to mean anything.

## 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. Complain ing threatened to attack the Towa Jap-owned cinema, where pic was being run, it 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

Sydney, June 14. 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 it. Figures on acquiring U. S. rights to foreign pix probably for dubbing. Also hopes to distribute indie American films on the continent.

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

Sydney, June 15. Right now, Doyle's got so many schemes planned that he's rather puzzled to know where to start first. Said he's going to London next September for a looksee his theatre and product repositions, also stating he's going to form a Stuart F. Doyle Management Trust, object of which will be to manage anything—theatres, hotels, productions, etc., on a percentage basis. Said, too, that he'd even consider running Greater Union again under the Trust if not as managing director, but managing dictator. Bluntly stated that it wouldn't surprise him were the board to see the error of its ways before long and seek another out of the present mess. Board huddled at week-

## SAME TERMS FOR '37-'38

French Film Circles Dissatisfied—Had Hoped Foreigners, Americans Particularly, Would Be Given a Tougher Deal Protect Home Industry

## '38-'39 THREAT

Paris. 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 1937-38 foreign film quota. American satisfaction, accompanied by 'breather' for at least another year, was a result of the terms of the quota which rested 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 12 months' pass without complications.

In a decree published in the Journal Official 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 brought 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, though Par is reported getting a break by a circuitous method made possible through a favorable news-reel contract. In time, the film companies hope to have this virtual embargo on money removed through diplomatic efforts of the U. S. State Department.

## Magyar Studio Space at Premium; Considerable Production Activity

## Jeffrey Bernard Wedding To Edna Buntly Next Wk.

London, July 6. Jeffrey Bernard, general distribution head of Gaumont-British, and Edna Buntly, former Ziegfeld 'Follies' girl, will marry here next week. Miss Buntly arrives Saturday (10) from New York for the nuptials.

## NEW ITALIAN DUBBING TAX HITS U. S.

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 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 is 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 b.o. 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 \$200,000 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 two foreign film s shown, instead of one to every three as heretofore.

Budapest, June 27. After much walling about the odds against Hungarian-language production, 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 old discarded plan of putting the Star studio, 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.

'Sports Love', directed by Zoltan Farkas, and a patriotic picture, 'Our Life and Our Blood', directed by Alajos Bihari, have just been completed. Hunnia, 'Revenge Is Sweet', ith Janos Vaszary directing and Mizzi Erdelyi, Imre 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 picture based on Eugene Hellst's mystery novel, 'Number 111.'

Bi-lingual versions, in German and 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 Himmady 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 Budapest Films' pictures. 'One scenario is by Jolan Foldes, author of the All Nations' Prize novel, 'Street of the Fishing Cat.' Marika Roekck will be starred in another picture. One scenario is an original by a young author, Paul Barabas, and the sixth is a screen version of a pre-war musical comedy hit, 'Autumn 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 lawsuits 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 picture of Ammerich Kallmann's operetta, but desisted on account of legal complications. Richard Oswald, German producer, some years ago bought the world rights, minus English-language territory, of 'one Kallman film.' Owing to some mistake in the wording of the contract, Oswald thought he was authorized to sell the American rights of 'Maritza' to Alice Huebsch, an actress, who hoped to play the lead in the London stage version of the musical. Kallmann, 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 Vienna.

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

(Continued on page 21)





# WHEN YOU PLAY IT... YOU'VE ONE OF THE GREAT P

From Rudyard Kipling's heroic 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!

*Rudyard Kipling's*

## WEE WILLIE WINKIE

*starring*

SHIRLEY TEMPLE

*and*

VICTOR McLAGLEN

*with*

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*



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NOW MORE THAN FULFILLING  
EVERY WORD OF THESE GREAT  
REVIEWS IN ITS 2nd SMASH  
WEEK AT CARTHAY CIRCLE!

"FROM EVERY ANGLE CERTAIN BOXOFFICE  
SMASH!" — *Hollywood Reporter*. "A  
MONEY-IN-BANK FILM IF EVER THERE WAS  
ONE!" *Motion Picture Daily*. "PROMISES  
TO BE ONE OF THE MOST IMPORTANT MONEY-  
MAKERS!" — *Daily Variety*. "WILL PROVE  
A SMASH MONEY-GETTER!" — *Boxoffice*.



THE KEystone  
OF YOUR FUTURE



# 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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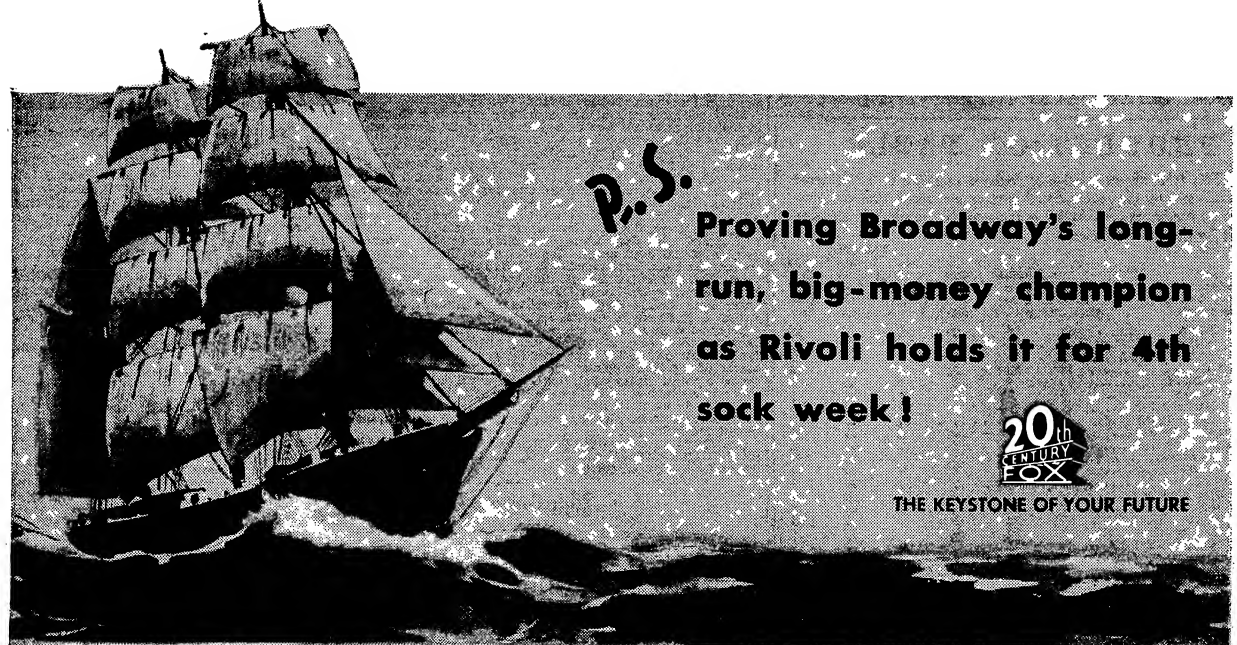
WEEK OF RELEASE		TALENT	TIME	REVIEWED				
			MINS.	BY VARIETY				
5/14/37	VENUS MAKES TROUBLE THE TENTH MAN FOREVER YOURS THIRTEENTH CHAIR TURN OFF THE MOON BEHIND HEADLINES AFFAIRS OF CAPPY RICKS ANY MAN'S WIFE GREAT HOSPITAL MYSTERY DAVID HARUM (REISSUE) LOVE FROM A STRANGER OH, DOCTOR! CHEROKEE STRIP DRAEGERMAN COURAGE	W. McDonald Alliance Alberto Giacalone J. J. Cohn Miss Fanchon Cliff Reid B. Kuty H. Schlom S. Wurtzel 20th M. Schach E. Grainger WB B. Foy	Col GB GN MGM RKO Rep 20th UA WB WB	Com-Dr Drama Musical Melodrama Comedy Com-Dr Com. Rom-Dr Mystery Comedy Melodrama Comedy Western Rom-Com	J. Dunn-P. Ellis John Lodge-C. Cellier Beniamino Gigli M. Evans-H. Daniell C. Ruggles-E. Whitney Lee Tracy-D. Gibson W. Brennan-M. Brian W. Gibson-Jackie Moran J. Darwell-S. Rumann W. Rogers-L. Dresser A. Harding-B. Rathbone E. E. Harten-C. Arden D. Foran-J. Bryan J. Mulr-B. MacLane	G. Wiles B. D. Hest Stanley Irving G. Sietz Lew Seiler R. Rosson Ralph Staub Carl Brown J. Tinning J. Cruze R. V. Lee Ray McCarey Noel Smith Louis King	58 78 66 79 58 69 67 58 87 67 58 59	5/19
5/21/37	SING, COWBOY, SING PICK A STAR NIGHT OF MYSTERY THERE GOES MY GIRL COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS WINGS OVER HONOLULU THE GO GETTER	E. Finney Hal Roach Par MGM W. Siström Sol Siegel J. Stone E. M. Asher Cosmo	GN Par MGM RKO Rep 20th U WB	Western Musical Musical Comedy Western Mystery Rom-Dr Rom-Dr	Tex Ritter Haley-Kelly-Laurel-Hardy R. Karns-H. Burgess G. Raymond-A. Sothorn-B. Holmes B. Livingston-R. Corrigan W. Oland-K. de Mille R. Millard-W. Barrie Brent-A. Louise	E. Sedgwick R. N. Bradbury E. A. Dupont Ben Holmes Joe Kane H. B. Humstone 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 HOLLYWOOD COWBOY THIS IS MY AFFAIR UNDER THE RED ROBE DREAMING LIPS THE MAN IN BLUE KID GALLAHAD	E. Chodorov W. Ruggles C. A. Hillman K. MacGowan R. T. Kane M. Schach K. Glasmon WB	Col Par RKO 20th 20th UA U WB	Drama Rom-Com Western Musical Drama Rom-Dr Melodrama Drama	I. Hervey-W. Connolly C. Colbert-Melvyn Douglas O'Brien-C. Parker-E. Scott R. Taylor-B. Stanwyck- C. Veidt-R. Massey E. Bergner-R. Massey B. Wilson-N. Grey E. G. Robinson-B. Davis	Al Green W. Ruggles Ewing Saiter W. A. Seiter V. Seastrom Paul Czinner M. Caruth M. Curtiz	71 85 99 100 70 60 100	6/16 6/9 6/16 6/16 6/2 6/2
6/4/37	RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) FARNELL HOTEL HAWAII BORDER CAFE DOOMED AT SUNDOWN ANGELS IN LOVE WLEN THIEF MEETS THIEF THE WILDCATTER CASE OF STUTTERING BISHOP	Col B. & D. MGM J. Stahl Pa Bob Sisk A. W. Hackel J. Stone Criterion Geo. Owen WB	Col GB MGM MGM Par RKO Rep 20th UA U WB	Western Rom-Dr Western Rom-Dr Comedy Western Western Rom-Dr Drama Mystery	Bob Allen-B. Weeks R. Cortez-S. Eilers W. Beery-G. C. Nagle C. Gable-Myrna Loy L. Carrillo-L. Overman J. Beal-H. Carey-Armaida B. U. Steele J. Withers-Robert Kent Fairbanks, Jr.-V. Hobson S. Colton-J. Rogers D. Woods-Ann Dvorak	S. G. Bennett Carl Reid G. Hill John Stahl J. Archainbaud Lew Landers Sam Newfield James Tinning Raoul Walsh Ray McCarey W. Clemens	76 109 115 65 67 74 60 85 70	5/19 12/29/31 6/9 6/16 6/9 7/28 6/16 6/16 6/2
6/11/37	A DAY AT THE RACES THE GREAT GAMBINI MEET THE MISSUS IT COULD HAPPEN TO YOU SHE HAD TO EAT SLAM BLAZING SIXES	L. Weingarten E. P. Schulberg Al Lewis L. Fields S. G. Engel WB WB	MGM Par RKO Rep 20th WB WB	Comedy Melodrama Comedy Rom-Dr Com-Dr Drama Western	Marx Bros. A. Tamiroff-J. Trent H. Broderick-V. Moore A. Baxter-A. Leeds Hudson-Treacher-Haley F. O'Brien-F. Fonda D. Foran-H. Valkis	Sam Wood C. Vidor Joseph Santley Phil Rosen M. St. Clair F. O'Brien Noel Smith	109 7/7 7/7 6/30	
6/18/37	TWO-FISTED SHERIFF BANK ROBBERY MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC RIDING ON AIR RHYTHM IN THE CLOUDS YODELIN' KID FROM PINE RIDGE BIG BUSINESS WALT DISNEY'S ACADEMY REVUE ARMORED CAR FLY AWAY BABY WHITE BONDAGE	H. L. Decker GN S. Zimbalist Harry Sherman Ben Glazer David Loew A. E. Levoy A. Schaefer Max Golden W. Disney E. M. Asher WB WB	Col GN MGM Par RKO Rep 20th UA U WB WB	Western Com-Dr Com-Dr Western Comedy Comedy Western Western Comedy Comedy Melodrama Com-Dr Drama	C. Starrett-B. Weeks Leon Gassner R. Young-Florence Rice Wm. Boyd-Geo. Hayes B. Burns-Martha Raye Joe E. Brown W. P. Fuller Gene Autry-B. Bronson J. Prouty-S. Deane Cartoon E. Wilcox-J. Barrett G. Farrell-E. MacLane Jean Mulr-G. Oliver	Leon Barsha Clara Gerson E. L. Marin Nate Watt C. Reisner E. Sedgwick John H. Auer Joe Kane F. R. Strayer W. Disney L. Foster F. O'Brien Nick Grinde	6/23 6/30 6/30 61	
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 GN GN MGM Par RKO Rep 20th U WB	Melodrama Comedy Comedy Spectacle Drama Rom-Com Western Musical Rom-Dr	R. Dix-Jean Perry J. Wells-C. Quigley Eric Linden-C. Parker F. Bartholomew-Spencer Tracy L. Ayres-D. Lamour F. Foster-J. Fontaine J. M. Brownfield J. Davis-A. Maria N. Grey-K. Taylor K. Francis-E. Flynn	H. Lachman L. Hillier D. Mansfield V. Fleming J. Hogan C. Cabanne Sam Newfield H. Lohman Ray McCarey W. Dieterle	69 69 63 115 85 60 61 67 67 73	7/7 6/30 7/7 5/19 6/23 6/30 6/23 7/7 6/23
7/2/37	A FIGHT TO THE FINISH ONE MAN JUSTICE ROARING RIMMER RIDERS OF THE ROKIES THE EMPEROR'S CANDLESTICKS THIRTEENTH MAN MIDNIGHT MADONNA FOLGORN RIVER NEW FACES OF 1937 SLAVE SHIP DARK JOURNEY I COVER THE WAR SINGING MARINE	R. Cohn H. L. Decker R. Flotow E. Finney J. Consideine Lon Young E. Cohen Par Edward Small N. Johnson V. Saville Trem Carr L. Edelman WB	Col Col Col GN MGM Mono Par RKO Rep 20th UA U WB	Action Western Outdoor Western Rom-Dr Mystery Melodrama Western Spectacle Drama Musical	D. Perry-R. Keith C. Starrett-B. Weeks Jack Holt-G. Bradley Edith Tilton Powell-Rainer W. Heyburn-I. Courtney W. William-M. Correll L. Crabbe-June Martel M. Bee-J. Penner-H. Hilliard W. Baxter-W. Beery-E. Allen C. Veidt-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 Luis J. Janon Tay Garnett V. Saville A. Lubin Ray Enright	58 6/30 6/23 6/23	
7/9/37	THE TWO OF US THE SHADOW STRIKES BETWEEN TWO WOMEN HOOSIER SCHOOLBOY WILD MONEY ON AGAIN, OFF AGAIN BORN RECKLESS WESTBOUND LIMITED PUBLIC WEDDING EMPTY HOLSTERS	Gainsborough Alexanders MGM K. Goldsmith Par L. Marcus M. H. Feld McRae-Koenig WB WB	Gis 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. LaRoque-L. Anders Tone-V. Bruce-M. O'Sullivan M. Rooney-F. Shields E. E. Horton-L. Campbell Wheeler-Woolsey-E. Muir E. Donlevy-R. Hudson L. Talbot-P. Rowles J. Wyman-M. Wilson D. Foran-P. Walthall	R. Stevenson Lynn Shores G. Sietz W. Nigh Louis King Edw. Cline M. St. Clair F. Beebe Nick Grinde B. Eason	69 69 63 115 85 60 61 67 67 73	7/7 6/30 7/7 5/19 6/23 6/30 6/23 7/7 6/23
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 CALIFORNIA THE ROAD BACK EVER SINCE EVE	H. L. Decker GN Condor K. Goldsmith Par N. Bradbury Hal Roach Hornblow, Jr. Edw. Small A. W. Hackel Sol Lesser Grainger-Wheale Cosmo	Col GB GN Mono Mono Par RKO Rep 20th U WB	Rom-Com. Spectacle Western Drama Western Comedy Comedy Mystery Western Western Drama Rom-Com	R. Bellamy-B. Furness A. Lee-R. Young-Robson Ken Maynard F. Coghlan-E. Arnold Jack Randall C. Bennett-C. Young J. Arthur-R. Milland J. Oakie-A. Sothorn Bob Steele-L. January R. Arlen-R. Cortez J. King-E. Head-A. Devine M. Davies-R. Montgomery	Ham MacFadden R. Stevenson A. Rosson A. Scottie N. Bradbury N. MacLeod W. Leisner Ben Stolf S. Roy-Luby Gus Meins J. Whaley L. Bacon	68 80 7/7 7/7 59 105 77	7/7 6/30 7/7 6/30
7/23/37	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	GN MGM Mono Par RKO 20th U WB	Rom-Dr Musical Drama Western Comedy Comedy Rom-Com Comedy	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	B. Vorhaus R. D. Ruda A. G. Collins Nate Watt Edw. Killy Eugene Forde Louis King	7/7	
7/30/37	A DANGEROUS ADVENTURE WHERE THERE'S A WILL SMALL TOWN BOY LEGION OF MISSING MEN EXCLUSIVE TOAST OF NEW YORK WEBB WILIE WINKIE VOGUES OF 1938 REPORTED MISSING MARRY THE GIRL	W. MacDonald Gainsborough Zion Myers I. E. Chadwick Ben Glazer Edw. Small Gene Markie W. Wanger E. M. Asher WB	Col GB GN Mono Par RKO 20th UA U WB	Action Rom-Dr Com-Dr Draht Melodrama Rom-Dr Drama Musical Melodrama Comedy	D. Terry-R. Keith Will Hay-Lilli Palmer S. E. Lewis-J. Clayton Ralph Forbes F. MacMurray-F. Farmer E. Arnold-F. Farmer-Oakie S. Temple-V. McLaglen W. Baxter-J. Rogers Wm. Gargan-J. Rogers Mary Boland-H. Herbert	D. R. Lederman M. Varnell Clara Fyon H. McFadden Al Hall Rowland V. Lee John Ford J. W. Elder M. Caruth Wm. McGann	7/7	





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BOXOFFICE PACE  
IN HOLIDAY RUNS  
EVERYWHERE!**



*P.S.*

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



THE KEYSTONE OF YOUR FUTURE



WHEN THIS GOES UP  
HERE



REMEMBER THAT  
THESE



All Published by  
REMIK!

HAVE BEEN  
HERE

With the Strongest Musical  
Build-Up They've Heard This Year!

Everybody's Swinging the Songs from THE

# SINGING MARINE DICK POWELL

6 walloping Warren & Dubin hits played and sung—and the picture mentioned for 6 solid weeks by 106 of the biggest radio names that ever backed a hit!

- Gus Arnheim and Orch. • Vic Arden and Orch. • Kenny Baker • Nat Brandwynne and Orch. • Jerry Blaine and Orch. • Blue Barron and Orch. • Lou Bringham • Ray Block and Orch. • Ben Bernie and Orch. • Henry Busse and Orch. • Bunney Berigan and His Trumpet
- Bert Block and Orch. • Frank Black and Orch. • Frank Cugat and Orch. • Xavier Craig and Orch. • Bob Crosby and Orch. • Bing Crosby • Buddy Clark • Mario Cozzi • Ruth Carhart • Cities Service Orch. • Helen • Jesse Crawford and Orch. • Bernie Cummins and Denny and Orch. • Jack Dutsch and Orch. • Eddy Duchin and Orch. • Al Donahue and Orch. • Jimmy Dorsey and Orch. • Frank Daly and Orch. • Jean Ellington and Freeman and Orch. • Jerry Rippling Rhythm • Ted Fio Rito and Orch. • Ben Feld and Orch. • Benny Goodman Casa Loma • Glen Gray and his Orch. • Al Goodman and Orch. • Dick Gaspar and Horace Heidt and Orch. • Carl Hoff and Orch. • Phil Harris and Orch. • Fred Hufsmith • Wendell Hall Jackie Heller • Lennie Hayton and Orch. • George Hall and Orch. • Kay Kyser and Orch. • Kings Jesters and Wayne King and Orch. • Kostelanetz and Orch. • Andre Kogen and Orch. • Harry Ann Leaf • Ruth Lyons • Vincent Lopez and Orch. • Lyman and Orch. • Phil Lyman and Orch. • Ted Lewis and His Royal Canadians and His • Guy Lombardo and Glen Miller and Orch. • Russ Morgan and Orch. • Frankie Masters and Orch. • Freddy Manners • Frank Munn • Barry McKinley • Bob McGrew and Orch. • Ray Noble and Orch. • Ozzie Nelson and Orch. • The Norsemens • Red Nichols and Orch. • George Olson and Orch. • Will Osborne and Phillips • Raymond Paige and Orch. • Jack Russell and Orch. • E. A. Rolfe and Orch. • Barney Rapp and Orch. • Barney Stokes and Orch. • Bill Staess and Orch. • Harold Andy Sanella and Orch. • Seven G's Sinatra and Orch. • Roy Shields and Orch. • Roy ders and Orch. • Joe Sand Band • The Top Band • Rudy Vallee and his Connecticut Yankees • Joe Venuti and Orch. • Peter Van Steeden and Orch. • Ted Weems and Orch. • Paul Whiteman and Orch. • Ernie Watson and Orch. • Barry Wood

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'Shipmates' Did

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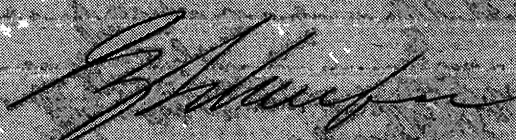


With Doris Weston • Lee Dixon • Hugh Herbert • Jane Darwell • Allen Jenki Larry Adler • Doctor Rockwell • Directed by Ray Enright • Musical Numbers Created and Directed by Busby Berkeley



## TO 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.*



GEORGE SCHAEFER

**WARNER BAXTER and JOAN BENNETT**

in

*"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*

presents

**"DEAD END"**

starring

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*

presents

**"STELLA DALLAS"**

with

BARBARA STANWYCK • JOHN BOLES • ANNE SHIRLEY  
From the novel by Olive Higgins Prouty • Directed by KING VIDOR

*Selznick International*

presents

**RONALD COLMAN**

in

**"THE PRISONER OF ZENDA"**

with

MADELEINE CARROLL and DOUGLAS FAIRBANKS, Jr.  
Mary Astor • C. Aubrey Smith • Raymond Massey • David Niven

Produced by DAVID O. SELZNICK

Directed by John Cromwell

Based on Edward Rose's dramatization of Anthony Hope's novel

Released thru UNITED ARTISTS

EXPLOITATION :- By Epes W. Sargent

Love Seats

Atlantic City couples to whom a night out means a good picture plus an opportunity to relax...

Playing Up Burns

Seattle, Orpheum has tieup with Seattle Star for 'Mountain Music' that gives theatre a good break...

Book Reviews

St. Louis, A weekly review is best sellers for patrons was inaugurated last week by management of Fanchon & Marco's 5,000 seat Fox...

Two Air Gags

Washington, Cap Loew office used radio on two novel stunts to sell 'Captains Courageous'...

Trip to Locale

Boston, Loew's press department made a natural tieup with a local steamship company here in connection with pop price run of 'Captains Courageous'...

Visiting Help

Baltimore, Ted Routsou of Hippodrome, local crowd puller, is out on another display Hollywood tie-up following his display of gowns worn by Ginger Rogers in 'Shall We Dance'...

Theatre Changes

Baltimore, Fred Greenway, house manager of Century for five years, to State, Boston in similar capacity, and Morris Phleger, assistant mgr. of Parkway here to State, Syracuse...

Plugging Away

For 'A Day at the Races' at the State and Orpheum, Boston, Joe Di Fesa and Joe and Al Longo get the usual stock of pages from the American, which is standard with them...

Those Better Babies

Burgess Watlman, of the Orpheum, Fulton, Kentucky, one of the Warner chain, liked the idea of a baby contest as outlined by the F. & M. circuit of Boston...

Switched Scauers

New Haven, Film Row got a hefty chuckle out of an exploitation oversight: last week on 'Captains Courageous' Picture, a Metro product...

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 Chicago, Ala. exhibitor, against seven film distributing companies and two individuals...

French Quota

(Continued from page 11) semester. In recent years Americans have accounted for about 30 or 35 of these, or between 147 and 150 a year. The decree is effective from July 1, 1937 to June 30, 1938...

Commission's Report

The Cinema Commission of the Chamber, headed by Jean-Michel Renard, has finished its hearings and the text of its report as drawn up by Deputy Ponsard is not too favorable to anything foreign...

IMPORTANT RULING ON TERM THEATRE LEASES

Lessors of theatre property are held responsible for rent payments on unexpired leases limited to gross rental 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.

The Cleveland building company, in 1930, had leased the property to the Hippodrome Theatre Company, a subsidiary of RKO. The court guaranteed the rental for 17 years...

The Trail theatre, remodeled from the Hippodrome in the Springs, owned by Publix, managed by J. E. (Tommy) Tompkins.

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....

Meeting of the 306 membership is scheduled for this morning (Wednesday) at the Manhattan Opera House, N. Y., with the Film operators due to be acted upon. Letter, calling the meeting, was dated July 1, signed by Herman Geber, recording secretary...

While any action of 306 in refusing to handle Fleischer cartoons would presumably 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 names...

Ops Favor CEDU

Even though the IATSE previously refused to take any action against Fleischer, the 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...

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...

Turned down cold by the IA on a proposal ordering both 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...

onstraction in the Par during showing of a Popeye were believed to be hired roughnecks who would be difficult to evict from the premises...

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 Popeye was to have opened here last Friday (2), the CADU picketed the house...

Harlow

(Continued from page 6)

product will have Mary Dees, Miss Harlow's stand-in, in long shots and where closer views were needed, Miss Dees is seen with her back to the camera.

Joan Harlow's posthumous starlet 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.

Chicago, July 6. Among reissue pictures in greatest demand in the midwest and doing well are 'Cimarron', 'Magnificent Obsession', 'Henry VIII', 'Ruggles of Red Gap', 'If I Had a Million', 'Flying Down to Rio', 'Back Street', 'Modern Times', 'Mutiny on the Bounty', 'All Quiet on the Western Front', 'Naughty Marietta', 'Little Miss Marker', 'Mississippi', almost any of the Will Rogers and W. C. Fields pictures, 'Hell's Angels', 'Scarface', 'It Happened One Night'...

Because of the changing styles, the costumed 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', 'Divorcee', 'Dancing Daughters', but the costumeing is so dated that theyത്യൻ lose laughs from an audience, particularly the females...

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 everybody concerned is doing everything possible to further that conception of the pictures.

Condor

(Continued from page 7)

series of features and another RK deal as George O'Brien starrec starring for Is.

Reported in N. Y. yesterday (Tues.) that Condor execs were looking for a stock listing on the application for stock 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

New Orleans, July 6. Marjorie Cooley, 16, local high 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 aspirants Hinsdell interviewed during visit here several months ago.

**RIGHT!**

**... WHAT THE  
SCREEN NEEDED  
WAS**

**NEW FACES!**

**... 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!**

SCREEN PLAY BY  
**AN EDWARD SMALL PRODUCTION • DIRECTED BY LEIGH JASON • Nat Perrin, Philip G. Epstein, Irv S. Brecher • RKO-RADIO PICTURE**



Geschichten Aus Dem

Wienerwald

(Continued from page 13)

and several animated performances are swamped beneath a welter of misdirection, stupid continuity, sparsity of action and an over-abundance of meaningless detail...

Fable starts out like it would be one of those poor-boy-inheriting-millions. But it suddenly starts from a fresh angle, with the wealthy characters forward. And eventually it winds up one of those foreign mistaken-identity-incognito affairs...

But as it, it looks like a prolonged (88-minute) of screen test for Magda Schneider and Truus van Aalten. The feminine characters, the former being the poor journalist and Miss Von Aalten being cast as the American heiress who seeks to keep her identity hidden...

Magda Schneider shows promise as an actress, and screens well until she opens her mouth to sing. This spoils the illusion that she is the can warble. Miss Von Aalten indicates even greater possibilities...

Camera work is slipshod, and recording faulty. Strictly only for a few arty houses.

TROUBLE IN TEXAS

Grand National release of Ed Flinoy prod. Stars Tex Ritter, Rita Canino, Duke and Yvonne. Directed by R. N. Braddock. At Varisty, Lincoln, Neb., dual. Running time, 64 mins.

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...

Perhaps the best looker of any of the girls working in her latest recruit, Rita Canino. She was on the Fox lot for a while, and classes up the company she's in here. Earl Dwire and Yvonne Canino are also good. 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 best being 'Down the Colorado Trail.'

Let's Make a Night of It

(BRITISH MADE)

(MUSICAL)

Associated British Picture and release. Stars Betty Rogers, June Clyde, directed by Graham Cutts. Running time, 72 mins. At Phoenix, London. Running time, 72 mins.

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 it 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...

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...

Buddy Rogers, as always, is meticulously competent. June Clyde does not act with conviction, and gives no indication of appeal. The only bit of the cast who contributes genuine humor is Fred Emney. Prominent artists like Iris Hoey, Zelma O'Neal, Jack Melford, Betty Gray, etc., are only mildly entertaining and not often amusing.

A Fight to the Finish

Columbia release of Ralph Cohn production. Features Don Terry and Rosalind Keith. Directed by C. C. Coleman, Jr. Stars Fred Scott, Rosalind Keith, George McKay, Ward Bond, etc.

A rapid-action meller sketched around a taxi-war that lives up to its title as regards the fistfights involved throughout. Sans names calculated to prove buoyant at the box office, but slight and very grim humor, and presenting a yarn not too popular in appeal...

Don Terry, as the hard-drivin', two-fisted lead, gets a neat double-X at start from the thick-boned heavy (Ward Bond) and does a straggling on a famed manslaughterer. Terry's acting is rather intense and he doesn't appear to consider change of pace ever...

Midway the romance is appended and the rapid pace story with Rosalind Keith as a nurse appearing to elevate the tactics of the character played by Terry, so he can emerge at the end with a clean-bill of ethics.

TITLE CHANGES

Hollywood, July 6. Universal's 'Too Clever to Live' becomes 'The Man Who Cried Wolf.' Metro switched 'The Umbrella Man' to 'London by Night.' Paramount's 'The Good Light Ladies' to 'Blonde Trouble,' and 'Sophie Lang in Hollywood' to 'Sophie Lang Goes West.' Release title of Grand Nation's 'British Band' is 'Revolutions 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)

London, June 29. Standard-International picture, released by Associated British Pictures. Stars Sissy Sylvia, June Clyde, Frances Kelly, Kenneth Duane. Directed by John H. Auer. Running time, 72 mins.

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 disadvantage.

Melody of the Plains

(WITH SONGS)

Spectrum release of Jed Buell production. Features Fred Scott, Billy Lenhart, John Louis Small, Billy Lenhart. Directed by Sam Newfield. Associate producer, George McKay. Production manager, Bennett Cohen. Photography, Robert Kline. Story editor, Helen M. Gandy. Script editor, Arthur Brooks. Film editor, William Mason. Music by Max Yergin. Songs, Don Swander and Jim Henshaw. At Chalonier, N. Y., dual bill. Running time, 68 mins.

Great Hospital Mystery

20th Century-Fox release and production. Features Jane Darwell, Sig Ruman, Sally Blane. Directed by James Tinling. Story, Mignon Koberling. Screen play, William Connelman. Music by Max Yergin. Songs, Nick De Maggio. At Chalonier, Lincoln, Neb., dual. Running time, 58 mins.

BIG FELLA

(BRITISH MADE)

(WITH SONGS)

London. A British Eclair production. Stars Sissy Sylvia, June Clyde, Frances Kelly, Kenneth Duane. Directed by John H. Auer. Running time, 72 mins.

TITLE CHANGES

Hollywood, July 6. Universal's 'Too Clever to Live' becomes 'The Man Who Cried Wolf.' Metro switched 'The Umbrella Man' to 'London by Night.' Paramount's 'The Good Light Ladies' to 'Blonde Trouble,' and 'Sophie Lang in Hollywood' to 'Sophie Lang Goes West.'

panions, Corney and Chuck. The gendarmes send for him, explain an English boy is missing from a liner, and ask if he will keep his ears open in the underworld as they fear the child is kidnapped. Incidentally, there is a heavy reward.

After one or two false starts, the child is discovered. He comes right into Joe's lap dripping from the water, etc., only in bathing, slip. He denies he was kidnapped, tries to get free, but big Joe takes him to Manda, a singer in the cafe above which he lives. They rig him up in temporary clothes and are about to take him to the police when the kid threatens he will say they abducted him, so they conceal him for a few days. Eventually everything is straightened out.

Elisabeth Welch gives a sweet, womanly portrayal of the cafe singer, and the shots where she mothers the child when he is crying and their wordless love scenes are charming. Eldon Gray makes a natural youngster, and the rest of the gang are suitably chosen. Robeson sings his numbers with his usual easy skill.

Roundup Time in Texas

(WITH SONGS)

Republic release of Rex Innes production. Stars Gene Autry, directed by Joseph Stout. Screenplay, Oliver Drake. Music, William Bolcom. Songs, Earl Burdick. At Liberty, Lincoln, dual. Running time, 68 mins.

Entertaining western, but with a South African setting. Roundup Time in Texas' title is a little misleading because all the film after the opening two minutes is in the veldt country. Shooting is from behind palms and jungle undergrowth rather than the usual cactus.

Autry films grade is going up, and this warbler is no exception, containing a good distribution of action, adventure, novelty and songs. Autry is credited with authorship on some of the tunes. Others are the work of Smiley Burnette, Sam Stept, Sidney Mitchell, Ned Washington, Sam Lewis, Joe Young, Fred Fisher, Vincent and Howard, and Andy Razaf.

CONTRACTS

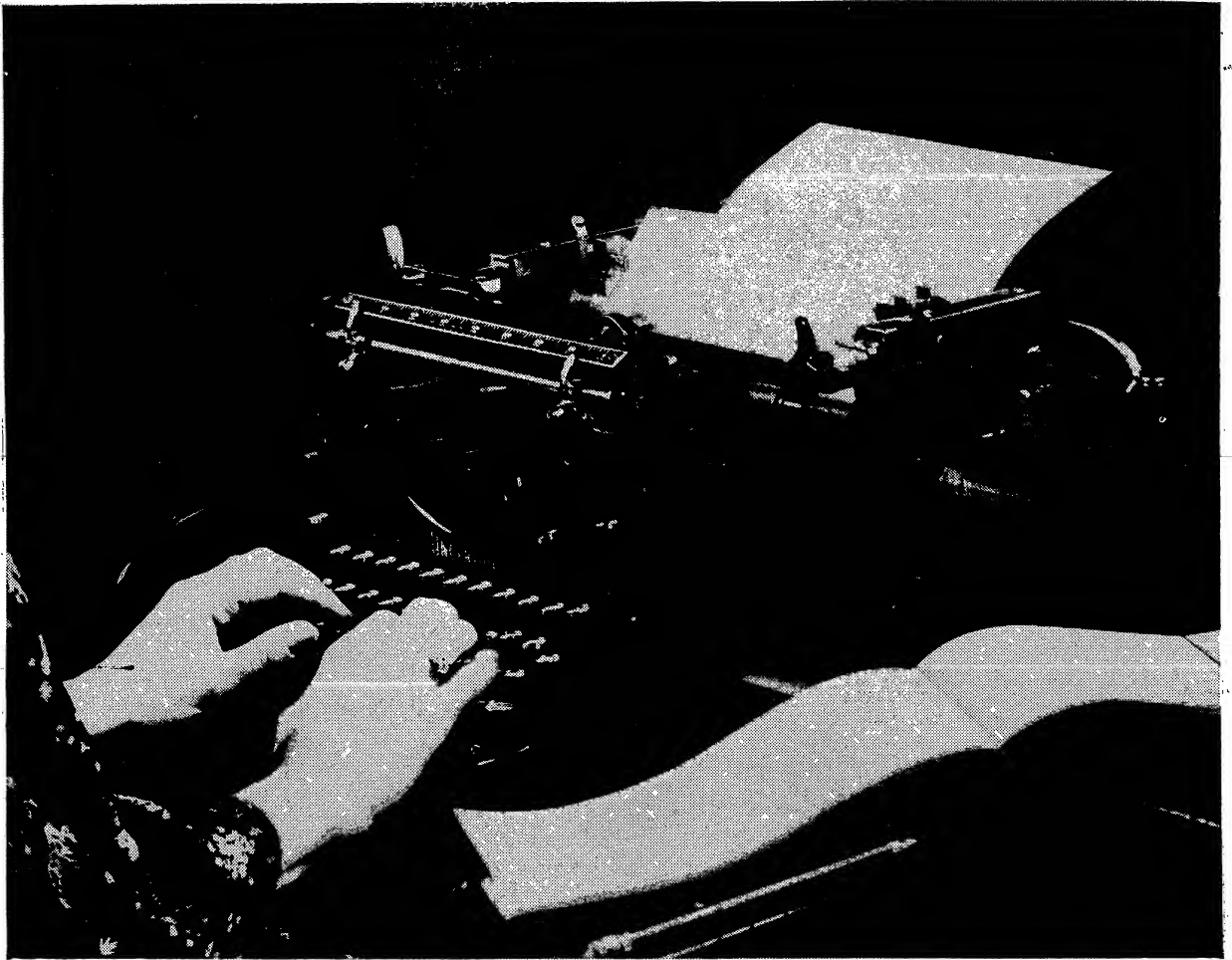
Hollywood, July 6. Paramount handed a playing letter to Judy Canova. Bobby Vernon signed a seven-year contract with the studio. Allan Conroy, late on for 'Tovarich,' landed a term contract at Warners.

STORY BUYS

Hollywood, July 6. Metro bought 'A Matter of Pride,' by William White. McCaree novel acquired to 'Millie, Inc.' rival story, to Paramount.

Great Hospital Mystery

Mystery with the usual stuff, a rain, sneaky figures in dark hallways, heavy suspicions of the innocent, and a dull story make this run-of-the-mill. Definitely consigned to dual billing.



## 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 performances."

### 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**

"BETWEEN TWO WOMEN" with Franchot Tone, Maureen O'Sullivan, Virginia Bruce  
 Screen Play by Frederick Stephani and Marion Parsonnet. Directed by George B. Seitz. A Metro-Goldwyn-Mayer Picture

More Picture Originals

(Continued from page 5)

probably to stringent bidding rules, etc., imposed by Dramatists' Guild.

\$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...

The \$8,000,000-\$10,000,000 figure covers only the first cost of raw outputs—the amounts handed to authors for the originals, to playwrights, novelists, etc.

The literary prospector who finds gold in them that 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.

Around 1,000 authors, from the tops down to the pulp pluggers, have engaged their services to Metro in the last year.

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'.

Next most prolific buyer of the new plays is to offer to RKO-Radio, which owns 'Stage Door', now in production; 'Having Wonderful Time', 'Room Service' (price reputedly \$255,000); 'Irene', 'Behold the Bridegroom', 'The Muddled Head', 'The Happy Fellow', 'The Kangaroo'.

RKO's Stage Buys

Columbia bought the 1936-37 play, 'Miss Quiss', a lukewarm Broadway success, and owns in addition 'The Awful Truth', now shooting and 'Cape of Good Hope'.

Paramount, not an active bidder of late for Broadway stuff, will make this year 'Bluebeard's Eighth Wife', with Claudette Colbert in the role that Gloria Swanson played in 1923; 'True Confessions', French drama for Carole Lombard; 'The Vagabond King', 'Paris Honeymoon', 'Good Night, Ladies' and 'The Count of Luxembourg'.

Play properties at 20th-Fox are 'Love Under Fire', 'Sally, Irene and Mary', and 'Jean', the latter with 'The Shannons of Broadway'; James Gleason's old-timer, and 'Yesterday's Kisses' (Luigi Pirandello's 'As Before, Better Than Before').

Heavy Drain on Originals

Delving further, statistics uncover that, of the majors, whereas RKO will make 44 films and 20th-Fox 38 from studio sources, Metro will only seven from that source and Warners, 14. Paramount will do 23, Universal, 13; United Artists, 10; Columbia, 8; 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 34, 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 synopsis form. Also, the published material rates considerably hiked payoff.

When a scribe can do both, that is, write for the slicks and the films, then indeed he has spaded into bonanza dirt. One of the more spectacular performers in that line is James Edward Grant.

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 writer of the material.

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 hypnotic spell.

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.

Plenty of Pulpers, Too
Out of the total of 172 short stories, novels, etc., that will be made into films this season, many come from the pulps and are correspondingly low in price.

It is noticeable that Metro, with only seven studio originals on its list, yet maintains the most costly writing department of any major. This has long been an established studio policy at Metro and evidently the heads have proved it pays, since Metro has found that to go into production with a fool-proof script saves headaches and money in the long run.

Uping of film rentals dates back to when exhibitors were asked 25% and a split on the 'overage', i.e., the net profit over the out. To circumvent bookkeeping, the checker system for the distributors, and possibly also to conform with the exhibitor's credo never to let the distributor just exactly how much net profit he was making, the exhibitor usually punted with the idea to forget the net profit over the out and to let the exhibitor make 30% rental.

They've Got Pots, Here's Stuff to Put Into 'Em

Chicago, July 6.

With cash giveaways dead in this territory there has been a boom revival in merchandise giveaways among the theatres.

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)

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.

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.

Majority at 25%

The majority of pictures on this season were contracted at 25%, middle group having gone at this figure, others having gone at 30% and just a handful (the 5% of the total delivered) at 35%.

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.

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.

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.

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 out.

Boycott Talk Because of 6 Holdout Pix a Trading Smokescreen, Says Par

up to 35% as a compromise, and so far to 40%.

There has been little dealing so far between distributors 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.

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.

Truck Strike Didn't Nix Philly Pix Deliveries

Philadelphia, July 6. Quick-thinking by Jim Clark, prey 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.

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 a smokescreen, as a means of resisting higher rental terms the company will seek this coming year.

A defense within Par is that this is not the first time any company has failed to deliver pictures that were promised, nor the first time when one or more such pictures have been removed from release because of roadshowing.

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 nor that they would have the direction, casts and expense given them.

Philadelphia, July 2. Further action against Paramount on account latter's selling plan was taken Thursday (1) when district captains to rally exhibits 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 Millgrim; South Philly, Morris Wax; Suburban, Harry Fried; Wilmington, 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 exhibits to extend policy of delay in buying Par product so that it will include news and short subjects as well as features.

New York Theatres
Here's a Better Show at the RKO THEATRE

PARAMOUNT TIMES SQUARE
HELD OVER
JEAN ARTHUR EDWARD ARNOLD "EASY LIVING"

"TWO WHO DARE"
On the Stage Alexander Gray Off Hand Sylvia Mason Max and His Gang

CAPITOL THEATRE
MARX BROTHERS
"A Day at the Races"
(Continued in "The Emperor's Candlesticks")

"SLAVE SHIP"
With WALLACE BEERY and WARNER BAXTER
UNITED ARTISTS RIVOLI 8th Ave at 49th St.

STATE THEATRE
TODAY
"Woman Chases Man"
DUKE BLINGTON ORCH.
Starting Thursday CLAUDETTE COLBERT in "Of Mice and Men"
ARNOLD JOHNSON ORCH.

"THE SINGING MARINE"
with Dick POWELL - Doris WESTON
NEW YORK Strand 25th St.
AIR-CONDITIONED - 8-way and 4th Street Doors open 9:30 A.M. - MIDNIGHT SHOW

RADIO CITY MUSIC HALL
DIETRICH and DONAT
"KNIGHT WITHOUT ARMOUR"
Spectacular Stage Productions

Starts Friday at 7 P.M.
"KING OF GAMBLERS"
(Cast of the Star-Music)
A Paramount Picture with ANNE SHATTUCK CLAUDE TRAYNOR LLOYD COLBERT and GUY EDGAR
Air Conditioned
CRITERION 14th St.
Midnight Shows—25c to 1 P.M.

# 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 networks, NBC and CBS, has for several years been most often expressed in moves and 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-dressed the carefully planned work of the more cumbersome and organized and red-tape-fettered NBC. Recently, however, NBC has been cutting red tape and giving CBS competition in its own idiom and with its own speed.

Columbia staffers are free to admit the change at NBC and to acknowledge several swiftness put over in recent weeks. CBS boys think the influence Clay Morgan has manifest in some of the nimble footwork. 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 CBS has just 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 version of the Bard's plays in a period opposite Columbia's. The stroke sufficed to close the edge of Columbia's advance campaign and what followed was a mudslinging campaign of genteel proportions.

Another, recent fast one that caused some chagrin in CBS quarters 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 touting how the 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.

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 best, local broadcasting units are vying for prestige on the best technical equipment. WBER 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 WBER 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 called attention to the fact that this antenna is the 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 Sealtest guest on NBC. She will appear with James Melton and Donald Dickson, latter a Cleveland baritone, 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 p. m. 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 Benay Ventura.

#### Buffalo's Own 'Hamlet'

Buffalo, July. Shakespeare feud of the networks has hypoed interest in the Bard among smaller stations, thinks Herbert Colin Rice, production manager of WGR-WKBW. His adapting better-known works of Shakespeare into two half-hour programs each for use on smaller stations and to be distributed by a commercial firm.

Rice presented 'Romeo and Juliet,' complete, 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.

#### Lambs Club Bulletin In Appeal for Free Actors On Religious Programs

Father Anselm, Franciscan friar from the Graymorn Monastery, Harrison, N. Y., 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 cut-off, expenses only.

In 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 dramatizations if they care to and fade out the donation-requests.

Al Levine, WCAM, Camden, N. J., announcer, doing post-graduate at College of South Jersey.

#### Stations Must Control Programs

By WILLIAM J. SCRIPPS  
WJ, Detroit

Detroit, July. Our new policy on station-produced programs is a recognition of the merit in many of the criticisms leveled at the N. A. B. by Arthur Pryor of B. B. & O. and of the ton-son for showmanship which VARIETY itself has been beaten the past five years or more.

The broadcasting industry has been selling on an open market basis. This has resulted in both networks stations lost control over their own programming. This, we believe, is not in the best ultimate interest of radio as a whole. For ourselves at WJW we are trying by our new policy to concentrate control of programs in the hands of the station where it belongs.

This is no innovation but is in line with 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 night's 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. Bear in mind that Detroit is only one and one-half hours from Chicago and three hours from New York by airplane so that entire talent facilities of both cities are

#### TWO AGENCY NEWCOMERS

Erwin, Wasey Gets Jack Adams—Eggleston to Campbell-Ewald

Jack Adams has displaced Lew Amis at Erwin, Wasey & Co. and Stuart Eggleston has with Campbell-Ewald. Amis had been in E-W's radio department for six years, taking over the directorship 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. Siegel, insurance analyst 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 33 weekly quarter hours on WMCA, N. Y. Commences July 12. 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 ozone.

Series is commercial on WMCA with Siegel buying the time direct.

#### 'H'wood Hotel' Guests

Hollywood, July 6. Guests for a month were lined up last week for Hollywood Hotel. Leading off July 9 are Madeleine Carroll and Francis Lederer in '11 All Yours.' Following week Robert 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 roadshower, 'High, Wide and Handsome.'

## 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 did more than rent a 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 special 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 commended that network for its handling of the event.

Columbia's cutting in on the Milwaukee affair was looked on as the 'red tape' as that which was 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 Win

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

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 showman. 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 a time, but it is a slow process involving trial and error. The guy is serving his internship and may kill off a patient before he is sufficiently experienced to hang out his shingle.

#### 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: 'Aloysius 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 kilocycles.

#### 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 Whatsit just 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 something when he concludes that, inasmuch as product 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 a week in the parlors of the nation, listening to the groans of the tuner-inner and the comments made on these long-indented sales talks.

The whole theme of radio is good will. At 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

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 power, backed by huge expenditures. But they are slowly killing proverbial goose.

Oh, yes—I guess there are many things wrong with radio. It is the people who tell you what's wrong with radio.

# SAUTER DERIDES 'KICKBACK'

(COPY)

Agreement Made Through

## Featured Artists Service, Inc.

247 Park Avenue, New York

Agreement made in the City of New York on this..... day of..... 193..... between AIR FEATURES, INC., a New York corporation hereinafter called CORPORATION, and..... hereinafter called ARTIST. CORPORATION engages ARTIST and ARTIST accepts such engagement upon the terms and conditions herein contained.

Agreement shall be effective from the date hereof and shall continue in force until terminated by either party, at will. ARTIST is an independent contractor and hereby contracts as such independent contractor and not as an employee.

ARTIST agrees to perform services and to report for rehearsals, as notified by CORPORATION, for all of which services, performed in accordance with the terms hereof, CORPORATION agrees to pay ARTIST the sum of.....dollars per performance of the program hereunder 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 ARTIST'S engagement hereunder. ARTIST hereby authorizes CORPORATION to deduct the said commission from ARTIST'S compensation hereunder and to..... id commission 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. ARTIST'S services hereunder shall be rendered in connection with the..... program.

AIR FEATURES,  
By J.

## Kids Bored by Life Story of Lily Pons, But Curious About Those Funnymen

Irene Wicker, on her singing Lady's programs over NBC for Kell...

Jack Benny and Burns and Allen will not get treatment from Miss Wicker, because Kellogg (through the N. W. Aver agency) considers Benny's sponsor, General Foods, a competitor, as well as B. and A's bankroll, Grape Nuts.

## SOSNIK TO HOLLYWOOD WITH MCA OFFICIAL

Harry Sosnik, leader-arranger, goes to Hollywood Saturday (10) to negotiate a couple of pending radio program deals. He will be accompanied by Harold Hackett, of the New York office of Music Corp. of America.

Philadelphia, 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. Al Cormier, general manager, won the beauty contest.

## KING LEAR MISSING

W.M.C.A., Spieler May Have Quit but Forget to Mention It

Announcer King Lear has evidently quit W.M.C.A., 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 W.M.C.A. two months ago as a sports spieler. Aside from the fact he hailed from Texas, little is known of him.

## CBS' OUTRIGHT 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. 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.

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 cuffed 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.

## All-De Pauw Station

Indianapolis, July 6. Medford Maxwell, former manager of WCL's Joliet (Ill.), now in traffic manager's seat at WIRE, Indianapolis. Maxwell is De Pauw University man, other De Pauwites on staff being Eugene C. Pulliam, senior and junior; Al Beveridge, Jr.; Bill Froesch, and Prof. Edward Bartlett.

Thomas Mitchell, theatre man, joins WCKY, Cinicy advertising staff.

## BOOKING SET-UP FOR CONVENIENCE

Bit Players Reported Peeved Over New 5% Tap—Set Up Corporation Set Up to Service Air Features Which Services Blackett-Sample-Hummert

### 75c COMMISH

Blackett-Sample-Hummert scri shows will hereafter be booked through a new auxiliary organization, Featured Artists Service, Inc. A charge of 5% commission will be made writers, previously no commission paid.

Bit actors around the New York advertising zone were complaining 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-Sample-Hummert, is a 'department' of the advertising agency and that in consequence it amounts to kicking back to the boss.

James Sauter poo-poons the kick-back 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.

### Double Commish

Informed by VARIETY that actors booking themselves 'direct,' but wishing to continue in favor, it is their 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 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 York City. American Album of Music, Waliz Time and the Bi-So-Do programs have remained outside the sphere of Air Features, Inc., which otherwise has a production monopoly on the agency's shows which are predominately conceived and written by Mr. and Mrs. Frank Hummert.

## Don Tranter on Buff. Times As 4th New Radio Editor

Buffalo, July 6. imes, Scripps-Howard daily, now has its fourth radio columnist in eight months. Don Tranter the Armand S. Weil advertising agency in Buffalo, is joining a paper where his father was once sports editor. Tranter has had some radio experience himself, being a former member of a pi team with his brother Jim, who is now radio acting around New York.

Column still carries the 'By Joyce Raleigh,' which was originated by the paper during the reign of Kathryn Smith.

## 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 VARIETY 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 Madama Ager are not making any dates for Thursday.

ization of the radi

field, now in the preliminary stage, is not expected to get under active way for about a month, longer. Authors League of America, 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 Dramatists' 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 preliminaries are being handled from that end.

## WLW Ponders Candidates In Chi; Takes 3

Cincinnati, July 6. Of the 514 persons auditioned in Chicago last week by Crosley talent scouts, only three received the nod of approval from Bob Kennett. Mike trials were conducted in the Hotel Sherman.

Three that passed the test: Angelo Rafealli, young tenor; Lynn Cole, pop singer, and Deon Craddock, blues warbler. They are to report here July 12. Rafealli 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 listed 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 in the transcribed series which Chevrolet is sponsoring on 300 stations. 'Betty' is a kid character, impersonated by Tommy Riggs.

## GRABHORN QUILTS 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 manager, is slated to take over Grabhorn'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. Grabhorn discussed his decision to quit with Blair while attending the NAB convention in Chicago and suggested the date of effectiveness be settled at a later meeti in New York.

Grabhorn was with KNX, Los Angeles, and Lee Network.

## Jean Paul King Off

Chicago, When George Bolling, John Blair & Co. manager in Detroit, moves to New York the latter part of this month his place will be taken by his brother, R. H. Bolling. Latter is now in the Chicago office.

Charles Dilcher, previously with Scripps-Howard, joins as salesman on R. H. Bolling's Detroit.

Account had Jean Paul King mixing 'news bulleti' with comment.

## OLDEST LOCAL COMMERCIAL IN LOUISVILLE?

Louisville, July 6. 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 Busak, Joe Eisenbeis and William G. Meyer. George Latimer, director and accompanist.

## WJR Show on WTAM

Chicago, July 6. Life' show over WJR now being shipped to WTAM, Cleveland, twice weekly. Half-hour show, modelled after 'March of Time' G. been on WJR for about six weeks and is written by Geraldine Elliott and Eric Howlett an produced and directed by Charles Penman.

Show, heard Tuesday and Saturday nights, and enacted by 'The Mummies,' is on long-term contract with WJR and carried for minimum of 13 weeks over WTAM.





# WILD LIFE STUDY OF LAUGHTER:

CANDID CAMERA CATCHES EFFECT OF PARAMOUNT'S

## "Easy Living"

ON HUMAN RISIBILITIES

**S**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 Raucous or Ribald Laugh . . .** Result of seeing young lady hit in face with a custard pie.



**Smile with Freckles . . .** Reaction seeing Ray sock detective in waist with the commonly called "one-b-



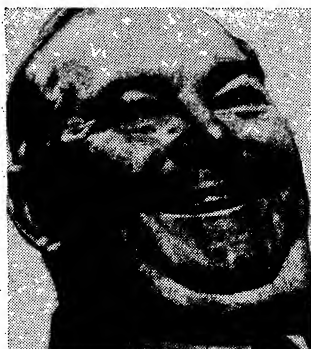
**The Gurgle-Gurgle . . .** Result of seeing restaurant patrons' difficulties when someone throws pepper in electric fan.



**The Girlish Giggle.** Effect not of him but of glimpsing Ray Milland and in what is known to the trade as a c-



**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 being 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 Rire (Fr. with mustache).** Effect of Jean's being biffed on the head by \$75,000 sable coat while riding bus.

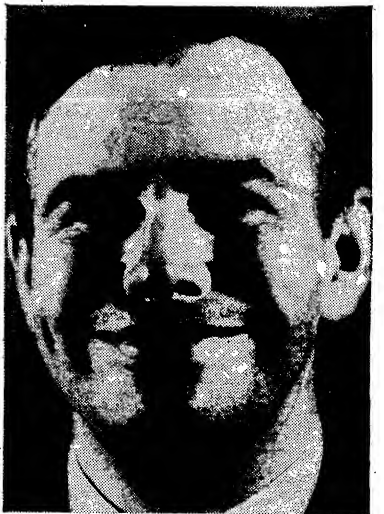
# JEAN ARTHUR and EDWARD ARNOLD

A Paramount Picture • Directed by Mitchell Leisen • Screen





**The Cheerful Little Tearful...** Proving people laugh till they cry at picture like "Easy Living."



**Broadway Deadpan Smirk.** Caused by riot at auto-mat 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.

**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!

**"EASY LIVING" with RAY MILLAND**

by Preston Sturges • Based on a Story by Vera Caspary







# 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 time last week when the Federal Communications Commission ordered three stations out of existence and split the 1400 kc berth between WBBC and WVF. Application of the Brooklyn Eagle for full time was knifed.

Four-year-old middle 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 Commish order deletes 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. Remaining fraction is awarded WVF, 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 toward's minority views. Cost item, which already has reached a staggering proportions in view of three prolonged hearings since the plea was filed, may block an appeal to the court.

### Politics and Religion

Aside from the politically troublesome WOV-WLWL case settled last fall, the Brooklyn mess was the worst dish of radio chop suey 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 public hearings before examiners and finally to spend several weeks itself ventilating the complaints and ambitions 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 one 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 a recommendation from Walker that all parties be ousted. After the second set of hearings, Hill early in 1935 recommended a grant to the Brooklyn Eagle, which muscled in, and denial of the renewal pleas of the four occupants of 1400 as well as of the plan of WEVD to shift from 1300 to full-time on 1400. The Broadcast Division partially accepted Hill's suggestion, nixing his alternative idea that Arde Bulova and Norman K. Winston get the spot in case the Eagle was not favored, but granted WBBC renewal license with full-time. This solution was unscrambled by the full membership three months later.

Grounds for Stewart's dissent have not been disclosed, but it is understood he favored shifting WEVD from its present berth to the 1400 space. Whether he wanted this station to get exclusive occupancy or merely the room opened up by deletion of WARD and WLTH has not been established. His opinion is being held up by other members until the majority statement is ready for publication.

The Eagle fade-out was no surprise. Although the Goodfellow sheet fought vigorously in the second round, the application was not pressed during this spring's gabfest.

# I.B.E.W. SPURTS IN CHICAGO

International activity on the part of the International Brotherhood 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 obtaining permission from the copyright owner (Mills Music).

Even if permission, Mills said, 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. A fight over the right of 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.'

Heated 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 to ask 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 F.C.C.'s own rules.

The Broadcast Division's ruling was sustained by a split decision of the appellate court a week ago, with four members pooch-pooching the squawks about irregularity in procedure. Justice Harold M. Stephens, however, was sympathetic toward the principal beef.

### 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.

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 citizens 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 the 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 75% of the license holders voted for separate programs, be adhered to. Pointed out the chairman is a public 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.

Proposal that the chairman be called on to resign was cheered, but meeting later voted to give him chance to correct conditions. Broadcasting Board was requested to proceed at once with separate transmissions in Dutch and English.

### Reporter-Police Lieut. Tries Broadcasting Idea

Lincoln, 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 victims, too.

If it clicks, the deal will be extended. Bennett spent term at the Northwestern University police school.

### McDonough Joins Yankee

Boston, July 6. Dick McDonough, formerly with WBZ and WBZA, Boston and Springfield as sports commentator moves over to the Colonial and Yankee network.

Will be sports editor for the news service of those nets.

### Washi 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, KMDK, Beverly Hills.

Reversing a variety recommendations from examiners, two of the three Broadcast members (Chairman Anni Prall having walked out earlier in the week) put 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 Continental Radio's (Scripps-Howard subsid) plan to go on the air in Toledo and Columbus.

All together, Chairman Eugene O. Sykes and his side-kick, Gov. Norman S. Case, hard-heartedly nixed its applications, mostly for new outlets and dismissed one. Only nine applications came through the Commish sieve.

Exami suffered almost many blows as applicants. Division's 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 ash-canned. Ralph Walker and R. H. Hyde were bruised in two cases, and Ralph Irwin, Mel Daiberger, and P. W. Seward in one each.

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 1220 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

George 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.

Honolulu drew a nix when Advertiser Publishing Co., Ltd., was denied new station on 1370 kc with 100 watts, Examiner Irwin reversed; Fred J. Hart denied new station to be operated on 600 kc with 250 watts, Examiner Irwin sustained.

# IRV S. BRECHER

WRITING

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

# OKLAHOMA'S GOIN' TO TOWN

With a \$55,000,000 Wheat crop

A swell chunk of mid-summer buying power under the influence of a single station that has long been the most-listened-to in Oklahoma.

# WKY OKLAHOMA CITY

Affiliated with The Daily Oklahoman, The Times, and The Farm & Stockman

E. KATZ SPECIAL ADVERTISING AGENCY

# **VARIETY**

## **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**

# RADIO SHOWMANSHIP

Attention-Getters, Tie-Ups, Ideas

## Outstanding Stunts:

### HOLIDAY MOTORING BULLETINS WOR, NEW YORK

#### WOR's Safely Tie-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 with traffic and safety campaigns.

Below New York City the densely traveled holiday routes through New Jersey constitute a police problem. Head Cop Mark Kimberling charted an "expectancy" of nine deaths and 255 accidents on a basis of previous years' statistics. Trying to reduce such gruesome records is a customary holiday week-end ambition of the police.

WOR devoted a series of broadcasts, two minutes every hour, all through Monday (5) afternoon and evening to telling auto radios where the bottlenecks were, how traffic was flowing and issuing safety warnings. Story sent out by New Jersey State Police rather than station got it to city desk attention and sidestepped the radio columns.

#### 'Home to Listen to WDAS'

Philadelphia, July 6. WDAS is using daily cartoon, 2 cols. by 3 inches, on radio page of Evening Ledger, to popularize station. Space obtained through time-space swap deal with the sheet. (Don 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."

#### Colonial Network's Stunts

Boston. Colonial Network is arousing plenty of attention downtown with a street rally of a town crier in buff and blue Colonial costume. During noon hour, for three weeks (starting June 28), the costumed spieler clangs a bell, announces five late afternoon and evening programs of that day, in brief too sentence plugs, then winds up with: Note Ye well! Few hear my voice, but millions hear the voice of the Colonial Network!

Costumed ballhooper covers the busiest business areas at lunch time, including Newspaper Row. Not only does the bell and costume get attention, but an official looking parch-

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. Angler: 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, Lacombe, N. H., Salem, Mass., Nantucket, Gloucester, Boston and Pawtucket.

#### 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 Broadcasters 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 gavel.

#### Newkirk's Coast Coup

Beverly 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 find. He built a program around the narration, playing heavy on the fine work being accomplished by the youthful organization in assisting peace officers and rising to the occasion in other emergencies.

Triple slaying has been the hottest topic locally in years and dailies have devoted columns to crime and hunt for the slayer. After Newkirk's coup, other transmitters set up facilities at Inglewood police station to report progress of the manhunt. Real reason for the line set-up is that town fears a lynching if slayer is captured.

#### Baseball Schools for Kids

Chicago. Special play for kid audience is being made by Kellogg's, with its baseball broadcast on WJJD. Full plays in all five Chicago newspapers, were taken last Saturday plugging the baseball schools which are being run in connection with the broadcast.

School is run two days a week, each in a different neighborhood park, and on Saturday mornings, the most proficient of the week's try-outs, are taken to Wrigley Field to be further weeded out. There, a game is played, and players

are being lined up for a team to be taken to Catalina next spring when Chicago Cubs do their spring training stint.

Schools are under direct supervision of Lou Fonseca, director of promotion for the American League, and former manager of the Chicago White Sox. Acting as his assistant is John Harrington, sports announcer whom WJJD borrowed from WBMM 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. Plan to have a boy city series at the end of 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

St. Louis. To bring advertisers and local dealers into closer contact with station, KMOX invites their organizations to hold sales meetings in air 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 time.

Robert Vincent, in 1913, visited Roosevelt the First at his home in Cyster 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 Display

Chicago. Only 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.

#### Charity Slant for Sponsor

Toronto. Howard Lindsay of J. Walter Thompson agency here is responsible for Radio Auction show heard Mondays over CFBN. Fair name of charity gives half-hour airing added talking point. Idea is that members of studio audience have to produce five articles valued at no more than 50c. each to gain admission. Items

# ASKS RADIO PROBE

Washington, D.C. Sen. Wallace White (Rep.) of Maine late today (Tuesday) 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 generally.

Burton Wheeler, hot on radio himself, is chairman of this committee. Other members include anti-block booking champion Neely of W. Va., Bon of Washington, Barkley of Kentucky, Wagner of New York.

# 'JURISDICTION' JAMS WHN, N.Y.

K. Sidney, 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 organ by ARTA 100%, but the theatricals in IATSE threaten to strike in Loew theatres if the C.I.O. rival is recognized.

Government will take the matter under advisement. Sidney wants to be told what union to do best with.

#### Pappy Cheshire's Motor Trek

St. Louis, July 6. To keep 'Pappy' Cheshire's personality on the Slack Furniture Co. program and at same time permit station's Hill Billy boss and family to enjoy vacation, KMOX waxed number of one-minute greet 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 ago.

Leslie Lieber guests on the American Can (Ben Berie) program over NBC-blue on July 6.

Paul Sabon replacing the Kin Jesters at the LaSalle hotel,icago.

Jim Hennessey added WTMV, E. St. Louis, announcing staff.

may include postage stamps, hair pins, pipe cleaners, etc.

Team of Bert Pearl and Wally Armour, when not playing pianos, take the mike to read list of items they will buy. Team tries to sell articles back on next program and turn money over to charity.

Apparently plenty of plants are in audience to pep up program. With only studio audience of 100, team was able to buy such odd items as an arm band, bodice, mouth organ, ash tray, etc. Failed to buy only three items called. Swing band and piano team supply music.

#### Flaw in Success Story

Lancaster, Pa. Probably the most popular good-will 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 depends upon the importance or the number of things reported lost.

Ernest Stanzola, 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.

Arranged to have the crowd by the Norva Theatre quiz him concerning the bottle product. Change of pace from usual blah-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 is recently staged under the direction of Walter Miller, station manager.

Station's new antennae was being painted and Miller sent chief announcer Eddie Gunter to the top of the tower in a boatswain's chair 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 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

St. Louis. WTMV has prepared a series of nine advertising pamphlets, as attractive as any thing produced by any station in this section, which are distributed to local prospects and national agencies at rate of one each ten days. First one asks "Is radio advertising in St. Louis expensive?" and then explains that WTMV's rates are lower than other 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?" Pamphlets prepared by Woody Klose, program director, and William H. West, head WTMV, are drawing considerable attention from radio users.

#### Scout Stunt

Indianapolis. WIRE 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) for 15-minute stanza. "Got relatives and friends talking up WIRE for bringing them their absent one's voices for period.

One scout even got in a hello for an unnamed girl friend he left behind here, for his jaunt to Washington.

R. E. Barrington has quit as manager of KROY, Sacramento. C. E. Wolfe, chief engineer at station, has now assumed management as well as his technical duties. Lucille McCubbin is now handling publicity at KROY; addition to sales staff is El Lundy.

**WMCA** leads in **PROGRAM PLANNING**  
NEW YORK'S OWN STATION

**Barnacle Bill**

8-8:15 A.M.

In Baltimore, it's

# WBFR

NATIONAL REPRESENTATIVES  
EDWARD PETRY & CO.

# The ONLY RADIO STATION IN

Grand Rapids.... WOOD-WASH  
Kalamazoo..... WKZO  
Battle Creek..... WELL  
Lansing WJIM  
Bay City-Saginaw WBCM  
Flint WFDF  
Jackson WIBM

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 subsidiary, Diamond State Telephone) involves only \$7 monthly. Asked to comment

keeping, A. T. & T. states 540 stations out of the national census of 685 broadcasting units have been

### In Hollywood

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.

Telephone Company, Bell Telephone 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.

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 \$1.25 for each additional quarter-mile.

### Chicago Situation

Chicago, July 6. Local Telephone transmission 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: first quarter mile, \$4. Subsequent costs, first half, \$5.50; three-quarter, \$7; mile, \$8.50. Short hauls run about same as when circuit lines. Long runs Switchover went into 1, and is for all Illi

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 averts, 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 Commission as to a return in Delaware to the former circuit mile computation. States still on circuit mile charges are New York, Pennsylvania, Nebraska, Iowa, Minnesota both

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 increase in rate beyond all reason when the new rates become general.

Dorothy Worthington set Reinald Werrenrath repeat July 13 on Hammerstein music hall. Same office booked Channing Pollock for Heinz July 26.

### 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 other things: 'As of May 1, the Diamond State

### Shepard's Experience

John Shepard, 3rd, in response to query from VARIETY explained his experience with A. T. & T. as follows:

'New 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 Jan. Rates were effective

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 to only seven dollars.

Considerable publicity last fall encouraged 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, 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.

Since the adoption of the airmile system of radio-transmission book-

## 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 \$100, second and third prizes will be \$50 each, and fourth 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 in accordance with the 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 renominated President Roosevelt.

When the books were originally published last year, the Democratic National Committee used 'em as a means of raising campaign 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, WNRB, 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 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 \$26 and the asking quotation high at \$30.

Employees 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 present the expectation of air conditioning and refrigeration expansion has made the 'school' in that field bi

At least three such institutions are currently using radio to drum up students. More tuition-seekers are expected to buy time. Three 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 Utility Engineering, and before they got finished talking Rager okayed a once weekly 15-minute spot on WOR, New York.

### How They Bat at KMOX

St. Louis, July 6. 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.

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, Ride' and 'Yodelling Kid from Piney Ridge,' Dick Hartman and his Tennessee Ramblers have rejoined staff of WWSW, Pittsburgh.

### SHAKESPEARE IN CANADA

NBC and CBS Example May Be Followed

Winnipeg, 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, with local radio editors still asking, 'How about taking the American produced shows?'

### WCPO Moving Studios

Cincinnati. WCPO, (Scripps-Howard) will soon transfer its studios and office from the Hotel Sinton to another downtown location. Necessary to permit expansion.

Identify 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; Reshavan Memorial, a cemetery, 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 p. m. programs. 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, Postal Telegraph Co., Rosen's men's year, and the Model Shoe Co.

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.

Trio will start in at WNBR July 12, with 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.

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.

### Dear Boss: Stay Away

Missoula Mont., July 6. Coca-Cola has bought a man on the street show from KGVV, Missoula. Deal was closed by the beverage company's reps here while Arthur Mosby, the station's manager, was off in New York calling agencies for business. Program will be tagged 'Vox Pop.'

### Here and There

Kay Kyser to do his Mutual-Willys shot from WGN, Chicago, Aug. 25. Band now doing one-nighters.

'Painted Dream,' recently celebrating 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 XSO, 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, producing and announcing a new program called 'Did You Know?'

Jean Fahreney, 13, Cedar Rapids, Iowa, on WMT's 'Smooth Sailing' program.

George Trimble of Marschalk & Pratt, agency visitor at the KSO-KRNT, Des Moines, last week.

Allee 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 Weisbord, of the Morris office, agenting, Cecelia Ager (VARIETY) is on this Thursday (8).

Darrell Simon has joined WNBX, Springfield, Vt., as control room engineer.

Cotton Blossom Singers, Negro quartet from Jackson, Miss., are now at WGY, Schenectady, for thrice-weekly broadcasts.

Lester Lindow, of WCAE, Pittsburgh, accompanying Ford Billings, back west for a vacation.

While Darrell V. Martin, radio editor of Pittsburgh Post-Gazette, is vacationing, his column is being conducted by his brother, Ken Martin, the band leader.

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 Husling 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 presents an afternoon WGY household feature, with cooperative advertising, 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, Pittsburgh, with a KDKA and NBC wire. Felix Ferdinand replacing him at the Port Kent spot. Set by CRA.

Carl 'Deacon' Moore opens July 20 for the season at Buckeye Lake, Ohio.

Cally Holden band at the cat-Nova Club, Reno.

Four Gentlemen of Rhythm set for unlimited stay at the Hotel Radisson, Minneapolis. Consolidated set.

Swor and Lubin, comics, guest on Gulf (CBS) show July 11.

Tim (Ryan) and Irene (Noblette) step before the cameras at Astoria, L. I., July 12 to make another Educational 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, spiefstaff. He will work at Million Dollar Pier, Atlantic City, from which daily half hour sustain 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 stations 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

permanent cast of 'Night at the Inn,' Old Shay Ale's commercial on WCAE once a week. He replaces James Hayden in male warbling niche.

Doc Schneider, cowboy boss at WTIC, Hartford, from pneumonia. Staff pinch-hitting.

Rev. Hugh Shields, humorist, off WICC, Bridgeport, for while because of death of mother.

Dolly Mitchell, Juve songstress, 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 to same city's WICC substitution.

Louis Prima opened his own nitery on Vine street in Hollywood.

Staff 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 Stanzola, Program Director, at WGAL, Lancaster, has also been made Personnel Director of the stati.

Fat 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 Person, 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. A. Dutton, 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)

**RESULTS! COUNT MOST!**  
The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.  
**RADIO STATION REPRESENTATIVES**  
NEW YORK  
CHICAGO  
DETROIT  
**WEED & COMPANY**

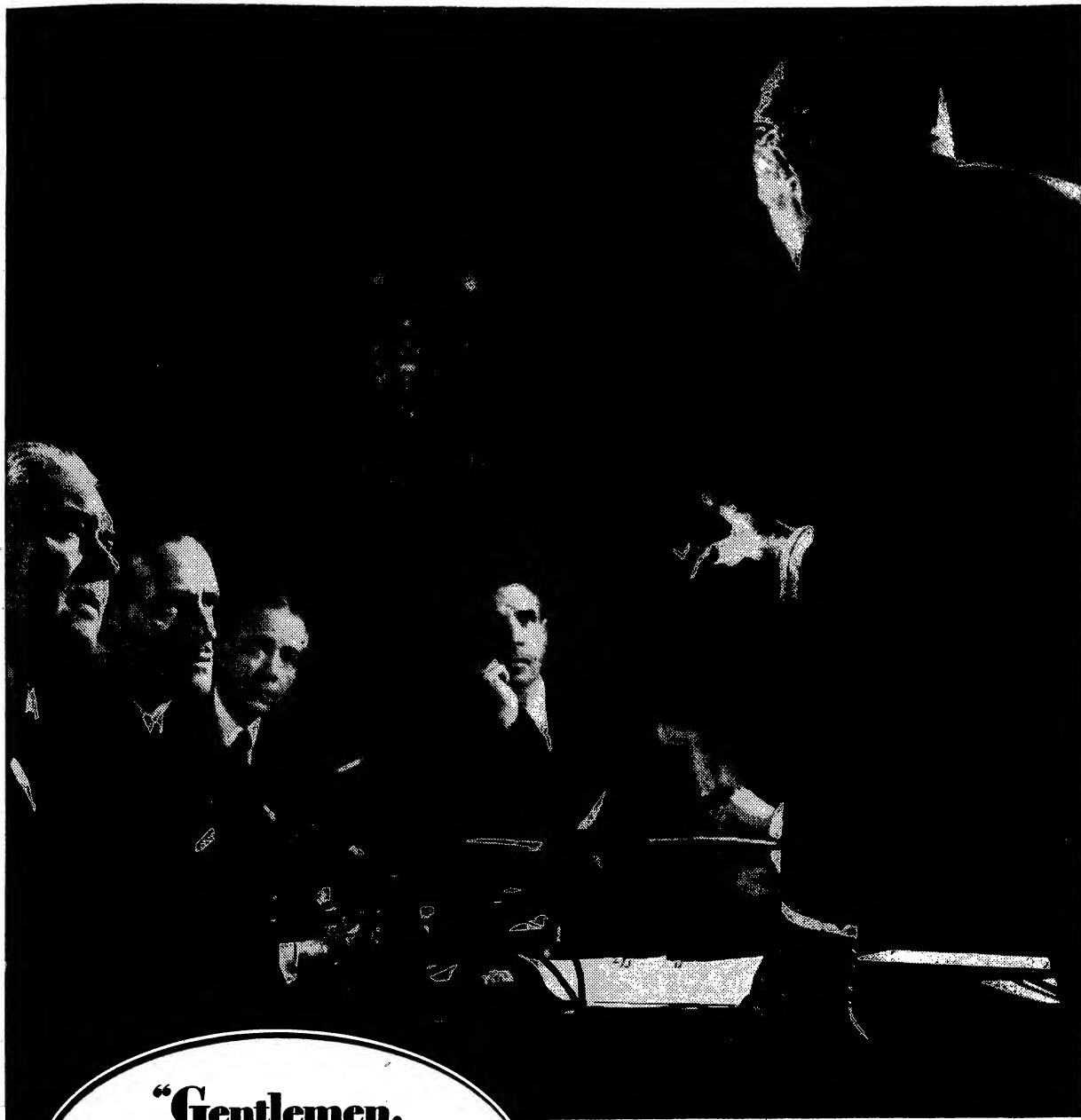
SEASON LOOKS TO BE BEST IN LAST 10 YEARS and they'll spend **\$15,000,000** PEAK TRAFFIC TOPS 36 MARK BY 80 PER CENT  
Making a good year round living for the thousands gainfully employed in the region's productive tourist trade.  
**KVOR**  
COLORADO SPRINGS  
General Management with WVA, KJL and the Oklahoma Publishing Co.  
RATES SPECIAL ADVERTISING AGENCY

Sumner Drive  
**ROCHESTER PREFERS WHEC**  
CBS

**THE NEW CRY OF THE OLD WEST**  
KFEL  
DENVER  
GENE O'FALLON, Manager  
Rep. by JOHN BLAIR & CO.

**LEO SAYS:**  
Listen to WHN's "BROADWAY MELODY HOUR"  
with Col Jay C. Flippen as M.C., Irving Aaronson and his Commanders. Sponsored by the Borden Ice Cream Co. Wednesdays at 8 p.m. Just one of our BIG Showmanship programs.  
Watch for M-G-M OF 1938 starring Robert Taylor and Eleanor Powell and a host of top-notch entertainers! Music, dancing, girls, romance, comedy! So new it's year ahead!  
**NEW YORK'S NO. 1 SHOWMANSHIP STATION**  
1540 BROADWAY  
**WHN**  
DIAL 1010





Paul Her

**“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*

# Football Situation—3 Months Ahead, Sees Atlantic Refining Dominating

Rush of sponsors counterbidding for broadcast rights to college grid games that was anticipated this autumn has not arrived. By all signs at present there will be no vast vying 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 lethargic particularly through the Midwest. Big Ten teams and Notre Dame, which are the kings of the section, have not been signed and it now appears unlikely that they will.

In the East, Atlantic Refining is spending around \$350,000, as against an approximate \$260,000 last year.

Fuel firm has optioned Saturday afternoon time on 50 stations from New England through Georgia. The options must be picked up or relinquished by August.

Deals for game rights have already been made by Atlantic with Pitt, Penn, Cornell, Virginia, V. M. I., V. P. I., Duke, Georgia, Holy Cross, Dartmouth, Colgate, Syracuse, W. & L., William and Mary, Richmond, Maryland. Pending are half a dozen 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 tilts, 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 mixing even sustaining airings in or around their communities. Deal now made with the Conference calls for 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 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 won't play its games on another lot just for some broadcast 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 the new South Bend stadium there

## FARMED OUT, NOW REAPED

Polished at WHAT, Now Graduates to WCAU

Philadelphia, July 6. First return from a 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-watt, 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.

## Prof. Sulzer Places Studes

Louisville, July 6. Imer G. Sulzer, director of University of Kentucky studio airing through WHAS, placing students to fill places in local stations during the summer. Has studies at WHAS, WAVE and WGRC.

Educational radio script exchange for United States Department of Interior, 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 1,200 copies of the script have already been distributed.

## KYW Adds Panelmen

Three engineers plussed to Westinghouse staff at KYW, Philly, during past week.

They are Jas. V. Thunell, formerly of WOWO-WGL, Fort Wayne; Leslie E. Schumann, formerly of WHAT, and a transmitter testman for RCA, and W. Sheridan Gilbert, of WIBG.

## are indivi broadcast

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 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 hepped up.

## 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 contacters 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

July 6. 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.

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 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 engineer slaps on a record.

'Pop Concert,' from Buffalo, gives listeners same stuff. Announcer, between transcriptions of symphonic music, tells the devotee 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 broadcasts here and in Buffalo aren't quite as secretive, but don't exactly put up sign boards. Announcements that games being described are 'reconstructed' are aired sotto 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 top 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 innings behind the play. This works

vice versa when Toronto plays at Buffalo.

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 mikeman wanders through the audience and 'bump into' relatives of the sponsor, agency men, and musicians who happen to have their instruments handy

**BUD PEARSON**  
and  
**LES WHITE**  
BOB HOPE  
and "The Rippling Rhythm Revue,"  
on the Air Sunday Even. 9 P.M.,  
8:30-10:30 P.M.

Now in Tenth Week

**EASY ACES**

BROADCASTING FOR  
BLACKETT - SAMPLE  
HUMMERT, INC.

**ANACIN**

**JACQUES FRAY**  
and His Orchestra

2ND YEAR  
Viennese Roof  
HOTEL ST. REGIS  
NEW YORK



**MOREY AMSTERDAM**

Master of Ceremonies  
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 reckoned with in any discussion of music and theatre.—Edith J. K. Tench, THEATRE ARTS MONTHLY.

"A composer with a rare gift."—THE STAGE.

Address: THE STAGE  
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TRUMPET KING OF SWING

★ **LOUIS ARMSTRONG** ★

AND HIS ORCHESTRA  
ISCHMANN YEAST  
Walter Thompson

**ON TOUR**

DECCA RECORDS  
MGT. JOE GLASER  
ROCKWELL-O'KEEFE

**JACQUES FRAY**

MARIO BRAGGIOTTI

Friday, WJZ, 7:15 P.M.

**AL GOODMAN**  
and his ORCHESTRA

\* **PALMOLIVE**  
BEAUTY BOX THEATRE  
EVERY WEDNESDAY  
9:30 P.M.

APPROVED EXCLUSIVELY  
BY THE  
MUSIC OF COME  
AMERICA

**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., EDT

**Sponsor Versus Donor**

Atlantic Refining Market Areas Don't Coincide with Homes of Duke U's Givers

Atlantic Refining has nailed six Duke University grid games for commercial airing this fall. There will be a small link of stations through the south set up to carry the contests.

Atlantic had to go into a higher bracket than it had expected to get

the exclusive, due to unwillingness to spot the games on a number of stations selected by Wallace Wade, football coach at the North Carolina institution.

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.

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 mazzuna 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 handle things at WEBR for two weeks in mid-month when Helen Cawthorne bats for vacationing Al Zink, She's his assistant.

Miss Cawthorne will also be Aunt Helen—m.c. of a children's hour usually handled by 'Uncle Bill'

**'THE O'NEILLS'**

B. JANE WEST

NOW RADIO'S MOST POPULAR  
FAMILY BRINGS YOU MORE  
LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap 99% pure

LISTEN TWICE DAILY  
NBC Blue Network, Mon. to Fri. 11 a.m. DST  
IN. 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

**HARRY VON ZELL**  
With Oscar Bradley Orchestra, Ken Christy Swing Choir, Stoopnagle and Budd, Vivien del Chiesa  
30 Mins.—Local  
**GULF GASOLINE**  
Monday, 7:30 p. m.  
WABC-CBS, New York  
(Young & Rubicam)

Summer time-holier 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 radioogue of radioites, the front line technicians of air advertising, the universal X on all programs, big and small, network or local, good or bad. So inevitably in the fullness of time the spellers have passed from commercialism to charm and turned actors. Von Zell has been getting there step by step and now with the backing of Young & Rubicam he steps out in the full glare of the spotlight.

Only radio would fancy that a reader of announcements could be or should be an entertainer. But radio evidently figures—unconsciously perhaps—that the guy who makes 'em swallow the blurbs must be a pretty thing very close to the heart and ear of the sponsor when the star faints from the heat and the speller says, 'Please, let me go on in the part, the request carries double weight. Thus Tiny Ruffner is written into the script, Graham MacNamee joins the vaudeville act, Jean Paul King becomes an impresario, Don Wilson plays assistant hero.

Now comes Von Zell. A nice pleasant voice, a good announcer. But a personality to dominate a program? Even in summer? Not with the material they handed him on the first program. Not with the semi-silly uncertainties of the character the script drew for him to fill. Or maybe nobody listens much or cares. Summer shows are 45% net of the winter average anyhow. Perhaps it's just a tax they're paying to hold the time and the frequency discounts.

Well, it won't bog anybody down with brain burdens. It's light. What they call—generous explanation for fluff production—'summery.' Lively, if not memorable music by Oscar Bradley, Vivien del Chiesa, the inevitable soprano, and the Ken Christy Swing Choir for the fashionable note of novelty.

Stoopnagle and Budd were funny when they started, but the stalling stuff was just that. Revue seemed a hodge-podge affair. A half hour that seemed longer. Not dull. Yet

**'SURPRISE PARTY'**  
With George Patterson, urton Blackwell  
30 Mins.—Local  
**HONEY KRUST BAKERY**  
Friday, 9 p. m. CST.  
WAVE, Louisville  
(Elmer-H. Doe)

An ether adaptation of the old parlor games idea has its moments which are likely to intrigue listener interest, but frankly appraised from a showmanship angle, the 'stage waits' are long and pallid.

Blackwell, program director, and Patterson, announcer, have called upon their many weeks of sidewalk interviewing to help them stage a 30-minute stunt night program, with guests crowding the studio to join in the fun, all in the interest of good old Honey Krust bread.

Stanza starts off with a couple debating on 'Should a husband wash the dishes' and the like. Each participant is allowed an opportunity to discuss pro or con the question propounded, and per ited a rebuttal, after which each is presented with \$1. Next the old game of 'ghosts' is played, with eight persons playing the game. In this game 'dead air' was conspicuous by its frequency, the while those participating were cudgeling their brains for the correct answer.

Final stunt was the game of 'states,' with studio guests volunteering the names of state capitals. Idea back of this game okay, but buzz of conversation in studio, and overlapping of voices made general effect to listeners a bit confusing.

Cash prizes are awarded to those winning the games, and studio audience gave audible expression to their evident enjoyment of the funnest. Listeners were invited to send in suggestions for games and stunts to be used on future programs, and in return cash prizes were offered for the best selected.

Commercial credits at opening and close, as well as midway in the period, were plugged briefly and to the point. No doubt, that stunt show of this kind packs plenty of interest for listeners hereabouts, and staff emcees Patterson and Blackwell deserve credit for enterprise and taking every advantage to build laughs and general program pacing. Hold.

not glittering. Nothing unbearable. No reason to put down the Tom Collins and turn it off. Proving, if people must be disagreeable during vacation time about showmanship, that half as much for summer can't be made to seem any more than half as much and that announcers, like comedians, are at the mercy of their material. Land.

**OLSEN AND JOHNSON**  
With Gertrude Niesen, Benny Burt, Eddie Kane, George Hamilton's orch.  
30 Mins.—Local  
**RICHELIEU OIL CO.**  
Wed., 7:30 p. m.  
KFI, Los Angeles  
(Hixson-O'Donnell)

Kind of a show that will make the RFD lads drop their plows and run to the nearest set, ut not so in the urban centers. Isen and Johnson radio routine is too dated for the city mob and the comics have made no effort to modernize the formula or the gags. The Olsen stock laugh is still the topper. Only thing new is the femme scream at the opening 'to be sure everyone is awake.'

Benny Burt is dragged j for a dialect bit that would be funnier if Farkyakarkus and others weren't first. The Greek restaurant gag has been done so many times and much funnier that it slowed down the show's otherwise brisk tempo.

Music end of the piece okay. Few can toast up a torcher ith more finesse than Gertrude Ni She's the Benny Goodman of the vocalists and what she did with 'St. Louis Blues' was fiery, no less.

George Hamilton's tunes are novel and possess rippling rhythmatuzz. Copy writer rates a bow for keeping the plugs in decent bounds. Petrol outfit, after years on the coast air with newscasting, is making its maiden venture into the revue field. Show will click if O. & J. can be fitted into more modern tops. Rest of the program doesn't require much tampering. Helm.

**CHUCK THORNDYKE**  
'Behind the Cartoons'  
15 Mins.—Local  
Sustaining  
Thursday, 8:45 p. m.  
WINS, New York

Tenth interview by Chuck Thorn-dyke in his 'Behind the Cartoons' series brought Harry Hershfield to the mike. Harry has been interviewed on the radio and been air-waved as emcee so many times that it was a cinch assignment for Thorn-dyke. Off-mike chuckle of Thorn-dyke was at times baffling but maybe he couldn't help it. Or possibly he thought it spontaneous and essential backgrounding. Not so bad the first five minutes, but after that irritating.

Hershfield, who is as accustomed to radio as he is to drawing 'Abe Kablebale,' related a fresh batch of anecdotes on his own experiences and those concerning other noted cartoonists. Subject matter nice, indicating okay scripting but Thorn-dyke seemed nervous or perhaps over-anxious. Wear.

**SONJA HENIE**  
Dramatization  
9 Mins.  
**CHASE & SANBORN**  
Sunday, 8 p. m., DST.  
WEAF-NBC, New York  
(J. Walter Thompson)

Skater-pic Sunday, guest-of-the-week on the Saturday 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 hectic and humorous as it was.

Dramatization was 'The Romantic Young Lady,' short and light piece by the Spanish playwright Martinezz-serra. It dealt with the familiar young girl who fell in love with a writer of romantic novels. It was not too strong a vehicle. Bert.

**GOLDEN MELODIES**  
With Henry Trustman Ginsberg Org-  
chestra and Mino Bonaldi  
30 Mins.—To Red Net NBC.  
Sat., 11:30 a. m.  
KOA, Denver

A program not released in Denver but originating in KOA studios and fed to around 65 stations on the red net of NBC.

Orchestra has 12 of best musicians in Denver union—mostly violins with cellos, a flute, clarinet and piano being used for variety. Output is tops in melody, harmony, and appeals to old and young. Spectators balconies are full for these shows. Orchestra does best on 'In a Chinese Tea Room,' but even to a discriminating music lover there really is not much choice between their offerings. Program is varied, with arrangements by Carl Weininger, imported by KOA from Chicago two years ago. Weininger is also on an organ program of his own over KOA.

Henry Trustman Ginsberg directs and gets out of the men all they have. Mino Bonaldi, with a rich baritone voice with plenty of volume and range, does several numbers, one in his native tongue, Italian. Bonaldi feels the music when he sings and is able to transmit it over the mike undiminished in even a small amount.

On this program Jean Dickerson, now on the Bayer Aspirin air show, got her start, and Bonaldi should soon follow her on big time. Program is used as vehicle for plugs for Colorado as place to live and vacation mecca. Rose.

**JANE FROMAN**  
With Don Ross, Freddie Lightner, Tune Twisters, D'Artega's Orch.  
30 Mins.  
**JELLO**  
Sunday, 7 p. m. DST.  
WEAF-NBC, New York  
(Young & Rubicam)

Program sabbing 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 could be improved; chatter also at times too rapid for easy follow.

Lightner's big slice 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 impressi n would have been heightened.

Miss Froman is a strong soprano, and she stood high above the program. Ross is an affable m.c., sings acceptably and does nice straight for the humor. Tune Twisters are a standard ir harmony group.

D'Artega's (omits given names, which are Alfonso Armando Penandez) orchestra is a newly organized unit and sounded slick on the straight stuff, accomps and acrobatics. This is the first whirl for the conductor on a network spread. Bert.

**PEPPER-UPPERS**  
With Roy Cowan, Ruby Mason, Jimmy Jeffries, and Alex Keese  
Orchestra  
Music, Songs  
30 Mins.—Regional  
**DR. PEPPER BOTTLING CO.**  
Sunday, 4:30 p. m. CST.  
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 noticeably prominent, but rhythm section subdued to a point hardly audible. Vocal numbers turned in (Continued on page 44)

**ANOTHER NAME**  
for value

**50,000 WATTS WCAU PHILADELPHIA**

ROBERT A. STREET, Commercial Manager

Follow-Up Comment

(Continued from page 43)
by Ruby Mason and Boy Friends...
Camel program is twice as good...

BENNY GOODMAN ORCHESTRA
30 Mins.
CAMELS
Tuesday, 9:30 p.m.
WABC-CBS, New York

Camel program is twice as good now that it is only half as good...
Goodman boys toss a snatch of melody at the peasantry...

THE BOSS
With Ray Collins, Betty Gardé
20 Mins.
A. & P.
Thursday, 9 p.m.
WABC-CBS, New York

It remained for Kate Smith and her Bandwagon program to give the radio a chance to show what they can do in a spot of their own...

MAURICE BROWN
CELEBS
15 Mins.
Sustaining
Thurs.-Thurs., 8:45 a.m.
WABC, New York

Satisfactory filler-in for the morning hours. Maurice Brown offers classical compositions, but wisely concentrates on the lighter variety...

AS YOU LIKE IT
With Letha Stevens and Patricia Kay Lawrence, Russell Dorr
Orchestra, Songs
15 Mins.
Sustaining
Thursday, 9 a.m.
WABC, New York

Well above average music. Boys didn't clear recitations in various modes. Uses brasses and saxes to effect...

BARRYMORE'S 'MACBETH'
With William Farnum, Elaine Barrie, Mary Forbes, Henry Hunter, Creighton Hale, Will Prior
45 Mins.
Sustaining
Monday, 9:30 p.m.
WJZ-NBC, New York

Radio writers have recently organized with the ultimate objective of unturning the guild flag of the industry...

Streamlined Shakespeare has its moments. And it is probably mauled out of necessity rather than irreverence...

It is now clear that Shakespeare as adopted to allow a monologist a chance to strut his stuff...

Notable among the Shakespearean plays assembled before the NBC mikes the last three Monday nights has been the confusion of voices...

MEN OF ZEST
With Cluecas Male Octet
Local Music
15 Mins.
Sustaining
WEDNESDAY'S CATALPUB
Mon., Wed., Fri., 6:30 p.m.
WBBM, Chicago

Stick Stewart spotting is exemplified in the featured vocalists who have been for food account slap on a typically femme appeal show...

HAMPTON STADS REGATTA
30 Mins.
Local
9:30 a.m.
WTAR, Norfolk, Va.
(Hanf-Metzger)

WTAR did a slick job of short-waving description of the two-day Hampton Regatta, picked up from station's short-wave experimenter...

RAY PERKINS
With Helene Daniels, Willard Amison, Sid Gary, George Stone, Frank Knight, Embassy Trio, Kay Men, Brusiloff's Orchestra
60 Mins.
Sustaining
Sunday, 9 p.m.
WOR, New York

Remodeled variety of WOR's old Saturday (30) session, but the change being the addition of Ray Perkins as m.c. and headliner...

Perkins keeps the mike busy, sandwiching the acts with his familiar brand of spoofing. Still works in the fashion he used on the Peenamint jersey, and it's dependable foolery...

What 'Hi There Audience' seems to need most at present is something in the way of a novel program setup that gives the show more distinctive character...

SOVIET FLYERS TESTIMONIAL
With Lowell Thomas, Ambassador A. A. Troyanovsky, Vilhjalmur Stefansson, Valery Chkaloff, Alexander Bialkoff
60 Mins.
Sustaining
Wednesday, 10 p.m.
WJZ, New York

Ultimate in something or other, but talk—talk—talk. It's dramatic, also it's summer. Banquets are smallpox to most people and the only redeeming feature...

Someone at the speaker's table kept coughing near the mike. Sounded like the best national broadcast strangulation...

LUD GLUSKIN
Musical
With Virginia Verrill, Clarke Ross, Three Hits and a Miss
30 Mins.
Thurs. 8:45 p.m.
Hudson Dealers of Calif.
KXN, Hollywood

Satisfactory summer offering that should find its stride after a bumpy shove-off. After hitting off a neat opening note on 'The Power and the Rain', Gluskin went ordinary...

Ross, a romantic barytone, and a quartet with a gal in it, tried to be themselves without attempt at show-manly flourish and succeeded in giving the piece some semblance of balance...

Greta Palmer continues to be one of the most colorful lady word-tossers on the air in her series over WOR for Walker-Gordon...

Babe Ruth is playing the comic in his baseball spels for Sinclair over WABC these nights. Has the same frog-voice delivery and his interjection will still grab a Pulitzer prize...

Ken Murray got off a gag of extremely dubious taste 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...

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 don't do it very well...

Palmsolve wisely concentrated on the music last Wednesday (30) in airing an edition of 'Pink Lady', but it remains questionable if the effect isn't partly lost by letting Jessica Dragonette do the announcing...

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 Andre Kostantantz's orchestra accompanying...

Parker sings four numbers as his share of the half-hour. Opening program by giving a well-selected array of songs in nice contrast...

Robert W. Horton, Washington correspondent, did a good reporting

BOB BURNS
With Local Bob Rogues, Phil
Orchestra
Transcriptions
15 Mins.—Local
HI-SPEED GAS
9:30 a.m.
WJZ, Detroit

Waxed on coast, 15-minute show has as permanent attractions Bob Burns and Phil Harris' band. At least that's the way it is presented on the show...

job for CBS on the tax avoidance-evasion hearings before congressional committee. Horton kicked on the 11:5-1:30 p.m. spot, as he had on a previous, and longer, series of broadcasts...

Beauvais Fox, publicity agent for the Mohawk Drama Festival on the Union College campus, Schenectady, N.Y., told us of his experiences with many stars and their antics at an afternoon WGY interview...

Roland Young, stage and screen comic, lived up to his best traditions as a sly humorist on his guest appearance on Bing Crosby's Kraft Music Hall program last Thursday (1) night over Equitv...

Mischa Levitzki, on same show, introduced as being on the broadcast for the fourth time, readily showed his skill in acting being carried over as he went through ventriloquist routine with Burns...

Mutual's ambitious 60-min. Sunday night summer-entertainment sponsor program presided over by Ray Perkins continue just fractionally beneath proper grade for network show...

Pacing was poor and Perkins himself was affront the mike too much for what his material and stuff was worth. Musically it was ok with radio vets Helene Daniels, baritone Sid Gary, tenor Willard Amison and the Keymen trio stallingwarting...

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 spot of her new series with Hal Kemp over CBS for Chesterfield last Friday (2) night. Swinging into a vocal early in the show, she was joined by her son. She was forced to a complete stop, had to ask Kemp to 'take it again' and wait for the introductory bars to start again...

Varady of Vienna is ok in her ultra-ultra swank in the commercials on its Old Youth Face Cream series over Mutual at 12:30 noon Sunday evenings. Blubs are spied in a single shot. Original in WGBH, Chicago, at another hour and, since the local station and Mutual can't be lined up for simultaneous airing, program is recorded for the WOR broadcast.

### Last Week's 15 Best Sellers

- It Looks Like Rain..... Morris
  - Merry-Go-Round Broke Down..... Harms
  - Sweet Lullaby..... Select
  - Sailboat in the Moonlight..... Crawford
  - Blue Hawaii..... Famous
  - Was it Rain?..... Santly-Joy
  - Never in a Million Years..... Robbins
  - Where or When..... Chappell
  - September in the Rai..... Remick
  - Cause My Baby Says It's So..... Remick
  - Toodoo..... Shapiro
  - You and Me That Used to Be..... Berli
  - Dream In My Heart..... Harms
  - Carelessly..... Berli
  - Hum a Waltz..... Miller
- \* Indicates fimsulson son others are pops. 1 Indicates stage production song.

## ANTI-BRIBERY PACT WIDELY WINKED AT DANGER OF TRADE COMMISH PROBE CITED

### Santly's Columbia Tunes

Santly Bros-Joy will publish the score of Columbia Pictures' forthcoming 'When Life Begins with Love.' Ben Oakland and Bene Russell co-authored.

'What Makes You So Sweet?' will be the top tune.

### Harry Fox Warns Music Biz That Hypocritical Behavior on Competitive Issue Has Become Real Threat to All

Music Publishers Protective Association last week took recognition of the resumption of wholesale plug bribery in the industry. In a meeting attended by publishers and their professional managers warning was given by Harry Fox, MPPA gen. mgr., and Joseph V. McKee, general counsel, that if the practice were not immediately suppressed the pledge of fair trade practices which was signed last August would be discarded and the industry would again find itself under investigation by the Federal Trade Commission.

objective was making a good showing on these lists and it was their suggestion that the industry could go a long way toward curbing bribery if this incentive were eliminated.

### Warn String Music Teachers Not to Lift Copyrights

When the American Guild of Fretted Instrument Teachers holds its annual powwow in Detroit next week it will be in receipt of a message from the Music Publishers Protective Association asking that the members be given a word of caution about the practice of making their own arrangements of copyrighted numbers. MPPA publishers have been complaining that these teachers 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 ukulele books by these publishers.

Initial move to bring the situation under control was the appointment of a committee of professional men. It will be up to this committee to do the cleaning up from within. How seriously their own jobs are threatened was impressed upon them at the meeting last Thursday (1) when several publishers declared that the bribery from competitive quarters were not stopped they would dispose of their professional staffs entirely and go in for general plug subsidizing.

One professional contactee admitted paying out of his own pocket for a plug so that his total for the week would be just enough to get him 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 Variety be requested to refrain from the publication of plug recapitulations.

Gathering of the pop music contingent had been instigated by letters received from a couple of publishers declaring that they wanted their names withdrawn from the pledge which became effective last August. Letters asserted that the bringing of band leaders and artists was more rampant than ever; that the attitude of the industry toward the pledge had become hopelessly hypocritical and that those invested with the administrative authority over the pledge were not the least interested in taking action against the culprits.

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 Tantz.

Eyle Tomerlin and Andy Iona Long have peddled two new songs, 'Polynesian Romance' and 'Just About Right' to Vanguard.

### Agin' Weber Trust Fund

Louis, July 6. Opposition to proposal of American Federation of Musicians to establish 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 union 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 battle royal and is still echoing in radio circles.

Ruckus began when L. Nazaar Kurkdjie's band on Pirschner's Showboat 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.

Announcing the new Gordon and Revel score for the forthcoming Darryl Zanuck-20th Century Fox Product:

"YOU CAN'T EVERYTHING  
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 waltz  
**I HUM A WALTZ**  
from 20th Century's  
"This is My Affair"  
**KITCHI-MI-KOKO ISLE**  
England's Novelty Hit  
**MILLER MUSIC, Inc.**  
610 BROADWAY • NEW YORK

**DUKE'S**  
New Smash Hits  
**SCATTIN' AT THE KIT KAT**  
arranged by JOE HAYMES  
RECORDED ON MASTER AND VARIETY RECORDS  
**Caravan**  
EXCLUSIVE PUBLICATIONS, Inc.  
1812 BROADWAY, NEW YORK

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**  
From THE PAN AMERICAN CASINO REVUE  
**DON'T YOU KNOW OR DON'T YOU CARE**  
LEO FEIST, Inc. 1629 BROADWAY NEW YORK

### Pubs-SPA Memorandum Pact

#### Synchronization and Transcription Issue Now Crystalized for Vote

A. M. Wattenberg, counsel for the Warner ros. music interests, and John Schulman, Songwriters Protective 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.

several of the major indie publishers, who contend that the old arrangement of 33 1/3-1/3 for the writers was an equitable one. These indie 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.

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 checker-upper who would be stationed in the MPPA i.e.s.

Proponents of the 45% net split are faced with the opposition of

**Harms 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 Bldg., MACK GOLDMAN, Prof.

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**  
By Lew Brown and Sammy Fain  
**THE WIDOW IN LACE** **NEW FACES**  
By Walter Bullock and Harold Spina By Charles Henderson  
LEO FEIST, Inc. • 1629 BROADWAY NEW YORK

THE COUNTRY'S BIGGEST SONG HIT!

# 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**

VISIT OR WRITE

TEN O'CLOCK TOWN  
STARDUST ON THE MOON  
YOU'RE PRECIOUS TO ME  
A-HUNTING I WILL GO  
TOUCHED IN THE HEAD  
WHAT A HEAVENLY NIGHT  
TWO ROCKING CHAIRS  
IF WE HAVE A RAINY SUNDAY

Orchestrations 50c each

RADIO CITY - N.Y.

Warren and Dubois Greatest

YOU CAN'T RUN AWAY FROM LOVE  
I KNOW HOW  
THE SONG OF THE MARINES  
CARRY ME BABY SAYS IT SO  
THE LADY WHO WOULDN'T  
NIGHT

REMIK MUSIC CORP., N.Y.C.

HOLLYWOOD SONGS

The English Swing Novelty Hit

'CUBAN PETE'

Watch This Number Sweep The Country!

Still the Nation's Walk Favorite

'SEVENTH HEAVEN'

HOLLYWOOD SONGS, Inc.

RCA BUILDING-RADIO CITY-NEW YORK  
PHIL KOHNHELFER, Gen. Mgr.

Top in the Music Business

THE YOU AND ME THAT USED TO BE  
GONE WITH THE WIND  
Nick Kenny's New Song Hit  
MY CABIN OF DREAMS  
CRAZY DREAMS  
CARELESSLY

IRVING BERLIN, Inc.  
799 SEVENTH AVE., NEW YORK HARRY LINK, Gen. Prof. Manager

GORDON and REVEL Click Again!

in 20th Century-Fox's "WAKE UP AND LIVE"  
Featuring Walter Winchell, Ben Berni and Alice Faye

NEVER IN A MILLION YEARS IT'S SWELL OF YOU  
THERE'S A LULL IN MY LIFE WAKE UP AND LIVE  
I'M BUBBLING OVER

Robbins Music Corporati 799 7th Ave., New York

**\$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 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 engagement 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 Kenneywood Park, Pittsburgh, for two weeks and Austin Wylie into West View Park for similar stay. MCA handled first and CRA the second.

Rudy Vallee orch set by Leo Salikin of CRA Chicago office, for the week of August 23 at Chicago's lake front celebration.

Josephine Huston and Eric Madriguera orchestra open tomorrow (Thursday) night at the Surfside, Atlantic City, replacing Shep Fields band, with Bert Frohman.

Frankie, 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 Erie 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, looking for a series of Friday night fraternity dances at the Hotel McAlpin roof, N.Y.

Maurie Sherman band dated for the Cherry Queen's Ball of the National 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 Collins band at Westlake Terrace, Indianapolis, for summer, has added Jennifer Sheffer, Indianapolis to replace Eleanor Hansen. Latter got herself spotted by Lucille Ryman, Universal talent scout and

**Most Played on Air**

- Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday (June 27-July 3)
- It Looks Like Rain (Morris)
  - White or When (Chappell)
  - Yalboat in the Moonlight (Crawford)
  - \*There's a Lull in My Life (Robbins)
  - \*They Can't Take That Away (Chappell)
  - Merry-Go-Round Broke Down (Harris)
  - \*All God's Chillun Got Rhythm (Robbins)
  - \*September in the Rain (Robbins)
  - Carelessly (Berlin)
  - Gone With the Wind (Berlin)
  - You and Me That Used to Be (Berlin)
  - Strangers in the Dark (Berlin)
  - \*I Know Now (Remick)
  - \*Tomorrow is Another (Robins)
  - \*Cause My Baby Says It's So (Remick)
  - Image of You (Remick)
  - You'll Never Go to Heaven (Donaldson)
  - Miller's Daughter Marianne (Stapout)
  - Having a Wonderful Time (Paul-Pioneer)
  - \*Never in a Million Years (Robbins)
  - \*Sweet Lulland (Select)
  - \*Whispers in the Dark (Stapout)
  - \*Me, Myself and I (Words and Music)
  - \*Message From Man in Moon (Robbins)
  - \*Was It Rain? (Sanely-Joy)
- icates filmusical song. reduction Number.

departed for Hollywood with her mother.

Charles Lanterman's band playing nightly at the Carmen, Mt. Airy Hills, Pa.

Bernie Whitman's orch set for summer 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 engagements at Saltair, Utah, July 6-7. Outfit heading east.

ed Nervo-Mildred Bailey organization one-nites Sunday (11) at Lake Compounce, Bristol, Conn.

Bob Crosby band plays Roton Point park, South Norwalk, Conn., next Sunday.

Oak Grove Casino, Milford, Conn., working lanche Calloway's orch. Sunday.

Nano Rodrigo tango orch is the new Patio del Sol, outdoor terrace at the Traymore Hotel, Atlantic City, for the summer.

Orchestra of Duke University studies dishing out the dance tunes on the S.S. Bremen this summer.

**Berlin's Film Four**

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 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 Gasparre's orchestra in Chicago set, beginning 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 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 Renewals**

Associated Music Publishers, Inc., last week renewed the licenses for its transcription library through the Music Publishers Protective Association. New agreement runs to June 30, 1938, and involves a minimum payment 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.

**Music Notes**

Edgar Leslie and his wife left last week for a round-the-world cruise.

Harry Wurtzel purchased 'Lonely River,' tune by S. H. Samuels and Robert Joseph.

Harold Adamson and Jimmy McHugh authored a new ditty, 'Once You're in Love,' at Universal.

Gus Kahn, Bronislaw Kaper and Walter Jurmann clefted trio of ditties for Metro's 'The Ugly Duckling' titled 'Never Was There Such a Perfect 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 orchestra. He was formerly on the CBS publicity staff.

**ASCAP's Coast Meet**

Hollywood, July 6. 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-Ascsep 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 dance.

Charley Arnes's option at ill Green's Terraced Gardens, Pittsburgh, lifted for additional month. MCA handled.

MOVIE TONE TOPICS

Announcing Three Big Song Hits from "SING AND BE HAPPY" The New Musical Musical

'Sing and Be Happy'  
'What A Beautiful Beginning'  
'Travelin' Light'

MOVIE TONE MUSIC CORPORATION  
SAM FOX PUBLISHING CO.  
1250 SIXTH AVENUE  
NEW YORK

"POLYNESIAN ROMANCE"  
"JUST ABOUT RIGHT"

By LYSLE TOMERLIN and ANDY IONA LONG, Writers of "SOUTH SEA ISLAND MAGIC"

VANGUARD SONGS  
11 Hollywood Blvd., Hollywood, JULIO ALONSO, Prof. Mgr.

A great musical score from MGM's production featuring:

**"A DAY AT THE RACES"**

The swell score, by Gus Kahn 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 CORPORATI 799 7th Ave., New York

Sensational Song Hit From RKO "New Faces of 1937"

**PECKIN'**

The New Summer Sensation

**IS THIS GONNA BE MY LUCKY SUMMER**

Will Hudson's Latest

**YOU'RE MY DESIRE**

Season's Finest Ballad

**MOON AND SEA**

The Comedy Hit of 1937

**TODAY I AM A MAN**

**MILLS MUSIC, Inc.**  
1619 Broadway • New York, N. Y.

**FOX**

FLASHES

Two New Instrumental Novelties by the Fabulous of "Nola" and "Folly"

**"CHINA DOLL PARADE"**  
**"WHISTLING MOSE"**

Distinctive Piano or rechestra Specialties

**SAM FOX PUBLISHING COMPANY**  
1250 SIXTH AVENUE  
NEW YORK

Witmark Presents

HOAGY CARMICHAEL'S **OLD MAN MOON**

From Hal Roach's MGM Prod. "Toppers"

From "CHEROKEE STRIP"

**MY LITTLE BUCKAROO**

The song with the Hawaiian flavor

**LITTLE HEAVEN OF THE SEVEN SEAS**

By Schell and Jerome Writers of "Buckaroo"

WITMARK & SONS  
1250 Sixth Ave., RCA Bldg., N. Y.  
SOLLY COHN, Prof. Mgr.

-Wide Hit

**SEPTEMBER IN THE RAIN**

WARREN and DUBI

REMIK MUSIC CORP.  
1250 Sixth Ave., RCA Bldg., N. Y.  
CHARLIE WARREN, Prof. Mgr.

# 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 uplift societies.

Those interested in the upbuilding of the show business will 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 closing. 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 easier to work along the lines of least resistance than to attempt seriously the production of low-cost, low-priced entertainment. It was simpler to place increased stress upon nudity than to endeavor to raise standards of entertainment to a higher level. When one stripper failed to excite a proper commotion at the box office, it was easier to add more strippers than to improve comedy and production 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 polite Broadway shows. It spoke the language of the unlettered. It did not awe them with its pretensions. 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 will be framed to appeal to those of slow mental perceptions. The comedy will 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 silly. 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 burlesque standards will not be profitable. Burlesque went too far. It would only invite comparison to follow that model. The new form must be different, distinctive, amusing—and clean.

# Shuttered Philly Negro Vaudeville House, Burley Attacked As Obscene

Philadelphia, July 6. Negro vaude shows at Nixon-Grand theatre here and burlesque figured prominently in charges filed Thursday (1) by Mayor's Crime Commission that District Attorney isn't doing all he could to protect morals of good people of Philly. Report made several months ago by commission, which consists of five clergymen, has just been made public. D. A. replied that it was "file, untrue" and "full of slimy innuendoes." Regarding burley, which is now shuttered for summer, the commission said: "The District 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). The programs during the week of the Commissioner's survey were particularly lewd, suggestive and obscene. There was a dancing comedian advertised as 'Tanya,' who seemed determined to tear her body apart as she entertained lewdly. The whole program was inexplicably lewd."

The place was crowded with men, women and children of both colors and all ages. Children as immature as seven and 10 were present. The report passingly referred to a lure of police to take action against 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.

## Mal Hallett in Theatres

Mal Hallett orchestra does two week engagement at the Paramount theatre, N. Y., opening July 21, following with the Earle, Philadelphia, Aug. 6. Dates then follow at Iroquois Gardens, Louisville, Ky., Aug. 13; Michigan Theatre, Detroit, Aug. 15; Steel Pier, Atlantic City, Aug. 31, and the Metropolitan, Newark, Sept. 6. Hal LeRoy will augment Mal Hallett's orch at the Paramount, N. Y., starting July 21. It'll be the hooter's first pop stage date on Broadway in some time.

# DUCHIN GETTING \$17,000 FOR 2 MIDWEST WEEKS

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. Duchin at the Palmer House.

# PHILA. NITERIES STILL DIVING

Philadelphia, July 6. Niteries, which hit punkaroo biz about two months ago, are still traveling downhill trail here. Ops look for nothing promising till mid-September, either. Three of the top spots are now shuttered. Latest to go is 1214 Club. 21' extinguished couplea weeks ago, as did Frankie Palumbo's. First time in 54 years that the Palumbo spot closed. Only four big midtown spots are operating now their swinging doors aren't swinging much. They are Benny the Bum's, Arcadi, Adelpia and Walton Roof. Two ace clubs clicking neatly now are Anchorage and Evergreen Casino. Both have terraced dining space and dance floors. Anchorage, a river drive, and Evergreen, on Roosevelt Boulevard, are picking up much of better auto trade coi.

# Sandrim, Charles Reading the Show For N. Y. Int'l Casino

Charles, Jacques producers, are now in New York readying the show to inaugurate the new International Casino atop the Criterion theatre, N. Y. This cabaret-theatre, a la the French Casino, will feature 'international' type show and Sandri Charles, et al. are currently casting the American components on this side. The foreign talent will come over later. Spot is to open end of 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 Coconut Grove, Los Angeles. His wife, Ethel Shutta, sails Saturday (10) for a Honolulu vacation before returning to engage actively in the new niterie venture.

AUSSIE ACTS SHOVE OFF Hollywood, July 6. Four acts are sailing from Vancouver for Melbourne Wednesday (8) to tour the Australian circuit. Group, all booked by Sam Kramer, Coast rep for Tivoli, it includes Three Flames, Henning and Betty, Earl Pope and Lang, and Christy and Gould.

# Hill's 2 Elephants-5 Ponies Act Cops Chi Dept. Store Showmanship Race

Chicago, July 6. Week-by-week competition among Chicago department stores to see who can put on bi show, tied in with merchandising, was won again last week by Goldblatt's. Did it by lugging Will Hill's Society Circus, including two elephants and five ponies, up to the ninth floor for six shows a day, four-day run. Acts were used in conjunction with bargain sale. Everything tied-in including a 28-page newspaper size giveaway, store front and interior decoration. Of the six shows a day, two were with the elephant team, two with the five ponies, and two the combined circus. Store jammed

# New Faces Feature the Opening Of What May Be Big A.C. Season

## Osterman Now Also Niterie Producing

Jack Osterman, who on a comeback is now in his seventh week at Mario's Mirador, N. Y., more or less a producing producer for the spot and will put on a new show to open next Tuesday (13). Osterman has organized guest Wednesday nights and a week ago. Arrangements with the Hotel Astor Roof, Rudy Vallee and his entire troupe held the Mirador floor from 2:30 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

George Black Jr., son of the London theatre operator, has joined the New York office of Music Corp. of America. Figures on the band and niterie business 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 commission on alleged liquor violations. Quiz is result of intensive drive launched couplea weeks ago on gambling and rum violations in the Macomb area, which surrounds Detroit. Among the better spots warned at conference in Lansing were Blossom Heath, Lido, Venice Club, the Chale, Lake Shore Golf Club and Mike's Bar, serving a swank Grosse Pointe clientele. All were called on the carpet for alleged Sunday liquor sales. Club Lido and the To-Jo Farms niterie were fined two weeks ago and gambling devices smashed by Macomb officers. 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 Chale, \$50.

Atlantic City, July 6. For the first time since prohibition days, shore night life is swinging into high. Only the mayoral ban against nudity and the legislative bar against semi 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 Pennington and Little Jackie Heller.

Babette's new Atlantic room, there is Rudy Vallee's Stanley Meahan, who is slated as the main male vocalist with the Three Sophisticated Ladies handling the comedy assignment. Meahan is an Atlantic City boy and former electrician 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. Jack Pepper, dancer, features the breezy show at the Chez Paree, which is the Frenchified moniker of the old Beau Arts. La Costa and Lolita, a clever adagio team, are doing a turn in the small but talented show at Renault's Tavern, where Etzi Corvato's orchestra is installed for a second season. Aberdeen All and Ravidia, dance team, are at the colored Club Harlem. The Brooks Twins are camping at the Old Club Madri, which has reopened under the name of Suzanne's. Ralph Weloff's Paradise boasts an all-colored revue headed by Kloak, one of Cab Calloway's prodigies. Ann Branco is the vocal attraction at the Torch Club, along with a pair of 'nut' comedi Jackie Miles and Lenny Kent.

Sheila Barrett is just now the biggest 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.

Hotels Laying Off None of the Boardwalk hotels have opened up very strong, due to labor strike. Several of the more important hosteries 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 cocktail spots, 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 Shelburne 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 club carrying the title of 'Burl-Esquire,' with talent doubling from the Globe burlesque show nearby. The Bankers Tavern is putting a Skyway show, headed by Arthur Budd, while Joe Ray leads the 'French Follie' at the 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 winds at the beach have one with the wind. Popular prices prevail most of the establishments.

## Pro Nights to Fox, B'klyn

Because of the fact that the Paramount, Brooklyn, has been averaging a profit of over \$5,000 weekly but the Fox part of the three-way Fabian-Paramount-Warner pool, hasn't been doing well, the professional nights were moved Friday night (2) from the Par to the Fox. Fabian who operates the Fox and Strand under the pooling arrangement with Par and WB, controls the Fox and operated that prior to being over at the two theatres in downtown Brooklyn. With moving of the pro nights to the Fox, it is house now has stage entertainment two nights each week, there also being an amateur radi hour every Monday will be continued.

"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 Raye and Naldi shape up as one of the truly novel ballroom teams on both sides of the Atlantic. Seemingly aware of the svelteness of the other terpsichorean technicians—Veloz and Yolanda, The DeMarcos, Ramon and Renita, Dario and Diana (about to split, for marital reasons), et al.—Miss Raye and Naldi do their terps with showmanship and eclat, combining an adagioesque theatricalism with finely developed routines. The lifts, holds and 'pictures' in the course of their Viennese waltz, tango, paso doble and the encoring rhumba, are different right down the line.

They're the surprise hit of the Rainbow Room and responsible for considerable repeat patronage. Naldi's strength as an understander, yet preserving the grace and ease of ballroomology, is amazing, and Miss Raye is a highly worthy vis-a-vis. The Continental dance team merits much attention in America, and will undoubtedly get it."  
Variety Issue June 30th—ABEL GREEN

# Mary Raye and Naldi

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.





Rainbow 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 niter to book an interpretive dancer...

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'...

CIO Loses Out in Philly Niter 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...

Diamonds for Dallas

Diamond Bros. (3) have been set for six weeks at the Pan-American Casino, niterly adjunct of the Greater Texas-Pan American Exposition in Dallas. Open Aug. 21.

Kalcheim's Coast Trek

Nat Kalcheim, of the William Morris agency in New York, is en route to the Coast, Left N. Y., Thursday (1) by train, with a stop-off first in Detroit.

AGENTS

Birthday, Everyday, Convalescent Greeting Cards In Boxes and in their place Very Liberal Commissions Write for particulars DOROTHEA ANTEL 228 West 72nd St. New York, N. Y.

RUDY VALLEE

Dressed by SIDNEY FISHER

75/77, Shaftesbury Avenue 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.

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, treasurer; Romaine Proctor, Springfield, Ill.; Blanche Hutto, Ft. Wayne, Ind.; Don Vestal, Chicago, and Martin Stevens, New York.

Saranac Lake

By Happy Benway As usual, the Downie Bros. Circus was here; Col. Charles Sparks again opened the show for every one connected with show biz.

Willard C. Patterson left the Rogers hospital for a change of 'downtown' ozone. He is now private cottaging.

Alice Carman, singer, who has seen 10 years of this thing, holding up nicely.

James Seelye, Loew theatre treasurer from Miami, Florida, here as a new zoner.

The John Loudens are New Yorking and messing around New Jersey for a fortnight of vacasching.

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 Banchi, Marya Blake, Theodore G. Bodwell, Robert Wm. Burke, Patricia Gann, Camille Carpenter, Fib Climas, Ethel Clouds, John De-Giovanni, Alfred DeLorraine, Eddie (Cardomone) Dowd, John Edwards, Herbert Elder, Melvin Fox, Murray Friedman, Mildred Gardner, Harry Gordon, Jennie Grande, Marjorie Greene, William Oliver Janney, Dorothy Kruse, Beatrice Lee, Dan. H. Rose, 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, Salvatore Ragone, Ford Raymond, Milton Reich, William J. Robertson, Martha Gill Rogow, Edward Ross, Michael Schultz, Garry Sitgreaves, Ben Schaffer, Joseph Top, Brian Tracy, Mark Vance, Eddie Vogt, Irving Wilbur, Henry G. Wunsch, Jules Zwilling, James Seelye.

Claude Lawson, 68 Lake Flower avenue; John Dempsey, 19 Broadway; Chris Hagedorn, 26 Church street; Katherine Keenan, 49 Franklin avenue; Russ Kelly, 19 Broadway; Alice Carman, 66 Lake Flower avenue; Jimmy Cannon, Northwoods San; Arthur Alvarez, c/o W. N. B. Z.; Ray Ketchum, 10 So. Hope street; Jimmy Marshall, Rainbow Lodge; Harry and Charlie Barrett, 302 Broadway; Manny Lowy, Ala-Yuk 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 deal.

15 YEARS AGO (FROM VARIETY and Clipper)

Columbia Amusement Co., burley wheel, celebrated its 20th anniversary. VARIETY got its 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 toward 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 flat. 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 booked.

Chorus girls in the Cantor show staged a riot on the stage of the White Garden the closing night. Had expected to work all summer and 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, mostly German, anticipated the coming season. Bars only recently down for 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 spots 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.

Show offered for the single admission July 4 included Belle Baker, Kay Kysner 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

Indianapolis, July 6. Failure of supply of electricity for 30 minutes in downtown theaters 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 vaudeville 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.

Niterly Reviews

GRAND TERRACE (CHICAGO)

Chicago, July 3. Newly built Grand Terrace is named after the spot its operator, Ed Fox, made a big something in Chicago niter life a few years ago. Located a little farther north, it is probably the most pretentious black and tan niter in the country. Not alone is this because of its physical equipment, but because Fox knows his black-and-tan clientele from one extreme to the other, and incorporates this knowledge into every detail of cafe set-up.

Cafe represents plenty of money; big money. But wisely spent, for the niter 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 completely mirrored wall and ceiling in the room the raised bandstand has a latticed glass background. Whole room is indirectly lighted, and both dome and glass have fusing colored 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 septias is in to give show a big effect, and their work is good. Opening number, 'At Your Service,' has two exponents of their style. African Zulu interlude shows good routing.

Billing is divided between Fletcher Henderson's band and Ada Brown. On opening night, the band was too loud and too brass, a serious 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 any exponents of their style. Purcell and Johnson, exhibition dance team, are fair, with so-so routing and execution, but better than average costumes.

Singers with the band, Chuck Richards and Dorothy Detricke, 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.

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 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 was booked here for a month but is fitting in so satisfactorily with Wivel requirements that Svend Jorgenson has extended the date for another month and may option her further. She isn't what might be expected with Smorgasbord, but neither are others on the show, and that doesn't 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 madcapery, and the novel decor at the Hotel Lexington, transforming the former Silver Grill into an Hawaiian atmosphere, are the pacemakers in the hula-hula invasion of N. Y. They're setting the vogue now and while the Hotel Roosevelt and others are slated to follow, but why are they doing OK business because (1) the new atmosphere is seasonally refreshing and (2) it's a new thing all over 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 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 Waikiki. Andy Iona's orchestra, with Ray Kinney featured vocally and Meymo Holt doing native Hawaiian terms, comprise the Lex's shaks.

The rainstorm 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 singer at the Nelson's Boxing Cats, last seen at the Hotel New Yorker; Gloria Cook, James Keegan, 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, succeeding over to Promenade Cafe in Rockefeller Center.

From the standpoint of the Lexington, which formerly played semi-nude bands, it's quite a saving; and besides, the spot's doing more business than ever before. Andy Iona's Islanders don't cost what a Rockwell O'Keefe band used to stand the Hitz management and so, while the vogue lasts, it's a b. o. hypo and a saving at the same time. Iona and Kinney are both prominent on the Decca records. Jac Lissman did the Lex's decor. The designer of the Pago-Pago room at Leon & Eddie's also rates billing because his is an even more intricate creation.

Both spots naturally feature tropical drinks and South Seas dishes to fit the atmosphere. Abel.

(Continued on page 62)

The THEATRE of the STARS Marcus Loew BOOKING AGENCY GENERAL EXECUTIVE OFFICES LOEW BLDG. ANNEX 160 WEST 46TH ST. NEW YORK Bryant 9-7800 J. H. LUBIN GENERAL MANAGER SIDNEY H. PIERMONT BOOKING MANAGER

MUSIC HALL, N. Y.

Standard stage portion supplemented by new faces of 1937... Leon Leonidoff's absence abroad... Florence Rogge has again put on a good show... 'Variations in Blue' would have rounded out its variety...

him. Annette Ames in baby outfit builds up some bright quips... Duke Ellington's unchallenged cream of all colored combos...

TABOR, DENVER

Denver, July 2. With a few weeks of the present caliber of stage shows could you expect a good nut at the Tabor... Opening routine was with gay color and variety...

STATE, N. Y. Duke Ellington's unchallenged cream of all colored combos... heard, police clanking standing out along with the clanking of rocks and missiles...

CHICAGO, CHI

Chicago, July 3. Many a \$4.00 show has lacked the entertainment and production which Balaban & Katz has given the city...

Blue Hour tees off with Rubinstein's 'Romance' and features Edwin Eustis and the Glee Club... Palatial lighting by Eugene Braun...

PALACE, CLEVEL.

Cleveland, July 6. Low grosses for the past month at RKO Palace, the town's only fresh stand, is causing some confirmed flicker wisecracks to argue that Clevelanders are absolutely cold...

HIPP, BALTIMORE

Baltimore, July 3. It's 'jibe' music on the Hipp stage this week with Benny Meroff up to his same old tricks...

EMBASSY NEWSREEL, N. Y.

Paramount's full footage on the fatal Memorial Day riot between steel strikers and Chicago police...

TOWER, K. C.

Kansas City, July 3. Merchandising department this week has been busy in peddling June St. Clair...

Pathe's clips revealed a grasshopper plague in the west and an unending drought in California...

ORPHEUM, SALT LAKE

Salt Lake City, July 3. Too much July 4 atmosphere kept previous record crowds away from Orpheum...



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 Chicago (9) Contoletta Bros & C... Arthur LaPlante Co... Henry Youngman... Paul Haskon... Alice Chapelle...

Loew

NEW YORK CITY States (8) Arthur LaPlante Co... Condos Bros... Henry Savoy... Gus Van... Arvid Johnson...

HENRY SHEREK

Presenting HOWARD BROOKS IN LONDON in LEDDY & SMITH

Paramount

NEW YORK CITY Paramount (9) Emery Deutsch Ed... Marvyn Lawrence... CHICAGO Louise Matney... Top Hatsters Co... Metropolitan (9)...

Warner

PHILADELPHIA Marie (8) Washington Radio Station KTW Jack Green (2) N T O Rev... Pittsburgh Stanley (8) Duke Ellington Co... The Lathrops Henry Arnetta

London

Week of July 5

Cantechury Mesano Ed... Domhion on Rico Ed... Max Miller... Fred Bresin... Gresham Sin... Marie Eve... Maurice... CAMDEN TOWN Gaumont (2) Willred Greene & Clayton... Garvey & Mac... Canton & Helen... Claude Williams... EAST HAM Granada... Raymond Smith... Serrano & June... Dalton W. Tolio... KIMTOWN Kinrite... Shly Howell Ed... Drury & Ramond... FINEBURY PARK Antioch Ed... Joe Loss Ed

Provincial

Week of July 5

LIVERPOOL Paramount... Turner Layton... MANCHESTER Paramount... Lewis Diaperos... PLYMOUTH Palace... Bertini & Ed... Wario & R... Con Kennel & Puir... Hervi Beresford... Debono & Thomas... Stix & Box... Stella & Pinar... Arta Zella... SALISBURY Palace... Dora David

Cabaret Bills

NEW YORK CITY Barney Galiant's... Hotel Gov. Clinton... Hotel Monteleone... Hotel McAlpin... Hotel Monteleone... Hotel Monteleone... Hotel Monteleone... Hotel Monteleone...

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Ozzy Club... Irene Bosaley... Ancherage... Philadelphia... Lorraine Rhoads... Silver Lake Inn... Joe Millipoff... Joe Millipoff... Joe Millipoff...

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Nitery Placements... 'Xavier Cugat' orch... Yolanda, Gracie Barri... Rodney McCleannan set for the five-week racing season beginning July 25, at Arrowhead Inn, Saratoga, N. Y.

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PHILADELPHIA

Philadelphia... Lorraine Rhoads... Silver Lake Inn... Joe Millipoff... Joe Millipoff... Joe Millipoff... Joe Millipoff... Joe Millipoff...

New Shows at WSAI

incinnati, July 6. Nixon Denton, sports editor of the Times-Star, who has been doubling of late with a humorous chattering stanza on WSAI, is now sponsored on that station by Twenty Grand cigarettes. His air Mondays through Fridays for 15 minutes at 6:30 p.m. McCann-Erickson, N. Y. C.

Inside Stuff—Radio

(Continued from page 39)
... 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 competitor—on the air head of them two or three times a day. Boss pointed out their 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 newscast. And from then on the news hours have dec...

Speech made by Senator Wagner (Dem., N. Y.) over WEVD, New York's labor-union station, June 25, was transcribed by Morris Novy program director at WEVD, for resale to other stations: Novy wired almost every station in the country, offering a copy of the waxed spool at \$1.50 each. Wagner upheld CIO side of the currently raging industrial wars in the Midwest, four Michigan stations immediately snapped up the disc, including WJOP, Detroit. Other stations which aired the e.t. over the weekend are WPEC, Boston; WELI, New Haven; WFEN-WRAX, Philly, and WBNY, Buffalo. All these broadcasters regularly carry union organizing programs on commercial basis.

recently started a subsidy agency time buyer about joint of \$7,000 a year. The agency man shook his head. The rep appeared nonplussed. Again the agency man shook his head. The rep appeared nonplussed. Well, he said, you 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 not knowing why the agency specialist rejoined, 'If you must know, I'm not interested in working your organization at any price.'

# B'WAY'S \$14,000,000 IN '36-7

## Arbitration to Determine Who Should Pay Jimmy Savo's Final 'Inn' Salary

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 to the Inn, which produced it, or the cast of 'Inn.'

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 \$550, 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 provision, however, that the chorus be guaranteed regular salaries. On Monday night of the closing, when 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 since, 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 the show. Warners had people present at a Westport try-out in which the comic appeared last summer 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 Gaxton 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 proffer 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 the 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 18. Play deals with the Constock days and is by William S. Hurlbut. Now being rehearsed in Los Angeles, play is in three acts and six scenes.

After try-out here, show will go back to Los Angeles and then possibly to New York. Edwin McGregor is producing 'The Story to Be Whispered,' which at one time had been announced for roadwork 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,' which provided the 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 New 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 last season.

Budget for 'Virginia' is \$150,000 and may run another \$25,000. 'Road' cost over \$500,000 but more than half that sum in structural changes within the theatre 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 coin, 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 book 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 in the air when he returned from the Coast last Saturday (3), but he is now east in the fall. Understood John Golden wants him for the lead in 'Susan and God' and has several other offers. His commitments may prevent his playing the lead in 'Susan' opposite Gertrude Lawrence. Play is being rewritten and is expected to be brought to Broadway this fall. 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 13 REAL SMASHES

\$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 \$1,303,200 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 Varnery's box office estimates, was \$13,886,300.

Hit shows of the 1936-37 season 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 \$1,353,200. Holdover clicks from previous seasons, eight in number, drew \$3,571,200. Of the 1936-37 hits, biggest grosser was 'The Show Is On,' which piled up a total take of \$771,000. Next was 'Tovarich,' with a \$653,500 gross. Other big money makers: 'The Women,' with \$457,000; 'You Can't Take It With You,' \$385,000; 'Yes, My Darling Daughter,' with \$253,500; 'Stage Door,' with \$256,100; 'Tonight at 8:30,' with \$254,500; the Katharine Cornell plays 'Candida' and 'Wings and Victory,' with \$230,800; 'High Tor,' with \$237,000; 'Ziegfeld Follies' (new edition), with \$340,000; 'Brother Rat,' \$285,500; 'Having Wonderful Time,' \$175,500, and 'Babes in Arms,' \$125,500.

Moderate successes also piled up some impressive totals. 'Red, Hot and Blue' pulled in \$620,700; 'Fredrika,' \$156,500; '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 a 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 against a bid of at least \$500,000 to open.

The McClintic 'Hamlet,' with John Gielgud, Judith Anderson and Lillian Gish, drew an estimated take of \$267,800. 'Masque of Kings' was good for \$147,500. 'High Tor' ran up a gross of \$237,000. 'Tovarich' was the top grosser of the holdover shows, rolling up an estimated total of \$759,200 during its second season on Broadway. Other notable figures for the holdover shows were 'Idiot's Delight,' \$527,500; 'Boy Meets Girl,' \$479,000; 'Tobacco Road,' \$404,200; 'Victoria Regi,' \$404,000; 'On Your Toes,' \$370,500; 'Three Men on a Horse,' \$196,000, and 'Pre-Honeymoon,' \$129,000.

Miller of the producers the Shuberts slipped ahead of Gilbert Miller a bit on the estimated grosses. Figures were around \$1,600,000 the former, with the latter running only about \$1,000,000 less. Considering two of the Shubert hits were heavy-expense revues, 'Idiot's' and 'Show Is On,' however, while Miller's two major clicks were less expensive to operate, 'Victoria Regi' and (Continued on page 55)

## Reinstatement of FTP Dismissed Ones Depends on Mrs. Flanagan's Decision

**Bragging**  
Caravan Theatre of the WPA Federal Theatre Project figures it's about to win the ultimate 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.

Successful reconstructions of bona fide professionals in the WPA theatre project in New York, now appears to be up to Halli Flanagan, the Federal relief's national director. That resulted from a conference in Washington last Friday (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. Flanagan.

## 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 embark into the legitimate theatre 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'Brien, Linnit & Dunfee, British producers, are lined up with Warners in the enterprise.

## 'Road' on Dixiana Off When Rammed By Coast Guard

Performances of 'Tobacco Road' suddenly stopped Monday (4) aboard the showboat tied up at a dock in Michigan City, Ind. Closing did not come as the result of conflict with local authority but the stage was ruined when the showboat was rammed by The Hawk, a coast guard boat, formerly owned by the present Duke of Windsor. Vessel was so badly damaged that it cannot be repaired within one month. Company was called back to New York but may play update 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 its license, but acceptance was refused and the mandamus actions followed.

Manager denied that, by getting a license from the Department of Commerce, he intended avoing 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 situation, time was found to discuss Mrs. Bryant's resignation. It was resolved to offer her a two months' vacation with pay, during which time she is requested to reconsider her resignation.

It is the first 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 1918.

Armed with figures and percentages the committee 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 earn their living in the theatre prior to government's stage relief project. Basic argument is that the appropriation was specifically made to aid pros.

Union heads made further appeal on behalf of their people on the let-out list, claiming that a check-up shows 28% of those in the legit division are of non-professional rating. Stated that of the supervisory 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 was (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 continue to strive for more satisfactory results regardless of the dismissal deadline.

Percentages show that the stage hand let-out approximated 50% of those on WPA in New York. Only 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-outs, 35 of whom were chorus people, principally acting as extras.

Stated by Mrs. Flanagan that it cost between \$12 and \$13 per person (Continued on page 55)

## '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 retroactive, which provision was volunteered by the management. Players are to be paid the entire amount deducted if subsequent grosses prove.

Should 'Time' hold to its bettered pace 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.

Chairman of Albert Cowles, originally stage manager, who walked out after a preview performance, was settled by Mark Connelly, show's producer, before he left for Hollywood. Manager contended 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.

# Stagehands Union Opposes P. A.'s Contract With Managers, If and When

Broadway managers will again fuddle with the New York Theatrical Press Agents in reference to the contract sought by the p.a.'s League'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. TMAAT 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 TMAAT 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 either. Stated in prior 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.'s 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. P.a.'s came back by saying the higher figure applies only for exclusive services.

## Denver's Munny Audi Lost 25¢ Per Annum In 29 Yrs. Operation

Denver, July 6. According to a report issued by City Auditor William H. McNichols the municipal auditorium has never paid a profit in the 29 years of operation. Loss has totaled \$716,693, averaging about \$25,000 a year. The building cost \$891,000 to build. McNichols compiled his figures to show the city could not hope to realize enough rentals from a proposed stadium and convention hall to retire the \$840,000 rental fund certificates which the city would have to issue to build the coliseum. The highest annual loss of the auditorium was in 1917 when the deficit was \$60,840. In 1936 receipts were \$11,955, with operating costs \$27,987.

## 'Power' at Alcazar, Frisco, on Aug. 12

San Francisco, July 6. Peter Heiman, former European director and assistant to Max Reinhardt, has taken over the direction of 'Power' the Living Newspaper play, which the FTP will present at the Alcazar theatre here starting August 12. This is the play that it was said would never be 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, was loaned to the San Francisco project by New York. Heiman immediately took hold of things and 'Power' will open as scheduled. Watts was rehearsing the play when he was given his notice.

## Donald Cook Playing Five Strawhat Roles

Donald Cook, set for the cast of the Guild's 'Ghost 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., August 2, 'Remote Control,' at Cohasset, Mass., week of August 16, and 'Dearty Beloved,' (New) at Ogunquit, Me., week of August 30. Bob Kennedy, of Lyons & Lyons Inc., agent.

## 'Doll House' to Open Central City's Festival

July 6. The city's sixth annual three-week Play Festival gets under way here July 7 with Ibsen's 'A Doll 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 designs 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 tonight (6) for eight-week 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 MacFarlane, 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 Calhoun 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 Walstein, 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 Haydon and Phyllis Welch Set 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, Mass., 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)  
'Amphitruon 38,' (Lunt and Fontanne), Baltimore, Los Angeles, etc.  
'You Can't Take It With You,' (New Plays This Week)  
'The Lady of La Paz,' Lakewood theatre, Skowhegan, Me.  
'Calling All Men,' Cape Playhouse, Dennis, Mass.

## 'Hannibal' Players' Salary Claim Nixed

Arbitrators denied the claims of players in 'Return of Hannibal,' which Adrienne Morrison presented for one week in San Francisco last spring. It was contended that since they could not leave city until Monday following a Saturday closing, that rehearsal pay should not have been deducted. They claimed by staying in Frisco virtually meant the start of a second week.

It was proven, however, that two principals had departed on Sunday, so the claims were denied. 'Hannibal' was technically presented by Farnor, Inc., which was represented by Herbert Adams. Attorney voluntarily offered to pay \$5 to each player who got less than \$100 salary and who remained in Frisco over the week-end.

## Gil Miller's Office Denies Any 'Deal' With WB on 'Dr.' Play

While there is a contest over the film 'The Amazing Dr. Clitterhouse,' office of Gilbert Miller states that some of the reported facts are incorrect. Manager presented the show on roadways, having interest in the London show. That there is no understanding 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, he agreed on that figure with Norman Bright, the author's agent, before leaving London to produce the show in New York. Carl Laemmle, Jr., was advised of the deal over the Miller and the author's agent, Laemmle, however, offered \$50,000 for the rights which figure the agent accepted.

## New Playhouse Soon At Ogunquit, Maine

William Foster is appearing in the leading role of 'Hay Fever,' at the Ogunquit Playhouse the second week. In Walter Hartwig's center 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 Wulf. Hartwig expects to move into his new Ogunquit Playhouse, which is now practically completed, July 19, with 'Boys Meet Girl.'

## ENGAGEMENTS

John Barclay, Lenore Sorsby, Lester Lonerag, 3d, Starr West, Isabel Rose, Clara Thropp, Miriam Battista, Terry Jones, Clement O'Loughlin, Ralph Sumpter, 'Alias 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, Fairfax Burgher, William Packer, Arlene Peebles, Richard Sisson, Hal James, 'Twelfth Night,' Mohawk Drama Festival, Schenectady, N. Y.  
Joanna Roos, 'Sweet Newport Casino Theatre, R. I.  
Beatrice Terry, Guy de Vestel, 'The Secret Heart,' Newport Casino 21.  
Walter Williams, 'Many Mansi Berkshire layhouse, Stockbrl, Mass.  
(Al Trahan, Lady Yukona Cameron (Mrs. Trahan), Hotel St. Regis road, N. Y.  
Warren and Bodee, Cocanout Grove, Hotel Park Central, N. Y., with Jerry Blaie orch.  
Francis Pierlot, Eddie Green, 'Busman's Honeymoon,' Mt. Kisco, 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, N. Y., and Country Playhouse, Westport, Conn.  
Phidéal Rice, Jessica Rogers, Mary Arberg, John Senger, Arthur Gould-Porter, Melbourne Ford, Matthew Smith, Clifford Brooke, 'The Amazing Dr. Clitterhouse,' Rice Playhouse, Mt. Kisco, N. Y.  
Margaret Anglin, Thomas Robert Walsten, Philip Huston, Herbert Yostr, Martha Scott, H. Dudley Hawley, Edward Fielding, Otto Hulett, Mrs. Sears, 'My Darling 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 play-houses, 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 Halliday, who left the cast of 'Tovarich' at the Plymouth, N. Y., last week, may not return to the show again. Actor had been in good health for some weeks and finally collapsed in his dressing room after Saturday (26) night's performance. He is going on a nervous breakdown, he said Wednesday (30) for a rest in Bermuda. Physician has ordered him not to return or do any 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 permanently. Had previously intended touring with 'Tovarich' in 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, took over the role Monday (5).

Understood Osgood Perkins, who came east several weeks ago after playing the part in the Coast company of 'Tovarich,' was asked to go into the show in place of Halliday. Didn't want to do so, however, since taking 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 Beckhard, who will present a series of plays at the Loeb theatre in Santa Barbara, has signed Mary Astor for the lead in 'Ways and Means,' which opens Thursday (8). Bramwell Toppin are also cast.

## EMERY'S LEGIT YEN

Prefers That to Hazard! Another Picture

John Emery, recovered from the gallstones' attack he suffered when he came east to attend the opening of 'Road Block' at the Globe, N. Y., starts rehearsing this week in 'Busman's Honeymoon' to be tried out at Mt. Kisco, N. Y., next week, and at Westport, Conn., the following 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  
George Abbott is continuing 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 principals set for forced layoffs. Mary Mason is expected to leave for her country place at Westport, Conn., July 17, remaining out until September. Kathleen Fitz will probably visit her home on the Coast. Others' plans not set.

While it's understood the cast of 'Room Service' will not get 'must' layoffs, Eddie Allen 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, one roadways stand-out theatres, reopened its picture 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 'in 10 minutes.' It is possible that the New Amsterdam will house one of next season's planned musical comedies.

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 funds 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 city to suit by Reorganization Investment Co., owner of Arena, to enjoin use of \$5,000,000 Municipal Auditorium for sports 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.

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 sect city, but now practically all indoor sporting events are held in the Auditorium located 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

Philadelphia, July 6. Dates for Hedgerow theatre's 4th annual Shaw Festival in their Rose Valley have just been officially announced. 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—sixing performances a week—of the Irish playwright's works. New addition will be 'Too True to Be Good,' which bows in as the 123d Hedgerow production, on July 26, and will be given six performances in all. 'Arms and the Man,' 'Arms and the Man,' 'The Devil's Isciple,' 'Heartbreak House,' 'Getting Married,' 'You Never Can Tell,' 'Misalliance,' and a double bill of 'Androcles and the Lion' and 'The Lady of the Sonnets,' will be given twice each.

## Rehearsing at Church

Julius J. Leventhal is now rehearsing his road company of 'Boys Meet Girl' in the bell tower of the Union Methodist Church, N. Y., here he just finished readying touring troupe of 'Dead End.' Producer also operates houses in Brighton Beach, Asbury Park, Curran, Atlantic City and other eastern towns.



Summer Theatres

MARIETTE

lockbridge, Mass., ... Mariette ... opera ...

possibility that Broadway ... look next autumn at this fragile operetta ...

On the basis of Richard Hale's portrayal of the character, one may wonder why Louis Napoleon was forced to relinquish his mistress, Mariette, upon ascending the French throne.

Helen Ford, in the title role, faces a difficult assignment—difficult because Mariette begins as an almost embarrassingly demure girl, and ends as a sharp old lady.

One of the sprightliest bits in the play, the opening scene, features a urlesque of opera as it was sung in 1848, and still is.

this fashion, Guitry informs us, is history written. Miles, responsible for the adaptation, acquires himself creditably as director.

ALL'S FAIR

Centerville, Mass., July 7. Morris in three acts ... starring Emily Stone and Charles Collins ...

fectly suited to straw hats, it's Fair, as premiered here, falls short of hit calling ...

With the hapless 'Sea Legs' musical fresh in mind, and using it alone as standard of comparison, one would say that this current show is far better advantage in light dramatics.

Already set with a commendable, brief first act, an amusing, climactic second, and a short, snappy third stanza with a cute twist.

Eric Kalkhurst, as the stodgy young blue-blood with ancestral traditions, is very satisfactory, and he is convincing in the last act when he shows a softer side of his character's personality.

One of those juicy butter parts goes to Milton Parsons who plays it handsomely, first as sympathetic, adoring father-in-law, and later as Dillingham's resourceful gentleman.

One of those juicy butter parts goes to Milton Parsons who plays it handsomely, first as sympathetic, adoring father-in-law, and later as Dillingham's resourceful gentleman.

riage, combines the gush usually associated with Mary Boland and Bill Childers, but in all her swishings never lands solidly.

CALLING ALL MEN

Dennis, Mass., July 7. An intimate musical comedy in two acts and 10 scenes ...

In 'Calling All Men,' the new musical comedy, it looks as if Leonard Sillman has the making of a possible success when tightened and cut down.

Plot is built around the wide latitude supplied by an escort bureau, offering a number of sticky situations and sex-lore in amusing style.

Miss Coia has one big inning in which to strut her stuff in the first act with 'I Must Waltz,' cleverly danced with the boys.

'Calling All Men' has more to recommend than some musicals that have landed on Broadway.

Retreat from Folly

Mount Kisco, N. Y., June 29. Comedy in three acts by Amy Runey Collier ...

In a speech between acts on opening night, Day Tuttle, co-manager of the Westchester playhouse, credited Margaret Anglin not only with carrying the star burden of this script, but also with revising it thoroughly and assuming a heavy share of the director's duties.

Certain, her acting in the debut performance was a most strained and overwrought; the script still sags, and the direction lacks polish.

Plays the work of Amy Kennedy Gould and Eileen Russell, and served as vehicle for Marie Tempest earlier this year in London.

widow Maurice comes to her for advice about her first child, Derek and Elsa, whom she has not even seen since the divorce and who, it appears, raising merry hell.

MONTEZUMA

Pasadena, June 28. A dramatic fantasy in two acts ...

Presented as the first of seven plays in the third annual Midsummer Drama Festival of the Pasadena Community Playhouse, 'Montezuma,' is excellent historical pageantry, but falls far short of the mark as entertainment.

General idea is that Cortez, with a small band of Spanish warriors, enters the Aztec empire, thinking he was a new Redeemer.

Cortez, as revealed as very 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 is to out-thwart those who practice it.

This, incidentally, is the only touch of romance permitted to inure an otherwise staid recital of historical fact.

Armitage's N.O. Job New Orleans, July 6. Walter Armitage has been made producing director of the New Orleans Federal Theatre unit, it was announced last Thursday (1) by Mrs. Leo G. Spofford, state director of the women's and professional division of WPA.

Armitage will leave for Atlanta at an early date to produce an operatic pageant.

Here and There

(Continued from page 40) goes to the WMAQ transmitter with Courchene, formerly with KOY, to WENR.

Tom Turner new vocalist with Don Albert orch, station crew at WHN, N. Y.

KRLC, Lewiston, Idaho, scribed to World Broadcast, 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 Federation of Business and Professional Women.

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, vocalist, at WELL, New Haven.

Patricia Cook wound Sketches' season at WICC, port, and off to summer.

Joyce Rogers, New Haven tralto, added to WICC roster.

Joe Ripley, formerly announcing at WTIC, Hartford, until laid low by auto accident; recuperated and now onspiel staff at WABC, New York.

Charles Armstrong and Dorothy Weller of Connecticut WPA broadcasting division announced engagement.

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 counsel for the RCA Manufacturing Co., has become a partner of Milton Diamond.

Ed Harvey, program director of WCAE, Pittsburg, on vacation New York and Bermuda.

Dick Leonard, staff on KVOD, T. A. McClelland, Chicago, is back on the job after a six-week siege of pneumonia.

Eleanor Leffingwell 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.

Tastyest Jesters, with Pauline Alpert at piano, doing a theatre date July 16 at Michigan, Detroit. Agented by Henry Frankel.

Lewis Allen Weiss laid eral days with blinkers.

Jim and Marion Jordan (and Molly) cited the L. A. press gang, before hitting the trail back to Chicago.

Joe lense Columbi in from.

Jim Terney moved to Texaco show into Hollywood for the summer, turning over Wilshire-Ebell theatre to Harry Ommerley's Chesterfield gang.

Leo Tyson turned workmen on two new studios for KMPG in Beverly Hills.

Jacques Renard passing his milestone in radi in mid-month.



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Philly Mayor's Concert Burn-Up

Thought Divvy Inequitable, but Worried To Soon—Nothing to Split

Philadelphia, July 6. Rich Ferde Grofe led Philly Ork at Convention Hall here...

Symph Season in Hollywood Bowl Starting July 13

- Hollywood, July 6. Summer season of symphonies under the stars in Hollywood Bowl...

20th's Roxy

(Continued from page 7)

after the first year to an... board selected by the Federal Court...

Calif. Labor

be heard de novo (as if a new case)... Collier-Wallis versus Astor dates from 1930...

They Must Like Him

Alfred Picaver, pop American tenor, will sign up for another year of state opera...

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'...

JOSEPH SZIGETI OF HUNGARY SET IN U.S.A.

Joseph Szigeti, Hungarian violinist, has been set for series of eight guest soloist dates with American symph groups next...

Schima Kauffman Fiddles Again After Altercation

Philadelphia, July 6. Schima Kauffman, who drew \$80 a week as second fiddler for Philly ork all winter...

Pitts. Summer Concerts

Pittsburgh, July 6. Summer series of symphonic pop concerts from Schenley Park will be broadcast this year for first time over KDKA...

Sydney Rayner Visits N. O.

New Orleans, July 6. Sydney Rayner, Met opera singer, arrived Friday (2) to relax for a week at his home here before continuing on to Hollywood...

Philly Union Secy. Claims Manhandling Of Self and Delegation by 65 Policemen

JURY SKEPTICAL. Philadelphia, July 6. Judge Curtis Bok, former prexy, and generous sugar-daddy of Philly Ork, proved he knew his half-noles last Thursday when William Lista, an unemployed musician, appeared before him on charge of policy number-writing...

Legion

(Continued from page 1) and the bonus rail on Congress, should (but don't) know better. Unofficially, it is estimated that from 300,400,000 will visit the city...

Philadelphia, July 6. Rex Riccardi, secretary of Musicians' local here, charged he 'brutally beaten by Cossack palices' when he led a delegation of 30 persons to Washington to protest WPA layoffs in Federal Music and Theatre projects...

Weather Crimps Philly Dell's Opening Wk.

Philadelphia, July 6. With rain washing away one concert and threatening two others at Philly ork's outdoor shows in Robt Hood Dell, was a bare so-so opening week. Wicket clicked 24,000 times for \$12,000 for five concerts...

Milan's New Operas

Milan, July 6. Grand new operas will be trotted out for public approval during the '37-'38 season of the Scala, 'Margherita da Cortona,' by Refrice, and 'Prosepi' by Renzo Bianchi...

Road's Hypo

(Continued from page 1) lected by the contributors. What is termed an 'audience manager' would encourage ticket sales, with subscribers 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...

Bruckner Fests



Plays Abroad

LA REVUE DU RIRE

(Revue of Laughter) Paris, June 24. ...

This one is a production reckoned cash in on the influx of visitors ...

Opposite is another of the tried and true music-hall stars, Maurice ...

'Ideal Couple' brings as the first pair of newlyweds ...

Nothing unusual or extraordinary is offered in the show, but it contains enough of what it takes to make a revue to assure it of a good run.

Without so well chosen a cast, this play on a novel triangle question, might not be received enthusiastically as it was.

It is different from most of the others that have gone before, in careful avoidance of old-fashioned heroic in plot, idiosyncratic situations ...

This movement is upset by the arrival of the cousin's 18-year-old daughter, whose mother had remarried, this time to a boisterous

bookmaker, and she tells her father of her unhappy life in such middle-class bohemianism. Daughter feels instinctively that her father is carrying on an intrigue with the wife, and when she hears the older woman declare the girl interferes with their relations, the daughter accuses them, and says unless her father takes her 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 permit his cousin to depart, offers to send the young girl to Italy to study singing, and things are eventually arranged that way.

Outstanding is the fine characterization by Kenneth Kent in the role of the cripple. All the others in the cast, including the two comedy reppers, are skilfully handled.

The Great Romancer London, June 23. New play in three acts by Jules Epstein ...

After being tried out some weeks ago for a single Sunday performance by the Repertory Players, this latest play by Jules Epstein, Goodman had 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 coterie of literary 'ghosts' and amorous actresses.

THREE SET OUT

London, June 23. Comedy in three acts by Phillip Levey, produced by Margaret Webster at the New Theatre, London, June 22. ...

illated as a comedy, it has sufficient plot to come under the category of comedy-drama. In its present form, it is a good play, but not in a commercial way, and has more the makings of a descriptive novel than of a dramatic play.

illated as a comedy, it has sufficient plot to come under the category of comedy-drama. In its present form, it is a good play, but not in a commercial way, and has more the makings of a descriptive novel than of a dramatic play.

Big Outdoor Theatre Paces Italy's Legit

Rome, June 18. An outdoor theatre that can accommodate 3,000 spectators is to be built this summer in Rome's big public park, the Villa Borghese Gardens.

The 'Femi' Co., which is to be composed almost exclusively of femmes, will start its summer season at the Barberini Theatre in Rome, thence go on to San Remo, Salomaggiore, and finally to Milan.

Venice legit plans performances of 'Roi and Juliette' starting July 20 and performances of the old Venetian comedy, 'Il Bugiardo' (The Liar), Guido Salvini will direct 'Romeo,' while Renato Simoni is to direct the 'Golden Play.'

four regular dramatic companies that will tour the cities during the summer, there will be three 'Theatrical Circles'—one operating in the big cities, one in the small towns and villages. These 'circles' are furnished with complete equipment for setting up stages as well as seats, lights, costumes. They are manned by regular dramatic companies and their repertoires include the plays and operas that have been most successful before city audiences during the past seasons.

BUY ON 'VICTORIA' THE BIGGEST YET IN LONDON

London, June 27. A deal for any straight play has just been completed by Gilbert Miller. 'Victoria Regina' is to be produced at the Lyric Theatre, London, July 10. Deal is for 10 weeks at \$6,250 per week, and star two acts a half week after show's opening, as house is sold out till then.

London's Guild Plan

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.

and the novelist and the wife assist the husband financially in starting in business on his own in a big way. Eight years later the wife has given up her stage career for domesticity. The novelist, who had become engaged to another girl, is still a bachelor as his fiancée was killed in an airplane wreck. They all live together; the wife is bored with inactivity; the architect's eyes are giving out; and it develops he had taken all the money of the three of them and had squandered it on speculation. They decide the thing most wrong with them is that they had been too successful to continue their ambitions, thereby enjoying life.

Written by an actor, there is, as is usual in most cases when an actor can write a play, all splendid character drawings and lively dialogue. The three leading roles are bullet-proof for experienced artists; in the hands of Constance Cummings, Walter Hudd and Margaret Bland they take on the attributes of stellar performance. Jolo.

'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.'

Paris Expo, Open 1 Mo., Still Only Half Completed

Paris International Exhibition opens exact month, but can't be said, the impression the big show has made after the public has had 30 days in which to rummage around.

2,370,000 visitors have paid something in the neighborhood of \$600,000 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.

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, Russia, Italy, Switzerland, Sweden, Norway, Denmark, Holland, Palestine, Monaco, Portugal, Austria, Hungary, Luxembourg, Poland, Egypt, Poland, Baltic States, Japan, Czechoslovakia and Great Britain.

Much steel work is still showing on the United States building 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 inauguration so the interior can be finished. A two-day strike there last week retarded completion.

The foreign pavilions which are set to be finished are those of Argentina, Australia, Brazil, Bulgaria, Canada, Finland, Iraq, Italy, Mexico, Peru, Rumania, Siam, Spain, South Africa, United States, Uruguay and Venezuela and Yugoslavia.

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 Exhibition the bosses of something concerned with the big show have shown the workers, and directors, too, for that matter, 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.

Entire battle has on admission fee of 25 cents. Admission price charged for the Exposition itself is 30c, the other 25c is charged by the expo for entry into the Parc des Attractions which is entirely separate from the expo. This, the concessionaires claim, was not agreed upon.

Because of this, every display, ride, sideshow and lemonade stand in the park pulled down the shutters and told the costumers to scram, 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 entrance fee is eliminated.

Tibbett for Vienna

Lawrence Tibbett has his appearance in 'Rigoletto' at the opera some time in October. Will probably follow it

Nitery Openings Continue 2-Wkly Average in Paris

visitors no visitors, and whether those here are spending money or not, night club openings in Paris have kept up the average of about two a week for the last six weeks.

Fourteen spots in all have put signs in front of new interiors or for clubs which have changed hands, been redecorated, or just reopened. Largest contingent came within last two weeks with no less than 15 openings. Largest of these is the 'Eau Moulin Rouge,' where the Cotton Club Show with Teddy Hill's band is the attraction. High in Montmartre, this spot seats close 1,000. Operated by Pierre Sandrini and Pierre Dubout, it is run along the same line as the Bal Tabarin, which Sandrini also heads, but competition between the two places is practically nil, as offerings are diametrically different.

American music is in demand for the night. No less than seven of which are colored, are 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, Teddy Hill at the Moulin Rouge and Hayward Fowler 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 'Balalaika,' after several ibles 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 the final clinching of something which calls for 10% royalties, his \$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 stage in October. He leaves London sometime in September.

TWO LONDON LEGITS FAIL TO IMPRESS

London. The new production of 'The Wicked,' which opened at Daly's Friday (30) is an outmoded secret service-international spy plot drama. It's unconvincing playwrighting 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 Lion tried out a play at the Arts Theatre Club same night, titled 'In the Best Families,' with a view to future filming. Vehicle proved old-fashioned French farce, plot being about an infant left on a doorstep and three men suspecting themselves as his father. Play is crudely written and valueless.

Arrest Fem. Charging Lehar with Plagiarism

Mrs. Lanik Laval was arrested and will be charged with attempted extortion of Franz Lehar. She still claims that the book to Lehar's opera, 'Giuditla' 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 'Giuditla' will be produced at the Paris Exposition. She warned French authorities of the alleged plagiarism.



# Bank Nite Draws 14,949 in Cleve. As Expo Beats the Ram Hoodoo

Cleveland, July 6. Even with handicap of 18 days of steady rain that is giving concessionaires a load of snafus, the Great Lakes Exposition is nearly equalling 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 within 60,000 of the 1936 record, Saturday's (3) gate of 43,176 heads, second 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 exhibit on Saturday enjoyed S.R.O. business for the first time in a long while. Rose's Aquacade played to 14,000 customers with well-lined pikes in three performances. Ted Weems opened in the marine show three Friday for two weeks, following Xavier Cugat. Harry Harrison's Waterland, which has brought in Evelyn Chandler to headline the evening fantasy, attracted by attracting 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 tanking the lakefront fair. Team has been cooperating by selling special ball tickets which are okayed at centennial's gates.

**'Streets'**

Streets of World section, composed of nationally villages and interies, is jumping out of the doldrums created by a two-bits admish tax. Lincoln Dickey answered icks of concessionaires 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 alarm. It once belonged to the Inca Emperor Atahualpa.

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 sking charge for kids, the new 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 Friday lights 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 mug with the lucky number called didn't show up. Prize to be increased \$250 each week if not copped, making it \$750 this week-end. Last season it jumped up to about \$1,500 before somebody won it.

## PHILLY EXHIBS WATCH CARNEYS FOR GAMBLING

Philadelphia, July 6. Carney ops here being eagle-eyed for signs of gambling by film exhibits 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 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**

Salt Lake City, July 6. Utah state fair grounds here, with a seating capacity of 15,000, is being rebuilt to accommodate expected record crowds during Covered Wagon Days celebration, July 21, 22, 23 and 24.

Fair will be held during latter part of September. Already about 3,000 have negotiated for vari us contests.

## NEW CIRCUS GRIFT

**Hangers On Open Parking Strip Cars, Decamp**

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 where the 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 rifled and stripped, and the operators of the lots vacated before the completion of evening performance.

A special detachment of police camped on the grounds to prevent their operation here.

## RINGLINGS WIN SUNDAY SHOW

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 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 Council's position in rescinding the permit was "not exactly just and fair."

Shortly before the Sunday opening, police arrested Vaughan an assistant manager of the show on a charge of violating the city ordinance. He gave immediate bail and was released for arraignment in city court Tuesday when a test of the validity of the Sunday closing ordinance will be made.

## Fat Woman Shot

Louis, July 6. Josie Mae Brass, 39, formerly a fat lady in circuses and carnys, was shot to death as she slept in her home at Lexington, Mo., June 30.

Elmer Long, 40, who was living at Miss Brass' home, was found severely wounded in throat. He is held for questioning and Prosecuting Attorney L. I. Morris asserts Long shot self. Miss Brass quit show business several years ago at time when she tipped bank 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?'"

## WALLEDA 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 high 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 wooden floor and 40 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 troupe opened, Karl, head of the troupe, decided against the use of the "bicycles" because of the "fuzz" of the guy wires. He decided that the "understanders" should walk on the wires instead of riding bikes.

Lill, sensing trouble, 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 side-swiping the chair. Helen was knocked unconscious, as were Karl and Herman. Joe, burned by guy wires, was shocked. Herman was gashed.

They soon revived and received treatment in the circus hospital. Management announced, before the big show left for Utica, that the act would go on, but that Karl and Helen, his wife, would be out of action for a few days.

## WALLACE BR. CIRCUS STYMIES HOOT GIBSON

Detroit, July 6. Enjoyed 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 Hagenbeck 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

**Barnies-Sells Floto**  
Sterling, Colo., 12; Boulder, 13; Ft. Collins, 14; Greeley, 15; Laramie, Wyo., 16; Rock Springs, 17; Rawlins, 18.

**Ringling Bros.-Barnum & Bailey**  
Pittsburgh, Pa., 12-13; Columbus, O., 14; Dayton, 15; Springfield, 16; Toledo, 17; Detroit, Mich., 18-20.

# Fourth Ups Casa Manana Biz 25%: Titled Dance Pard Quits, No Gigolo

## HOXIE CIRCUS HUNG UP

**Attachments Tie Up Trick-Advance Crew to Ringling.**

Mont, W. Va.,

Jack Hoxie circus had its equipment impounded here under nearly a dozen attachments filed through justice. As the suits were not heard for several days, Mr. Hoxie, 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 light 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 short-handed all year by 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 re-trenchment in line with the preference for night-time stuff and took a big slice out of the day-time personnel. Frank McNeeny, director general of the fair, also took occasion last week to issue a formal statement denying rumors that the season would end before its scheduled time Oct. 31.

Jack Benny and Mary Livingstone were brought in over the holiday weekend to act as bait for the front gate. 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 Lynn 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 Flo 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 harmonica troupe will continue extra two weeks. Jack Arthur also will bow out with Art Jarrett taking over whole singing burden, excepting through Lanny Ross engagement, when Ross will sing one number, "Don't You Know or Don't You Care?"; Marshall reports he has The Craddock coming in and also has contracted Arren Broderick to follow Lanny Ross.

Marshall's sports program will begin July 15 and three-day with South American track and soccer stars meeting American toppers. The South American representatives already have reached Dallas.

## Fort Worth,

Attendance at Casa Manana, main attraction of the Frontier Fiesta, ran 25% ahead of the first 10 days of last year, getting the festa 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 for Tulsa after polishing up the performance. Bob Allen is staying an extra week to speed up the dancing 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," romantic song, and is expected to play it on his twice-weekly broadcast from a new studio just opened on the grounds.

Whiteman drove half night Thursday to take part in real cowboy reunion at Stamford, getting plenty of publicity and ing goodwill for the show.

Albert Johnson, scene designer, will remain a month to work on plans for a festa on wheels which Billy Rose, director general, has in mind for a fall tour. Carlton Wiler, technical director, will remain through run of Casa Manana.

Whiteman announced auditions for a girl singer which he hopes to obtain in Texas. He wants a girl who can go into the movies.

Count Nicoll 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 gigolo. The others stayed put, however. Di Caffa said he was not a gigolo and swore vengeance 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 6. Measures carrying \$4,500,000 for Federal participation in the rival World Fairs sketched 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 Golden Gate expo and a rewritten measure carrying \$1,500,000 for the Golden 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 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.

Committee for the Erisco jamboree embraces four exhibitors—sets for Interior, He 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 cabinetiers, 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 composed of member veterans employed by the Greater Exposition Shows, which are showing here this week.

There are 60 members and meetings are held weekly.



Crix Dwindle

(Continued from page 1)

creased. There are a few critics still on the drama job exclusively...

In Boston two of its best known critics died within a year. Most widely read was H. T. Parker...

Death and newspaper mergers were not the only factors in depleting the critical ranks. With the constriction of the number of shows...

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...

Few Contractees Only some of the critics in the metropolis are under contract. There are eight first stringers remaining...

Although not under contract, men like Brooks Atkinson of the Times are under weekly sales throughout the year...

In the days when the theatre was high the out-of-town critics came roadway in the spring and summer to look over plays which would visit their cities the following season...

While not infrequent for drama reviewers to cover pictures, only two film critics have become drama critics. Watts is one and Dordaunt Hall, formerly of the N. Y. Times, is another.

Radio has curiously failed to develop critics. Most of the radio columns are made up of comment or casual references to broadcasts.

Ansermet to Ravina Ernst Ansermet, Swiss batonier, arrived in N. Y. Monday from Europe. Left immediately to conduct the summer symph series at Ravina Park, Chicago.

WHAT THEY THINK

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?

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 the 'Tiger', 'Falka', 'Nadja' 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.

I believe that such a venture would meet with some favorable response could they be done with the old elc. 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 Coreilly, Marlon Marita, Bertha Ricci, to mention only a few.

Perhaps I am old-fashioned and talking out of my turn, but I am convinced that an adequate presentation of the old timers would prove acceptable to a host of moderns.

Mr. radford's Got Somethin' There Baltimore, July 1.

If evidence were needed to prove 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 \$10,000 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...

Editor, VARIETY: After reading week after week consistently about litigation, arguments and conferences and such that have been going on in regard to the matter of music works performed in various States, and that certain States in America are being to get away with the fact that they should not pay performing fees...

In your issue of June 2, for instance, you quote that the Nebraska law is framed along the lines recently passed by the Florida bill, which gives the purchaser of a piece of music the automatic right to perform it without further cost.

To any inded man who knows about the music business this is dreadful. Why not all this litigation and arguing

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 entree into any other part of America.

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 a 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 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 performance of any of the works that he controls.

I am sure your legal department, with all the knowledge and the facts at their hands, could publish a solution to stop all this expensive litigation. In conclusion, you might say, 'well what has it got to do with you. It only concerns us here inasmuch as certain of our works may be involved.

Yours faithfully, MACMELODIES, LTD. F. McMillen, Managing Director.

Gene Garrick's Performance Hollywood, July 2.

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 Noah 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.

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.

Bimber's (or )s July 1.

Editor, VARIETY: The perennial question: what's the cause for sheet music sales slumps? Oh so many people try to answer this question and always end up by an involved discussion and indictment of radio.

What you shortened the life span of music. Radio has obviously 'killed' a number of tunes quicker than might have been the song's life span. Yet, radio is not responsible for the continual decreasing sales in sheet music. I might have cut the sales from a million to a half million for the big hit, but it is paying performing rights for that!

No, another, and more logical cause, seems to be the real reason. The answer lies out in Hollywood where your songs are turned out for special picture situations. The song is well in the lim, but without the special situation they are insignificant. This is not a completely accurate statement because there are songs which are natural hits and they may come from pictures. But in general it seems logical that the rapid death which overtakes the song is attributable in great part to the films.

The public seems interested in buying songs which have come less from necessity and more from inspiration.

This, it seems to me at least, is the real reason that popular songs are reaching new lows in sheet sales.

Richard Imber.

No Weeps for Poor Vaudeville 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.

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 in pictures, or radio.

At Garfinkle. New York.

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 condensation, 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 ostensibly be 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 producer captured the real naivete of children. Instead they aim at a completely artificial, manufactured plot that has no more imagination or 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 Wiley.

Hery Mixing Philadelphai July 1.

Editor, VARIETY: I am glad to see your paper turning 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 patronage, and one more phase of 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 regrettable if the cupidity and short-sightedness of their owners shut this last door to the old-time variety acts and their successors.

Henry J. Collison.

Editor, VARIETY: According to the obituary columns the 'original' Little Eva of 'Uncle Tom's Cabi' is passing from the picture with increasing frequency. Scarcely an issue without a notice of her death, another 'original,' and yet the record is unusually clear.

The first serious presentation of a play based on the Stowe story was made in Troy in 1852, with Cordelia Howard as the Angel Child. Because of the success of the play and the absence of copyright protection,

Lively Trading

(Continued from page 4)

for featured players. Players hit 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 dicker 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 tolled 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 Gréta Garbo in 'Madame Walewska,' and goes next to Warners with Miss Colbert in 'Tovarich.' Sylvia Sydney has been with Goldwyn and Paramount; 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 top rank 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 this will work out to the best advantage only when they hook in with top-notch 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 sets. Thus Miss Stanwyck, Fred Stone and Herbert Marshall are contracted for six each annually but seldom make more than two at home.

'By 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 popularity.'

'Interchange of players,' said 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 possible alteration in the R.C. claim. The reason for the current interest in the R.C. claim situation is due to recent remarks made in open court by the special master which might be interpreted as indication of dissatisfaction with the proposed settlement terms.

Disposition of the RKO first-run film franchise in Broadway and the future operations of the R.C. Music 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 setup at large. Among other matters of the RKO reorganization situation in which the trade and creditors are generally interested is the possible findings which the special master may make regarding the status of the old RKO class 'A' shareholders. One or two of the principal holders of this class of stock are among disputants of the plan.

There were scores of 'Tom' shows produced within a short period, but little 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.

Tom

# Fun?

## SURE IT IS

*...and mighty strenuous too!*

"SPORT, even for the fun of it, can be tense and tiring," says Miss Gloria Wheeden, charming co-ed who here shows her skill at aquaplaning. "Yes, I smoke," she says. "When I feel let-down, I light a Camel and get an invigorating 'lift' in energy."

Miss Wheeden's enjoyment of a "lift" from Camels is shared by millions of men and women in all walks of life.

**A SUGGESTION:** When an active day drains physical and nervous energy, you can get a delightful "lift" from a Camel. And Camels never get on your nerves.

**1 SPEED IT UP!** 20 miles an hour on a skittery board is thrill enough! But Gloria Wheeden is a daring miss who hikes it up to 40 (above)—then (below) up to 50.

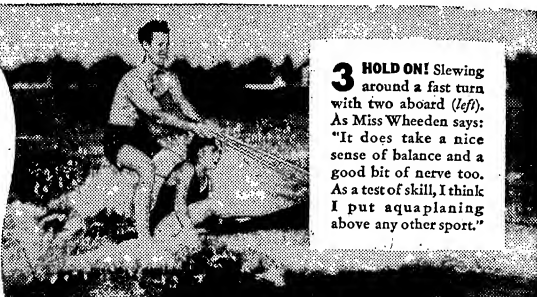
**2 S-T-E-A-D-Y.** This picture of Miss Wheeden executing a hand-standspeaks for itself. There's no doubt about *her* nerves being healthy. "Camels are head and shoulders on top for mildness," she says. "They don't bother my nerves a bit."

**1060 PARACHUTE JUMPS**—no mishaps. That's the amazing record of Floyd Stimson, who started smoking Camels 10 years ago. "I've found what I want in Camels. Mildness—tastiness—a bracing 'lift' when tired."

**BENNY GOODMAN SWINGS IT EVERY TUESDAY NITE!**

Tune in! Hear the trio—the quartette—and all of Benny's boys swing the popular favorites. Tuesdays—8:30 pm E. S. T. (9:30 pm E. D. S. T.), 7:30 pm C. S. T., 6:30 pm M. S. T., 5:30 pm P. S. T., over WABC-CBS.

"**MANY A TIME** I've smoked a Camel to get a 'lift' in energy," says Harry Burmester, printer. "Camels have the goodness you'd expect from costlier tobaccos. Camel's mildness suits me to perfection."



**3 HOLD ON!** Slewing around a fast turn with two aboard (left). As Miss Wheeden says: "It does take a nice sense of balance and a good bit of nerve too. As a test of skill, I think I put aquaplaning above any other sport."



**4 NOW FOR A PICNIC LUNCH.** "I always think of smoking Camels and eating as going together," adds Miss Wheeden, on the motor boat. "I smoke Camels—and enjoy the sense of well-being that good digestion brings me."

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# VARIETY

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## 5-DAY 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. For when they are looking at these two arts—which they contrive to do with all their might and main while at the same time managing also to look askance—they get all balled up and see the strip-tease and the fan-dance both as motivated by the same impulse and executed with the same end in view. This is very wrong. The strip-tease and the fan-dance have nothing in common; indeed, they are diametrically opposed, as Miss Sally Rand, fan-dancer, is generously loath to point out, but will, when cornered.

Miss Rand, fan-dancer—also business woman, picture star, dramatic actress, lecturer and philosopher—has never seen the strip-tease, because since she used to enliven our N. Y. town, one just didn't go to burlesque; and then when the intelligence 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 satisfied to be a fan-dancer—an artist who isn't coy, an artist who has nothing to hide, and doesn't hide it, an artist 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 Protective Association, but all approached shied away from the idea. They thought that the haste exercised by the writers in rushing the thing to market was not on the side of good taste, or just common sense.

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 its debt away with swing music. St. Peter's Episcopal parish is blasting away at a debt of long standing with 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 'shootin' 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 turn-overs at all, as most patrons parked themselves for the entire 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. 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 to (Continued on page 71)

## '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 Eltinge, in Times Square, though varying in quality, practically shout the question: Just what did burlesque go, and

### OFFSET TO EXTRA 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 CHARTIER

The great concentration for forces seeking unionization of all classes of employees, coupled with the fact that some industries and businesses have retained the five-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-

(Continued on page 71)

where does 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 luxe is riled because the big theatre hasn't had draw pictures lately. "They're ruining us with those bad pictures," is the lament.

### Geographical Span of U. S. Indicates Some Important Show Biz in the Sixx

#### Time Marches Back

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 its rivals 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.

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 wander 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.

### 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 bushel. Which means that the per capita allotment of spendable coin for amusements has skyrocketed to a 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

(Continued on page 71)

The road is dead? Maybe. But the sticks have found their own answer—their own extravaganzas. Just a peek at the names should tell the story. Dallas, Tex., with a midway, which costs approximately \$3,500,000. Rudy Valle Borrah Minevitch, Ted Pio 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 Hctor, Everett Marshall, John Murray Anderson, Clyde Hager, Moore and King, Charles King, Janet Read, Calgary Bross, Even a little spot named Prairieville, in Texas, not even a dot 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 picture 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, ideas emanating from radio and the unit shows which are being toured. 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 season by and with Noel Coward. Irene Dunne and Lawrence Tibbett are mentioned in the midsummer bubble as members of the cast.

# SEE G-B DEAL TO A HEAD AS METRO, 20TH EXECS CONVERGE ON LONDON

**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 here.

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 hush-hush policy as regards the future of Gaumont-British. John Maxwell has a suit against the Ostrer brothers due for hearing in November, with that an important factor in the no-talk attitude.

Understanding is that Maxwell's \$3,000,000 investment in Gaumont-British includes a five-year option on the Ostrers' personal holdings, which is the only hold-up on any deal between the Ostrers and Metro-20th.

Indications are that the Americans are prepared now to submit alternative propositions to clear 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, patronized by the picture mob, and an unnamed downtown Los Angeles chop-house.

Deal has been on and off for some time. 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 Charlie 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

Sol Shapiro, Mlle. Matoušek, Mr. and Mrs. Cyril Baumann, Anna May Wong, Charles Farrell, Mary Lewis, Belle Baker, Mr. and Mrs. Walter Damrosch, Rosa Strader, Ralph Blum, Carmel Mayer, William Goetz, Mr. and Mrs. Max Gordon, Peter Witt, Oliver Wakefield, Joe Jackson, Joe Shapiro, Music Hall Rockettes, William K. Howard, Anne Booth.

## Bank of England's Idea

London, July 13. Rumored here that the Bank of England has suggested that the Westminster Bank support the film insolvency situation locally.

Theory is that the B of E feels drastic action might seriously affect Lloyd's underwriting.

## ENGLISH BANK TRYING TO COLLECT

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.

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 frebug 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

London, July 13. Alexander Korda is having conferences with Lord Beaverbrook, N. L. Nathanson and Major Andrew Holt, 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 Artists.

### N. Y. to L. A.

American Ballet (25). Walter Anderson, Ralph Blum, Bill Goetz, Monroe Greenthal, Harold Hackett, Charles A. Leonard, Abe Lyman, Carmel Meyer, Sid Rechetnick, Raymond Scott Quintet, Harry Sosnik.

### L. A. to N. Y.

Barney Balaban, Bonnie Barnes, Sandy Barnett, Diana Bourbon, Danny Danker, Marlene Dietrich, Drew Ebersohn, Dave Garber, Harry M. Goetz, Mack Gordon, Stanton Griffith, Nelson Hesse, W. B. Lewis, Louis B. Mayer, Harold McCord, Louella Parsons, Paul Raibourn, Royer, Joseph M. Schenck, Rudolf Seiber, Jack Smalley, Arthur Stebbins, Howard Strickling, Benny Thau, J. D. Tracy, Milton Weiss, Lou Wertheimer, Frank Woodruff, John Zauf.

### VON'S STEN DICKER

Hollywood, July 13. Dr. Eugen Frenke is talking a deal with Josef von Sternberg for the latter to direct a new Anna Sten picture for Grand National.

Script is now being prepared.

## Song Pluggers De Luxe

Hollywood, July 13. Elissa Landi and D. J. Vescei have authored a new song titled 'Symphonies Under the Stars,' which will be peddled to Hollywood Bowl audiences this season, opening today (Tues).

Among pluggers lined up to boost the ditty are Nino Martini, John Charles Thomas, Grace Moore and Deanna Durbin.

## Standard Oil's Feature Film with H'wood Prod.

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 its feature-length showing the events in the life of an agent of Standard Oil in a small midwest community called 'Prairie 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., Hershell 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.

## Newsreelers Covering Strikes Without Too Much Annoyance

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 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 disorders.

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 an Ohio National Guardsman 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 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 enemies 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.

**Covering Up Each Other**  
Best protection the camera crews have in case of trouble is each other, it's explained. Knowledge that if

## Other News of Pix Interest

Rudy Vallee's program reviewed with Douglas Fairbanks, Jr., as guest star.....Page 48  
New Jack Haley, Chas. Winninger, Virginia Verrill, Meredith Wilson radio show reviewed.....Page 49  
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John Royal sends Bing Crosby \$100 check for Del Mar race-trackspiel and offers crooner sportscaster job anytime.....Page 35  
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Robt. Montgomery-Madge Evans radio show with Mrs. Wallace Reid, et al.....Page 48  
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Jackie Coogan's 'Hollywood Hit Parade' unit with Lila Lee, et al, starts tour.....Page 57  
Palmitove-Metro deal hot Tuesday but no signatures.....Page 38  
Eaily organizing radio artists.....Page 38

## Bischoff's Trio Ready

Hollywood, July 13. Three pictures go into production at Warners in August with Sam Bischoff producing.

Pictures are 'Hollywood Hotel,' Busby Berkeley directing; 'Swing As a Lady,' directed by Ray Enright, and 'Gold Is Where You Find It,' 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 'family' director and actor-vent 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 Somerset 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, 'Dis-honored Lady,' passed into climactic 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 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 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, including the filing of 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.

O'Brien, Driscoll & Rattery are representing the plaintiffs.

## Getting Hunk

Chicago, July 13. Newsreel cameramen are most unpopular lads in Chicago these days. Chi cops peevish over Paramount's newsreel shots of the Memorial Day fatal clash. One daily (Chi Times) is inclined to defend the cops and ride the cops for not releasing it originally.

One sign of the attitude by the police concerns traffic tickets. Newsreel companies here report an epidemic of traffic tickets being handed newsreel boys, no particular 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.

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 newspapermen, particularly the photographers, who are more easily distinguished.

In the last couple of years newsreel companies have at various times experienced considerable difficulty in getting shots of plane wrecks after a series of air disasters. Transport companies have lately learned it generally pays to cooperate, however.

## SAILINGS

Aug. 16 (Paris to New York) Dick Hery (Normandie)  
Aug. 4 (New York to New York) Mr. and Mrs. Clifford C. Fischer, with new French Casino Revue (Champlain).  
July 21 (New York to London) Ralph Reader (Berengaria).  
July 17 (New York to Bermuda) Helen Strauss (Monarch of Bermuda).  
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 Zauf, Benny Thau, Louella Parsons, Dr. Harry, Martin, Lou Wertheimer (Rex).  
July 14 (New York to Paris) Marlene Dietrich and daughter Maria, Rudolf Seiber, Mr. and Mrs. Paul Klepper, Dick Henry, Clifford Fischer, Jim Witterield, George Hale and 12 Hel-Girls, Peggy Hopkins Joyce, Nate Spingold, Jack Benny, Mary Livingston, John Royal, Joe Zimanich, Max Milder, Norman N. Durant (Normandie).  
July 14 (New York to London) Jack Whiting (Aquitania).  
July 14 (New York to Dublin) Eddie Dowling (Manhattan).  
July 10 (New York to Havana) Terry Ginsberg (Munargo).  
July 10 (New York to Hollywood) Abe Lyman (California).  
July 10 (San Francisco to Manila) Roy Scott (Pres. Taft).  
July 9 (New York to Paris) Jake Wilk, Max Reinhardt, Sam Eckman, Jr., Douglas Fairbanks, Jr., Billy Bennett (Ile de France).  
July 8 (New York to London) Mr. and Mrs. A. L. Ashby (Hansa).

# PIX BIZ CHILLY ON TELE

## Pathe Film in Experimental Visio

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, klyocycle location and permission wording be televised in some form, even though announced along the sound track. 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 'M. M. M.'s Gamble' with Peter Lorre, directed by Norman Foster. Following week will see 'The Great Diamond Robbery' 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 Stolorf; '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,' 'Sergeant Murphy,' 'Two Platons,' 'Missing Witnesses,' 'Block' that Kick, 'Adventurous Blonde' and 'Varsity Show.' The latter two are just about to cross the finish line.

## 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 stepped 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 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 Not,' starring Gary Cooper.

### Loew's UA Deal

George J. Schaefer, v.p. in charge of sales of United Artists, has concluded 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 guineas 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 go; I can't. And anyone else to kiss off the lot and all that's left to cut is the boss's 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 spot by Harry M. Warner, who, since the St. Louis theatre 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 Hollywood in charge, leaving the New York office personnel as is.

Opening at the New York end that Hayward 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.

## SEES TELEVISION 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.

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 televised idea, but then only as a novelty.

Haysians scoff at the idea that the Motion Picture Producers and Distributors of America, Inc., had any thought of attempting to take television on 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.

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 it tele places commercial programs on an extensive scale.

Players, writers, producers and directors are a few of necessities

(Continued on page 15)

## REPORTS ANEW ANENT 'TIME' FEATURE PIX

'March of Time' is quietly preparing 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 year that might be given 'March of Time' treatment or novel slant holding back the actual start of filming.

'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 in 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 decided on a story and other angles of treatment a year, 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. Expects to return to England where he is signed to direct for Alexander Korda (London Films).

## 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.

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 unwieldy.

Balaban stated that Paramount 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 situations which would prove beneficial from biz standpoint.

Barney Balaban and Stanton L. Griffis returned to New York Monday (12) and are expected to be present at a meeting of the board July 29.

## WANGER'S DUCE DEAL STILL ON

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.

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.

Dietz has the sequel already written, but hasn't got the first one more than blue-printed. Sequel is called '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 reality 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 rather 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 88)

## Lunts Interested In WB 1-Pic Deal, With Reservations

Hollywood, July 13. Deal is being talked between Warners and Alfred Lunt and Lynn Fontanne for a picture to be made on 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 this year prices are remaining about the same.

Another factor is that the exhibitors 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 and individual exhibitors realize the quality (with the start of a new season) will be considerably raised over the present quota.

General and perhaps comprehensive deuce tilt, with the major circuits leading the way, probably will start about the time theatres will be getting full benefit of any upswing in fall trade. They also will receive aid from an increased potential audience with the close of the vacation season.

## Wallace's \$300,000 Suit Against TWA 'Up 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 crash last year, came up for re-trial today (Tuesday) in Federal Court, Los Angeles. Previous trial resulted 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 injured in the wreck. Cutting estate could not collect because the senator was riding on a pass. Transport company has settled the other claims.

Understanding 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 Conselman and 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 lead 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 dishied out to Edward Snyder, cameraman, for one year.

## MONO'S AIR PILOT PIC

Hollywood, July 13. Jack Lambie, co-pilot with Dick Merrill on a recent round trip to the London coronation from New York, will get feature billing in Monogram's 'Atlantic 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 philanthropies and show biz ventures, notably Radio City, as part of Rockefeller Center. Ever chary about contributions to charity, etc., it's the first time that the Rockefeller 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' headlines call it 'Rockefeller's Millions.'

## Rockefeller, Sr., Natal Home as Show Biz Prop?

Possibility is that the small frame house in which John D. Rockefeller, Sr., was born at Richmond, N. Y., may be used in one of the films based on the multimillionaire's life now being prepared on the Coast.

Building is owned by Mrs. Sarah S. Dennen, of Sheephead 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.

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 involving 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 Producers, 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 X' at Metro with Gladys George, Warren William and John Beal as cast toppers.

Assignment cancels Wood's trip to England to make a film for MG there this summer.

## Simone's Cute 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 boat to greet her. She had cancelled sailing at the last minute and now won't leave the other side for two weeks.

Darryl Zanuck, deciding to start production earlier on 'Love and Hises,' Winchell-Bernie starrer, had cabled her to prepare to return for this picture.

## STICKUP LEADS SET

Hollywood, July 13. 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

Hollywood, July 13. Maureen O'Connor, 13-year-old radio singer, has been signed for the lead opposite Jackie Cooper in Monogram's 'Boy of the Street.'

Youngster was recently voted the 'baby star' of the Los Angeles radio editors.

## Luckies Not Kind to Them

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 Schaefer, Universal execs, 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 unimpeachable 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 Road Back' for the purpose of 'glorifying Hitler' is a complete falsehood from start to finish. Nothing but malice could have created it. I am in receipt of a cablegram from J. Cheever Cowdin, chairman of our board of directors, who is now in Europe with our foreign sales manager, Gustav Schaefer, in which he says, 'Neither Schaefer nor I ever met Dr. Goebels 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.'

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 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.

Levine's contract was negotiated soon after he resigned as production chief 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 initial trip creations for the film. Director is planning to import 30 of his 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 tiering chore in the picture.

# Par Wondering How Its Strike Riot Newsreel Got Into Chicago

## Easy on the Hoof

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 trolleys, which will shuttle back and forth across the Culver City plant.

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 amateur who did okay on Major Bowes' program when it was still a coffee hour, 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, etc.

## Selznick Tags Colman

Hollywood, July 13. Selznick 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 number of featured character players.

## MORE PAR-GOLDWYN TRUCE

Seen in Decker 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 WFA in 'Sweet Land of Liberty,' satire on Federal Theatre project, scripted by Joe Bigelow 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 Cooper to 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 will settle his dance 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 being 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 newsreel pictures of the South Chicago Memorial Day clash between police and strikers, banned 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-theatrical 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 picture 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 Par 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.

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-length feature film depicting 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 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 touchy about publicity of this type. One of the few stories giving an insight into its workings was the recent article in Fortune mag on the setup and personnel of the syndicate.

Some 1,400 AP members will cooperate 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 'tinges' in from New York last Sunday (11) with a print of 'Spanish Earth,' film made behind the lines on the Spanish 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, July 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. He got his stage training under Max Reinhardt.

# PAR-PULLY 'WAR' A TEST

## News Lenses the Fair-Haired Lads With Pic Mob; Fear Absent Treatment

Hollywood, July 13. Most feared and most toadied to of all the army that lives on world appetite for news and features about Hollywood personalities are the freelance bulb pressers. These gentry are here, there and everywhere that the stars can be found, they hover about the fave niteries, they go to all the big shindigs, sometimes with camera boots, slung on their backs, sometimes armed with a candid camera that can become deadly. 'Woe betide the player so badly advised as to high-hat the camera hounds, for their punishment is swift and there is no reprisal. They may see their unretouched faces staring from the pages of 'some' fan-mag in a manner that not only does not flatter them but strikes terror to their souls. Or recently they get a fast go-by, as the lensers are a clanish 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, or any camera for that matter, can do to 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 volunteer 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.

Reason why the stars, especially the females, are fearful of the camera lens is because they are so 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 doling 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 east to fill nitery dates starting Aug. 2. 'She goes into the Eastwood Gardens, Detroit, and then to Cocoanut Grove, Chicago. Two other dates will be played before she returns to the studio.

## Jack Fier to Col.

Hollywood, July 13. Jack Fier, production aid to Nat Levine at Mascot and Republic Pictures for past 10 years, has signed with Columbia Pix as producer under Irving Briskin.

## 'Twasn't a Rib

Hollywood, July 13. Large sign bearing the legend '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 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 Ohio, 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 cancellations by theatres which will result 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 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 Quit and Back'. Marks first time Hecht has ever signed termer as he has previously declined all deals beyond one picture at a time.

## 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 cast. Picture had been in work around a week when the switch was made and probability is that it will be re-started.

## BOYCOTT TO BE INDUSTRY DRIVE

\$5,000 War Chest to Key-note 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.

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 cooperation.

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 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 1936-37, modification of the coming fall season, adjustments on last year's contracts in the case of exhibs who lost money, and the making of work-sheets part of contracts.

Barrist, in his general address, called attention to the fact that Uni-  
(Continued on page 28)

## WILK ABROAD TO O.O. WB'S LONDON LEGIT

Preparatory to setting up legit producing facilities in England through a deal with O'Brien, Linnit & Dundee 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.

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 six-month talent search for Metro, expecting to wander little theatres in key cities and elsewhere and also to do over college summer theatres and regular campus showings in the fall. First pauses 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. It doesn't take a college prof to understand why this town is getting so popular with film execs 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 managers and vice-presidents to make certain that the Hollywood form is 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 currently is doing spot production on a feature along the East River, most of it being background stuff. However, 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

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 director of Master Records, Inc., agented the deal. Swing unit may also do a bit in the 'Goldwyn Follies.'

## Chicago, July 13.

More determined than ever to do away 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 the 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 westside, 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 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.

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 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 Quite 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 enthusiasts.

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.











**PARAMOUNT** rings the box office bell four times in two months with its big **SUMMER** pictures.

# SMASH!

"I MET HIM IN PARIS" does smash business to start summer off with, doing 130% above average business in 30 key runs.

Second Weeks, Hold-overs, Carry-overs, Extended playing time in almost every house.

#### Look at the record:

Seattle . . .	first run 5 weeks
Portland, Ore. . .	first run 4 weeks
San Francisco . . .	first run 3 weeks
New York . . .	first run 3 weeks
Brooklyn . . .	first run 2 weeks
Rochester . . .	first run 2 weeks
Washington . . .	first run 2 weeks
Columbus . . .	first run 2 weeks
Cincinnati . . .	first run 2 weeks
Dayton . . .	first run 2 weeks
Cleveland . . .	first run 2 weeks
Boston . . .	first run 2 weeks
New Orleans . . .	first run 2 weeks
Chicago . . .	first run 2 weeks
Indianapolis . . .	first run 2 weeks
Kansas City . . .	first run 2 weeks
Denver . . .	first run 2 weeks
Louisville . . .	first run 2 weeks
Oakland . . .	first run 2 weeks
San Diego . . .	first run 2 weeks
Hartford . . .	extended playing time
New Haven . . .	extended playing time
Memphis . . .	extended playing time

130%  
above average  
box office  
business in  
30 key  
runs

CLAUDETTE COLBERT  
in  
"I MET HIM IN PARIS"  
with  
Melvyn Douglas  
Produced and Directed by Wesley Ruggles

# SMASH!

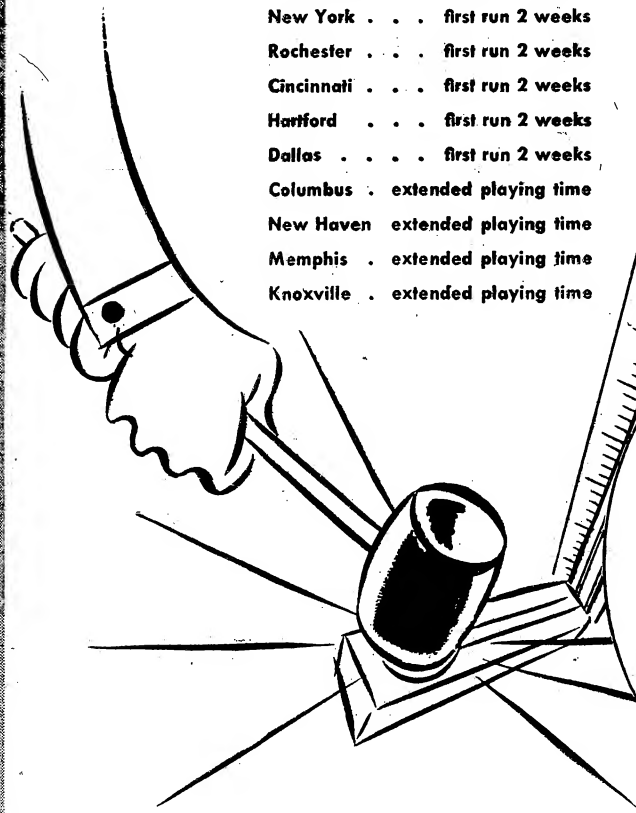
Two weeks after "I Met Him in Paris"

PARAMOUNT releases "MOUNTAIN MUSIC" to do the Top Summer Business of any picture, doing 150% above average business in 18 key runs at the box offices already and going higher every day.

**150%**  
above average  
box office busi-  
ness in 18 key runs  
Top Summer  
Business!

Look at the record!

- Seattle . . . . . first run 3 weeks
- Chicago . . . . . first run 2 weeks
- Indianapolis . . . . . first run 2 weeks
- San Francisco . . . . . first run 2 weeks
- Los Angeles . . . . . first run 2 weeks
- Louisville . . . . . first run 2 weeks
- San Diego . . . . . first run 2 weeks
- New York . . . . . first run 2 weeks
- Rochester . . . . . first run 2 weeks
- Cincinnati . . . . . first run 2 weeks
- Hartford . . . . . first run 2 weeks
- Dallas . . . . . first run 2 weeks
- Columbus . . . . . extended playing time
- New Haven . . . . . extended playing time
- Memphis . . . . . extended playing time
- Knoxville . . . . . extended playing time



**Bob Burns**  
and  
**Martha Raye**  
in  
**"MOUNTAIN MUSIC"**  
with John Howard-Terry Walker  
Directed by Robert Florey

# SMASH!

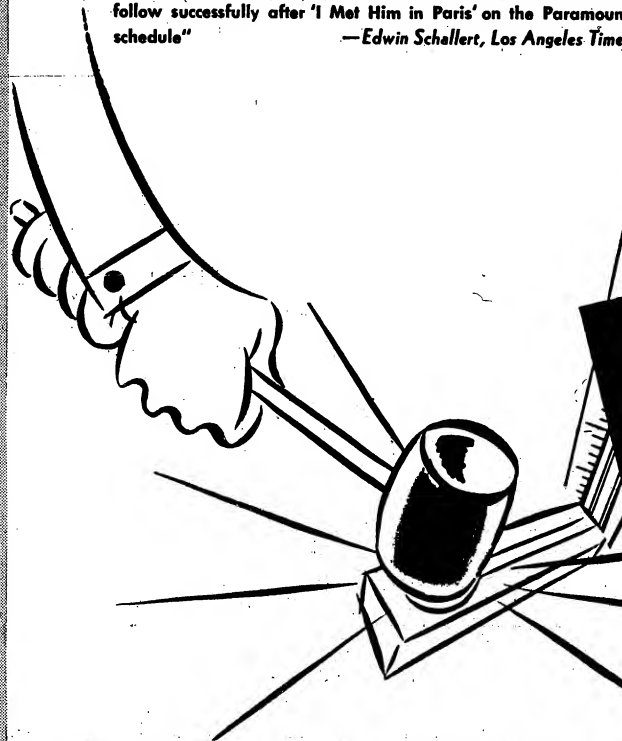
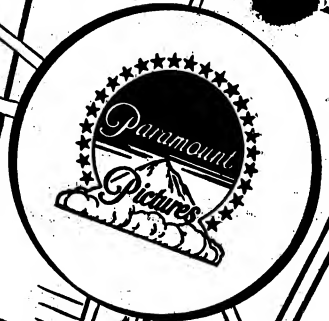
And right on top of "Mountain Music" comes "EASY LIVING"... we say it's the Funniest Picture of the Year... and so do all the trade papers!

"'Easy Living' farce smash. Headed for smash business wherever it plays. Designed for the sole purpose of giving the public exactly what is wanted. It's roughhouse. It's slapstick. It's a long howl!"  
— *Hollywood Reporter*

"'Easy Living' is healthy boisterous entertainment. Promises to be one of year's outstanding pictures. Ace entertainment"  
— *Hollywood Variety*

"For all-around, all-audience amusement 'Easy Living' will give any picture competition"  
— *Motion Picture Daily*

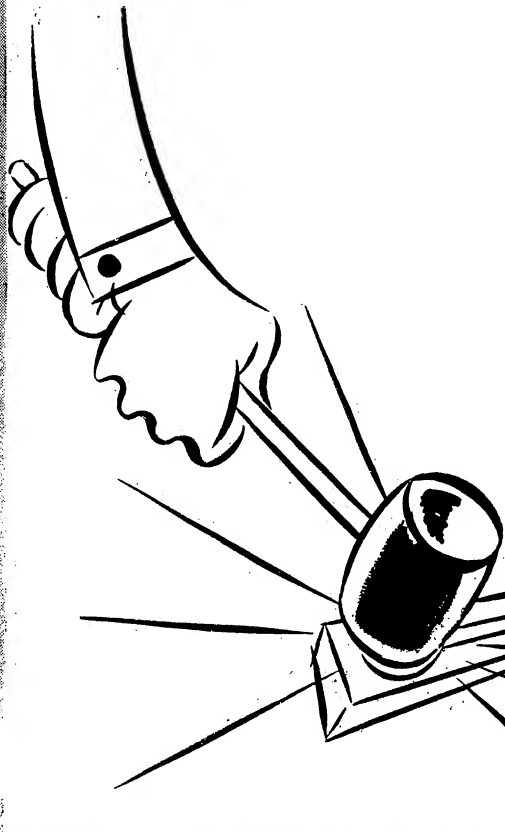
"'Easy Living', directed by Mitchell Leisen, is replete with speedy action and glorified slapstick. The results are dynamic for humor and the prescriptions seem right for today. The production should follow successfully after 'I Met Him in Paris' on the Paramount schedule"  
— *Edwin Schallert, Los Angeles Times*



**JEAN ARTHUR** and  
**EDWARD ARNOLD**  
in  
**"EASY LIVING"**  
with **RAY MILLAND**  
Luis Alberni • Mary Nash • Screen Play by Preston Sturges  
Based on a Story by Vera Caspary • Directed by Mitchell Leisen

# SMASH!

And two weeks after "Easy Living" comes "EXCLUSIVE" . . . the reports on this picture (and they are reliable) indicate that this is one of the top melodramas of this or any time . . . a melodrama with comedy, romance and pace that leaves you breathless . . . a melodrama with three top names . . . a picture that is PARAMOUNT'S Fourth Summer Smash in a row.



Fred MacMurray  
Frances Farmer  
Charlie Ruggles in  
**"EXCLUSIVE"**

with LLOYD NOLAN  
Fay Holden • Ralph Morgan • Screen Play by  
John C. Maffin, Sidney Salkow and Rian James • Directed by Alexander Hall

August 6th, 1937-38 Release

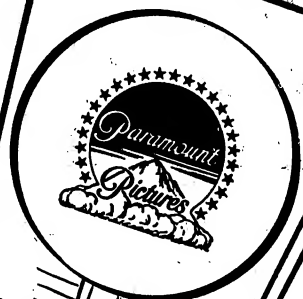
**JACK BENNY** in  
**"ARTISTS and MODELS"**  
 with **Ida Lupino, Richard Arlen**  
**Gail Patrick, Ben Blue, Judy Canova**  
**The Yacht Club Boys, Louis Armstrong**  
 Specialties by **Martha Raye, Andre**  
**Kostelanetz and His Orchestra, Russell**  
**Patterson's "Personettes" Judy, Anne and**  
**Zeke, Connie Boswell**  
 Directed by **Raoul Walsh**

August 27th, 1937-38 Release

**BING CROSBY**  
 and **MARTHA RAYE**  
**"DOUBLE OR NOTHING"**  
 with  
**Andy Devine, Mary Carlisle**  
**William Frawley, Fay Holden, Samuel**  
**S. Hinds, William Henry, Benny Baker**  
 Directed by **Theodore Reed**

September 3rd, 1937-38 Release

**GARY COOPER**  
 and **GEORGE RAFT**  
 in **"SOULS AT SEA"**  
 with  
**Frances Dee, Henry Wilcoxon,**  
**Harry Carey, Olympe Bradna,**  
**Robert Cummings, Porter Hall,**  
**Virginia Weidler, Joseph Schildkraut**  
 Directed by **Henry Hathaway**



**...AND**  
**THE PARAMOUNT PARADE**  
**WILL BE CONTINUED**



# 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 authority 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 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 industry is (Continued on page 70)

### Typed Even So

Hollywood, July 13. Walter Humphrey has found a way to "Hay" Humphrey Bogart, Warners' brilliant bad man, as a different kind of heavy.

In "Stand-In" he's cast him as a producer.

## 32 WB, U PHILLY STENOCS, ETC. SIT DOWN

Philadelphia, July 13. Thirty-two employees in two of Philly's film exchanges are on a sit-down strike which started yesterday (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 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 Legalist

Roxy gold noteholders who have been hedging on giving consent to the theatre's reorganization plan were threatened Friday (9) with foreclosure 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 G. Caffey, 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 77B bankruptcy law, two-thirds consent of the first mortgage bondholders 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 about \$50,000 of gold notes. He 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 relating to the theatre last Tuesday (6), he has received several petitions from brokers who claim fees for services rendered in connection with the 20th-Fox Roxy deal. All claim credit for having a hand in bringing the deal to a successful windup.

The court's attitude toward the applicants was shown Friday (9) when he denied the petition of the Rompa-Kenny Co., and George M. Garsson, brokers, who asked \$50,952 in fees. Although he denied the request, Judge Caffey said he did so without prejudice and suggested the applicants as well as others file their petitions at the proper time.

Judge Caffey will hold another hearing Friday (16).

## Sherman's \$150,961 Suit 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 brought.

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 was in bad shape, following Kaplan's administration, and was facing trouble with other unions that had to be settled in some way.

The recommendation of Special Referee Compton, on which there will be a hearing tomorrow (Thurs.), follows a suit for an accounting of union funds spent during Sherman's presidency on which Compton has been taking private testimony. Three 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 attorney, left New York Sunday (11) for Washington, where he will try to promote legislation to reduce income 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 business, oils and minerals, for example, 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 depletion.

## 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 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 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 turn down the expressed sentiment of the entire MPMOU membership.

Outcome 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 prolonging it indefinitely. Reason advanced by the IATSE board in nixing the previous 306 move was that it would violate operator contracts with theatres.

# Studio-Labor Contract Signing Stalled by Strike-Breaker Ruling; Agents and Riding Actors Org.

### Turn About

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 contractor. Now Green, an agent, is handling Buick, who just came in from Australia, where he was 'The Voice of Hollywood' in radio there.

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 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.

Several conferences were held between studio production managers and Herbert 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 cards. He insisted latter would be impossible.

Problem finally was referred to Pat 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 non-union men.

Studios claim preliminary agreement signed with painters called for qualified men to be admitted to 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 Employees and Society of Motion Picture Set Designers. Latter has asked National Labor Relations Board to hold election of draftsmen to select bargaining representative.

Signing of contract between producers and Studio Utility Employees Local 724 has also been delayed by jurisdiction dispute between SUE and IATSE. Latter has issued Class B 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 affairs of organization. Committee is composed of M. C. Leeve, Frank Winstan, 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 percenters will be invited to join up when code of contracts is drafted by executive committee.

### 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 problem would be ironed out with Screen Actors Guild. Guild shop contracts exempt use of armed forces for atmosphere shots.

## 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 theatre. With the opening of the third house in this city, the Broad Street 1, Rudd will act in supervisory capacity over all three theatres. Understood that his title will be managing director, but this is to be settled later.

With the launching of the third unit on Fordham Road, the Bronx, the Embassy group, will have 7,000 seats in the Greater metropolitan area. Embassy, on Broadway, has 800 seats, while the Bronx house seats 600. Newark theatre has 300-seat capacity.

## GB Committed To Individual Selling of Pix

'As far as Gaumont-British's financial status is concerned, one major American company has had an interest in Gaumont-British for some time, and only recently another major company saw fit to buy its way into GB. You can't ask 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 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-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.

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 among the guest speakers who addressed the convention.

The home office executive staff 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 Hodgkinson, and William Perry, special sales representatives; Claude MacGowan, controller; 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 of the preferred stock was \$85.68 and the per share earnings on the common stock averaged \$7.07 per share.

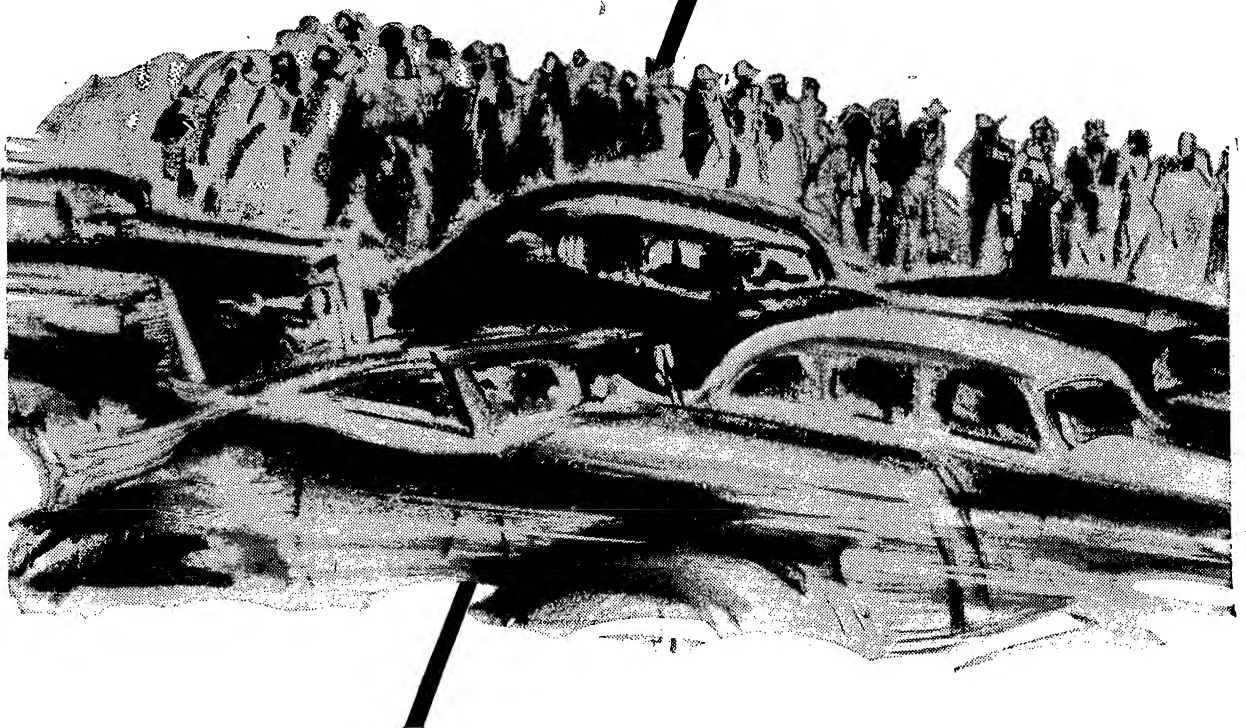
The company's share of operating profit after subsidiaries' preferred dividends was \$17,018,081, and the aggregate net without provision for surtaxes on undistributed profits was \$11,714,712 after depreciation and taxes of \$5,303,359.

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.

Aggregate net was \$7,390,495 and the company's share of operating profit after subsidiaries' preferred dividends was \$11,488,106. Depreciation and taxes for this period amounted to \$4,097,611.



**THIS WEEK HUNDREDS  
OF BILL-POSTERS ARE BUSY  
ALL OVER THE COUNTRY  
... POSTING THE BIGGEST  
OUTDOOR CAMPAIGN  
IN HISTORY OF SHOW  
BUSINESS. . . . *for* . . . . .**

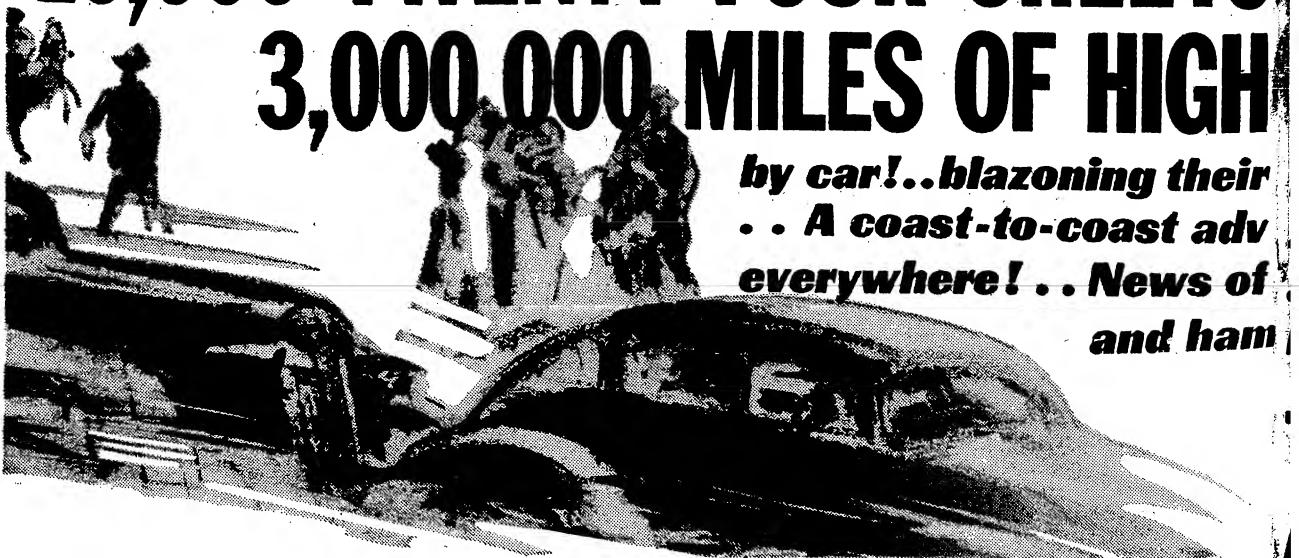


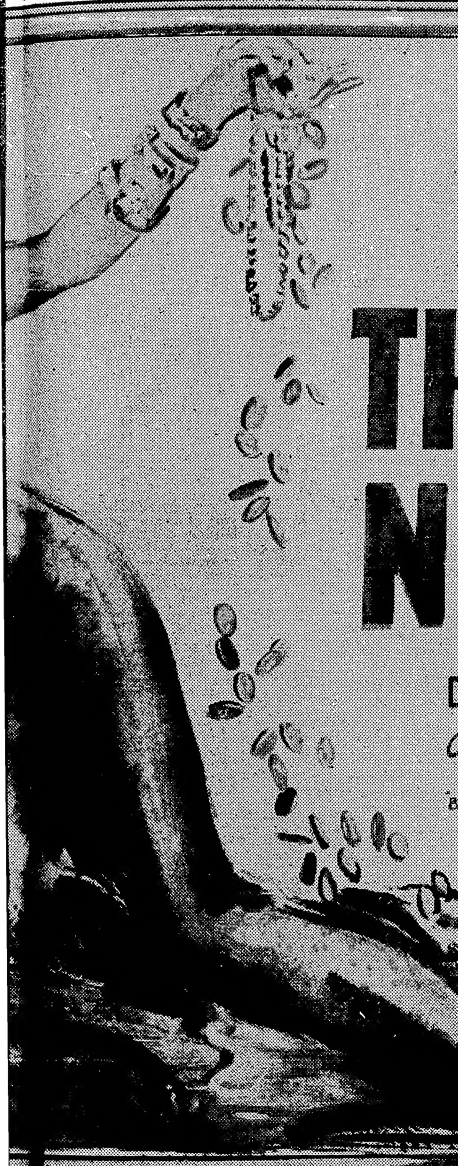
**EDWARD ARNOLD  
CARY GRANT  
FRANCES FARMER  
JACK OAKIE**



**10,000 TWENTY FOUR SHEETS  
3,000,000 MILES OF HIGH**

*by car!..blazoning their  
.. A coast-to-coast adv  
everywhere! .. News of  
and ham*





IN  
**THE TOAST OF  
 NEW YORK**

DIRECTED BY ROWLAND V. LEE  
*An* EDWARD SMALL PRODUCTION

BASED ON **RKO RADIO** AND THE STORY  
 BOOK OF DANIEL DREW by DOUGLASS WHITE ROBBER BARONS by MATTHEW JOSEPHSON



**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)
Glendale, Calif., July 13.
Metro release. Directed by Edward H. Gribble...

Timely as the latest racing extravaganza, "Saratoga" is a story of the thoroughbred world...

The unique circumstances attached to the completion of "Saratoga" will enhance public interest...

Anita Loos and Robert Hopkins, who collaborated on "San Francisco," have caught a popular theme in "Saratoga"...

Miss Harlow is the daughter in a family which has bred and raced horses for generations...

Plot of the film permits illustration of numerous familiar racing customs, of which the most interesting is the annual auction of yearlings at the Saratoga summer meeting...

Liberal dramatic license has been taken by the director, Jack Conway, in the photographing of a near dead heat by slow motion...

Miss Harlow's performance is among her best in years. She has several rowdy scenes with Clark Gable which are excellently done.

The entire cast is of marquee rating, and the performances of Lionel Barrymore, as the grandfather; Una Merkel, an itinerant follower of the horses; and Frank Morgan, as a turf neophyte, are splendid.

Conway changes his scenes and tempo with speed and the picture is paced so that repetition never becomes tiresome.

"Saratoga" is one on which exhibitors everywhere can sell as a winning ticket without taking any chances.

Knight Without Armor

(BRITISH MADE)
United Artists release of a London Film (Alexander Korda) production. Stars Marlene Dietrich, Robert Donat, directed by Jacques Feyder...

A labored effort to keep this picture neutral on the subject of the Russian Revolution, in the midst of round-robin slaughter, finally completely overshadows the simple love story intertwining Marlene Dietrich and Robert Donat.

without setting any box office on fire. There is plenty of action and star appeal.
Film is not a stand-out because Francis Marion's screenplay, for one thing, has lost a great deal in the original novel and dispensed almost entirely with the economic and physical-privilege angles leading up to the Revolution...

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Miniature Reviews

'Saratoga' (M-G). Postumus Jean Harlow starrer, with Clark Gable opposite. Surefire box-office and tasteful production.

'Knight Without Armor' (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.

'Super Sleuth' (RKO). Jack Oakie in amusing crime mystery story, most scenes of which are laid in a light studio.

'Great Gambini' (Par). Light-weight, routine murder mystery with Akim Tamiroff topping cast.

'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, outgoing and protective friend and Boyd (Cary Grant) to fall into each other's arms.

Arnold plays Fisk in an expansive, light-hearted sort of way. He is both cruel and kindly. Jack Oakie is in there strictly for laughs and gets plenty. A sequence in which he drills a guard is highly humorous.

Most of the scenes are taken in a Hollywood picture studio, where inside working details are interestingly photographed.

Supporting playest good performance. Ann Sothern adds another good performance here in recent screenings.

She plays a straight role here as the sister of the star, who is to trail Oakie and get him back to picture making.

Ben Stloff directs at a rapid pace and keeps melodramatic suspense and comedy situations building rapidly to a climax and hilarious finale.

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distinctly. Edgar Kennedy and Alan Bruce complete the list of principals. Although the picture lacks big names, outside of Oakie, it will draw well...

TOPPER

Hollywood, July 13. Metro release of Hal Roach production. Stars Constance Bennett, Cary Grant and Roland Young...

Technical ease with which the motion pictures can make characters instantaneously appear and disappear from the screen...

How substantial the fan support will be in terms of boxoffice dollars is difficult to anticipate.

Story is about the adventures, among living persons, of a married couple, George and Marion Kerby, who are killed in an automobile smashup...

Some careful, fippant viewpoint on the couple before their death maintains throughout the subsequent series of farcical events.

Effort to excuse the story's absurdities on the theory that the intent of the comedy does not entirely excuse the production from severe rebuke.

Performances, however, are usually good. Cary Grant and Constance Bennett give the unarmaged Kerrys, due their assignment of great skill.

That's the premise for much ado. Charles Farrell gives a Lukevarum performance as a newspaperman; Margaret Vyner as a girl...

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THE GREAT GAMBINI

Paramount release of B. P. Schulberg production. Features Akim Tamiroff, Marlene Dietrich, Robert Donat, Reginald Denney, William Demarest, Dick Powell, Charles Farrell, Una Merkel, Jackson, Frank Fretton and Howard Irving Young...

"The Great Gambini" represents an obvious effort to fit Akim Tamiroff with the picture. A check of the murder mystery under this title succeeds, but story, production, action, and performance and comedy fail to lend for enough punch to produce better than an ordinary entertainment.

There is nothing unique about this piece of detective fiction except that the murderer is a suave misreuder who helps solve the mystery.

Tamiroff plays the favored clairvoyant, but it's not a strong part for him, nor will it impress. It's slow and deliberate, frequently making him a tiresome character.

Other members of the cast are also left in some helpless state by the story's director, including John Trent, the former aviator now under contract to B. P. Schulberg.

Initial sequence is laid in the night club, where the Great Gambini is an attraction which is a fiction, but not on a vaude bill at Loew's State might not be so hot.

Plot of the film permits illustration of numerous familiar racing customs, of which the most interesting is the annual auction of yearlings at the Saratoga summer meeting...

Liberal dramatic license has been taken by the director, Jack Conway, in the photographing of a near dead heat by slow motion...

Miss Harlow's performance is among her best in years. She has several rowdy scenes with Clark Gable which are excellently done.

The entire cast is of marquee rating, and the performances of Lionel Barrymore, as the grandfather; Una Merkel, an itinerant follower of the horses; and Frank Morgan, as a turf neophyte, are splendid.

Conway changes his scenes and tempo with speed and the picture is paced so that repetition never becomes tiresome.

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SHE HAD TO EAT

(WITH SONGS)
20th-Fox release of Samuel G. Engel production. Directed by Malcolm St. Clair.

role, makes a typical stalwart police official with whom she is in love. High O'Connell, as a luxury-loving reporter...

HEART'S DESIRE (BRITISH MADE) (OPRETTA)

British Intonation and release. Stars Richard Tauber. Features Lena Horne, Kathleen Kelly, Diana Napier.

Quickie grab to cash in on Richard Tauber's fine voice. But there's little else to the pic. Pic is aggressively commonplace...

FLY-AWAY BABY

Warner Bros. production and release. Features Glenda Farrell, Hugh O'Connell, Tom Kennedy.

RECKLESS RANGER

Columbia production and release. Stars Bob Allen, features Louise Small, Jack Perrin, Harry Woods.

Another of the Bob Allen ranger series, and a little better than the average. Allen plays a dual role, twin brother of a shepherd and the other a ranger.

The Shadow Strikes

Grand National release of Alexander Mackintosh production. Directed by Lynn Anders.

This one may get by on the nether section of a double combination, especially at the tag end of the season.

Plot neglects to thoroughly establish Lamont Cranston, 'the shadow,' as an attorney following the detective set.

After halting a safe robbery and getting the police on his trail, Shadow goes along in the guise of an attorney and bumps onto two strangers...

Rod La Roque has not been afforded a happy vehicle for his return to a real solution as the gangster and the actual slayer accidentally bump into each other off trying to plug the Shadow.

Three Legionnaires
General Pictures release of Robert E. Welsh production. Directed by Hamilton MacFadden.

There is really little sense to be found in the story of this definitely enervating wartime film farce, and, as a result, it is headed for the lesser duals on which it might possibly cause a certain amount of laughter.

Robert Armstrong plays a hard-boiled sergeant along familiar lines, and Lyle Talbot is his more romantic crony, the soldier who falls in love with attractive Anne Nagel.

Other principals in the film are Fifi D'Orsay, who has some amusing moments disinguing her Gallic accent...

Calif. Straight Ahead

Universal release of Trem Carr production. Stars William Powell, Loretta Young.

John Wayne's popularity with the action traffic will suffer none by this picture and he may gain a few more friends.

Wayne, best known in westerns, handles this one as a cowboy, and is well equipped with physique to handle himself convincingly in the film's frequent stunts.

Wayne, associated with Emerson Treacy in a two-track enterprise, takes business from Mason.

McWade is amusing as a knuckle-pounding, hardboiled boss, and there are some good bits of humor when he locks horns with Tully Marshall, an airplane manufacturer.

ROARING TIMBER

Columbia production and release. Stars Jack Holt and Betty Hutton.

Brawny stuff for the 10-20 traffic and dual bits. 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.

Grace Bradley is the femme who wrenches the logging machinery by selection of Charles Wilson and William Berringer.

Pleasant scrapping, timber warping, train wrecking, forest fires, the ingredients. Old quickie trick of using the same scene from different angles is pulled in here with the usual gimmicks of the genre.

Said O'Reilly to McNab

General Film Distributors release of Paramount-British-Gainsborough production. Stars Will Wylfe, Will Fyffe.

Story abides by the approved formula of playwriting but progresses humorously to a logical suspenseful conclusion. Director has made full use of his material.

Will Mahoney's name is long enough to draw picture audiences in America and is Will Fyffe a big enough draw in England? Those are the questions.

Fyffe is a pleasure to watch from start to finish. Every word he utters is full of meaning. Mahoney's voice recording is too light for so virile a character.

RANGE DEFENDERS

Republic release of Sol C. Siegel production. Stars Bob Livingston, Ray Corrigan, Macie Terhune.

Another chapter in the "Three McQuiteries" series and a natural for juvenile matinee. Also satisfactory for adults to enjoy concentrated action.

Story is in the usual western style, slight variation being the accent on the bitter rivalry between the cowboys and the sheep-raisers. Usual amount of phoney mortgage foreclosures, crooked sheriffs and general human excitement.

Macie V. Wright's direction enlivens the scene. Her camera also rates a bow for his camera job.

CONDOTTIERI

(The Knights') (ITALIAN MADE)
Produced by Condottieri in Germany and Italy. Released in Italy only.

'Condottieri' was a term used in the days of the Italian Renaissance. Italy was a mass of little feudal states with several powerful families wrangling for supremacy.

# FILM 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

# BEST FEATURES OF THIS YEAR!

FILM DAILY

*Found Them All in*

**WARNER BROS.!**

**"THEY  
WON'T  
FORGET"**

*The "Showman's Sweetheart on All  
Counts" That Mervyn LeRoy Made!*

# 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	TIME MINS.	WHEN REVIEWED BY VARIETY			
5/21/37	SING, COWBOY, SING PICK A STAR	E. Finney	GN	Western	Tex Ritter	E. Sedgwick	76	6/2			
	NIGHT OF MYSTERY	Hal Roach	Par	Musical	Haley-Kelly-Laurel-Hardy	R. N. Bradbury	66	6/30			
	THREE GOES MY GIRL	W. Sistrom	RKO	Musical	R. Karns-H. Burgess	F. A. Dupont	74	6/16			
	COME ON, COWBOYS	Sol Siegel	24th	Comedy	G. Raymond-A. Sutherland-Holmes	Ben Holmes	74	6/16			
	CHARLIE CHAN AT OLYMPICS WINGS OVER HONOLULU THE GO GETTER	J. Stone E. M. Asher Cosmo	WB	Mystery Rom-Dr Rom-Dr	R. Livingston-E. Corrigan W. Oland-K. de Mille K. Milland-W. Barrie G. Brent-A. Louisa	H. E. Humstone H. C. Potter B. Berkeley	80 80 80	5/26 6/2 6/9			
5/28/37	LEAGUE OF FRIGHTENED MEN I MET HIM IN PARIS	E. Chodorov	Col	Drama	L. Hervey-W. Connelly	Al Green	71	6/16			
	HOLLYWOOD COWBOY	W. Ruggles	Par	Rom-Com	C. Colbert-Melynn Douglas	W. Ruggles	85	6/9			
	THIS IS MY AFFAIR	G. A. Hirllman	RKO	Western	G. O'Brien-C. Parker-E. Scott	Ewing Scott	89	6/2			
	UNDER THE RED ROBE	K. MacGowan	24th	Musical	R. Taylor-E. Stanwyck	A. Seiler	100	6/2			
	DREAMIE LIPS THE MAN IN BLUE KID GALLAHAD	R. Kane M. Schach K. Glasmon WB	UA UA WB	Rom-Dr Melodrama Drama	C. Veidt-K. Massey E. Bergner-K. Massey K. Wilcox-N. Grey E. G. Robinson-B. Davis	W. Seastrom Paul Czinner M. Carruth M. Curtiz	100 70 70 100	6/2 5/26 6/2			
6/4/37	RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) PARNELL	Col	Col	Western Rom-Dr Com-Dr	Bob Allen-B. Weeks E. Cortez-S. Ellers W. Beery-Gable-C. Nagle	S. G. Bennett Carl Reid C. Hill	59 76 109	7/14 5/19 12/29/31			
	HOTEL HAWAII BORDER CAFE	J. Stahl	MGM	Rom-Dr	C. Gable-Myrna Loy	John Stahl	115	6/9			
	DOOMED AT SUNDOWN ANGEL'S HOLIDAY WLEN THIEF MEETS THIEF THE WILD CATS	Bob Sisk A. W. Hackel Criterion	Par Rep UA	Western Drama Rom-Dr	L. Carlisle-L. Overman J. Beal-H. Carey-Armida B.L. Steele J. Withers-Robert Kent D. Fairbanks, Jr.-V. Hobson	G. Archambeaud Lew Landers Sam Newfield James Tilling Raoul Walsh	67 74 85	6/16 5/26 6/16			
	CASE OF STUTTERING BISHOP	Geo. Owen	WB	Mystery	D. Woods-Ann Dvorak	R. McCarey W. Clemens	70	6/2			
	6/11/37	A DAY AT THE RACES THE GREAT GAMBLIN MEET THE MISS IT COULD HAPPEN TO YOU SBE HAD TO EAT SLIM BLAZING SIXES	L. Weingarten E. P. Schulberg Al Lewis L. Fields S. G. Engel WB	MGM Par Rep 24th WB	Comedy Melodrama Rom-Dr Comedy Drama Western	Marx Bros. A. Tammoff-J. Trent H. Frederick-V. Moore A. Baxter-A. Leeds Hudson-Teacher-Haley F. O'Brien-H. Fonda D. Feran-H. Valkis	Sam Wood C. Vidor Joseph Santley Phil Rosen M. St. Clair R. Enright Noel Smith	109 70 65 71 71 86	6/23 7/14 7/7 7/7 7/14 6/30		
6/18/37	TWO-FISTED SHERIFF BANK ALARM	H. L. Decker	Col	Western	C. Starrett-B. Weeks	Leon Barsha	64	6/23			
	MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC RIDING ON AIR	Condor S. Zimbalist Harry Sherman Ben Glazer David Loew	GN MGM Par Par RKO	Melodrama Com-Dr Rom-Dr Comedy Comedy	Conrad Nagel E. L. Marin Wm. Hoyt-Geo. Hayes K. Burns-Martha Kaye Joe E. Brown	Louis Gasnier E. L. Marin Nate Watt C. Reisner E. Sedgwick	70 70 76 70	6/30 6/30			
	RYTHM IN THE CLOUDS YODELIN' KID FROM THE RIDGE BIG BUSINESS WALT DISNEY'S ACADEMY REVUE ARMORED CAR FLY AWAY BABY WHITE BONDAJE	A. E. Levey A. Schaefer Max Golden W. Disney E. M. Asher WB	Rep Rep 24th UA WB	Musical Musical Comedy Comedy Melodrama Com-Dr Drama	F. Ellis-W. Hall Gene Astley-E. Bronson J. Froust-S. Deane Cartoon E. Wilcox-J. Barrett G. Farrell-R. MacLane Jean Muir-G. Oliver	John H. Auer R. F. Strayer W. Disney L. Foster F. McDonald Nick Grinde	69 61 62 69	6/2 6/2 7/14			
	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 A ME HATY LOVE IN A BUNGALOW ANOTHER DAWN	Col Ralph Cohn E. Z. Zeman L. D. Lighton G. M. Arthur Robert Sisk A. W. Hackel M. H. Feld E. M. Asher WB	Col Col MGM Par RKO Rep 24th U WB	Melodrama Comedy Spectacle Drama Rom-Com Western Musical Rom-Com Rom-Dr	R. Dix-Jean Ferry J. Wells-C. Quigley Eric Linden F. Bartholomew-Spencer Tracy L. Ayres-D. Lamour F. Foster-J. Fontaine J. M. Brown-L. Meredith J. Davis-A. Marin N. Grey-K. Taylor K. Francis-E. Flynn	H. Lachman L. Hillier D. Mansfield V. Fleming J. Hogan C. Cabanne Sam Newfield H. Lehman Ray McCarey W. Dieterle	69 69 63 115 85 69 67 67 73	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 MORN MORN MADONNA FOLBORN RIVER NEW FACES OF 1937 SLEET STUBBINS DARK JOURNEY I COVEE THE WAH SINGING MARINE	R. Cohn H. L. Decker R. Flothow Ed Finney J. Conside Lon Young E. Cohen Par Edward Small	Col Col Col GN MGM Meno Par RKO	Action Western Outdoor Western Rom-Dr Mystery Melodrama Western Musical Spectacle Drama Drama Musical	D. Ferry-R. Keith C. Starrett-B. Weeks Jack Holt-G. Bradley Tex Ritter Fowell-D. Weston W. Heyburn-L. Courtney W. William-M. Carroll L. Crabbe-June Martel M. Berte-J. Fenner-B. Hilliard W. Baxter-W. E. Allen C. Veidt-V. Leigh-J. Gardner J. Wayne-D. Barclay-G. Gase D. Fowell-D. Weston	C. C. Coleman Leon Barsha Phil Rosen R. N. Bradbury G. Fitzmaurice W. Nigh J. Flood C. Barton Leigh Jason Ray Enright V. Saville A. Lubin Ray Enright	58 67 95 56 105 80	7/7 7/14 6/30		
7/9/37		THE TWO OF US THE SHADOW STRIKES BETWEEN TWO WOMEN HOOSIE SCOUTBOY WILD MONEY ON AGAIN OFF AGAIN BORN REDDIE WESTBORN MARRIED PUBLIC WEDDING EMPTY HOLSTERS	Gainsborough Alexanders MGM K. Goldsmith Meno Par L. Marcus M. H. Feld McRae-Koenig WB	GN GN MGM Meno Par RKO 24th WB	Rom-Com Mystery Drama Drama Com-Dr Comedy Melodrama Rom-Dr Com-Dr Western	J. Hulbert-Gina Male E. La Roque-L. Anders Tone-V. Bruce-M. O'Sullivan D. Eesey-F. Steids E. E. Horton-L. Campbell Wheeler-Weesley-E. Muir E. Deney-E. Hudson L. Talbot-F. Bebe J. Wyman-M. Wilson D. Feran-P. Walthall	R. Stevenson Lynn Shores G. Seitz E. C. Stone Louis King Edw. Cline M. St. Clair John Sebe Nick Grinde E. Eason	61 87 87 70 70 66 60	7/14 6/30		
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 CALIFORNIA THE ROAD BACK EEE SINCE EVE	H. L. Decker GE Condor K. Goldsmith R. N. Bradbury Hal Roach A. Hornblow, Jr. Edw. Small A. W. Hackel Sol Lesser Grainger-Whale Cosmo	Col GE GN Meno Meno MGM Par RKO 24th U WB	Rom-Com Spectacle Western Drama Western Comedy Mystery Western Western Drama Rom-Com	R. Bellamy-B. Furness A. Lee-E. Young-Rebeson Ken Maynard F. Coghlan-E. Arneid, Jr. Jack Randall C. Ezzell-E. Young J. Arthur-E. Milland J. Oakie-A. Sothara Bob Steele-L. January E. Arlie-E. Arlie J. King-B. Reed-A. Devine M. Davies-R. Montgomery	Ham. MacFadden R. Stevenson A. Rosson A. Scott R. N. Bradbury N. MacLeod M. Leisen Ben Stoloff S. Roy Luby Gus Keins E. Eason	68 80 98 88 75	7/7 6/30 7/14 7/14 7/14		
		7/23/37	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	GN MGM Meno Par RKO 24th WB	Rom-Dr Musical Drama Western Comedy Rom-Com Comedy	J. Baxter-A. Bushel Taylor-E. Powell-S. Tucker Movia-W. Hall William Boyd C. Witherspoon-Kibbee M. Whelan-C. Powell D. Woods-J. Madden	B. Vorhaus R. Del Ruth A. G. Collins Nate Watt Edw. Kelly Eugene Forde Louis King	70 58	7/7	
			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 REPORTED MISSING MARRY THE GIBL SHE'S NO LADY	W. MacDonald Gainsborough Zion Myers I. E. Chadwick Ben Glazer Edw. Small Gene Markey W. Wangler E. M. Asher WB B. P. Schulberg	Col GN GN Meno Par RKO 24th UA WB U	Action Rom-Com Comedy Drama Melodrama Rom-Dr Drama Musical Melodrama Comedy Melodrama	D. Terry-E. Keith Will Hay-Ed. Palmer S. Gwinn-J. Caplan Ralph Forbes F. MacMurray-F. Farmer E. Arnold-F. Farnes-Oakie S. Temple-V. McGlaglen W. Baxter-J. Bennett Wm. Gargan-J. Rogers Mary Boland-H. Herbert Dvorak-John Trent	D. R. Lederman M. Varnell Clarin Tryon H. McFadden Al Hall Rowland V. Lee John Ford J. Feyer M. Carruth Wm. McGann C. Vidor	82 103	7/14 6/30
	8/6/37			RANGER STEPS IN MYSTERY OF HOODED HORSEMAN THE OUTER GATE ARTISTS AND MODELS STELLA DALLAS SAN QUENTIN	Col WB GN MGM Meno Par UA	Col WB GN MGM Meno Par UA	Western Melodrama Western Rom-Dr Drama Drama Musical Drama	E. Allen-E. Stewart F. O'Brien-H. Bogart Tex Ritter Gable-Harrow Ralph Forbes J. Benny-G. Patrick Stanwyck-Boles	S. G. Bennett L. Bacon Ray Taylor Jack Conway H. MacFadden Raoul Walsh King Vidor	90	7/14



# H'WOOD'S RAH-RAH SPIRIT

## Progress of Color

Hollywood, July 13. Politic 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 come.

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.

## COLLEGE CYCLE IN BRISK PLAY

Keeping 'Em Under \$1,000,000 in Cost—Most All with Songs and Dance Numbers—Elastic for Talented Budgets

### O.K. AT THE B.O.

Hollywood, July 13. College musical pictures will be quite a vogue during the 1937-38 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.

Studios point out that they need not overextend themselves in top-heavy 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.

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 Tuttle. This year it will be 'College Swing', to be directed by Raoul Walsh, which will have in its cast E. B. Clegg and Allen, Martha Raye, Charles Butterworth, Eleanor Whitney, Ben Blue, Johnny Downs, Rufe Davis, John Howard, Robert Cummings, Marsha Hunt and Olympe Brada.

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 picture should come through for less than the \$1,000,000 mark, which seems to be the low for major musicals 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 stars of their first starring opportunities.

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 being '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 a release drafted by Warners 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'.

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.

Columbia has a yarn, 'College Hero', which will be done as a musical. Republic is also mulling around with a couple of college titles they want to adapt to a musical pic yarn and score.

## 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. 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. Headquarters will be the Broadmoor hotel, and the six-day session will begin Aug. 9.

Attending will be Spyros Skouras, Joe Schenck, Sid Kent, Darryl Zanuck, Rick Ricketson, president of the Fox International Theatres, Inc.; Ned Depinet, 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 Newman, president Evergreen theatres, Seattle; Harold Fitzgerald, Seattle; John Hamrick, Seattle theatre operator; E. C. Roden, Kansas City; Rosenberg & Finkelshtin, operators of big theatres, in addition to district managers, bookers and film buyers for the Fox organization 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 an assignee of Brookline Corp. claiming defendants failed to make good loan made in 1934 presumably to develop the Franklin theatre chain in Honolulu. 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 yesterday (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.

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 was okayed by Judge Bondy. Both the corporation and Irving Trust Co., as trustee for RKO, appealed and the higher court this week found in favor of the trustee. The decision will have considerable weight on remaining rental claims pending against RKO. The Hippodrome Building Corp. of Cleveland received a similar setback a week ago by the same court on its claim for defaulted rent of the Cleveland Hipp by RKO.

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.

Film share quotations were literally all over the tape late Thursday and throughout Friday's trading. Columbia Pictures, General Theatres, Consolidated Film, Loew'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 belief. [Actually, current b. o. grosses report the heat's effect as negative.] However, the continued strong earnings of most of the production-distribution 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 stocks, 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 vast volume. Paramount, Warner Bros., Loew and 20th-Fox all pressed made highs for the current month. 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 hanging 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.

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 raffle to was breathing easier last Thursday after a man charged with being the sneak thief who had robbed several exchanges and premium houses was sentenced to six months. Three Vine streeters testified against him at the trial. Since then De-Lite Premium outfit has been burglarized twice, once on the same night the alleged thief was sentenced. Now everybody's wondering.

## RCA'S 300% JUMP OVER '36

Camden, July 13. Compilation of records in connection with the sale of RCA Photophone equipment for the first six months of 1937 reveals a business increase of 300% over the corresponding period of last year. June, 1937, saw the establishment of an all-time high for reproducing machine installations, for that month with a showing five times better than June, 1936, according to a statement issued by Edwin H. Hartley, RCA Photophone head.

## Pa. Test Suit on Chain Biz Tax; Affects Theatres, Chain Stores, Etc.

Philadelphia, July 13.

Temporary injunction restraining State from collecting newly-passed tax 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 challenged by the circuits on the grounds it was discriminatory and exempts certain 'chain' groups, such 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 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 'privilege' 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

'Life 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 roadshowed by Warners since 'Midsummer Night's Dream', two seasons back. Latter was very extensively two-a-dayed across 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 roadshowed, is Aug. 11. Heavy ad campaign will figure.

## Incorporations

### CALIFORNIA

Sacramento. Modern Pictures Corp., distribution; capital, 1,500 shares, no par; permitted to issue 100 shares. Directors: Emile Ornit, Arthur Ornit, Nat. Roan. Nevada. Juveniles, Inc.; capital stock, \$5,000, none subscribed. Directors: Edward W. Rose, I. C. Overdorff, S. James Marsh. Sherman Oaks Theatre Corp.; capital stock, \$10,000, none subscribed. Directors: Charles J. Skouras, Charles A. Buckley, George Popper, Albert W. Leeds, John B. Bertero. Standard Theatre Corp., capital stock, \$1,999, none subscribed. Directors: Charles P. Skouras, Charles A. Buckley, George Popper, Albert W. Leeds, John B. Bertero. Preferred Pictures, Inc., film exchange; capital stock, 1,000 shares, par value \$10; permitted to issue 20 shares. Directors: Ross Klein, Viola M. Zamsky, Jack H. Zamsky, Samuel E. Albert. Atlas Radio Corp.; transmissions; capital stock, 500 shares, and 100 common shares, par \$100; permitted to issue 600 preferred and 60 common shares. Directors: Frank S. Winston, Lou R. Winston, Clarence Winston.

## '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 has had several conversations with United Artists sales officials in this regard but no deal has been consummated as yet.

## NW ALLIED STILL HOT ON DIVORCEMENT BILL

Minneapolis, July 13. President W. A. Steffes of Northwest 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.

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.

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.

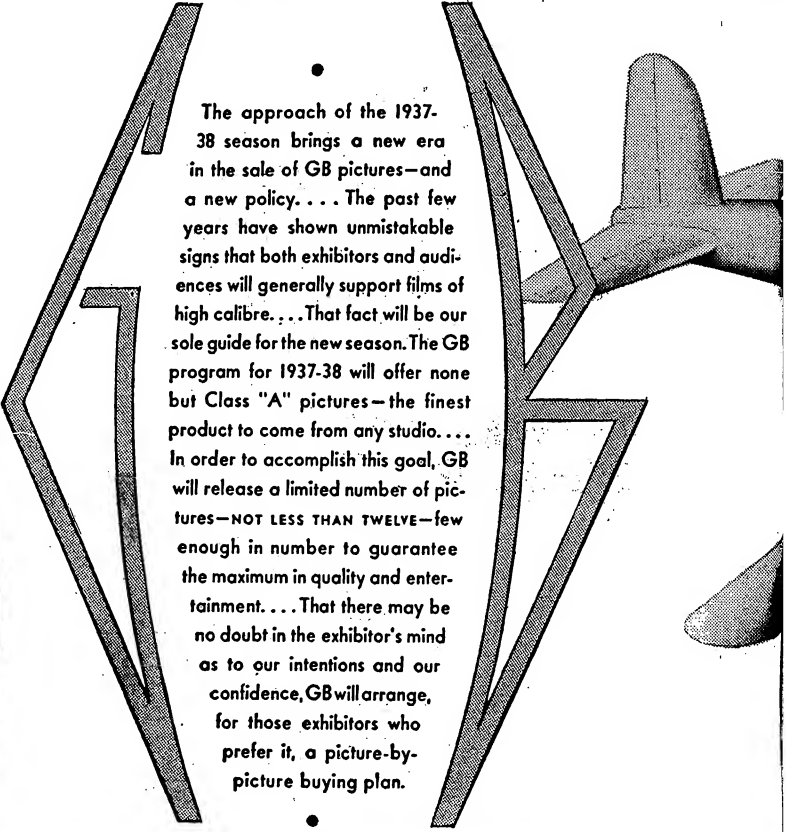
## J. D. Clark Huddling On Coast Until Aug.

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. Another high distribution executive, Al Lichtman of Metro, isn't expected back to New York until 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 McFadden directs. Added to support are Dean Jagger, Charles Watson, Ward Bond and George Meeker.

# 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 signs 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-by-picture buying plan.

## "LADY OF LA PAZ"

Smashing stage success. Notable cast to be announced soon.



### JESSIE MATTHEWS

Lovely, Sparkling, Glorious! The world's foremost dancing and singing star, in a class by herself as the No. 1 Girl of the box-office. Jessie Matthews will star in 3 big productions.

"SAILING ALONG"  
"SPARKLE"  
"GLAMOROUS LADY"



### ANNA LEE

The Gorgeous Blonde. 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"

# AND A NEW POLICY



## NON-STOP NEW YORK

A giant airship spanning the Atlantic... Its passengers involved in a game of love, intrigue and murder!

Starring ANNA LEE with John Loder and Desmond Tester.  
Directed by Robert Stevenson.

### "THE GIRL PAT"

Front page newspaper scoop. Rousing yarn of true adventure.



## ANNA NEAGLE

Most refreshing personality developed in the past year. Beauty and brains, topped off with that spark called genius. This dynamic star will appear in 2 pictures.

"LOOK OUT FOR LOVE"  
"THE SHOW GOES ON"

## NOVA PILBEAM

Her memorable triumph in one of the outstanding pictures of the year placed this youthful, appealing actress at the very top of the list of great emotional stars. Nova Pilbeam will be starred in 2 pictures.

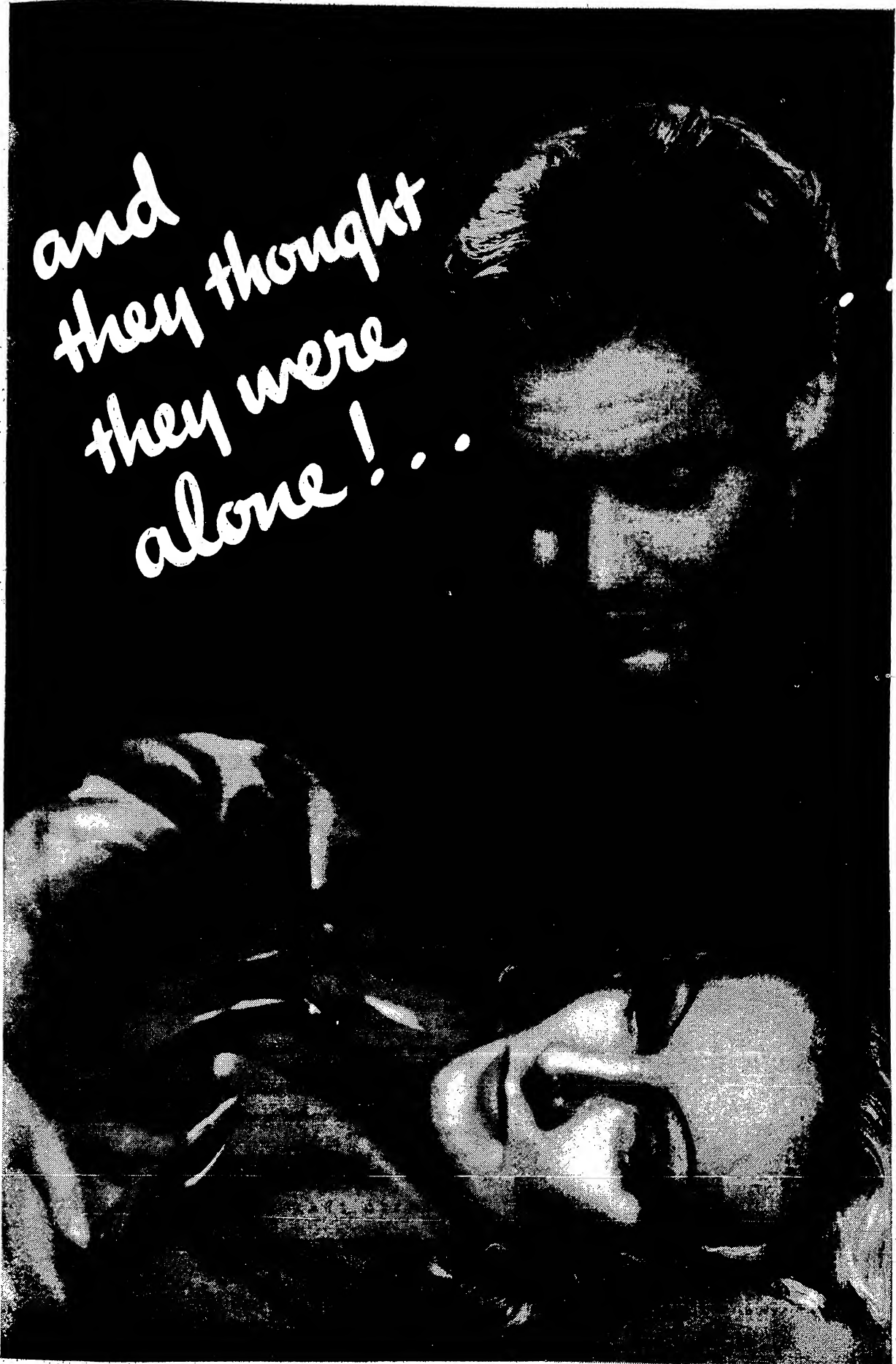
"THE WEDDING DREAM"  
"EMPTY WORLD"



Canada Distributors  
Empire Films, Ltd.



and  
they thought  
they were  
alone! . . .



...but while they made love

..... 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**  
Despite the heat wave, New York City, with 93 at 3 p. m., had its hottest day of the year—Alexander Korda's "Knight Without Armor" broke the opening day record at the Radio City Music Hall for summer season. Early afternoon figures reached a thousand admissions over any picture this year.

FILM DAILY

NEW YORK'S CELEBRATED CRITICS RUSHED TO THEIR TYPEWRITERS TO SPREAD THE JOYOUS NEWS!

of

*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, melodramatic 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!*

This is a candid camera shot of the crowds that broke all existing summer opening records at Radio City Music Hall. And it was 95° in the shade, too!

EXPLOITATION -- By Epes W. Sargent

Grabbing Opportunity

Dick Wright, Warner zone manager in Cleveland, gave an illustration of why he is a z.m. instead of just a resident. He went down to Mansfield on "slim," found that the Ohio Brass Co., located in that town, had manufactured much of the electrical equipment used in the city. So he got it to appeal to its 1,200 employees to see the picture and also issue a similar appeal to the 650 persons employed in its Akron plant. That was routine, but while he was at it he promoted a story in High Tension News, a house organ going to some 14,000 persons between the two coasts. Not in his wildest dream did he expect the picture all over the country and he put it over. That's real hustle.

Old, but Good

Lancaster, Pa. Eight wrecked cars, planted at dangerous intersections in the city and nearby Soap Box Derby as a step in a sock campaign 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 reviewing the landscape with his junkers.

Soap Boxes

St. Louis. With Star-Times, afternoon rag, sponsoring annual Soap Box Derby for boys' management of Fanchon & Marco's 5,000 seater Fox made a swell tieup that not only brought home gobs of free publicity, but also swelled his bank. Starting this week the racers of first 15 entrants in annual derby were placed on display in theatre lobby and an instructor was on hand to assist boys in construction of models. Newspaper publicity plus theatre plugging clicked. Local races are to be held July 21-Aug. 2, quality in national finals at Akron, O.

Real Help

Joe Weil, of Universal, has sent out a set of blowups of newspaper reviews on "The Road Back" already to be mounted on the 40 x 60 easels. Many houses produce these enlargements on their own, but they are too expensive for the smaller theatres. Weil makes them available to the little fellows, which the little fellows probably will appreciate. It's practical and helpful as well as timely, the two being things making it possible to get this material early enough.

Used a Lobster

Lobsters and codfish have figured largely in the promotion of "Captains Courageous" at various theatres. 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. 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 new slant on "Parnell" when it played that picture. There is a town of the same nearby and the theatre engineered a really readable story in the local paper, telling about the town and how it came to get its name. Landed the yarn by making all Irish residents of the town its guests at a showing, and that was good for a four-column cut of the 15 people who attended. Of the usual run and of definite local interest.

Gummed Up

M. S. Chakeres, of the Regent, Springfield, Ohio, made a deal with the Adams American Gum Corp for 12,000 sample sticks of a new chewing gum. Inserted the sticks in slit cards in the interest of "The Sineux Marine" but the gum helped. Also it provided a more emphatic sampling than the gum would have received alone.

Uses Home Aid

Lee Blumberg, the Warner press book editor, is using the back pages of the press books to advertise the biggies. Press books on "Talent Scout," "San Quentin" and "Marry the Girl" carried the pages. "They Won't Forget," just one of those schemes no one seems to have thought of before, though the advantages are obvious. "Forge" will be further advertised by advance stills and stories to the first runs, and following the initial showings Blumberg will build on the regular press book with a supplement showing the stunts used in the key cities. Later is not as new an idea, but it's a useful one.

Strip Tease

Matt Saunders, of the Poli. Bridgeport, tied in with the Times-Star on a circulation stunt that is helping both sides. A roving photog makes snapshots. Three of the best each day are worked into a film strip with one picture from the theatre's feature. All who are pictured can go to the box office for free seats. Tease angle comes from the fact that not all the pictures shot are used. Just a variant of the ringed photo idea, but with an element of novelty that helps.

Set to Music

For the program-herald on "Forever Yours" the Baltimore Little Theatre superimposed the title on a musical score on the front page, arresting the eye. The score, written by Maxwell Weinberg got the mailing list of a local concert bureau to insure reaching the ones most likely to be interested in Gigh. He 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

Leon J. Bamberger, of the sales promotion of RKO, has sent out 6,500 three-inch figures of Mickey Mouse to his mailing list, mostly managers and circuit executives. Only advertising is a tag announcing Mickey's shove-over to RKO and his first release, "The Clock Cleaners." Tag can be untied, leaving the figure without any advertising liability to become outdated. Makes a nice desk ornament.

Theatre Changes

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 brighting zero weather hampered freighting. Boston. Albert T. Donovan comes into the Lancaster here as manager from the Capitol, Lynn. Edward C. Garrity transfers from the Lancaster to the Capitol. Both houses in the E. M. Loew circuit. Los Angeles. Harry Marx, manager of the Fox-West coast Westwood Village, goes to Grand Central as manager, succeeding Robert T. Smith, who died July 4 while swimming at San Clemente, Calif. George Lundberg, manager of Loew's State for several years, supplants Marx. Other F-WC changes has Martin Kaplan at the Glendale, Glendale; L. Lake, Cathonia, Glendale; James 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 and Grand. 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, manager, badly burned. Portland, Ore. Led by J. J. Parker houses, all major spots in the burg boosted admission 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. Newark. The Drive-In theatre at Union, N. J., is doing good biz at 35c. 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 W'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 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-Land RKO, were the heavy sufferers in last week's heat wave, and let their employees leave early. As did the NBC and CBS networks.

U Exploitation Chill

Hollywood, July 13. Universal is considering discarding its studio exploitation department, which has been handled by Herb Hyman under Marc Lachmann, studio publicity head. Hyman checked off the lot last Saturday.

ERPI PREZ'S COAST PROWL

Hollywood, July 13. Whitford Drake, Electrical Research Products, Inc., presy, is paying his first visit to Hollywood, making the first of his many trips 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 "Shakespearean" "Carie" program over WNEW, N. Y. She won the first prize for her reading of the bard's works on this novelty broadcast.

LOOS-EMERSON SCRIPPER

Hollywood, July 13. Anita Loos checked in last week with Samuel Goldwyn to collab with her husband, John Emerson, on script of "Spring in Paris." Anita Loos was east when the contract was set and arrived on the Coast July 5.

Weigel Takes The Veil

Cincinnati, July 13. The Madiso, nabe, in Madisonville, operated in past years by Charles Weigel and associates, has been purchased by local chain of suburban houses headed by Ike Libson. Weigel, retired as manager, was terminated a test on July 9 in variety club by 40 friends from film exchanges and indie houses.

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 show, to "How to Start the Day." New "Mr. Moto" at 20th-Fox will be called "Look Out, Mr. Moto."

CONDOTTIERI

(Continued from page 21)

Fascist blackshirts salute a good deal like Fascist blackshirts and talk a good deal like Fascist blackshirts—exalting discipline, etc. Aside from this propaganda aspect, deals with the miraculous and violent ups and downs of di Medici. Director-actor Trenker plays the lead very creditably, even finding time for a short romance, aside with Maria, a young actress and Carla Sveva as Maria a truly rural shepherdess—but none of them are really much in evidence. Eitel Maggi, looking more like the really beautiful Are with shining armor, towseled hair and a rugged interesting face, seems the most promising of the secondary characters, but she is even less in evidence than the others. While film would not appeal to non-Italian 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 recruiting scene; a small Italian hill town. These scenes would have general appeal if propaganda element were toned down, and Italian history made a little more clear. Photographing was beautiful. Music 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

Hollywood, July 13.

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 Paramount came to terms on a new seven-year acting ticket. Radio hoisted Lucille Hall's option. Warner is holding William McGann for another year as director. Robert Emmett goes to Monogram under a term pact as assistant to Robert N. Bradbury. F. Scott Fitzgerald has been handed a scripting term at Metro. Reginald Owen signed a seven-year playing ticket at Metro. Metro picked up Hugh Butler's scripting option. Paramount is holding Porter Hall for another year. New Paramount packs passed out to Roland Anderson, Ernst Fegte, Earl Hedrick and Robert O'Neil, act 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 ticket. Universal picked up Dorothea Kent's player option. Brooks Bowman signed a song-writing term at Seiznick International. Harold Kussell and Bert Granet have had their options picked up as RKO scribes. Grand National signed Cully Richards to a playing term. Seiznick International hoisted Alan Marshall's acting ticket for one more year.

New York Theatres

Here's a Better Show at the RKO THEATRES

RADIO CITY MUSIC HALL DIETRICH AND GONAT "KNIGHT WITHOUT ARMOUR" Spectacular Stage Productions

CAPITOL WILLIAM POWELL LUTHER RAINER "THE EMPEROR'S CANDLESTICKS"

"SUPER SLEUTH" ROXY ALL 25c F.M. SEATS 1 to 25 On the Stage FRANK GARY

STATE Claudette COLBERT in "I MET HIM IN PARIS" STARTS THURSDAY MARX BROTHERS in "A Day at the Races"


"THEY WON'T FORGET" with Claude Rains - Gloria Dickson - Edward Norris NEW YORK Strand 25c in F.M.

PARAMOUNT JEAN ARTHUR EDWARD BROWNE "EASY LIVING" HELD OVER IN PRISON! MATHA RAYE ENERGY DEUTSCH AND BAND

"THE GREAT GAMBINI" (The Man With the X-Ray Mind) A Paramount Picture with AKIM TAMIROFF-MARIAN MARSH JOHN TRENT - GENEVIEVE TOBIN CRITERION 25c in F.M. 4:45 P.M.

"SLAVE SHIP" With WALLACE BERRY and WARNER BAXTER UNITED ARTISTS RIVOLI 25c in F.M. 8:15 P.M.

CONDUCTOR VIOLINIST 2nd Year—Shea's Buffalo The DYNAMIC ARNO "Arno's presentation with its stirring finale virtually insures appeal."—Buffalo Courier-Express.



SET FOR ITS 4th SOCK WEEK AT  
THE CARTHAY CIRCLE (\$2.20 TOP)!

*and as*  
*all the Trade knows!*

The word of its greatness has gotten out  
... audiences are demanding early show-  
ings... bookers are being stampeded for  
pre-release dates... showmen everywhere  
are eagerly planning to celebrate the end  
of 1936-37 with 20th's maximum-money  
smash of the season!

*Rudyard Kipling's*  
**WEE WILLIE  
WINKIE**

*starring*

**SHIRLEY TEMPLE**

*and*

**VICTOR McLAGLEN**

*with*

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

A check on box office takings show that although pictures are spottily as to value and the level of 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, though 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 has cooling plants even if normally grosses into higher figures, may get enough of a boost on the hotter days, because of comfort for patrons, to easily offset the drop of several non-iced houses that average smaller takings. This difference in cooling systems and importance of theatres as business grinders may give to air-conditioning an even greater value than the heat.

While heat has the effect of keeping people out of the hot-boxes, at the same time it is responsible for driving people to theatres, which, being cooled, offer a chance for respite. This was believed to be particularly true during 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 (8), 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 poorer, than for Friday (2). The week ending Friday (9), which included the Fourth of July three-day weekend, was slightly better also 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-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**  
Minneapolis, 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's, refrigerated show-houses 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.

### 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 wrangling 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 Industry, Inc., last week lost the last word of their long-winded title when Judge Darius A. Brown set aside a decree of incorporation granted June 8. The loss of incorporation by the Anti-APL group came about when James F. Bigney, owner of a nabu house, called court's attention to a letter in which the UMPOWU 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 IATSE about a month ago. Their activity has been confined to picketing of nabu 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 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 Paramount.

Company is on location at Mt. Baker in Washington.

### PHILLY'S NEW NEWSREELER

Philadelphia, July 13.  
Another newsreel theatre will be erected in Philly to compete with the Trans-Lux, which for the past two years has had sole rights on the current events six 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.

the public won't spend dough for comfort let alone for amusement, the worried exhibitors say.

Some of the trade blames the numerous artesian cooled niteries for the summer falling off. Others believe it's due to generally bad business conditions here all along the line.

## TARDIEST DEALS IN HISTORY OF BIZ

### 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 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 signing early contracts for the 1937-1938 product. In 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 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 Milwaukee last month the assembled exhibitors 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 theatres.

**Duals Again**  
Exhibs here and elsewhere are following through on this theme, and especially so in Chicago 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, it is expected that there will be a general realignment in the mid-west, clearance setup before the selling season 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 protection 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 serious bone of contention between the distributor and exhibs, 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 writing contract by Sol Lesser.  
This brings total of screenwriters on Lesser's payroll to nine.

## Sexer Into K. C.'s Dignified Munny And 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 CH 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 111th St. on the far southwest side 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 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. J.L.&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 J.L.&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-depress 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 jail 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.

Value of \$1,000,000 was placed on the manuscript, which Sheels said was rejected by the studio as unusable in 1925. 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.  
Picture 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 especially designed as a home for the dignified K. C. Philharmonic Orchestra. Atmospheric conditions have been kept on a par 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 oke.

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, Jymmy 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.

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 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 satisfactory. And it's something for them to work out immediately.

Sans the Philharmonic subscription series and last year's 'Scandals' engagement during the Jubilesta, the Music Hall has failed to register a profit with the possible exception of the 'Follies' engagement and Hepburn'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 exploit campaigns and that's 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 lifts 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, resigning 'Hell's Divers' and 'Billy the Kid.'  
Idaho's Gov. Barzilla W. Clark last week guested film player, who recently purchased large land holdings in that state. Gov. Clark went so far as to query Beery about a projected primary 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. All-ways makes good copy in local newspapers.

**HOT!***but***"DAY AT THE RACES"**

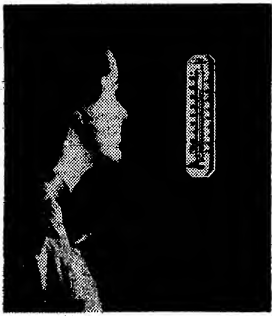
packs 'em in. Held over 2nd week and 3rd week! Give it plenty of Extra Time!

**HOT!***but***"CAPTAINS COURAGEOUS"**

does sensational business in all pop price engagements. It's an extended run attraction!

**HOT!***but***JEANETTE MACDONALD'S**

glorious musical "THE FIRE-FLY" is on the way. Her successor to "Maytime" grosses! In mid-summer!

**HOT!***but***"EMPEROR'S CANDLESTICKS"**

brings WILLIAM POWELL, LUISE RAINER in their first joint hit since "Great Ziegfeld." It's a honey!

**HOT!***but***CLARK GABLE MYRNA LOY**

in your electric lights in their romantic drama "PARNELL" is lovely for romantic summer crowds!

**HOT!***but***"GOOD EARTH" COMING!**

Showmen are preparing far in advance for its pop price presentation. Watch the trade press!

**HOT!***but***"BROADWAY MELODY OF '38"**

with ROBERT TAYLOR, ELEANOR POWELL and a screenful of stars is the greatest musical comedy of all time!

**HOT!***but***PUBLIC DEMANDS "SARATOGA"**

CLARK GABLE, JEAN HARLOW in "SARATOGA" is now released. How fitting that it is one of her finest entertainments.

**HOT!***but*

**HIT FOLLOWS HIT!** Flash! "BETWEEN TWO WOMEN" and "TOPPER" just previewed on coast are two more Big M-G-M Summer Sensations!

(Are you listening, 1937-1938?)

# M-G-M NOW! M-G-M ALWAYS!

# FILM-STYLE DISC DISTRIBUTIONS

## Local 802 Banishes WPA Shows Using Waxed Music From WQXR, 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.

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. No one 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 Expo, for two weeks, will be joined by Joe Cook, Joe Laurie, Jr., George Faulkner, the scripter, and Anthony Stanford, producer, for the fortnight.

Cook is due for two guest shows; Laurie, for this week only, although possibly holding over. It makes Laurie's sixth lap.

## Aubrey, Moore & Wallace 'Or Else' on Campana

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 reserved.

## Charlie Hughes' Waxen

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 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 mid-west, beginning with WJJD, Ralph Atlas indie here, this week.

Campaign being handled by McGivern-Child agency.

## 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 scroll for his recent victory by Tom Manning, the Leisy Sports-caster.

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% as compared to June, 1936. Gross this time was \$99,136, while the June before it was \$104,321.

On the first six months of this year the network is 13% ahead of last. The 1937 accumulation to date is \$1,016,321, while for the first half of '36 it was \$894,358.

## OTHERS CROWD IN ON MILLS ACCT.

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 four 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.

Though Blakett-Sample-Hummert agency in Chicago and the Knox-Reeves (General Mills' baby) handle the bulk of the four company's advertising business, Corbett in New York and Cincinnati handles a portion of it with the 'Hymns of All Churches' program while Baggeley, Horton & Hoyt has a west coast hook-up of film chatter for the four 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. Optional 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.

Landry, vet. vaude band bandleader, has been in retirement for two years. Miss-Butler, 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-billy harmony) have been set to return to WMCA, N. Y., in the fall for Consolidated Drug Co. of Chicago. Return will again appear on two 30-min. periods weekly.

Traverse to the mike carded for Sept. 6. Benson & Dall the agency.

## NEW ATLAS FIRM HAS UNIQUE IDEAS

Starting with 890 Completed Transcriptions—Will Use Regional Franchise Distributors, 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 G. Hopper of Cinema Mercantile Credits of Hollywood.

Company starts functioning Sept. 1 and will adopt the following unique (for radio) methods:

(a) There will be a series of regional, franchised distributors located in 24 key cities. First franchisee 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 distributors 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) Programming will be planned in advance with an annual 'production chart' again in the manner of Hollywood.

(e) Series will be sold in groups and 'protection' in community will be given station. (Second runs, if 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. 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.

'Captains of Industry' and 'Porky 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.

Atlas will sell to stations on a series basis. Each series will be exclusive, but not Atlas service (due 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 mostly to dramatic serials. When well under way Atlas expects to make 'name' personalities available. Ken Baker is already recorded in a series. Book booking is one motion picture practice that will be avoided, however.

Blackstone agency, New York, is handling Atlas. Leon Lee, former motion picture and National Screen Service exec. is in charge of the build-up. Zac Friedman, formerly of WMCA, New York, is connected with org also.

## 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 p.m. program in studio atop Ansley Hotel. He lets another announcer close it, grabs his hat at 5:13, which gives him a scant two minutes to hop aboard an elevator for a 14-floor drop and then sprint two blocks to the lobby of Loew's Grand theatre for a 15-minute chore with a buddy on Carroll Furniture Co.'s 'S-de-walk Snoopers' broadcast.

That done, Fulton must then show some real speed. Skedded to go on air with Atlanta Constitution's newscast 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 newscast script just before he starts his headlong dash into basement.

Washington, July 13. Congressional grillings 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 chiefs, 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 Maine 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.

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 proposition is likely, however, until close to the end of the session, now looked for around Sept. 1.

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 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. However, if 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 is nominating 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 in 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 Hubble Robinson, Jr., of Young & Rubicam's radio department, makes his debut as an author with the lead article in the August issue of Esquire.

It's tagged, 'Glamour Ladies, You Bore Me.'

## SINGER CROSBY PRAISED AS SPIELER

Bing Crosby has been guaranteed a job as a sportscaster 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.

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 itinerary. While on the other side he will discuss their coming RCA-NBC broadcast series with Arturo Toscanini and Arturo 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. Gertrude Berg has set deal with Procter & Gamble for the return to radio of her former clik 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.

# 20 "MILLION DOLLAR" MUSICALS

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* **ROBBINS**  
MUSIC CORPORATION

- 1 **A DAY AT THE RACES**  
A METRO-GOLDWYN-MAYER PICTURE
- 2 **ALI BABA GOES TO TOWN**  
20TH CENTURY-FOX PRODUCTION
- 3 **A YOUNG MAN'S FANCY**  
A B. G. DeSYLVA MUSICAL • NEW UNIVERSAL PRODUCTION
- 4 **BROADWAY MELODY OF 1938**  
A METRO-GOLDWYN-MAYER PICTURE
- 5 **52ND STREET**  
WALTER WANGER PRODUCTION • RELEASED THROUGH UNITED ARTISTS
- 6 **GIRL OF THE GOLDEN WEST**  
A METRO-GOLDWYN-MAYER PICTURE
- 7 **GREAT DAY**  
A METRO-GOLDWYN-MAYER PICTURE
- 8 **HATS IN THE AIR**  
A METRO-GOLDWYN-MAYER PICTURE
- 9 **IRENE**  
AN RKO RADIO PICTURE
- 10 **LOVE AND HISSES**  
20TH CENTURY-FOX PRODUCTION
- 11 **MAKE A WISH**  
A SOL LESSER PRODUCTION • RELEASED THROUGH RKO RADIO PICTURES
- 12 **MEET THE GIRLS**  
20TH CENTURY-FOX PRODUCTION
- 13 **MERRY-GO-ROUND OF 1938**  
A B. G. DeSYLVA MUSICAL • NEW UNIVERSAL PRODUCTION
- 14 **NEW FACES OF 1937**  
AN RKO RADIO PICTURE
- 15 **100 MEN AND A GIRL**  
NEW UNIVERSAL PRODUCTION
- 16 **SALLY, IRENE AND MARY**  
20TH CENTURY-FOX PRODUCTION
- 17 **SARATOGA**  
A METRO-GOLDWYN-MAYER PICTURE
- 18 **Walter Wanger's VOGUES OF 1938**  
RELEASED THROUGH UNITED ARTISTS
- 19 **WAKE UP AND LIVE**  
20TH CENTURY-FOX PRODUCTION
- 20 **YOU CAN'T HAVE EVERYTHING**  
20TH CENTURY-FOX PRODUCTION

TITLES LISTED ABOVE ARRANGED ALPHABETICALLY

LEO  
**FEIST-MILLER**  
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 being widely circulated for signature.

SAG in pix were nonexistent, or at the least trivial, in radio. Last week's action by Featured Artists Service, Inc., subsidiary of Blackett-Sample-Hummert, in demanding a 5% 'commission' from its players, caused a sharp switch in sentiment, however.

Equity's Guess

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 picture.

C.I.O. in Ghost Role? Present at the meeting was Mrs. Florence Marston, eastern representative of the Screen Actors' Guild, Equity's film affiliate, which is co-operating in the organization drive.

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.

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.

Working Out Vacation Pittsburgh, July 13. Carolyn Gray, Pittsburgh girl 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 Ricker, 'Girl in the Cage.'

Happy Sisters Join NBC Pittsburgh, July 13. First program hit the air Friday afternoon (9) and a 15-minute show will be presented five times weekly until Miss Gray's departure for Coast.

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. Fielding, Equity Council member, who is heading the radio drive, was not present, being out of town on a legit date.

Metro Deal Hot

Metro - Goldwyn - Mayer and Benton & Bowles execs were in conference yesterday (Tuesday) on proposed \$25,000 per program deal.

DEMENTIA A LA RADIO

Interviewing An Octopus Latest Gag in Cleveland Cleveland, July 13. Carl Mark, mikeman, is going to get 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).

Sports Writers on Air Guarantee to Deliver Stars of Day's Games

Dan Daniel and Tom Meany, N. Y. World-Telegram baseball writers, appear July 25 on Gulf Oil show. Daniel travels with N. Y. Yankees, while Meany moves around with the Giants.

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, station.

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, will definitely invade radio for the first time this autumn with placements of transcribed 15-min. programs on as yet unselected stations.

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 on a bonus, ranging from \$100 top on down, on a salary pro rata basis.

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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 Swanson, Attorney General Hunter, and a dozen county attorneys from enforcing the anti-ASCAP bill passed by the state legislature.

FILM PLAYER SMELLS COMMERCIAL MOUSE

Pittsburgh, July 13. When Henry Armetta, allum comic, played the Stanley in Pittsburgh last week, management asked him if he'd go on the air over KDKA to plug the show.

THOMPSON AGENCY LISTEN

Harry Savoy, Vaudeville Team, Get Auditions 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.

Hawaiian Branch of S.F. Agency Hires Fitzgerald

San Francisco, July 13. Radio activities of the newly organized Hawaiian subsidiary of Bowman, Duette & Cummings, the Bowman, Holst, McFarlane & Matson agency, will be directed by Don Fitzgerald, who has resigned as production manager of KGMB, Honolulu.

Lux Crew East

Hollywood, July 13. Crew on Lux broadcast for J. Walter Thompson hauls east this week. Frank Woodruff, producer, left last Saturday (10) followed by Sandy Barnet, scripser, two days later.

Baker Staying West

Hollywood, July 13. No sooner did Phil Baker land in town for picture work for Samuel Goldwyn than he told the old Broadway mob here that he'll be sticking around for some time.

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'ALL MUST HAVE UNION CARDS' RULES 802

New York musicians' union has moved 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 instrumentalist whatever, including soloists, chamber music quartets or accompanists, unless the musician holds an 802 membership card or special permission for his appearance has been obtained from the union.

\$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.

McClatchy Monopoly Broken by F. C. C.

Monopoly held by the McClatchy group in the Fresno, Cal., market has been broken. Federal Communications Commission has consented to another station being constructed in that town, the permit going to George Harms. It will be a 100-watt, unlimited time, on 1310 kc.

Ed Harvey to WINS

Pittsburgh, July 13. Ed Harvey, program director for last 2 1/2 years at WCAE, has been promoted to similar post with Hearst New York State Network. Will take headquarters at WINS, New York. Leaves here two weeks for new post.

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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 programs to WWJ. In this the Detroit station, which would have greater excuse 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 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 buyers' 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 bluffs.

Bent on providing closer supervision over food and drug promotion, 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 problematical.

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 broadening scope and making certain that all forms of propaganda, not merely printed in magazines and newspapers or broadcast, are subject to Federal regulation.

Penal provisions were lightened, Chairman Lea declared. While previous proposal had sponsors of any false advertisement designed to induce use of foods, drugs, devices, or cosmetics subject to fines, revised version limits jail sentence or cash assessment to cases where the product 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. 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

San Francisco, July 13. Two NBC staff artists took new monickers in the past week. Matilda Tringali, 16-year-old warbler and former lyro recently signed for appearances with Johnny O'Brien's Harmonica High Hats, underwent a triple change in names, first to Tribby Gale, then Patsy Moran, finally Lora Tringali, which got an official okay. Name of Shirley Fishman, moppet actress, became Trina Morris.

## WEDDING, QUIZ NOT REPEATED

NBC Frankly Does Not Want Clergyman Who 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 denied 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 discretion to shy away from the officiator 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).

When 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 here."

Jardine had been expected to speak about the Duke and his American Duchess, but instead 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 early' local promotion.

He referred once to the Duke and his bride by declaring that they had been kept apart because the Church of England had invaded the realm of politics—"where it did not belong."

This remark drew the single roll of applause from the audience of 77, which made the reverend a sad and disappointed figure in the ballroom that seats 5,000.

Jardine wore a light grey suit, brown shirt, and ministerial collar. The best man did not seem uncomfortable and he trembled slightly as he began 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.

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 the networks on this side 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.

Jardine was booked by Dorothy Worthington on the Heinz program today (Wed.) over CBS.

## Believe Cracks at Bowes Were Slipped 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.

Major Edward Bowes' organization has been trying without success to trace the origin of a couple of cracks that appeared in widely scattered radio editors' columns in recent weeks. One line spoke of the major using milk for a chaser to whisky. He never drinks whisky. Another quip, sarcastically worded, said he was giving away nickels a la Rockefeller. Pure fabrication, it seems.

It is thought that the cracks were included in the 'gossip column' of one of the private press agents. These are sometimes used as filler by radio editors. 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.

## Paley Gets Television Engineers in England; Now Inspecting Europe

William S. Paley has been selected to turn to England for his television 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

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 Horner, from Lauterbrunnen, Switzerland, and is an electrical engineer with a degree from Berne university.

He claims to have discovered an alloy of selenium, called thalium, which is super-sensitive to color values, and incorporates this in a novel scanning device fitted to the camera. The combination of a Thalium 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. KOIN had widely exploited Carter in advance.

### 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 sound-proof recording and broadcasting studio.

### Morris Hicks' Smashup

Indianapolis, July 13. Short wave truck, being tested by Morris Hicks, spiler at WIRE, got smashed up, by curling around a utility pole on Sunday (4). 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 WFBI, rival station here.

## 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-Rinsos program for Rauthrauff & Ryan. Bacher said he stepped out because he refused to be tied down exclusively to the Armstrong outfit.

Ken Niles, who handles the commercials for Campbell Soup shops and took over the production reins on H-H when Bacher took a three weeks sunning at Waikiki, will continue to guide the air piece until Wheelock, who is due here this week, names a successor. Niles is also producing the Murray-Oswald program in the sabbatical absence of Diana Bourdon.

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 by W. E. 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 proffered the post some time ago but preferred 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 also has 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. 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.

## Sealest Show Broadcast Against Many Difficulties At Cleveland Radioland

Cleveland, July 13.

Sunday Night Sealest program headed by Jimmy Melton, with May Robson and Jean Muir of the films as guests, 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.

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 cast his coat near the end of the program when few heavy drops of rain fell. Engineers covered the precious microphones with white cloth hats. Carborundum Band will attempt a broadcast from the same spot Saturday night (July 18).

## Cecil Underwood in Chi For Fibber Mc'Gee Program

Chicago, July 13.

Having completed their picture, Marion and Jim Jordan (Fibber Mc'Gee 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.

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 shows 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 Transradio, of style bulletins brought by her on visit to Parish Exposition and London style openings.

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 River-side, Milwaukee, week, and set for August London dates.

Curtis and Allen, New York, handling.

# 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 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 men and women who can never hope 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 against 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 device 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 to encourage the unemployed members to refrain from seeking work in other fields.

**Why 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 employ musicians or in any way increasing their expenses since the 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 these one of these outlets 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 vicious attack.

Manufacturers of recorded programs 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. 15.

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 impossible to carry through with their present station contracts. A substantial 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 WED, Columbus, to carry the events. N. W. Ayer handled both contracts.

### Those Scientists

Chicago, July 13. Science is being used by Prof. John DeBoar in his experiments to get reactions of kids to programs. Testing 1,000 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 goes up.

### Seattle Stations' Film Presentation To Detroit Admen

Detroit, July 13. With H. M. Felts, 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.

Film was divided into two sections, the first giving pictorial study of the Pacific northwest 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. Joe Schreibman, stick swisher of WDAS house band, forming 60-voice international choir for use on station, which does large no-spika-English biz. Group can chirp in Yiddish, Polish, Ukrainian, Italian and any other language in which salesmen can sell accounts. Members all contributing time for love of the work.

### Networks Ignore ASCAP Order Slapping Back at Enemy States

### LANNY ROSS SET FOR PACKARD IN FALL

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 retained as maestro. Young & Rubicam 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, WHCK here is the official origin of Mutual's daily broadcasts from the Great Lakes Exposition.

WHCK, now a member of the Mutual network, will take the programs from WHK and feed the chain, since the Cleveland station will not become a Mutual affiliate until September.

Bob French of the local station was in Cleveland last week to aid the WHK staff with final details.

### Agencies—Sponsors

Young & Rubicam auditioning Ginger Dulo, swing singer, for the Walter O'Keefe (Sal Hepatica) program.

Warren and Arthur Smadbeck (real estate) on WMCA, N. Y., news-caster will early a.m. 15-min. spotcast recorded by Allen Williams. Metropolitan Advertising placed.

Bowley's (milk) 'While City Sleeps' three-a-week 15 minute drama, signed 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-Labrum agency, has opened office 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 patron of Victor Saulek on KDKA, Pittsburgh. It's a one-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.

Warner Bros. has renewed five times a week half-hour spot on WWSW, Pittsburgh. Period, from 11:30 a.m. to noon, is used to plug circuit's shows in the district, with Johnny Mitchell playing organ music.

Major networks have ignored the order recently sent out by the American Society of Composers, Authors 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, returns to New York next week. Webs hold that the enforcement of this 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 retaliation. 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 favor but the material which publishers by din of intense exploitation are able to force upon them.

### MCGILLVRA ADDS REGIONAL Eight Stations of New Oklahoma Network Appoint Sales Rep.

Joseph Hershey McGillvra has been appointed national sales representative 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 sales rep.

Stations involved are KTOK, Oklahoma City; KCRW, Chickadee; KCFE, Shawnee; KBIX, Muskogee; KADA, Ada; KVSQ, Ardmore; WBBZ, Ponca City, and KASA, Elk City.

Night time base rate for loop is \$162 an hour.

and Walt Franer retailing film news and gossip. During latter's Coast vacation for month, regular WWSW announcers are handling Franer's chores. Placed direct.

Pino Bontempo, opera tenor, taking the name of Gino Monti to warble a new series over WOV, New York, for Fratelli Branca Italian bitters.

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 Nov. 19.

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 through Aug. 3.

Gallenkamp Stores Co. (shoes), through Long Advertising Service, San Francisco, using 92 100-word announcements on KFRC, San Francisco, 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 tablets), St. Louis, Mo., through H. W. Kastor & Sons, Chicago, spotting 212 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 director, by his boss, Ralph Atlas, so that Reglein may trip to Europe to look over broadcasting systems there.

Expects to cover England, France, Belgium and Austria, but to spend most of his time at British Broadcasting Company headquarters in London, and at Budapest radio station.

### TED 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 pook-pooed 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 already announcing it to the listeners, Dolan says.

Spot from which the CBS broadcast covers 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 Romani'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 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 microphone and been overheard by listeners. 'Bootlegging' of broadcasts 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 to 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 Wireless 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

Boake 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.

Much speculation exists concerning the Carter campaign, its motives, the attitude of Philco, his sponsor, and the Columbia Broadcasting System. Carter has frankly abandoned news reporting for sheer editorializing. His attacks 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 Woolcoff, 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 due to appropriation lessening by Congress, 30% of the actors and 50% of the administrative staff getting the axe.

Seven unions 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 outfit is in a turmoil. Some want to journey to Washington and picket the White House. Others want to wage their fight against the cuts in New York, while still 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 Harry Vernon get the lead in the 'Couple Next Door' program. Miss Gish and Vermylee take over the roles previously handled by Dolores Gillean and Olan Soule. Switchover takes place next Monday (19). Vermylee 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 Whitna, Nice of Maryland gave Bowes some honorary license tags labeled 'Md. 1.' 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 peddled around, Station officials 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 agent WOR's proposed classical dramatizations with Orson Wells of legit prompted a blast 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 palmy-walpy.

In the case of WLW, Cincinnati, the cost of its telephone air lines is less than that asked it for circuit 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 \$10.

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 NBC 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 decided 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 picknicked on the grounds before night fell.

## CHARGE 'BIAS' IN ITEMS WORDING

About 70% of Letter-Viewers 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 item 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 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 \$100,000 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 and Philco. Court held that Philco could not be legally served because it is not licensed to do business in New Jersey and that Columbia had not been legally served. It reserved decision as to whether the network could be served in Jersey, however.

The general refrain of condemnation has been that the newscasts 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. 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 bends into the news radio should be entirely free of bias.

Herbert Moore, Transradio News Service president, says his organization has made it a 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 obtain a counter argument or answer immediately and that while the news item at the noon broadcast 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 newscast.

### 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 impression and that the remaining 10% don't listen enough to the daily flow of news broadcasts to appre-

## 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.

As result of bet with General Manager Pat Stanton on Louis-Braddock tiff, Danny was allowed to announce one half hour program being remoted from sepiu 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' transcriptions and messages.

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 percentage of Iowa's intake from the number of bars sold in Detroit.

Hunt sold soap manufacturer on stunt, backing up 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.

Deeming the idea successful in that there are now shipped into Detroit 30 carloads weekly of Iowa 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 untried in the region.

## BANKERS END USE OF RADIO

Association of Banks will pull in its other 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 Symp, bannoned by Eugene Ormandy, held the helm. 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 \$5,000 per week for time and facilities. Talent costs ballooned the expenses much more.

## 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 too much tendency on the part of the thespes to either crowd the mouth-piece 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 moment and naturally their performances suffer. Mike hangs suspended and players walk in and out through an opening. Contraction is looked on with favor by other producers, 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 stratosphere scientist, was put through his examination paces here Saturday (10) when he popped up at the local Federal Communications Commission office to apply for a third-class radio telephone operator's license.

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. Silliman, formerly associated with Dr. Piccard in stratosphere 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, commissioner, in charge.

Chicago, July 13. Bert Labbar and Bill Weisman of WMCA, New York, planned into town last week for some business confabs with their rep here, Ray Linton.

With Linton set a couple of time deals to start early in September.

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# Resorts, Pools, White Shoe Cleaners, Etc., Make Up for Summer Biz Losses

Philadelphia, July 13. All Philly radium stations are enjoying the best summer biz in history, with salesmen already having won over 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 weather. 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. An 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 addition of City of Wildwood as sponsor, airing air bands from 6:30 to 7:15 half hour nightly, six days a week. Uncle WIP is also etherizing from Hunt's Pier, at the resort, every Tuesday night. Other newcomers to the outlet are Kno-Mark Shoe Polish Manufacturers, Pennsylvania-Reading Railroad's 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% WFIL boasts new sales high reached during June with 29 new accounts and three renewals for a net increase of 27% over any previous monthly report in the station's two and a half year history. Local biz was up 17% and national, 10%.

Two new major accounts were Sun Oil and Kno-Mark Shoe Cleaner. Tydol renewed for 120 minutes of news a week for one year. Five amusement parks are also dishing up coin. Addition of WLW line has increased income on WFIL, too.

Among the WCHU siesta-takers, that broke habit by renewing, are Horn & Hardart news broadcasts daily; Drug Trade Products; Drano, Household Finance and Bayuk Cigarettes.

KYW is hitting this summer with Iowa Soap, Barbary 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 Moskinella 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 be 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.

When WOOD, 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 Chattanooga. Management declines to discuss plans but insiders figure paper will work out joint advertising contract and stud programs heavily with new flashes.

No other Chattanooga paper goes in for radio. Second existing station is WJOP, low-powered independent that quits at 6 p.m. and broadcasts recordings for most part.

### 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 (13).

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 affiliate:

"Local radio editor inquiring about a CBS Shakespearean cycle and wants to know what first play will be. Please rush information."

Up to the receipt of the station's wire the network's campaign on the Shakespearean spurge 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 p.m., 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 sometime in September with a maximum 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' 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 female sports spieler to air around New York.

## Feuding in Buffalo

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, flared again when the m.c. of the WEBY kids' 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 afternoon 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 stint. Then drove back to Buffalo.

## INTERVIEWS ON WAX

Butterworth-Johnson, Also Mark Hawley, Peddling Them

Wallace Butterworth and Parks Johnson, quizists on the Mollie show over NBC, started recording their 'people in the news' idea last week. He has 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.

Similar transcription idea has been launched by Mark Hawley, WOR, Newark, newscaster, in association with Transradio Press Service. Hawley 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 cast 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, 'Flora 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 Mondays, effective July 16, 9:30 to 10 p.m., continuing with 'Colonel Rod' Hendrickson and a dramatic cast. Hendrickson also will emcee the Monday, Wednesday and Friday afternoon airs.

Natasha Coleman draws the title role in 'Gloria Gale' with Everett Glass, Doris Kemper and Dixie Marsh in principal supporting roles. Michael Raffetto handles production on all Sperry programs.

'Flora Gale' will be aired over KFO, KHQ, KOMO, KGW, KFI. Same web, plus KDYL, will release all other shows.

Westco Advertising Agency has the account.

## Atlas' 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 Atlas outlets, WIND and WJJD. Atlas signed a 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.

## 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 & Rya agency is lining up the show.

Last program sponsor aired was a script serial over NBC.

## 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 Toothpounder), half-hour program over NBC-blue on Wednesdays, fades from the air, on July 23. 'Broadway Varieties' (Bisodol) Friday night show over CBS, quits July 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 afternoon, due to vacation absences. Facing those on duty was a Guitzper Question Box program from the sidewalk in front of the Hotel Charlotte. Immediately before that Governor Clyde Roper 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.

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 novel is the circumstance of another major New York outlet, WOR, clearing 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 Monday (25).

One of the CBS affiliates which will air the wax version of 'The Gospel Singer' is WWVA, 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.

## MUTUAL SIGNS FIVE; OTHERS PEND

Mutual has Hecker's H-O, Blue Coal, Schaeffer Pen, Varady of Vienna and the Lutheran Church series all set for fall. There is 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. Varady will have Harold Stokes out of WGN, 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

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 on a Broadway legit show. Each Friday, beginning Sept. 26, Varady 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 renewed for 13 weeks. Show, now local, may go network later.

## WFIL'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 4 1/2 miles from center-city and one of boggiest places in town.

Transmitter will be ready for op about Oct. 1. Hope before then that FCC will have approved application for increase from 1 to 5 kw.

## PROVIDENCE COMPETITION KEENER

By AL MARCELLO

Providence, July 13.

Life is finally being injected in radio 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 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, WJAR having a tie-up with the Journal-Bulletin and WEAN, Sheppard's, dishing the news via Yankee News Service.

WEAN, is sponsoring three programs of local origins which have been going over great. Top-notchier is 'Community Sing' every Thursday night at Fay's. This has boosted biz \$200 for the theatre on closing night. Next is the kiddie 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 studios. 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—Fall Mail Will Sponsor

Dorothy Thompson, syndicated newspaper columnist, makes her radio commercial debut next month over NBC or Fall Mail cigarettes.

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.

### Radio Sales Boys Stopover

Cincinnati, July 13. Charles Craig and George L. Moskovich 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

## WFIL as Key Station for Pennsylvania Loop—Now in Huddles

Philadelphia, July 13.

Much sub-rosa activity by Don Withycomb, g.m. of WFIL, to weld 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 new biz.

Idea 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 kilowattars can be induced to kick in a sum for promotion and salesmen to get more biz.

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 starting 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. 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 way to go, with new facets yet to be developed and refined.

'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 Serval, the refrigerator manufacturer, stepped in and took advantage of a short budget with telling effect.

## 8 Studios For WJJD

Chicago, July 13.

Whole new floor of present Lake-Wells building location has been added to space occupied by the Ralph Atlas indie stations, WIND and WJJD. Will be remodeled and set up 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.

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 fair, which starts two days early this year, kicking off Saturday, Aug. 28. Possibility that all-Ohio boys' band concerts will be fed to Mutual network.

## JURY MUST DECIDE

Announcer Bentley's Broken Jaw Case Passed on

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 Salvatore 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 Orchestra and Doc Whipple on a Hammond electrical organ.

Series is scheduled throughout the summer on Saturday afternoons at 4:30.

## Whitey Lewis Racetracking

Cleveland, July 13.

Deal between WGAR and Thistle-down Race Track has Franklin 'Whitey' Lewis, station's new sportscaster, airing the daily top race at 4:15 p. m. Track is paying cost of the lines and WGAR is furnishing the money. Pony season opened Monday (July 12) and will run for 42 days.

Lewis, former light 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.

## Derby Brewing has Claude Har-

ing for quarter-hour broadcast every Friday night for remainder of baseball season, on WWSW, Pittsburgh.

# 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. (3) 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 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 music, commercials consisting of dramatized scenes 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.)

Understood the Pennsy exploita-

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-in which Ike and Leon Levy, WCAU owners, have with the Democratic party in Pennsylvania. Expected that WCAU will be the originating station.

While both Pittsburgh and Philly ad agencies are scrambling for the account, it will probably be split between the two cities. Manie Sachs, 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

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 years.

# LARGE AND LOYAL

Certainly, no single-station radio audience is so *large* as that which listens to the 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

# **VARIETY**

## **Radio Directory ...**

**IT WON'T BE LONG NOW**

---

**The first annual VARIETY RADIO DIRECTORY will be off the presses soon.**

**The purpose, and aim, of the DIRECTORY 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.

**Bob 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.

**Joe Evans** of Pine Bluff, Ark., is now on the broadcasting staff of station KWTO at Springfield, Mo., handling three newscasts daily.

**Contralto Patricia Ryan**, NBC Artists' Service contractee, has been spotted on her first network commercial, a singleton on the Sal Hepatica (Walter O'Keefe) program July 28.

**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.

**Louis 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, for a month's loafing.

**Phyllis Roque** back singing with Don Albert's orch on WHN, N. Y., after three months' layoff due to illness. Muriel Byrd, nitery warbler, has been given a regular program on her own on WHN.

**Larry Hammond**, of Air Features, Inc., vacationing until mid-September.

**W.DOD, 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

## 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 become members of the board of patrons of the Columbia letter assures them that CBS will present Shakespeare 'without distortion or vulgarization.' CBS series runs an hour, while NBC limits the program to 45 minutes.

Friday instead of Thursdays and Saturdays. Program goes on 10:15 a.m.

**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 Syracuse 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 returned to the station's staff to resume her 'Juvenile Round-Up' program.

**Fullerton T. McGough**, of WWSW, Pittsburgh, sales staff and sometimes announcer at that station, and Nell Pratt were married over weekend and are honeymooning in Chicago.

**Max Adkins** now getting program billing at WCAE, Pittsburgh, for his arrangements, a departure in station procedure.

**Fred King**, announcer, left W.DOD last week to take over job at KGB, San Diego.

**Chit Goodman** of WKZO, Kalamazoo, gone to Memphis, Tenn.

**Tommy Carmitchell** doing a new series on WGAL, Lancaster, Pa., with Sheryln Hertzler for ivory business.

**Gorman Walsh**, of Station WDEL, Wilmington in Lancaster over for weekend session with Clair R. McCullough, Mason-Dixon chief.

**Keyes Perrin**, new on staff of WBZ, Boston. His father is theatre manager.

**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 Gihon**, program director at KDKA, Pittsburgh, now a grandfather, his daughter on the Coast giving birth to a son the other day.

**Virginia Dahman**, who used to have a band (The Esquires) of her own, is now musical director for all programs played by Earl Bothwell agency in Pittsburgh.

**Nellie Revell** interviews baritone Donald Dickson over NBC on Aug. 3.

**Zeke Manners'** taang vacating 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 commercial 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 announcer, Paul Willis, hobbling on cane as result of leg infection.

**Joe Stovall** is now doing arrangements for Ben Feld and his KMOX orch. Stovall replaces Mike Zuzenack, who vacationed in New York and neglected to return.

**Dorothy Godwin**, KMOX, St. Louis, woman commentator, giving weekly book reviews to patrons of Fox theatre before performances. Scene is huge lobby of theatre.

**H. Leslie Atlase** and family moving into Mackinac Island, Mich., resort, as his diamond spieler, Pat Flanagan and frau, move out, to get back to work.

**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 conditions in various countries.

**James A. Willard**, WIP's Philadelphia, 'Uncle WIP', has been elected an honorary member of the Needlework Guild of America.

**Mrs. George A. Goff**, drama director 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 newspaper-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 program 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.

**Titu 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, 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 pronouncing music festival at Silvermine, Conn., with Jose Iturbi and New York Philharmonic Symp.

## 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, 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, Springfield, have brought out their house organ 'Air Way to Sales' in new, attractive 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 signed contract gives William Morris office joint manager's contract for Les Tremayne, Campana, leading man, with Eddie Richmond, who formerly held contract alone. Present deal makes Wm. Morris office exclusive 'for picture representation, in addition to share in addition to share in other branches of business.

**WLBC, Muncie, Changes Reps** Hibbard Ayer has been named new sales rep for WLBC, Muncie, Ind. Station formerly listed Cox & Tanz, Philly outfit, 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 engineering staff of WWSA, Montgomery, Ala.

Becomes chief engineer of the city's new police broadcasting plant. Martha Deane, hospitalized for fortnight, is having her WOR commercials continue uninterruptedly via waxings.

**Joe Silver**, WLBC, Muncie, Ind., announcer, to WAAF, Chicago.

**Mary Wilcox** of Station WFBL, Syracuse, bitten by a dog.

**Weed & Co.** has taken on the national 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 this 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-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 Britain, New Zealand and the Latin-American countries.

## KYW's Atlantic City Bands

Philadelphia, July 13. KYW will make weekly pick-ups for both red and blue NBC webs of bands: skeddied 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 Pollock and Tom Kettering have joined forces as the combined publicity and press relations department of the Albert Kircher agency here.

Pollock 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 KKBX**—Kansas City, July 13.

New faces around KKBX, James Sams, who started in radio back in 1921 with the now extinct WOQ Kansas City, has joined KKBX's announcing staff.

Jay McShaw, colored pianist formerly with KOB and KGGM, has joined the artist staff.

Survey Prove  
**ROCHESTER PREFERS WHEC**  
CBS

**LEO SAYS:**  
Listen to WJN's RACING RESULTS  
Every night except Sunday. Jimmy Winchester gives you the results at top as they're wired in. A great WJN listener-entertaining program!

Watch for M.G.M.'s "SARATOGA" Starring Clark Gable and Jean Harlow. A glamorous, swift-moving romance of the turf...

NEW YORK'S NO. 1 SHOWMANSHIP STATION  
1540 BROADWAY

**CFCF MONTREAL MONOPOLY**  
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. RED & BLUE**

**PERFECTLY BALANCED PROGRAMS**

You won't hear tiresome commercials or uninteresting presentations of numbers over KWK. GOOD SHOWMANSHIP won't permit anything but perfectly balanced programs—ALWAYS.

**THOMAS PATRICK, INC.**  
HOTEL CHASE, ST. LOUIS  
Rep. PAUL H. RAYMER CO.  
NEW YORK CHICAGO SAN FRANCISCO

**KWK**

Is Everybody Happy? . Is Everybody Happy? . Is Everybody Happy? . Is Everybody Happy? . Is Everybody Happy?

# Everybody's Happy-NOW

(Reprinted from VARIETY issue of August 29, 1919)

**TED LEWIS (4)**  
Jazz Band Offering  
12 Mins. Two  
Palace

Ted Lewis and his jazzers have been holding forth in cabarets for some time, also in the "Greenwich Village Follies." Lewis, as a jazz staple, does not disappoint and as a headlining feature, cannot be desired. Lewis as an attraction will meet with an equally favorable opinion anywhere and everywhere. Opening with "Liza Jane," spasmodically delivered on his clarinet, and the four-piece piano-slide, trombone-cornet-and-trombonist as end men for the purpose of unorking two or three gags. One had been buried about the date of the Joker's birth. The rest defy criticism. The band is in checkered clownish dress, with Lewis sporting a classy alpaca dress suit, in which he shakes and shivers and shimmies, prances about, saxophones, hokes and jazzes. His "Smiles" number to the accompaniment of the cornetist who can make his instrument laugh, hee-haw and smile, works up the encore, "Tell Me." The turn is "there" on any time. Abel.

(Reprinted from VARIETY issue of July 7)

### 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 Monday night for Lewis' preem.

Ever an astute showman, the bandman had permitted himself to become a bit standardized on his recent vaudeville jaunts, but seemingly, in between the Chez Patee (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 Lewis' dandification is still on the forte side—his is an effective presentation. OK both for sight and hoot.

Lewis on his own has now made "Baby Smiles at Me" and his clarinet and sweat-hot reed work personal trademarks and this, fortified by an intrinsic capability to merchandise himself to the fullest, impresses him anew on his Broadway return. Abel.

### Congratulations

to the last of the old school of master showmen:

# TED LEWIS

you are breaking all existing records during your sensational six weeks at the CHEZ PAREE.

THANKS.

MIKE FRITZEL and JOE JACOBSON

## Currently

### HOTEL ASTOR ROOF

NEW YORK

DOUBLING WEEK OF JULY 18th

### MANHATTAN BEACH

NEW YORK

The above ad was placed by the management of the CHEZ PAREE, Chicago, in the July 14th issue of Variety

EXCLUSIVE MANAGEMENT



MUSIC CORPORATION OF AMERICA

New York  
Cleveland

Chicago  
Dallas

Los Angeles  
London

Everybody Happy  
Happy? Is Everybody

**RUDY VALLEE HOUR**  
With Douglas Fairbanks, Jr., Muriel Kirkland, Mythe Daly, Louis Armstrong, Robert Irwin, Cecelia Ager, Joe Laurie, Jr.  
60 Mins.  
**ROYAL GELATINE**  
Thursday, 8 p.m.  
WEAF-NBC, New York  
(J. Walter Thompson)

Prior to his departure for a three-week dance tour, Rudy Vallee directed a snappy session that was advanced-announced as 'no strain on anybody's brain cells' and lived up to that promise with the single exception of the girl from Vandy, 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.

Clever crossover between Vallee and Louis Armstrong was a slick sample of the former's showmanship. Armstrong had just got through laying an egg on a 13-week series of his own. Yet here as routine and built up he was a socko novelty. Smart chatter used the humorous possibilities of the slangage of swing musicians. It was stung together for a nice fall.

Well chosen, too, both for swiftness of action, lightness of touch and glove-fitting the radio medium was the skit, 'The Man Who Thought of Everything.' It permitted the junior Fairbanks and the Misses Kirkland and Daly to engross the listener without over-strain. Performances and direction were first-rate. Miss Kirkland's distinctive voice ought to be useful for radio in particular. You know who's talking every time with that cutie twang.

Robert Irwin, Irish tenor, showed to advantage. He's done several guest shots since imported by his patron, John McCormick.

Next-to-closing a cruel wait and a 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 splash of whipscream all over everybody. Script had been rewritten three times in advance of broadcast. It ended up with J. Walter Thompson tap water mixed with the Ager venom. Making a diluted Ager and a distorted VARIETY, 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 spilled out big words, told its jokes very slowly, drenched her with good-fellowship. She, for one, liked the rain and not the sunshine.

A vaudeville gag inserted by George Faulkner, and right down the radio groove, got the hat-in-the-girl-you're-a-member-or vice versa) off the air with a belly laugh.

**ROBERT MONTGOMERY, MADGE EVANS**  
With Mrs. Wallace Reid, Lee G. Carroll, Bramwell Fletcher, Gene Lockhardt and Kathleen Lockhardt  
'Beau Brummel'  
60 Mins.  
LUX  
Monday, 9 p.m. DST  
WABC-CBS, New York  
(J. Walter Thompson)

'Beau Brummel did not make too happy a choice on the Lux slice (5) of drama. Script did not catch the necessary sympathy needed for the Georgian fop. Though he re-echoed love that the standard pair of young 'uns might be happy and wedded, the role was not invested with the proper touches for audience suasion. As an entry on the Lux list, it was decidedly under average.

Montgomery in the lead was weighted down by the part and lines that were often limp. Miss Evans found it choppy going. Bramwell Fletcher was in fine form in a role of an exuberant young chap that fitted his talents like a surgeon's glove. Lee G. Carroll was good as Montgomery's man-servant.

Mrs. Wallace Reid was the miked-up of the occasion. Just back from an associate producer's stint on the Monogram pic, 'Paradise Isle,' Mrs. Reid discoursed on the two months she spent in the Samoan Islands, where the production was on location. Amelia Earhart was to have been the guest.

**CORINA MURA**  
With Raoul Nadeau, Bob Stanley  
WYFA-TV, BALD  
Thursday, 8 p. m., EDST  
WOR, New York

Off the beaten track of vocals. Novel warbling and unusual setup. Should crop attention and maybe 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. Has enough personal color over the air to surmount the obstacle of making her own announcements. She's a personality girl, in person, having appeared in the smarter niteries.

Raoul Nadeau is a straight baritone with plenty of steam. Both are nicely backstopped on occasion by the chorus. Bob Stanley directs the band. Okay all around, if not startling.

Not a literary belly, but a belly. It had Madame unable to date Rudy for a seven o'clock dinner, because she always listens to Amos 'n' Andy. (In line with the Rudy Vallee habit of telling something factual about the persons involved, it may be parenthetically stated that Cecelia Ager is going to Hollywood in August to write for Samuel Goldwyn.) Closing the Gelatin revue was Joe Laurie, Jr., giving his usual offhand spiel on life and things. He uses a throw-away delivery even for his puns. Audiences second-laughed one of his cracks in a tidal wave that took 10 seconds to roll in. Laurie's easy, chatty style is very ingratiating.

**JACK HALEY**  
With Charles Winniger, Virginia Verrill, Thomas L. Thomas, Nadine Conner, Patricia Wilder, Meredith Willson's Orchestra, Warren Hull and Chorus  
60 Mins.  
**MAXWELL HOUSE**  
Thursday, 8 p.m.  
WEAF-NBC, New York  
(Benton & Bowles)

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 support itself on crutches.

Jack Haley has been added to the show to vend the laughs, and is using Dixie-drawing Patricia Wilder, blurb-announcer Warren Hull (from 'Six') and Winniger as straights. When caught (8) at the lines and the one large skit were woefully weak.

Musically, the program glistened. Vocal clicks was piercing soprano Nadine Conner, who is chiefly paired with baritone Thomas Thomas. Miss Verrill, blues warbler, gets the bumpup as the romantic beauty of the show, and handles self well.

Winniger, with his ebullient and robust manner as 'Cap'n Andy,' was a happy return to the helm he originally held. That old and tiresome wrangling with his 'wife' has been junked. Many will say amen to that. Meredith Willson's 27-piece orch is slick. NBC's Western Division Musical Director knows what sort of selections and arrangements to pump into a period that for long has appealed to the pipe-puffers and knitting-needlers wing of the listening brigade.

S. O. S. should be sounded for some comedy writers.

**ARTHUR WALLBERG**  
Vox Pop  
15 Mins.—Local  
Sustaining  
Daily, 12 noon  
WPRO, Providence

A new wrinkle has been put into the 15-minute program, 'Man-on-the-Street,' by Steve Willis, WPRO chief. Broadcast opens with a five-minute news of latest United Press news. Then the quarter-hour period is completed by an open-forum discussion and comment on the news stories by the public gathered around the announcer.

Art Wallberg, who has conducted the program for the last seven months, does a commendable job keeping the mike active with choice bits of comments. Items which arouse invidious controversy are eliminated. Crime stories seem to be the best bet for the broadcast. A slow on the take, Wallberg steps in with snappy discourse to keep program moving.

**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-try on the sidewalks of Boston, in front of the studio building, opposite Boston Common.

Temperature at the time, 31.5 p.m., was 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 'eggsperl,' and he quoted odds on the Rhode Island egg versus the White Leghorn '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 spotlighting 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 the lovelorn under the tag of Doris Blake, contributed timely advice to female listeners on the subject of daintiness as a contributor to 'Heinz Magazine of the Air' over CBS. Five-minute talk was solely for the girls, but the listerettes were surprised to find a sentence from Martine Hillis' book, 'Orchids On Your Budget,' to the effect that 'The well-groomed woman never feels completely licked and new looks it. Woman scribe has a clear voice, but she does not always extract the maximum from it in the form of a full rounded and sufficient oral broadcasting, however, with her name and material.

'Hollywood Hotel' program Friday (9) was gifted with a well done pre-arranged 15-minute guest and Jean Francis Lederer, Madeleine Carroll and Mischa Auer showing up practically as well before the mike as in films. Intelligent scripting helped. But the broadcast arrived at this 22-minute sketch was particularly annoying to warm weather listeners. Aimless 'The Great Gatsby' and 'The Great Gables' from the high society listening Hollywood studio audience superfluous actual radio listeners wondering at the abuse of merriment. Saccharine atmosphere was only disturbed by the continuous flow of song; sounded like an over-enthusiastic choral society in session.

**WALTER O'KEEFE**  
With Alice Frost, Harry Von Zell, Honey Dean, Maudie Allan, Vic Hyde, Teddy Bergman, John Brown, Mary Kelly, Walter Tetley, Town Hall Quartet, Olanders, Peter Van Steeden Orch.  
60 Mins.  
**BRISTOL MYERS**  
Wednesday, 9 p.m., EDST  
WEAF, New York  
(Young & Rubicam)

Considering it's an almost impossible assignment, Walter O'Keefe's a fair, hot weather substitute for Fred Allen as the Town Hall major-domo. Also backstopped by a respectable comedy lineup. Result is definitely below the Fred Allen standard, but looks okay to get by in the thin ranks of summer shows.

Possible that there's too much variation of entertainment on the Town Hall stanza as heard in last Wednesday's (7) program. So many different personalities and contrasting styles of comedians the whole setting tends to become a confusing hodgepodge to the listener. On the other hand, many of flaws are easily correctable.

In one slab O'Keefe played the rubed angling for the spot to replace Fred Allen on a network show, finally landing the assignment and motorizing the peddle for the broadcast. Lengthy and not strong enough blackout. Second of O'Keefe's in-jokes comprised sketch about Bronx vacationers in the country, winding up with a gag about ash trays on autos. Forced and again not a strong enough tag. Finale had O'Keefe handling what he calls 'dicamateurs' in the 'So You Want To Be An Actor' vein. Had several plants. Okay.

Mixed through the three major stints by O'Keefe are the contributions of the various other people in the show. Various degrees of entertainment. As the stooge for much of O'Keefe's clowning, Alice Frost is a natural. Her various characterizations so convincingly it's frequently hard to identify her behind them. She also smacks over the few snapper lines she handles. Donald Tannen merits laughs for his Popikoff pidgin-English job; Honey Dean is a fair warbler, though perhaps leaning too hard on 'personality stuff'; Vic Hyde achieves difficult tricks but doesn't make much music as a one-man band; while Teddy Bergman, John Brown, Mary Kelly, Walter Tetley, the Town Hall Quartet and the Olanders offer assorted bits to the proceedings. In less generous helpings it might all be amusing, but chucked into the skillet together, it has more than a faint resemblance to hash.

Harry Von Zell is vet enough to carry off the announcing job creditably and Peter Van Steeden plays the show with the accepted dash.

Jimmy Cavallaro, fiddler, back on WICC band, with Don Rafael's accomp.

**7 OUT OF EVERY 10 WOMEN VOTED FOR HIM . . .**

**DALE MORGAN**—Iowa's most friendly announcer...  
**IOWA NETWORK**  
KSO - WMT - KRNT  
Radio Stations in Des Moines, Register and Tribune  
Representative: E. KATZ

**In Baltimore, it's WEAB**  
NATIONAL REPRESENTATIVES  
EDWARD PETRY & CO.

**WSAI**  
TRULY,  
CINCINNATI'S OWN STATION  
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 Q. Jennings, in charge of Sales and Programs, Cincinnati  
New York and Chicago Offices: Transamerican Broadcasting & Television Corporation  
J. Ralph Corbett, Inc.

- BASIC RED NETWORK, N. B. C.
- MUTUAL BROADCASTING SYSTEM
- THE WLW LINE

**THE CROSLY RADIO CORPORATION**



**BURGESS MEREDITH'S 'HAMLET'**  
With Grace George, William A. Brady, Montague Love, Ben Webster, Margaret Perry  
64 Mins.  
Sustaining  
Monday, 9 p. m.  
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 version 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 well. He goes from walk to canter to gallop and reverses. His progress as an actor is manifest throughout. It'll do him good. And it's a bit of a success story that three years after Bechhut's 'Red Davis' juvenile serial the young player should be chosen 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, tie-ups with English teachers (with schools not in session), comments from stuffed shirts, and a flurry 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.

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.

Educational value may, of course, be advanced. Fortunately, in the cast, the heat spell broke, else few would have had the physical stamina to stick out the hour. Like all Shakespeare, the archaic free verse is aurally bumpy.

Of the supporting cast in the CBS version no objections can be cited. Bill Brady was tomb-like basso playing the ghost. Grace George was a believably tormented mother and wife as the Queen. The King had sock, as miked by Montague Love. They were all essentially interruptions in the long monolog of Meredith.

There is this to be said for the CBS 'Hamlet'. Meredith made a better impression than Barrymore, and the editing seemed a bit more intelligent. So what? *Land.*

**JESSIE ROYCE LANDIS**  
'The Lady Was Worried' and Dennis King  
10 Mins.  
ROYAL GELATINE  
Thursday, 8 p. m.  
WEAF-NBC, New York

(J. Walter Thompson)  
Dennis King and Miss Landis enacted a mild little playlet by Keith Fowler on the Vallee variety Thursday last. 'The Lady Was Worried' sketched the time-trod on piece about the American lady and the Central Europe titled and handsome lad who got together in Budapest. There was the persistent man and the lass who led him a merry chase and finally succumbed to his charm. The twist—not a very deft and certainly an obvious one—was that the man's identity was masked near the end.

Trouping was swell, and held together 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 fullest value. *Bert.*

**'PROF. SOCRATES' DANCE QUARTET'**  
With R. S. Rainey, Norman Childress, Ralph Webb, Earle Helms, and Cecil Hollifield  
15 Mins.—Local  
Sustaining  
Tuesdays, 7 P. M.  
WSOC, Charlotte, N. C.

This mixture of hillbilly swing and comedy is really the pastime and relaxation of a group of well-known Charlotte business and professional men. They find it fun, and that feeling is catching with listeners. Sometimes the dialogue becomes pretty unfunny and slips into boring lengths but the music (?) saves the day.

Characters in this new WSOC show are five Charlotte men-about-town. 'Professor Junk' is Socrates (R. S.) Rainey, former school principal. 'Dago' is a former life guard and a foundryman by trade, and his real name is Norman Childress. 'Rafe,' the dumbbell among the Roustabouts, is a bookkeeper, Ralph Webb. 'Smoky' is Earl Helms. He sings bass, and 'Fats,' funny boy, is Cecil Hollifield, former student under Rainey.

Have no musical instruments with the exception of a guitar which gives them a chord on which to start their rhythmic orgies, and then keeps them going. *Hard.*

**BEATRICE HOWELL**  
Impersonations  
6 Mins.  
ROYAL GELATINE  
Thursday, 8 p. m.  
WEAF-NBC, New York

(J. Walter Thompson)  
Miss Howell, who matriculated from an anonymity in a Fanchon & Marco unit line to an upsoaring vaude imitator, did an ok. st. out on the Vallee hour, recently. Using material from her stage act, Miss Howell ran through a list of film names for her counterfeiting. It would have helped if she had used a few celebs from outside Hollywood for the sake of variety.

Her miming was very faithful over the air, and her material was in key and not unwitty. Impersonated Lionel Barrymore, mumbling in his beard, Louise Rainer singing, Barbara Stanwyck, a conversation 'tween Edna May Oliver and Freddie Bartholomew, and another chat 'tween Simone Simon and Bee Little misunderstanding each other. *Bert.*

**'VOICE OF CARELESSNESS'**  
With Milton Olin, Douglas Hope, Alice Hill, Forrest Lewis  
Educational Drama  
5 Mins.—Local  
CHICAGO MOTOR CLUB  
Daily, 5:30 p. m. CDST  
WBWB, Chicago  
(McJunkin)

This set of five-minute spot dramas presuming to reduce automobile accidents pre-supposes radio audiences are the ultimate in childishness. Even the bogey man is in (and a very badly played one), probably to scare people out of having 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 thoughts and doing his alleged horrendous laugh. Then the accident 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 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 technique.

Production is typical of the it's-only-a-five-minute-spot attitude. *Loop.*

**MARTA ABBA, OSGOOD FERKINS**  
Dramatization  
14 Mins.  
SEALTEST  
Sunday, 10 p. m., DST  
WEAF-NBC, New York  
(J. Walter 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.

In 10 minutes, the script purposed to delineate the two central characters and conjure up the story of 'Enter 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 base-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. *Bert.*

**NANCY MARTIN**  
With Max Adkins' Saxophone  
Singing, Music  
15 Mins.—Local  
Tues., Thurs., 12:30 p. m.  
GULF SPRAY  
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.

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 usually 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. Should be some variations.

Sponsor, however, should watch those commercials. Program goes on right around lunch time and the announcer had to deliver a spiel about preventing insects from crawling about 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 JANSEN ORCHESTRA**  
With Loretta Lee  
30 Mins.  
FLEISCHMAN  
Sunday, 7:30 p. m., DST  
WJZ-NBC, New York  
(J. Walter Thompson)

Replacing the Ozzie Nelson orchestra 'Believe It' Ripley program for the summer for the yeast company is Jansen's crew, slanted over by the Thompson agency from the Chase & Sanborn program, which directly follows on NBC's alter web. Thompson had to loosen up the Chase & Sanborn army 'out' for the agency. Show is nondescript. A summer misfit.

Giveaway is a correspondence-school course in the art of hooding. Arthur Murray provided the instructions, and any comer can have a copy in return for 51 year-old labels. (Holdover from previous programs.)

On the musical selection side, among the lighter-vein numbers, were 'Marriage of Figaro' overture, a Strauss medley and series of dance styles from 16th century till present day. Latter was quite arresting, running the gamut from minuet down through gavotte, waltz, one-step, two-step, bunny-hug to current squirming. For the rest it was presumably a bit too lofty 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 Fleischman, in all its air years, ever attempted.

Loretta Lee, a good blues-bawler, was a bit out of it on last Sunday's (11) broadcast. Two brief choruses are not enough for the only warbler on the 30-min. period.

Orchestra is vigorous and slick. Jansen announces his own numbers. Not too well. No studio audience.

J. Walter Thompson agency is 'experimenting' for the listening audience favor by eliminating studio onlookers. Listeners are told that the program is wholly theirs, and that no visual sideights or by-plays are sited in solely for the 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 siter-inners are want to induce in. And also by the panty antics of performers which draw giggles from the visual mob, but are veiled to the audience at which the programs are supposed to be directed. *Bert.*

**First Choice  
of Experience**

**WCAU**

**50,000 WATTS**

**PHILADELPHIA**

ROBERT A. STREET, Commercial Manager

**CLEVELAND CHUCKLE**

These Early Programs Tough on Pillow-Lovers

Cleveland, July 13. Top of the Mornings, WHK risk-and-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 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 convention here this week KFEL will originate 1 1/2 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 Broadroom and the Bart Woodward musicians, playing at the Antlers. Time will be 2-3:15.

**AL GOODMAN**  
and his  
**ORCHESTRA**

**PALMOLIVE**  
BEAUTY BOX THEATRE  
EVERY WEDNESDAY  
9:30 P.M.

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MUSIC CORP.  
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**JACQUES FRAY**  
and His  
Orchestra

2ND YEAR  
Viennese Roof  
HOTEL ST. REGIS  
NEW YORK

MGT.  
M.C.A.

**F.C.C.'S WASHINGTON DOCKET**

**DECISIONS**

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 kc, power boost 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 Broadcasting Company, Sioux City, granted new station to be operated on 1420 kc with 100 watts nights, 250 watts days, commish upholding Examiner Hill.

Louisiana: WJBO, Baton Rouge, granted change in time of operation from specified to unlimited.

Minnesota: National Battery Broadcasting Co., St. Paul, granted new high frequency station to be operated on 25,950 kc on an experimental basis, with 1 kw, using A-3 emission.

Nebraska: 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, Gastonia, denied new station to be operated on 1420 kc with 100 watts, Examiner John P. Bramhall sustained.

Ohio: WSAI, Crosley Radio Corp., Cincinnati, application for daytime power boost from 2 1/2 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 CMK, Havana, Cuba; WWJ, Detroit, and KPCC, Houston, 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, Radio 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; Redlands Broadcasting Association, Lufkin, granted new daytime station to be operated on 1310 kc with 100 watts, Examiner Seward upheld.

**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: WFBR, Baltimore, boost power from 500 watts, 1 kw days, to 5 kw, 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.

Pennsylvania: 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**

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 collected.

Station, which would operate days only, would use the 1500 kc frequency with 100 watts. Whitmore was represented by Frank Stollenwerk.

Texas: Dismissal without prejudice was recommended for the application of the Amarillo Broadcasting Co., by Examiner Dalberg. Applicant followed commish priorities in requesting withdrawal of the request for a 100-watter on 1500 kc.

**Echoes to Coronation Broadcasts; South Africa Irked by Radio Hoax**

Capetown, June 14. Radio circles hereabouts are in a fever over alleged other 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 execs are trying to play ostrich while the uproar rages, but are catching plenty of abuse.

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.

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 the Broadcasting Corp. execs, pointing out that such tactics, laud 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 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 whiny and is redoubling its clamor that something be done.

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 sets 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, Norfolk, as sales force member and part-time announcer.

**ARTHUR LUCAS TESTIFIES**

Appears Before FCC Examiner on Savannah Petition

Atlanta, July 13. Arthur Lucas, prez of WRDWC, Augusta, 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 \$1,900 per month. He further declared it would not be affiliated with any chain.

Replying to queries by counsel for WRDWC, 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**

BROADCASTING  
6th YEAR FOR  
BLACKETT - SAMPLE  
HUMMERT, INC.

**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.

**JACQUES FRAY**  
MARIO BRAGGIOTTI  
NBC NETWORK

**'THE O'NEILLS'**  
By JANE WEST

NOW RADIO'S MOST POPULAR  
FAMILY BRINGS YOU MORE  
LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap - 99% pure

LISTEN TWICE DAILY  
NBC Blue Network, Mon. to Fri, 11 a.m. DST  
IN... NBC Red Network, Mon. to Fri, 3:45 p.m. DST  
COAST TO COAST  
DIE. COMPTON ADVERTISING AGENCY  
MGT, ED WOLF—RKO BLDG., NEW YORK CITY

**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.

*Way Down South...*

# 10 New NBC Stations!

*NBC Expands Blue Network*



ATLANTA WAGA

HOUSTON KXYZ MEMPHIS WNBR

BEAUMONT KFDM BATON ROUGE WJBO

BIRMINGHAM WSGN KNOXVILLE WROL

NEW ORLEANS WDSU WESLACO KRGV

CORPUS CHRISTI KRIS

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 plans 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 patrons 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

vast music fund for the New York exposition, the committee membership also is seeking ways and means of attracting outside capital just now.

Cash in this fund would be employed in constructing a special building on the fair site, where whole field might be covered. However, actual staging of many musical productions, bands and other such enterprises would be put on at the large amphitheatre (with island stage) for which the state of N. Y. has appropriated money building. This is segregated from the main amusement zone but on the lagoon.

Success of operas at Jones Beach has prompted some higher exposition minds to lean towards idea of staging some similar outdoor operatic season at the fair. Number of Metropolitan Opera stars and those identified with it on the advisory committee supports such plan.

### 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 competitive 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-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 Tibbett, 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. Agent will not return to the U. S. until September. Schmidt is the first foreign performer definitely set for importation.

### E. St. 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.

Works 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 WARREN, Prof. Mgr.

### 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

Giovanni Martinelli will sing nearly double the number of dates this winter that he has 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 Oct. 15 and the Chicago season Oct. 30. First St. Louis appearance of the season is Nov. 24.

Currently vacationing at his home 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. Sack will sing role of 'Gilda,' with Robert Wedde, Met baritone, as 'Rigoletti,' and Armand Tokatyian, Met tenor, as the 'Duke.' Following 'Rigoletti' will be 'Carmen,' Faust, 'Tristan' and 'Aida' and another to be selected later.

Other artists signatored 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.

### Robin Hood Blah

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 opening 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 operatics.

### 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 called 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 season.

Michael de Pace handling.

### Music Notes

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 date is Aug. 21.

Max Steiner has completed scoring 'That Certain Woman' at Warners.

Recco Vecco, gen. professional mgr. of the Warner Bros. music interests, returns today (Wednesday) from a stay of several weeks on the Coast.

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

- It Looks Like Rain..... Morris
  - Sailboat in the Moonlight..... Crawford
  - Merry-Go-Round Broke Down..... Harms
  - Sweet Leilani..... Select
  - Blue Hawaii..... Famous
  - You and Me That Used to Be..... Berlin
  - 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..... Remick
  - Toodleoo..... Shapiro
  - I Hum a Waltz..... Miller
  - Turn Off the Moon..... Popular
  - Dream in My Heart..... Harms
- \* Indicates film musical song. † Indicates stage production song. The others are pops.

### BALLET CARAVAN IN SAYBROOK TRY-OUTS

Premieres of three ballets, 'Yankee 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 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 the 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 Forearm

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 resume soon at his Hollywood office, despite the slat impediments.

### John Paine Due Back

John G. Paine, gen. mgr. of the American Society of Composers, Authors and Publishers, returns from Europe this Saturday (17).

He sailed June 9 to attend the 12th International Congress of the Federation of Performing Rights Societies in Paris.

### Witmark Presents ROAGY CARMICHAEL'S OLD MAN MOON

From Hal Roach's MGM Prod. "Toppers"

The song with the Hawaiian flavor

### LITTLE HEAVEN OF THE SEVEN SEAS

By Schell and Jerome  
Writers of "Buckaroo"

### From "CHEROKEE STRIP" MY LITTLE BUCKAROO

M. WITMARK & SONS  
1250 Sixth Ave., RCA Bldg., N. Y.  
SOLLY COHN, Prof. Mgr.

**MILLS SUMMER SPECIALS**

Bill Hudson's Latest

## YOU'RE MY DESIRE

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 Roosevelt-Du Pont Love Song

## YOU ARE THE REASON

FOR MY LOVE SONG

MILLS MUSIC, INC.  
149 BROADWAY - NEW YORK, N. Y.

## MOVIETONE TOPICS

Announcing  
Three Big Song Hits  
from "SING AND BE HAPPY"  
The New Musical  
Musical

### 'Sing and Be Happy'

### 'What A Beautiful Beginning'

### 'Travelin' Light'

**MOVIETONE MUSIC CORPORATION**

SAM FOX PUBLISHING CO. SUBSIDIARY

1250 SIXTH AVENUE  
NEW YORK

### "POLYNESIAN ROMANCE" "JUST ABOUT RIGHT"

By Lysle Tozerlin and Andy Iona  
Long - Writers of "SOUTH SEA ISLAND MAGIC"

### VANGUARD SONGS

6411 Hollywood Blvd., Hollywood, Cal.  
JULIO ALONSO, Prof. Mgr.

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  
HARRY LINK, Gen. Prof. Mgr.

DUKE'S  
New Smash Hits

## SCATTIN' AT THE KIT KAT

arranged by JOE HAYMES

RECORDED ON  
MASTER AND  
VARIETY RECORDS

## Caravan

EXCLUSIVE PUBLICATIONS, Inc.  
1619 BROADWAY NEW YORK, N. Y.

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 HIVERA REVUE

## THE IMAGE OF YOU

From THE PAN AMERICAN CASINO REVUE

## DON'T YOU KNOW OR DON'T YOU CARE

LEO FEIST, Inc. • 1629 BROADWAY • NEW YORK

## 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

Services East and West

George Gershwin Who Rhapsodized Jazz Dies in Hollywood at Age of 38

The Stravinsky Story
As a songsmith who, despite his 'art,' was always in the big money...

Few of them ever got into the smash class as sheet sellers. He was frequently turning down commercial propositions...

Brother Clicked on Own
Saga of Ira Gershwin, his lyric writing brother, is significant. At first Ira wrote under the pseudonym of Arthur Francis...

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...

In Other Directions
George Gershwin on the side was quite a painter. Some of his works sold and were widely acclaimed. He was also active as a collector.

In the New World catalog are the scores of 'These I Sing,' 'Funny Face,' 'Girl Crazy,' 'Rosalie,' 'Strike Up the Band,' 'American in Paris' and 'Delicious'...

Rhapsodie Started Plenty
On his Feb. 12, 1924, world debut of the now-renowned 'Rhapsodie in Blue' the critics took Paul Whiteman's Aeolian Hall concert very seriously because of the 'Rhapsodie'...

Warner Bros. publishing group got a total of \$122,000 as its share of the royalty plan distributed by the American Society of Composers, Authors and Publishers for the second quarter of this year...

This was upon Max Dreyfus' insistence 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...

With the latest availability readjustment 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 \$20,000 for the first quarter of this year...

Gershwin's 'Rhapsodie' along with his 'Concerto in An' American in Paris,' etc., when performed, fetched fancy fees as a 'grand right' from the American Society of Composers, Authors and Publishers...

Collections for the second quarter of this year total \$1,200,000 while the split figured 9% under what it had been the first quarter of '37...

Gershwin had two music publishing businesses with two channels. Recently formed Gershwin Publishing Corp. is affiliated with Chappell (Max and Louis Dreyfus, Henry Spitzer) and the former New World Music Co. is a subsidiary of Harms, Inc., a Warner Bros. property...

CHIZ BIZ IN E. T.'S
Orchestra Leaders 'Suggest' Divvy On Mechanical Royalties

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...

MUSIC PUBLISHERS ARE BEING SOLICITED more than ever for royalty kickbacks by band leaders with electrical transcription assignments. Even when they have nothing to do with the picking of the numbers...

Extremely Exacting
Tin Pan Alley knew Gershwin as a decidedly reserved and somewhat timid fellow even after he had reached the heights. He was not inclined to concern himself with the business end of music...

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 66 2-3% on pop or standard time...

Not a Smash Seller
Gershwin never during his career rated as a writer of commercial songs.

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 series 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.

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 repose next to his father.

Memorial committee composed of Irving Berlin, Moss Hart, L. Wolfe Gilbert, Sigmund Romberg and Arthur Lyons have issued invitations to those to participate in services here at B'nai B'rith Temple. Rabbi Edgar F. Mangin will conduct the service with eulogy to be read by Oscar Hammerstein II.

Those on duty will be Hammerstein, Adolph Zukor, Wolfe Gilbert, Edward G. Robinson, Vincente Milelli, Gus Schirmer, Darryl Zanuck, Chas. R. Rogers, Jerome Kern, Richard Rodgers, Lorenz Hart, Marc Connelly, Harry Cohn, David Selznick, Ben Bloom, Alex Aarons, Henry R. Spitzer, Frank Capra, Alex Steinert, Edgar Selwyn, George Pallay, Buddy De Sylva, Sam Katz, Oscar Levant, Sam Briskin, J. L. Warner, H. M. Warner, Moss Hart, Arthur S. Lyons, Robert Montgomery, David A. Lord, Schoenberg, Otto Klemperer, Ernest Toch, Samuel Goldwyn, Pandro Berman, Fred Astaire, Irving Berlin, Lillian Hellman, Dashiell Hammett, Eddie Cantor, Alfred Newman, Arthur Kober, Charles Chaplin, Fannie Brice, Elizabeth Myers, Boris Freud...

Ballbearers
List of honorary ballbearers in N. Y. include Gov. H. H. Lehman, Mayor F. H. La Guardia, Franklin P. Adams, Fred Alford, Emanuel Alexander, George Backer, Dr. Ira Berlove, Ben Bernie, Frank Black, Paul Block, John Eornstein, J. J. Bregman, A. C. 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, Vinton Freedley, Leopold Godowsky, John Golden, Edwin Franko Goldman, Ferde Grofe, Arthur Hammerstein, W. C. Handy, Otto Harbach, Sam H. Harris, Harry Hershey, Josef Hoffman, Raymond Hubbard, Henry Ittleson, George S. Kaufman, Jules Levey, Guy Lombardo, Alfred J. McCook, George W. Meyer, Jack Mills, Emil Mossbacher, Conde Nast, Max Rosen, David Sarnoff, Richard Simon, Alexander Smalens, Oley Speaks, Herbert Bayard Swope, Deems Taylor, Harry Von Tilzer, Will Von Tilzer, James...

George Gershwin, 38, one of the leaders of modern musical composition, died in the Cedars of Lebanon hospital, Los Angeles, July 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 rallied 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 surgeon in Johns Hopkins hospital, Baltimore. Dr. Dandy started to fly to the Coast, but was turned back at Newark airport when it was learned that adverse conditions had made an immediate operation imperative.

Delicate operation was performed by Dr. Gabriel Segall, aided by Drs. Cass and Egan. Dr. Dandy and Howard Natziger, 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 B'nai B'rith, with a eulogy 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 at 2 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. Place of interment will be decided 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.

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 Dave Broekman orchestra playing some of his best known compositions.

'Thought Pianists' Sisles'
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...

J. Walker, Felix Warburg, Harry Warren, Paul Whiteman and Joseph Young. Services will be conducted by Rabbi Nathan A. Perilman at Temple Emanu-El. Eulogy by Rabbi Stephen S. Wise. Music by Ossip Giskin, cellist, and Perole String Quartet.

and about the same time he heard Max Rosen give a violin recital at his school. Something awakened his interest and he attacked the piano so assiduously that a woman teacher was engaged. Later he studied under Charles Hambitzer, and following the latter's death, with Ernest Hutcheson, Edward Kilenyi and Rubin Goldmark.

But his real learning came from his practical experience. He began as song plucker for Remick when he was but 16 years old, getting \$15 a week. Two years later he left to become rehearsal pianist for 'Miss 1917,' and did so well that he was retained by New Wayburn following the opening. He was used in the Sunday concerts given by the troupe and it was here that he got his first important performance. Vivienne Segall sang his 'You're Just What I Need' and 'There's More to a Kiss.' Later he went into vaudeville, first as pianist for Louise Dresser and later for Nora Bayes, with an interval between the two with Harms.

When he was 20 he received his first commission for full length, 'La Lucille,' which drew the attention of George White, for whom he wrote the music for the following five 'Scandals,' starting with that of 1920. Among his product during the ensuing decade were 'Our Nell' (1922), 'Swing Little Swing Your Head,' 'Good 'Primos' (1924), 'Tip Toes,' 'Song of the Flame' (1925), 'Oh, Kay' (1926), 'Strike Up the Band,' 'Funny Face,' 'Shake Your Feet' (1927), 'Rosalie,' 'Treasure Girl' (1928), 'Show Girl' (1929), 'Girl Crazy' (1930), 'When a Stranger Calls,' 'Paradise My English' (1932), 'Let 'Em Eat Cake' (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, which was copied by the piano. It achieved an instantaneous and enormous success and this was followed by 'An American in Paris,' played by the N. Y. Philharmonic-Symphony society under the baton of Dr. Damrosch. His second symphony, 'Brooklyn,' in 1927, but did not measure up to the earlier work.

His most ambitious undertaking was his musical version of 'Foggy and Bess.' At the time of his death he had been working with his brother-in-law George Kaufman on a projected successor to 'Oh, The 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 Gershwin, his only son, Paul, her Ira and a sister, the wife of Leopold Godowsky, of Rochester.

COURT VICTORY FOR MUSIC FEES

The Hague, July 2. 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 findings of courts, they are liable to payment of fine of \$160 per day.

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 \$362.90 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 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 beaenry. L. Wolfe Gilbert, who chaired 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, Mills earlier had said that 'if to achieve collective bargaining, we must be laborers, then laborers we'll be.' Unions Have Their Inauguration Affiliation with American Federation of Labor, Mills thought, would be the proper move. He told them...

so. Some one far back wanted to know how about Committee of Industrial Organization. From then on the meetin' house really became meetin' house. AFL backers argued and harangued their CIO counterparts into their teeth was the indictment that the Federation was much too lame. There was no middle ground to be trod.

Within three weeks the gang on the eastern seaboard will get a load of the union vote 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 two groups are automatically blended anyway.

On arriving in town after attending the ASCAP trial in Tacoma, Wash., Mills gave out a press statement that an aggressive campaign will be waged by the Society to fend off adverse state legislation, inimical to the best interests of the songwriters, and now enacted into law in five states.

# 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-

chestra in any of the film houses. 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 musicians are practically 100% employed.

Great increase in number of spots using music from fun comex down to entrance fee from \$25 to \$35, and is daily adding new members. President George Lafell succeeded in signing leading hotels 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.

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## 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 students and nabe trade. A. A. Tomel, proxy of Local, called off his sand'wich 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.

Tomel is dissatisfied with this scale, but let it go for summer, especially as he was anxious for union to get a foothold 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 entirely on nabe trade, minimum serves more people and does bigger gross than any guzzle and jig joint in town.

### Tommy Dorsey Doubling

Tommy Dorsey, orchestra, currently filling in on-week engagement on the Pennsylvania Hotel Roof, will double between there and 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 the Congress was for four weeks, starting July 22.

### 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 (Crawford)
  - \*I Know Now (Robbins)
  - You and Me That Used to Be (Berlin)
  - \*They Can't Take That Away (Chappell)
  - \*Sweet Lullaby (Select)
  - Gone With the Wind (Robbins)
  - \*Never in a Million Years (Robbins)
  - Toodles (Chappell)
  - \*September in the Rain (Remick)
  - \*There's a Lull in My Life (Robbins)
  - \*Love Is Never Out of Season (Pielst)
  - \*Cause My Baby Says It's So (Remick)
  - Cuban Pete (Hollywood)
  - So Rare (Sherman-Clay)
  - \*All God's Chillun Got Rhythm (Robbins)
  - \*They All Laughed (Chappell)
  - You're My Desire (Mills)
  - Having a Wonderful Time (Paul-Flores)
  - \*Wake Up and Live (Robbins)
  - \*Tomorrow Is Another Day (Robbins)
  - †Strangers in the Dark (Crawford)
  - Image of You (Prest)
- \* Indicates flimsical song.  
† Production Number.

## 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 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; Clarksville, Tenn., July 20; Erwin, Tenn., July 28.

Baron Elliott, Pittsburgh band leader, has signed up Val Varr as his featured vocalist for two-week engagement, at Kennyswood Park opening this week.

Mike Riley's return to New Penn, Pittsburgh, delayed due to booking jam and Lowry Clark filling in until Riley is available. Don Bestor comes in for two weeks July 30.

Cornelius Codelban and orch, currently at the Rainbow Grill, N. Y., close there next Tuesday (20), but are slated to return Aug. 11 for a run.

Vio Lester's Tamiami Playboys from Club Lido, Daytona Beach, Fla., set for summer season at Chateau Roth, Snyder'sville, Pa. Includes Joan Brooks.

Peter Van Steeden set by CRA for a one-nighter at the Vicemead Hunt Club, Wilmington, September 10.

Three Kings of Swing have followed the Thruway 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 Beach.

Hudson-DeLange closes its season at the Playland Casino, Rye, N. Y., Aug. 7, and then goes on a theatre tour.

Kay Kyeer's band plays a one-nighter at Kennyswood Park, Pittsburgh, tomorrow (15).

Vette Kell orch opened at Club Hollywood, Kalamazoo, Mich., Monday (12).

Chick Webb playing Buckaroo Beach, Va., tomorrow (Thursday), and Petersburg, Va., Friday (16).

Saxy Marshall's orchestra is now playing at Riley's Lake House, Saratoga Lake, N. Y.

Johnny Hamp set by CRA in Detroit 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 Faule set by Consolidated for the following dates: Des Moines, Iowa, July 31; Riverview, Milwaukee, 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, Bridgeport.

Henry Blaglin booked by Oak Grove Casino, Milford, Conn., Sunday.

Little Jack Smith's band playing Pocono Inn, Pocono Manor, Pa.

Eric Peterson unit at Pat Powers' Longshore beach club, Westport.

Bob Crosby orch plays Lake Compounce, Bristol, Conn., Sunday.

Paul Sabin band into the LaSalle hotel, Chicago, until September.

Announcing the new  
**Gordon and Revel**  
score for the forthcoming Darryl Zanuck-20th Century Fox Production:  
**"YOU CAN'T HAVE EVERYTHING"**  
The swell score follows:  
**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 waltz  
**I HUM A WALTZ**  
from 20th Century's "This Is My Affair"  
**KITCHI-MI-KOKO ISLE**  
England's Novelty Hit  
**MILLER MUSIC, INC.**  
1610 BROADWAY • NEW YORK

**HOLLYWOOD SONGS**  
The English Swing Novelty Hit  
**'CUBAN PETE'**  
Watch This Number Sweep The Country!  
Still the Nation's Favorite  
**'SEVENTH HEAVEN'**  
**HOLLYWOOD SONGS INC.**  
RCA BUILDING-3430 CITY-NEW YORK  
PHIL KORNHELFER, Gen. Mgr.

Those Prolific Hit Writers—**WARREN and 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 I in Love?  
Here Comes the Sandman  
The Girl You Used to Be

M. WITMARK & SONS, INC.  
1710 67th AVE. RCA BLDG. NEW YORK CITY

Warren and Dubin's 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 SHANGHAI**

REMIK MUSIC CORP., N.Y.C.

**FOX FLASHES**  
Two New Instrumental Novelties by the Publishers of "Columbia" and "Poly"

**"CHINA DOLL PARADE"**  
**"WHISTLING MOSE"**  
Distinctive Piano or Orchestra Specialities

**SAM FOX PUBLISHING COMPANY**  
1250 SIXTH AVENUE  
RCA BUILDING, RADIO CITY  
NEW YORK

**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

### Old Law Allows Wife To Attach Will Hough

Chicago, July 13. Old, almost forgotten Illinois law, was invoked to allow Mrs. Isabel Lamou Hough, former actress, to collect \$6,000 last week for support from her estranged husband, Will 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, filed voluntary petition in bankruptcy 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 outside for the coming season, starting on Labor Day. Fred Astaire's orchestra will hold down the northside Aragon bandstand.

### 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 17-23, Clyde McCoy; July 24-30, Jan Savitt; July 31-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.

### Joe Into Johnny

Indianapolis, July 13. Johnny Costanzo and his orchestra moved into the Skyroom atop the Severin Hotel, Friday (9), replacing Amos Ostot and orch, who are heading north to fill a booking at the Colonial Hotel, Lake Manitou. Orch leader was formerly known as Joe McCourtney when he filled previous dance engagements here.

A great musical score from MGM's production featuring the MARY BROS.  
**"A DAY AT THE RACES"**  
The swell score, by Gus Kahn, 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 anybody, 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 Weinstein declared that he has not yet restricted his buying to one office. Dows lay claim to the Gaiey on Broadway, but here Izzy Herk stated that he'll deal with all agents and bookers.

The Oriental on Broadway and 52d street, operated by H. K. and Morton Minsky, will play colored shows and the booker will be Sam Stiefel, of Philadelphia. Stiefel is connected with the Nixon-Grand in Philly, also a colored vaudeville. Apollo and Eltinge theatres on 42d street, latter already open and former set to start Thursday (15), have no special bookers set. Emmett 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 producers as stages of the vaude-revues. 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 Koud at the Gaiey.

First show at the Apollo will include Ann Corio (Mrs. Callahan), burlesque's No. 1 stripper, who will not do any stripping. It'll be her first 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 three weeks' salaries.

Grove was operated by Ben Lenthoff, who also runs Bali Club on South Side. Premature folding looks like finish of suburban nite clubs around here.

## 10th Boves Unit in 2 Years for Pitt, Stanley

Pittsburgh, July 13. Major Bover amateurs will hang up an all-time record at Stanley, WB deluxer, week of July 23 when tenth of simon-pure units in two years comes in. Show's being billed as 'Boves Second Anniversary Revue' since it was in August, 1935, that first Boves' production played this site. In that time, they've all been big 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 Boves show, Three Stoges 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. 16.

## Burly Control Board

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.

Dr. Francis McCaffrey, dentist and brother of Father Joseph McCaffrey, Chaplain of the N. Y. Police Department.

Jerome H. Bentley, educational director and director of programs of the Young Men's Christian Ass'n.

Charles D. Jaffe, president of the N. Y. Clothing Manufacturers Exchange.

Masterson was elected chairman 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 chisellers out of the field and see that the new Pennsy booking law is enforced.

Phillips was elected prez of the group; Holly Joyce, v. prez. 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 burlesque theatres to reopen Monday (12) under the old burly 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 musician for 21 shows. Former burly houses reopened Monday on a four-show-a-day basis, meaning 28 weekly.

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 had seven to nine in the pits.

## 3 REOPENED MON.; MINSKY'S CREPE

'Follies' the New Tag—'Burlesque' Billing Taboo—New Form a Vaude-Revue Idea—Buck, Brandt and Whitehead's Plea for the Layoff 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, Gaiey and Eltinge—all in Times Square, but not before all vestiges of the name 'burlesque' was removed from every part of the houses; and not before also, the name Minsky was eradicated from the marquees and frames of the Republic and Gaiey.

'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 vaude-revue 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.

'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 Gaiey 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 burst into 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 Weinstein's (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.

Final okay from Mayor LaGuardia. (Continued on page 57)

## Excerpts From Constitution of Variety Revue Theatre Ass'n of N. Y.

Name and English. 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.

Purpose. 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.

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 similar applications and becoming members of the Association and being bound by these by-laws, agrees that, if admitted to membership, it will fulfill 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 Board.

(C) Each member, if he violates any of the standards of this Association. (Continued on page 56)

## AFA Enforces Closed Shop Edict On Ray & Harrison and Alphonse Berg at Republic; BAA to Contest

### Managerial Pledge

Before procuring their licenses 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 cancelled for indecency, or failing to get consent from Moss on any change in policy. Later Moss declared:

'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.'

First invocation of the closed-shop rule in the former N. Y. burlesque 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 permitted 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 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 Artists Assn., also chartered as a union by the American Federation of Labor, and the AFA has yet to be settled.

Question of whether the AFA or the BAA has the right to control the talent in the former burly 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 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 Gaiey 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 Wittered, who came over to book Hale, is also sailing back.

American girls and Ernelin's band (French) will be the sole floor show.

## 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 reopen shortly after Labor Day.

This makes the second important nitery fold-up this summer, other being the Casino Parisien 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 Hospital, Chicago, where she died.

She was a member of Municipal Opera chorus here and danced in several local theatres.

## Burlesque Ops' Code

(Continued from page 55)

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 damages, will, at all times, keep on deposit with the Board the sum of \$1,000 in cash or bonds of the United States Government or of the State or City of New York, in the name of the member, to be held by said member. The funds deposited shall constitute a trust fund to be held by the Board, to be used for the purpose of enforcing collection of any liquidated damages fixed by the Board against any member. In addition, in the event any member shall fail to pay his dues to this Association, after five days' notice, the Board shall have the right to deduct said delinquency from the aforesaid deposit. In the event there is any deficiency in the deposit of any member, said member shall, upon ten days' notice by the Chairman of the Board, deposit an amount sufficient to make up said deficiency.

(E) Each member, at the time of filing application for membership herein, execute and deliver to the Board consent that upon expulsion or resignation from this Association, said Board shall deliver a notice of said expulsion or resignation to the Commissioner of Licenses of the City of New York. Said consent shall further provide that upon expulsion, the Board is authorized to request the Commissioner to refer a transcript of all proceedings before it relative to said expulsion, with such findings and recommendations as it may feel disposed to make.

Each member, if a corporation, will be required to divulge the names of all the true owners of the capital stock of the corporation, the names and addresses of its directors, and to file with the Board from time to time to notify and advise the Board of any changes therein; provided, further, that any partnership application for membership shall contain the names of all persons having a beneficial interest in the said partnership and their addresses, and will further be required to advise the Board of any changes therein.

Each member will furnish promptly such information as the Board may at any time desire, will notify the Board of anything favorable or unfavorable to the Board in all matters.

### Dues

Dues shall be payable by each member quarterly and shall be the 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 member, bears to the total number of seats in the theatres presenting variety revue. The 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 be required to pay the dues on the date of their 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 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; nor shall any resignation be accepted if the member has been the subject of 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 for 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 court or jury has determined that the member is guilty of any crime, or if the Commissioner of Licenses of the City of New York decides 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 other agent or representative of the member fails to perform any of the obligations or requirements contained in these by-laws or any amendment thereof; provided, however, that three (3) days' notice of the charges have been given in writing to the member and 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 one vote on any question, irrespective of the number of theatres owned, operated or controlled by such member. A majority of the members shall constitute a quorum for the transaction of business, but less than a quorum shall have power to recess or adjourn any meeting. At a regular meeting or at a meeting of the Board shall be decided by majority vote.

Partnership members shall designate, and file in writing with the Board, the name of a partner thereof, and corporate members a principal officer thereof, to represent the member at all meetings and hearings before the Board. Such representatives and individual members may vote in person or by proxy in writing.

### Board 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 membership of the Board unless he shall be connected directly or indirectly with any member of this Association.

Members of the Board shall be selected by a majority vote of the members of the Association. The members of the Board so selected shall select 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 preside at all of its meetings. All resolutions of the Board shall be passed by a majority vote. In the event of a tie, the Chairman shall have the power to cast the deciding vote.

The Board shall have the management of the affairs and business of this Association and except as otherwise provided in or pursuant to these by-laws, all powers of the Association shall be vested in the Board of Governors. The Board shall have complete supervisory power over the industry and the members of this Association. It shall have the power to do all things necessary and proper to carry out the objects and purposes and the terms and conditions of the by-laws of the Association. The Board or any of its members 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 Board shall have the power to remove any member, officer, director, employee or agent before it and examine him in detail in 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 deposited by the member, and any such funds 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's account.

All withdrawals from the funds of the Association shall be made upon the voucher signed by the Chairman of the Board and the Treasurer. The Treasurer shall deposit with the Board a surety company bond, acceptable 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 who shall fail to appear at three consecutive regular meetings without being excused by the Chairman 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.

### Ethics

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 currently being played by seals and earneys, a German importation handled by George Hamid, outdoor booker.

Animal, current at Pailsades 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 vaude dates late in the fall. His routine is a four-round rout with a trainer, one of the Walter Bros.

## Mary Raye 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 is a series of optional return bookings which, according to the Rockefeller niter'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., agent.

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 prepare 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 arrangements of the members which shall be made available to all members.

There shall be no direct employment of such Executive Secretary. He shall be removable with or without cause at any time by the Board. The Executive Secretary shall act as the investigating agent of this Association. It shall be his duty to make periodic visits and investigations of the members of the Association, and to question any person or persons employed by such members. The Executive Secretary shall report all reports to the Board of all the investigations conducted by him of the performances and entertainments conducted by the various members, and shall be required to report to the Chairman of the Board or to 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 Board may direct.

### Enforcement of Violations

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, pantomime, recitations, dialogues, permanent or other exhibitions, at such time 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 said member. In the event that said member shall fail, neglect or refuse to remove same, or delay shall object to the removal of such material, within an hour from the time of said notice, then it shall be the duty 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 held to determine the question whether or not the said member or any other person employed by such member or any officer, director, employee or agent thereof, and the members agree that 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 its members and shall not be bound by any rule 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 of 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 by-laws, rules, regulations or standards of this Association or the rules or regulations promulgated by the Commissioner of Licenses pursuant to the Authority of the City of New York, then the Board shall discipline the member as follows:

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 and arbitrating controversies with respect thereto.

For the second violation the Board must expel the member from the Association. Upon such expulsion the Board shall have the power acting upon the consent granted by the member to the Board and filed with his application to the Commissioner of Licenses of the City of New York, to have the said Commissioner of Licenses the transcript of the hearings relating to 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 non-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, the notice and 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 jurisdiction of the Supreme Court of the State of New York, and in the event that the Board shall determine that such application is necessary, such application for an injunction shall be made in any County specified by the Board and shall be filed on behalf of this Association by such person, his representative or agent as the Board shall designate.

These by-laws shall not be altered, modified or amended except by a three-fourths vote of the Board except that no alteration, modification, amendment or repeal shall be enacted which will tend to relax the stringency of the first giving ten (10) days' notice in writing to the Commissioner of Licenses of the City of New York.

## 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 staged 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. Penny Liquor Control Board has set Sept. 1 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.

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 niterly 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 musicians in Chicago booking offices.

Two important factors are admitted as the prime causes of the toboggan of the roadhouse biz, and these factors are regarded as the death knell of the roadhouse as an amusement institution.

Ace in the hole for the in-town niteries 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 pre-air 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 niterly has gone to the expense 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, George 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; Drake Hotel's Silver Forest Room is bringing in Fred Waring's orchestra and aggregation.

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, 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, Etzl 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

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 (F&D 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 en route to Montreal.

Goldwin Productions (Sid Rheinhold-Bob Erwin) trying to break into this field with fresh news.

Ray English, sports announcer, doing things in a big way for the Actor's Colony.

Mayor Tom Ward (ex-troupier) to Rochester, and with the aid of Marty Fisher (ex-burlesquer), landed the 1938 Moose conclave for Saranac Lake, N. Y.

Jack Flaum back here at the Roger's home with a strictly bed routine ahead of him.

Coro O'Connell took that 'Rib' operation like a little vet.

Kate Smith and her manager, Ted Collins, summering at the Smith camp, Saranac Lake, N. Y.

Write those you know in Saranac.



# Sapoloed Burley

(Continued from page 55)

dia and eventually Commissioner Moss came only after long dickering and intervention for the burley ops by Gene Buck, president of American Society of Composers, Authors and Publishers, and the former circuit operator in N. Y., and Ralph Whitehead, 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.

Gene Buck's activity in the matter included his sitting with the burley ops, Mayor LaGuardia and Moss in 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—Eltzinger, Republic, Apollo, Fulton, Gaiety and Oriental in Manhattan, and the Verba (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 of itself, the former burlesque houses, 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, meaning that Scribner's salary is unofficially reported at \$10,000 a year.

### '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 matter. 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 house he operates to cover possible fines. Besides this, Scribner gets \$50 for each house operated at 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 administering the VRTA, meaning strictly Scribner's salary and probably maintenance of an office 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 bumper-censor impression 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 hike 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

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 licenses 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, elctric signs up the marquee and other signs in time to get the messenger's nod. Eltzing 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, at 424 street, with the Republic and Eltzing, will probably reopen Thursday (15), putting three 'Follies' on the one block; Oriental, on Broadway and 52d

street, operated by Morton and H. K. 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.'

It has not been decided as yet by Abe Minsky and Izzy Herk, who they will open the Fulton on West 46th street, nor is there a date set for the opening of the Verba 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.

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. Weinstein at the Republic were nicked at the rate of \$2,000 weekly in rent and maintenance costs while this theatre was closed. Abe Minsky and Izzy 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 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 subtlety 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 Jayman board of governors, through the fact that they are not connected with show business and are not receiving any remuneration, may become disinterested, meaning that Scribner, with the License Commissioner behind the throne, will become virtually a czar of their business. Each operator signed an agreement binding him to the code for five years, though they have the power to resign if stepping out of the show field.

Some steps were taken in the code to bar the eventuality of disinterestedness on the part of the Governor. 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 specified that the board from time to time shall determine the standards of common decency and ethical practice for the industry.

### N.T.G. FOR STEEL PIER

N. T. G. and his revue have been booked for the Steel Pier, Atlantic City, to open June 30.

Other acts are being booked with him for that date.

### Schechter at Newport, Ky.

Noah Schechter has assumed charge of booking and publicity for Beverly Hills, new nitero casino back of Newport, Ky. For the past three years he served in the same capacities for Arrowhead Inn, similar suburban spot, which failed to open last season.

Suit for \$8,861 was filed against Beverly Hills last week by a building firm for construction of the establishment. Action was dropped three days after filing via private settlement.

### Nitery Robbery

Philadelphia, July 13. Proprietress and two couples at tables were lined up against the bar at the Wyncoet 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 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 cabaret-theatre 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 threatened 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 nitero field, where the fickleness of a flitting public is always a factor to be reckoned 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 Loew's New York and Criterion theatre in the heart of Times Square, directly opposite the Hotel Astor. The new Criterion today is operated by E. S. Moss and Harry Charnas.

### Nitery Placements

Russell Swann, Diana Ward, Lawrence White, Caperton and Columbus, Maxmillian Berger orch, Ross Fenton Farms, Asbury Park, N. J., Marla Forbes, singer, into the Monseigneur Restaurant, N. Y.

Eric Madriguera Orch., Josephine Huston, Gine, DeQuincy and Lewis and Edna Janis at the Surfside, Atlantic Beach, L. I.

Harriet deGoff, singer, replaced Marjorie Galloworth 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 Room.

Suzanne Finchley, singer, newcomer 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.

## 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.

Line-up of unit, which has been built idea 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 notices 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 dancing the entire evening, and give one or two 45 minute shows, depending upon

## A. C. American Legion Benefit Fails To Pay Off on \$10,000 Show; Acts Sung

### Georgia Shuts Down On Gambling Spot

Chattanooga, Tenn., July 13. City's chief hot-spot last year, the 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 Look-out 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 Mundy and Sept. 17 to 25 will ferret 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.

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 turn-down, 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.

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.

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### Three Orchestras Get Loew Vaude Spots

Gus Arnhem'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 is 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. McAndrews, 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 (2), Beat Street Boys and the Picchiani Troupe. Also present at the License Dept. on Monday was Lou Randell, attorney for Fifi Dorsey, Charles Carrier and Joe Lewis. Latter three turns also claim they were not paid off.

Show was supposedly a benefit for the A. C. American Legion relief fund. However, when it failed 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 of the profits, without any financial responsibility.

Around 19 acts were involved, including James J. Braddock, ex-heavyweight champ, Dan Healy, Arren and Broderick, Samuel Bros., Harriet Hays, Lime Trio, Mullen Sisters, Blackface Eddie Nelson, Maritza, Ingagi, Millie and Billie, Sugar Nichols, Vallee and Lee. American Federation of Actors is attempting to collect for some of these acts.

McAndrews is involved through the USA, Inc., having booked the show. Associated with the office are Marvin Welt, Herbert Hoey and Bob Higgins (Lyell and), Welt, Hoey 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 (From VARIETY and Clipper)

Western Pennsylvania Theatre Owners shocked the Hays office by coming out in favor of censorship. Also took a slap at the Hays organization.

Shortage of good film features along B'way. Daily change houses were panicked.

Appellate division of N. Y. supreme court decided against the Pathe contention that newsreels were immune to censorship.

Maie West at the Palace and Leit called her 'another Ethel Levey.' Nice to Harry Richman, too.

O'Neill and Flippen among the new acts. Tryout at the 8th. 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 \$30,000 melon. Tops to date. Variety 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. Previous 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 well.

Trixie Friganza was topper at the Golden Gate, Frisco. Show was doing a Russian number, but no hook steps.

Glut of amateur revues around N. Y. vaudillim houses, but no Maj. Bowser, so they faded again.



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 (14) Chicago (16) Ozark Hilland...

NEW YORK CITY State (10) Benny Davis Rev...

HARRY MAYER PRESENTS Tip Tap and Toe Duval...

Paramount

NEW YORK CITY Paramount (14) Martha Raye...

Warner

PHILADELPHIA Marble (16) Duke Ellington...

Independent

Indianapolis

London

Week of July 12 Canterbury M. H. 1st half (12-14)...

Provincial

Week of July 12 ABERDEEN Fair (16) Cookie Flowers...

Cabaret Bills

NEW YORK CITY Barney Gallian's June Elkins...

Hotel Hillmore (Moonlight Terrace) Horace Hillard...

Hotel Lexington Andy Inna Orca Ray Kinney...

Hotel Murray Hill (Fountain Room) Phil D'Arcy...

Hotel Pennsylvania (Coca-Cola) Jess Crawford...

Hotel Pilechilly Don Hilberto Orca...

Hotel El Morocco Elmo Holst Orca...

Hotel Savoy-Plaza Emilio Petti Orca...

Hotel Wellington Ed Blaychoff Orca...

Hotel Astor (Roof Garden) Joe Marsala Orca...

Hotel Terrace (Roof Garden) Ted Lewis Orca...

Quetta Marie Almonia... Leon & Kiddle...

Gene Fostick Orca... Gene Fostick Orca...

Hotel Hillmore (Moonlight Terrace) Horace Hillard...

Hotel Lexington Andy Inna Orca Ray Kinney...

Hotel Murray Hill (Fountain Room) Phil D'Arcy...

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Hotel Terrace (Roof Garden) Ted Lewis Orca...

Hotel Hillmore (Moonlight Terrace) Horace Hillard...

Ray Dove Douglas Wright Co... Pete Conrelli Orca...

Hotel Hillmore (Moonlight Terrace) Horace Hillard...

Hotel Lexington Andy Inna Orca Ray Kinney...

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Hotel Hillmore (Moonlight Terrace) Horace Hillard...

Hotel Pennsylvania (Coca-Cola) Jess Crawford...

program, is making Salt Lake City... Each program, written by Richard...

Main Street Deems Taylor Lancaster, Pa. With small town local production...

Philadelphia Lorraine Rhoda... James Craig...

CHICAGO Hotel Bismarck... Eddie Varzo Orca...

Hotel Elmorador Eddy Duchin Orca...

Hotel El Morocco Elmo Holst Orca...

Showmanship

row penguins from the zoo, but the birds were all floored by the torrid...

White House Recipes New York City. White House Favorites, recipes prepared for frequent serving...

St. Louis. Public Affairs Dept. of KMOX is presenting a series of programs from Jackson Barracks, Mo., during the...

MUSIC HALL, N. Y.

A light little show, preceded by a heavy overture from 'Lohegrin', aids and abets the bloody Knight Without Arms...

The Clocks' is in eight episodes, each denoting a different type of time-piece, such as novelty clock, banjo clock, 'sweetheart clock', etc.

Only two of the terms in the current show, with one of them, The Hartmans, providing the show's biggest sock via their zany interpretive adagio dancing...

Big opening night (Thursday) was good, despite record heat outdoors.

Soho.

ORIENTAL, CHI.

Chicago, July 10. Show Jacks built in quantity here currently, despite the presence of a five acts and line of 12 girls.

Perhaps one of the main detriments is the sad way the show gets started. It takes plenty of time to get the show going after Roy Lee and Dunn finish their opening turn.

Following are three good turns to brighten things up. The first set there are the Olvera Bros. a top notch head-balancing perch act.

Picture is 'Born Reckless' (20th). Business all right. Gold.

LYRIC, INDLPS.

Called 'Crash and Revolt', this is a vaude bill assembled here with no reason for its title other than the use of a 'crazy quilt' drop for the opening and closing line numbers by Murray Brown and operator in Chicago.

Single on the bill is Emily Van Losen, doing her two dance specialties in front of the line. Always pleasing on the optics.

Picture is 'Born Reckless' (20th). Business all right. Gold.

a harmony singing group of six girls that is better on looks than voice. Follow. Their numbers comprise 'Desert Song' medley, Italian Street Song, and others.

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.

Layout is another of those standard Roxy routines of girls for the mid measure of success it achieves.

After the line opens with a nice hooped routine, Max and his Gang of four terries take over. The act is still a standard, solid opener in which both the lad and his purps do acre tumbling.

Alexander Gray decees with his baritoneing, holding well with a medley of robust masculine songs and a pop.

Gil Lamb next with his comic dancing and clowning. The elongated act is done on a single number (Formerly was paired with Marion Bellitt, who, incidentally played the Roxy last week).

Sylvia Manon has, for this date, altered the setting for her excellent adagio act, by changing the porcelain into the two sopranos as well as the 17th century costumes on the two tossers and catchers.

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Orpheum, Salt Lake

Each of the four flesh acts this week, running nearly 48 minutes in length, is done on a single act in entire setup.

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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, she would have Royce's grandstand show would stay beyond the scheduled fortnight.

Paralleling only the sight of the kids swinging down the aisles to Benny Goodman's tempos was the surge of audience on the songstress at the first shows.

The Deutch-Raye blend is a happy combo. Emery Deutsch ('Play, Gypsy, Play' and 'When a Gypsy Makes His Violin Cry')

Parrish used to do a vaude specialty all by himself, but under the new scheme of things, where vocal impersonations with a musical accompaniment bands have better opportunities for coming to Hollywood, radio and general attention.

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in 'All God's Chillun Got Rhythm', number she did in 'Day at the Races' with Maxes. For an encore, she does a novelty number, with gag interpolations by the drummer, for a stick attack.

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STATE, N. Y.

Although this main stemmer hasn't much with which to make marquee hoopla, the stage elements are somewhat lacking.

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CAPITOL, WASH.

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.

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STANLEY, PITTS.

Duke Ellington's always been as hot around the city as the weather is at present, so that if the show didn't keep the chocolate-colored maestro from showing his b.o. medals.

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TOWER, K. C.

Good audience bill currently. Midway the Slate Brothers (3) and 'Their Girl Friends' (3) shoulder responsibility for the evening's results.

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TABOR, DENVER

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.

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MET, BOSTON

Boston, July 10.

Since Phil Spitalny's appearance last season he has doubtless gained a legion of radio followers through his General Electric network radio show. ...

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 with his taps. ...

Show stoppers are the Three Little Words, as smart a femme vocal trio for which any band could ask. ...

Maxine, solo vocalist of extra clear enunciation and diction, socks with 'Can't Take Any More' and 'Me' and she also works well with the glee club. ...

Evelyn Kay, violinist, receives a flattering hand of recognition and praise off 'Sweet Sue,' more showmanly than sweet. ...

Beautiful cross lighting makes the presentation of Schubert's 'Beethoven's Overture' a masterpiece, although this is not the act number on musical merits. ...

'Bolero,' over-jazzed in spots, is a socker, and the good lighting again helps. Best glee club number is 'Johnny One Note' during which Mary Baum, the girl with the instrumental voice, holds long notes and other things in an arrangement with special effects. ...

'Merry Go-Round Broke Down,' the grand encore, enjoyed advance billing and a hot reception from the customers. Dialect break-ins by several girls from band peas it up nicely. ...

Spitalny sells his band consistently and gives the appearance of a sincere, hard-working entertainer. ...

Embassy Newsreel, N. Y. The search of many forces for the missing Amelia Earhart and her flying companion, ...

Because of the fact the sea safari which is hunted for Mrs. Earhart occurs so far away, the newsreels were forced to dish it up in the form of talk and assembled material from files. ...

Show leads off with the all-star baseball game played in Washington. Pathe gives it considerable detail and the shooting job high-lighting various plays is unusually good. ...

Among other sports items are the big race of the year at Longchamps, France; the Stars and Stripes handicap in Chicago; ...

England; national marbles championship (U. S.) at a course in angling for co-eds instituted by the University of Oregon (U.).

In the outdoors field and bordering on sports are items on a Japanese fishing trip; ...

One of the best contributions, on the whole, is the Fathe clip covering the rioting of war vets in Belgium against new governmental measures not to their liking. ...

Philippe, 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 with his taps. ...

EARLE, PHILLY

Philadelphia, July 11.

You just can't take one kid who sounds half okay via radio, stick him on a vaude stage in front of a mike and expect entertainment to result. ...

Even the Earle aud—which will usually give a strong hand to the most comical material presented to them. ...

Armetta is spotted middle of bill, with Jackson and Eddie doing and his familiar mimic stuff as the finale. ...

Set planned for KYW turn is one of swellest seen recently at Earle. ...

KYW acts included: Three Naturals, boys harmonizing and strumming guitar, bass and violin; ...

Jackie, 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 with his taps. ...

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. ...

Nice start by Eugene in a showmanly routine of xylophone playing interspersed with a brief interlude of hoofing sets done for Marion Belett and the English Bros. ...

Binx next, makes the same mistake most picture names make on p. a. dates. Instead of having prepared suitable material with which to cope with vaude patronage. ...

Closing act, Pritchard and Lord Revue, picks matters up in good style with a nicely routine session of dancing, singing and music. ...

But the whole show revolves around the music. There's plenty of hoofing, almost too much so with the many appearances of Louise Glenn. ...

Music Notes

(Continued from page 52)

'The Blue' and the title song 'Something to Sing About.'

Lou Brock has taken two numbers for his 'Behind the Curtain' production for Universal. ...

Frank Daley recorded 'You're the Reason for My Love Song,' the official city of the recent Roosevelt DuPont nuptials for Variety Records.

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 sequences in the Grace Moore starrer, 'I'll Take Romance.'

Lew Pollack and Sidney Mitchell completed in our Little World 'Singles' for 'The Heidi,' current Shirley Temple starrer.

Almea Laine and Tommy Christian have written a tune, 'Doctor, Rhythm,' which Hollywood Music Publishing Co. will release.

Abel Lyman sailed for the west coast Saturday (10). He will be away three months.

Al Gumble has joined the professional staff of Miller Music. He takes Ben Edwards' place. Billy Chandler is now with the same, filling the spot formerly held by Will Rockwell.

Monogram Pictures has given Jack Mills exclusive call on all the producer's scores.

Henri Noel, maestro at the French Casino, N. Y., has added Penny Roche as vocalist to his band.

Dave Apollon and orch started musical 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

(STATE-LAKE, CHI.)

Chicago, July 9.

At one time a 'Draw' name on a unit was a draw, but not affecting the Paris spelling have been here now that a French title is getting to be a drawback. ...

But that's in this town, and 'Folies de Paree' is the road to Chicago. It was built for the vaudeville circuit, split weeks, and such. ...

Sets are better than ordinarily carried by this type unit, and costumes, notably clean, far outclass those generally used. ...

Girl band works on the stage, playing almost continuously, even though sometimes behind a trap for a few minutes. ...

Outstanding among the acts is the Noble Bruce 'Big-time' comedy in both appearances. ...

Other comedy turn is weak, revolving around Sid Walker, who doesn't know too many of the tricks. ...

Novelty rangles are handled by Moe Sully with a none too clever balancing dog, and Wilfred Du Bois in a click juggling session.

Line is well costumed and has a good deal of production built around it. Opener is a hot routine, then an excellent piece of vaudeville, ...

Business not too good on last show opening day. Picture, 'Love from a Stranger' (UA). Loop.

Comedy Stars of H'wood

(CAPITOL, ATLANTA)

Atlanta, July 11.

This one, featuring Franklyn Brown, owner, and Kay LaVelle, man and wife, team, gets its title from Al Seiler, whose acts have been making for years. ...

Three Rollettes—Robert Bingham, Dorothy Hopkins and Jack McComber—get the show away with as fast a five-minute skating turn as Cap customers have ever laid an eye on. ...

R. Patrick Sutton, unit's maestro, and Sammy Bruce do a brief gag in one while the skaters' mat is being put on. ...

Roma Noble, soprano, is on next for two songs, 'Where Are You?' into which she works a 'Chloe,' 'Chloe,' and 'The World is Waiting for the Sunrise.' ...

Three Busy Bees, Bhee and Sammie Bruce, man and wife team, aided by Betty Bruce, Sammy's sister, follow with a mélange of dance—all quite good.

Sutton then intros Browne and LaVelle, under a heavyweight, with 'Me Westian' and 'There's a Party,' two, which grabs the comedy. ...

New Acts

MARTHA RAYE

Comedienne

16 Miss., One

Paramount, N. Y.

A product of West 52d Street swing lab with a dash of Jimmy Durante tutoring in revues and niteries, Martha Raye is back in her element on the Paramount stage on Broadway. ...

As modern as the Clipper III, Miss Raye's style songleading 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 with professional danger, such as talking back-and-forth with her down-front fans; but while she had to appeal once in a while, 'No gimme a chance, kids,' she really got the crowd going. ...

In answer to Miss Raye also expresses longing for her room, Eddy Westmore, but that didn't cramp her truckin' style one whit when she did the over-the-hill 'Love Bug,' which she did on the Jolson radio programs; followed by 'Paganini' and encoring with 'I Can't Dance' and 'Got Ants in My Pants,' interspersed with some Milton Berleisms, stravis-rhythmation, Harlemania and the like.

Miss Raye made her quarter hour a strong impression every minute of the way. Abel.

DOLLY KAY

Songs

Two

Oriental, Chi.

Ability plus experience and showmanship, plus the right material, Dolly Kay still brings a lot of them. ...

She knows her audiences—knows them well enough to change her style and numbers completely with a switch from niterly to theatre—knows them so well that the Oriental audience encores her the blues school effectively. Loop.

JACKIE WILLIAMS

4 Mins.

Paramount, N. Y.

Overcoming a rather superelectric hearing by maestro Emery Deutsch as the toast of Hollywood nite clubs, Jackie Williams tapped his way to a neat personal impression during his stepping opportunities in front of the band. ...

His style is clean and neat, further fortified by a judicious selection of musical backgrounding. ...

Acts then come on one at a time, do a bit of their regular stunts and curtains close, with show being clocked at 10 minutes. ...

Music, under Sutton's batoning, is better than usual and whole show gets laudified as okay. Costuming is good. Pic is 'Hollywood Cowboy' (RKO) and house was half full at opener Sunday, which is ok for this time of year. Luch.

# HOPKINS WILL HEAR ARGUMENTS ON WPA DISMISSAL MIXUPS TODAY (14)

### Gillmore Will Speak for All Unions Involved—Problem Is What Constitutes a Professional Actor or Stagehand Gene Buck's Interest

WPA Theatre Project officials have become so riled over protests and sit-downs that several expressed themselves as gladly giving up their jobs. Monday (12) Farnsworth threatened and the FTP and the WPA could be conducted efficiently and without 'disorder.'

That came after 150 people demanded that Farnsworth telephone Hopkins conveying their endorsement of a resolution introduced in Congress last Friday to the effect that all those in need on the WPA rolls be retained until they find jobs in commercial fields. Assistant director finally sent such a message and the 'delegation' decided to sit down and file a reply. The people finally walked out and then a telegram came from a Hopkins aide to the effect that it was impossible to 'delay the enforcement of dismissal slips' which is tomorrow (13).

Harry L. Hopkins, national administrator of the Works Progress Administration, is slated 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 appropriation. Gillmore will represent all professionals in the stage unions, 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 the 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 theatre and he told Hopkins that the FTP should retain those who had made their living in the 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 was surprised at some of the information given him.

Friday (9) meeting was held in the WPA theatre project offices in New York. This is the session suggested by assistant administrators when the union delegation visited Washington the week previous to protest the cuts. They came up from the city with National Director Hall F. Flanagan, and Director William P. Farnsworth, for the FTP, while Gillmore and James Brennan of the LATSE were present for the professionals.

#### Want to Study Data

Union heads expressed some satisfaction after the meeting, but have asked for the data submitted by Mrs. Flanagan, so that the percentages be checked with the own figures. Gillmore 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% of the professionals and that three-fourths of those held on the project's payroll will be pro. other fourth being engaged in financial, supervisory and clerical departments. Of the 1,220 dismissals, it was insisted that the largest number are not members of the stage unions.

Let-out figures in the legit division which are being checked: actors, 181; stage hands, 191; workshop, 37; musicians, 75; music conductors, 12; stage managers, six; directors, 12; company managers, 16; box office, 19.

#### Figures

Let-out figures in the legit division which are being checked: actors, 181; stage hands, 191; workshop, 37; musicians, 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.

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 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 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 MUST QUIT WPA

Along with other branches of the WPA, aliens must leave the government'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 aliens. Present order came as a necessity in the reduction ordered by Washington.

Understood that the number of aliens not large but there are instances where the proof of citizenship is a problem. Equity has been asked 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 taken out 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 brought here.

## MILLER PONDER'S 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, was declined last week.

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. George Jessel has taken an option on 'School House on the Lot,' a comedy by Jerry Chodorov and Joe Fields, for Broadway production.

Yarn deals with horseplay in pic studios. Jessel plans to go to New York in November to arrange for production of the play.

## ARMITAGE TO ATLANTA 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 forthcoming production of Christopher Marlowe's 'Tragical Historie of Dr. Faustus.' Armitage directed the Crescent City's WPA theatre production of the same drama.

Elizabethan tragedy will be staged outdoors in Buckhead Symphony Hall 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 operetta season July 26 at Randall's Island, underneath the new Triboro Bridge, New York. As at their current Jones Beach season, the new New York State Park Commission, William Caryl is fronting for the Shuberts. 'Student Prince' will be the opening attraction. Ed Scanlon, who puts on the Jones Beach shows, will assist on the first at Randall's, but thereafter both will be kept apart and the troupes not shuttled, as was one intention last summer.

Problem at Randall's Island, which started last summer's initial try, that of interference from the river and nearby railroad noises, has been worked out to mutual satisfaction this year, it is claimed. It was a hurdle for a time in dickering with Park Commissioner Robert Moses.

## 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 Back.'

Sally Rand is playing the part of Stasia the Slavey. Others in the cast are Dorothy Bernard, who has returned after several weeks illness, Catherine Keys, Jasmine Wroomb, 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 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 roles 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' Ready for Road

First of the road companies of 'Room Service' is scheduled to open Aug. 8 in Detroit. Will stay two and-a-half weeks, then jump to San Francisco, where it opens August 30 for an indefinite run.

Another 'Room Service' opens Oct. 4 in Boston, after playing a couple of weeks in either Philadelphia or Atlantic City.

## 'Doll's House' in Central City Was 3rd Choice For Play Festival

Deal which was consummated for the revival of 'A Doll's House,' which 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 to 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 too 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 to 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 season, was a favored attraction for Central City this summer. It was intended to start the 'Richard' tour following the proposed Colorado deal. 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 Delight' or the new 'Amphytrion 38,' which they recently opened on the Coast and which is regarded as a good thing for next season on Broadway. The Lunts and the Theatre 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 Ibsen's 'Doll House,' the opera house offering. In the cast will be Ruth Gordon, Dennis King, Marchand, Walter, 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. Sheila 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 Teiler House, a four-story hotel built before elevators were invented and owned by the association. However, it will operate seven nights during the run of the play.

Opening night tariffs are \$3.50 and \$5, with other matinees and nights running from \$2 to \$3.50. Opera house seats about 750.

## 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 Frohman group of theatres, then an independent legit chain. When those houses joined the Kluge & Erlanger syndicate, the business of all went into the Muller agency. He then adopted the idea of making the business co-operative to hold his staff intact. That worked for a time, but some years ago the younger members 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.

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 avenue. Of the old regime, there remains the office of a first commercial agency, 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.

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 matinee on an opening at the straw-hat in 11 years, management claimed.

## Kosloff Sues Duffield

Chicago, July 13. Suit was filed by Theodore Kosloff, Hollywood actor and ballet master, against Charles H. Duffield, local producer, demanding \$1,500 for alleged breach of contract. Kosloff, according to the suit, signed Duffield to present 'Last Days of Pompeii' 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).

# WPA MOVES OFF BROADWAY

## 1st Summer Theatre Stranding Since Equity Got Tough; Lads Evaded Rules, Lost 2 Wks. Pay

First summer theatre stranding since Equity installed rules last season 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 actors took a chance. Possible that the players adopted different names for the Totten venture, but Equity does not appear to be much interested in finding out, since those involved had to take it on the chin if having evaded the rules.

Those programmed were Mary Boylan, Thomas Stewart, Doris Glasser, Stephen Roberts, Evelyn Brooks, Douglas Morris, Maureen Whelan, Ben Metz, John Berry and James Hylan. They appeared at the Barn theatre at Greenhaven Shores, Lower Pawcatuck, Conn. Mrs. Gertrude Fuscaldo, who conducts the house, was not blamed for the fiasco. Totten was listed as the director.

### 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 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 had therefor "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 money 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 bathtub on the first and second floors. Understood most of the swimming pools had to be emptied 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' forthcoming 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 speak lines.

Draper 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 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.

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 once 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 to 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.

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 copying anything, they gave him a traveling bag.

## Harry Short Seriously Ailing at Hospital

Harry Short, well known around the Lambs club, which he was often called on to impersonate Al Smith, whom 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 affliction of the spine and doctors have advised against operative treatment. Short was formerly a dancer and appeared then in vaudeville.

## QUITS THEATRES 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 of the low price admissions might oppose regular productions. While the opposition did not materialize, some feeling persisted, but the retention of the Federal Theatre Project appropriation has now resulted in orders not to renew leases on several houses. 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 two 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 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 Baves, a roof 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,' 'Poyer,' 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 in the colored show in Harlem has been approximating but \$10 to \$15 nightly. Majestic, Brookville units last season, is reported definitely through with relief shows.

## 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 ('Forrest' theatre). Showman stated before leaving that the British censor had not banned 'Road' and the deletion of several expressions may make it acceptable.

With four Broadway theatres in his possession under leaseholds, Grisman will be in a strategic position next season, if the predicted legit house shortage eventuates. The corner was the first house he rented, with Jack Kirland a partner, but during the past season he secured on his own the 48th St., Hud-

## 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 office, 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.

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 writer 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 rescind its dictum not to finance the stage has not materialized. There are signs here and there of picture interest in certain phases of legit but not so far as Broadway is concerned.

### Stock, Vaude, Burley, Etc.

Stock, which formerly supplied talent for the stage, and therefore, indirectly Hollywood, has been virtually eliminated, with Hollywood blamed. Every now and then some picture company announces plans for the formation of a stage stock, but never seem to get past the conventional stage. Vaudeville and burlesque are still too limited as talent sources [despite hopes anew in vaude's resurrection via Mayor La Guardia's plan in N. Y.], but were not killed off by Hollywood. Night club shows and radio furnish some talent but not enough.

Since the breach it has been stated more than once that the stage and screen can be entirely divorced for economic reasons on both sides. 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 Yoken at a time when his funds were tied up. Baron was a silent partner in 'Three Men,' his interest reputed to be 25%.

Picture scouts curvy the countryside mostly for talent. That means they must delve into the hideaways where stock may be said to flourish during the brief summer period. There may be a stray player to be picked up, or perhaps a director of promise. But rural place does not answer the question about character people, for half the shows in the sticks are played by amateurs and talent is developed by experience only to be had from performing.

Before the summer is over the sessions of stage and screen executives are figured to take place and are due to happen regardless of the recent legit theatre convention which had plenty to say about Hollywood.

## Confab Holds Up O.K. On NYTPA Contract

A meeting 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 least one manager favored the agreement, without qualification. Sam H. Harris, unable to attend, sent a letter to the effect he would accept.

Before taking definite action, however, it was decided to meet with union people who had advised the managers against such action.

## YOKEL SUING INSURANCE AGENT

Papers are being prepared for filing of a damage suit by Alex Yoken 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 Yoken, also represented him in actions in which Rafsky was awarded \$1,500 and another item approximating \$400. Both have been appealing.

During the run of "Three Men on a Horse" Playhouse, N.Y., Yoken purchased the annuity, but there seems to have been a misunderstanding as to the amount. Show was Yoken's first managerial try, the click being presented by him, but with Warners holding a 50% interest in return for financing the play.

Attorney stated the details concerning the annuity were incorrect, but report had it that Yoken believed he contracted for a \$50,000 deal to be paid Equitable within two years. After making the payments it is understood Yoken was informed that his agreement called for payment of \$25,000 yearly for a series of years.

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### Beth Brown's Solo Play

Beth Brown, co-author of 'Behind Red Lights' has just made a solo fight 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.





# Strawhats Now Debuting New Ones At Steady Pace; 2 Bow Next Week

Following this week's flurry of play tryouts at the summer theatres, 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 Frankel, 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.

Week of July 26 is crowded with new plays in the strawhats, at least eight openings being listed. These include 'Reno,' a play by John Hager, 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 Yvan Noe, at Newport, R. I.; 'Another Week End,' at Washington Green, Conn.; 'And for Yale,' at Matunuck, R. I.; 'The Man Who Ate the Popokam,' 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 Bottoms,' a comedy by Francis Stewart Hall, at Ivoryton, Conn., and 'Her Husband's Wife,' at Marshfield Hills, Mass.

**August 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 Allaine Bell, at Madison, Conn.; 'Garden of Eden,' 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 include 'The Boy at Provincetown, Mass.; 'Western Union, Please,' a comedy by Albert Hackett and Frances Goodrich, at Dennis, Mass.; 'I Want the Moon,' at Fitchburg, Mass.; 'Catch a Comet by the Tail,' by David O. Woodbury, at Kennebunkport, Me., and 'Envoys Extraordinary,' at New York, at 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 tryouts 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. Buckner, at Ogunquit, Me.; 'New Faces of 1937,' 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 Eggs,' by Walter Haman, also at Surry; 'Husbands and Wives,' by Robert 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.; 'Private Confusion,' by Hardie Albright and Austin Parker, at Skowhegan, Me., and 'Author's Copy,' by Elissa Landi, at Santa Barbara, Calif.

## Hartwig Skeds Three

Ogunquit, Me., July 13.  
In addition to opening a new playhouse here this season on July 19, Walter Hartwig, director of the Manhattan Theatre Colony, is scheduling three new plays.  
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 Aug. 30.

## FORTY NINERS START

Fifth Season of Strawhat at Whitefield, 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 Die,' Cast for 'Lives' includes Jane Gordon, Winston O'Kiefie, Kenneth Bates, Ann Scoville and Virginia Loman. 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 Whitehead Boy,' 'Ode to Liberty,' 'Elizabeth the Queen' and 'Goodbye Again.' Chase Barn Playhouse has been enlarged to accommodate 250 persons. Extra performance has been added Saturday night, which was previously used for readying the following week's show.  
Carl Allensworth is again managing the company, which started out as a summer outlet for Prof. Baker's Yale drama studies, but has been on an Equity basis for the last two seasons. General admission is 55c, with reserved seats at a \$1.38 (including tax) top.

## TAKE IT FINE \$12,000 IN CHI

Chicago, July 13.  
Now in its 23rd 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 headquart-ers may close the show here due to the comedy antics of the performers in the local company.  
Audiences have been commenting on the fact that the local actors are having so much fun among themselves on the stage they can't take the time or trouble to worry about giving the public the best of it. Sophomoric clowning by certain performers is tending to hurt a show which has kept them steadily employed for nearly six months. They apparently get more kick out of trying to break up each other than giving the audience out front its money's worth.

'Brother Rat' comes into the Selwyn on Aug. 22 as the first of the new season's entries. Also a possibility of 'Babes in Arms' for the Grand early in September.

**Estimate for Last Week**  
'You Can't Take It With You,' Harris, 1,000; '23rd Street,' Over \$12,000 last week, excellent.  
WPA  
'Lonely Man,' Blackstone.  
'You Say, Can You Sing?' Great Northern.

## Ind. WPA Gives Up

Indianapolis, 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 topped all other groups in the nation in number of plays presented.  
'Marriage Royal,' Betty Widmer, Bruce Barnard and Noel Warwich, on loan to the local company from New York, are returning here. John Cameron, director, expects to be assigned to special southern productions. Betty Anne Brown, ingenue, is going to Chicago to try her hand 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, N. Y., has filed bankruptcy petition in U. S. district court. He owes \$13,688. Assets of \$3,500 includes lien against Vocafilm Corp. should later collect on a patent suit against American Telephone & Telegraph now pending in U. S. court.  
Creditors include Tillie LeBlanc, an executrix of Joe LeBlanc, an amount of \$584, and \$2,500 to Otto A. 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 scheduled 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 Bowl Sunday (11) with a take of approximately \$31,000, a record for a trifle below average. Threatening weather kept the attendance down.

## LUNTS, \$26,000, OLD STORY IN L. A.

Los Angeles, July 13.  
Socks as it is, the \$26,000 rolled up by Lunt and Fontaine in their new comedy, 'Amphitruon 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 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 preferred to rest.  
Biltmore shutters for a week prior to the stand of 'Brother Rat,' opening July 19.  
**Estimate for Last Week**  
'Amphitruon 38,' Biltmore (C-1,656; \$2,751) Just a romp for the Lunts; \$26,000, while heavy sugar, is what was to be expected. Piece opens on Broadway in October.  
WPA  
'Tomorrow's a Holiday,' Hollywood Playhouse. Comedy eking out a meagre gross on two week stand.  
Johnny Johnson, Greek Theatre. Paul Green's wasteful one-act 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 the 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 guest at last year's festival. Mary Hutchinson, who gave a dance recital with Phyllis Marmein Sunday night, and Wylie Adams have the leading roles. Donna Earl is the other player newspaper 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 Rat,' Geary, San Francisco.  
'Dead End' (Leventhal) New Empire, Providence, R. I.  
'Her Majesty, the Widow' (Leventhal) Convention Hall, Asbury Park, N. J.  
'Tobacco Road' (Leventhal-Grisman) Garden Pier, Atlantic City, N. J.  
'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 Glory of Youth,' Farragut Playhouse, Rye Beach, N. H.  
'A Man, a Woman and a Horse,' Theatre-by-the-Sea, Matunuck, R. I.  
'Pleasure Cruise,' 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' at the Federal Theatre Project offering at the Alcazar, are the only legit attractions in town. Neither is doing too well, but both getting by.  
**Estimate for Last Week**  
'Brother Rat' (14th week) (1,700; \$2,501). Another \$10,000 checked off by 'Brother Rat,' which has one more frame to go before moving on to Los Angeles.  
WPA  
'Pursuit of Happiness,' Alcazar (1st week) (1,269; 50c). Two night performances and the Saturday matinee have 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 picketing WPA workers are picketing the Alcazar.

Cooling systems failed to halt the slump that clipped Broadway legits last week, when record hot July weather descended. Not a single attraction's gross held to form and takings dropped \$2,000 and upward in nearly all box offices.  
Monday (July 4) started the week excellently, especially at the matinees. Wednesday the mercury started topping the 90-degree mark and edged to nearly 96 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 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.

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 back around 200 tickets, but were required to settle in full on Monday. On that night there was a return which was quickly sold and the house (Booth) was capacity. Takings, not far from the \$15,000 mark proved it was the least affected of all shows.  
Never hit, 'Room Service,' played night performances but otherwise under the mark of the previous eight-performance week. 'The Women' also gave an added matinee, but slipped more than \$2,000. There, as in most instances, Saturday night was 'brutal.' Balance of the list found the going just as tough and did not get expected improvement Monday (12), when the weather deteriorated.

## 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.  
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.

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 at 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 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-air conditioned theatres during mid-summer.

## BRISK BIZ AT WHARF

Provincetown Straw-Hat Opens Well - New Play Next Week  
Provincetown, July 13.  
Wharf 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 legals and radice in connection, as well as a night club. On the opening bill was Blanche Ring in 'Her Master's Voice.' She doubled into the informal nitery, doing her old-time song faves.  
Currently 'It's a Wise Child' has David Rogers from films, Dora Merritt, Virginia Deane, Clyde Fillemore, Stephen Fox, Charles Scott. New play by Allice Acton, 'Stork on King,' radio speller, 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.  
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 opened weeks get. Crows built and the last three night shows were virtual sellouts.  
Production was 'Both Your Houses,' with 'Sun' and 'Green' for the week was approximately \$9,800.

## Elitch \$9,800





Sun Shines for Clev Exhibs as Box Offices Blossom Under Rays

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 conventions, the exhibitors' grosses have nearly doubled. If sunny weather continues to draw same amount of tourists, 1,119,943 up to Sunday (14) they won't have to use any red ink 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.

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 Arlan as his new skating partner, replacing Frances Claudet. Les Hamilton, tagged world's youngest professional jumper, is another addition to Winterland cast.

Report that Johnny Weismuller was quitting Aquacade's spectacular marine revues, because of a picture commitment, was denied by Billy Rose, 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. Lamar Stringfield, young composer and Pulitzer prize winner, has an interest in new Greek tragedy entitled 'Aeolik 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-level stage in open air. It's purely highbrow attraction, yet is getting a surprisingly heavy play from visiting school-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 W.M. 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 up as convenience for the tin-canners now has 110 trailers. Conventions tying up all 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 Roosevelt 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 148 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.

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 \$650,000 outlay for it, as claimed by 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, Griffiths, Raibourn, George Bagnall, Henry Herzbrum and Ken Fitzpatrick, Coast realty head for Paramount.

Site to EKO

Should the Paramount board of directors approve a plan for the purchase of either of these two sites it 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 new location in construction of stages, administration 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 practically all of the money invested in the present studio property, including improvements and the cost of the Paramount ranch in the Malibu Lake area on Ventura boulevard, would be realized through sale. William Randolph Hearst, who owns property adjacent to the ranch, is understood to be willing to take this 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. It would have the opportunity to let these sets stand and be revamped for utilization for other productions it would represent quite a saving in time. Also, currently, the entire administration, writing and dressing room buildings are crowded to the hilt with workers being retarded in

their work due to the cramped condition.

In New Plant In Year It is figured 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 year's time that the entire organization and personnel could be operating at the new 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 found 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.

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 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 heading this way. Is giving the State Fair (Sept. 5-10) the willies, because it means a dough dig just ahead of the ag expo.

Ricers in Smash

Ballston Spa, N. Y., July 13. Two employes of the Dan A. Rice Circus were treated at Benedictine hospital here for laceration and bruises suffered when a six-wheel trailer-truck ran off the Ballston-Mechanicville road. The injured man, 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

Lincoln, July 13. Walter Hale, brought on from the Coast, becomes the new press agent for the Beckmann & Gerety carnival. He replaces Kent Hosmer, who died recently in Dearborn, Mich. Hale joined the carney in Nagsaupee, 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 tournament will be one of the features 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 of 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 cut 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 material is about 2 out of 3 basis. In order to force bouts to a finish in the event neither contestant

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 in the suicide of the terrific. There is no gaining his strength and skill in construction. The piece will serve to enhance the reputation of Marius Goring, a young man of difficulty in getting his teeth into the part. Indeed, all the roles are so skillfully possible for any actor or actress to fall with them. An author of such talents is sure to be heard from, if he will select a more felicitous subject.

IL LUDO SONO IO (I AM THE THIEF)

Rome, June 27. Drama in three acts by Giovanni Cecchi. Presented at Olimpia theatre, Milan. Clara ..... Maria Melato Her Mother ..... Elvira Betrone Her Sister ..... Lucia Anelli Her Uncle ..... Annalva Betrone

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 alternates between encouraging 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 real endowment is stolen from the hotel room.

The mother declares the value to be \$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 thief. He says his accomplices beat him up when they found that 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 main claim that it is the fault of the ladies, 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 support Giorgio and he is passed off as the singer's manager. 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 pain of being in love with a thief—denounces him to the police, is a surprise to the audience. Hein.

DALEBY DEEP

London, June 29. Play in three acts by H. G. Wells. Presented by Charles the Actor at Arts Theatre Club, London. Staged by Muriel Platt. Cast: Muriel Platt, the woman; Mrs. Deggottis ..... Ann Stephenson; Blake Dickenson ..... Peggy Grey; Mr. Dickenson ..... R. Meadows; White Salt Dickenson ..... Alan Washley; Bill Standford ..... Sunday White; Emma Rumbelow ..... Joan Long; James Standford ..... Karl Weller; Mrs. Waring ..... Brenda Harvey; Douglas Waring ..... John Bryning; Walter ..... Howard Gwynne; Leader of Rescue Party ..... Alfred Miller

Absence of sufficient theme is the main weakness of this play which, in general treatment, resembles most of the Galsworthy dramas.

Daleby Deep is a mining village in northern England, where the men have a heavy Yorkshire dialect. Mine-owner rose from pitboy and dresses for dinner. His son makes overtures to the telephone girl, and his daughter is married to an unsatisfactory husband and makes covetous advances to the leader of the working men, with the avowed intention of having him become the father of her children. By avoidance, the young labor 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 with her 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 father is in the rescue party and sacrifices his life. His sister then takes a more human view of things and decides to stick to her husband. Uncommon character drawings and good dialog combined to make more or less interest, but the situations are hackneyed. Jolo.

DER OPTIMIST (THE OPTIMIST)

Vienna, June 28. Comedy in three acts by Lernet Hohlenia. First production in Josefstadt theatre, Vienna. Staged by Hans Thibing. Set designer, Hans Thibing. Cast: Robert Valburg; Stephan Fechner ..... Pauls Pungert; Feinbach ..... Alexander Neugebauer; Kuhn ..... And Marie Holt; Martin Berlin, Polly Koss, Kurt Teubner.

Lernet Hohlenia has an excellent idea. He wants to tell the world that any man who takes the blame for a crime upon himself for what is actually done, is gradually, and criminally inclined himself. Hohlenia

does it in the form of an entertaining comedy. Banker Kuhn's business transactions are not exactly within the law. Banker who is his secretary, Baurisch, to confess before the court that he is responsible for the book juggling. Olden does so, regrets, escapes from jail, enters the bank in a castle and what is expected, happens. Kuhn is holding a gay party there and the secretary makes use of the situation by asking for more money. It is a clear case of exacting with the last straw for the 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 flirtation to love. But Hohlenia, too, proves himself to be optimistic by keeping all his characters out of jail.

Play is somewhat artificially constructed, but is excellently done. Audience laughed throughout performance. Josefstadt is the only theatre to open after a hot spell. It takes a good while to get one's feet 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 People's National theatre, London. Staged by Francis and Frank Birch at St. Martin's theatre, London. Cast: Lawrence Baskcomb; Katherine Carew ..... Joyce Redman; Walter Raleigh ..... Peter Osborne; Sir Walter Raleigh ..... Charles Sturt; Robert Cecil ..... Peter Ridgway; Lady Raleigh ..... Elizabeth Sharpe; Anne of Denmark ..... Helen Goss; George, Viscount Villiers ..... Kenneth Villiers; Archbishop of Canterbury ..... Stephen Jack; Earl of Pembroke ..... Charles Stuart; Sir Ralph Winwood ..... Oliver Johnston; Ambassador of Spain ..... Anthony Ireland; Earl Montrose ..... Robert Stewart; Captain Sir Warham St. Leger ..... Oliver Johnston; Dean of Westminster ..... Aubrey Dexter

People's National theatre, a sort of theatrical guild sponsored this production, which is understood to have been turned down by practically all the commercial managers. It can readily be seen why a manager, if he meant for profit, would pass this one up, and it would only be his artistic leanings which might persuade him to take a chance. With the dice loaded against him.

Play is the most successful of the final years in the life of Sir Walter Raleigh, from the time he was released from the Tower of London to embark upon a search of gold in Guiana, back to the time he was at the 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 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 script. Jolo.

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 signed a significant compromise bills setting a commission to direct government participation in expos on both coasts.

Theatre Changes

(Continued from page 61) William Hoch, who shifts from Plaza, where Ernest Lieberman has been spotted, Lieberman moves over from another of chain's nabe houses, manager of Alhambra. Both houses now operated by Dave Cockrill of the Denham, first run.

Denver. James Maloof building a 600-seat house in Las Vegas, N. M., which is at present an exclusive Fox town. Dale Kline, former owner of the Alpine theatre, neighborhood, who resigned as manager of the Plaza, has been succeeded by Lloyd Kirby, manager of Alhambra. Both houses now operated by Dave Cockrill of the Denham, first run.

Rochester. Shattuck Opera House, built in 1872, and once pride and glory of Hornell, is undergoing repairs, following injury to two pedestrians from falling concrete.

# Chi Seeks to Horn in On 1939 To Offset N. Y.-Frisco Expos

Chicago, July 13. Strong movement gathering momentum 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 to have the entire shobing completed for full operation and ballhoo 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 1939. 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.

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 revamped 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 Gregory stated that no plans for the fair would be set until the grounds were entirely cleared and landscaped. Now, with that done, they can proceed to build from that point on.

General advance plans on the fair call for a permanent exhibition hall for industrials and commercials, a bathing pavilion that will be built on Northernly Island, an athletic field, picnic 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-yearly 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 Century of Progress Exposition by 1939 at the latest, and with as much ballhoo 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 International Exposition, according to an announcement made last week by Welter Reimers, director of the division.

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 Exposition.

## Fair Ups Gate

Columbus, July 13. Admission price for Ohio State Fair has been fixed from 25 cents to 50 cents, pre-depression high, for this year.

Fair is scheduled to start Aug. 28, giving Ohio its first Sunday fair in state fair history.

## RICE UNDER AUSPICES

Mechanicsville, N. Y., July 13. The Dan A. Rice Circus (motorized) is playing dates under auspices of H. Clark Post, Americas Legion, sponsored and evening performances on the Elizabeth street grounds in Mechanicsville last week.

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.

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 four-day outdoor spectacle despite the fact the tax commission had told him 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 proceeding 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 past due taxes.

Easement and beach park deeds affect almost all beachfront property. Years ago owners of the beachfront yielded riparian rights to the city, thus permitting a bathing beach for public use which was to be maintained by the city.

Steeplechase pier burned down several years ago and since has had the front part rebuilt. That portion of the pier which extended seaward is now but a series of pilings. The Garden Pier, condemned as 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 care 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 contemplated, Edward Ayres, representing the pier owners, agreed to turn over all income from the pier for the summer season of 1937, 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

Lynchburg, July 13. Old-fashioned spitting contest will be a feature in Virginia's National Tobacco Festival, to be held in the heart of the ciggie country—at South Boston, Va.—this fall.

Two and three-gund men will aim amber streams at laundry stoves and narrow-rimmed cuspidors at the show, which claims a national draw. Guy Lombardo and his Royal Canadians was last year's main attraction. This year's name orchestra not yet announced.

## Circus Routes

Week of July 19

Barnes-Sells-Floto  
Sidney, Neb., 19; Scotts Bluff, 20; Cochr., W. 21; Theropola, 22; Billings, Mont., 23; Lewiston, 24.

Cole-Beatty-Maynard  
Davenport, Ia., 19; Cedar Rapids, 20; Waterloo, 21; Des Moines, 22; Dubuque, 23; Sioux City, 24; Omaha, Neb., 25.

Ringling Bros.-Barum & Bailey  
Detroit, Mich., 18-20; Ft. Wayne, Ind., 21; South Bend, 22; Kenebsh, 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 weekend. 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 old (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 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 Marshall 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 going to be a show for festa, 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 but man. Person who had seen 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.

By Executive 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 Tom Mix circus through New York 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 which had emerged from its own road and the trailer on a hill, swerved into it, ditch, overturned and crashed into a ravine, demolishing the trailer and damaging its 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. 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 Moundsville, W. Va., June 26, despite turnaway business at almost every stand, will be reorganized with Hoxie as directing head, it was announced here, R. M. Harvey, general agent of the show, is understood to be working out the reorganization plans and the circus is due to take the road within the next few days.

Almost the entire executive personnel is intact here awaiting developments. Hoxie has found a small farm across the river from here and has quartered his stock there as well as his own fleet of trucks.

Fifteen attachment suits at Moundsville against City Newton and Jack Hoxie Circus were dismissed July 6, as pertaining to Hoxie, but stand against Newton, who has failed to put in his appearance since he suddenly disappeared a few days before the show folded.

## DALLAS PERKS; OUTSIDE HELP

Dallas, July 13. Dallas exposition begins to justify its claims of an international flavor this week, as George Marshall starts his elaborate sports program. Track and field events plus a soccer tournament will be unveiled 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 608,765, 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 one Thursday night (15) will include Fay Wray, Joe Cook, Joe Laurie, Jr., Jack Arthur, J. 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 Minevich 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 July 13, after a 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. Amusement parks here 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 Star-gled Banner,' the 'Marseillaise' and the smell of fresh paint, the American pavilion at 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 weeks.

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 pavilion within the two weeks set before it can be opened to the public. As the state work is 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 leased for the building. These include a variety that touches on almost every phase of American industry, from broadcasting to china making.

**Other 'Openings'**

Other buildings are throwing open doors right and left, some of them to stay. At the public hub again for a week to a month after the 'official' 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, but the public hub again is not 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 outside of the pavilion with a projection box and separate film strips.

Pavillon des Presse touches on many angles of printing, reporting and peddling news to the public, but goes little farther. Large portion of the exhibits consists of a worldwide collection of covers from various publications pasted on the walls. Nothing new.

Although the expo itself is now open until midnight, night visitors find little to see, because nearly all the pavilions close around seven. Most of the night show is composed of fireworks and lighting effects on the Eiffel tower. On other place that offers any attractions at night is the Parc des Attractions.

**Two-Day Strike**

Park was closed for two days when the concessionaires went on strike over the 35c. admission fee charged, but final agreement was reached and it 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 paying again. Strike cleared up the latter end of the gripe, but admitt nick is still there.

Although the amusement park is completed, except for a few minor details, the show there is not what might be expected. Six rides, four attractions 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-on chatter is good enough to pull plenty of rubber-neckers into the fair assortment of show houses.

**Rocket Speedway**, seen at the Dallas Fair, is suffering from lack of ballhoo and the fact that a 15c. admission is charged to see it. Price for a ride is 25c. on top of this, which puts it about a dime higher than average of the show.

Six-piece orchestra furnishes music 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.

Hugo.

## 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.



5-Day Week

(Continued from page 1)

tion of the five-day work week for men will substantially aid the theatres.

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.

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.

A shortened work week, as was noted, under the Blue Eagle, hypnes business Saturdays as well as Friday nights, latter because of fact people can sleep the next morning.

Saturday and Sunday Best

In some territories Saturdays now are the best days of 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.

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 for five days were more generally adopted.

At present the five-day week for businesses is a voluntary measure, no change back to six having been made when the NRA expired.

Lenses Feared

(Continued from page 5)

selves a break because experience has taught them how they photograph best, which side of the face to present before the clicking-shutter barrage, etc.

There are more camera hounds hereabouts nowadays than ever before, some of them skilled at their work, others just dorks. Situation is something like that which obtained with the fanmags before they were brought under Hays office and studio control more or less.

That Studio 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.

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 apply to describe their entertainment, now that they have completely annihilated 'Burlesque'.

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.

Barney Gerard.

Quotes a Quota

Mobile, July 5.

There are too many foreign pictures being played in this country. English pictures, French pictures, German pictures, Swedish pictures—me, I say raus with the lot.

I don't say shut down on all foreign pictures, but a law of tit for tat isn't a wrong idea.

Rudolf Karbein.

Opera's Capital—H'wood?

New York, July 9.

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?

The Met-Juilliard merger was simply a press bait which found release in music journals and newspapers throughout the country.

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.

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.

WHAT THEY THINK

and forget the Carusos and Scottis of yesterday.

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 comedy and concert singer.

Next Thing—A Courteous Legit-

Detroit, July 5.

Maybe before it's too late the dying legit will get around to a semblance of what was the old Roxy and Public service. Not until 1931 did the Broadway theatre managers awaken to the wisdom of air-cooling their theatres, with result an out-of-lawyer who must see his hit shows during a summer vacation visit to New York can now tear the strain.

Perhaps, then, there 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 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 VARIETY for many years, what the box office treasurers call the 'legit' 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.

Ernest A. Hughes.

Akron Overseas

Akron, O., July 9.

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.

An editorial in the Akron Beacon Journal last June 25, 'At the future of Akron, foretold fatalities among Akron exhibitors.'

To correct the erroneous impression about Akron, the members of this association would thank you to publish this.

J. G. Deetjen, Secretary, Akron Independent Theatre Owners Association.

Winchell's \$3,000 Net on Radio

Hollywood, July 8.

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.

Who's Your Ghost, Jack?

New York, July 8.

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 monotonous jobs, spurs greater efficiency and more mass-production.

immediate extensive acceptance of dance music in our businesses, but herein is a noteworthy solution for much of the daily 'lag' which ever recurs in a society characterized by 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!

Jack Mills.

Miss Willis Denies

Gooding, Idaho, July 7.

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 collic act, and was formerly with Wilbur Cushman unit, 'Gypsy Caravan.'

It was only done as a joke, as Rice is an old friend of Myers's.

Betty Willis, (Russell Bros. Circus.)

Record Crops

(Continued from page 1)

the past several years since the depression lows. They are expected to be more on the increase this year in shows, rides and concessions. They get heady in this country when they have the wherewithal and they're going to have it this year.

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 ballyhoo 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.

As concerns Kansas City, week-enders from the prairies will undoubtedly be in greater number than last year and will be an amusement b.o. item of some value. However, K.C. itself will wait until the period of Sept. 17-25 before stepping in up to its elbows in the farm country cash.

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 crop outlook and current 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, it worth \$220,816,360, H. R. Foster, Journal financial editor, said. Based on the Chicago September future, the large corn crop is worth even more than wheat—\$261,017,800.

In addition to the millions which Northwest farmers will receive for the wheat and corn, \$215,830,000 will be received from barley, rye, oats and flax, based on current values, Foster points out. North Dakota crop yields will be seven times those of a year ago; Minnesota's will be double, according to present estimates.

Biz In Six

(Continued from page 1)

tion of 50, 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 York 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.

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 \$72,000 one week last season, but why mention that? St. Louis is a big town and the Cleveland Expo, in a half dozen or so days, 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 annually has a play, festival utilizing a dozen or so of the strongest name actors in legit. In a half dozen or so days, 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 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 season of ambitious entertainment projects and the latter, at least, is talking in terms of a permanent fiesta.

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 Prarieville, which could be dignified as a crossroad village if it had a second 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.

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 clubwomans over the state are still writing letters about the 'outrage.' Suit for damages was filed against the Centennial 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-op sewing project for dresses and costumes. Overall's 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 Centinella.

None of the cast gets any pay, their remuneration being cut from ultimate profit if any. Show is given Friday, Saturday and Sunday nights over four week-ends in July. Gate tariff is 35c, and the first week-end lured a total of 4,000 payees.

Hamilton chose as the site for his show a hamlet called Prarieville. 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)

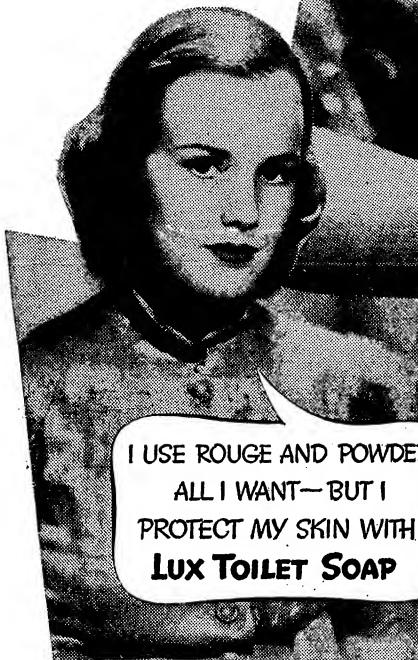
ing to include reports, but said prevailed upon Dowling not to sign contracts abroad unless both were present.

Dowling had no deal on with the Abbey bunch but has an option on 'Shadow Substance,' Dublin group's 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 will be contracted for over there, with the bulk of the cast picked up here, where there are plenty of Irish players, according to last estimates.

# "Cosmetic Skin? Never!"

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ALL I WANT— BUT I  
PROTECT MY SKIN WITH  
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**Frances Farmer**  
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You'll want to follow this tip on the right complexion care given you by one of Hollywood's loveliest young stars!

Cosmetic Skin—dullness, tiny blemishes, enlarged pores—comes when *pores are choked*. Lux Toilet Soap has an ACTIVE lather that guards 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



Jul. 21, 1937

RADIO

SCREEN

STAGE

# VARIETY

PRICE  
15¢

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72 PAGES

## ACTORS' RADIO MONOPLY

### Theatre Guild Plans to Try Out Plays On the Coast; the Lunts Started It

Hollywood, 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 at least four weeks, divided between Los Angeles and San Francisco.

Decision for such a plan was arrived at by Theresa Helburn, Lee Simonson and Lawrence Langner, Guild directors, who recently were here for the production of 'Amphitryon 38' with Alfred Lunt and Lynn Fontanne. Guild people are said to have realized that Coast 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 here.

(Continued on page 67)

### SWING MUSIC BLARE UNDER INJUNCTION

Will McCune's orch, current on the Bossert roof, Brooklyn, has been restrained by an injunction from using vocalists or blaring swing music after 11 p.m.

A property owner, near the hotel obtained the injunction after terminating 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 other name of 'Slim Jim', is the defendant in a \$10,000 alienation of affection damage suit filed by Ted Myron in 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 upholstered seats, is modern in every respect. Claims 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 owned the State, Rapid City, S. D.

### No!—Not That!

Renewed Hawaiian vogue, besides making best sellers out of 'Waikiki Wedding' (film), 'Sweet Lileian' (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.

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 years, 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)

### SMALL CIRCLE IN N.Y.C. DOMINATE

Almost Impossible for Out-of-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 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 sub-stellar 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 spotlight unbilled actors and an estimate of their weekly earnings during the winter follows:

- 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.
- Feggie Allenby, \$700.
- Clayton Collier, \$500.
- Ed Jerome, \$1,250.

(Continued on page 67)

### 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

Recent sloughing of burlesque 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 licenses.

Legal stuff didn't get them anywhere and all finally had to accede to License Commissioner Moss' and Mayor La Guardia's edict that burlesque was out for good. They had 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 as the Monte Carlo of America. Eighteen wide-open gambling places where one may bet 25c 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 live with it, 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 townfolk have a plain 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 Island!) 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 stogy environment. If a visitor doesn't want to gamble, drink or 'horse around' he can have plenty

(Continued on page 67)

### Japanese Girl, 13, Will Initiate U. S. In 'Naniwabushi'

Tokyo, July 20. Hlsa Suzuki, 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. Sing-songy folk in falsetto voice also is hard to take.

### To Repeat His Niagara Walk of 45 Years Ago

Sarasota, Fla., July 20. Clifford Calverly, 69, of here, is planning one of the strangest 'come-backs' in the history of show biz. Oldest 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 footling 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 amusement 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

inclination to fuse into one organization, which is the basic idea of CIO. 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 cocktails	12%	5%
Books or magazines	15%	12%
zines	42%	35%
Listened to radio	35%	45%
Guests for evening	2%	10%
Bridge	6%	1%
Went to films	10%	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.'

Again it is voiced: 'It will not be enough for such employers not to place obstacles in the way of Equity organization of their employees. 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

Hollywood, July 20. Despite what exhibitors, 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 in 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 — kid 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.

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 pics produces a personality — ah, then maybe the studio has lost 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

Thus, he points to a little picture called "Night After Night." Mae West had a small part in that. Or "It Pays to Advertise." Celia 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, 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 the 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.

Surprise Hits

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 20 tries, or once out of even 50 tries, and if the others merely manage to get their money back (as, how can they fail, what with block 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.

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## 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 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 Pay 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 \$260,000 and \$238,330, respectively, from the Fox tilt, 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 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. Guild shop is now 100 per cent effective as to extras, stunt men, freelancers, day and night 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 L. 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.

He has been contacting the eastern production code office since July 1.

## Newburgh (N. Y.) Academy's Trust Suit First of a Series of Actions

The forerunner of a series of anti-trust suits against the major picture companies by indie theatre exhibitors in the east was begun Saturday through 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 Neco Theatre Corp. of Newburgh, N. Y., and Eugene Lee and George Walsh, operators of picture houses in the upstate city.

Through its counsel, Stuart M. Miller of Brooklyn, the plaintiff will file its formal complaint later in the week. It will claim that the defendants conspired to prevent its theatre, the Academy, from obtaining second-run pictures only after rival theatres controlled by Lee and Walsh had exhausted exhibition of

## Strain

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. 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. Federal 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 limitations can get consent to set aside part of their compensation in calculating annual tribute to the U. S. Treasury, legislative bill must go into an amendment to the tax statutes.

Not one chance in a million that Marchetti's inspiration will go on the law books. Revenooers are trying to tighten up, rather than loosen, the present system. Oil well depletion allowance of 27 1/2% is likely to be voted, 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 tint the picture. Norman Taurig directs. Tinting slaps an extra \$125,000 onto the budget of "Sawyer."

them so far as Newburgh was concerned.

The Orange County Theatre Corp. claims that despite its contract with all of the major picture companies except Paramount, under which it was to have second-run privileges, the companies ran out on the agreement. It is alleged that in order to quash competition Walsh and Lee conspired with the defendant picture corps to pool their theatres and in this way exhibit the same pictures simultaneously, thereby destroying exhibition value of a picture when the plaintiff's Academy obtained it. Miller, for the plaintiff corporation, states that he is forwarding a copy of his complaint to U. S. Attorney General Homer S. Cummings with a view to bringing about criminal conspiracy charges eventually. The attorney asserted several other indie exhibitors had conferred with him about bringing similar suits and that he expected within a month to start other actions.

## Other News of Pix Interest

London hears John Maxwell will retire.....	Page 15
'Poor Butterfly' gets Jap rewrite for Par.....	Page 15
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## Ruby Keeler East to Join Al; Flirting 2 Pix Deals

Hollywood, July 20. Ruby Keeler entrained for New York Sunday (18), where she will join hubby, Al Jolson, and accompany him to Saratoga instead of going abroad as had been contemplated.

Paramount deal for star's services having floundered, Abe Lastfogel, of William Morris Agency, has set two picture deals 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 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. Alperston.
- Olympe Bradna.
- Joe E. Brown.
- John D. Clark.
- Kathryn Cravens.
- Danny Danker.
- Errol Flynn.
- Milton Golden.
- Dorothy Haas.
- Lorenz Hart.
- Joris Ives.
- Sonja Henie.
- Nat Kalcheim.
- Ruby Keeler.
- Sidney Lanfield.
- W. Lewis.
- Richard MacCaulay.
- Rouben Mamoulian.
- Ramon Novarro.
- William Parker.
- Max Richard.
- Richard Rodgers.
- Randolph Scott.
- George Seid.
- Hunt Stromberg.
- Virginia V. Upp.
- Jerry Wald.

## SAILINGS

- July 21 (London to New York) Henry Wilton, Serge Koussévitzky and De Marcos (Ile de France)
- July 21 (London to New York) Charlotte Greenwood, Martin Broones, Fanny Hurst (Queen Mary).
- July 21 (New York to London) Miriam Hopkins, Mady Christians (Berengaria).
- 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).

## ARRIVALS

- Mrs. Leopold Godovsky, Jr. (Frances Gershwin), Eleanor Phelps, Dennis Hoey, Virginia Booth, J. Cheever Cowdin, Simone Simon.

## Alperston Deal For Output Of General's 14 Pix

Hollywood, July 20. Edward L. Alperston, Grand National proxy, and Bill Deming, executive 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 Fess Kimball, GP prez, for the clincher.

Alperston left for New York where he will talk the deal with Kimball. General will make 14 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, scheduled to roll in September.

## DeMille, Selznick, Et al., Appeal U. S. Tax Squawks

Washington, July 20. Tax tiff between the U. S. Government and Cecil B. DeMille, reflected lately in Congressional investigation of tax dodging, was set last week for possibly another airing. Feels apposed to the Supreme Court Friday (16) for review of lower court decisions upholding the legality of methods used by the noted director to cut 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 DeMille'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 \$1,166,074 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 finance picture-making on his own hook.

Another picture-guy found turned toward the courts Monday (18) and prepared for another similar wrangle with the revenooers. 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.
- Reba Harris.
- Paul and Grace Harlan.
- Helen Jepson.
- Al Trahan.
- Sammy Weisbord.
- Walter Winchell.

# 40 \$1,000,000 GROSSERS

## Zukor to Survey Foreign Market While Abroad; London Prod. Muddled

Hollywood, July 20. Adolph Zukor is set within next 10 days to depart for New York en route 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 scheme for the Par chief in the principal 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 exhibitors 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 future which will reach the continental market toward the end of the current year. Possible, 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 production 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 bankruptcy 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 bankruptcy here. No 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 Hollywood.

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 operating abroad and attending to details in connection with the setup in England.

## 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 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 Oscar Hammerstein, 2d, names, for music, book and lyrics, warrant the two-day showing. Cast is headed by Irene Dunne and Randolph Scott, with the company execs hopeful that these names may be fruitful at the b.o. 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 b.o., 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 roadshowed at the Globe, and other pictures which it is felt by the management can get higher admissions.

Instead of 25c, 40c and 55c weekdays, 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 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 setting a deal with RKO whereby he will make their English quotas upon which RKO intends spending considerably more than heretofore.

## 10% OF 1936-7 PIX OVER TOP FIGURES

### Highest Average Since 1929

—Gross Returns to Distributors on 40 Out of More Than 400 Films Earned Upwards of \$1,000,000—  
Bigger Rentals, Better Percentage Deals, Improved Merchandizing, Upped Boxoffice Incomes

### BIG FOREIGN TAKES

By ROY CHARTIER

The so-called \$1,000,000 grossing picture is no longer the rarity 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 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 flat rental contract would have brought. This form of 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.

With the world gross sales on pictures computed, some productions being expected to get as much from foreign countries as from the domestic market, later including the United States and Canada.

In arriving at the 1936-37 pictures which can be counted on to grab

(Continued on page 10)

## 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 Fairbanks 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 are unable to raise the coin, that H. M. Warner, LeRoy's father-in-law, stepped in to make his son-in-law a partner in UA with the above two producers.

LeRoy asserted 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.

Instead, that Goldwyn and Korda are making little progress in

## Variety Talent for Filmusicals Swaying 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 six months contract as production aid to David O. Selznick.

Serlin is returning to Broadway to 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 revealed in a few days, are expected in Wall Street to show net operating profit of around \$4,500,000, or approximately double that for the same six months in 1936. Such earnings probably will amount to more than \$2 per common share, after providing for preferred divvy requirements.

With this earning pace being maintained, 20th-Fox is counted on in the street to show easily the second best per common share earning, among the picture companies. Top honors go to Loew's common, which doubtless will show about \$9 per common share for the present fiscal year.

The income on 20th-Fox common, with its year ending in December instead of August as with Loew, is counted on to be at least \$4 per share, with the status of business this fall and early winter making possible as much as \$1 a share more than this amount.

Paramount is rated third, with earnings now running at a \$2.80 annual pace for Warner Bros., with a fiscal year ending in August, is counted on to show approximately \$2 per common share.

The net operating profit for 20th-Fox doubtless will be hiked when and if the dividends from National Theatres is included in the total. The theatre affiliate was credited with dividends of \$1,134,000 but not included in the total when 20th-Fox made its first 13-week report earlier this year.

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.

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.

'Hi 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 'Mahattan Merry-Go-Round' is scheduled to go into production in Hollywood shortly, studio in the Bronx 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 probable (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 Far partner-operator went to London while Lynch proceeded on to Carlbad for the baths.

Lynch has a castle on the other side in southern France and will probably check in there before returning.

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Picture Biz Strong for Much More Roadshowing This Season; Deem Product Worth 2-a-Daying

Picture biz anticipates its greatest year of roadshow productions since 1929 and 1930. 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 tilted scales are primary factors in trend. However, the large boost in amount of coin in the public pocketbook, additional employment and increase in number of folks willing to pay more than general picture prices are pertinent sides. Money that 'Gretz Ziegfeld', 'Romance and Juliet', 'Midsummer Night's Dream', 'Mutiny on the Bounty' and 'Good Earth' garnered is prompting major producer heads to watch for suitable roadshowers for coming season. Success of several of these was instrumental in twice-daily booking of 'Lost Horizon', 'The Road Back' and 'Captains Courageous'. Universal and Metro probably won't put latter two in many additional high-cast spots because of hot weather just now. Prelim outlook indicates that Metro, Paramount, United Artists, Warner Bros and Columbia will lead way for 1937-38 roadshow films. Paramount already is set on two-per-day policy for 'Tenth, Wide and Handsome' and 'Souls At Sea', though former will get its premiere on tag end of 1936-37 season, hitting Astor this week. But general roadshowing of both will find bulk of cash from next season. United Artists is planning roadshowing for 'Dead End' and 'The Hurricane', both Samuel Goldwyn productions. Former is scheduled for release next month but 'Hurricane' probably won't get first showing until 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 roadshowing 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 'Emile Zola' and 'Tovarich' set on and 'Adventures of Robin Hood' and possibly 'The Gamblers' in view. Twentieth Century-Fox probably will pass up roadshowing on the assumption that it will have numerous h.o. 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 experience. Fact that distribution companies get 50% rental, even if this figure is trimmed by the 50-50 basis on sharing advertising-exploitation, intrigues many outfits because this coin means long stride towards writing off production costs before the feature reaches popular-price release. Though \$2.20 top prevails for night shows in N. Y. two-a-days, 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 Louis B. Mayer from Europe, having signed 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 Fessler will produce for Metro, will have Errol Taggart in the director's seat. Film will be made from an original by Matt Taylor, with script by Donald Henderson Clarke and James Edward Grant.

WB 'Robin Hood' in Color Hollywood, July 20. Warners will make 'Robin Hood' in color with Henry Blanke as assistant producer and William Keighley directing. Blanke is scheduled 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 Dostoevsky 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 injured 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 Hamilton roles in the new Smith Ballou western, 'Louisiana Expedition', and to impersonate members of Lincoln's cabinet in 'Western Gold'.

Co-eding for 20th-Fox Hollywood, July 20. Femme lead in 20th-Fox's 'Lite 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 Dixie Dunbar.

Biberman Leads Off Hollywood, July 20. Paramount has handed the directing job on 'Prison Farm' to Herbert Biberman as his first megging assignment. 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 by Paramount for the year to compositions and lyrics for films. Pact is effective Sept. 1 or Nov. 1 within the option of Carmichael, who likely will take on another assignment 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 cast.

IRWIN SHAW'S WANGER PIC Hollywood, July 20. Irwin Shaw has been named 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 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 Powell, apparently inspired peace group to one of its most militant attacks, rating more than a page of single words quarreling with the plot of the film. Panners were unable to see why Powell—who takes the part of a golden-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. Using the weapon of sarcasm about as skillfully 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 pics and 'behold it about time for their champion crooner to don the uniform of a marine and engage in some special flag-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 tune 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 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 screen-playing '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 Caruth to direct 'Iron Men'. Lester Cole is preparing the script and E. M. Asher will produce. Film is on schedule for October.

CHEF'S SERENADE Hollywood, July 20. Allan Jones has been assigned to warble the chef's role in Metro's 'The Ugly Duckling'. Judy Garland has the title part.

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 slated to start Aug. 20, those signed including Virginia Bruce, Cab Calloway, Ted 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 European capitals if threatened outbreak justifies it. While a few of the lens boys do 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 freedom of movement and wide open attitude on grabbing warfare scenes of the Chinese. It will be recalled that when trouble flared several years ago between the Japanese and Chinese, the newsreels obtained unusually dramatic and authentic battle shots.

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 bitlers.

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 Coliseum. William Fopper has the lead, with two complete football elvens in the cast.

NOVARRO EAST

Ramon Novarro, who recently completed starring in 'The Sheikh 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'.

PHYLIS WELCH TO M-G

Phyllis Welch, legit and radio ingenue, was signed yesterday (Tues.) by Metro, being scheduled to report at the studio at the end of 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.

RKO Options Lucille Ball

RKO has lifted its option on Lucille Ball, contract player, dishing out a raise and bonus. Actress, currently making 'Stage Door', is slated for leads. May resume her part in 'Hey Diddle Diddle' on Broadway in the fall if and when Anne Nichols produces the comedy again.

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 Hollywood and Pasadena, 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 most important being Pomona for men, and Scripps college, for girls. It was Pomona reaction that decided the fate of late Jean Harlow's starrer—'Saragata'. Pomona peak was double-checked with an official preview at Glendale later. Reactions were so good that the pic will 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 surefire reactions Glendale tops them all.

For family pic, 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're giving up at the h.o. College kids in the main go to pictures (1) to laugh at everything as 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.

Of course towns where people work have the 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

Previewers 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 see the dough after left over who had picture after buying their autograph albums.

These Hollywood previewers 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.

Previewers, 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 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.

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.

If a studio is trying out a new star, there is no place like Glendale to find out how she's going to go over. All the ballyhoo in the world never seems to get to Glendale, but if you listen to the audiences after they have come out, you will hear them say, 'She isn't good and she isn't bad' and the studio executives know from that that there is a lot of spade work to be done before they have another Garbo on their hands.

# FILMS' PROBLEM CHILDREN

## Hemingway's War Film on Coast Grosses \$15,000 From Audience of 15

### THE SPANISH EARTH

Los Angeles, July 18.  
Contemporary Historians, Inc., production and release. Directed and photographed by Joris Ivens. Original story and narration by Ernest Hemingway; musical score, Marc Bluestein; comment by Norman Wells. Previewed at Philharmonic Auditorium; L. A. Running time, 82 mins.

This can make money where any picture can make money, but it won't make it there. 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 net. 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. He said he didn't have the time right now.

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 (18) 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 Sex in Hollywood?" 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 five-reel silent picture made in America. This was "My Official Wife," starring Clara Kimball Young.

## Bronx Community House 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 initiator under her new Paramount contract will be "Across the River," original by Edward T. Love and Gladys Unger.

## \$22,500 Legal Bill

Hollywood, July 20.

Miss Mylicent 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 connection with the 1936 legal controversy about 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 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 E. J. Mannix. While at S-I, Cooper functioned as contact between the studio and the New York offices on financial matters 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 initiator under the new tieup.

## VAN DYKE SUCCEEDS DEL RUTH ON 'ROSALIE'

Hollywood, July 20.

W. S. Van Dyke will direct "Rosalie" for Metro, succeeding Roy Del Ruth, who abandoned assignment for a six weeks' British Columbia v. cash. 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.

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 Moncurie March and Philip MacDonald. Dorothy Lamour plays opposite. Charles Butterworth and Ida Lupino have featured parts. Sylvia Sidney's prior commitment to the Theatre Guild in New York caused the lifting off sked of "You and Me."

## Beery's 'Bad Man'

Hollywood, July 20.

"Bad Man of Brimstone" is set as Metro's next for Wallace Beery. Harry Rapp will produce, J. Walter Ruben directing. Richard Maibaum and Cyril Hume scripting.

## PARADE OF KIDS THROUGH COURTS

### Jurist Watches Over Moppets 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 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 Shirley Temple, Freddie Bartholomew, Jane Withers and other miracle kids bring 'em here. Money! That'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, 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 the courts. It would have been taken care of adequately in advance.

Outstanding example of 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)

## Adding Machine Broke Down, So No Score Yet on Pic Mob's Charity Game

### 8 Pix in Work At U

Los Angeles, July 20.  
Universal plans to have eight pictures 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 Sydney, 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.

## BURNS' PERSONALS SET BACK BY 'FARGO' CHORE

The Paramount home office wanted Bob Burns for personal appearances but can't have him now that he's being 'shoved into' "Wells-Fargo," Frank Lloyd production. Bid for him was made on top of Martha Raye's big biz at the Par. N. Y., doing \$56,000 the first week and \$50,000 on her holdover ending last night (Tuesday). She is at the Met. Boston, this week and after playing Chicago, Chicago followed by Michigan, Detroit, returns to the Coast for picture work.

Burns may be arranged for later, but was desired now on top of Miss Raye's personals and their picture, "Mountain Music," currently on release.

## Battle From Smalle Agents Seen As Coast 10%ers Org Gets Charter

Hollywood, July 20.

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 persons engaged in such occupation and to that end to establish and promulgate canons of ethics, rules and regulations of conduct and to enforce compliance with the same; to protect and safeguard the interests of agents, artists and producers by fostering a high standard of integrity and honor.

"For the purpose of these articles of incorporation, an artists' manager is defined as one who engages in the occupation of securing employment for artists, directors and others rendering executive services or appear-

ing as principals in all branches of the entertainment business, including the promotion of motion pictures, theatrical productions, vaudeville productions, radio broadcasts, phonograph recording, and television broadcasts, any in all forms and media of entertainment which now exists or may hereafter be used, developed, invented or discovered, and in securing the sale or providing for the use of manuscripts, scenarios, lyrics, librettos and other literary and musical compositions."

It was reported voting qualifications in the organization will be determined by earnings of agents, with those earning \$100,000 or more per year having a full vote. This may be changed, however as many smaller agents are opposed to the plan and have intimated they would not come in unless given voting power as the biggies.

Incorporators and directors are: Myron Selznick, M. C. Levee, H. E. Edington, John McCormick, Charles K. Feldman, John Hyde, Phil Berg, Frank Orsatti, Zeppo Marx, William B. Hawks, Morris Small, Sam Jaffe and Leland Hayward.

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 of theories are in evidence 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 George Jessel trying to tag Andy Devito 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 Bros. 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 House'ers were ahead 63 to 45 at the time he lost consciousness. But he thought he was scoring backgammon.

Game had a number of minor casualties. V. Orsatti was shot stealing. (Continued on page 66)

## HAYWARD SPLIT WITH SELZNICK

Hollywood, July 20.

Partnership of Myron Selznick and Leland Hayward was dissolved last week with Hayward re-reading his own office to open in Beverly Hills Aug. 2 and Selznick planning to 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 management 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 new posts.

Studio, facing heaviest musical schedule in its history, was compelled to enlarge its scope in the music end. Part of extension program okayed 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 "Ali Baba Goes to Town" (Eddie Cantor's first for 20th) has been placed under directorial charge of James Tinsling to speed up the film. Tinsling films mob scenes while David Butler handles the principals.

Laurence Schwab is producing.



# FAIS STILL SMELL 'EM OUT

## Studio Labor Situash Easing Off, Makeups, Stylists Reach Agreement

Hollywood, 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 the 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 Employees 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 give non-union men work. Painters are now negotiating for pay up from \$7 per day to \$9 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 Employees Local 724, are negotiating in effort to fix line of job demarcation between trips and laborers.

Fight between United Scenic Artists 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 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.

Artists Managers Guild also had incorporation papers filed at Sacramento 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%

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 houses. With 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 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 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 pic as 'Black Legion,' 'Fury,' 'Winter,' '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 operator-partner 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 (20), an extension of the old arrangement having been made for one month, when the directors' meeting will be held. Under the proposed new agreement, the buy-back privilege which Par holds on the theatres in Illinois, Iowa 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.

### NLRB TO ARBITRATE

#### PIX SCRIBES MATTER

Hollywood, July 20. 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 in Washington.

### Here Comes Pol, Pitt

Hollywood, July 20. Option of Ely Neweles was allowed to lapse by Universal. Socialite has gone back to Pittsburgh.

## PROS AND CONS ON CRX INFLUENCE

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 or may not sway the reading public, depending on whether the person finds something in the daily paper summary to convince him he should see the feature. That is the view 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 hurt 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 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 regardless.

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 (Continued on page 27)

## 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 per share. 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-Nevens 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 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 & Pan-teleone, attorneys for Si Fabian, who takes over the management of the theatre, \$9,000; Wise, Shephard, 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. Dumphy, 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.

## 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 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-employees 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 if organized employees demand substantial wage increases where margin of profit is precarious. Put 'em on spot where employer-employee relationship has been on personal basis and the kids' troupe is bewildered and

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 first organization meeting paid part on their dues and elected temporary officers. It is understood they will apply for charter, referred to as Class B to differentiate it from regular stagehand and operator charters. Negro porters were organized first after long drive and granted charter two weeks ago. Unionization in that branch was considered easier in view of fact that Capital was pioneer 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.

Eastern office of the Screen Actors' Guild Monday (19) signed 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.

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 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 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 \$7.50 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.

## 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 by Walter Strohm, has two teammen, the other one being from the Coast. 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 cameramen's union, regarded it as a shallow victory because it does not halt the influx of motion picture photographers from the Coast. A tilt 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, former editor of Pathe News, has been named manager and editor of Pathegrams, subsidiary of Pathe Films, which is producing and releasing films in 16 millimeter size. Officers of Pathe Films are to have 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.







'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 Orpheum...

After 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-seller...

Outside of the two holdovers and 'Easy Living' trade is in the dumps. Estimates for this week...

Aster (Public-Singer) (900; 15-25)—'Good Old Soap' (MG) and 'Murder Goes to College' (Par) (2d run), split...

Century (Public-Singer) (1,600; 25-35)—'Captains Courageous' (MG) (2d week). Moved here after burning 'em up at the Minnesota...

Minnesota (Public-Singer) (4,200; 25-35) 'New Faces' (RKO). Probably 55c tariff after 5 p.m. accounts for this one's box-office failure...

Orpheum (Public-Singer) (2,800; 25-35-40) 'Easy Living' (Par). Seems to have what it takes for the box-office headed for \$10,500...

State (Public-Singer) (2,000; 25-35-40) 'Riding on Air' (RKO) and 'Angel's Holiday' (20th). Dull zoning toward good \$3,700...

Time (Berger) (290; 25-35) 'Forbidden Adventure' (Indie) (3d week). Freak still has 'em coming and may reach good \$1,200...

Uptown (Publix) (1,200; 25-35) 'This Is My Affair' (20th). First nab showing fair \$2,800 indicated...

World (Steffes) (25-35-40-55) 'Accused' (UA). Here only three days, poor \$400. 'Knight Without Armor' (UA) opened today...

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 plaintiff...

The K-P Corp., through its realty agent, Alex E. Roach, 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...

The agreement, according to Roach, specified that the new theatre was to be ready by Sept. 11. In April last, the plaintiff claims, Harrison informed him that Warco could not go through with the agreement unless K-P advanced a loan of \$150,000...

negligence and stands to lose a large sum even though defendant corporation 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 it.

'Eve' Paces Pitt At \$20,000, 'Slave' Big \$7,000 on H.O.

Pittsburgh, July 20. Cooler weather over the week-end steadied biz generally and healthier situation in the first-runs.

Stanley is headed for another first-rate gross with 'Ever 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...

Estimates for This Week Alvin (Harris) (2,000; 25-35-40)—'Trader Horn' (MG) and 'Love in a Bungalow' (U.) Reissue is the magnet...

Art Cinema (300; 25-40)—'Damaged Lives' (Weldon) (2d week). Picture doing well here, this week (2d) \$5,000 after first week's \$6,000...

Fulton (Shea-Hyde) (1,750; 25-40)—'Slave Ship' (20th) (2d wk). Holding up in great shape. Should hover around \$7,000 mark...

Penn. (Loew's-UA) (3,300; 25-35-50)—'Singing Marine' (WB). Excellent notices for this Dick Powell starrer...

'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 alone gave the Stanley its best Sunday trade since seven-day week was legalized in this state...

'Warner (WB) (2,000; 25-40)—'Last Train from Madrid' (Par) and 'Fly Away Baby' (WB). Just another twin bill; around \$3,750. Last week 'Make Way for Tomorrow' (Par) had cricks pounding tom-toms and with 'Pick a Star' (MG), did swell \$5,250.

Warner (WB) (2,000; 25-40)—'Last Train from Madrid' (Par) and 'Fly Away Baby' (WB). Just another twin bill; around \$3,750. Last week 'Make Way for Tomorrow' (Par) 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 box office. Hippodrome is leading the town with a pleasing \$12,000 for 'Super Sleuth' (RKO)...

Estimates for This Week Century (Loew's-UA) (3,000; 15-25-35-40-55) 'Day at Races' (MG) (2d week). Holding up in good shape about \$7,000 after a very nifty opener at \$13,200...

Hippodrome (Rappaport) (2,300; 15-25-35-40-55-66). 'Super Sleuth' (RKO) plus Mill Britton's Band on stage. Last week's ace with \$12,000. 'Selling' 'Devil Drying' (Col.) and vaude n.s.g. at \$9,100...

Keith's (Schanberger) (2,500; 15-25-35-40-55) 'Woman Alone' (GB). Not very exciting at \$3,100. Last week, 'Make Way for Tomorrow' (Par) got rave notices and built some during last days, but couldn't better \$3,700...

New Mechanic (1,400; 15-25-30-40-55). 'Wee Willie Winkie' (20th). Ob to good start and breezing along to profit at \$4,000. Last week, 'Love From Stranger' (GB) no more than \$2,800...

Stanley (WB) (3,450; 15-25-35-40-55). 'Mountain Music' (Par). Holding a fair pace to \$8,000. Last week, second of 'Met in Paris' (Par) kept them coming to consistent \$6,100.

40 Big Grossers

(Continued from page 3)

around \$1,000,000 or as high as \$3,000,000 in domestic sales, distributors are forced to base estimates on numerous films on which from a few to many contracts still have to be fulfilled...

'Ziegfeld' Tops The biggest rental deliverer of the current ('36-'37) season is 'Great Ziegfeld'...

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...

'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 'Waikiki' is thought not there in big numbers this year...

'Par' 'Waikiki' Its Best Paramount's heaviest breadwinner under contracts written for it is 'Waikiki Wedding'...

'Broadway' 'Plainsman' and 'Big Broadcast' of 1937, which some may have figured would be Par's biggest rental-grabbers...

'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 alone gave the Stanley its best Sunday trade since seven-day week was legalized in this state...

'Warner (WB) (2,000; 25-40)—'Last Train from Madrid' (Par) and 'Fly Away Baby' (WB). Just another twin bill; around \$3,750. Last week 'Make Way for Tomorrow' (Par) had cricks pounding tom-toms and with 'Pick a Star' (MG), did swell \$5,250.

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Inside Stuff—Pictures

The \$7,500 judgment awarded Harold B. Franklin, producer, last week, against his brother, John J., the latter wife, Bessie, and the Jay Jay Theatrical Corp., was set aside yesterday (Tuesday) by Federal Judge Francis G. Caffey on a technicality.

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.

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.

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 Republic of New York and Republic Productions, Inc. of California.

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.

General migration of gawkers from the sticks bearing letters from film exchange men in various areas with expectations of crashing studio gates has been public relations departments tearing their hair and sending up walls of despair.

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, preferring to wait until the picture opens at the Roxy before asking the lads to do their stuff a second time.

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 Greenhalgh for Samuel Goldwyn's 'The Goldwyn 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.

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' in the seven-figure digits. Others that won't be far from \$1,000,000 if not topping it will be 'Last of Mrs. Cheyne' and 'Captains Courageous'.

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'.

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.

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.

'Theodora Goes Wild' will be Columbia's second best behind 'Horizon', it won't be near the \$1,000,000 stature.

Woman' and 'Kid Galahad' are also expected to land in seven figures. In the Paramount camp were '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'.

'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.

UA has had several disappointments 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-Astaire 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', 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, Sophie Tucker,  
 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 MONTGOMERY, ROSALIND RUSSELL  
 Etc., etc.

# 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 alphabetically)

## 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, Cecilia 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.

PLUS A COMPLETE PROGRAM OF SPLENDID SHORT SUBJECTS

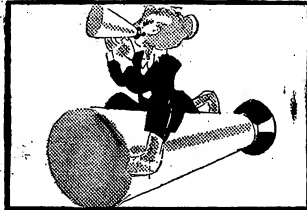
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IN  
"THE FIREFLY"

*And Happy 1937-38 to You!*

# JOHN MAXWELL TO RETIRE?

## Doyle Enroute to N. Y. and London On Reorg Plans; His Show History

Sydney, June 29. Stuart F. Doyle plans to reach New York, August 14, for heavy huddles with leading pic execs covering his future activities in Australia. From New York Doyle goes to England for chatter sessions with execs of London Theatre Centre, after 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 pic production plans, and a proposal to extend his theatre activities throughout the British Empire. Doyle will also have huddles with airplane 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 Greater 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 Theatres, M.D.		\$2,000,000
Cinesound Productions, M.D.		250,000
British Empire Films, M.D.		250,000
Amalgamated Pictures, D.		910,000
West, D.		1,350,000
Spencers, D.		1,485,000
J. D. W. Holdings, M.D.		1,485,000
Associated Distrib., M.D.		250,000
Australasian Film, M.D.		25,000
Australasian Film Holdings, M.D.		10,000
Blich, Carroll, Coyle, M.D.		500,000
British Empire Films (East), M.D.		250,000
General Theatre Supplies, M.D.		100,000
County Theatres (Goulburn), M.D.		125,000
Empire Talkies, M.D.		100,000
General Theatres, M.D.		200,000
Greater Union (Extension), M.D.		2,500,000
Greater Union (Management), M.D.		100,000
Haymarket Theatres, M.D.		275,750
Haymarket Tivoli Theatres, M.D.		100,000
National Theatre Supplies, M.D.		250,000
Northern Amusements, M.D.		250,000
Westralian Theatres, M.D.		10,000
Wintergard Theatres, D.		250,000
Union Theatres Invests., D. & G.M.		4,250,000

It's a pretty nice list, clicked up by 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 Technicolor, 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.

### Chinese Censors Again

Shanghai, July 3. Government censors still ban 'General Died at Dawn' (Par), but have finally passed 'Black Legion' (WB) and 'We Who Are About to Die' (RKO).

Letter 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 'Bessie Bruns' (Argentine), at the Monumental; 'Her Husband Lies' (Par), and 'Love From a Stranger' (English), at the Saipacha; 'La Kermesse Heroique' (French), and 'MLiss' (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 'Labeled Lady' (MGM), and 'Two in a Crowd' (U).

## YANK PIX LEAD IN CHINA; RUSS 2D

Shanghai, July 3. Ending the first six months of 1937, American distributors 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) district, held a meeting in Tokyo, last week to discuss ways and means of securing a reduction of rentals on foreign pic.

Operators claim losses shown by a majority of the houses in the district are directly due to excessive amounts asked for foreign subjects, as compared 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 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

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.

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 Gaumont-British impasse. If he has come to the point where he is ready 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 English-financed, etc., has distinct and important American allies via 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 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 ambivalent as to the recent turn of affairs in the film marts of the world and the constant onslaught of minor 'nobodies' who can at least get a healthy start in the biz here. It is easy financing, he feels, which is killing the biz and he has about reached the saturation point.

## 'Poor Butterfly' Gets Jap Rewrite And Modernization; Par to Produce?

Tokyo, July 20.

Viscount Hidemaro Konoce, w.k. conductor here, has completed a modern and Japanese version of Puccini's 'Madame Butterfly', which has been submitted to Paramount for possible production. If Konoce'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.

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

## Odeon Issue Oversubscribed; See Lord Beaverbrook in Back of Co.

## Shanghai B. O.

Shanghai, July 3. Best b.o. receipts for British here were rung up by 'Escadrille' (RKO), 'Personal Property' (MG), 'Prince and Pauper' (WB), 'Stow-away' (20th) and 'Love Is News' (20th).

'Equadrille' is 'The Woman I Love' in America; Paul Muni-Miriam Hopkins 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.

'Lovers and Luggers' is currently on the floor with Lloyd Hughes, after which comes a George Wallace comedy titled 'Gone with the Dogs' (which insiders say is an apt title for the whole unit). These two pic were set long before Doyle decided to resign, and Doyle himself offered to stay until 'Lovers and Luggers' was 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

Shanghai, 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.

Distributors point out physical impossibility of this: Probability is that the French will retract. If not, no newsreels will be shown in the French Concession.

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 \$90,000,000 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.

His corker 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.

Deutch 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

Shanghai, July 3.

Despite official edict by the Nanking government that Cantonese pic must be made only in the Mandarin language, confidential information indicates that the ban is being relaxed 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 acceptable to millions of Chinese living there.

Southern dialects are better for pic, as the language is better suited to the expression of humor and double entendre, and there are more stars available in that dialect.

Average Chinese films cost less than American, running to around \$20,000. Total number of Chinese pic 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. 'Woman I Love' (WB), 'Assault on 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

Sydney, June 29. Heavy rain is detrimental to b.o. these days, but managers are awaiting a break to get going again. Four pic, 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, 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.k. Others include 'Top of Town' (U), 'Old Hutch' (MG), 'Call It a Day' (WB), 'Park Avenue Logger' (RKO), 'Aren't Men Beautiful' (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 Goes On' (ATP), 'Take My Tip' (GDB), 'Stolen Holiday' (WB), 'My Man Godfrey' (U), and 'Sabotage' (GDB).

# A TOAST 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

**BACKED BY THE BIGGEST OUT-DOOR CAMPAIGN IN HISTORY OF SHOW BUSINESS! . . . 10,000 twenty-four-sheets spread over 3,000,000 miles of highways! . . . Blazoning a mighty show message to more than 30,000,000 people!**



Introducing the Loveliest Ballad of the Year  
**"THE FIRST TIME I SAW YOU"**  
by Nathaniel Shilkret and Alvin Karpis



# THE YEAR'S

!  
■ ■ ■

## OPENS RADIO CITY MUSIC HALL THIS WEEK!



EXCLUSIVE

Los Angeles, July 20. Paramount release of Benjamin Glazer production. Stars Leslie Howard and Bill Robinson. Directed by Archie Mayo...

persuades him to become his weekend guest and cure the girl of her madness, by behaving in a boorish situation which develop provide the amusement. At the finish the young couple is united with blissful prospects...

Hodgepodge of racketeering and newspaper yarn, 'Exclusive' is a box-office disappointment lacking in originality and without benefit of good workmanship in direction...

Men and women who write the news for the Metropolitan dailies have stood for plenty of misrepresentation of our jobs and our habits, but this one comes with a new high mark in incredibility and improbability. It is played straight as if the actors believed it.

Miss de Havilland plays a straight part and does it so excellently. She seldom has appeared to better advantage, or has looked more attractive. Miss Davis is the understating woman of the world, wise in her true estimate of the firmness of men.

WHITE BONDAGE

Warners production and release. Features Jean Muller, Gordon Oliver, Howard Phillips, Brissac, Addison Richards. Directed by Archie Mayo...

Miniature Reviews

'Exclusive' (Par). Hokey newspaper-gangster yarn of old-fashioned meller calibre. Fred MacMurray, Frances Farmer, Lloyd Nolan, Chas. Ruggles top cast.

'His Love I'm After' (WB). Smash comedy hit with Leslie Howard, Bette Davis, Olivia de Havilland, Eric Blone and Patricia Knowles. Arrange extra playing time for this one.

'One Mile from Heaven' (20th-Fox). Mixture of farce and melodrama and a yarn about a girl newspaper reporter who digs up a messy blackmail story.

'Wild and Wooley' (20th-Fox). Jane Wyatt 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, but not a western; maximum action makes it okay to bolster dual program.

'Juggernaut' (GN). Typical Boris Karloff meller, done in English manner and with British support. Sparsity of action and thrills hold it to double-bill consumption.

'Meet the Boy Friends' (Rap.). Unamusing farce without names or prospects.

laughing at the wrong spots, and amplifying 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.

matic star. Studio has put every effort and plenty of investment behind 'Confession'...

'Confession' (WB). Kay Francis in an emotional drama, pretentiously produced and finely directed. Distinctly in the upper brackets and made to order for important first runs.

'One Mile from Heaven' (20th-Fox). Mixture of farce and melodrama and a yarn about a girl newspaper reporter who digs up a messy blackmail story.

'Wild and Wooley' (20th-Fox). Jane Wyatt 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, but not a western; maximum action makes it okay to bolster dual program.

Such suspense and interest which the story possesses results from the manner of its telling. First two reels are concerned with the infatuation of Lisa (Jane Bryan) for Michaelow (Basil Rathbone). These are convincing scenes, so convincing that the audience is lulled into a false security.

One Mile From Heaven

Los Angeles, July 15. 20th Century-Fox release of Sol M. Wurtzel production. Features Claire Trevor and Bill Robinson. Directed by Archie Mayo...

They skate on pretty thin ice in this picture, which is a story about a young Negroess who brings up a charge that her sister is a murderer and then goes to court and fights out the issue with the real mother.

Bill Robinson, as a colored policeman in the Harlem district, has very little to do but see the social problems touched upon in the film, but he does his tap specialty no less than four times.

IT'S LOVE I'M AFTER

Hollywood, July 17. Warners Bros. release of Harry Joe Brown production. Stars Leslie Howard and Bill Robinson. Directed by Archie Mayo...

Leslie Howard plays the part of a young man who has been wronged by a woman who has been wronged by another man...

Theatre operators will be wise to shift their booking dates in preparation for extended runs for this comedy, one of the best of the month and one that is loaded with boxoffice personalities for the bright lights, and plenty of laughing power to keep it going before capacity audiences until every man has a chance to see it.

Warners, in the past the trail-blazer and finder of prime success in cinematically overlooking with sociological mellers, developed a timely topic by making 'White Bondage' a saga of the sharecroppers in the South.

But after a promising start, the film goes on a detour from the real subject and winds up as an action meller of the wild western stamp, only in that it is not a western, only hands in 'Bondage,' but cousins in appearance, if not in morals, to 'Jeeter Lester.'

Story is unconvincing. That fault lies in the writing. Subordinated to the two leads are players usually found in westerns or their equivalents.

Direction was that of the average action meller; camera held its end.

HIDEAWAY

Los Angeles, July 20. RKO-Radio release of Cliff Reed production. Stars Fred Stone and Marion Lord. Directed by Frank Borzage...

CONFESSION

Hollywood, July 17. Warners Bros. release of First National picture, produced by Clarence Brown. Stars Basil Rathbone. Directed by Joe May...

Emotional drama of a mother's loving sacrifice to save her daughter from unhappiness and ruin. Directed by Josef von Sternberg.

HIDEAWAY

Los Angeles, July 20. RKO-Radio release of Cliff Reed production. Stars Fred Stone and Marion Lord. Directed by Frank Borzage...

BORN RECKLESS

Lincoln, Neb., July 17. 20th Century-Fox production and release. Features Rochelle Hudson, Brian Donlevy, Leo F. Brown, John Barrymore, Jr., Carey and Pauline Moore. Directed by Malcolm St. Clair...

Setting is a big town taxi war-warring started when a bunch of independent cab companies refused to pay a protection racketeer \$5 per day to operate.

EDGE OF THE WORLD

London, July 7. British Independent Exhibitor release of Gaiety production. Stars Belle Chrysalis, Neil MacGinnis. Directed by Michael Powell...

Admirers of 'Man of Aran,' which achieved considerable success a few days ago, will probably welcome this offering as worthy successor. It is overlong, however; scant of plot and unlikely to be hailed by the public at large.

George VI Coronation

(TECHNICOLOR) 20th-Fox release of the Merlestone...

What should have been a sock feature...

Considering the buildup for over 20 minutes...

All these introductory shots are fraught with intense human interest...

And, yet, despite this major shortcoming...

WILD AND WOOLLY

This is a lively well produced western...

There have been times when the precocious Jane Withers has been somewhat trying on nerves of the grownups...

Small town is holding a frontier celebration...

Master Switzer has three freckles the size of dimes...

worth walking down to the opposition's house to see...

THE RED ROPE

Republic release of A. W. Hackel production...

Latest Bob Steele outs opera possessors more action and plot than the best of his string...

The Red Rope follows the accepted formula of bad men terrorizing the lawless cattle country...

Plot of this open space drama incompasses a lot of superb non-mansmanship...

Bob Steele, of course, is the cow-hand hero...

JUGGERNAUT

Grand National release of Julius Hagen production...

A familiar Karloff story in the accepted Karloff manner...

Juggernaut presents a medico who sacrifices all to pursue scientific research...

Director Henry Edwards, despite early unevenness...

Karloff is as menacing as ever...

Production values are a bit skimpy...

GOBSEK

(RUSSIAN MADE)

Amkino release of Mezhrabarm production...

Russia makes many, many films. Most of them are intended strictly for home consumption...

Story stems from a novel by Honoré de Balzac...

Story is badly pieced together...

Meet the Boy Friend

Republic release of Charles Clark production...

Snake eyes. Farce without laughs and a pic without b.o. prospects...

Fable concerns a radio crooner, known as 'America's boy friend'...

Several songs by David Carleton and Carol Hushes...

SING, COWBOY, SING

Grand National release of Edward F. Tombs and Part Kelton production...

The singing prairie jockey, Tex Ritter, in a shabby, antique, red-stamp western...

songs he uses, with Ted Choate having written the theme number...

In getting into a mood from a routine tale, Bradbury has had a couple of good characters to work with in developing laughs...

Chester Conklin, slapstick of old, is used for a brief sequence in which judge dishes out justice...

MIDNIGHT MADONNA

Paramount release of Emanuel Cohen production...

Film, which will be found fairly entertaining by the family trade...

Whole yarn is based on a court fight for custody of 'Penny' (Miss Clancy)...

The hard-bitten, realistic gambler (Warren William) could not persuade the dyspeptic, letter-of-the-law jurist (Edward Ellis)...

James Flood's direction is all focused on the child, and he extracts the best from the script...

STORY BUYS

Metro purchased screen rights to 'The Nutmeg Tree'...

Anything for a Thrill

Maurice Conn release of Martin G. Conn production...

Incredible hoke adventure meller. Lightweight effort without marquee values...

Yarn glorifies the newsreel photogs and loads on the improbabilities to keep the action sprinting...

All about a kid and his girl, both wanting to follow in the newsreel photog footsteps...

Frankie Darro and June Johnson, the precocious urchins, give slap-bush saga. Char.

Duffy Denies DuPont's Interest in Its Color

Report that DuPont, through Pathe, has a financial stake in Duffy Color is denied by Duffy officials...

Explaining that customer relationship, Duffy execs assert they bring raw film to this country from England...

Recent color films of the Coronation were made by Pathe on Duffy film. Deal was made in English office...

CONTRACTS

Hollywood, July 20. Universal pactcd Ben Lewis cartoon animator...

Sophia Cleugh steps into U on a one-plate agreement to script a picture...

Metro handed scrivening tickets to Hannibal Towle and Victor Wolfson...

Radio snatched the player option of Frank M. Thomas.

Marie Burton, Martha Raye's double, grabbed an optioned playing term at Paramount.

Warner's validated Marie Wilson's playing option for one more year.

TITLE CHANGES

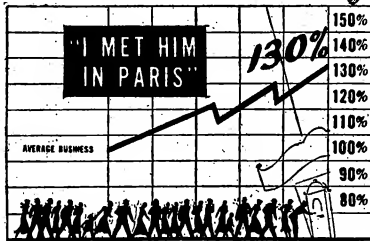
Hollywood, July 20. Title of 'Outlaws of the Prairies' Columbia-Larry Darmour picture...

# THE HOTTER, THE HIGHER

The Hotter the Weather, the Higher the Grosses with Paramount Pictures



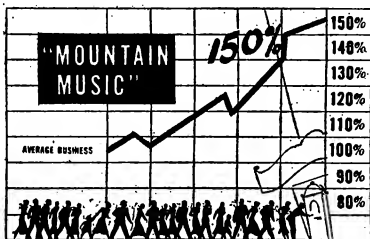
**PROFITABLE PARADOX:** Theatre records of past month and longer reveal astonishing situation: the higher the temperature, the higher went grosses in houses playing Paramount pictures. Explanation lies in fact that Paramount's summer releases were planned long in advance to capture fancy and shekels 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.)



**Colbert Captivates!** Audiences went in big way for little lady in "I Met Him in Paris." Receipts averaged 130 per cent in 30 key engagements.



**Revolt in Favor of Decency!** What a scene! Thousands of townspeople take matters into their own hands when they march on and destroy gangster-controlled newspaper plant. As thrilling and rousing an episode as ever was written into a script.



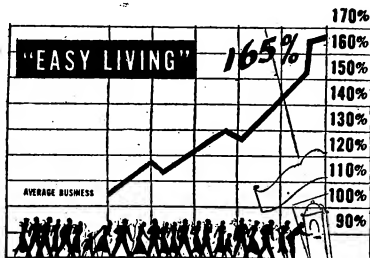
**'Ray' for Raye and Burns!** "Mountain Music" hit Old Man Summer Slump right in solar plexus. Turned in average gross of 150 per cent in 18 key runs.



**New Ruggles:** Charlie Ruggles, famed comedian, proves in "Exclusive" he's also dramatic actor of no mean ability. It's a rare combination of talents that can make audiences cry as well as laugh.



**Grim!** You have to see this sequence live for you on the screen to realize the harm inherent in so-called "yellow journalism." One of the tense moments in a picture that presents one tense climax after another.



**It's the Life!** "Easy Living," funniest comedy of year, smashed New York Paramount house record in hottest weather in decades. First week's gross 165 per cent above average.



FRED MacMURRAY · FRANCES FARMER  
CHARLIE RUGGLES in **"EXCLUSIVE"**

with LLOYD NOLAN, FAY HOLDEN, RALPH MORGAN

Screen Play by John C. Maffitt Sidney Salkow and Rian James A Paramount Picture Directed by ALEXANDER HALL



**Battling 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 else 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 RELEASE	TITLE	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR	TIME MINS.	WHEN REVIEWED BY VARIETY
5/21/37	SING, COWBOY, SING PICK A STAR NIGHT OF MYSTERY THERE GOES MY GIRL COME ON, COWBOYS CHARLIE CHAN AT OLYMPICS WINGS OVER HONOLULU THE GO GETTER	E. Finney Hal Roach W. Sistrum Sol Siegel J. Stone E. M. Asher Cosmo	GN Par MGM Rep 20th U WB	Western Musical Musical Comedy Western Mystery Rom-Dr Rom-Dr	Tex Ritter Haley-Kelly-Laurel-Hardy K. Karns-H. Burgess G. Raymond-A. Sothern-B. Holmes E. Livingston-R. Corrigan W. Oland-K. de Millie R. Milland-W. Barrie G. Brent-A. Louise	E. Sedgwick R. N. Bradbury E. A. Dupont Ben Holmes Joe Kane H. B. Hum'stone H. C. Potter E. Berkeley	60 76 66 74 53 71 80 90	7/21 6/2 6/30 6/16 6/16 5/23 6/2 6/9
5/28/37	LEAGUE OF FRIGHTENED MEN I MET HIM IN PARIS HOLLYWOOD COWBOY THIS IS MY AFFAIR UNDER THE RED ROBE DREAMING LIPS THE MAN IN BLUE KID GALLAHAD	E. Chodorov W. Ruggles C. A. Hinman K. MacGowan R. T. Kane M. Schach K. Glasmon WB	Col Par RKO 20th 20th UA U WB	Drama Rom-Com Comedy Musical Drama Rom-Dr Melodrama Drama	I. Hervey-V. Connolly C. Colbert-Melvyn Douglas G. O'Brien-C. Parker-E. Scott R. Taylor-B. Starkey C. Veidt-R. Massey E. Bergner-R. Massey K. Wilcox-N. Grey E. G. Robinson-B. Davis	Al Green W. Ruggles L. Wing Scott G. Hill John Stahl V. Seastrom Paul Czinner M. Carruth M. Curtiz	71 85 99 100 90 70 100	6/16 6/9 6/2 6/2 5/23 6/2 6/2
6/4/37	RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) FARNELL HOTEL HAYWIRE BORDER CAFE DOOMED AT SUNDOWN ANGEL'S HOLIDAY WLEN THIEF MEETS THIEF THE WILDCATTER CASE OF SUTTERING BISHOP	Col B. & D. J. Stahl Fai Bob Sisk A. W. Hackel J. Stone Criterion Geo. Owen WB	Col GB MGM MGM Par RKO Rep 20th UA U WB	Western Rom-Dr Comedy Rom-Dr Comedy Western Western Drama Rom-Dr UA Mystery	Bob Allen-B. Weeks E. Cortez-S. Eilers W. Beery-Gable-C. Nagle C. Gabril-Myrna Loy L. Carrillo-L. Overman J. Beal-H. Carey-Armlida B. St. Steele J. Withers-Robert Kent D. Falstanks, Jr.-V. Hobson S. Colton-J. Rogers D. Woods-Ann Dvorak	S. G. Bennett Carl Reid G. Hill John Stahl G. Archinbaud Lew Landers Sam Newfield James Finlay Ben Holmes Ray McCarey W. Clemens	59 76 109 115 85 67 74 85 58 70	7/14 5/19 12/29/31 6/9 6/16 6/9 6/2 5/26 6/16 6/16 6/2
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 WB	MGM Par RKO Rep 20th WB WB	Comedy Melodrama Comedy Rom-Dr Comedy Drama Western	Marx Bros. A. Tamiroff-J. Trent H. Broderick-V. Moore A. Baxter-A. Leeds Hudson-Treacher-Haley F. O'Brien-H. Fonda D. Foran-H. Valkis	Sam Wood C. Vidor Joseph Santley Phil Rosen M. St. Clair R. Wright Noel Smith	109 70 65 71 71 86 76	6/23 7/14 7/7 7/7 7/14 6/30 6/30
6/18/37	TWO-FISTED SHERIFF BANK ALARM MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC RIDING ON RHYTHM IN THE CLOUDS YODELIN' KID FROM PINE RIDGE BIG BUSINESS WALT DISNEY'S ACADEMY REVUE ARMORED CAR FLY AWAY BABY WHITE BONDAJE	H. L. Decker Condor S. Zimbalist Harry Sherman Ben Glazer David Loew A. E. Levoy A. Schaefer Max Golden W. Disney E. M. Asher WB WB	Col GN MGM Par Par RKO Rep 20th UA U WB WB	Western Melodrama Com-Dr Western Comedy Comedy Comedy Western Comedy Comedy Melodrama Com-Dr Drama	C. Starrett-B. Weeks L. C. Nagel E. Young-Florence Rice Wm. Boyd-Geo. Hayes B. Burns-Martha Hays Joe E. Brown F. Gillis-H. Fonda Gene Autry-B. Bronson J. Prouty-S. Deane Cartoon E. Wilcox-J. Barrett G. Farrell-E. MacLennan Jean Muir-G. Oliver	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	64 70 76 70 61 69 62 62 60	6/23 6/23 6/30 6/30 6/2 7/14 7/21
6/25/37	DEVIL IS DRIVING GIRLS CAN PLAY SWEETHEART OF THE NAVY CAPTAINS COURAGEOUS LAST TRAIN FROM MADRID YOU CAN'T BEAT 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 Par RKO 20th U WB	Melodrama Comedy Comedy Comedy Drama Rom-Dr Western Musical Rom-Com Rom-Dr	R. Dix-Jean Perry J. Wells-C. Quigley Eric Linden-C. Parker F. Bartholomew-Spencer Tracy L. Ayres-B. Lamour F. Foster-R. Fontaine J. M. Brown-I. Meredith J. Davis-A. Marla N. Grey-K. Taylor K. Francis-E. Flynn	H. Lachman H. Billyyer D. Mansfield V. Fleming J. Hogan C. Cabanne Sam Newfield H. Lachman Ray McCarey W. Dieterle	69 60 63 115 85 60 61 67 67 75	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 CHEER RIDERS OF THE ROCKIES THE EMPEROR'S CANDLESTICKS THIRTEENTH MAN MIDNIGHT MADONNA FORELORN NEW FACES OF 1937 SLAVE SHIP DARK JOURNEY I COVER THE WAR SINGING MARINE	R. Cohn H. L. Decker R. Fiothow Ed Finney J. Considine Lon Young E. Cohen Edward Small N. Johnson V. Saville Trem Carr L. Edelman	Col Col Col GN MGM Par Par RKO 20th UA U WB	Action Western Outdoor Western Rom-Dr Mystery Melodrama Western Par Musical Spectacle Drama Drama Musical	D. Perry-E. Keith C. Starrett-B. Weeks Jack Holt-G. Bradley R. N. Tex Ritter Powell-Rainer W. Heyburn-I. Courtney W. William-M. Correll L. Crabbe-Jean Martel M. Berle-J. Fenner-H. Hilliard W. Baxter-W. Beery-E. Allen C. Veidt-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. Newton Leigh Jason Tay Garnett V. Saville A. Lubin Ray Enright	58 67 65 73 56 56 105 105 89 105	7/7 6/30 7/7 6/30 7/21 7/21 7/7 6/23 7/7 7/7
7/9/37	THE TWO OF US THE SHADOW STRIKES BETWEEN TWO WOMEN HOOSIER SCHOOLBOY WILD MONEY ON AGAIN, OFF AGAIN BORN RECKLESS WESTBOND LIMITED PUBLIC WEDDING EMPTY HOLSTERS	Gainsborough Alexanders MGM K. Goldsmith Par L. Marcus M. H. Feld McRae-J. Henig WB WB	GN GN MGM Mono Par EKO 20th WB WB	Rom-Com Mystery Drama Drama Com-Dr Comedy Melodrama Rom-Dr Com-Dr Western	J. Hulbert-Gina Molo E. LaRoque-L. Shields Tommy Erwin-G. Sullivan M. Rooney-F. Anders E. E. Horton-L. Campbell Wheeler-Woolsey-E. Muir B. Donlevy-R. Hudson L. Talbot-P. Rowles J. Wyman-M. Wilson D. Foran-P. Walthall	R. Stevenson Lynn Shores C. Newton W. Nigh Louis King Edw. Cline M. St. Clair Gus Meigs Nick Grinde B. Eason	61 67 62 70 66 60	7/14 6/30 6/30 7/21 7/21
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 CALIFORNIA EVER SINCE EVE	H. L. Decker GB Condor K. Goldsmith R. N. Bradbury Hal Roach A. Hornblow, Jr. Edw. Small A. W. Hackel Sol Lesser Cosmo	Col GB GN Mono Mono MGM Par RKO Rep 20th WB	Rom-Com Spectacle Western Drama Western Comedy Comedy Mystery Western Western Rom-Com	R. Bellamy-B. Furness A. Lee-R. Young-Robeson Ken Maynard F. Coghlan-E. Arnold, Jr. R. N. Bradbury C. Bennett-R. Young J. Arthur-R. Milland J. Oakie-A. Sothorn Bob Steele-L. January R. Arlen-B. Lewis M. Davies-R. Montgomery	Ham. MacFadden R. Stevenson A. Rosson A. Scott R. N. Bradbury N. MacLeod M. Leisen Ben Stofoff S. Roy Luby Gus Meigs L. Bacon	68 80 77 88 88 75 80 77 60	7/7 6/30 7/7 7/14 7/14 7/21 6/30
7/23/37	RENDEZVOUS IN ALPS SARATOGA PARADISE ISLE RUSTLER'S VALLEY THE BIG SHOT THE LADY ESCAPES TOWN SCOUT	J. Hagen Hymen-Emerson Dorothy Reid H. Sherman Maury Cohen L. L. Landau WB	GN MGM Mono Par RKO 20th WB	Rom-Dr Rom-Dr Drama Western Comedy Comedy Rom-Com Comedy	J. Baxter-A. Bushel Gable-Harlow Movita-W. Hull William Boyd C. Witherspoon-Kibbes M. Wilson-G. Stuart D. Woods-J. Madden	B. Vorhaus Jack Conway A. G. Collins Nate Watt Edw. Killy Eugene Forde Louis King	90 78 60	7/14 7/7
7/30/37	A DANGEROUS ADVENTURE WHERE THERE'S A WILL SMALL TOWN ROY LONDON BY NIGHT LEGION OF MISSING MEN EXCLUSIVE SHE'S NO LADY TOAST OF NEW YORK WEE WILLIE WINKIE VOGUES OF 1938 REPORTED MISSING THE ROAD TO MAREY THE GIRL	W. MacDonald Gainsborough Zion Myers S. Zimbalist I. E. Chadwick Ben Glazer B. P. Schulberg Edw. Small Gene Markey W. Wanger E. M. Asher Grainet-W. Whale WB	Col GB GN MGM Mono Par RKO 20th UA U WB	Action Rom-Com Comedy Mystery Drama Melodrama Melodrama Rom-Dr Drama Musical Melodrama Drama Comedy	D. Terry-R. Keith Will Hay-Lili Palmer S. Erwin-J. Compton L. G. Carroll-R. Johnson Ralph Forbes F. MacMurray-F. Farmer Dvorak-John Ford E. Arnold-F. Farmer-Oakie S. Temple-V. McLaglen W. Baxter-J. Bennett Wm. Garraway-Rogers J. King-B. Read-A. Devine Mary Boland-H. Herbert	D. R. Lederman H. Varnell Glenn Tryon W. Thiele H. MacFadden Al Hall C. Vidor Rowland V. Lee John Ford J. Feyder M. Carruth F. McDonald Wm. McGann	65 93 105 70	7/21 7/14 6/30
8/6/37	RANGER STEPS IN MYSTERY OF HOODED HORSEMAN THE GOOD EARTH THE OUTER GATE ARTISTS AND MODELS WINDJAMMER BOOTHILL BOWMADE STELLA DALLAS SAN QUENTIN	Col Ed Finney I. Thalberg I. E. Chadwick L. E. Gensler G. Hirtlman A. W. Hackel R. UA S. Goldwyn WB	Col GN MGM Mono Par RKO 20th UA U WB	Western Western Drama Drama Musical Action Western Drama Melodrama	B. Allen-E. Stewart Tex Ritter Paul Muni-Louis Rainer Ralph Forbes J. Benny-G. Patrick George O'Brien-C. Worth J. M. Brown-C. Rochelle Stanwyck-Boles P. O'Brien-H. Bogart	S. G. Bennett Ray Taylor S. Franklin H. MacFadden Raoul Walsh Ewing Scott Sam Newfield King Vidor L. Bacon	140	2/10
8/13/37	LOVE TAKES FLIGHT THE FIREFLY LUCK OF ROARING CAMP BLONDE TROUBLE HIDEAWAY DANCE CHARLIE DANCE DEVIL'S SADDLE LEGION	Condor H. Stromberg J. H. Steele Par Cliff Reid WB WB	GN MGM Mono Par RKO WB WB	Rom-Com Operetta Outdoor Musical Drama Comedy Western	B. Cabot-Benatrice Roberts MacDonald-A. Jones O. Davis, Jr.-J. Woodbury L. Overman-E. Whitney F. Stone-M. Lord S. Erwin-Jean Muir Dick Foran-Ann Nagel	Conrad Nagel R. Z. Leonard I. V. Willat G. Archinbaud Richard Rossion F. McDonald B. Connolly	60	7/21

# Paramount Opens New Show Season!

Paramount Pictures Inc.  
 announces the  
 World Premiere  
 of  
 The Jerome Kern-Oscar Hammerstein II Musical  
 "HIGH, WIDE AND HANDSOME"  
 starring  
 Miss IRENE DUNNE  
 with  
 Mr. Randolph Scott  
 Dorothy Lamour, Alvin Tamiroff, Ben Blue and others  
 A Rouben Mamoulian Production  
 Wednesday Evening, July twenty-first  
 eight forty-five o'clock  
 Astor Theatre, Times Square,  
 New York, N. Y.  
 No complimentary tickets

looks like a Paramount Year! July 21 "HIGH, WIDE AND HANDSOME" opens

as roadshow at Astor Theatre, New York

starts world premiere two-a-day engagement at Globe Theatre, New York

AUGUST 6 "ARTISTS AND MODELS" begins extended run at Paramount Theatre,

New York

Also scheduled for first-quarter release: "DOUBLE OR NOTHING" "ANGEL" "THIS WAY, PLEASE" "THE BARRIER" "EBB TIDE"





**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!**



THE KEYSTONE OF YOUR FUTURE







**FROM THE HIT-MAKERS WHO KNOW HOW...  
THE FIRST MUSICAL SMASH OF THE NEW SEASON...  
A GREAT BIG SINGSATIONAL SHOW TO TOP THEM ALL!**

**"YOU CAN'T HAVE EVERYTHING"**

with **DON FAYE** • **RITZ BROTHERS** • **AMEGHE CHARLES WINNINGER** • **LOUISE HOVICK**  
**RUBINOFF** and his VIOLIN • **TONY MARTIN**  
**ARTHUR TREACHER** • **PHYLLIS BROOKS**  
**TIP, TAP & TOE** • **TYLER BROOKE**  
**LOUIS PRIMA** and His Band

Directed by **Norman Taurog** Screen Play by **Harry Tugend**, **Jack Yellen** and **Karl Gregory Roloff** • Music and Lyrics by **Mark Gordon** and **Harry Revel**, **Darryl F. Zanuck** in Charge of Production



**20th CENTURY-FOX GAVE IT EVERYTHING**  
 ..to make it sweeter 'n' hotter..faster 'n' funnier..bigger 'n' better..plus that extra something that makes 20th's musicals entertainment news and means lines at the boxoffice!

DICK POWELL and MADEIRA CARROLL

*Irving Berlin's*  
**ON THE AVENUE**

with **ALICE FAYE** - The RITZ Brothers - **GEORGE BARBIER**  
 Also **Mondray** - **Cora Witherspoon**  
**Stavin Putnik** - **Siz Rumann**

**THANKS A MILLION**



# "Mr. DODD Takes the Air..." *Next Month!*



He's "Mr. Deeds" musical brother—a super-pixilated brain-child of Clarence Buddington Kelland, with a song in his heart and nothing in his head but love!

*With Radio's Sensational Singing Favorite*

## Kenny Baker

and  
FRANK McHUGH • 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!**

Every fan in America knows Kenny Baker is the star support of the air's favorite program—that means well over 20 million tuners-inners 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

Omaha. One of those few and far between exploitation opportunities offered itself to Eddie Forrest...

Forrester brought bossy and owner, DeLuss Wilke, in from Kearney for a two-day gag, before six opening...

Stunt was good enough to break art in both dailies simultaneously along with column of news...

Working for 'Mountain Music', Queenie was carted about town in a bannered truck besides wearing a sign on her own back...

Cracked the Column

Lancaster, Pa. With local dailies to crack, Lou Bolander, Colonial, inde, manager went on the search for the tender spot...

Working from the standpoint of the strong emotional angle, he contacted head of local T. B. Society and arranged for inmates of Rosemere Sanatorium...

Gag involved going off the deep end on straight speculation, the selling the picture as a feature story on reactions of patients who haven't seen a full length picture in years...

Twin Clock

Camden, N. J. 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 pie house...

On a metal plate about nine by twelve inches, two clocks are set in. One timepiece conveys the correct time, while the time on the second clock is about two hours late...

Fine M-G Job

Metro's year book for the opening season is a radical departure from the gaudy publications of yesteryear. Except for a finely printed front cover (duplicated on the back) only red and black ink are used...

Banking Gags

Indianapolis. Inspired by the heavy biz of bank nights at movie houses, locally owned gasoline companies are using same angles to peddle petrol. Prizes ranging up to \$100 are given weekly to those with the lucky license plates...

Neighbory

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...

Lately the idea has been permitted to drop, but Quincy, Mass., has picked 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 for some courtesy...

Real Souvenir

R. K. O. comes through with the whistle throttled tied down in its convention issue of Flash, the Radio magazine. Instead of a lot of blatant guff about whole of a convention it was, it proves the point with a wholly pictorial issue...

Boston's 'Marine'

Boston. For the Metropolitan's engagement of 'Singing Marine', several highly effective tieups were made to exploit the feature...

Fiene's department store allowed a display to be 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 Street to the stars on opening day...

Theatre Changes

Charlotte, N. C. The Princess, Marshall, undergoing extensive repairs under Bob Gutschalk, formerly of Bryson City, who has just taken over operation of the house...

Philadelphia. Jack Skillman and Glenn Norris do a vice-versa for 20th Century-Fox. Skillman comes to Philip office from Washington. Norris goes to Washington from Philly...

New Orleans. Fire destroyed the Castleman theater at Waterproof, La., near here. Damage estimated close to \$5,000.

Pensacola, Fla. Within two weeks Saenger starts building third theatre in this city. New house will be on site of former department store. This will be the No. 2 house. Saenger the No. 1, is the No. 3. This gives Pensacola five picture houses, not including the picture show nightly at the Naval Air Station...

Philadelphia. The new Dewey, South Philly, skedded to light up about July 30. The Belgrade, fully rebuilt, opened July 20 under management of Charley Cox. Charles J. Godfine, in charge. The letters are signed by Kill, 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 \$50,000 was recently announced.

Akron, O. 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, Ark. Two new theatres, representing an investment of \$100,000, 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 on 'High' Pream

Even Paramount's own executives and lesser bosses, plus those of other companies, who want to see the premiere tonight (Wed.) of 'High, 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...

S.E.C. REVEALS MORE AMUS. STOX DEALINGS

Washington, July 20. Another series of in-and-out transactions in Paramount debentures by Stanton Griffiths, via Hemphill, Noyes & Co., was undraped today (Tuesday) by the Securities and Exchange Commission. Other stock deals by film insiders came to light simultaneously.

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 3 1/2% debentures (1947 series).

In 13 batches, Griffiths' brokerage house picked up \$199,000 worth of bonds and unloaded, in the same number of transactions, \$231,000 worth. This left Griffiths with a net holding of debentures to \$58,000.

Only other Par deals by ground-floor occupants involved disposal of 1,000 shares of second preferred by A. Conger Godyear, who sliced his 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 12,500 common over 18-month interval was shown. Over 100 separate shifts were recorded, many involving only a solitary share, with 915 tickets the biggest bundle. Best picking came in February, 1936, 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 in S. 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, another occupant of a board seat, represents 10 warrants for common.

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. director, accounts for 500 common.

Sylvan Simon's Step-Up Hollywood, July 20. Universal has promoted Sylvan Simon to test director to full-director 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. Morton E. Feler, for the past decade comptroller for the United Artists Theatre 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 (16) by the Appellate Division. Basis of the opinion was that insufficient evidence had been presented to sustain the jury verdict. Second 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 attorney for UA.

Whether Hart, as plaintiff, will bring the suit to trial again or drop the action is in the air. Yet cowboy star's attorney, Frederick Hemley, 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 prediction until Hemley's return.

Basis of the suit was a contract between UA and William S. Hart for release of the latter's film, 'Tumbleweeds', produced by Hart in 1925, with himself 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 various others of inferior quality, Hart charged, UA violated the contract and forced him out of the film industry.

'Tumbleweeds' grossed approximately \$346,000 in 1,369 days 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

by UA at the same time it was selling 'Tumbleweeds' was 'Wild Justice', which starred an unknown dog and which was conceded by both parties to have smaller sales value than any of the other pic. 'Wild Justice', which had cost between \$15,000 and \$30,000, grossed approximately \$190,000 from 9,834 contracts.

Suit contended there was 'block booking' of the two pic and that as a result, 'Tumbleweeds' grossed 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 'Tumbleweeds' and 'Wild Justice' were signed by exhibs on the same date as 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 pictures.'

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 distrib, Metropolis Films, figured it for bigger returns if at least the distinctly Yiddish portions were spoken in that language.

Rabbi and other Jewish characters and scenes only were dubbed, with the greater portion of the film staying as is. Prolog, printed in English on the film, is also now spoken in Yiddish. Metropolis figures the move will make it a natural for Yiddish nabes which, normally, would not go for French language films.

New York Theatres

There's a Better Show at the RKO THEATRES

PARAMOUNT TIMES SQUARE IN PERSON! Mal Hallett and Band "Exclusive" HAL LEROY

CAPITOL Starting Thursday (July 23) Clark Gable and Joan Harlow In Her Last Picture "SARATOGA"

MUSIC HALL "TOAST OF NEW YORK" Spectacular Stage Productions

STATE TODAY MARK BROWERS in "A Day at the Races" Benny Davis and Gang Starting Thursday "MARRIAGE BREAKFAST" with Florence Rice

"WEE WILLIE WINKIE" with Shirley Temple and Victor McLaglen On the Stage 3 Swifts and others RKO ALL 25c TO 50c SWATS 7 P.M.

"They Won't Forget" with Claude Rains - Gloria Dickson - Edward Norris NEW YORK Strand 25c to 50c AIR-CONDITIONED - 5 way and 47th Street Doors open 9:30 A.M. - MIDNIGHT SHOW

"Midnight Madonna" A Paramount Picture with WARREN - MARY - EDWARD WILLIAM - SUPERIOR - ELLIOTT Air Conditioned 5 way at 45th St. CRITERION Monday Shows - 25c to 1 P.M.

# ADVANCE IN 16MM. FIELD AUGURS SOME 1,800 DARK HOUSES MAY BE RELIGHTED

**Small-Gauge Equipment Now Deemed Practical for 400-800 Capacity Cinemas—Many of Such Type Now Closed—Distribs May Have New Revenue**

Strides taken in 16-millimeter 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.

Major producers, who would reduce their regular features in 35 mm. to 16 mm. in carrying out any program, 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 missionary work to show logic, saving and increased revenue expected to accrue from the plan.

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 16-mm. lineup includes other advantages, including (1) elimination of projection booth, (2) no fire hazard, and (3) making available old store-room and old-type shuttered theatre with this equipment.

Addition of more exhibitors served regularly and the saving in printing and other costs 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 regular 35 mm. stock, besides being half the width. Means comparable reduction in all lab work, economy in shipping, etc.

Reopening of closed theatres, believed the vital angle in the 16 mm. project, means a savings to producer-distributor firms. Of the 16,000 picture houses, 3,000 now are listed as being shuttered. And of these, approximately 2,000 lack sound picture facilities. If only 60% of these can be reopened in 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 exhibitors would be the item for 16-mm. talking equipment, some of whom probably would be traveling exhibitors showing in different towns several nights per week.

Setup is applicable only to theatres with small seating capacity because of limitations of light, throw and sound. Experts say that it should be limited to houses with 800 seats or less. Recent check showed that U. S. now has nearly 10,000 houses with a seating capacity of 1,000 or less, with the average seating capacity being 600. With more than 5,000 theatres figured to have 800 seats or less, industry 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 would swing over to 16 mm. for the time being at least.

New refinements in small gauge field projection equipment throwing an image 7 by 10 feet in size on the screen that compares favorably with the 16 mm. projection. In the Special Lenses make 70-foot throw possible for cheaper equipment. This type is said to be best suited for 400-seaters.

Costlier equipment 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 by reels with 16 mm. projection. However, companies which have been using this size film have found no fault. This is probably because the ordinary 35 mm. film is reduced down to 16 mm. size, making each frame and its material that much sharper. In the 16 mm. experts report they encountered some trouble in getting high frequencies in sound because

of only 36 feet of 16 mm. film go through projector per minute, as compared with 90 feet per 60 seconds for 35 mm. This minor flaw has been virtually eliminated.

**Fassio's Exchange Idea**

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 Exchange, under the direction of F. 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 studios for strictly home projection.

Physical distribution of the prints to the public will be handled primarily through drug stores and camera shops in cities throughout the nation. Guy Murphy & W. C. Fazio, here merchandisers, handling the setup to secure the proper key stores in all towns and neighborhoods.

Fassio has set up a schedule of 52 pictures a year. Will use stories, news features and comedies. First release is scheduled to be "The Mad Sculptor", a two-reeler, depicting the 'mad artist' murders in New York, his escape, and capture.

Others will be two-reel comedies, a story of the strike situation from an individual's point of view, the "Reign 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. Local theatre owners are wondering "how come?" following Atlanta's EB 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

In its general denial of infringement of sound patents, Warner Bros. yesterday (Tuesday) revealed that it had loaned Albert Ratdke, co-defendant, \$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 operators be found that Ratdke had infringed on Crites' 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 recently made appearance in Pike County, were classed as lotteries last week by Atty.-Gen. McKittick 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.

McKittick said he previously had ruled that bank nite, Hollywood win-o and other b.o. hypes used by film operators all came under action of lotteries, and he held that 'Annie Oakley' machines were mere deviation from law, which bans all schemes for prizes, consideration and chance.

## Free Permanent Waves Rile Philly Beauticians

Philadelphia, July 20. Indie beauty parlor shops here are losing 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 Romy hair shop.

Famous 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. BANKS 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, the 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 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 machines and other accessories of chance in such operation. The chance element in this new law might black 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 'something worked out for exhibition or show.' A plan, contrivance, stratagem, 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 site to chase the 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, kewpie 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 chance.

Don Burlington, 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 and theatrical people.

Celebration started with an 8 a.m. breakfast in the Chicago theatre lobby and after which everybody was loaded into police-escorted Greyhounds, and carried out to the farm. Old fashioned picnic in an elaborate way was the order of the program, with soft ball games, pie-eating contests, swimming, boat races and horse-shoe games.

And the day was being taken over for the day by B&K, and golfers couldn't even pay the caddies. Lunch and dinner served followed by a show.

# Advance Production Chart

(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,' 'DE. MOTO'S GAMBLE,' 'WESTERN GOLD' and 'GREAT DIAMOND ROBBERY.'

## United Artists

Six in work, 4 editing, 3 preparing. In work: 'BURIAL CASE,' reported July 12; 'ADVENTURES OF MARCO 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: 'MERRY-GO-ROUND OF 1938,' produced 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 Apollon's org.

Story shows Joy Hodges as an infant whose mother, an acrobat, is killed in a circus fire. He is adopted by Lahr, Haver 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 her support and is going to refuse King when the quartet fakes a Hollywood 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 couple of rascals are tossed in to win over Miss Brady who is eventually shown up as an ex-trooper.

'CARNIVAL,' produced by Robert Frensell, directed by Nate Watt, novel by Richard Wormsley, screenplay by James Mulhouser, 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 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 fingerprinting, etc., Cavanaugh is the owner of the gate station, Gerald Oliver Smith, Grady Sutton.

Story portrays Gargan as a talented N. Y. radio producer with an un-governable temper. He flattens a sponsor and finding himself jobless hits the sticks and takes a job with a small house 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 station will cause 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 nemesis 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 causes the city to chase the other limboes out of town.

'ADVENTURE'S END,' produced by Trem Carr, directed by Arthur Lubin, novel by Ben Ames Williams, screenplay by Gen. G. Kohn. Cast: John Wayne, Diana Gibson, Moroni Olsen, Montague Love, Maurice Black, Paul White, Cameron Hall.

Story concerns Miss Gibson as the daughter of Montague Love, owner of a whaling vessel. She's aboard on one of the cruises when Wayne seeks safety on the ship when he is chased away from a pearl fishery. Wife, a native, accompanies Wayne because the latter once saved his life. Olsen, a native, accompanies Wayne because the latter once saved his life. Olsen, a native, accompanies Wayne because the latter once saved his life. Olsen, a native, accompanies Wayne because the latter once saved his life.

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## Warners

Five in work, 11 editing, 10 preparing. In work: 'THE GREAT GARRICK,' reported VARIETY, June 23; 'TWO PLATOONS,' reported July 7. Started:

'BLACK TALK KICK,' produced by Bryan Foy, directed by Noel Smith, original by William Jacobs, screenplay by Anthony Colowday and Jacobs. Cast: William Davis, Henry O'Neil, Gordon Oliver, Herbert Rawlinson, Raymond Hatten and U. S. C. football squad.

Story is college pigskin razzle-dazzle 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 run by a lawyer and the other by a doctor. The lawyer's team beats 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 navy tries to clean up the senator, but the star of his outfit is leaned to quit football and is taken to the Orient by a girl friend. Coach finally learns the rival team has snatched his hero and turns the chips his way.

'SH! THE OCTOPUS,' produced by Bryan Foy, directed by William McGann, screenplay by George Bricker from play by Ralph Murphy and Don Gallagher. Cast: Hugh Herbert, Allen Jenkins, Marcia Rawston, George Rosener, John Eldredge, Eric Stanley, Margaret Irving, Brandon Tynan, Elspeth Duggoon.

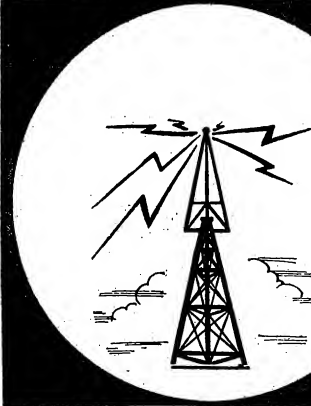
Story concerns Herbert and Jenkins, couple of dumb detectives, finding themselves called to an old lighthouse by Marcia Rawston. They find her father hanging by his heels from the top. There is no stairway, complicating matters. Remainder of footage is taken up with series of comedy situations in which the trio finds the gorilla killer.

Readied to start: 'GOLD IS WHERE YOU FIND IT,' 'THE ADVENTURES OF ROBIN,' 'RETURN FROM LIMBO,' 'HOLLYWOOD HOTEL' and 'SWING YOUR LADY.'

SKOURAS TOPS IN B.B. Results of four games played in the Motion Picture Baseball League last week give Skouras credit for two victories over 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 last week place Skouras at the top with three wins and no losses. Apeda one and one, 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.

THIRD ANNUAL FALL RADIO FORECAST



N. W. Ayer & Son NEW YORK CITY

Rather early in the season for full information concerning the radio plans of our various clients. Ford Dealers 'Watch the Fun Go 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 be the same, the broadcast running Mondays through Thursdays. We plan to increase the scope of this program, but these plans are as yet tentative.

Benton & Bowles NEW YORK CITY

This agency has at least three network newcomers on air, awaiting the closing of talent details, or time contracts, 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 tentatively, Virginia Verrill, Patricia Wilder, Warren Hull and Ted Fio 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.

Milton Biow NEW YORK CITY

Bulova and Philip Morris, radio perennials, continue as is. Humphrey's Homeopathic and d. Kreuger's Brewery may also use radio this year but nothing definite at present. Reggie Scheibel.

Blackett-Sample-Hummerl CHICAGO

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. 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.

Baggaley, Horton & Hoyt CHICAGO

Varady of Vienna returns to once weekly 30-minute Sunday spot on Mutual with Ted Weems orchestra

excerpts from the best letter written about the winning 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 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 most cooperative and the list of participating stars already represents a large part of the nation's favorites, including such people as Jack Benny, Bing Crosby, Bob Burns, Paul Whiteman, Lily Pons, Kate Smith, and hundreds of others. C. F. Parcher.

Brown & Tarcher NEW YORK CITY

McKesson & Robbins (split network) and Benrus (spot) will continue. 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. Elger Brewing Company—using spot campaign in three northwest states this summer and will probably continue through fall and winter. J. T. Ainsley.

Campbell-Ewald DETROIT

General Motors Concerts go on. Radio plans somewhat uncertain because of local situation. Louis Dean.

Cecil Warwick & Legler NEW YORK CITY

Definite commitments for Cecil Warwick & Legler's Fall radio business include: Uncle Jim's Question Bee—with Jim McWilliams Master of Ceremonies—for the G. Washington Coffee Refining Company. Thunder Over Crime—with Warden Lewis E. Lawes for the William R. Warner Co. (Sloan's Liniment). Metropolitan Opera Auditions of the Air—with Edward Johnson, Master of Ceremonies; Wilfred 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. Humphrey.

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 Ice Cream Company, Southwestern Bell Telephone and Kaylo, a new product of the Hol-Milk Development Corp. Our radio last spring represented other 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 network series of broadcasts and this show will be, in the opinion of the

network officials, as well as our own, 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 orchestra 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 showing one of the largest orchestras ever assembled in the Middle West for a commercial weekly broadcast. Sorry to be so vague on several features of our plans, but details are not set. G. B. Simpson.

Erwin Wasey NEW YORK CITY

Lineup on radio for the fall, insofar as it is available now: Hecker-H-O Division, Hecker Products Corp.—For H-O Oats, Presto Cake Flour and Hecker's Cream Farina. Program: The Hecker Information Service; Jean Paul King, News commentator; and guest stars. Network: Mutual network, Monday through Friday, 11:45-12 noon. Beginning Sept. 7. Zemo & Musierole. Program: Carson Robison and His Bucaroos. Network: NBC Blue, Monday-Wednesday-Friday, 4-4:15 p.m. Beginning Oct. 4. Lydia E. Pinkham Medicine Co. Will use radio, but no definite plans yet. Borden Farm Products Co. Borden's 'Special Edition' will return to air in September, according to present plans. Barbasol Company. Plans not yet completed. Liberty Magazine. Program: News broadcast, WABC, Monday-Tuesday-Wednesday-Friday—11-11:05 p.m. Now running. 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 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 orchestra of 35 men and Paul Taylor and his Hollywood Singers—returns five times a week—Monday through Friday, Sept. 26 over the NBC Red network Const-to-Coast, plus supplementaries, originating from Hollywood. Saturday Night Serenade sponsored by the Pet Milk of St. Louis, returns to the Columbia network Coast-to-Coast over a 70-station hookup, Saturday night, Oct. 2, starring Gustave Haenschen and 35 piece orchestra, Mary Eastman, soprano; Bill Perry, tenor, and the

Izzard Co. SEATTLE

Herewith is a summary of our radio plans for the coming season: Twenty-six quarter hours—Yankee Network—Gretchen McMullen Program for the Oregon-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 Sept. 15. Pacific Northwest Fruits, Inc. (Doc Apple) will have transmissions (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, 15 minutes evening program, Monday, Wednesday and Friday, on WJZ. Piel Brothers will use spot broadcasting in South and California—sponsoring two 15-minute news

Kenyon & Eckhardt NEW YORK CITY

F. F. Mueller Co. will resume its Kitchen Cavaleade, 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 minute evening program, Monday, Wednesday and Friday, on WJZ. Piel Brothers will use spot broadcasting in South and California—sponsoring two 15-minute news (Continued on page 50)

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. String 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: Socny-Vacuum News Broadcasts—3 times per day—WOKO-Albany. Sport Commentator (Lowell McMillan)—15 min. daily WHEC—Rochester. Yale Football Games—Yankee Network and WMCA—New York. Sports Commentator (Nick Stemmler)—15 min. daily—WSYR—Syracuse. Sports Commentator (James Britt)—25 mins. daily—WBEN—Buffalo. Sobol Bros. Sports Commentator (Dick Fisel)—15 min. daily—WMCA—New York. Mayflower Stations Street Reporter—3 days per week—WFAS—White Plains. Devos & Baynolds, Wadsworth-Hovland Div. 18.5 min. transcriptions over 11 stations. Devos & Baynolds, Peaslee-Gaubert Div. 13.1 min. transcriptions over 27 stations. Additional business is now at such an uncertain stage that it is impossible to give any sort of reliable forecast. J. Loyd Williams.





# 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 the harder it gets to find programs and people (personalities and technicians) for programs.' As predicted, the more or less 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.
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 went forward largely by the phenomena and impetus of a 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 commission, devoting their best skill and ingenuity to chiseling and chiseling, some of the boys are repeating the cynical history of vaudeville where bookers and agents and circuit owners figured angles for their own pocketbooks and left the best interests of the industry as a whole go drift in the currents of fickle popularity and changing times. Vaudeville 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 viewpoint 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 clicques which in turn shut out non-bliqqers. Showmanship is limited, conditioned and hemmed in by personal relationships, palsy-walsys in the gravy bowl, job-protection, running interference against the sponsor coming to dicta contra with the modus operandi of planning and producing shows, etc.

Somebody pays in the end. Vaudeville acts getting \$800 gross in order to net a good deal less after the kickbacks, etc., passed it along to theatres 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 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 elsewhere 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 salt in the program problem?" Showmanship is ceasing to be theoretically remote and becoming an anxious fact of the radio 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 pluses.

But the sponsors don't kick too loudly about cost when the show clicks. Radio is still a buy when radio hits the bull's-eye. It's those production fizzes 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 but will have other agencies.

Figures compiled by Variety 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 \$5,000 actors in transcendent commercials side by side with the lowest sale of bit actors (\$250 sustainers, etc.) outside Jolopy, Tennessee. Dearth of trained radio technicians and radio production people in Hollywood has apparently been paid for. 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 is 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 dissimilar to what creatives receive in the theatre.

Writers have thus far been known mostly to a small circle within the trade. Air credits, however, are one objective of the new non-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 Meiser, Irna Phillips, Elaine Stern, Carrington, Jane Crustinberry, Bess Johnson, Charles Hudson, Charles Stark, 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 spectacles in the life of the agency, one jump ahead of a hopping mad sponsor. Every time emergency program-fixing measures are necessary the spotlight falls upon the director. Right now the most tangible result of such pumotor 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.

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-it-yourself 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 effort. Networks, with occasional spurts of enterprise, are still rated on the showmanship side as timid, 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-cutting' (i. e., deducting a commission from one's own employee) is denounced by webs as a distortion of the 'facts' from a biased performer's viewpoint.

Those not familiar with the experience of show biz have given little thought thus far apparently to the connection between 'net price' and the realities of everyday showmanship. Networks have injured their own reputations as unbiased authorities on talent matters and have largely sacrificed program control—which demands honesty of perspective—on the altar of a relatively unimportant but profitable 'artists bureau' with its 20% phony. (This is not to disparage the legitimate 'tours' function.)

Novelty cycle of the past season will lap over in modified form according to present indications. But the copy act, tendency here, as always in program councils, depletes the value of 'ideas.' It gets back to entertainment. Doing things smoothly. The professional touch. And never before were so many people convinced that broadcasting actually faces a real problem that its luck and momentum cannot charm away.

### Unionism Threefold

Meanwhile, union labor will give radio more than a few uncomfortable moments in 1937-38. Even without a gypsy costume that prediction is easy. Charles Carter post-chilling 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 as in Chevrolet. Again, labor is moving in on radio to organize its employees. Radio management thus has 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 major 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 eager for details—fail to clarify the essential facts of when-how. When is far enough away not to worry anybody. Need, among many other unsolved problems, of 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% commission now being asked of talent by Featured Artists Service, Inc., acting as booking office for Air Features, 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 asked. It is a fixed fee and will not be increased.'
4. 'Air Features is paid a fee to act as production clearing house under Hummert supervision. Blackett-Sample-Hummert derives its commission from the purchase of radio 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-Sample-Hummert has contracted for. It is a moderate cost long-term radio programs is the Hummert theory of pleasing and holding accounts and keeping the agency billing up.'
6. 'Equity is welcome to organize Blackett-Sample-Hummert performers. He sympathizes with its aims. Equity's entry into radio won't make him mad.'

### 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' orch.

Sampling job conducted by McNamee for his sponsors was done in the Netherland Plaza hotel. Jack Spriggs' band, local, ran through several of the Rines orchestras.

### Honey Chile in Legit

Clair Hazel, the Honey Chile of the Bob Hope program, goes into 'Brother Rat,' at the Biltmore, N. Y., next Friday (23). Replacing Juliet Forbes.

### OPPOSITE JACK BENNY

That's Jeannette MacDonald's Tee-Shot in Autumn

Jeannette 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 Welch the talent.

## N.A.B. DISCS READY IN AUG.

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.

Following initial unveiling at the Chicago convention, 60 stations have taken up for the service, presumably assuring the necessary minimum clientele to make the experiment 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 cooperative and fearing cost of bag-toting would be excessive. Word-of-mouth advertising is expected to build up demand, since Baldwin and other N.A.B. execs are confident their product will compete 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 yet taken.

Estimates, and comparison with last year's grosses, follows:

	1937	1936
NBC	\$41,000,000	\$34,523,950
CBS	28,000,000	23,168,148
MUTUAL	2,250,000	1,987,573
Regional Networks	1,500,000	1,367,812
National Non-Networks	34,000,000	24,141,360
Local	26,000,000	22,370,470
Total	\$132,750,000	\$107,550,886

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 \$87,523,846.

Way the grosses line up for the first six months of this year, and as compared with 1936, follows:

	1937	1936
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%)



# 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 program, 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, 1450 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 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.

# JOE WEBER EXPLAINS A.F.M. ATTITUDE; EXPECT WEBS TO REDUCE UNEMPLOYED

## Used Car Dealers Wax Uses East and Dumke

Harry S. Goodman agency has developed a group of recorded programs by "Sisters of the Skillet" (East and Dumke) for sale exclusively to used car dealers. Group already contains 32 half-hour programs.

While Langlois & Wentworth is tied up with Goodman on the series, the actual cutting of the program was done by RCA Victor.

## 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 remote broadcasts by members of the union. International's various locals have been instructed to advise their members that dance bands must not originate sustaining programs from hotels, 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 hotels which employ such largely for the exploitation of 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. 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 broadcasting.

Under the mandate received from the AFM's convention in Louisville last month, the executive board must find a solution for the problem of decreasing employment in radio or call an emergency convention of reps from all locals to wrestle with the riddle themselves.

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 VARIETY 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 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 that the board will make 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.

### Injunction Talk

Weber said that he and the board had hopes that all who take part in the discussions will go with a co-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 musician unemployment problem and that regardless of existing contracts or arrangements it is up to them to re-adjust 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 he said, must realize that it cannot continue to get away with a minimum, if comparatively negligible, cost for music. Weber avers 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 pilfering of music does not stop the AFM will turn to Congress for relief.

AFM's international board, said Weber, is aware of the conflicting interests between networks and stations 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 for a solution.

## WLS' State Fairs

Chicago, July 20. Daily programs from Illinois, Wisconsin and Indiana state fairs are being arranged by WLS, Prairie Farmer station.

Harold Stafford, WLS program director, Earl Kurtze, artist bureau head, and George Cook, station treasurer, in Indianapolis this week setting details for Indiana fair.

'Eddie the Cowboy' Stephens, formerly of KXBY, KFPB and KBIX, joins WTMV, East St. Louis.

# 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, usually with them sitting on the arm of a chair, the camera 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 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 p.a.'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 she 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.

Hal Simonds, WFIL night 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.

Simonds' plaint isn't that teams consistently lose, but why. Avoids making too many charges himself by reading some pretty hot mail coming in.

## Burridge Butler in N. Y.

Chicago, July 20.

Burridge D. Butler, WLS, Chicago, and KOY, Phoenix, Arizona, goes to New York this week to do some signing in interests of both stations.

On return will go to Phoenix for month of August for purpose of strengthening KOY policies.

## Parkysarkus' Scripts

Lee Sands and Robert Marko go to the Coast in August to script for the Parkysarkus (Harry Einstein) show. Are under exclusive management of Herman Bernie.

Program begins ethering from the Coast on August 17.

speakers July 27 on Tuesday and Thursday nites at 8 p. m.

WIP announced its offer as 'matter of public interest.' Station refused to sell time to the CIO for a talk by William Leader, proxy of History Workers at end of May. Pickets paraded before its entrance for several days.

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 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 either are:

- WEVD, New York.
- WBJN, Kenosha, Wis.
- WJLM, Lansing Mich.
- WOPR, Boston.
- WCEN, Baltimore.
- WERC, Duluth.
- WTCN, WMIN, St. Paul.
- WENY, Buffalo.
- WCAM, Camden, N. J.
- WPRO, Providence.
- KIRO, Seattle.
- KGCG, San Francisco.
- WADC, Akron.
- WIP, WEPN, Philadelphia.
- WOL, Washington.
- WSAN, Allentown, Pa.
- WEEV, Reading, Pa.
- WGBI, Scranton.
- WFBG, Altoona, Pa.
- WENO, New Orleans.
- WHKC, Columbus.
- WSPR, Springfield, Mass.
- WSAR, Fall River, Mass.
- WELI, New Haven.
- KQV, Pittsburgh.
- WHP, Harrisburg, Pa.
- WGAE, Cleveland.
- WSPD, Dayton.
- WSAY, Rochester.
- WIBX, Utica, N. Y.
- WBOB, 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 effecting to get the CIO to go whole hog on the air in its try to gobble up all labor under its banners. Labor programs are ballyhooed in the localities where they are broadcast by sandwichmen parading outside the gates of the mills and by 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

# Forecast Industry Embarrassment Via C.I.O. Labor As Would-Be Broadcaster

By ALBERT SCHAEFER, JR.

CIO strategy in propagandizing over the air is to build small hook-ups 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.

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 indie, strategically spotted in the areas CIO is fighting in.

Last night (Tuesday) CIO debited on the ether its first radio organizing effort against Bethlehem Steel. Thrice-weekly evening quarter hours have been bought on WCMB, Baltimore; WJAC, Johnstown, Pa.; WSAN, Allentown, Pa. and WHP, Harrisburg. A single line feeds the looped program to all stations over a 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 propaganda 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 WJTM, Lansing, and WDFE, Flint. Different dramatizations 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 dickler is now with Eve other Michigan stations to sell the CIO for enlarging its intra-state web.

In New England the CIO campaign among the textile workers, after its tussle with John Shepard, 3d, over buying facilities on the Yankee network for the opening of the organizing drive last Memorial Day, has now boiled down to two stations. WCOP, Boston, appeals to the textilers to come into the CIO camp via programs in English, Italian and Polish. On WSPR, Springfield, the CIO commercials are only in English. 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, the web's facilities for a spiel in the new future, and give the time gratis. Last week the baby of the Senate,

# JACK BENNY

Forthcoming Release

## "ARTISTS AND MODELS"

Paramount Pictures

Me Too —

# MARY LIVINGSTONE

Forthcoming Release

## "THIS WAY PLEASE"

Management

A. & S. LYONS

# JACK BENNY

## JELLO PROGRAM

Until June 1940

Me Too

# MARY LIVINGSTONE

Resuming Broadcasts

October 3rd—Sundays

7 P. M. EST—NBC Red

Coast-to-Coast

RADIO SCRIPTS

Bill Morrow

Ed Beloin

Advertising Agency  
YOUNG & RUBICAM

Management  
A. S. LYONS

An Australian Looks at American Radio Ways; Different Yet Similar

By GEOFFREY PALMER

Chief of Continuity Herald Broadcasting Stations Melbourne, Australia

American entertainment comes to Australia...

Transcriptions remain extremely important in Australia...

Radio advertising in Australia, to borrow a VARIETY phrase...

Growth of daytime advertising in the United States is most illuminating to the visitor...

Many of our stations have proved that their breakfast sessions between the morning hours of 6:30 and nine command a major audience...

Space between nine in the morning and midnight is usually sold in quarter, half, and one-hourly blocks...

A space selling organization is unknown to our advertisers, interstate selling being developed between interstate representatives...

Recent and current American programs heard in Australia include 'The In-Laws,' 'Eb and Zeb,' 'Hymns of All Churches,' 'Cub Reporters,' 'One Man's Family,' 'Air Adventures of Jimmy Allen,' 'Belle and Martha,' 'Cecil and Sally,' 'Betty and Bob,' 'Count of Monte Cristo,' Carson Robinson and His Pioneers, '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...

HEARN STORE GOES COLD

Audition Campaign Ends in Blank 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...

Bamberger Peddles Its Air Speler to Merchants Outside Metropolitan N.Y.

L. Bamberger & Co., Newark department store, is offering other country retail stores...

Proposal made other stores is that they pick up Fitzgerald on Mutual and local stores insert their own copy on their local outlets...

Stores in areas outside Mutual coverage are offered transcriptions of Fitzgerald at a rate that starts at \$50 for top-ranking firm...

Bamberger's will give a 5% discount if a store signs a six months' contract...

Weekly community singing unit continues to pack one of our biggest houses. Sport, of course, plays a major part in Saturday afternoon programs...

Down-Under we cherish a great admiration for our superlative American showmanship. Some of your programs—and your announcers quite naturally, do not appeal to us...

To alien ears it is strange that no attempt is made to graduate programs—devotional, rub shoulders with jazz and quarter-hour blocks of talk...

Many Yankee admen would, like myself probably—in reverse—find commercial radio in my country no stranger to you.

Agencies—Sponsors

Vick Chemical is planning a spot campaign for its cough drop starting in the fall.

Kellogg has added WJSV, Washington, to its football schedule.

Omega Oil is lining up station time for a spot campaign in the fall, Husband & Thomas is the agency.

Baume & Mercier has started to place a spot announcement campaign through the William Ely agency.

Standard Oil has bought a 15-minute news strip on WBBM, Chicago, starting July 22. It will go on at 6 p.m. six days a week...

McKee, Albright & Ivey, Philadelphia agency, is scouting around for spot announcement opportunities.

Jerome Weik, furrier, has Bob Carter, romantic tenor, for 13 quarter-hour shows on WCAE, Pittsburgh, July 29.

Quaker Oats planning a five-week morning script show to start in September for their Aunt Jemima product. It will be tagged 'Cabin in the Cotton'...

W. W. Garrison, ad agency, has signed a three-week 15-minute spot on WBBM, Chicago, for Chicago, Milwaukee Steamship Lines...

'Ave Maria Hour,' 30-min. Sunday night series of dramatization, has been renewed over WCMCA, N. Y., and the Inter-City System for another year.

Renewal, which is effective Sunday (25) will considerably expand the scope of 'Ave,' in that it will spread its sponsorship out from Buffalo to Erie, Philly, WGBM, WOL, Washington, WORK, York, Pa.; WGAL, Lancaster, Pa.; WPRO, Providence...

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.

Westinghouse of Mansfield, O., has taken George Heid's 'Smile Revue' on KDKA, Pittsburgh, for 10 quarter-hour spots.

John Welsch of Botsford, Constantine & Gardner producing 'Gilmore Circus' on the Coast. Raymond R. Morgan formerly handled the oil account for radio.

Garner Rhythmic System (typing and shorthand) has placed a series of five minute transcriptions (Dick Liebert at the organ) on WCOP, Columbus.

Sperry Flour Co., General Mills subsidiary, has added KDFY, Salt Lake City, to its basic Coast NBC-Red web airing its new five-day-a-week serial, 'Gloria Gale,' from San Francisco. Westco agency has the account.

Pacific Gas & Electric Co. tacked KPFB and KMMJ, 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 studio program on KGMB, Honolulu. Show debuted last Thursday. Na-

NETWORK PREMIERES

Aug. 3 Sterling Products (Bayer's Aspirin) over 31 CBS stations Tuesdays 7:30-8 p.m. with Helen Mencken. Kolyons Friday at 8, half hour; Hammerstein Music Hall, over 30 CBS stations.

Aug. 4 Drackett Co. (Drano): 'Hello Peggy,' dramatic show, Wednesdays and Fridays, 11:45-12:00 noon. NBC Basic Red.

Aug. 29 Acme 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. Helms 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 a.m. NBC split Blue—WJZ, WBZA, WFIL, WSYR, WHAM, KDKA.

Sept. 7 Hecker's Information Bureau: Jean Paul King, commentator; Myra Kingless, astrologist; guests Mondays through Fridays, 11:45 to 12 noon, effective September 7, on WOR, WABY, WSA-Y, WSYR, WKWB, WMBF, WKBO, WAAB, WEAN, WICC, WSPD, WHAM, WRD, 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.

Sept. 13 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 Radio Theatre resumes for Lever Bros. over 57 CBS stations at 9-10 p.m. EST.

Sept. 22 Campana Sales Co. (Italian Balm): (Program not set), Mondays, 8:30-9:00 p.m., NBC Basic Blue, Blue Mt. and Coast.

Sept. 24 Standard Brands (product not named): Pgm. not determined; Wednesdays, 9:00-9:30 p.m. NBC Basic Blue, Blue Mountain and Coast.

Sept. 27 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 WBAL, WOL, WGR, KWK, WCAE, WSAI, CKLW, WHK, WHKC, WGN, WOL, Mutual.

Sept. 28 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, WGR, WGN, CKLW, Mutual.

General Foods (Diamond Crystal Salt): (show not set), Sundays, 3:00-3:30 p.m. WJZ, WBZ-A, WFIL, WSYR, WHAM, WEBR, KDKA, WGAR, WXYZ, WCKY, WCOP, WABY.

Ralston Purina Co. (Ry-Krisp): Marion Talley, Sundays, 5:00-5:30 p.m. NBC Basic Red, WCOP, 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, WCAE, WEAN, WFIL, WBAL, WMAI, WSYR, WHAM, WEBR, KDKA, WGAR, WSPD, WXYZ, WCKY, WABY, WCOP, WOOD, 6:45-7:00 p.m. WMAQ, KWK, WTCN, WIRE.

Greve Laboratories: (Bromo Quinine), Gabriel Heater: Monday and Tuesday, 8 to 8:15 p.m., Tuesday and Wednesday, 10 to 10:15 p.m.; Basic Blue with WCKY.

Sept. 28 R. J. Reynolds full-hour for Camels 9:30-10:30 p.m. over 79 stations on CBS. Talent not set.

Personal Finance Co. & 'Your Unseen Friend' Tuesdays at 10:30-11 p.m. over 11 CBS stations.

American Home Products (Program not determined), Tuesdays, Wednesdays, Thursdays, 7:15-7:30 p.m., NBC Basic Blue with WCKY.

Oct. 3 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. E. 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 44 CBS stations.

Green Watch Co.: Sheila Barrett, Graham McNamee, Joe Rines orchestra; Sundays, 5:30 to 6, NBC red coast to coast.

Viek Chemical Co.: Jeanette MacDonald, Josef Pasternack; Sundays, 7 to 7:30 p.m.; CBS coast to coast.

Oct. 4 Wasey Products Corp. (Musterole, Zemo and others): Carson Robinson and his Buraroos, instrumental and vocal mountain and western music. NBC Basic Blue and groups NC, SW, KGBX, KTBS, KARK, KGNC, Blue Mt. and Coast.

Pebeco 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.

Lysoal will be on 28 CBS stations Mon., Wed., Fri., at 4:45-5 p.m. with Dr. Alan Dafoe, Lindsay McPhall orchestra.

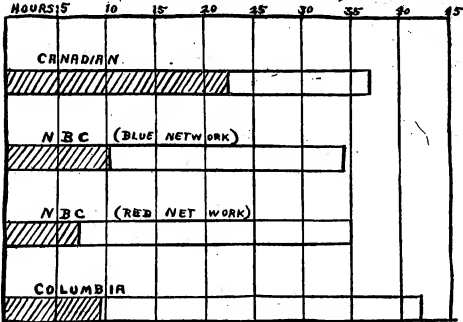
Viek Chemical Co.: Tony Wons, Monday, Wednesday, Friday, 10:30-10:45 a.m.; about 40 stations but not to the Coast.

Oct. 18 William R. Warner Co. (Sloan's Liniment): Warden Lewis E. Lawes dramatic show. WJZ, WBZ-A, WEAN, WICC, WFIL, WBAL, WMAI, WSYR, WHAM, WEBR, KDKA, WGAR, WSPD, WXYZ, WCKY, WCOP, WMO, KWK, WMT, 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, KFAE, WBAL, WCAE, WRVA, WIRE, WHKC, WRR, KTAT, WGR, DON LEE Network, Mutual.

CONTRAST IN PROGRAMMING

(Shaded Indicates 'Serious')



national 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 KFO. Program is set until May 29, 1938.

Tourist Bureau of Hawaii is seeking to raise \$25,000 for a new series

of short-wave airers over the Columbia, National and Mutual webs from KGU to KGMB in Honolulu this fall.

Similar amount was spent for programs throughout the winter and spring months which folded in May.

Young & Rubicam will have two more products, Milkweed Cream and William Peterman, from the Bristol-Myers list the beginning of 1938.

# CANADA-U. S. A. RADIO DEAL

## 'Nationwide Radio Club,' Initiation \$1, One of Those Biz Fringe 'Mysteries'

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 prominent in radio, including Lowell Thomas. Check showed that neither Lowell Thomas nor 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 being 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 had made his headquarters in the restaurant-grill on the ground level immediately south of 1247 address. He claimed that Simpson could be reached by phone but such was not the case.

An earlier search revealed a Radio Club of America with an address at 30 Rockefeller 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 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 sales mgr. of WJR, Detroit. He was formerly with Radio Sales, Inc.

### 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 paid 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."

### RAILROAD BANKROLLING 'NAMESAKE' FOOTBALL

Chicago, July 20.

First football commercial for the coming autumn and winter was signaled last week by Herb Sherman, sales chief of WJJD, with the Northwestern 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. 1.

Songwriter is slated to author the new Cotton Club show with J. Fred Coats.

### 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 launching of the new Packard show Sept. 7.

It is likely that he will remain on the Coast through the fall.

## OTTAWA HUDDLE DUE IN FORTNIGHT

**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 the government-controlled Canadian Broadcasting Corp. Under this arrangement the various links of the CBC will be made available to CBS and NBC. 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 E. D. Weir, Canadian 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 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 persisted a definite arrangement for the exchange of public events broadcasts and sustaining programs between the Canadian network and the America webs.

As the CBC is now commercially set up eight separate groups of stations are made available to advertisers. These links are described as the basic, the eastern, the western, the Quebec, the Maritime, the Ontario, the Prairie and the British Columbia.

## Private Vs. Government Programs Emphasize Heavy (Educational) Stuff

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.

(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, orchestral, 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 exceed those of the American chains. This is partly explained for in the fact that American networks have

## NBC Threatened Censorship If Molle's Jardine Interview Not Innocuous

### Temperature Clause

Chicago, July 20.

Evening sports broadcast on WJJD is sponsored by Sta-Safe Equipment Co., on an indefinite contract. On days sponsor thinks it's hot enough firm phones station and tells 'em to go ahead, put the commercials in.

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.

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, Seattle.

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.

Auditions will start in Winnipeg this week, other cities following suit.

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 Co., with whom NBC wishes to remain friendly, have been made in 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 program execs starting showing 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 Tepid

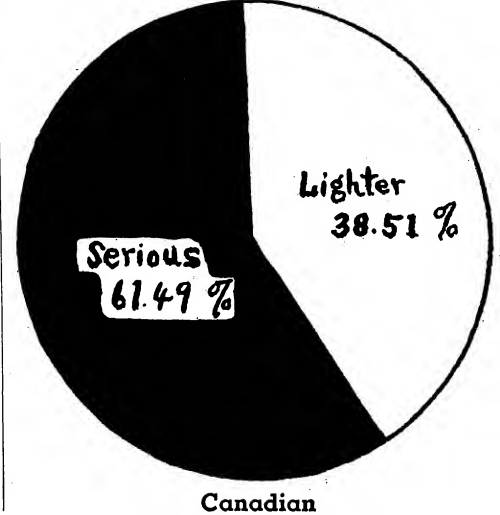
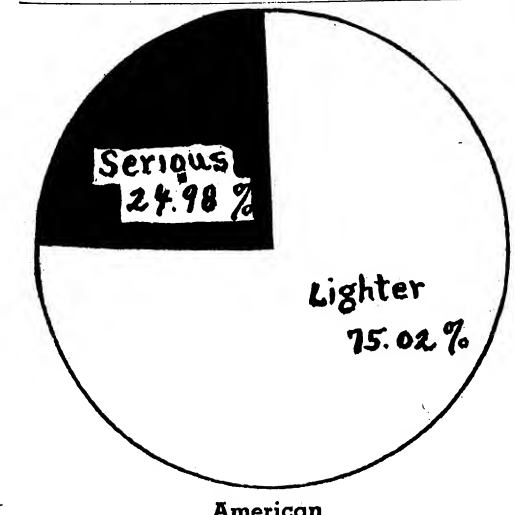
Interview went off without anything untoward happening. The talk was confined to the minister's actual impressions of the marriage ceremony and his disagreement with predictions that the alliance would not be a lasting one.

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 cut his palaver.

Earlier in the same week NBC denied the report that it had been asked by the British Broadcasting Co. to refrain from according its 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 church—he'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)



# CBS Securities Statement Listing \$2,000,000 for Good Will Brings Up Washington Difficulties

Washington, July 20. Ban on stock peddling 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 intimated he is preparing to draft legislation which would force the radio industry to get its financial aid 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' against 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, observing 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 oft-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.

At the present time, the Communications Commission has not been asked to take a stand on stock-selling by licensees, but on its own hook has tried to spank franchisers who have securities on the market.

What will happen to plans to list CBS paper was unanswerable this week. The S.E.C. which never approves any security—because this would involve intensive field investigation and put the government in the position of guaranteeing earnings—would not comment in any fashion. It could not even find the letter from the Southern Congressman, which was addressed to Francis P. Brasseur, Commish sec.

Under the two laws (1933 and 1934) governing interstate transac-

### 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 ticker was sent to the S.E.C. more than three weeks ago.

Columbia deal was flayed on the House floor Monday (19) when Representative William D. McFarlane of Texas tore into film and radio monopolies and hit 'illegal 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 'loot' 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 \$1,500,000,' McFarlane declared. 'They further show that Columbia 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, 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 a cash investment of less than \$1,600,000. Yet the 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 real 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.

'Fraudulent practices' of the F. C. C., activities of Povel Croley, 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 royalties of three leading web secured monopolistic control of air outlets, he said, calling for passage of the Connelly 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 corresponding amount, tagged 'surplus,' plus 'several millions' of liabilities. At the present market level, the value of capital stock is in the neighborhood of \$60,000,000, he said, and there must be a reason for the remarkable spread.

Chairman Anning S. Prall of the F.C.C. was dragged into the stock-selling 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. 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.

# 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' contests, last week promised the Federal 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 had been misled. The Minnesotans agreed to quit touting 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, 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

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 Cleg-horn, gone back to WMC, Memphis, David Byrn, Jr., formerly with WTRC, Dayton, Ohio, has joined the KARK announcing staff, as has Dale Alford, medical student 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

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 network.

Station secured permission Thursday (15) and had gone ahead with plans. However, today it was suddenly announced the services would not be aired.

# 5-Day Week Adds Kelly

Bob Kelly is the latest addition to the WGAR announcing staff. New mikeram formerly handled special events broadcasts for WTRC, Elkhart, 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

Chicago, July 20. Lloyd Nelson, with Blackett-Sample-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

Chicago, July 20. R. J. Barrett, Jr., has added a second salesman to the local office of WOR (Newark). John Shelton coming into the fold from a sales job at WBMM, Chicago.

Shelton joins the local WOR sales staff this week.

# Home is where THE SALES are made



And KYW is the sure way to enter 1,157,000 homes. A spot or local program shares the spotlight with famous NBC Red Network shows—a decided advantage for advertisers.

A Basic Red Network Station Programmed and Represented by NBC

10,000 WATTS  
**KYW**  
PHILADELPHIA

**TOPS IN SPOT**

# Kendrick to L. A.?

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 transferred here to take over the top desk.

With Kendrick shifting to L. A., likely that Red Wight will become chief of the Chi offices for World.



**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.

This, and hundreds of other similar demands, brings on head pains for broadcasters who have hours and hours to sell, other than the few so-called peak audience periods.

What's to do about it? Newspapers solved the position problem, after years of turmoil, by placing a premium rate on preferred position. Right hand pages, first following and alongside reading matter, were set instructions on nearly every order for space for years. Today, newspapers have very little difficulty 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 problem by charging a premium. They much prefer to sell time on the basis that the entertainment alone makes its position on the air valuable.

I am quite certain that most any of the great coast-to-coast programs on the air today would have found equal popularity at any other time than their present periods. Take Sunday broadcasting, as an example. A few years ago Sunday time went begging. Today, from early afternoon to late evening, there is very little time open, due to the fact two great advertising agencies selected Sunday evenings for their clients.

By the same process, it is possible to make any period popular, as evidenced by the many daytime script shows with records of long runs and still going.

Judging by statements made by a number of advertising agencies of small but efficient man power, and these smaller agencies are the biggest fighters for 'position,' people go

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 instances are tinged with a bit of positionitis, 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.'

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.

This does not discredit the top shows of today, but it does accentuate the fact that the show, the entertainment, can build its popularity regardless of the broadcasting time.

We proved the same point again last fall when we built and sold 'The Green Hornet' two half hours weekly on opposite evenings from 'The Lone Ranger.' 'Hornet' jumped right into fame Tuesdays and Thursdays, competing successfully with all the great Tuesday and Thursday evening shows coming into Detroit.

Only catch is 'A good show, no matter if it is musical, drama or song and chatter.'

Day of throwing this and that together in a quarter hour as an incidental interruption to long drawn out commercials is long past. Today, science and showmanship plus marketing knowledge are the factors that provide success. With these elements the correct type of entertainment evolves, and with the correct type of entertainment the time

**WASHINGTON DENIES STORY THAT F. C. C. OFFERED TO 'TRADE' PLEA FOR CLEMENCY**

**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, prominent radio lawyers, was decreed last week by Federal Communications Commission following refusal to dismiss charges of unethical conduct, record-switching, and misrepresentation.

As members of the Commish pooch-pooched 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 Chairman Anning S. Frall 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 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-

ing Commish personnel and Richard M. Casto, West Virginia broadcaster who is on the legal firm's clientele roster.

When Kaufman finished his spieling, all Commissioners agreed there was ample basis for going further. Kaufman reputedly produced much stronger evidence than the Commish previously had seen when the charges were preferred. Grapevine

**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 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, Kaufman, 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 positioned the legal team to confess to 'technical violation' of F.C.C. regs in return for a nolle proesce of the charges drew disclaimers at the Commish. None of the members who voted for the hearing was informed of any potential deal, two

telling VARIETY they never had heard of the idea and indicating doubt that the prosecutor would have offered to make peace without informing his superiors. Instead of showing a belief the case ought to be pigeon-holed, Kaufman recommended going through to the finish and giving the fingered lawyers a direct quizzing. Similarly denied was another yarn that the barristers had offered to take a 60-day suspension in order to duck the hearing. Standing pat on the formal answer which declared there was no deception, intended lawyers insisted they are innocent of any punishable offense. Would not take a spanking in order to escape embarrassment of occupying the witness chair, they averred.

**DAMON RUNYON TALES WITH AUTHOR—IDEA**

Marcus Griffin, N. Y. Sunday Enquirer's Broadway columnist, has hooked up with Larry Hammond to sell Damon Runyon short stories for the air.

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 Oeszy.

In cast were stars of pre-war days, Ernst Tautenhayn and Louise Kartousch.

**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 air-conditioned programs!

Bertram Lebharr, 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:

What are your suggestions?

\* AUDIENCE TESTED AND POPULARITY INDICATED

# Edgar Bergen From \$300 to \$2,800 In Latest Network Phenomenon

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, Bergen is now worth \$2,800 a week from the J. Walter Thompson agency for his Chase & Sanborn Sunday night chorus, 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 is 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 ventriloquist 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 'Goldwyn Folies' is released, with a tieup whereby the McCarthy puppets are exploitation giveaways.

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 December with the aid of Glenn McNaughton, Wall street attorney. It was via a \$10,000 trust fund, in Bergen's will, for indigent ventriloquists, 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 inanimate object such as a ventriloquist'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 Fridays), from 5 to 5:15 p.m. Act will have Ted Reese and the Melodiers, vocal quartet.

Billed as 'Al Bernard, the Gentleman 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 guidance for radio. Daniel S. Tutthill, assistant director of the Service, will do the contacting next week when he returns from his vacation.

Miss Dix, 67-year-old resident of New 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.

Examiner submitted an adverse report on the transaction to the Federal 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 a.m., 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 other groups less experienced, less wise and less concerned with the 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' received inestimable service from the A.F.L.

'Without its help, it is doubtful that 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

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 confab and again the proceedings were supposed to be 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 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.

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 organization 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 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.

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

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 Jolson, and others who are admittedly necessary to the agencies and networks under the 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 too much to lose to make a wrong move until they see when way the cat jumps. Also remaining

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 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 their 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, 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 merger.

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 a 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.

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. Black-ett-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

Hollywood, July 20.

Actors Equity has taken under its wing Radio Artists Guild and accorded the coasters the distinction of being Radio Equity, Local No. 1. Group includes all local radio workers with the exception of white collar workers and technicians, latter expected to cast their lot with International Alliance of Theatrical Stage Employees.

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 ensconced 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.

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 Freabairn-Smith, third v.p.; Ralph Scott, secretary, and J. Donald Wilson, treasurer.

Board of directors will comprise 21 members.

### 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 WKCY in Oklahoma City, returns to WMC as program director.

He succeeds Fred W. (Doc Sunshine) Roth, who has resigned to re-enter the ministry.

**WGY**

"THIS WAY... THIS WAY... THIS WAY..."

50,000 WATTS  
**WGY**  
SCHENECTADY

**TOPS IN SPOT**

And only this way can you reach the rich market known as the Great Northeast. WGY is the only single medium with the power and popularity to reach the millions in central and eastern New York State and Western New England.

A Basic Red Network Station  
Programmed and Represented by NBC

# **VARIETY**

## **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  
Pres. WSYR-WJTN-WNBX

When we acquired stock in station WNBX in Springfield, Vt., we were naturally quick to realize that we had two alternatives. First, we could call in Uncle Ezra and let him run it as 'the powerful little five watt 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 WNBX 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. So we decided to build a real station in Springfield, Vt., worthy of that 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 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 you 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 of WNBX.

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, colorful studios and offices. In short, we tried to make our plant the Radio City of the Twin States—Vermont and New Hampshire.

We supplemented our station staff with new, well-trained personnel—in new announcers, production men, program managers, continuity writers, clerical help. Many of our new employees 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-the-air performances, with listeners choosing the best of the lot for placement. Upon the conclusion of a series of programs in which all the talents were 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 news was incorporated with other entertainment.

We built spelling bees, singing shows. Men on the Street broadcasts, ran the entire gamut of local sport features. We traveled miles to pick up a sport feature of interest to our listeners. We open our station's facilities to leaders in a wide variety of 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-

# Stunt Goes Blah

Columbus, July 20.

There's a nose of embarrassment around the WCOL promotion department these days. Sent a pilot 1500 feet above the city, plugged David Penn's 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 entire new set-up were formally dedicated, with appropriate ceremonies early in May, an entire week was set aside for the presentation of big, live variety shows, using talented 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 Mutual, Yankee and Colonial networks. By making this tie-in the station 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. Of the Colonial network comes all home games of the Boston, American and National League teams under the joint sponsorship of General Mills (Wheaties) and Socony Vacuum Oil Co. Lots of interest in this feature.

Because the 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 six months of 1937 showed a revenue increase of something less than 100 per cent over any previous three months in the station's history. The second three months of this year showed an increase of 133 per cent over the corresponding period of last year. Best of all, even with the advent of winter, the revenue figures day by day, week by week, month by month, are climbing. The graph's trend is decidedly upward.

### On His Lap

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.

After all, the story of WNBX is, in several respects, the story of WJTN, Jamestown. When I entered the control room of WCOL—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 various ages. A phonograph record squeaked to its dying finish, and the engineer, turning an 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.' You can hardly blame the fellow. After all, it was bitter cold and only a single small oil stove stood outside his control room. He had to be nice.

I've never been much of a booster for engineers doubling in brass as announcers. I've 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 from our radio 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

# Launching a New Station

By F. C. Eighmey  
Manager KGLD, 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.

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 like to mention a few of the things 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 chiselled. Don't sell the advertiser what he wants. Sell him what he should have to do the job most effectively. Refuse short time contracts if you don't sincerely believe the broadcasts can get results. Mer-

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.

You have heard of Vermont and New Hampshire and we have worked hard to make WNBX the 'Radio Capital of the Twin States.' The recent evidence of how well this job has been done is known to some 600,000 folks who were hungry for a good station and a good signal. In so doing we have perhaps blazed a new path in broadcasting and have had a lot of fun doing the job.

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.

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 will pay 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 broadcaster will ever do it unless he is willing to make an investment greater than he expected to when he got his construction permit from the Federal Communications Commission.

Every dollar that is intelligently spent in promotion of the station and 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.

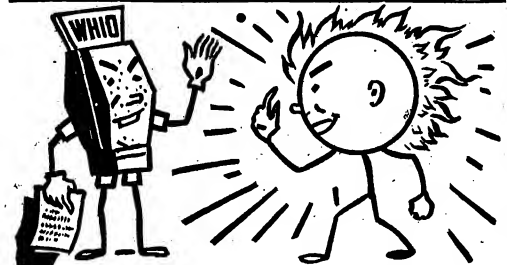
### Herman Bernie's August Trip

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 Hollywood August 24.

Agent expects to be gone some time.

In Baltimore, it's **WEBR**  
NATIONAL REPRESENTATIVES  
EDWARD PETRY & CO.

Sumner Price  
**ROCHESTER PREFERS WHEC**  
CBS



**GO WAY HOT STUFF... I'm busy!**

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 47.7% Over 1936  
WHIO Network Business, June, 1937—  
Up 72.0% Over 1936



**THE TEST STATION OF THE NATION**  
DAYTON, OHIO

MANAGED BY JOHN BLAIR A CO.

Colorado Incomes Fattened by Record Tourist Season

Greater is this state's income from its tourist trade than from all its gold and silver mines. The \$100,000,000 which tourists spend in the Denver-Rocky Mountain region this summer assures an active, able-to-buy market for months to come... a market easy and economical to reach and influence through this region's favorite station, KLZ.

**KLZ DENVER**  
Affiliated in Management with WKY and the Oklahoma Publishing Co.  
Representative - E. KATZ SPECIAL ADVERTISING AGENCY

## Fault-Finding Pals

Stations and Their Sales Reps Perennially Critical—  
Events Seen Moving Toward Change

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 new sales offices in Chicago and New York, and possibly Detroit and the Coast, (2) the ending of the 15% of commissions to keep a rep 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

Several reps which at present have 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 several instances in the biz 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 less than the standard 15% commission, the stations and representatives are beginning to come out into the open with frankly less than 15%

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. Stations 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 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.

Transamerican is also causing important changes in the representation picture by bringing back a program-creation aspect to the brokerage business in a new light. There are few stations which can turn a deaf ear to Transamerican's insistence

## BID AND ASKED IN PHILLY UNION TALKS

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.

WCAU and WFIL have their hands firmly clasped, but fear that KYW, which has already made a private 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 mixed 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.

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 term 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 Tomel asks 20 at \$52.

Norman Jay (Norman J. Ginsberg), former publisher Philly Jewish World, will do weekly news round-up and editorial comment on WFIL for 15 minutes Friday nights, starting this week.

that they want commission only on business that they develop; that they don't want an exclusive deal which would take in transom contracts. This argument is proving so strong to many stations throughout the country that they are now signing 'exclusive' rep contracts which are exclusive, with the exception of business turned into the station by Transamerican. Even in the cases where there are contracts already outstanding, the stations are insisting that the reps permit the inclusion of a codicil clause permitting the acceptance of business from Transamerican.

## Forecast Zip, Mobility in 1937-38 Network Promotion a La Carte

By BEN BODEC

Timeliness and resourcefulness have become the shibboleths of network 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 connected piece in the outgoing mail to-ming 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 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 25,000 copies distributed among the 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 effective folders on the Coronation coverage, with the former showing an artistic edge through the piece tagged, 'Not Soon Forgotten.' Other recent spot pieces from the CBS mill that have captured attention involved that network's broadcast of the modern verve drama, 'Fall of the City,' and the Shakespeare series.

## Joe E. Brown in Chicago; Will Run Baseball School

Chicago, July 20.

Arriving Sunday (25), Joe E. Brown will do three weeks as guest announcer on the Kellogg-WJJD 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

St. Louis, July 20.

To attract tourist trade from St. Louis territory, Duluth, Minn., Chamber of Commerce has contracted for a number of 50-word spot announcements over KMOX.

This is first time an out-of-town Chamber of Commerce has purchased time here to exploit attractions of their town.

# MIDSUMMER NIGHT'S DREAM:

More Markets Like Philly  
With Mediums Like . . . .

# WCAU

50,000 WATTS

PHILADELPHIA

ROBERT A. STREET, Commercial Manager

# Programs—Not Time—Is the Thing

By JOHN L. CLARK

President, Transamerican 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

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 Elm City with weekly time tables, which are posted on bulletin boards in reading rooms.

Thus, plus plants in suburban sheets, gives Yankee webber partial coverage in city where it runs a substitution.

Traffic Violator's School  
Cleveland.

In an effort to combat unusual number of traffic fatalities in Cleveland this year (114 killed up to July 15), WHK and WAY, will launch an extensive safety campaign. Local police and fire department will co-operate.

Radio drive set to start Thursday (22) with 15-minute show over WHK. Station will also broadcast from police department's Traffic Violator's School. Daily series of

five-minute 'Safety Hints' programs will be aired over WJAZ, 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

Washington, July 20. Celebrating opening of new studios in the ultra-modern Trans-Lux building, NBC will deluge listeners on both its networks with a three-day flood of special programs, starting Tuesday (20).

Constituting one of the most elaborate radio schedules ever presented in Washington, program will include talks by Postmaster General Farley, Sen. Burton K. Wheeler of Montana, District Commissioner Melvin Hazen, Federal Communications Commissioner Eugene O. Sykes and other notables. Lenox R. Lohr, NBC prexy, will preside.

While 51 special programs are being air-waved, studio officials will put on two huge parties—one for Washington newspapermen and one for the official opening, Thursday (22). Washington correspondents and local newsmen will participate in the show.

## WPAY, P'tsm'th, Off Air 2 Days; Panelmen Out

WPAY, Portsmouth, Ohio, 100-watter, 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' Association.

Late yesterday the national headquarters of ARTA in N. Y. refused to comment on the WPAY predicament 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.

## WKCY SWITCHOVER - OMTS 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 WKCY 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 Netherlands 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.

## Alladdin Acq't. for WLW

Cincinnati, July 20.

Charles 'Pete' Jaeger and Mac Ward of Transamerican's Chicago office and Bert Presba and Ed 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 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

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-flood amusement form has developed.

Many in the trade 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 severest—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 offer no alibis, and we knew all the above when undertaking the show. Maybe it just appealed to my gambling instinct.

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 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 dishes, 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.

## WBMM Sales Staff Exodus

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, WBMM salesman, who quits the Columbus station to become account exec with Sugden.

Kivlan marks the fourth sales staff resignation out of WBMM within the past two weeks, the others being Wyth Walker and Charles Garland now with WIND and WJJD, John Shelton who joins the local sales staff of WOR (Newark) under Bob Barrett.

## 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 will be publicized.

## Hearst's KYA Ups Rates

San Francisco, July 20.

Rate boost of approximately one-third 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 follow 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

Davenport, Ia., July 20.

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 chief Clark Luther.

## ANDY STANTON BROKE

Andrew T. Stanton, WMCA announcer, fled 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.

## CARL WHEAT 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)

# Every Time Buyer Knows...

There is no Substitute  
for Coverage

# WJAZ WYR

The Voice of Central New York  
SYRACUSE, 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



8 Stations In  
Michigan's 8  
Largest Cities

- WBGM The Only Station in Bay City
- WFDF The Only Station in Flint
- WJIM The Only Station in Lansing
- WIBM The Only Station in Jackson
- WKZO The Only Station in Kalamazoo
- WELL The Only Station in Battle Creek
- WOOD-WASH The Only Station in Grand Rapids
- WXYZ Key Station Detroit

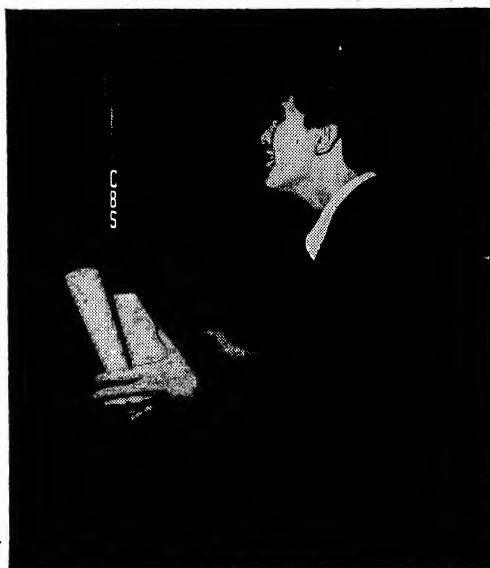
## MICHIGAN RADIO NETWORK

KEY STATION WXYZ DETROIT

Operated Continuously—Just Like Coast to Coast Networks

# "A glowing promise is completely kept"

ALTON COOK  
*New York World-Telegram*



*Burgess Meredith 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 World-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  
*Los Angeles Times*

## 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 HANIFIN  
*The San Francisco Examiner*

## 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 Cincinnati Post*

THE COLUMBIA BROADCASTING SYSTEM

AMATEURS STILL GO ON

New Program Starts In Grand Theatre, Gary

Chicago, July 20. In new amateur show to start next week on Ralph Atlas' 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' by advertising men attending a recent convention in Denver, Col., made his New York debut on last week's broadcasts of the 'Heinz Magazine of the Air' over CBS. Irene Reasley is guest warbler this week.

F.C.C.'S WASHINGTON DOCKET

NEW APPLICATIONS

Washington, July 20. Florida: WDAE, Tampa Times Company, Tampa, change frequency from 1220 to 780 kc, 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 89,000, 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 days. 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. Flourishing financial condition 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. Spearman. Massachusetts: Boost from 500 watts to 1 kw and change in hours of operation from daytimes to unlimited for WORT, Boston, received the nod from Chief Examiner David 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

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 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 ash-canned. 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. Hill also objected strongly to the fact that operation of the station would result in interference to a regular 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 Broadcasting 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 favorably recommended to the commission by Examiner 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 WPAV, Portsmouth, Ohio, to its three millivolt contour, Seward's report showed, but examiner held that improvement in service to WBLK's listeners warranted an okay. 'The granting of this application would result in some limit being placed upon the service of WPAV, in an area with a population of approximately 4,268,' 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.'

Craven's Technical Forecast

Television Far Off—But New Marvels of Radio Engineering Imminent and Extensive

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 broadcasting, ultra-selective receivers, facsimile transmission and other improvements are pictured in the communications section of the report of the National Resources Committee. Chapter is the work of Federal Communications Commission engineers headed by T. A. M. Craven, chief engineer.

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 pictures, what one has seen and heard, there will have been attained a perfection in communications which will certainly have the most profound 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 land line or through the use of radio, either for person-to-person 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

Warning that television is still around a far-distant corner permeated the report. 'Technical brain-trust notes 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 the use of the radio spectrum, they advised.

In the radio field, the experts anticipated breath-taking developments in construction of receivers, the enlarging the audience and widening the market. Improvements in transmission are not likely to be so startling, report hinted, although super-power and high-frequency service 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

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 32-volt farm plants and from 6-volt batteries, together with higher power and ultra-high frequency service, should broaden the audience, according 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.'

LABOR BUYS TIME

Company Also Rebutts 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 spots on Ralph Atlas' indie 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 to the new NBC h.q. in the Trans-Lux building.

With Joe Rogers representing WMAL, and Jim McGrath batting for WRC, hot-weather contestants 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 hamburger emporium. Loud speaker at the hot dogery had informed him Rogers was still several minutes behind.

Following hare-and-tortoise technique, McGrath loitered 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.

Two NBC stations had gongs at each street corner to record progress 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 MOST

The international scope and sound growth of this organization are the rewards of experience and service applied to station representation.

Radio Station Representatives logo with a stick figure and text: 'Radio Station Representatives New York Chicago Detroit' and 'Weed & Company'.

WHN Dial 1010 advertisement featuring a cartoon mouse and text: 'SHERWIN-WILLIAMS COVERS THE NATION'S FIRST MARKET'.

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 job most effectively. LEO takes a bow for WHN, New York's No. 1 Showmanship Station.

SHOWMANSHIP STATION No. 1

WKY Oklahoma City advertisement with a large graphic of wheat and text: '\$65,500,000 Wheat Money turned loose in Oklahoma' and 'Surprising yields and rising prices have given Oklahoma a wheat income 20% greater than was predicted by optimists 30 days ago.'

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 qualifies it as a market in which sales effort is productive... KVOR can qualify as the medium to make it profitable.

KVOR Colorado Springs

Affiliated with the Colorado Springs Gazette and Telegraph • Under Associated Management with WKY-Oklahoma City, KLD-Denver and HJR-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, Newark.

Through the Marschalk & Pratt agencies, 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 signed 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 sacrifice the income from five 15-minute evening spots, nor does it want to antagonize any of the agencies or accounts involved.

Heatter has intensified the complications by assuring Rogers Peet, on the one hand, that he wants to work for that account exclusively and by telling Stack-Goble, on the other hand, that he is confident that he can induce M & P to let up on the strictures of the paper it holds.

Franz Kuschan, professor at Drake University, and heard over WHO, Des Moines, on many programs, died in Clarinda, Iowa, on July 13, following 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 Cinema 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. Van Cronkhite & Associates has been named sales and program counselors 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       | Missoula      |
| Anderson    | Mobile        |
| Austin      | Montgomery    |
| Bangor      | Parkersburg   |
| Binghamton  | Pensacola     |
| Charleston, | Peoria        |
| W. Va.      | Reno          |
| Chattanooga | Roanoke       |
| Colorado    | Savannah      |
| Springs     | Scranton      |
| Davenport   | Sioux City    |
| Dubuque     | South Bend    |
| Durham      | Tacoma        |
| Dayton      | Topeka        |
| Fairmont    | Utica         |
| Green Bay   | Waco          |
| Great Falls | West Palm     |
| Greensboro  | Beach         |
| Harrisburg  | Wheeling      |
| La Crosse   | Wichita Falls |
| Macon       | Winston-Salem |
| Mason City  | Yankton       |
| Meridian    | 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 Reinmund left 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 spot on the Town Hall show last week, doing sound effects and comedy. 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.

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, vacationing in San Francisco, where she began her radio career over KJBS and KJO.

### NBC BUT NO CBS

- |                  |                 |
|------------------|-----------------|
| Albuquerque      | Jamestown,      |
| Allentown, Pa.   | N. Y.           |
| Amarillo, Tex.   | Madison         |
| Asheville, N. C. | Manchester,     |
| Bakersfield,     | N. H.           |
| Cal.             | Norfolk         |
| Billings, Mont.  | Ogden, Utah     |
| Bismark, N. D.   | Portland, Me.   |
| Boise, Idaho     | Pueblo, Col.    |
| Bridgeport       | Raleigh, N. C.  |
| Butte, Mont.     | Sacramento      |
| Cedar Rapids     | San Diego       |
| Charleston,      | Schenectady     |
| S. C.            | Sioux Falls,    |
| Columbia, S. C.  | S. D.           |
| Duluth, Minn.    | Springfield,    |
| Erie             | Mo.             |
| Evansville, Ind. | Stockton        |
| Fargo, N. D.     | Terre Haute     |
| Fort Wayne       | Toledo          |
| Fort Worth       | Wilmington      |
| Fresno           | York, Pa.       |
| Grand Rapids     | Baton Rouge     |
| Greenville,      | Beaumont, Tex.  |
| S. C.            | Corpus Christi, |
| Hot Springs      | Tex.            |
| Ark.             | Weslaco, Tex.   |
| Jackson, Miss.   |                 |

Washington, July 20.

Horse-race tips would be muffled from the air under terms of an anti-gambling bill put before Congress by Senator Burton K. Wheeler, Montana Democrat. Measure is aimed primarily at wire companies which service bookies but would have direct 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 info about gee-gee tips, specifically outlawing statement of odds or 'mathematical chances.' Probably would prevent telling dial-twisters even what nags had been scratched.

Whether mike-men could describe progress of the ponies 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 bettors and bookies, suggested phraseology might be construed as crimping accounts 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 a particular result of any such event or the amount of money wagered on the occurrence or of a particular result of any such event.'

### Rudy Vallee Bookings

Ricardo 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 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 EVER . . .

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"

# Advertising Agencies' Radio Plans

(Continued from page 31) periods, one in California and one in Alabama.

Bosco Company using spot announcements in New England and Pennsylvania.

Tyler 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:

Bathasweet Corp. will sponsor the 15 minute Transradio News program from 7:45 to 8 a.m. over the Don Lee Network; the 15 minute Transradio News program from 8 to 8:15 a.m. 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 1937-38. It is also possible that there will be some activity in spot broadcasting. Meanwhile what's specific at this 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 'n' Andy continue until Jan., 1938, and it is probable that a new 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., 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. Of this client may go on a spot campaign of somewhat lesser extent. Plans are still tentative and nothing definite will be reached until the end 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 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.

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.

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 jewelry stores in New York state and New Jersey, will use a comprehensive radio campaign to cover all 18 communities in which their stores are located.

National Accessories Stores, Inc., Utica, N. Y., chain of automotive accessories stores, will probably use WGY in well rounded campaign, maybe supplemented by other stations.

Central Markets, Schenectady, chain of food stores, will considerably increase present radio series on WGY. Client now broadcasts five 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 campaign on WGY and perhaps on an Albany station.

We have over 50 people now broadcasting on Capital District stations anywhere from one-minute announcements to half-hour programs. We expect an addition of 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 scrambling for fall and winter radio business, we are naturally trying to take business where we can find it.

George R. Nelson.

### McCann-Erickson NEW YORK CITY

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 coast hookup.

Represented in the agency's spot department for fall going are Axton-Fisher Tobacco, Ford Motors, Gruen 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.

Dr. Alan Dafeo's series for Lysol goes on. Lindsay McPhail orchestra included.

Pebecco will resume sponsorship of 'The Gumps.'

Tidewater Oil will sponsor 15 or 20 various local programs (mostly news or sports) in east.

### Morris-Schenker-Roth CHICAGO

Our radio plans are very indefinite.

Our Premier-Pabst account is using spot announcements together with a few sport programs here and there. Kremex Pancake Flour is also using spot announcements and participation periods in some of the New England states, which just about completes our schedule for the time being.

Nate Perlstain.

### 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 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 Me! Only!' at 8:30 to 9:00 p.m., Monday, from Station WHN to WLW

line. Variety, half hour show with Ray Sinatra's Orchestra, Joey Nash, tenor; Paul Sullivan, news commentators and guest stars. Other pending radio matters.

Greg Williamson.

### Peck 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 network.

Colonial Life Insurance, regional spot announcements and split network.

Joseph P. Day, Inc., local spot announcements.

Fairfax Tobacco Co., regional spot announcements.

I. J. Fox, Inc., network programs and local spot announcements.

Garcia Grande Cigars, national spot announcements.

Daniel Jones, Inc., local spot announcements.

Kent Cleaners, local spot announcements.

Manhattan Soap, network programs and national spot announcements.

Modell's, local spot announcements.

Old Dutch Mills, regional spot announcements.

Roxy Custom Clothes Corp., spot programs in six cities.

S. 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., network program and spot announcements.

Arthur Sinshheimer.

### Frank Presbrey 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 Foot, 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, 6:45-7:00 p.m.

Among other accounts of Presbrey that will be active in radio during the Fall season is Chef Boiardi, 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 Chrysler 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 wells will be sponsored by DL&W Coal Co.

Milton Berle resumes for Gillette Safety Razor, Sunday at 8 p.m. on 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 a Mutual network for Macfadden Publications.

Spot

Our spot schedule will include Blue Jay chain breaks for Bauer & Black; Martha Deane, WOR participation for Franco-American Spaghetti; 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 hour transcriptions with big name talent.

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; 1 1/2 hour daily Musical Clock on WAAF; expects to purchase other programs on big stations featuring name talent.

Levinson Radio and Appliance Stores will continue two-hour Musical Clock program every night on WCFL, six nights per week; will

(Continued on page 52)

# EASY ACES

BROADCASTING  
6th YEAR FOR  
BLACKETT - SAMPLE  
HUMMERT, INC.

# A N A C I N

# HARRY SALTER

CONDUCTING

LUCKY STRIKE  
'HIT PARADE'

EVERY WEDNESDAY  
N.B.C. Red at 10 P.M., EDST



JACQUES  
FRAY

MARIO  
BRAGGIOTTI

NBC NETWORK



D'ARTEGA AND HIS  
ORCHESTRA  
JELLO  
7:00-7:30—NBC

# FRANCES STEVENS

BARONESS OF THE BLUES  
ROXY, NEW YORK, THIS WEEK, JULY 16  
Direction: DOLAN and DOANE, Hollywood



AL  
GOODMAN  
and his  
ORCHESTRA

PALMOLIVE  
BEAUTY BOX THEATRE  
EVERY WEDNESDAY  
9:35 P.M.

BOOKED EXCLUSIVELY  
BY  
MUSIC CORP.  
OF  
AMERICA



JACQUES  
FRAY  
and His  
Orchestra

2ND YEAR  
Venezess Roof  
HOTEL ST. REGIS  
NEW YORK

MGT.  
M.C.A.



'THE O'NEILLS'

By JANE WEST

NOW RADIO'S MOST POPULAR  
FAMILY BRINGS YOU MORE  
LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap - 99 1/2% pure

LISTEN TWICE DAILY  
NBC Blue Network, Mon. to Fri. 11 a.m. DST  
IN . . . 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  
For Details Address MAX A. COHEN, 226 W. 42nd St., New York. WIs. 7-0870



**AMERICA'S**  
*first*  
**ENTERTAINING BAND**

*Breaking his Own Box Office  
Records from the Ambassador  
Cocoanut Grove, Los Angeles to  
Commodore Hotel - New York..*

*Coast to Coast - Year in and  
Year Out - Time after Time*

**AMERICA'S GREATEST**  
*Repeat*  
**ATTRACTION**

*Mal*  
**HALLETT**  
*AND That* **ORCHESTRA**

STARTING JULY 21<sup>ST</sup>

**PARAMOUNT THEATRE** NEW YORK

AUGUST 6 - EARLE - WASHINGTON, D.C.

AUGUST 13 - ASBURY PARK CASINO

AUGUST 20 - MICHIGAN - DETROIT

AUGUST 31 - STEEL PIER - ATLANTIC CITY

SEPTEMBER 9 - METROPOLITAN - BOSTON

DECCA RECORDS  
WARNER BROS. SHORTS

Featuring

*that Scorchin' Swingin' Siren*

**MISS TEDDY GRACE**

*that new Romantic Balladeer*

**JERRY PERKINS**

*with that versatile aggregation  
of MASTER MELODY MEN*

WHAT AN ORGANIZATION  
FOR THAT RADIO SPONSOR!

Personal Management

**CHARLES SHRIBMAN**

1619 Broadway  
New York City

Little Building  
Boston, Mass.



# EUROPE'S ANTI-ASCAP ECHO

## GERSHWIN AS A SYMBOL

George Gershwin's untimely death at 38 underscores the glory of the 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 of the world.

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. Hirschels, 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 time. They acquire yesterday's 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 ROGER PRYOR'S BAND

St. Louis, 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 signaturer for work at MCA but, in turn, was assigned to Pryor. Harry Babbitt, of KWK, recently joined Kay Kyser.

## SPA Quarrel 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 sitting back as far as advances were 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 publishers without picture studio alliances.

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 Witmark 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.

## ALIEN COMPOSERS WATCHING KEENLY

Puzzled by Individual American 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 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 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 impressed him most during the convention was the evidence given of the cooperation and support which foreign performing rights societies 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 union itself.

## CRAWFORD OVER HIS INDISPOSITION

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 flimsical making for 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 Do 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 adherence to the code of fair trade practice now supposed to bind the industry.

It is understood that the MPPA has on hand evidence showing widespread use of the payoff and publisher-financed orchestras 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 about a \$75,000 deal whereby S-C sells out to the Metro-Robbins 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.

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

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 over 3,000 cowboy song-sheets. 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 song-sheets 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 'Dance in Distress,' Fred Astaire Radio star.

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 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.

Frohlich & Schwartz, general counsel for ASCAP, has been asked to furnish 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 White have originated a ditty for Gladys George to warble in 'Madame X' at Metro.

These Prolific Hit Writers—**WARREN and 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 I IN LOVE?**

**HERE COMES THE SANDMAN**  
**THE GIRL YOU USED TO BE**

**M. WITMARK & SONS, INC.**  
1276 6th Ave., BOA Bldg., N. Y. C.

**FOX**  
FLASHES

Two New Instrumental Novelties by the Publishers of "Nola" and "Folly"

**"CHINA DOLL PARADE"**  
**"WHISTLING MOSE"**

Distinctive Piano or Orchestra Specialties

**SAM FOX PUBLISHING COMPANY**  
1350 SIXTH AVENUE  
NEW YORK

**DUKE'S**  
New Smash Hits

**SCATTIN' AT THE KIT KAT**  
original by ICE HAYMES

RECORDED ON MASTER AND VARIETY RECORDS

**Caravan**

EXCLUSIVE PUBLICATIONS, Inc.  
1617 BROADWAY, NEW YORK, N. Y.

Warren and Dubin's 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 SHANGHAI**

CHARLES WARREN and DUBIN  
**REMICK MUSIC CORP., N.Y.C.**

**THE COUNTRY'S BIGGEST SONG HIT!**

**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**

# AFM Pressuring WPA Retain 250 Needy Musicians

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 to similarly petition Washington.

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, 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

manner in dismissing large numbers of needy persons for whom there is no possibility of employment at the present time.

'There is only one way in which to overcome the flagrant disregard by the WPA administration for the attitude of Congress in respect to WPA cuts, which is that they be related to and based on the improvement of conditions in private industry. This is for Congress to declare that all needy persons who are dismissed from WPA rolls and for whom there is no opportunity of employment in private industry be reinstated immediately.'

Philadelphia, July 20. A. A. Tomei, proxy of the Musician's Local, was principal speaker Saturday (17) noon at a rally which attracted 500 to City Hall square to protest layoffs in WPA music, theatre and art projects. Union also supplied a large band for the meeting.

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 protest against sacking of WPA musicians. Among the 150 will be 65 men who were laid off here during recent weeks. About 255 musicians are still working for WPA.

## Dorsey's 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 unalloyed.

## 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 26, stops in Columbus, Ohio, July 27, and winds up his tour at Bemus Point, Chataqua, 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 Kezan, 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. 6-7-8.

Alexander Borisoff, first cellist of the L. A. Philharmonic and Hollywood Bowl orks, is composing and scoring for Cantabria's 'La Vida Bohemia.'

Max Steiner, who scored Warners' 'The Life of Emile Zola,' has completed same chore on 'That Certain Woman.'

# CAN.'S GIMMICK MUSIC CLAUSE

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 owner.

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 venue.

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 Emanuel on 5th Avenue, N. Y., for the George Gershwin services last Thursday (15). Despite the steady downpour all 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.

Headed by New York's Governor Lehman, and Mayor LaGuardia, with an ex-N. Y. Mayor, Jimmy Walker, also present, the honorary pallbearers of 50 embraced notable names 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 Ernest Silverstein, with Gottfried H. Federlein at the organ, contributed the musical program.

Rabbi Wise in his eulogy stressed the spirit of America in acclaiming one who so proudly proclaimed his Americanism by having captured the spirit of his land and interpreted it into song. This, he contrasted it to existing conditions in Europe today, where talent of Gershwin's calibre 'would have been fung 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. 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.....	Select
Merry-Go-Round Broke Down.....	Harms
†Where or When.....	Chappell
You and Me That Used to Be.....	Berlin
*Cause My Baby Says It's So.....	Remick
*Blue Hawaii.....	Famous
*Was it Rain?.....	Santly-Joy
*I Know Now.....	Remick
*I Hum a Waltz.....	Miller
One With the Wind.....	Berlin
*Never in a Million Years.....	Robbins
Miller's Daughter Marianne.....	Shapiro
*September in the Rain.....	Remick

\* Indicates film musical song. † Indicates stage production song. The others are pops.

## ACCORDION MUSIC GETTING COMEBACK

Accordions, both pop stuff and concert, is a well established and growing vogue. Estimated that between 100,000 and 150,000 accordions will be sold in the U. S. during 1937, big increase over former years. Composers now writing music and arranging specially for the accordion, while many of the leading dance bands have one and in some cases whole sections of accordions.

At the Emery Auditorium, Cincinnati, 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 concert 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 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 Accordions, Inc., N. Y. manufacturers. Accordionists taking part will be Andy Arcari, Joe Biviano, Pietro, Frosini, Frank Gavian, Charles Magnanle and Pietro Deiro. Will play solos, duets, trios, quartets and sextets. Idea of the recital, according to Excelsior, is to call attention to the fact that the finest accordions are American-made and the leading players are American-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. Accordionists 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 Oakland, Calif., Monday (19) for Louisville where the band opens Friday night.

With him is Mary Ann Bradley, his bride, whom he married in Oakland after his Detroit band engagement closed.

### Miss Whitney's Narrow Escape

Indianapolis, July 20. Marjorie Whitney, vocalist with King's Jesters, playing a week at Fairview Hotel at Lake Manitowish, 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.

**MOVIETONE TOPICS**

Two New Hits!

**"OVER NIGHT"**

and

**"MY SECRET LOVE AFFAIR"**

From the forthcoming 20th Century-Fox Musical, "HEIN ICE," starring Sonja Henie

**MOVIETONE MUSIC CORPORATION**

SAM FOX PUBLISHING CO. INC.

1250 SIXTH AVENUE

NEW YORK

**THE MERRY-GO-ROUND BROKE DOWN**

**BORN TO LOVE**

**VIENNA DREAMS**

**THE MOON IS IN TEARS TONIGHT**

**I'M HATIN' THIS WAITIN' AROUND**

HARMS, Inc., R.C.A. Bldg., N.Y.C.  
Mack Goldman, Prof. Mgr.

**"POLYNESIAN ROMANCE"**

**"JUST ABOUT RIGHT"**

By

Lysle Tomerlin and Andy Iona

Long writes of "South Sea Island Magic"

**VANGUARD SONGS**

6111 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"**

The swell score, by Gus Kahn, 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

**MILLS SUMMER SPECIALS**

All Hudson's Latest

**YOU'RE MY DESIRE**

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 Roussett-Du Pant Love Song

**YOU ARE THE REASON FOR MY LOVE SONG**

MILLS MUSIC, Inc.  
104 BROADWAY NEW YORK, N. Y.

**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

A SMASH SONG HIT

From RKO-Radio's Dynamic Picture, "THE TOAST OF NEW YORK," with Edward Arnold, Cary Grant, Frances Farmer, Jack Oakie

# THE FIRST TIME I SAW YOU

Written by Nat Shilkret and Allie Wrubel. Published by SANTLY BROS., JOY, Inc., 1619 Broadway, New York

# On the Upeat

Kay Kyser leaves Eastwood Park, Detroit, 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 Chevalard of Columbus, O., gal, with little previous experience, joins Charley Gaylord's band at Bill Greiss, Pittsburgh, as featured vocalist, replacing Margie Strom, who is returning to Chicago to resume her musical studies.

Jack Majors and his 'Pieces of Eight' are now current at George's Place, five miles from Little Rock. George Helmbeck, owner, recently completed installation of air-conditioning 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

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 additional fortnight following first three weeks of engagement and at a sizable increase in salary. Rockwell-O'Keefe agented.

Everett Hogland's band opened at Saltair, suburban Salt Lake City beach resort, Monday (19). Outfit replaces Carol Lofner. Phil Harris played a one-nighter at resort Saturday (17).

Ray Englert, of Pittsburgh, renewed 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 Showboat, Lake George, N. Y., for which he is set until Labor Day.

Ace Brigade'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 concert 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)

# 7,800 SPOTS IN U.S. FOR TOURING BANDS COMPETITION AND SHOWMANSHIP AIDS

- ### 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 (Morris)  
I Were or When (Chaplin)  
Sailboat in Moonlight (Crawford)  
Gone With the Wind (Bertie)  
Merry-Go-Round Broke Down (Harms)  
September in the Rain (Famous)  
There's a Lull in My Life (Robbins)  
Whispers in the Dark (Markus)  
I Know New (Remick)  
Stardust on the Moon (Markus)  
You and Me That Used to Be (Bertie)  
Love is Never Out of Season (Follet)  
Satan Takes a Holiday (Lincoln)  
Strangers in the Dark (Markus)  
Message From Man in Moon (Robbins)  
Miller's Daughter Marianne So Rare (Sherman-Clay)  
Stop, You're Breaking My Heart (Famous)  
Having a Wonderful Time (Paul-Pioneer)  
Image of You (Follet)  
Toodles (Shapiro)  
You're My Desire (Robbins)  
I'm Feelin' Like a Million Caravan (Exclusive)  
Cause My Bazy Says It's So (Remick)  
\*Indicates flimsical 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 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 places. 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 aires. 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

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 outspan the palace, and with that encouragement, they adrenalinized the whole country into a successful one nite stand circuit. Records are being broken practically every night in the week. Rudy Bundy plays Asbury Park, N. Y., 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

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 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.

**GORDON and REVEL**  
Songs 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 waltz  
**I HUM A WALTZ**  
from 20th Century's "This Is My Affair"  
**KITCHI-MI-KOKO ISLE**  
England's Novelty Hit  
**MILLER MUSIC, Inc.**  
410 BROADWAY • NEW YORK

**Witmark Presents**  
HOAGY CARMICHAEL'S  
**OLD MAN MOON**  
From Hal Roach's MGM Prod. "Topper"  
The song with the Hawaiian flavor  
**LITTLE HEAVEN OF THE SEVEN SEAS**  
By Schell and Jerome  
Writers of "Buckaroo"  
**M. WITMARK & SONS**  
1266 Sixth Ave., RCA Bldg., N. Y.

## 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 pallbearers 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. 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. 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. Mills Music, Inc., also had its availability rating upped at the last meeting of the special availability committee of the American Society of Composers, Authors and Publishers. The boost was from 375 to 400 points.

**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  
HARRY LINK, Gen. Prof. Mgr.

**HOLLYWOOD SONGS**  
The English Swing Novelty Sensation  
**'Cuban Pete'**  
Featured on Every Important Program  
Released Soon!  
The All-Hit Musical Score u. list "LIFE BEGINS IN COLLEGE"  
A 20th Century-Fox Picture starring The Hit Brothers  
**HOLLYWOOD SONGS, Inc.**  
RCA BUILDING-RADIO CITY-NEW YORK  
PHIL KORNHELFER, Gen. Mgr.

SONG HITS FROM A FILM HIT  
**LOVE IS NEVER OUT OF SEASON**  
**OUR PENTHOUSE ON THIRD AVENUE**  
From RKO-Radio's "NEW FACES OF 1937"  
From BEN MARDEN'S SMART RIVERA REVUE  
**THE IMAGE OF YOU**  
From THE PAN AMERICAN CASINO REVUE  
**DON'T YOU KNOW OR DON'T YOU CARE**  
LEO FEIST, Inc. • 1629 BROADWAY • NEW YORK

Lyrics by Johnny Mercer  
Music by Richard Whiting

ON WITH THE DANCE  
YOU'VE GOT SOMETHING THERE  
MOONLIGHT ON THE CAMPUS  
LOVE IS ON THE AIR TONIGHT  
OLD KING COLE  
HAVE YOU GOT ANY CASTLES BABY?

DICK POWELL  
and FRED WARING  
and his Personality  
FRONT FRONT HERE ONT

**Varsity Show**  
MACK GOLDMAN  
HARMS, Inc.  
1266 SIXTH AVENUE, NEW YORK  
A Warner Bros. Picture





# 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 brings forth an immediate fear on the 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 impresarios 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 revueville for quite some time now. It consists of a combo of revue and vaude. Revue is not burlesque? What 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, vaude—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. are 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're 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 if 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 audience 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 'em.

# 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 Association, former New York burley theatres got a hearing Friday (16) by the Associated Actors and Artists of America (Four A's), international A.F.L. affiliate covering the acting profession. Decision is slated to be made Thursday (22). Lots depends on how the new Artists Act pans out at the h.o. So far it's not so fancy.

Entire matter hinges on whether the 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.

Regardless of which way the verdict goes, it will have to be a hairline decision, depending entirely on which definition is accepted. City administration banned the name burlesque because of its natural affinity 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 was changed, not the shows.

AFA and BAA cannot question of which has the jurisdiction. Those branches voting in the question are Actors Equity, German White Hats, Chorus Equity, Hebrew Actors

Union, Grand Opera Artists Association, Grand Opera Chorus Alliance, Screen Actors' Guild and Singers 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 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.

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 stage "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 impassioned 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 declared out.

### Stage Band Policy Set to Oust Units At Stanley, Pitts.

Pittsburgh, July 20

As a result of comparative showings 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.

Imposing list of name bands already 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.

Deal also on to bring in Dick Stable before returning to William Penn Hotel, C. 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).

### Reading '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 Brown, 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.

Fischer came to N. Y. on a quickie a fortnight ago, returning to Paris last week to bring back the new 'FB' revue he has been reading.

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 staggers, are reading 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

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 Canal on July 5. Dalton 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' investigation led to arrest of Dalton.

### Howard's 2 Units

Harry Howard is reading 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 situation 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.

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 actors, as the atical outfit, will operate the Lincoln.

### HERSHEY MAKES TRY WITH VAUDE POLICY

Hershey, Pa., July 20. Hershey Community Theatre, eastern Pennsylvania vaudeur, experimenting 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 conform with house policy.

Theatre playing vaude last half and only at night. Acts do one show Thursday evening, one Friday evening and two on Saturday night.

### Deauville, St. Loo, Gets \$1,800 Under Hammer

St. Louis, July 20. Furnishings of Deauville Club, formerly Casino de Parea, brought \$1,800 under auctioneer's hammer last week. Opened several years by Mrs. Elsie Rothschild, club was operated by Jack Ford, orch leader, when it shuttered last September.

Auction was held for benefit of mortgagee who lent Ford \$10,000 to purchase property from Mrs. Rothschild. Ford defaulted in payment and attorney for mortgage 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.

Club had trouble with New York owners of Casino de Parea on grounds that use of name by local nitery was an infringement. Name was then changed.

### 2 New Dixie Niteries

Chicago, July 20. Sligh & Tyrrell now booking the Washington-Youree hotel, Shreveport, La., and Club Rex, Birmingham. Shows 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 bankruptcy 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, \$11,350.

Meantime Billy Reed is planning to add to the West 52d street nitery club parade with a new spot, the Club Rhumba, some time in the fall.

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 mid-night show on Saturday was the tip-off, since it was the first time in the 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 down until they get a better idea or until there is an ease on present regulations. Report is that the house is going to grind film, with other other intentions, but this is denied by the Herk-Minsky representative.

Apollo opened Friday (16) with a strong line-up headed by Ann Corie, ace strip teaser who doesn't strip now; Joe Morris, Arthur and Morton Havel and Fred Hillebrand, latter standard vaude names coordinated 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.

Eltine, across the street on 42nd St., shows some promise. The first couple of days after reopening, but dived after midweek, with the Gaiety, 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, stagehands or musicians and can fold any 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 licenses to the Republic, and houses were reopened in practically an hour. Some of the ops wanted to pass up the probationary license and remain closed until September. This would have given them time to figure out something better than the quickie shows which eventuated. When all wouldn't agree to this, the ops were told to get a skelter show trying to beat one another 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.

There wasn't even a loud-speaker system.

### Lotte Goslar's Musical?

Lotte Goslar, current at the Rainbow Room, N. Y., may go into a Broadway musical via the William Morris agency.

European dancing music is under way. Columbia management for a concert tour starting Jan. 9.

## Nitery Reviews

### RAINBOW ROOM, N. Y.

If it's being unorthodox to be showmanly, then there's lots of showmanship going on constantly at Jack Rockefeller's saloon, otherwise the swank Rainbow Room atop the 65th floor of the RCA Bldg. First John Roy, managing director, introduced table tennis and started a new cycle. Next it was skaters and revived that sport. Now he has a pony act on a cafe floor and Texas Tommy (New Acts) bids fair to start something all over again. Same applies to Lottie Goslar (New Acts), a prominent German dance mime who isn't as socko as Texas Tommy's pony, but who also brings onto a cafe floor something new and novel 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 duo who with his stutters wisely and well, although he's a couple of minutes overboard on footage. Then the two New Acts, plus Al 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 blunder and blare. He has even gone to the opposite extreme of a battery of violins to set off certain dance sequences and while it's hokey it's good showmanship, particularly in the decorous confines of the R.R. Eddie LeBaron remains one of the top tango-rumba-waltz music purveyors, giving out in personality style. He and Myers contra the Steinway interludes, and has a solo opportunity as she turns around the floor on the revolving dance floor. Said

floor, incidentally, started off as a feature of the Rainbow Room but somehow it caused too many skids so it's now stationary, but put into good usage for just such presentations as Miss Myers'. And, of course, the Sydney Ross continues with his amazing table magic.

Doubling over from the adjacent Rainbow Grill (informa room; all sets here and are featured into a audience-instruction routine in the Grill that's been developed into quite a stunt. As with the champagne award to the table-tennisers opposing Miss Ruth Hughes Aarons when she held forth here, the vignettes go to prizewinners doing Latin terps with the Glover-Lalme team. And they make a good job of it, too. Abel.

### MIDWAY GARDENS (MINNEAPOLIS)

Minneapolis, July 17. Located in the Midway district, this is by far the most thriving Twin City nitery in point of attendance, at least, and the reason is one of the corniest six-piece musical aggregations that ever has hit these parts. The Schnickel-Fritz and His Orchestra has been a veritable sensation, provoking widespread word-of-mouth boosting. Spot ordinarily caters to right-titled rabble, but now it's pulling its share of class trade attracted entirely by the band's fast-spreading reputation and entertaining qualities although the light-sounding bol polloi still greatly predominates.

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 jam-packed every night, the ropes always being out early and the hold-out usually confining right up to the band's 12:45 am. zero hour. Musicians from other clubs have been stealing 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 runs to Nov. Local Decca record representative wisely signed up outfit for waxings and, in return, will handle its business affairs. Working somewhat along the Britten lines, the band's forte is rough comedy specialty numbers, but it plays hot and noisy swing dance music acceptably, too. Boys work in shirt sleeves and suspenders and use plenty of props. Their slam-bang antics convulse. Much of the staff is plenty fair and vulgar and would be considered in terribly poor taste in class establishment, but here it's eaten up by the crowds that get into the jolly, wild spirit of uproarious merry-making, and yet remains orderly.

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 "Nelly" who has been betrayed in the

big city. Another specialty repeated every night-and of which the patrons apparently never tire depicts a train ride and the piece-de-resistance this time is a human locomotive with an engine at the head. There are a number of trick musical devices which make for novelty. Each of the boys is a funster in his own right and something lively going on every minute.

There's no cover or minimum charge and prices are extremely reasonable. One can get a beer for more than a buck or two per person. The take, therefore, can't be so great, although the volume of business at any one time the 'nui' must be comparatively light with the band working on a small guarantee plus a percentage and earning, according to report, \$175 to \$200 a month per musician. Also, the establishment always seems to be doing a land-office business at its bar, lunch counters and dining tables. A number of dice games and slot machines also size up as gold mines. Reccs.

### CLUB ESQUIRE (SEATTLE)

Seattle, Wash., July 15. Something that's been talked about since post-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 former Club Victor, which faded out as Lieut. Gov. Vic Meyers' political star ascended.

There's some dough back of the new club, and it is used as the basis for this burg. Around \$20,000 went into furnishings and remodeling, giving the place a complete face-lift, making the effect such as an even more magnificent streamers and coverings everywhere and mirrored. The bar, for wine and beer only, as the hard stuff isn't legal at public places, is reopened amid attractive settings. The seating room has been enlarged; ditto for the kitchen, and the dance floor is tops for a night club in these parts. Price, average, 50c, with a cover charge with \$150 food minimum. Even Saturday, the cinch night, has ditto minimum. Spot is open Sunday evening for supper dancing from 7 to 11.

Four acts on opening night and band number with youthful Naomi Wheat, 15-year-old local girl, the songbird. Roy Rogan emcees with a smooth line and an even better Joe J. Perraine and between the acts she interrupts Roy with some clever dialog, and in one instance a crazy twist and wiggle, all in ways. These diverting interludes conversationally and synonymically are a nice idea.

Billy Burt, hailed as "top in taps," does some nice business tapping atop a footstool and a table. He's quite some local fave and keeps up with good stepping.

Gannon and Braughton lend a classy floor show routine. Naomi Wheat makes it a real number; she sings with the band. She has a vivaciousness that's all her own good personality.

Lorraine and Rogan follow in a "waltz" that starts straight enough, and they could get away, but the comedy soon comes aplod as the number is pushed to the delight of the mob. In second half the show this duo works nicely in an adagio.

Club policy is new floor show every two weeks. Business opening very fair. Rates at hotel and summer tourist trade will stimulate the take during the summer months, and will fall the club should be playing on time.

### Trocadero Restaurant (LONDON)

London, July 6. Marie Eve, continental musical comers star, was opened at the Folies Bergere, Paris, and throughout Central Europe, made her debut in London, July 5, at the Trocadero. She was 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 in French, Italian, Polish, and showed us that she could speak Spanish, French and German as well. Her act was not as effective as her personality dictated. Due to inferior material, but she scored emphatically as comper for the other terms.

After her London visit terminates she will appear with Harry Richman in Paris.

Hotel Ambassador, N. Y. One of the coolest midtown dining spots is the Hotel Amb's Garden, air-conditioned, discreet, quiet and country-clubby in atmosphere and service. Colorfully awnaged bar, at one side, sets off the room well and the Garden itself is serviced in the ultra manner with Ramon Ramos' romantic rhythms for the musical interludes. Ramos has been around—Rainbow

Room, etc.—and knows how to mix 'em up, starting slowly with semi-concert d'ansipation and thence into the dance sets. Dispenses the fox-trot with equal effectiveness as the Latin tempos to which he's partial. Backed by a stringed sextet with a sweet-hot trumpet and reeds to bolster it, Ramos is all right in both divisions. Featured vocalist, Sid Prussins, is likewise effective. No couvert, and table d'hote dinner ranges from \$2.50 up; also a la carte. Abel.

### On the Upbeat

(Continued from page 55)

heim at the Hotel New Yorker, N. Y., next Wednesday (28). It's for four weeks.

Joe Roberts' and Harry Romig's bands playing summer season in the pavilion at Saylor's Lake, Saylorburg, Pa.

Helen Arva, formerly with Fanchon & 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 gripe.

Maximilian Bergere's crew had their contract extended to cover entire season at the Ross Fenton Farm, Asbury Park, N. J.

Cliff Webster has checked out of Consolidated Radio Artists in Hollywood. He was former big 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.

Hughie 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 Haynes combo one-night Saturday at Oak Grove Casino, Milford, Conn.

Jack Pettis brought his band into Hollywood last week to make Mascot recordings.

Herbert Steiner orchestra replaced Charlie Barnett's outfit in the Hickory Lodge, Larchmont, N. Y.

Les Brown takes up at the Kennywood 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.

### 15 YEARS AGO (From VARIETY and 'Clippie')

Frank Rembush, Indian exhib, 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. Rick and 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, Radio and Rivoli, did \$88,000 on the week, with the Cap getting \$30,000 of that.

Irene Franklin offering a new act at the Palace, N. Y. Bert Green no longer at the piano, but programmed as presenting her. Andy Byrne kilted 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 hit.

Lew Dockstader, vet. minstrel, at the Majestic, Chi. He had a new act by Aaron Hoffman. Both he and John W. Ransome 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 for 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 comedy written for radio. Locally contacted and titled "Jazz vs. the Classics."

Ethel Barrymore snuffed 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.

Musical pubs told not to authorize radio performances of their songs. All permits to be issued by ASCAP.

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### DOROTHEA ANTEL

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WANTED: Professional Chorus permanent line. Girls, age 18-23; five to six ft. tall. Must be able to do toe, scrobatic, tap and specialties if possible. Salary \$25.00 per week. Mail complete experience, weight, height, etc., and latest photograph to EDDIE PEABODY, 75-77, SHAFTS- BURY AVENUE, LONDON, ENGLAND. Work commencing early in August. Reply at once. Transportation provided.

### THANKS MISS MARTIN

For This Wonderful Recognition Philadelphia Enquirer, July 11

### QUEST FOR NOVELTY

"Though 'New Faces of 1937' is a dumber, drearier affair than 'The Emperor's Candlesticks'—for all the latter's faults—we do regard it as bitterly because nobody in matters much so far as we were concerned. What is 'new?' about this picture, beyond some minor dancers and vaude-villains remains a mystery. Certainly, there is no novelty in the backstage plot or the faces of Joe Fenner, Patrick McKee, Milton Berle, Jerome Cowan and Harriet Hilliard.

If RKO had been sterner in building a production around really new faces, surely among all the hopeful youngsters yearning for a chance in Hollywood many a good one had been found. In fact, all any RKO talent scout had to do was make a raid on the potential starlets in any of the Benny Davis Stardust Reviews. The latter young performers presented a week or so ago on the Earle stage were without exception more gifted and possessed of vastly more pleasing personalities than any to be found in the 105 long, long minutes of the film.

Whether it's to be regarded as a threat or a promise you can decide for yourself, but RKO is not to make 'New Faces' an annual affair, just as are Warner's 'New Faces of the Stage', M-G-M's 'Broadway Melody' and Paramount's 'Big Broadcast.'

If this is true—and it seems to be—then we'd suggest that for the next one new faces, now writers and a new director be enlisted."

### BENNY DAVIS

LOEW'S STATE, NEW YORK  
This Week, July 15

The THEATRE of the STARS

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**J. H. LUBIN**  
GENERAL MANAGER  
**SIDNEY H. PIERMONT**  
BOOKING MANAGER

### GAUTIER'S STEEPLCHASE

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: ROGER MURREL

NORTH & FLAUM



### ROXY, N. Y.

The Roxy should do better than all right this week with 'Super-Sleuth' (RKO) on the screen, the 20th-Movietone's featurette, 'The Coronation' (in color), subfeatured, and a well-balanced Fancheon & Marco' unit on the rostrum. It's generous and quality entertainment from every aspect, with the Jack Oakie luff feature the proper climax to light summer entertainment fare.

Frank Gabby, Gautier's dogs and ponies, Stanley Bros., Evers and Dolores, Frances Stevens and the versatile Gae Foster Girls—the Roxy's own vaudeville troupe—the corking Rockettes at the Music Hall further east on 50th street—have been combined into generally satisfactory if a bit fulsome entertainment. Everything is permitted to run overboard.

Gautier's Steeplechase as he calls his clever canine and pony act almost tied it up opening. Stanley Bros. with their croquetball across dancing, in, white tie and tails (and acrobats' gym slippers), next with their contortive wheels and spills, plus the drunk dance, etc.

Follows Gae Foster's whose captioned 'gift of gab' runs on and on. Ventriloquist has a midsize aide and a dummy of almost like stature. He could and should cut and show up to better advantage.

Evers and Dolores with their wire stuff likewise are over-generous in their chores. Both work with parasols as balancers but he's fast and daring on the silver croquetball. Cross hocks and time-step while she pirouettes on the wire. They're foregrounded by the Foster girls who go from maracas (Gumbab) rhythms to tangos, who then change to 'Crazy Sweetheart' for the tzigane atmospherics.

Frances Stevens, apart from being burdened by the billing as 'the baroness of the blues' is a good voice introducer. She tees off 'Cuban Pete' for the rumba dance ensemble and in toto looks well to fit the atmosphere, besides warbling a nifty pop. Miss Stevens (assuming she's not doing the incidental 'Pete' number) unlike the others doesn't do enough.

Per usual the F&M production auspices are impressive and bigtime. Eddie Paul handles the Roxy's French unionists likewise does a good job. Biz bullish at Friday night's final show.

### STANLEY, PITTS.

Pittsburgh, July 16. Looks like a corking show on paper but it's a real, colorless layout with only one draw, wall-to-wall. For the marquee there's Herman Bing but the mob will have to remember 'hard the sound effects.' Guy's has this in order to look characterably upon what he has to offer in person.

Backing the presentation is Joe Venuti's band, with the maestro m.c.'ing. A fine. Venuti's choice spots are his own violin solos, with orch's other sections too clumsily pieced to register. Musically, it's a pretty good if not particularly distinctive, boxy pattern for a stage date still has to be worked out.

For one thing, Venuti tries to give 'em too much and his superfluous stuff isn't helping anybody out. 'Time' satire be used near the close might go in a night club but it's plenty blue for theatre and coming right on the heels of some bad taste by some of the other shows a feculent odor. Band carries pair of vocalists Don Darcy and Trudy Mack. Girl should be moved up. She doesn't put in an appearance until right before the finish and then barely for a single chorus. Venuti is also carrying a second femme, Virginia Carlle, who introduces a series of imitations by specialists in the area and then goes into a brief session of what's supposed to be hooping.

Set-up at first show, however, was all wrong, running order being way off track and clicking on the advantage. Natural closing would be Louise Massey and her Westerners, radio quiet (four men and a girl), the only sock on the bill. Instead Bing follows Venuti who in turn provides another anti-climax with his 'March of Time' and sign-off. Massey troupe is a good-looking, clean-cut group slickly outfitted in white cowboy regalia and clicking off a series of western ballads in corking fashion. They're good instrumentalists, too, accompanying themselves, and Miss Massey, who does their announcing, has a good and graciousness that adds to the general effectiveness. Vocal arrangements have been fashioned with an ear to choral surprises and the five some had a dinked up time getting off.

Following Venuti's opening adagio trio of Adair and Richards do a number entirely too slow for a get-away and slows down show. Not that threesome doesn't have something on the ball, but it's not good. Westerners pick it up again, however, and Venuti keeps the ball rolling with his trick fiddling, but deflation sets in once more with Bing's appearance. Bing's 'Bonds' and leggie is almost a 20-minute stretch and dull material made it a hard

pull with the audience all of the distance.

This was figured to bring on the curtain but Venuti made the mistake of being too long. The show for 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 for what's a lot of minutes for a single sock.

Picture 'Ever Since Eve' (FN) with Par newsteel, cartoon and Dave Brody's overtone, Biz fair at opening, three-quarters downstairs and about half a balcony. Cohen.

### Embassy Newsreel, N. Y.

New bill at this newsreel house does not want for variety. It's all newsreel, with the two shorts not being especially significant or entertaining. There are 52 newsreel clips on tap, with the European war clouded again in limelight. Every reel except Paramount chips in with footage on the Spanish warfare or the threat of hostility in Par East. Landing of the Soviet aviators near San Diego, Calif., is accorded trim coverage by Universal, which specialized the subject, landing the reel in the theatre Thursday (15) night.

Remainder of subjects are not outstanding or very newsy with Fox Movietone grabbing laurels on number one clip with 16, although Paramount, Universal and Metro's 'News of the Day' came close to it on footage, all but last-named having 10 each.

European hostilities were rather tame, with Metro showing refugees leaving Spain and war-torn areas during the battle. Fox pictured preparations for counter-drive against Japanese Emperor giving troops the once-over. Jap-China war was treated by Universal with views of the army, and Metro's 'China' the new Chinese army efficiency and one liberty shot. Pathe followed much the same ground, though foggy photography suggested dipping largely into its files.

Besides Universal's pictures of the latest Soviet flying heroes, Paramount showed the other Russian tripe sailing on July 16.

With hope for saving Amelia Earhart nearly abandoned, U displayed resourcefulness in digging up highlights of aviatrix' flying career, with eye for eye, she would be never before found. Included bird's-eye view of battleship plane carrier, with airplane hopping off in supposed success. Paramount depicted George Palmer Putnam's son joining him as hunt for his wife continues.

Both Universal and Paramount vied for honors in torrid waxy fancy shot by Bing. Par's film made the accepted thing on the way fought to keep cool, but gave an original touch by showing possible scenes in next winter's cold waxy (all liberal) more laughs because of ingenious touches and cleverly staged stunts, stetog in bathing suit at work being tops. Ferminie angle was featured by all excepting the midsize. In which Dorothy Kilgallen does the commentary and gets her portrait tacked on at the apt. 'Narration' is the subject matter is a bit thin, including a Chinese nursery, French hat fashioning, baby nurses on a N. Y. sky-scraper, baby lions in California and a bathing beauty contest for grandmas.

Fair sex break with Movietone was the usual fashion division, this being spring, waxy hats, Earthe's fall hat reviewed in garden and Universal's showing of the latest in sportswear, with fascinating models.

Football game was grabbed by U. One showed unusual rodeo bronc busting, climaxing with a sensational 'ride.' Another was that of Oregon team with an air-cooled hat. Third was horsetoe tossing in a lake's shallow water by five bathing gals. Pathe contributed five orphan skunks, a piano instructor making his pupils practice waltzes in practicing, and fending goal in a Denver street.

The Rockettes in action at Paris exposition was superbly photographed, but covered by the turn of his troupe to U. S. after the triumph. Situation in Palestine was accorded comprehensive coverage by Pathe.

Death of Senator Robinson (Metro) featured speeches of opposing leaders in court fight. Paramount had the wind-up of the Boy Scout jamboree and exclusive shots of Roosevelt's son and his new bride as they took a boat at Quebec on their honeymoon.

Paramount did a skillful job of showing prize winners of the National Headliners' Club and their achievements, with pictorial shots of which it copied prices.

Leo Lehr scored twice on laughter by playing with his corn end of men with his cornment on habits of baby seals and second time out, with his laugh-provoking dialog on aquarium. Fox reel also led in sports down to U. S. in France, Jones Beach swimming, Ryder cup golf tourney and Australian wrestling between two U. S. champs. 'In Shanghai' (Hoffberg) travels, finish the show. Wear.

### 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 some are also of continental turns. Joe Ortes opens neat juggling routine. Splendid act of his kind. He is followed by Archie Glen, comical, with his well-known, inelegant 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 of good personality with the dummy. Forsythe, Seamon and Farrell are a riot, as usual, with their conglomerate routine. The girl dancer with the waltz, let's keep her eyes up instead of down. Wonder nobody ever told her that before.

Closing the first half is Harry Richmond, doubling from the Cafe de Paris. He does 50 solid minutes of forensic warbling and story narration. He was billed as 'The Man' then holding an audience for more than an hour at the Cafe, would seem to be under the head of a full-time job. His Richmond seizes him, lit, his audience like they pay him a lot of money; he packed the Palladium, with a plentiful smattering of dinner jackets, including one worn by Max Gordon.

After the interval, those returning to their seats were entertained by Pablo, a conjurer who makes cards materialize from his hands, and cigarettes away only to have them manifest either in his hand or in his mouth as La Cardini, Fayson and Paul White. He has a very good show. These tricks, apparently, will always interest the public. Raynor Lehr, assisted by a colored boy, shows the customers' favorite act, making him a probably a single performer who has come to the Palladium. The Mills Brothers, plus a guitarist, making five in all, please immensely, with 'Tiger Rag.' Mr. Slingshot with his monolog is next to closing. His recent appearance in pictures does not seem to have improved his stage work.

Russell and his troupe, with a slipshod, Grip Quartet, billed as an adagio team, comprises three men and an acrobatic girl whom the men toss around. The troupe, which More than ever apparent is the absence of single women. Not one of them carried any other four who were turned all. Conceded that Richmond the bill, draw the bill will remain for three weeks of the four in which vaudeville is resumed at the Palladium, and Gracie Fields will be the next to sing. Her bill in turn will be succeeded by the Cotton Club Revue from New York for a short season, when the house managers once more to the 'early' shows.

### LYRIC, INDPLS.

Indianapolis, July 18. Here's a show that didn't cost a lot, yet played it right house all before. Its capacity audience which apparently hadn't heard about the demise of vaudeville. The customers at the first evening show Saturday (17) were in the mood for a bit in response, all of which makes it easy at a performance like this to understand why the Lyric is nearing the end of its third year of continuous operation. The show, without an interruption, winter or summer.

Tagged 'Stardust Revue' by the management, the show features Lowe, Hite, and Stanley, who work their spots at the Lyric City. Their applause. This is the present act's first visit here, although Lowe and Hite played the house four years ago. This trip cost they have omitted much of their crude routine. The addition of Stanley, the midget, to the team gives an even better contrast in sizes between the eight-foot-high pair and the six-foot-two-inch work fast for about six minutes of pantomime slapping, fighting and rough-house which shows off their opposite extremes in stature and fan-fare, and their acting. They're really sock, however, when they come back to do a military tap routine together in front of a line of Byton girls headed by Byton. Although he is the show and have a neat encore bit which enables them to get off in good style.

Bert Walton helps the bill out by breaking up his act and spotting it between the regulars, which he can't serve as m.c. He comes out cold to open the show after a brief off-stage introduction and proceeds to warm up the house. Although he is a production number featuring Sandra and Wynters, an acceptable dance team, backed up by the Byton line of girls. Benny Ross is introduced next up on the bill. Although he is a bit early, Ross gets off to a good start with the aid of interruptions from his stage on an off-stage mike. Ross then brings out a ten-partner, Marine Stigma, and they're familiar but effective, routine featuring her lazy and bored attempts to dance.

After Lowe, Hite and Stanley in the next spot on the bill, eight minutes of laughs elicited as a result of his build-up of a dead-pan stooge who looks like he has one foot in the grave. The youth has a good pace of spots, and he serves with a solo of 'Trust In Me.' The

real punch follows when Walton, after telling the stooge he should use some of his own material, gets behind the singer and moves his arms for him comically as he sings another tune. Walton really sells it, but the stooge gets all the applause; of course, he gets as much applause that Walton's introduction of Happy Harrison's Circus, closing the bill, is scarcely heard. It's the inelegant character, giving way to Marcy Brothers and Beatrice with their knockabout contortion and acrobatic stepping.

### LABOR, 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 the 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.

Second routine sees line togged in high, white-tops and white hats, pajama-like suits with bits of red here and there. The jazz routine is fast and shows teamwork with line loafers. Closing routine in formal garden scene, with half of line marching down stairs in high colorful headress, long, flowing capes and abbreviated skirts, 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 a musical routine, with perfect costume lifting it above usual. Faith, in a smart ringmaster suit, cracks the whip, wisecracks and keeps the show moving.

Barlow and Benter, with femme in long bright red dress, male in trock coat, clown through several ball room numbers—with principal busset of a dance routine. He's to get her dress about 16 inches above her knees (her legs are unusually long). Finish with ballet number fashioned from lessons by male.

Russell and his troupe, with song and chatter, with Miss Fields carrying the honors. They're okay when singing alone but spoil it when duetting.

With 'Night Must Fall' on the screen, it's up to the stage show to do most of the business-getting. Business good for the first show Friday.

### Orpheum, Salt Lake

Salt Lake City, July 18. Five Japanese tumblers and gymnasts, the Kanazawa troupe, virtually steal the show from three other acts on current stage show.

Bill Tealak, pale hokester, and Sally Payne, good looking redheaded stepper, headliners, didn't wow. They do a good enough act for anybody but a cork spot. Tealak's gag simulates the act of a cowboy, and while his delivery was okay he failed to pile up a substantial score in laughs. Miss Payne, gained a steady flow of appreciation for her dancing chores and a couple of vocals.

Interesting sound effects are done by Lynn Mayberry, a femme with plenty of endurance. Miss Mayberry used good showmanship to sell several harmonic numbers, imitation of an automobile race and flashy dance shuffling off the stage.

By Woodbury's band hold a jam session, with male playing 'Tiger Rag' double as male playing 'Tiger Rag' rendition of 'Tiger Rag'. Band also adds punch to proceedings with a number of songs wove into a 'vacation' medley. Everybody in the outfit takes a couple of solos.

Orchestra has no little difficulty registering applause wallop. The Kanazawa coterie, spotted last on bill, display expert agility in tossing and catching barrels in mid-air and juggling lithe troupe members like they were ping pong balls. Act was the liveliest on bill. A white girl assists in setting up equipment for troupe's act, in a blue and white jersey, dark trousers, white shoes and work with a pretentious Oriental backdrop. Their assortment of tumbling accounted for one call-back after another. Incidentally, Tealak and Miss Payne are spotted for a second appearance between band's second number and the Kanazawa troupe. Sally Payne plays a piano solo. Instead of a green pair of tights and Tealak goes high in perspiration doing right by his fiddle.

### 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 screen.

Mostly a new talent line-up with the composer-singer-m.c. and its forte is not comedy. No need for that since nearly all the laughs come from the film. A 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 program while his specialists are in action.

The Russian girl and Robert Baxter, baritone, are about the only singles retained from his previous unit, Miss Niva did well with her act of 'Where Are You,' while Baxter's medley was well spotted. Some of the new talent was not on long enough to gauge his capabilities, that being for 'Mary McKim,' 'The Three Boy Friends.' They recently worked with Davis during a WOR broadcast. Miss McKim has something to say about a microphone and her voice and their variation 'Give You Anything but Love' was pleasing enough for the audience to want more.

Like Vira Niva, Blake was announced as the show's highlight, and, judging from applause, that was correct. Lad is a trumpeter, giving impressions of some cornetists, such as Henry Busse and abbreviating shorts and five in 'Beale 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 a series of 65 evening's performance. Anita Jakobi opens activities with acrobatic tap dance routine out of the ordinary. Mary Fenton was introduced as a blond blues singer, Davis observing that she is a 'hollywood' bet. He peeps all his people up with the hope that scouts were out front. Miss Fenton gave 'All God's Children Got Rhythm,' a number the 'Races' picture, 'The New Acts' (New Acts), Ken and Roy Paige (New Acts), McDonald and Ross (New Acts). Catherine Harris, a talented young girl, did not appear in Friday night's show.

Martha Raye, at the last show, hopped over from the Par across-the-street to make a personal appearance for the songsmith's benefit.

Davis did not tarry long in his own specialty, choruses of his more recent numbers. One was from last year's cotton gin show, and he mentioned he was in the score for the spot's fall opening. Act ran slightly over 50 minutes. Ibee.

### CAPITOL, WASH.

Washington, July 18. House has turned out another high quality show this week, largely by production and staging. Discounting m.c. and line of gals, who carry show, there are only two acts, but that so, so handled to give the show a real value.

Overture worked out by Producer Gene Ford and House Maestro Phil Lamarkin is definite highlight. Dedicated to George Gershwin and opening with sweeping melody of his 'Rhapsody in Blue' sets home in 'Rhapsody in Blue,' done with house and pit lights going out and curtains opening on piano and stool, blue spotlights against blue background. Electrically graded solo plays 'Rhapsody' as solo, keys lighted so audience can see them moving as if by ghost player. Orch joins in as finish as curtains close to heaviest band. Excellent show.

Show itself gets under way with no announcement, curtains opening on Gae Foster girls in sailor top full stage against battleship background. Skelton, coming for second week bounces out onto ramp for rapid-fire chatter. Works this week without cigar and hat business and prediction that he could get by without standard props worked out at show caught, gags hitting the mark through beautiful timing and Skelton's ability to follow up a laugh or let it alone. Hank's introduction of 'Cotton' showing how types husbands sling the soapuds, which is still in the rough but definitely has giggle appeal.

Houseberg on next with three models who get gowns in split seconds via Berg's ability to leave bolts of cloth into the air and wrap 'em along fashionable lines. It didn't wow 'em, but the gals were interesting. The gowns admitted the models were easy to look at before they were draped.

Skelton on again with request performance of his daughter, during her performance, which he has in his best specialty, that got house as usual. Then the girls in white, blue and gold contingents, for moonbeam number which was prettily staged out. Skelton again with girls stand on either side of staircase to demonstrate how half a dozen gets mount steps, winding up using blond as partner for a new formation.

Bert Frohman takes over on ramp to warble 'Boo Ho', 'Never in a Million Years' and 'You Can't Take It With You' all high-powered arrangements which he pulls off well. (Continued on page 61)

NEW ACTS

CAPITOL, WASH.

(Continued from page 60)

enough to rate encore on 'Glory of Love'... with ball number, in which all 16 go through routine balanced on two-foot white spheres...

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...

Nelson manages to warm his audience after a long spell due to a certain lack of novelty... He also falters with a line of dolefully inept attempts of comic chatter...

Shirley Lloyd is a second singer on the show... Her rendition of the two-femme vocalists on the same 60-minute bill is somewhat confusing...

There is a whistler on the show, Johnny Bryant... He imitates birds, traffic cow whistles and carries a tune, little note that really didn't belong to this bill.

But the job of stopping all proceedings went to Grace and Nico first, who burlesqued the ballroom dance to bang-up results... They turn out a well-oiled routine, a knockout ballroom burlesque and had to speech away...

HIPP, BALTIMORE

Baltimore, July 16.

It's Milt Britton and His Band at the Hipp this week, plus a few specialties and good entertainment throughout... Using up 44 minutes to put over his knockout musical number...

Opening with the bandsters in one huddling for a college yell and lining up to spell out via letters on sweaters, Ervin Wallace, accompanist, in neon lighted trombone soloing in darkness to finish full on an entire band now formally attired in tails...

Walter Powell starts the rough house off with his trombone stuff and the familiar seltzer bottles, followed by a close-in and Evelyn Farney, stepping out in one for a vocal solo... Ervin Wallace, accompanist, in neon lighted trombone soloing in darkness to finish full on an entire band now formally attired in tails...

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 Hollywood...

UNIT REVIEWS

MONTE CARLO REVUE

(CAPITOL, ATLANTA)

Here's a compact, fast show that builds up speed as it goes along... His presentation takes only 33 minutes, much shorter than most units that hit Cap stage, but it never lags...

Carving and Yovita man and wife dance team, are in opening spot in a flashy bolero, full of twists and turns, done to 'Speakeasy Bolero'... They get a nice hand, blonde Helen Terry takes over an emcee here and introduces Don Beldon, acrobatic juggler...

Dottie Page follows with a fast tempo to 'Mr. Rhythm,' which is followed by Belle Dean, singer, who wows 'This Little Light of Mine' and 'Boo Hoo' in front of mike... Peggy Martin, Junoesque dancer and wife of the band leader, then does a snappy rumba to 'El Choclole' leaving the customers...

Helen Terry and Johnny Rio on next with a clever musical turn, Femme appears with clarinet and man uses a harmonica... Her hot girl really goes to town on reeds. She then imitates disc organ with her instrument, while Rio hails out a three-foot length of tin...

There's 17 in company, including six bachelorettes, but they don't do better than usual... To pad stage time management used an overture on second show, featuring leader Martin in a suit solo... Pic is 'Night Key' (Univ). Luch.

Peggy Martin and Dottie Page return for a tap routine and Carvino an Yovita make a marvelous ballroom number to 'Twelfth Street Rag'...

Skating trio, Happy Renton, Tom Hickok and Jerry Gray (wife of Acrobat Beldon) make a swell time. They do a fast turn and their stunts have polish and they close to a good hand...

There's 17 in company, including six bachelorettes, but they don't do better than usual... To pad stage time management used an overture on second show, featuring leader Martin in a suit solo... Pic is 'Night Key' (Univ). Luch.

TED MACK'S REVUE

(ORIENTAL, CHICAGO)

Chicago, July 16.

Years ago, the folks of a small town, decided to gather a nice big lawn, and have an ice cream social... Elmer'd sit by Susie, and Steve'd see that Bess got her spoons back—the ones tied round with pink thread...

Breaking staff. Business formerly handled by Tito, goes over airily well. Will no doubt improve as he familiarizes himself with the routine and times the laughs... 'Peet and Peasant' follows, with Powell getting the usual punishment and scolding laughs to build up the socko breakaway curtain...

It's Film 'Super Stealth' (RKO), new current edition of 'March of Time'... Behind the whole thing, creating and permeating the spirit which puts these turns over is the president of the club, the mayor of the city, or the minister and the church, Ted Mack. He's on the stage from beginning to end, directing his 11-piece orchestra, introducing the talented folks, and telling funny stories...

RUSSELL SWANN (1)

Magician 6 Mins. Savoy-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 abracadabra where, in former years, they'd be No. 2 acts at best... Specifically, a small-talk magician like Russell Swann these days plays the geographical range of the world's greatest hostesses from New York to London and back again...

His magic, per se, is of familiar pattern, but his address is Swann's 100%. That is, he's an affably engaging and well-set-up prestidigitator who wears his white tie with ease and distinction... He's perhaps a bit too fly in spots. Swann also overdoes his self-joshing, 'Isn't it silly?' catchphrases, and jokes a bit too much with his Celestial stooge, but in toto gets over handsily...

His real trick, of course, is the usage of a robot, straight magic in the form of a photograph record. It's one of those 33 r.p.m. 18-inch disks, so he can and does get a lot into the crockstack, addressing the disk as 'President and maintaining a fine running barrage of lingo back and forth, with the waxed straight man, The topper-opper is the trick-of-hearts trick, making an audience rider select the card, with the disk-voice identifying it as the tray... Swann also overdoes his self-joshing, 'Isn't it silly?' catchphrases, and jokes a bit too much with his Celestial stooge, but in toto gets over handsily...

For the rest, the S-P's cafe lounge is still a recherche environment, with one of the completely and intriguing drink menu of summer potables. Emile Petti dispenses the dandspasop as fetchingly as he has all through the past two years. Withal, an OK summer spot. Abel.

TEXAS TOMMY

Pony Act 5 Mins. Rainbow Room, N. Y.

Texas Tommy is a slick cowhand—anyway, his spurs and taps vouch for it. His name is called Baby Doll. Between the two they do a slick act for anybody's nitery divertimento...

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 snooty environment, the more effective, the more desirable at the Rainbow Room it was a particular wow...

Tommy straightens well for Baby Doll, and the equine performs nobly and well for the steady 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. 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 corker variety, and the young 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. Texas Tommy was the hit of the bill here. Abel.

MARIORA

Juggler 5 Mins. One 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. Toggled in white tennis skirt, she is knocked about routine principally of rubber ball and chop stick handling that was introduced over here by Rastelli and others...

One of her exceptional feats is balancing the ball while bent backward almost to the stage. Mariora also handles tennis rackets, but her top act 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. Abel.

KEN AND ROY PAIGE

Comedy 10 Mins., One State, N. Y.

Benny Davis introduced the Paige boys as the future Mitchell, and Durant. They are a knock-about comedy of that type, but without attempt at acrobatics... One works straight with the brother taking all the falls and wiping up the stage, while the other acts on a hot evening. Wrestling bit intrudes the comedian's antics, which concludes a dive into the orchestra pit. Turm furnishes comedienne in the Davis unit. Abel.

LOTTE GOSLAR

Dance Mime 6 Mins. Rainbow Room, N. Y.

Lotte Goslar is heralded as Europe's greatest dancing mime. She came to attention in Erika (the daughter of Thomas) Mann's 'Pepper Mill' revue, is a refugee German danseuse, and evidences an unmistakable technique he acclaimed for class cafe environments. Even now she evidences capabilities along these lines. It's a matter of routing, however...

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 translatable term 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 so.

Miss Goslar's terps, of course, are primarily for the concert platform, although it's understandable why William Morris, Jr., is reported dickered with her for a Broadway stage musical...

For class cafes Miss Goslar manifests capabilities but will have to better routine her stuff to embrace broader nuances. Abel.

LUCILLE JOHNSON

Singer 8 Mins. Paradise, N. Y.

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 season...

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 musical favorites, starting with 'Swell of You,' 'Where Are You' and one of the newest George Gershwin melodies, 'Can't Take That Away.' Abel.

Understood picture execs recently in town ordered her tested for Hollywood. Abel.

KEN NEALY

Singer 5 Mins. Wm 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 corner. In addition to vociferating with the orch, Nealy does a session of caroling with his own accord accompaniment on the Urban Roof floor nightly and has'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 folks like a 'moverover' in Nealy, who is a better quality than almost any corks, hitting high falsettos that ring clear as a bell. Always has a tough time getting away from brief form gettings around midnight, with femmes particularly leading cheering section. Cohen.

JOHN EVANS

Singer 8 Mins. Hippodrome, Balto.

John Evans has been winning local and national voice and radio contests consistently for past few years and has now reached a maturing in voice and song handling ability in the present break on Hippodrome vaude bill. Spliced into Milt Britton's band stuff, boy comes through in rousing style and earns ovation strictly on his vocal ability... When caught, did three numbers. 'I'm Not a 'Sweetheart' 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. Burn.

ROSS and McDONALD

Comedy 5 Mins., One 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 affords a white dress suit. Bit with, with cigars didn't seem to mesh much, but as dancers they fitted into the unit routine. Abel.

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 Hollywood...

the talented members of the ice cream eaters—but the footlight barrier is gone, and they get across in a big way. As such, the unit is big theatre, but it's good for the 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 pants 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 theatre, and what the only really bad fault she has is this show.

And so it goes, right straight down the line. Acts come and go, some of them stumbling, some getting all messed up, but, golly, if Miss Oriental didn't lint us her lawn, we couldn't ever be here.

Behind the whole thing, creating and permeating the spirit which puts these turns over is the president of the club, the mayor of the city, or the minister and the church, Ted Mack. He's on the stage from beginning to end, directing his 11-piece orchestra, introducing the talented folks, and telling funny stories. Ted Mack is good, corker, 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 agent if the audience was not too sophisticated.

One set is all the unit has. Full stage, straight lined, and modernistic. At one point a scrim is used, with a crotchety old man appearing in, for a special effect during an orchestra number. Otherwise everybody works in front of the band.

Acts consist of Frances Burke, imitating the Beatles discovery, and proves it by doing imitations of stars during her song routine. She's all right, but that light blue gown is atrocious. Then there's the Top Hatters, a male and woman acrobatic skating team. Both work as understanders, their tricks are good, and fast.

Also on the bill, are The Three Dolls, who've had a routine when first called for, so came on later. Three girls, in gingham kid dresses and hair ribbons, do acrobatic and knockabout, then finish off with challenge acrobatics in which they're rewarded heavily in hand flipping. Teddy Lester, one of the orchestra boys, plays all sorts of novelty and girth instruments. Dick and Leota Nell, rope spinning, moose, and spotted lat, and do their usual, unchanged routine. Over well.

Added is the house line of 12, doing three colorful routines, and costumes which they're excellent standard. They add plenty to the show as a show, this week.

Orchestra does two sessions alone, and everybody waves, feeling that maybe they're not quite excellent spotted lat, and do their usual, unchanged routine. Over well.

Picture at house was 'She Had to Eat' (20th). Business last show, opening day, just fair. Loop.

Clean Burley

(Continued from page 1)

has not been so hot, except in the theatres which are air-conditioned.

After eight days of experimenting with that policy, most of the New York House of Representatives office anemia and it's not the heat wave.

Former burlesque fans are reported having disappeared 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 sure business manager told it all when he observed, 'No-talouse without dirt or strippers is like nothing at all. They've scrambled the comics, because a carload of spoglio couldn't clean 'em up and keep 'em in line. But after all, they were only spacers for the teasers and would have to be educated a lot before being able to work in it again.'

House operating mobs are in a frenzy for something to hypo the box-office, but in the meanwhile are exhausting the aspirin supply around Times Square.

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 \$2,500 a stanza; Kolmar and Ruby, who got \$50,000 for 20 weeks; 'Goldwyn Follies,' Alice Duer Miller, who wrote with this team, and Howard Green who was chored on the picture.

# GILMORE OPTIMISTIC ON WPA FUTURE; WASHINGTON EXPECTS EXEC CHANGES

**Equity Prez Won't Say Anything Definite, but Indications 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 administration division concerns abandoning of the project in various spots throughout the country. It is reported that several cities will be dropped by the WPA theatre end in addition to those already dropped in five states. Geographical regulations heretofore figuring in taking on people in various localities was again pointed out to be inequitable, because most actors are centered in the metropolis but are generally assignable to other points.

## More Red-Baiting

No specific reorganization of executive 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 supervisory staffs of 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 Easley is described as a 'quarter 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 exalted a week's pay from those dismissed in return for reinstatement, so it has come to a point where work relief 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 movement, that 78% are members of the Alliance and 38% are of the Communist party. He stated that professional theatrical stagings, 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 from Hallie Flanagan, 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 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,

Works Progress Administrator, last week.

Turning aside questioners with a 'm' lips sealed' crack, the spokesman for the unionized F. T. P. beneficiaries said he was entirely content with prospects outlined by Hopkins. Would not say whether material changes in the program, rumored for months, will be made.

While WPA execs previously have refused to promise unionists that all jobsless theatre people will be assured groceries, Gillmore indicated he had won his argument for preferential treatment for professional actors. His purpose in visiting Hopkins was to complain that, under the Hallie Flanagan regime, amateurs and semi-pros are fair-haired, with persons who make their living out of the theatre getting step-on attention.

## Shakeup?

Whether a shake-up, involving replacement of Mrs. Flanagan and possibly William P. Farnsworth, was talked by Gillmore and Hopkins was not disclosed, but the manner of the Equity prez suggested that execs are likely to be tossed around soon. WPA is known to be touchy at long last, under criticism that left-wingers are running the show, and a purge is expected in political circles. Gillmore said he could not comment on the latest rumors that Mrs. Flanagan is on the tobe-gone.

Slash of almost 3,000 theatre beneficiaries will go through as scheduled, Gillmore admitted following his conference that reduction of the theatre program is inevitable, but radiated hope that the non-pros will be the initial casualties. He insisted that there is no rivalry between stagehands 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.

Nina Gabrielowitch, Mark Twain's only 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 Gabrielowitch, 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 Gabrielowitch, who has decided to use that name because of Tamara Daykarhanova, her teacher, cannot remember Clemens, attended Barnard College after spending her early years in Hartford. 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

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. Hurbut.

Howard Haverly, who was last here ahead of Lucie Arnont, is the advance man for the Hurbut play, which will bring Marjorie Rameau back to the stage after a three years' retirement, August 16.

## FOUR CAST CHANGES FOR LOOP TAKE IT

Muni Seroff, from Yiddish legit, has replaced Eddie Conrad in the Chicago cast of 'You Can't Take It With You.' Seroff was known as Serobrov on the East Side, but decided to shorten the moniker for the new assignment, that of a temperamental dancing teacher. Part was originated by George Tobias in the N. Y. company.

Several reasons were given for Conrad's replacement, one being marital trouble, but understood there was a difference of opinion as to his fitness for the role.

Reports of clowning by the Chicago cast, to the detriment of the performance, were indignantly denied by several players there, who telegraphed Sam H. Harris, producer of the show. However, there are four changes in the cast. In addition to the Conrad switch, Eva Condon will replace Daisy Atherton, Frank Tweddell goes into Walter Vonegut's part and Cynthia Blake will succeed Ulla Kazonova.

Vonegut is still has been ordered to rest. Miss Kazonova has been cast for the Boston 'Can,' which starts rehearsals soon and which is due to open around Labor Day.

## Graftons' 'Coming' Will 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 Waldorf Astoria Theatre (49th Street) in September, but 'Rhyme Without Reason' is also mentioned for house.

Graftons have also just completed two one-act plays. Grafton is associate editor of the New York Post.

## 'Excursion' Folds, an In-Between Show, Despite Many Rave Notices

'Excursion' quietly slipped off 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 salary. In gross 'Excursion' was once estimated to bring \$11,000 for one week. Thereafter it started tapering, until it was down to the \$5,000 level and the pace dur-

## CURTIS COMBS COAST FOR 'CRUISE' TALENT

Hollywood, July 20.

Jack Curtis is here talking deals with composers to score 'World Cruise,' musical which he plans 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.

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 (renamed 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 did not foreclose, stepping away, however, from management responsibilities. Property high carrying charges is one reason for its present financial condition, taxes alone running to \$50,000 yearly. No successor to Klein is intended, booking bids going to a secretary.

## U.S. NAMES TAX REMISS SPECS

Nine ticket agencies, four of their owners and seven employees were named yesterday (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 cited it is charged the defendants 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. 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 Baumgarten; Leo Newman's Theatre Ticket Office, Inc. and Philip Guryan; 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 Betty; Beckhardt's Ticket Service and John Dunley.

Washington, July 20.

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 marked-up prices would be checked and the seller of any ticket bearing a phony figure would be liable for prosecution.

Effective Oct. 1, the revised regulation says, both the established and selling prices, as well as the original and second tax figures, must be conspicuously 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 investigation by government agents.

## '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 'Iron 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 collected at the door 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 skyscraper 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

George Abbott has upped Robert Foulke as production assistant in Brother of the Beast' replacements. Foulke, who is in 'Red' stall, 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.

## '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) exulted, 'fresh food 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.' Lockridge (Sun) called it 'high-spirited and light-hearted, packed with laughter.' Anderson (Journal) described it as an 'amiable voyage which falls justly short of its promised land, but full of genial sentiment, ingratiating characters and pleasant humors.' Wats (Herald-Trib) opined 'curiously comforting evening.'

VARIETY (Row) joined the parade, and sharply pointed, its style combined 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-between, any more than a weak press can down what audiences like. When observers peered 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 telephone 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 8:30' 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 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.

# 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 council will be able to consider probable new questions more efficiently. To that purpose the council is holding weekly sessions, imperative because of the WFA dismissal situation. 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 for juniors. More experienced people are out for a single minimum of \$40, which now applies to seniors. Even though managers and will also be considered, though the present compensation is not expected to be changed. Alien actor policy will be considered, also, with the administration favoring restriction.

Second, or independent, ticket was out for a clarification of Equity's financial status, which will have committee deliberation and report. It 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 that one or more issues will be put to referendum, that at the initial meeting 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 Green, 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 and treasurers. Cashiers will be excluded for the time being. Green says they will be unionized later.

It is believed that the meeting held Friday at 1 a. m. was a flop because theatre men were only invited by letter. A committee is being formed to make house to house canvass. 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 airport, 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 consideration 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 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.

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 okay the idea. If set it will be King's first stab at straight legit, being formerly identified with musical comedy and piz.

## '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 Colville and Dorothy Stone, providing latter are available.

## BUT FEW SHOWS BY LABOR DAY

End of September or Early October the Tee-Off Months for 1937-8—Only a Few Shows Ready 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 pronounced.

While one or two musicals and perhaps a few dramas will start readingy 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 nights, it is generally conceded now that there is no advantage. It was noticeable that a goodly percentage of debuts 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 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. Formerly, however, Broadway had half a dozen summer musicals, a vogue which has passed out.

1936-37 Late, Too Last summer there was another reason for setting back the season, managers claiming that authors had stopped writing during the conflict over the new contracts 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 up town was never determined, but there was an atmosphere of confidence on Broadway. Similar bank-rolling 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.

Not 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 'Rhyne Without Reason,' drama, which may come in at the 43th Street a few days ahead 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 Victoria' and 'Idiot's Delight,' 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: "I was so mad I couldn't talk for three races."

Six actors resident on the 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.' Later 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.

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 SAC'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 recourse but to get into good standing with Equity. He has no idea of returning to the legit stage, but unless okay with Equity he could not join the SAC 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. However, 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. The Guild has the condition of 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 \$500. 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 Stanley, Jack Oakie, Robert Warwick, Lloyd Nolan, Harvey Clarke and Lucien Littlefield.

## 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 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 Hotel operated and owned by the association and music on the balcony outside the Opera House, are features of each day.

Opening night, a practical sell-out, was society night. Evelyn Walsh McLain, Colorado woman, now of Washington, D. C., wore several hundred thousand dollars' worth of diamonds, including the famous Hope diamond. She took over a floor of the Teller House in which to entertain her friends.

For the first time efforts are being made to make the night club a major attraction. Sheila Barrett has been brought out and is the star 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 former b.o. records will be at least tied.

## 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 direct.

Cast includes Dorothy Collins, Sam Barody, Arthur Lally, Francis Molloy, Helen Klein, Jessie Wagener, Edward Holbrook, Sam Hauer 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 production; 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.

## 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 occupied with staging 'The Waltzes' for the Shuberts. Understood now that Edward Clark Lilly will stage 'Lady,' starting date now not definite.

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 Aldrich presents revised version of Henrik Ibsen's play...

With very little revision, 'The Doll's House' is the offering for the sixth annual play festival...

Extent of revision can best be seen in one bit. In the original, the meek wife borrowed \$1,200 to take her husband to Italy...

With the persons cast in the leading roles, the production cannot fail to be an artistic success.

Ruth Gordon is a fortunate selection for Nora Helmer; role of the loving and undisciplined wife seems made to order for the 1880 atmosphere of the stage setting...

Walter Slezak carries the part of a conservative family and business man in a finished manner.

Play is not one which everyone will go away and boost. It's just not that type. But those knowing good acting will be lavishing in the Parts of the play are depressing, but the situations are strong and grip the audience.

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 evident throughout.

SWEET SORROW

Newport, R. I., July 13. Comedy in three acts by Boris Swift; presented by the Actor-Managers, Inc.

It would be rather bold, perhaps, to compare this production with any number of others which have exploited couples who marry, divorce, reunite, part again, and then finally effect what seems to be a lasting reconciliation.

There is no denying that audience here found 'Sweet Sorrow' much to its liking. It has a certain quality and gusto that usually strikes the right chord with strawhat audiences.

It is apparent that 'Sweet Sorrow' is greatly over-written, especially in the second act. Most of it could be cut without anyone's missing it.

The play suffers, too, from an over-abundance of dialogue. The tall script often proves a serious handicap to the cast.

There is one thing in this play that is not without amusing elements. He has written about folks up in the New Hampshire hills with an understanding that comes from long association.

thence to a New York apartment. The action concerns Anita, a beautiful young actress and her divorced husband, Alfred, a sort of a writer.

The 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 longed for her love.

All things considered, the cast is splendid, honors going to Miss Dalton for her smooth and deft handling of difficult roles.

GLORY OF WHITTY

Rye Beach, N. H., July 13. Farce in three acts by Doly Hobart; presented at Farragut Playhouse, Rye Beach.

Plot of 'Glory' is about as fresh as the 23-year-old romance which its principal characters try to revive unsuccessfully, against its commercial possibilities are ill.

Under high pressure from 'Bunny' the senator falls into line and the rendezvous takes its second act, while Mrs. Waldo and Dr. Drinkwater go to a concert through further connivance by Mrs. Drinkwater.

Third act picks up the scene at exactly the same spot and when the senator's daughter and the Drinkwater son return home from a dance they discover Wally in a dressing gown, and bunny hiding behind a bedside screen.

H. McAlpin Whitney, as Dr. Drinkwater, an eccentric mammal mounter for a natural history museum, has comic lines, but he milks them to the limit and altogether gives a characterization that takes a top honors.

Man, Wife, and Horse. Comedy in three acts by A. Xantho, staged at the Theatre-by-the-Sea, Matunuck, N. J.

Man, Wife, and Horse, a story that is not without amusing elements. He has written about folks up in the New Hampshire hills with an understanding that comes from long association.

One thing in this favor is that the author has kept away as much as possible from familiar story twists.

He focuses attention on three married couples, and the happy happenings when the men-folk change places because each seems to possess what the other desires the most.

For instance, Walter Messer has a wife who is a housewife, and an awful lot of his mare, Lady-Anu, but isn't contented because he has

no children. Nearby live Henry and Jenny Nelson, and they have five children. Up the road lives Alexander Perkins, who has two children, but no wife.

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 man who takes up with his rustic existence.

PREJUDICE

Centerville, Mass., July 19. Drama in three acts by Edgar Selwyn, producer. Staged at the Theatre, Centerville, Mass., week of July 19.

'Prejudice' showed much promise through the first two acts, then somehow missed its expected punch in the third.

Judith Whitridge (Eleanor King) is loved by two men, Donald Hastings (Carlyle Moore, Jr.), an eligible bachelor whom she does not love completely.

Engagements. Vera Allen, Myron McCormick, Elizabeth Phillips, Phyllis Brown, Walter Klaven, Leslie Gorall, Lysistrata, Mt. Kisco, N. Y., and Westport, Conn.

Station WPRO has made a tie-up with the New Empire theatre, currently concerned with legit shows, wherein commercial plugs are being fitted 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 box to dressing room interviews with stars of the shows.

Last week 'Dead End' got some swell other breaks when program was broadcast in theatre lobby.

WPRO calling upon city and civic dignitaries to make spots over the mike. Drama critics were also corralled 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.

St. Louis, July 20. Franz Lehar operetta, 'Frederika', which opened in Cleveland Sept. 26 and then goes to Chicago.

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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 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.

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.

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 expended. About \$800 was used for printing and postage.

Demolition of the Lyric and Adelpia theatres, Philly, is almost entirely completed. Only portions of the front walls are still standing.

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.

Col. Fred Stuart Greene, N. Y. State superintendent of public works, drama and author, made his annual appearance with the Mohawk Drama Festival Company on Union College campus last week.

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.

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.

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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.

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.

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', 'Forbidden Melody', 'Dead End', 'Point of Honor', 'The Deal Ticket' and 'Gloria for All'.

Shubert's production of 'Honor Bright' is taking a six weeks' leave of absence to direct Milton Shubert's production of 'Honor Bright'.

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# 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 Berengaria today and will join her husband in Santa Barbara for vacation.

Cochran last week conferred with officials of the San Francisco 1938 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 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."

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. Herbert. Cochran also stated he is scouting talent on the Coast for both New York and London productions. For coming season he will not produce any musicals in London but will produce four dramatic productions.

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 reading 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 discovered that many bits were out-moded and later the use of some numbers would have required royalties too high for a relief show budget. Eubie Blake, who has been in the WPA outfit for some time, supplied most of the new tunes in 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 "Forward Atlanta Night" program will be presented.

More than \$500,000 went into the renovation of the structure, city putting 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 school graduations, religious and civic meetings.

Oscar Williamson is manager.

**'Farmer' Draws Biz To Mohawk Festival**

Schenectady, N. Y., July 20.

"The Farmer Takes a Wife," Walter D. Edmonds' play of Eric 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 play.

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 featured player. Frances Starr is guest star.

**Eltch Stock \$10,000**

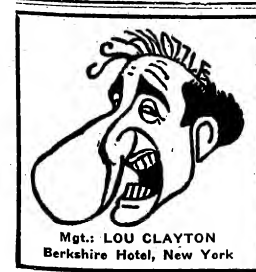
Denver, July 20.

"Sun Kissed," last week's production at the Eltch theatre, topped the previous season high by \$250. Show approximated just over \$10,000, clicking four sellout performances. This 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 co-stars with deal expected to be set this week.



## SALUTE TO SPRING SOCK \$40,000, ST. LOU

**St. Louis, July 20.**

"Prince of Silesia," presented here in the outdoor box in 1933-24-29, but modernized with 1937 slang and gags, became the seventh of the current season offerings Monday night (19). Performance grossed approximately \$3,500.

Fritzi Scheff, playing the role of Mrs. Madison Crocker, scored heavily 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.

Una Vale Castle, fave of the 1935-'36 seasons, was another of the current season beginners who went over big and socked across with their toe Bert Prival, Hollywood ballet star, who played in "Louis the 14th" several weeks ago. John Sheehan, Margaret Dauhin, Wilbur Evans, Alice Olsen, Annamary Dickey, Lew Parker, Erika Zaranova, Phil Porterfield 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 Crocker and Frederick Loewe, ended a seven-night run Sunday (18) with a gross of approximately \$40,000 for the second best week's business of the season. "Salute" 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**

"Lonely Man," Blackstone.

"O Say Can You Sing?," Great Northern.

**'Farmer' Draws Biz To Mohawk Festival**

Schenectady, N. Y., July 20.

"The Farmer Takes a Wife," Walter D. Edmonds' play of Eric 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 play.

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 featured player. Frances Starr is guest star.

**Eltch Stock \$10,000**

Denver, July 20.

"Sun Kissed," last week's production at the Eltch theatre, topped the previous season high by \$250. Show approximated just over \$10,000, clicking four sellout performances. This 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 co-stars with deal expected to be set this week.

## 'RAT' QUILTS FRISCO ON \$9,500; ONLY WPA LEFT

**San Francisco, July 20.**

Drummed up some extra pennies with the posting of closing week on "Brother Rat," 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 no patronage but not money at the Alcazar.

**Estimate for Last Week**

"Brother Rat," Geary (5th wk.) (1,700; \$2,50). Closed to the tune of around \$9,500 and moved on to Los Angeles. Geary will be dark until August 16, when "Marjorie Rameau" will show in a new play, "The Story to be Whispered."

**WPA**

"Pursuit of Happiness," Alcazar (2nd wk.) (1,200; 50c.). Although top admish is posted as 40c., big percentage of the patrons are taking advantage of coupon books, which cut the scale to 40c. Last week brought in \$2,700, which means plenty of customers, considering current tallment of performances to five a week and low tariff.

**Eva Le Gallienne Gives Up Russian Repertory Tour**

Plan of taking a repertory company to Russia during the coming season has been virtually abandoned by Eva Le Gallienne. Actress-manager still has the backing, but considers conditions throughout Europe too unsettled at this time.

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, Doris Rich, Tom Gomez and Marion Evensen.

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 here by the company.

Whether "Hamlet" will be one of the plays included in the repertory 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

**Los Angeles, July 20.**

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 10 performances.

**WPA**

"Tomorrow's a Holiday," 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. 1 to make room for "Pursuit of Happiness," opening Aug. 4.

"Midsummer Varieties," New theatre. Al fresco vaude setup winds up July 25, "Hansel and Gretel," opera, taking 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 "New Empire" theatre legitimate season came back with a bang last week with "Dead End." For eight performances, management reported a record approximate gross of \$7,700, one of the highest in the city's legit history.

Frederick show grossed less than an estimated \$2,500 when a combination heat and the star's illness forced cancellation of the last three performances.

"This week 'Boy Meets Girl'..."

**London Groses**

Resume 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.

Current legit are in a position to do 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 well have held the field 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. Later was listed as the solo musical last month, at which time it was suddenly decided to prolong "Show."

Revival of operettas in the open air at Jones Beach is not competition to Broadway. Last week "A Wonderful Night" was forced to cancel two performances, but is said to have turned a profit anyway. Same policy will be tried again at Randall's Island, which is on the East River. First presentation will be "The Student Prince," which opens next Tuesday (27).

Summer theatres continue to try out new plays, but the rural crop is running to the last few seasons, with little in the way of Broadway possibilities yet disclosed.

WPA, after closing down in the theatre zone, decided to display a colored cast revue, "Excursion," which has been rehearsing in one form or another for a year. Dated to open Thursday (22).

Grosses last week were about the same as the previous week, but cooler weather Monday (20) and Tuesday (21) and better figures are anticipated.

**Estimates for Last Week**

"Babes in Arms" (15th week) (M-1,362-\$3.30). Rated around \$10,000 again, which is not profitable; how the sole surviving musical and business should improve.

"Brother 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 (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 attendance, with capacity the rule except on Saturday, when somewhat under 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.

"The Women," Barmore (30th week) (C-1,048-\$3.30). Not up to early pace but still profitable and slated into new season; last week again estimated around \$12,000.

"Tobacco 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)

**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.

(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,** Playhouse (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 revue 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 open air opera 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 (19), but was set back until the following night because 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.

Season is operated under Equity stock company rules and no salary deductions are allowed for performance cancellations 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 under the name of the People's National Academy of Allied Theatrical Arts. The Gallo-Shubert interests are also sponsoring open air operettas which start at Randall's Island, a municipal spot, Monday (26), first attraction being "The Student Prince." William Caryl is named as Gallo's associate, Shubert name not appearing. Caryl has been with the Shuberts for years. "The Firefly" will follow.

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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 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 money. Gambling places are organized on a losing basis here, the percentages in favor of the house 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 an undesirable effect on local working people but at the same time they bring vast business to the city. During the off-season period of the year, thousands come from the New York, Philadelphia and Washington areas to visit away a few hours or days of the winter away from the office. 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 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 Esenada, with the finest gambling equipment in the world, far more beautiful than the game, 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 one of those longest-bars-in-the-world kind of bars, is catering to nothing but grasshoppers. Ditto on Agua Caliente, which figured it would 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

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 Esenada until their numbers come up. They arrange everything before 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 crowd. There's no place for them to go. A big fence runs 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 jittery 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 look forward to the day when they can settle down to a grind policy.

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 clubs in the picture industry—chiefly by a group headed by Jack Warner building a new track which will be known as the Hollywood Turf Club, 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 of its first day, is already in the money. Pat O'Brien, Warner star, is v.p. of Del Mar, and Bill LeBaron, Joe E.

Brown, and Raoul Walsh have dough in it among filmies. 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 people 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 \$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)

fore the show goes into New York for its premiere.

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-garbers 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 cast and crew in tryouts for the new season. Also figured by the Guild is the idea that quite a number of important pic 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 Do Revivals

Lunt and Fontaine 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 'Carpenter' and another in their repertoire, after which they would try out a new opus for the Guild. Lunt and Fontaine have decided to make the 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.

Understood here that studios are looking favorably on the Theatre Guild plan and would permit top people to work in the Coast shows during their stay, be considered satisfactory by both the producers and the actors.

Actors' Monopoly

(Continued from page 1)

Frank Reddy, \$1,250. Petty Gade, \$1,250. Alice Frost, \$500. Julie Bonnell, \$800.

Success of the insiders is not attributed to any clothes-closet attractions but to a combination of circumstances. To wit: they're dependable, well regarded performers, they were already in radio, they know and are known by the agencies. Tightly-closed circle swallows up most of the availabilities cropping up. For instance, only once in its seven years' life has the 'March of Time' sent out a S.O.S. for an outsider, and that occurred last year, when Dick and Janet Nolan retired on their air sailing as actors to live on an Arizona ranch.

Average pay for a nameless performer on a night-time web commercial dramatization is \$50, with the leads getting double that. Blackett-Sample-Hummert, with its hefty layout of script serials, pays \$15 for a star and \$5 for a repeat broadcast. But the agency pays most of its leads by the week on its various programs, with some of these players getting about \$150 every seventh day.

A flock of talent gets \$7.50 each per platter waxed for World Broadcasting. WOR pays a player either \$10 or \$15 on a commercial shot, and half that on sales sustaining. WMCA has a dramatic stock company headed by Philip Barrison. The troupers in

that group get \$22.50 weekly each regardless of how much work they do. WIFE, WINS, WNEW pay performers \$2 or \$3 per whack on a sponsored dramatization and nothing for sustaining. WQXR never pays anything for acting talent.

Less 'Voicing'

Source of sizable income to the actors was 'voicing' for air singers on the spoken lines. But the trend has turned to warblers now doing their own speliing. 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 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 hunting for a job is the Penn Astor Grill on Times Square. There they gather over cold coffee cups and swap chatter on who's auditioning for whom. Though program producers seldom get 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 hinders are 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-known agencies. After some weeks their money is gone, and they discontinately go back home disillusioned.

Hinterlanders who land in New York and squeezed into the air acting swim in the past two 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: Jooss Ballet, Rudolf Serkin, Salzburg Opera Guild, Shankar Dindu Dancers, Nelson Eddy, Marian Anderson, John Charles Thomas, Lanny Ross and Kirsten Flagstad.

Repeat performances in a Sunday afternoon series will be given by Menuhin, the Jooss Ballet, the Salzburg Opera Guild, Miss Anderson and the Shankar Hindu Dancers. The season will end May 10 with a concert by Miss Flagstad.

Mary McCormick Divorced

Chicago, July 20.

Mary McCormick, opera warbler, last week received divorce decree from Homer V. Johanness, Chi attorney, whom she married last November. Charged cruelty.

H'wood Bowl Opening Gets That Pic Touch with Stars Taking Bows

BOTH LEGS BROKEN

Anton Horner Victim of Reverse Clutch Accident

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 Hospital in Somers Point.

SYMPHONIES WITH BEER CLICK

Minneapolis, July 20.

Three pop summer concerts by 65 members of the Minneapolis Symphony orchestra drew sufficiently well in the municipal Auditorium last week to cause promoters to schedule three additional this week. Admission scale is 25c to 75c and lower floor patrons sit at tables where they're served beer, hot 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 McCormick does the soloing, and continuing through Labor Day.

Reached the high point to be expected on Aug. 6 when Dave Rubinoff conducts the Chicago Philharmonic 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.

Other guest dates include Marion Claire for July 24; Alex Templeton, July 26; Andre Kostelanetz, 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

Two nights of rain in mid-week, plus several evenings when showgirls looked probable, kept attendance at the Lewisohn Stadium concerts, N. Y., last week below expectations. No concerts were rained entirely out, but the grosses took a dive Wednesday (14) and Thursday (15) nights. Total attendance for the week was estimated at 25,500 and the gross was placed at \$12,500. Regular scale is \$1, 50c and 25c, with most of the admission by subscription.

Monday (12), regular concert, Fritz Reiner conducting, fair: \$1,650. Tuesday (13), regular concert, Reiner conducting, fair: \$1,850. Wednesday (14), all-Wagner program, Reiner conducting and soloists' rain: \$1,650.

Thursday (15), Bach-Brahms program, Reiner conducting, heavy rain: \$550.

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 (Tuesday) 'Siegfried' 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 scheduled for Tuesday of next week (27). Last Monday (19) concert, with Ray Lee piano soloist, was estimated at \$1,200.

Stadium concert season always runs a heavy deficit, which is met by a guarantee fund raised by popular subscription.

Hollywood, July 20. Hollywood Bowl got away to its 16th season with 'Symphonies Under the Stars' with a turnout of around 16,000 looking and listening and further evidence that the way to drag 'em in hereabouts is to provide at least as much spectacle as highbrow music.

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.

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 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

Bowl management each year brings in a new crew of conductors though relying on such consistent performers as Otto Klemperer, Pierre Monteux, Richard Lett, Arturo Lohndt and others. List includes besides the afore-mentioned this year, Fritz Reiner, Werner Janssen, Vladimir Golschmann, Andre Kostelanetz, Erem Kurtz, Howard Hansen and Viscount Inoye of the Tokyo Symphony.

Though the orchestra bears the major burden, Bowl is leaning more heavily than ever on ballet and opera, having teamed them on an opera or dance night the common herd jams the amphitheatre whereas they stay away from Bach, Beethoven and Brahms in discouraging droves.

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 Metropolitan. Last year's operatic fare included 'Carmen,' 'Il Trovatore,' 'Madame Butterfly,' 'The Bartered Bride,' and a concert version of 'Die Walkure.' Los Angeles Grand Opera Chorus and Hollywood Bowl Chorus get a break on opera night providing 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 Lineup

Soloists for the season include the Lhevinnes, Josef and Rosina; Jan Peece of radio, John Charles Thomas, Jascha Heifetz, Bruno Casareto, Edna Jones, Sidney Rayner, Perry Askm, Helen Gagahan, and 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 Cosse Frank 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-Korsakoff's 'Le Coq d'Or' and a group of the 'Prince Igor' dance numbers by Borodin.

Philly Ballet Lady Sailing For European Once-Over

Philadelphia, July 20.

Mary Binney Montgomery off to Europe shortly to o.o. ballet troupe over there and grab off couple ideas for her own crew. Has skedded her gang to make appearances with Steel Pier Opera Company in Atlantic City before she goes, however. Binney also probably make an appearance at the shore on her return, to repeat 'American in Paris,' which she recently premiered at Robin Hood Dell here.









# 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.



# VARIETY

PRICE  
15¢

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64 PAGES

## PIX AIM TO PLEASE 'EM ALL

### Court Ruling May Give Chi Edge On Reno As Easy Divorce Spot

Chicago, July 27. Return of Chicago as the focal point for divorcees and the decline of Reno as the parking 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 bona fide 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 that 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 Illinois 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 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 of the 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 Max Norman 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.

### Mountain Music Spree

Spartanburg, S. C., July 27. 'Gitters' and banjos will twang, fiddles will sing and mountain guys will 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 nights at Asheville.

More than 500 contestants are signed, with more coming.

### 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, 'Tragedy of Man,' on the American 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. 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 started it. Many of them dance it as the Gullahs do—barefooted. It requires a lot of floating power and fanning. Newsreel camera men from Charlotte have already set out for Pawley's to get some shots.

The new swing craze has been shortened, already, to just 'apple,' as pavilion 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.

To do the Big Apple a group forms a circle. Someone 'calls' the steps, as in the old time square dances, and the Big Apple starts. It starts off with one, two, three pats of the right foot and then swing the right foot back, the left, the left forward and then the right and repeat. After about three times, the person calling, calls 'Truck to the right'—after several steps—'Reverse it'—'Truck with your partner to the right'—'To the left'—'In Place'—'Stomp that right foot'—'Swing it high'—'Praise Allah'—'Alright, you shine!'—'Suzy Q to the right'—'To the left.' And there you have the Big Apple, with a few of its many steps.

### HOLLYWOOD FINDS New Radio Equity Will Completely Realign 4 A's; Gillmore at the Helm

#### U. S. Film-Makers Are 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 censorship, with foreign nations everywhere clamping down hard on Hollywood picture product due for the most part to national pride and studios walking a chalk line in consequence.

Seeming paradox is—studios like it!

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 Hootor Crack in Vallee Show Treads Upon Sensitive Dallas Toes

Ft. Worth, July 27. Dallas scribes are burning Pan-American 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 weeks.

At the close of her interview by Vallee, Harriet Hootor, 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 m.c. made references to Paul Whiteman, at the Fort Worth show. Vallee, at 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 Hootor's line, "Come over to Fort Worth and see a good show," was in the script, Pan-American Exposition executives should have their heads examined. If the line was not, and Miss Hootor ad libbed it, she ought to be spanked with a hairbrush for taking advantage of Panamexpo's hospitality.'

Miss Hootor said the line was in the script written in Dallas and handed to her just before the broadcast.

### 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, that that part of the production didn't go up until after dinner.

### Floating Stag Shows Back as N.Y. Burllys 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 burly houses. Devotees of the strip-tease and bumps are now getting it more vividly via the stags, with no LaGuardia to guard 'em.

Promoters have shells 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 smaller spots. Tariff is \$1.

Burlesque ops in the know may capitalize this angle in appealing from License Commissioner Paul Moss' drastic regulations which limboed 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

St. John, N. B., July 27. 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 Artists of America (Four A's) 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 chartered by the Four A's and will be autonomous. There will be boards in various localities, comparable to locals of national unions. Equity has surrendered its jurisdiction in radio to the Four A's, 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 reorganized Four A's and the new radio set-up, 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 Bellensohn of SAG, Paul Dulzell, George Heller, Richard Gordon,

(Continued on page 51)

### TOBACCO ROAD NOW PAVED WITH GOLD

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 86,585,298 pounds of the leaf and left \$18,145,557 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, 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.

Pic 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, Option Denied; British Co. Seeks Site, Report

Hollywood, July 27. Out-of-court settlement was effected 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 \$112,000 damages. Exact terms of the settlement were not revealed. However, Republic will be permitted to retain possession of the property for the remainder of its five-year lease which has 29 months to run. Plea of Republic either for a renewal clause or for an option to buy was denied by the corporation.

Clause in the lease which gives Republic the right to meet any purchase offer was permitted to remain in force. According to Harold Murphy, Guaranty prez, half a dozen tentative feelers for the property have been cut out by prospective investors. So Lesser wants it and recently when Louis D. Jurie's Renowned Artists deal with Tay Garnett was alive, proposal to buy the studio was broached. When Garnett pulled out of the Renowned setup this was abandoned.

**Settlers Seek Site**  
A British film producing corporation, according to Murphy, is interested in launching Hollywood production, and a group of eastern investors.

## ROWLAND OFF GN BY CONSENT

Hollywood, July 27. Richard A. Rowland washed up his Grand National producing contract with Philip Krasne, attorney-in-law to Edward L. Krasne, by mutual consent, after five months on the lot without making a film. Rowland joined GN to produce "Dynamite" with James Cagney, but this was shelved when Cagney went into "Something to Sing About" for Victor Schertzinger.

He then planned "Painter in the Sky" color picture located in the Grand Canyon, which has been shelved since. GN, contracted with Keller-Dorian company for the color. Outfit sent seven experts from France but on arrival found they could 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 yesterday (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 years. Windsor produces commercial pictures.

## Eddie Buzzell Powders 'Merry,' Cummings Subs

Hollywood, July 27. Eddie Buzzell has stepped out of the directing assignment on Universal's "Merry-Go-Round of 1938" and Irving Cummings has taken up the oboe as the result of differences of opinion with Buzzell as to how the film should be treated.

Merritt Gerstad, head cameraman, also leaves the picture and Joseph Valentine steps into the spot. E. G. DesVilva is producing.

## Toland's Technicolor Tutelage for Goldwyn

Hollywood, July 27. Samuel Goldwyn has sent Greg Toland to the Technicolor laboratories for a special intensive month 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 apprenticeship.

## 'Buccaneer' Crew's Close Call When Bill Pine's Car Does Spin

New Orleans, July 27. Several members of the Paramount crew making scenes for "The Buccaneer" had narrow escape Wednesday (21) when a car in which they were riding, left a dirt road near Jeanerette, La., near here, and landed upside down in a ditch, its top broken and smashed.

In the auto were Bill Pine, associate of the well B. Remille unit, who was driving; Arthur Rossen, director; Dewey G. Wigley, cameraman; and Frank G. Patout, operator of the Frederick hotel at New Iberia. Wigley suffered a knee injury.

According to reports, Pine was driving along the dirt road when a wasp flew 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 control 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 Lafitte, while Marcel Klotz is working in scenes as double for Francis Gaal, feminine lead in the pic.

Hundreds of trappers and other residents of the swamp country, including Andre Billot, champ pirogue paddler, are working in the film as extras.

Unit will be here several weeks.

## RICHARD BENNETT IN VOLUNTARY B'K'PTCY

Richard Bennett, legitimate stage star, film actor and father of Conrad Bennett and Barbara Bennett, admitted Friday (23) he was broke so far as being able to pay outstanding debts amounting to \$16,157. Bennett through his attorney, Theodore Charms, 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.

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 Lambie 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 properties, rugs and other furnishings now in possession of his wife, Angela, at her home in Los Gatos, 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. Another creditor named is Eleanor Winslow Williams of 226 West 72d street for \$1,000 "due on an option" of play "John Brown."

Bennett has left for the Coast.

## Chodorov to RKO

Hollywood, July 27. Edward Chodorov, associate producer at Metro for six months, has resigned for a writing job at Radio. He went from Columbia to Metro.

## WORLD LIBRARY Seznick - International Collecting Technicolor Film - Kern in Charge.

Hollywood, July 27. Seznick-International is assembling a Technicolor film library with atmospheric and action shots from throughout the world. Hal Kern, chief cutter, is assembling the lensings and already has classified and cross-indexed 60,000 feet of film. Library is being augmented at the rate of 2,000 feet a week.

## NAZIS NIX D.C. PREEM OF U'S 'ROAD BACK'

Washington, July 27. Animosity of Nazis toward Hollywood product which does not flatter the Hitler regime or the German nation bobbed-up again last week when German diplomats scorned invitations to local opening of Universal's war picture, "Road Back."

Apparently still smarting over Hollywood's balk at boycott threats, members of the goose-stepping embassy staff stayed away in droves from the hallowed screening at RKO-Keith's Thursday (22). Although bids were sent to Ambassador Hans Dieckhoff, diplomacy-conscious management couldn't see a single Nazi in the house.

Film is the one involved in recent incident when the U. S. State Department rebuked Dr. Georg Gyssling, 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 "Road Back" cast appeared in the future stirred New Dealers into warning the Embassy that any squawks should be filed via routine diplomatic channels.

While the Nazis shunned unreeling of the cinematic version of Eric Maria Remarque's novel, 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 Carolina, Arthur Vandenberg of Michigan, Robert LaFollette of Wisconsin, Kenneth McKellar of Tennessee, Carl Hatch of New Mexico, and Sherman Minton of Indiana. Sub-cabinet execs and many minor departmental functionaries, as well as sizeable press contingent, Annie Oakley.

## CAPRA STILL POUTING, WON'T REPORT TO COL.

Hollywood, July 27. Frank Capra, director, still refuses 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 point. Meanwhile Columbia has taken no measures compelling him to report.

## 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 Levine.

Principals penciled into the cast include Mary Carlisle, John Howard, Robert Cummings, John Patterson, and Lynne Overman.

## ARRIVALS

Gladys Swarthout, Frank Chapman, Catherine Littlefield, Philadelphia Ballet, Jeanne Aubert, Georges Rigaud, Maurice Schwartz, Donald Flammig, J. Cheever Cowdin, Herbert Wilcox, Martin Brookes, Charlotte Greenwood, Molly Picon, Serge Cosuovitsky, Geraldine Rudolph, Andre Charlot, Lew Leslie, Mr. and Mrs. E. L. Ryan.

## Other News of Pix Interest

- Tassel with Jolson on Lifebuoy-Rinsc.....Page 35
- Joe E. Brown's Ford radio deal.....Page 36
- M-G in N. Y. says Palmolive radio deal completely sold....Page 38
- Dorothy Gish, Ina Claire-Osgood Perkins, Capt. Bob Baker-Chas. Starrett radio-reviewed.....Page 42
- WB music pups won't join MPPA unless anti-bribery pact strictly observed.....Page 47
- Gershwin's estate may reach up to \$800,000.....Page 47
- Equity nixes any concessions on Rockefeller's 'Virginia' legit.....Page 55
- Irene Rich and Billie Burke to alternate simultaneously in Chi and N. Y. play productions of Yokel's 'Beauty'.....Page 55.
- Eleanor Holm Jamnet-Billy Rose 'romance' publicity hypos Cleveland expo.....Page 60

## Wanger's 6-Week Hiatus

Walter Wanger is taking a vacation and will lay off production for a period of around six weeks beginning early in August and until around the middle of September.

Wanger is due in New York around Aug. 10, preparatory to sailing for Europe, according to Coast advice. The producer has already completed his third film for United Artists 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 pictures.

Action involved alleged failure of the studio to give Smith screen credit on the film "We're Not Dressing," made in 1934, allegedly from his yarn "Cruise 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 first assignment.

Edmund Granger 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 has drawn a straight two-year ticket at 20th-Fox.

Current assignment is on "Life Begins in College."

## L. A. to N. Y.

- Phillip Astley.
- Monty Banks.
- Mona Barrie.
- Joe Brandt.
- Willat Brown.
- Norine Carr.
- Madeleine Carroll.
- W. H. Coker.
- Maurice Conn.
- Gabriel Dell.
- Sam G. Engel.
- Barney Grazer.
- Bert Granet.
- Huntz Hall.
- Lila H. Heilman.
- Sonja Henie.
- Noel Langley.
- Beatrice Lillie.
- Mr. and Mrs. Gene Lockhart.
- Rouben Mamoulian.
- Karen Morley.
- Mr. and Mrs. Boris Morros.
- Hunt Stromberg.
- Lee Spitz.
- Charles Vidor.
- Jerry Wald.

## SAILINGS

- Aug. 25 (New York to London) Mr. and Mrs. Adolph Zukor (Queen Mary).
- Aug. 4 (New York to London) Rouben Mamoulian, Mr. and Mrs. Vic Oliver (Normandie).
- July 29 (New York to Paris) Mr. and Mrs. Boris Morros (Ile de France).
- July 28 (New York to London) Beatrice Lillie, Madeleine Carroll, Capt. Phillip Astley, Hunt Stromberg and family, Noel Langley, Theresa 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 Gilman.
- Georges Rigaud.
- Randolph Scott.
- Hunt Stromberg.
- Robert S. Taplinger.

## RKO BANKERS O.K. STUDIO SETUP

Leo Spitz and Sam Briskin together with Floyd Odum, Atlas chieftrain, and Paul Mazur, of the Lehman Bros. firm, and their associates continued their series of powwows at the company's studios, over the weekend. Also present on the Coast at this time were A. H. McCausland, representative of the Irving Trust Co., RKO trustee. Spitz is en route 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 connection 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 Odum, Ed Weiss, Leo Spitz, Fred Eshman, Paul Mazur, of Lehman Bros., a representative of the Rockefeller interests; J. R. Bruckner and A. H. McCausland, representative of Irving Trust Co., receivers for RKO on the reorganization plan. Nothing eventuated and looks like a delay until late December before the plan is ironed out.

Group also conferred with Sam Briskin on RKO's forthcoming season product.

The Rockefeller Center \$9,000,000 claim and the vast discrepancy in appraisal of assets are the chief obstacles to be overcome before the RKO reorganization plan is finally settled upon; it was indicated at last week's hearing before Special Master George W. Alger, in N. Y. While the groups involved agree that the proposed plan is feasible, the 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.

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 plan.

Joseph M. Cohen, on behalf of a group of independent stockholders, asserted that Atlas's only interest was solely because Radio Corp. of America and Lehman Bros., bankers, had agreed 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 Sardon, an independent stockholder, asked Alger that approval of the plan be held up until the Rockefeller claim be settled. He and others demanded that a new appraisal be made of the assets because of the wide differences in the figures submitted at the hearings by accountants for both sides.

Alger reserved decision and directed 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.

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 Bioff, 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 undisputed control of labor in the studios as both SAG 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.

Plan 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 producers or theatres.

While no official announcement has been made of the plans, several SAG tops admitted they would gladly accept the invitation to join the 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 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

Hollywood, July 27. 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 directed by William Wellman, and 'Midnight,' Dietrich starrer.

Quin Martin, story department assistant to Lazarus, falls heir to many of his chief's former duties, although Lazarus continues as titular story department head.

## Juanita Hansen's P.A.'s With Indie Narcotic Pic

Mason City, Ia., July 27. Juanita C. Hanson, silent screen actress, made a pair of p. a.'s at the 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, which she emphasizes the penalties of illicit use of dope.

## THE SWITCH

Plane Pilots Spurn Hollywood for Airline Jobs

Dick Merrill and Jack Lambie, transatlantic airplane pilots, are returning 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 'Atlantic 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.

## PAR'S \$112,500 FOR LONDON'S 'BALALAIKA'

Continuing its high-priced onslaught on plays, Paramount has bought film rights to 'Balalaika,' 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. 'Balalaika' price establishes a new modern-time high for this country and is in line with reported upping of film prices for legit plays in the U. S. proper. The Shuberts are interested in 'Balalaika' and will get a 10% hunk of the film price. They have American film rights but are not certain whether or 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,' in which Gilbert Miller got the stage rights. Miller expects to rush his play into New York early next season before Par's film can come along and cut into it seriously.

'Balalaika' has had a curious history 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 overnight, finding itself a smash. It was then that the rights were started from all sides, with American show and film managements all competing and the two deals with the Shuberts and Paramount eventuating.

## 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 buy 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 check-ups, 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 on deliveries they have been, and what terms for 1937-38 they have been agreeable to make. On the whole, the buys so far do not add up very impressively, however.

Twentieth-Fox, Metro 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. Par. (Continued on page 20)

## MG TO PRODUCE ON KORDA'S LOT

Los Angeles, 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 located there, but there is ample space for other outside productions.

## COWDIN FLIES WEST 12 HOURS OFF BOAT

J. Cheever Cowdin, chairman of Universal board, who arrived from Europe Monday (26), planned 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. S. 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 contract at 20th-Fox has been extended one year.

Johnson will screenplay all his productions now, preparing 'Jesse James' 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 control of United Artists for \$6,050,000 is at the point where several of the most prominent money-finders are nosing into the situation trying to land the necessary money or banker connections, in order to make a commission 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 Wall 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. Latest RKO is being mentioned.

## WILCOX - RKO IN PROD. DEAL FOR LONDON

Los Angeles, July 27. Looks like Herbert Wilcox's deal with Radio for world distribution of '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.

## FRANKLIN THEATRES TO BECOME RAMISH'S

Los Angeles, July 27. Adolph Ramish, financial head of the Franklin Theatres in Honolulu, is sailing in September for a two-month stay on the islands.

He has plans for a new 1,000-seater in Honolulu, and also to change the name of the theatre-distribution organization, inasmuch as he acquired the interests of J. J. Franklin recently.

## Fairbanks, Jr., Through With Brit. Production

Los Angeles, 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 vacation 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 year.

## Landers' 'Basement'

Hollywood, July 27. Lew Landers drops the directorial assignment on RKO's 'Love in the Basement,' Maury Cohen production. Starting date has been set for Aug. 1.

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, 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.

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, 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)

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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. Roosevelt'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 agency, announcing that Mrs. Roosevelt had been hired by Goldwyn to write blurbs for his new picture. Associated Press was got a heavy play all over the country, but the anti-Roosevelt press followed through with editorials indicating that Mrs. Roosevelt 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. Roosevelt's pen output, had anticipated the possibility of objections. In his original deal with Jack 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. Roosevelt to write an advertisement, but that she had written an editorial concerning "Stella Dallas" and had graciously permitted me to buy it and use it in a series of advertisements, and (2), a second publicity barrage for Goldwyn and "Stella Dallas."

However, the facts are somewhat contrary to the above. The dope is (Continued on page 63)

## PAR'S 2D QUARTER EARNINGS \$1,307,000

Paramount yesterday (Tues.) estimated that its earnings for the second quarter this year ended July 31 last at \$1,307,000. 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 for the quarter would bring the total to an aggregate \$1,647,000.

Outstanding as of July 31 were 149,245 shares of convertible first preferred stock and 571,751 shares of second preferred. After deducting \$28,150 of dividends accrued for the quarter on the outstanding preferred, there remains \$988,870, representing 41c. a share on the 2,407,505 shares of common outstanding on July 31. Computed on the estimated earnings and interest in undistributed earnings of subsidiaries, it would amount to 4c.

By applying \$906,000 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 cast toppers, with cameras sked to roll around Aug. 1.

Film will be made from Fanny Heaslip Lea's novel. Richard Thorpe directs and Louis D. Lighton produces.

## Gladys George's Torch

Hollywood, July 27. Gladys George has completed the recording of "You're Setting Me on Madame X," torch song warbled for Metro's "Madame X."

Theme was authored by Chet Forrest and Bob Wright.

## CHASE GOES COLLEGIATE

Hollywood, July 27. Charlie Chase's "College Hero" in Columbia's "College Hero," which goes into production around Aug. 15.

Contract contains an option clause for a second pic.

## 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 word 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 critic indoors with "Drinks now being served in the seats, outside bar being closed" when cooler heads prevailed and projectionist 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 Gibson.

Fastback is currently working on "Yesterday's Kisses" and "Three Smart Girls Go to Town."

## 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 golfing pioneer, sending messages to Gov. Frank Merriam in Sacramento in a battle to escape extradition to face a New York robbery charge several years old. Bing Crosby, Guy Kibbee, Charlie Case, Humphrey Bogart, Spencer Tracy, Bert Wheeler, John Willard, Monte Brice, Frank Craven, Clyde Cook, Howard Hawks, J. M. Young, Tom Kennedy, W. Scott Darling, Warren Duff, Allan Lane, Scott Dunlap, Lloyd Nolan, Gordon Jennings, Paul Schofield, Robert F. McGowan, Peter Milne and others wrote Merriam who 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 Paramount people going abroad, Boris Morros sails tomorrow (Thurs.). Mr. and Mrs. Adolph Zukor on Aug. 25 and Rouben Mamoulian, who just completed "High, Wide and Handsome," leaves next Wednesday (4).

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.

## Nelson Eddy Terping

Hollywood, July 27. Nelson Eddy is being prepped for his role with Eleanor Powell in Metro's "Royal" by taking swimming lessons from Albertina Rasch.

Miss Powell will do a terp number with Eddy and also has a number of dances with Ray Bolger.

Later he plans to attend the Salzburg music festival, returning to N. Y. August 18.

## VICTOR, OL' PAL

Scherzinger Tags Nine Former Vaude Dancers for GN Filmusical

Hollywood, July 27. Victor Scherzinger has spotted nine former vaude troupes for dancing parts in Grand National's "Something to Sing About."

Included are Johnny Dixon, of Doyle and Dixon; Richard Boyle, of Boyle and Brazzi; Johnny (Skins) Miller and Buck Mack; 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 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 the home office Paramount executives. Under the new setup, the old buy-back privilege held by Par under the 50-50 operating partnership in the Tri-State circuit in Iowa, Illinois 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 E. A. Lynch for the Par trustees during bankruptcy.

Meantime, Blank has independently controlled another circuit in the same territory: the Central States chain. This group of around 40 theaters merged with the Tri-State group for a total of nearly 160 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 Moines, including the Blanks, Ralph Branson, 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 Mylicent, 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 \$100 to \$200 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 contract.

Aunt claims kid is getting close to the adolescent stage, 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

Hollywood, July 27. Martha Raye and Bob Burns will be co-starred in two Paramount films this fall, first of which will be "Ensenada," to be produced by Arthur Hornblow, Jr. Second has not yet been titled but will be produced under supervision of William LeBaron as a general office production.

Burns will complete his current assignment in Frank Lloyd's "Wells Fargo" before stepping into "Ensenada."

Barnett, La Rue P.A.'s

Hollywood, July 27. Vince Barnett starts a personal appearance tour by soloing at the Rivolt, Portland, Ore., 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

Hollywood, 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 Selitzer'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 build-up is fraught with too much danger and personal displeasure since (1) the public, by 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.

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 for 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 \$50,000 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 an 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 alleged 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.

## 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 shoot exteriors on the boulevards.

Anton Walbrook has the male lead opposite Miss Chatterton in this remake 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. Leopoldine Konstantin, legit actress, left for the U. S. Friday (23) to visit her husband, Geza Herczeg, who is on the Warner writing staff. Will motor from New York to Hollywood.

Miss Konstantin has just completed a 306-time run in a German version of Oscar Wilde's "Woman of Importance," in Vienna and Berlin. After assignment she switched to Broadway and played it in the original for a few performances at the English theatre, Berlin.

## By FRANK SCULLY

Hollywood, July 27. Energy wasted by columnist promoting others to do their columns for a week or a month, so that the columnists themselves can enjoy a vacation at full pay, has been computed to exceed what boys and girls would have needed if they had done the job themselves in the first place.

Promoting has got so ridid 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, scribe 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 finally saying okay.

Just any old column won't do for the columnist on vacash. It has to be good, but not too good. It can be clever, but it mustn't be too 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 bonuses are beginning to get a little bit tougher. Guest columnists assign themselves, but they get the jobs in the off season when nobody reads newspapers anyway.

Even little Harriet Parsons, substituting 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 slump.

Eddie Cantor, top chump for 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 Cantor is so busy right now making "Ah! Baba Goes to Town" he doesn't know his elbow from 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 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 studio p.a.'s had a hand, a straight trade of talent isn't as simple as it sounds.

Furthest south among these mutts, inglorious Miltons who have to dig out 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 job at a studio at \$90 a week in the public relations dept. He is supposed to be making 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 own daily grind, which he does at night when his studio routine is out 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 blood clot in his leg.

He is 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 PICTURES UNDELIVERED

## What's Back of the Par Boycott?

Few of the provocators interested in the exhibitor embargo against Paramount are giving the economic angle of that situation any thought, it seems.

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 exhibitors 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.

It's now fairly well known in the trade that Paramount's picture costs during the presently ending season, have been overboard considerably. Unofficial accounts have this excess cost running from \$5,000,000 to \$9,000,000.

Paramount has got to figure means for absorbing such costs, and that's an angle for everybody to figure in the current dilemma.

Whether the indie exhibitors' 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.

Balaban and Stanton Griffiths, 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.

## ANALYSIS OF ALL 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 because of its failure to give them six pictures which are sorely wanted under this season's contracts, may find that as many as 110 pictures, announced by the 11 leading producer-distributors, out of a grand total of 571, may not come through. The likelihood that the staggering figure on failures will reach as high as 110, or nearly 20% of the number of features promised, is not remote.

While 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.

Some distributors are claiming to accounts that the full totals announced will be delivered, yet release schedules through July are quite ways 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-made 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-distributors 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 65 features, plus six Hopalong 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.

Just what position the chains of various distributors would take under such developments is questionable, although it is no secret that frequently the theatres which are under control of producer-distributing companies engage in fights with the distributing branches that are just as hotly contacted as when with independent exhibitors. The theatre chains of WB, Fox, Paramount, RKO and Metro deal as well with the distributing companies of competitors and, even if giving their own sales branches a bit of an edge, do not have the reputation of signing their box offices away carelessly. On a deal, the money is being sent to Paramount to Par, where Paramount is 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)

## Par Date Strike Against Philly Exchange Gets Under Way Next Mon. (2); Concentrated Campaign

### Very Much on Job

Twentieth-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 coming in earlier and staying later.

Philadelphia, July 27. More than 200 exhibitors—approximately 90% of those using Paramount 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 exhibitors' 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 to see Par pix. Newspapers will carry two-column by 10-inch ads on amusement pages for the same purpose.

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)

## 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 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 committee.'

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 \$40,000 each.

Initialer will be the new Lew Brown and Ray Henderson flimsical, 'Love Before Freezing,' which will be made this fall, when Miss Keeler returns from the east. Mizzi Green and some of the young players in 'New Faces of 1937' will appear in the film.

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 Homolka, who for London after the washup of 'Ebb Tide' at Paramount.

He will do two pix for Gaumont-British before returning here in the fall.

## SO. CALIF. INDIES ALSO ALIGNING AGAINST PAR

Los Angeles, July 27.

Independent theatre operators throughout Southern California are being lined up solidly in the nationwide embargo declared against Paramount Pictures because of its asserted failure to live up to contractual obligations on the 1936-37 program, through failure to deliver six features purportedly sold to exhibitors at the start of that season.

Following a mass meeting of exhibitors 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.

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 controversy arose, are: '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 exhibitors 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 pix were considered for color at a confab between Leo M. Spitz and S. J. Briskin.

Radio's production of 'Damsel,' Fred Astaire solo star, got the gun last week with Pandro S. Berman in the producer spot and George Stevens directing.

Henry Bernam will function as chief cutter on the picture and Charles Chase steps into his first assignment as production assistant.

## 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 francs which, at the time the suit was filed, was close to \$15,000 but due to recent devaluation of the franc is now only about \$12,000.

After a legal skirmish, the three judges of the Third Chamber of the Civil Chamber of the Seine decided the only possible way to discover whether the maestro's moral rights had been affected would be to see the film. It was decided that a copy of the pic would be shown at a neighboring house so the judges 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.

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 1935.

It is now up to the judges to decide. 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 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 shortly 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 film.

Cast includes Dick Powell, Bette Davis, Ginger Rogers, Benny Goodman, 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 strikebreaking Public 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 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.

# 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. Captain 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 'Yes, it's nautical but nice.' You know Aggie don't help business much with her wise cracking.

Then I figured it would be a great stunt to have a guy build a boat in front of the theatre. 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 claimed 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, either. We only had the picture for two days and he had just about started the boat when we closed the picture. He made a beef 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 ducks. Aggie said I sure know how to get even with people.

I'm kinda worried about Aggie, she is losing weight worrying about the 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 because he was a kisser kid and his old man wouldn't let him into any picture number.

Then 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 Jackie 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, so to end all the arguments we got them all doing 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 'Paying Teller.' Well, at the receiving teller end he does a nerve-roll, and it sounds pretty good when he does it. I figured giving a banker a nerve-roll would be a cinch; then he dances over to the Paying Teller end and does an over-the-top, slow like, which shows how they pay out money. Of course, without him saying anything you wouldn't know what he was doing, but I wrote him some talk with it which, if you hear him, I am almost sure they will know what he is trying to do. It's his own idea, he sez it's all symbolical. That aint what Aggie calls it.

Besides him we got a local that does a drum solo, and a guy that plays a tune on bottles. He only knows one tune. I saw him tie a string on his finger and when I ask him what's the idea of the string on his finger he sez it's to remind him not to forget the tune. We expect a few more immature guys for the show and hope it will make us some dough 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 Flit-gum. 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 their uppers and lowers regularly. . . . SEZ

Your PAL,

LEFTY.

P. S. If you hear of a good hooper 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.

# PHILLY SEES A GEN'L ADM'ISH 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 houses 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 premises.

General feeling that prices are going 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.

Par is going for the jacking, of course. Its upped film rentals, generally higher operating costs and demands by unionized house employees for increase pay envelopes.

# M. B. COMERFORD LEFT ESTATE OF \$1,312,474

Seranton, 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 his executors in court here. Where 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 intestate.

Stock in various companies of the Comerford interests 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 \$375,900.21; 833 1/2 shares in the Metropolitan Theatre Co., valued at \$126,219.71; 500 shares, Capital Theatre Co., Hazleton, \$103,013.25; 168 shares, Commercial Theatre Co., Inc., \$73,308.81; 55 shares, Carbonade Amus. Co., \$347.15; 83 shares, Carbonade Theatre Co., \$23,841; 33 shares, Edwardsville Amus. Co., \$3,719; 388 shares, Federal Theatre Co., \$45,199.90; 66 shares, Forest City Theatre Co., \$19,334; 333 shares, Hyde Park Amus. Co., \$56,790.80; 1,150 shares, North Penn. Theatres, Inc., \$157,195.66; 500 shares, Luzerne Theatre Co., \$78,369.19; 133 shares, Old Forge Amus. Co., \$15,349; 75 shares, Parsons Amus. Co., \$15,419; 66 2/3 shares, Penn York Utilities, Inc., \$5,340; 33 shares, Savoy Realty Co., \$1,611; 103 shares, Sayre Amus. Co., \$5,327; 83 shares, Shawnee Amus. Co., \$23,521; 132 1/2 shares, Shenandoah Theatres, Inc., \$1,146.92; 66 2/3 shares, Sun Amus. Co., \$5,536.96; 83 shares, Towanda Amus. Co., \$17,670.85; 1,233 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 alternative of forming their own organization and asking the National Labor Relations Board for recognition.

Juvenile writers plan to limit 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 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 liability to protect Cullman from any claims 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 be disposed 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. Under the new setup, the Roxy, as exhibitor, will pay 20th \$2,500 weekly for each feature picture, plus 50% of gross receipts over \$22,500 and 65% over \$40,000 gross. Roxy is to be licensed on all of 20th and Fox Movietone News shorts and cartoons, paying \$13,000 yearly for the latter group. The theatre will be given the usual seven-day clearance in the Metropolitan area. The admission price will be decided upon by 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 to terminate the agreement should the new corporation at any time 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 \$103,202 and disbursements, \$110,661. Admissions numbered 90,121.

# 'Firefly' \$5 Pream in L.A.

Hollywood, July 27.

World premiere of Metro's 'The Firefly' has been set for the Four Star 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; 333 shares, West Side Amus. Co., \$55,910.48; 60 shares, Owego Amus. Co., \$26,467.24; 12 1/2 shares, Wayne Amus. Co., \$1,726.45. Comerford, nephew of Michael E. Comerford, head of the company, Co. was killed in an automobile accident here while en route to a football game in New York on Nov. 20, 1936. Frank C. Walker has been actively in charge of the business since his death.

# Hollywood Runaround

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 MGMite who will join the exodus across the big pond is Clarence Brown, who will megaphone 'Goodbye Mr. Chips' with Robert Donat in the top spot—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 Thatcher and Rex Evans.

Catherine Rissley, who used to sit at the desk next 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 'Tovarich.'

A few months ago when Wayne Morris made his screen debut in 'Don't Pull Your Punches,' it was a B picture. Now, capitalizing on the Morris click in 'Kid Galahad,' Jack Warner will release it next month as A picture with Morris elevated to stardom.

Crosby Gage is paying Nedra Harrigan to join his 'Distinguished Gathering' on Broadway this fall. In the meantime, Miss Harrigan will appear in Arthur Beckhart's Santa Barbara production of 'Oliver Oliver,' with Barbara Kent and Esther Dale included in the featured cast. . . . As a bait to persuade her to remain in California, all of the Thyra Sampter Winslow's friends are feigning her with NOT-going-away parties. . . . The reason that Leslie Howard's 13-year-old daughter, Leslie Ruth, does not want to make a screen test for 'National Velvet' is because she claims that if she's a unbearable loss for her.

Raymond Paige quits 'Hollywood Hotel' this fall to be musical maestro on the new Packard Hour, while Johnny Green, who is doing such a swell job on the summer show, will switch to another important program. . . . Charles Brackett had all the other scribes at the Screen Writers' Ball trying to figure out who the two beautiful femmes were that were his dancing partners for the evening. After keeping the suspense up for a while he finally broke down and confessed that they were his two daughters, 15 and 17, home from school on their summer vacation.

Ernest Cossett will renew his working association with Benn Levy and Constance Cummings (remember his expert butlering in 'Accent on Youth'?) when he motors east the end of the summer to join them in the Guild production of 'Madame Bovary.' . . . Jimmy Gleason, whose contract with RKO expires shortly, is collaborating on a new play with Jerry Horwin. . . . As soon as 'Marco Polo' is completed, Archie Mayo, accompanied by his wife, Lucille, will sail on a five months' trip to the Orient.

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 distance call. It was Sacha Guity phoning from Paris.

# Seenes in a Day

Norma Shearer, Spencer Tracy, Dick Powell, Joan Blondell, Douglas Montgomery, Anita Louise, Gail Patrick, Florence Rice, Ernst Lubitsch, Dorothy MacKail, Joe Mankiewicz, Henry Wilcoxon, and Doug and Sylvia Fajans are the stars of the production of 'Fido.' . . . Sam Katz, Max Maritz, Seymour Felix, Lily Messenger, Max Gordon, Harry Royal, the Maury Cohens, George Haight and Jack and Flo Helay entering a mid night snack at the Beverly Brown Derby. . . . To wish Helen Ferguson happy-birthday in her new home on Las Palmas Drive were Marjorie Gatenon, Glenda Farrell, Gale Sondergard, Paula Stone, Henry Edgington and Alma Lloyd. . . . The Mark Sandrichs and the Leigh Jasons quizzing at 'Brother Rat' (Biltmore). . . . John McCormick playing the piano while Alice Johnson, the new law, and Knight did all the singing at the Walter Connolly's buffet supper party. . . . Dolores Del Rio guest-honoring Mrs. Gary Cooper with a first baby shower for the anticipated arrival September. . . . The Darryl Zanucks opening their new home with a big cocktail shindig (25). . . . Two women walking unrecognized through a crowd of fans collected outside the Vendome—if their husbands had been with them, they would have been mobbed—they were Mrs. Leslie Howard and Mrs. Ralph Bellamy.

# Minevitch's 3d for 20th

Borrah Minevitch's Harmonies Rascals are set for another 20th Century-Fox pic assignment when they finish a current tour through Pennsylvania and Ohio, playing parks, fairs and theatres. Recently completed 'Love Under Fire,' with Loreta Young, from the same studio. Minevitch personally is staying on the Coast. William Morris office handling.

# Mamoulia Abroad

Hollywood, July 27. Rouben Mamoulia has departed for New York to start a two-month vacation. He sails for Europe Aug. 4, on the Normandie.

# Fanny BRICE'S SWING FEVER

Hollywood, July 27. Fanny Brice goes into 'Swing Fever,' formerly called 'Ugly Duckling,' at Metro, on her one-picture deal. Miss Brice was originally set to appear in 'As Thousands Cheer' but that production has been delayed and the studio shifted the comedienne into 'Fever.'

# 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 Louis King. Actor finished 'Bulldog Drummond Comes Back' at Par 10 days ago.

# PHILLY HOUSES OVER 90% UNION

Philadelphia, July 27.

Philly house employees are more than 90% organized, according to Horace Johns, biz manager of Protectionists 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 wage 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.

Meantime exchange employees union is running along smoothly on agreements recently consummated with employers. Johns said that would be an attempt for several months for the group to get real signed contracts in place of present verbal agreements.

Los Angeles, July 27.

International Alliance of Theatrical Stage Employees is organizing the front-of-the-house attaches of film theatres in the Southern California. Group composed of ushers, cashiers 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 anti-trust act, prohibiting major film producers and distributors from discriminating against indie exhibs, the Independent Theatre Owners of Southern California and Arizona are waging a fight to oust Hall from office. Petitions addressed to U. S. Senator William Gibbs McAdoo and typed on the stationery of the association are being circulated among unaffiliated exhibitors, asking 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 has the jurisdiction over anti-trust matters. Hall was formerly attorney for the Retail Druggists & Grocers Alliance of the Retail Trade Assn., and was responsible for the drafting 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 several major companies last Friday (23) with Assistant Attorney General Robert 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 consent as a trial balloon to test the feasibility of amicable adjustment without resort to federal action. Picture companies who sent representatives to the meeting learned that the Mosque theatre had squawked on difficulty in obtaining what is considered fair deals on major product. Though all majors were asked to the Newark conference, they did not send representatives. When they could not learn who was complaining to the assistant district attorney's office. Meeting lasted about 3 1/2 hours. After it ended, there 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. 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 under its wing, denies any plans for making any shorts aside from 'March of Time'. Understood that 'Time' out here was considering a series of Life shorts about six months ago, but idea was abandoned in favor of feature production possibilities. Start of feature production or preparation for such must wait until suitable story to follow general basic idea of 'March of Time' is found. Time officials are said to favor production of one or more features because of cost 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 skedged to go before the cameras in the next few months. Allan Rivkin has been assigned to 'Call Back Love'; Richard Connell to 'The Badge of Policeman O'Room'; Bing Crosby-Beatrice Lillie costar; Tommy Cotter is on 'Chocolate 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 tolling on originals, titled respectively 'Free Woman' and 'Two Weeks 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 here is expected to be perfected when Harry Arthur, Jr., v.p. and gen. mgr. of F&M returns here after vacation in east. Indie houses involved are Granada, Kingsland, Shaw and Maplewood of St. Louis Amus. Co. and Roxey, Avalon, Powhattan, White Way and Columbia owned by a company, heaviest stockholders of which are Bess Schuler and Alex Pappand.

Consummation of pending deal will make third pooling by F&M in recent months. Initial one was when Ansell Bros. completed 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, 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. 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 operators.

Wehrenberg expects to erect 20 new houses in town to achieve his objective.

## FOX THEATRES MUST PAY \$389,000 CLAIM

Fox Theatres Corp. 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 Mortgages as interest and taxes on a loan of \$1,800,000 which Fox negotiated in 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 organization guaranteed payment of all taxes and interest but later defaulted.

## 'Extended' 1st Runs From Par to Crit, N. Y., Gets Loew Squawk

Paramount's partnership deal with B. S. Moss and Harry L. Charnas 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 Paramount.

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 Criterion deal may not mean it's cold, however. Par could go through with the partnership arrangement, using the Crit for pictures on first run which 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 of Government revenue from admissions tax to total of \$9,520,012 for first half of 1937, highest since for first six months period since before 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 3 1/2 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, \$1,998,864 more than 1935 and \$2,123,915 over 1934.

## 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 deadline, which means that actual check will start Monday (2).

There seems little or no doubt but that all majors will have their names on the dotted line and that most of the commercial film producers will be pacted, since the latter have given verbal assurances that they will sign SAG contracts. A few independent studios and producing outfits may cause some difficulties at the outset, according to indications the first of this week. This was indicated partially in the request made by some for an extension of time before putting in the Guild regulations. One request, after giving an analysis of the situation and reasons why an extension should be given, asked that the SAG setup be postponed until Jan. 1 next year. However, Guild executives see no reason for allowing extensions or changing plans. The Fox parent organization guaranteed payment of all taxes and interest but later defaulted.

## Loew's Establishes Right It Can Withhold Certain Corporate Info From the S.E.C., If It's Damaging

Washington, July 27. Right to withhold dope about subsidiary and affiliated corporations 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 offsprings on the ground that disclosure would be 'detrimental to the interests of security-holders of the registrant.' This action was in accordance with provisions of the laws governing stock listings and concerned with all S.E.C. regulations.

## NLRB UNABLE TO SETTLE PIX TIFFS

Hollywood, July 27. Efforts of the National Labor Relations Board to settle jurisdictional dispute over draftsmen, artists, art directors, title and sketch artists failed when the United Scenic Artists local 621 refused to agree on consent election. International Alliance of Theatrical Stage Employees also notified regional director Dr. Towne Nylander that that organization would not agree to a 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 forwarded to the NLRB in Washington for approval whether a formal hearing to determine if an election 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 postponed by the producers when the IATSE and societies represented by Cunningham entered the jurisdictional fight.

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 subsidis, although in some cases request has been made that certain parts of the documents be kept confidential by the Government agency. While it was chary about lifting the lid on offsprings, Loew's report showed top salaries. Nicholas M. Schenck, prez, drew \$127,785 in the last fiscal year, David Bernsblm, vice-prez and treasurer, \$213,857; and Arthur M. Loew, vice-prez, for \$205,544.

This info, plus other facts about financial operations furnished stockholders 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 curtailed facts in order to assure that there is no justification of companies' claims that publication might be injurious.

## Brandt's Gaiety And Republic, N. Y., Make 7 Houses in Times Sq.

With Harry Brandt taking over the operation of the Gaiety, last a Minsky burlesque house at 46th and Broadway, at the close of last week and readding 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 theatre area. Addition of Republic will give Brandt seven film theatres from 59th Street to 42d Street, being the Park Central, Globe, Gaiety, Times Square, Liberty and Rep. Houses represent total seating capacity of around 5,600.

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 and arranged strictly for roadshow pictures, will continue for two-day features with Paramount's 'Souls at Sea' going in next week. Other Brandt theatres in this area currently are playing subsequent run, grind and popular scale.

Republic will be opened as a newsreel or short feature house, with the news weeklies featured. Show is scheduled to run 60 minutes, with prices tentatively fixed at 15c and 25c. Marty Levine, supervisor to Brandt in Times Square sector, had charge of reopening of Gaiety and is doing similar stint at Republic this week.

(General Service). Educational, which produces at the same plant and releases through 20th-Fox, March of Time, Biograph, West Coast Service Studios and some five or six industrial and commercial producers and studios. 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 (24). Time reel considers itself a (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. Kenneth Thomson, secretary of SAG, came in from the Coast last Saturday (24) to assist in last-minute details of seeing that the studio and producer alignment is carried out after the deadline.

The SAG closed shop will have the backing of Actors' Equity and British Equity besides its own organization. In addition, cooperation is counted on from other unions involved in studio operations.

# 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 exhibitors' 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 Chinese theatres. Take in both houses has only been equaled by a couple of pic shown during New Year's and Thanksgiving Day weeks.

'Universal's Road Back' is giving the fifth week at the RKO Hollywood street a heavy initial week, opus having been set for a minimum of two weeks.

'Caribay Circle' went dark Sunday (25) after four and a half weeks of 'Wee Willie Winkie' (MG) at \$1.50 on a two-a-day basis, and re-opens with the same policy Aug. 12 at Paramount's 'High, Wide and Handsome.'

Estimates for This Week  
'Caribay Circle' (Fox) (1,518; 55-59-110-165)—'Wee Willie Winkie' (20th) (5th week). Shirley Temple pic closed Sunday (25) after three days at the fifth week, around \$3,000.

Fourth week brought \$5,000.

Chinese (Grauman) (2,028; 30-40-55-75)—'Saratoga' (MG) and 'Born Reckless' (20th) (2nd week). New house record for take sans holiday; looks like smash \$18,000, terrific.

Last week 'Captains Courageous' (20th) and 'Great Hospital Mystery' (20th) ok \$13,800.

Downtown (WB) (1,900; 30-40-55-65)—'Ever Since Eve' (FN) and 'Case of Stuttering Bishop' (FN) dual (2nd week). Holdover week looks very good \$7,000, compared to initial week's take of \$3,200.

'Our Star' (Fox) (900; 30-40-35)—'Under the Red Robe' (Fox) (2nd week). Second stanza limited to four days on \$1,000. First week took \$1,700. 'Love From a Stranger' (UA) (1,000; 30-40-55-65)—'Ever Since Eve' (FN) and 'Case of Stuttering Bishop' (FN) dual (2nd week). Super sell-out, helping for strong second week, with probably \$6,000 in the till, compared to \$2,200 on initial stanza.

'Easy Living' (MG) (1,700; 30-40-55)—'Road Back' (U) and 'Eve in Bungalow' (U) dual. Sequel to 'Western Front' is proving strong box office and first week will wind up at fifty \$11,500. Last week 'Bride and Prejudice' (RKO) and 'Sweetheart of Navy' (GN) satisfactory \$6,400.

Paramount (Partman) (3,595; 30-40-55)—'Easy Living' (MG) and stage show (2nd week). Four day run over brought satisfactory \$6,000, following first week take of \$16,700.

'Excelsior' (Par) opened 10-day stay yesterday (26) with \$10,000. Everybody and Warner's KFWB broadcast show on stage.

RKO (2,950; 30-40-55)—'Road Back' (U) and 'Love from a Stranger' (U) dual. Despite stiffest kind of opposition at the State, two blocks away, house is piling up a sweet take, with second week pretty assured.

Last week 'Super Hero' (RKO) and 'Sweetheart of Navy' (GN) \$6,400, about as anticipated.

State (Loew) (2,024; 30-40-55-75)—'Saratoga' (MG) and 'Born Reckless' (20th) dual. Topped on gross only by 'Mutiny on Bounty' (MG) and 'San Francisco' (MG), both played during holiday weeks, but last Jean Harlow opus billed to smash \$24,500, new all-time record.

Last week 'Captains Courageous' (20th) and 'Great Hospital Mystery' (20th) satisfactory \$16,800.

United Artists (Fox-UA) (2,100; 30-40-55)—'Captains Courageous' (MG) and 'Great Hospital Mystery' (20th) dual. Trade up to a steady pair of movers, so \$3,300 will be okay. Last week 'Gave Him a Gun' (MG) and 'Sing and Be Happy' (20th) not so hot \$2,000.

Wildfire (Fox) (2,236; 30-40-55-65)—'Captains Courageous' (MG) and 'Great Hospital Mystery' (20th) dual. Pace of movers doing ok at \$6,000. Last week 'Gave Him a Gun' (MG) and 'Sing and Be Happy' (20th) nothing to rave about at \$4,500.

## 'WEE WILLIE' GOOD \$8,500 IN LOUISVILLE

Louisville, July 27.—'Saratoga' is going strong at Loew's State, after big first week at the end of the week-end. Pic got a nice break from the weather man, when cooling rains turned the attention of patrons to movie fare.

Rialto is coming in for some size 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 Ave.-Loew's)—'Easy 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), fine \$2,900.

Switlow (900; 15-25)—'Hit Parade' (Rep) and 'Cafe Metropolitan' (20th), dual, split with 'Turn Off the Moon' (Par) and 'Midnight Taxi' (20th), dual. Fair enough at \$2,200. Last week 'Call Boy' (WB) and 'Woman I Love' (RKO), dual, split with 'Hell's Angels' (U) (re-issue) and 'Woman of Glamour' (Col), fair \$2,000.

Loew's State (3,000; 15-25-40)—'Saratoga' (MG) and 'I Promise to Ray' (Col), dual. Going along at great clip; local patrons plenty interested. Final Harlow effort, plus buildup of 'Saratoga' as a serial in the Courier-Journal; should reap big \$11,000 and hold. Last week 'Knight Without Armor' (UA) and 'Married Before Breakfast' (MG), dual, below average \$5,000.

Mary Anderson (Libson) (1,000; 15-25-40)—'Ever Since Eve' (FN). Can't get much more than \$2,500 in the face of hefty opposition. Last week 'Singing Marine' (WB) on second stanza, pretty good \$3,500.

Ohio (Artists) (200; 15—One in Million) (20th) and 'Love Begins in 20' (WB), dual, split with 'Stars Over Broadway' (WB) and 'Laughing in the Rain' (20th), dual. Good, dual enough \$1,900. Last week 'China Clipper' (RKO) and 'Can This Be Dixie' (20th), dual, split with 'Petrieh Forest' (PB) and 'Back to Nature' (20th), dual, \$1,800.

Rialto (Fourth Ave.) (1,500; 15-25-40)—'Wee Willie Winkie' (20th) and 'Coronation' in color (20th). Will fall somewhat below previous Temple grosses, but plenty strong at \$8,500. Last week 'Easy Living' (Par) and 'Wild Money' (Par), dual, topped the town with \$11,000.

Strand (Fourth Ave.) (1,500; 15-25-40)—'Girl Said No' (GN) and 'On Again, Off Again' (RKO), dual. Doing light biz at \$3,100. Last week 'Singing Marine' (WB) and 'Meet the Missus' (RKO), dual, weak \$2,200.

## 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 biggest 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 beautiful 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 already.

Estimates for This Week  
Capitol (Loew) (2,424; 25-35-60)—'Saratoga' (MG) and vaude. Gus Van and Red Skelton heading vaude; but it's the pic; will get a smash \$33,000. Last week 'Knight Without Armor' (UA) took a light \$18,000.

Earl (WB) (2,446; 25-35-60-70)—'Midnight' (Madonna) (Par) and vaude. No names for either stage or screen and will die with brutal \$12,000. Last week 'Ever Since Eve' (FN) led town with good \$19,000.

Keith's (RKO) (1,830; 25-35-50)—'Road Back' (U). Sock campaign brought big opening, but slipping 'Elephant' (Boyz) (2d week). Last week 'Girl Said No' (GN) weak \$5,000.

Palace (Loew) (2,363; 25-35-60)—'Easy Living' (MG) and Disney Academy Review. Should get under average \$13,000. Last week 'Day at Races' (MG) (2d week) ok \$9,000.

Rialto (Indie) (1,100; 25-30-40)—'Easy Living' (MG) (2d week). May get passable \$2,500. Last week campaign and crux 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 Lital, Dick Purcell and George E. Stone.

Frank McDonald will direct, with Bryan Fry producing.

## 1st Runs on B'way

Week of July 29  
Astor—'High, Wide and Handsome' (Par) (2d week)  
(Reviewed in this issue)  
Capitol—'Saratoga' (MG) (2d week)  
(Reviewed in VARIETY of July 14.)  
Central—'Gold Racket' (GN) (31).  
Criterion—'Marry the Girl' (WB) (31).  
Music Hall—'Toast of New York' (RKO) (2d week).  
Paramount—'Exclusive' (Par) (2d week).  
Rialto—'It Can't Last Forever' (Col).  
(Reviewed in VARIETY July 7.)  
Roxey—'Wee Willie Winkie' (20th) (2d week).  
(Reviewed in VARIETY June 30.)  
Strand—'Traze, Won't Forget' (WB) (2d 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).  
Roxey—'Road Back' (U) (2).  
(Reviewed in VARIETY 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' is being shown on a dueler. 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 not average. 'Eve's lone vaude spot, is going it on a so-so keel.

## MARATHA RAYE, WEE WILLIE' HEADING FOR TERRIFIC \$55,000 IN BOSTON

Boston, July 27.—Dramatic proof that the so-called summer slump has nothing to do with the weather is found at the Met. This week when Martha Raye's personal appearance with 'Wee Willie Winkie' is tallying up a take that may crash the house record, Present record at 75c. top was established several years ago by Mary Pickford's p.a. during the winter season, and during the week-end the Raye figures were creeping ahead of the Pickford pace.

At the other end of film row is another wow, 'Saratoga,' on a dual bill, and also playing the State, uptown. Tough heatwave did not crimp biz here, and a holdover is almost a certainty.

This Leaves the other houses in the middle, but they are getting some of the overflow.

Estimates for This Week  
Boston (RKO) (3,000; 25-40-55)—'On Again, Off Again' (RKO) and 'Man in Blue' (U) dual. Just so-so, \$6,000. Last week 'Born Reckless' (20th) and 'Sweetheart of Navy' (GN), dual, n.s.h. \$5,600, despite influx of sailors.

Foxwar (M&P) (1,400; 25-35-40-50)—'Ever Since Eve' (WB) and 'Stuttering Bishop' (WB), double. Won flatter local reviews and is headed for okay \$5,000. Last week 'She Had to Eat' (20th) and 'Midnight Madonna' (Par), dual, slow at \$6,000.

Keith Memorial (RKO) (2,900; 25-40-55)—'Road Back' (U) and 'Lucky Escapes' (20th) (2d wk), double. Looks like \$11,000. First week was better than expected.

Metropolitan (M&P) (1,600; 35-55-75)—'Wee Willie Winkie' (20th) and Martha Raye on stage. Week-end indications were that this may be a better setup the house has ever had. Last week 'Singing Marine' (WB) and Clyde Lucas on stage fair \$16,000.

Orpheum (Loew) (2,900; 25-35-40-50)—'Saratoga' (MG) and 'Married Before Breakfast' (MG) (both 2d dual). Whammo \$18,000 on the way on posthumous Harlow angle. Last week 'Captains' (MG) and 'Pick a Star' (MG), double, very satisfactory \$14,000.

Paramount (M&P) (1,800; 25-35-55)—'Ever Since Eve' (WB), dual, 'Stuttering Bishop' (WB), dual. 'Easy Living' (MG) around \$7,000. Last week 'Papa' (20th) and 'Midnight Madonna' (Par), double, disappointed at \$5,500.

Scollay (M&P) (2,700; 25-35-40-50)—'Sing and Be Happy' (Par) and 'Midnight Madonna' (Par) (both 2d dual). 'Poppy' (Par), revival, originally booked with 'Madonna,' was yanked earlier on dismal \$7,000.

'T'ly Away Baby' (WB) (1st wk) and 'Another Dawn' (WB) (2nd run), dual, skidded badly, \$4,000.

State (Loew) (3,300; 25-35-40-50)—'Saratoga' (MG) and 'Married Before Breakfast' (MG), double. Not as potent as at the downtown Loew stand, but should hit very good \$15,000. Last week 'Emperor's Candlesticks' (MG) and 'Pick a Star' (MG), dual, satisfied with \$12,000.

## 'HORIZON' 11G'S, BEST GROSSER IN SYDNEY

Sydney, July 5.—Terrific rain did not help biz in the city and nabbed spectators managers are taking it with a grin and hoping for a break. 'Lost Horizon' (Col)opped 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 this week.

Warner's 'Green Light' came in for a try and look 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 'Waikiki 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.—Heavy rain and fog again hurt trade last week, despite the splendid lineup, including 'Beloved Enemy' (UA), 'Theodora Goes Wild' (Col), 'Gold Diggers' (WB), 'Camille' (M-G), 'Fire Over England' (UA), 'The My Tip' (G-B), John Meade's 'Woman' (Par), 'Woman Wary' (20th), and 'Bulldog Drummond Escapes' (Par).

## MARATHA RAYE, WEE WILLIE' HEADING FOR TERRIFIC \$55,000 IN BOSTON

geance' (Rialto) and 'Skull and Crown' (Reliable) dual. So-so \$2,000.

Fifth Avenue (Hamrick-Evergreen) (2,400; 22-37-47)—'Saratoga' (MG). First single bill in months but getting lines, with rapid turnover; heading for magnificent \$13-500.

Paramount—'Exclusive' (Par) (20th) dual, \$7,800, okay.

Liberty (J-VH) (1,900; 16-32-42)—'Devil is Driving' (Col) and 'Venus Makes Trouble' (Col) dual. Looks like only \$3,000, sorry. Last week, 'Woman Chases Man' (UA) and 'League of Fighting Men' (Col) dual, \$3,900, okay.

Musie Box (Hamrick-Evergreen) (900; 33-47-42)—'Emperor's Candlesticks' (MG) and 'Big Business' (20th) dual. Moved over from Fifth and heading for \$5,000.

Falomar (Sterling) (1,450; 16-27-37)—'Two Who Dared' (GN) and vaude. Should get \$2,800, fair. Last week, 'Night Key' (U) and vaude, \$3,400, also so-so.

Paramount (Hamrick-Evergreen) (3,106; 32-47-42)—'Between Two Women' (MG) and 'Talk of Devil' (GB) dual. Anticipating \$7,000. Last week, 'New Faces' (RKO) and 'Let Him Live' (U) dual, \$6,000, good.

Rosevelt (Sterling) (850; 21-32)—'Prince of Darkness' (RKO) and 'Good as Married' (U) dual. Expecting only \$2,500, fair. Last week, 'Shall We Dance' (RKO) and 'Man's Hero Again' (FN) dual, \$2,700, good.

Cincinnati, July 27.—Tremendous \$22,000 tug of 'Saratoga' at the Albee, peak figure of the summer season for this town, is drawing the lion's share but biz currently and upping the combined take of first-run houses by a comf mark over last week.

'Between Two Women' is pulling \$5,000 at Keith's and the Lyric is marking up \$4,500 on 'On Again, Off Again' (RKO), split.

Albee (RKO) (3,300; 25-35-42)—'Saratoga' (MG). Bull's-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.

Keith's (Libson) (1,500; 25-40)—'Between Two Women' (MG). Okay at \$5,000. Last week 'Ever Since Eve' (WB), \$7,000, so-ko.

Lyric (RKO) (1,400; 35-42)—'On Again, Off Again' (RKO). Fair \$4,500. Last week 'Love from a Stranger' (UA), \$4,000, mild.

Palace (RKO) (2,800; 35-42)—'Knight Without Armor' (UA). Only \$6,000, sorry. Will be pulled after 'Night Key' (U) and 'Wee Willie Winkie' (20th). Last week 'Super Sleuth' (RKO), \$7,000, bad.

## 'CAR,' GENE AUSTIN STRONG \$10,000, K. C.

Kansas City, July 27.—'Saratoga' is getting a terrific play at the Midland. Opening matinee had 1,000 in line and the queues have held daily.

Estimate for This Week  
'Mainstreet' (RKO) (3,200; 25-40)—'Easy Living' (Par). Only fair at \$7,500. Last week, 'Singing Marine' (WB) couldn't manage more than \$7,000.

Midland (Loew) (4,000; 25-40)—'Saratoga' (MG) and 'Thunder in City' (Col), dual. Terrific business at \$20,000. Last week, 'Knight Without Armor' (UA) and 'Marriage Before Breakfast' (MG), dual, was way off at \$8,000.

Music Hall (\$110 top)—'Damaged Goods' (GN). Going okay to about \$8,500 and holdover.

Newman (Par) (1,800; 25-40)—'Singing Marine' (WB) (2d run). Getting nowhere, \$4,200. Last week was 'Ever Since Eve' (WB) and 'Last Train from Madrid' (Par), \$4,000.

Tower (Fox) (2,200; 25-40)—'Armed and Dangerous' (U) and vaude. Gene Austin headed for holdover for fine \$10,000. Last week, 'Road Back' (U), plenty okay at \$9,800.

Uptown (Fox) (2,020; 25-40)—'Road Back' (U) (2d run). Merely so-so at \$3,600. Last week 'Slave Ship' (20th) (2d run), super \$3,000.



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 their money. Ball games, races, the public's coin. Ball games, races, the public's coin. Ball games, races, the public's coin...

Harlow \$4,000 and H. O., Lincoln, But Town N. G. 'Saratoga' is out for the bucks this week, judging by the opening bang. Biz is still on the downside, although the Start and the Varsity have been on the upgrade the last couple of weeks.

Philadelphia, July 27. Film openings in the downtown houses are being regularly and purposefully staggered with the result that the critic are kept stepping and a battle is 'Saratoga,' which started to terrific trade at the Stanley and has held up well. It opened Wednesday and is riding through into a second week.

No Alibis If Pix Good on B'way; 'Winkie' Smash \$65,000 as Roxy Ups Scale, 'Toast' Crisp 85G, Jean 35G. Stronger attractions on Broadway are causing less of an alibi against summer weather, beaches, golf and other pet aversions of the box office men.

'SARATOGA' WOW \$20,000, BUFFALO

Buffalo, July 27. Grosses have been boosted into the higher brackets again currently, mostly because of the picture in the offerings. With the exception of the Hipp, where figures are low, the current and the past week have been steadily above average summer business.

MONTREAL DULL, 'EMP' 'MISSUS' FAIR \$6,000

Montreal, July 27. Theatres took it on the chin the week-end, with a terrific heat wave, but may come back with the promise of cooling weather.

'Saratoga,' 'League' Sock \$13,000 in Indianapolis

Indianapolis, July 27. 'Saratoga' is hitting a record pace for the season this week at Loew's on dual with 'League of Frightened Men.' Without the aid of any outside exploitation, other than special newspaper stories on the angle of Jean Harlow's final screen appearance, 'Saratoga' has started off with the biggest opening business since 1935, with the exception of 'Thin Man.'

'Saratoga,' 'Exile' Wow \$9,000 and H. O. P't'd

Portland, Ore., July 27. 'Saratoga' opened to a terrific play at Parker's UA, and looks good for three weeks.

TEMPLE TOT BIG \$12,500, DENVER

Denver, July 27. Three films are being held over, one going into a third week. 'Saratoga' broke the house record at the Orpheum opening day and has continued to pack the house since. Picture is being held only three days because of the coming of a stage show.

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 'Saragota.' In order to take care of the customers, the Paramount is opening its doors at 10 a.m., an hour earlier than usual.

Golden Gate theatre, with Fred Waring on the stage, isn't running very far behind the variety. It reported its admission from 40c to 55c for last Saturday's matinee.

Estimates for This Week  
**Fox (F-W) (5,000; 35-55)—'Exclusive' (Par) and 'Lady' (P)** (20th). Strong competition is unusual attraction offered by more centrally located houses holding this one to a fair \$19,000. Last week, 'Ever Since Eve' (WB) (1,800; 25-40) and 'Can't Beat Love' (RKO) and Fred Waring band on stage. Waring started off with a bang, bettering business he did here several months ago on opening day by \$800. Take will be in the neighborhood of \$28,000. Last week 'Super Sleuth' (RKO) and vaude did a fine \$16,000.

**Orpheum (F&M) (2,440; 35-55)—'Road Back' (U) and 'Small Town Boy' (GN)** (2nd wk). Remarque's sequel is doing nicely and should see a good \$9,000 after a strong first week at \$14,000.  
**Paramount (F-W) (2,740; 35-55)—'Saragota' (MGM) and 'Big Business' (20th)**. Doing the biggest bit at the Paramount in many a month, Jean Harlow picture has patrons standing in the aisles on opening day; expect \$28,000 on the week, which is about \$5,000 better than 'San Francisco,' previous record-breaker. Last week 'Captains Courageous' (MGM) and 'Crime Nobody Saw' (Par) did healthy \$18,000.

**Franklin (F-W) (1,470; 35-55)—'Captains Courageous' (MGM) and 'Crime Nobody Saw' (Par)** (2nd wk). Kipling story is doing corking biz on its 10th week. Moved here last week after a healthy first stanza at the Paramount; should take in the nab of \$6,500. Last week 'Slave Ship' (20th) and 'Married Desires Breakfast' (MGM) did good \$6,000 (2nd wk).

**United Artists (Cohen) (1,200; 35-55)—'Silent Barriers' (GB) and 'Looking for Trouble' (20th)** (re-visit). House is breaking long-established policy of not running doubles by reviving 'Trouble,' but biz very poor at \$5,000. Last week 'Chases Man' (U) (2nd) did \$5,000.  
**Warfield (F-W) (2,680; 35-55)—'Between Two Women' (MGM) and 'Public Wedding' (20th)** (2nd wk). Expected to be satisfied with \$13,000 on this combo, which is suffering from terrific competition. Last week 'Emperor's Candlesticks' (MGM) and 'Sing and Be Happy' (20th) (2nd wk) finished to a good \$9,000.

TOGA' HEY-HEY \$15,000, BALTO

Baltimore, July 27.

It's all 'Saragota' 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 after an indicated \$5,500 for its first session.

Estimates for This Week  
**Century (Loew's-USA) (3,000; 15-25-35-40-55)—'Saragota' (MGM)**. Had them waiting for doors to open and they're sitting in a hot \$15,000 in view. Last week, second of 'Day at Races' (MG) fair \$6,000.  
**Elipodrome (Rappoport) (2,200; 15-25-35-40-55)—'Queen Said 'No' (GN) and 'Will Osborne band'**. Not more than \$10,000. Last week, 'Super Sleuth' (RKO) and Britton band slowed up some to \$11,200.

**Keith's (Schneider) (2,500; 15-25-35-40-55)—'Road Back' (U)**. Opened nicely and maintaining fair pace for indicated \$5,500. Second week already announced. Last week 'Woman Alone' (GB) not much at \$2,900.  
**New (Mechanic) (1,400; 15-25-30-45-55)—'Wee Wee' (20th)** (1st wk). Tapering off to \$2,800 after oke first session at \$4,100.  
**Stanley (WB) (3,450; 15-25-35-40-55)—'Another Dawd' (WB)**. Very slow, no more than \$4,500. Last week 'Mountain Music' (Par) mild \$7,400.

Mahin's 'Gangster'

Hollywood, July 27.

John Lee Mahin has been assigned to do the adaptation and screenplay for Metro's 'The Last Gangster.' Edward G. Robinson will be starred.

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.

Pittsburgh, July 27.

Marquees are heralding what they want around here this week and, with some help from the weather man in the form of cooler weather, biz is shooting ahead briskly. At least a couple of h'o's on tap in 'Saragota' at the Penn. and 'Wee Willie Winkie' at the Alvin, both of which are giving these houses top grosses of the summer.

Major Bowes' amateurs, 10th time for them here in two years, are still a pretty potent draw. With 'Easy Living' at the Stanley, are giving the site a healthy session, while 'Slave Ship' is rounding out a highly successful picture at the Fulton with a bit of profit.  
**Estimates for This Week**  
**Alvin (Harris) (2,000; 25-35-40)—'Wee Willie Winkie' (20th)**. Started off like a house afire but tapered off somewhat over the weekend and will wind up around \$9,000. That's plenty okay and good enough for a hot mover. Last week 'Trader Horn' (MGM) resists get some coin, doing close to \$5,300 on dual with 'Love In A Bungalow' (U).

**Art Cinema (Hendel) (250; 25-35-50)—'Damaged Goods' (Weldon) (3d wk)**. Still getting money, and, on current stanza, should have no trouble collecting \$2,750. That means a fourth. Got \$3,300 last week on top of a \$4,000 opening session.  
**Fulton (Shea-Hyde) (1,750; 25-40)—'Slave Ship' (20th) (3d wk)**. Meiler will go out to a neat enough \$4,100, could possibly have held \$4,200, but three meant wanted to get 'Road Back' (U) in tomorrow (2d) to coincide with opening of 80th division review here. Last week it was close to \$7,000.

**Palace (Harris) (450; 25-40)—'Damaged Goods' (Criterion) (3d wk)**. Will wind up in the \$1,300 sector and no kicks.

**Loew's (U) (3,300; 25-35-50)—'Saragota' (MGM)**. Plenty of interest in Jean Harlow's last one and drawing the femmes particularly. Matinees biggest here in months and will smash through a \$21,000 or better. That means a move to the Warner Friday (30), to continue the downtown run. Last week, 'Singing Marine' (WB) was just fair at \$10,500.

**Stanley (WB) (3,600; 25-40-60)—'Easy Living' (Par) and 'Major Bowes' amateurs**. Tyros still b.o. here despite a few early days, but while \$18,500 isn't up to some of past

Pix Scarcity Is Newest Detroit

Headache; Jean Near Record \$18,500

Detroit, July 27.

Pix are so scarce they're moving 'em from one house to another to get a change of bill. With quality scarce in most cases, the picture of summer heat the local situation is almost a nightmare. One spot, the Downtown, shut Sunday (25) for six weeks, due to lack of films. House here is playing a few couples' picture of weeks, but couldn't make out on them.

United Detroit chain is shifting its pix from the Michigan and UA to its other two downtown spots, Madison and State.  
 Bright star in the current ointment is 'Saragota' at the UA, which bids fair to come near the house's record. Both the Michigan and Fox are plagued by product, but the former figures to do oke.

**Estimates for This Week**  
**Adams (Balaban) (1,700; 25-40)—'Elephant Boy' (UA)**, plus 'West-bound Limited' (U), up. Up here to \$5,800, good. Last session normal \$5,000 on 'If I Had a Million' (Par) (re-see) and 'That I May Live' (20th).  
**Downtown (Thrat.) (2,800; 25-40)—'Shattered Sunday' (25)** for six weeks due to lack of pix. Revivals, 'San Francisco' and 'Shipmates For Ever' (WB), did badly last stanza at \$2,200.

**Fox (Indie) (5,000; 30-40-65)—'Under Red Robe' (20th)** and 'Three

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.

'Saragota' and 'Wee Willie Winkie,' plus Major Bowes' amateur unit are the top 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 act and continues to deliver.

Trade pick-up all along the line in the \$4,000 to \$7,000 sector. Last week from professional night baseball, which is drawing from 6,000 to 9,000 paid admissions per night and undoubtedly diverting considerable patronage.

**Estimates for This Week**  
**Aster (Publix-Singer) (900; 15-25)—'Time Out for Romance' (20th)** and 'Melody' for two (WB). But 'Easy Living' is showing box-office punch, even in this non-cooled house, so this one is being held for full week; look like pretty good \$1,200. Last week, 'Good Luck to College' (Par) (2d runs), split, and dual first runs last three days, while 'White Bondage' (WB) and 'Night of Mystery' (Par), at \$1,000, fair.

**Capital (Publix-Singer) (1,800; 25-35-40)—'Easy Living' (Par)** (2d wk). Moved here from Orpheum, where it clicked nicely. Still hitting good \$4,000 pace. Last week, 'Captains Courageous' (MG) (2d wk), good \$5,500.

**Minnesota (Publix-Singer) (4,200; 25-35-55)—'Saragota' (MGM)**. Public flopped to last of last week picture, running nine days, instead of the usual seven; started out briskly and no let-down; may reach very big \$14,000. Last week 'New Year' (20th) was ranked after five days to poor \$4,000.

**Orpheum (Publix-Singer) (2,890; 25-40-65)—'Wee Willie' (20th) and 'Major Bowes' amateurs** all-gone. But 'Combination' for family trade and turning 'em away; heading for good \$12,000. Last week, 'Easy Money' (Par), big \$10,000.  
**Wagon Wheel (Publix-Singer) (2,890; 25-40)—'Last Train from Madrid' (Par) and 'Meet Missus' (Par)**. This dual bit sailing along nicely towards \$9,900. Last week, 'Riding on Air' (20th) and 'Angel's Holyday' (20th), good \$3,800.

**Time (Berger) (200; 25-35)—'Forbidden Adventure' (Indie)** (4th week). Still on profit side; good \$900 indicated after \$1,100 last week picture.  
**Uptown (Publix) (1,200; 25-35)—'Farnell' (MG)**. First nab showing. Looks like pretty good \$3,000. Last week, 'This Is My Affair' (20th), at \$2,200, not pretty good.

**World (Steffes) (350; 25-35-40-55)—'Tales from Vienna Woods' (Austrian)**. German language musical not demonstrating any appeal; little profit on prospect. Last week, 'Accused' (UA), bad at \$900.

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 'Saragota' 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. Turning 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, bumps 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 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 visiting newspaper and radio news spicers. Majority of visitors who request blankly duct 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.

Joe Breen's production code office, which has the okaying of scripts before shooting and the approval of final prints before release, has been more than moderately lenient with some of the recent productions. Breen continues to clamp down heavily enough on rough material, 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 reel 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 Frankot 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 'fatten. Comment is that sentence is in direct violation of code provision that 'brutal killings are not to be permitted in detail.'

Eyes of each studio are on the other plants' release to see if the Breen axe falls as heavily 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 \$2 premiere at the Astor, N. Y., got extra exploitation via a stack of buildings 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 introduced 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 spieles, 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 film 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 fack'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 Shirley 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 his 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 short.

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.'

Par Strike

(Continued from page 5)

handbills, many of which are already floating about the city. In front of UMPTO headquarters on the film rialto will be placed a large bulletin board with the names of exhibitors 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 Varbalov of Camden, N. J., has been added to legal staff on strike. In his opinion, and that of the attorneys of the organization, according to UMPTO, Par has breached its contract by failure to provide pix it showed on work sheet. Exhibs therefore are considered within their rights in not accepting product. Should Par start suit, UMPTO is prepared to immediately start counter-suit to force delivery of six additional pix.  
 Among those who have refused to join the date strike and will be picketed is Sid Samuelson, former prez of National Allied and Allied of New Jersey. He recently took over booking of four Hildinger houses in Trenton.

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*introduces*  
**STELLA DALLAS**  
*to*  
**America's Millions!**



**Barbara Stanwyck in her greatest role as "Stella Dallas" in Samuel Goldwyn's new production**

*Stella Dallas Inspires a Discussion of a Mother's Vital Problem*

**BY MRS. FRANKLIN D. ROOSEVELT**

*How Much Should a Mother Sacrifice? Mother love is a very confusing thing. Some women are hard mothers, even though they may never have children of their own. Some women, though they may bring into the world any number of children, never really understand a certain type of mother love.*

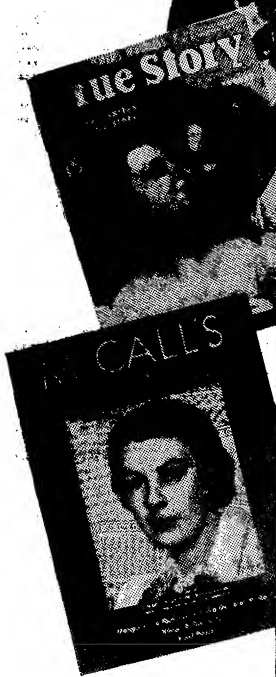
*I was brought up on the notion that few women are both good mothers and good mothers, that most women either give all their love to give to their husbands, and therefore less to their children, and others give too much to their children, and the household revolves around them, while the husband and his interests are more or less neglected.*

*I believe that when one's children are really small a mother should give them the greatest devotion and attention. As they grow older, however, she should never withdraw except in the big things which are necessary for the children's development. She has got to be able to look her own life after her children are grown and have turned from her to live of their own. Therefore, it is important that she should not drop her interests com-*

*pletely for the most not face them in later life to make the great a sacrifice for her.*

*In the big things I think a mother usually does sacrifice for her children, but I think she should always do it with her eyes wide open. For instance, many a woman whose married life has been unhappy has committed herself to a sacrifice, but of whether you can make a sacrifice enough are to make it worth while. A mother should remember that what sacrifice she makes, she must never expect to be repaid in kind, for probably she will die with her nose to the grindstone and never get the thing. She had better forget that she has ever made any sacrifice, and go through life as she accepts it, what she does, she does because she wants to do it, and that as far as the love, she will give the children, when they are young, a wise discipline, and a great love. When they are old enough to get on and stand their own experiences, she will let them go, hoping they will turn to her when they need comforting and support, and that she has given them enough and enough to meet the world on their own.*

*Watch for Samuel Goldwyn's "Stella Dallas," coming soon to your picture picture theatre.*



*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**

with **BARBARA STANWYCK**  
**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





SYLVIA SIDNEY



JOEL McCREA



HUMPHREY BOGART



CLAIRE TREVOR



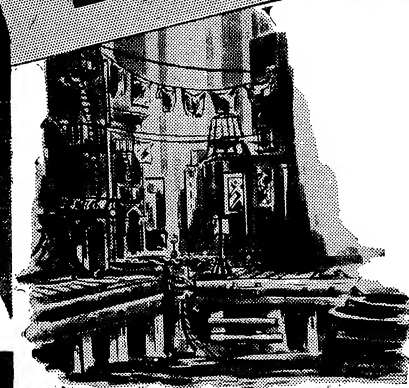
ALLEN JENKINS

# Samuel Goldwyn's

most exciting picture of the most exciting city in the world with the most compelling cast that ever enacted an inspired drama!

Released  
AUGUST 27th

# DEAD END



starring  
**SYLVIA SIDNEY**  
and **JOEL McCREA**  
with **HUMPHREY BOGART**

**WENDY BARRIE • CLAIRE TREVOR • ALLEN JENKINS**

Based on the play by Sidney Kingsley • As produced by Norman Bel Geddes • Screenplay by Lillian Hellman • Directed by WILLIAM WYLER

RELEASED THRU UNITED ARTISTS



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AND THOSE AMAZING BOY ACTORS FROM THE NEW YORK STAGE PLAY HIT!



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Greatest Adventure  
Story Ever Told! . . . .



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RONALD  
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IN

*THE PRISONER OF ZENDA*

WITH

MADELEINE CARROLL  
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*Based on Edward Rose's dramatization of Anthony Hope's novel*

Produced by

DAVID O. SELZNICK • JOHN CROMWELL

Directed by

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HERE IS THE PICTURE THAT MADE HOLLYWOOD SAY:  
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**SEPT. 17th**

*Songs*

"Red Hot Heat"

"That Old Feeling"

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# These U. A. Releases Speak For Themselves

- |                 |  |   |
|-----------------|--|---|
| <b>Aug. 6</b>   | <b>"STELLA DALLAS"</b>   | Produced by Samuel Goldwyn. <b>BARBARA STANWYCK, JOHN BOLES, ANNE SHIRLEY.</b> Directed by King Vidor.  |
| <b>Aug. 27</b>  | <b>"DEAD END"</b>  | Produced by Samuel Goldwyn. <b>SYLVIA SIDNEY, JOEL McCREA, HUMPHREY BOGART, WENDY BARRIE,</b> Claire Trevor, Allen Jenkins and "the Dead End kids from the original New York stage cast." Based on the play by Sidney Kingsley as produced by Norman Bel Geddes. Directed by William Wyler. |
| <b>Sept. 3</b>  | <b>"THE PRISONER OF ZENDA"</b>   | Produced by David O. Selznick. <b>RONALD COLMAN, MADELEINE CARROLL, DOUGLAS FAIRBANKS, Jr., MARY ASTOR, C. Aubrey Smith, David Niven, Raymond Massey.</b> Directed by John Cromwell.  |
| <b>Sept. 17</b> | <b>"Walter Wanger's<br/>VOGUES of 1938"</b><br><i>(In Technicolor)</i> | Produced by Walter Wanger. <b>WARNER BAXTER, JOAN BENNETT, Helen Vinson, Mische Auer and the WALTER WANGER MODELS.</b> Directed by Irving Cummings.   |
| <b>Sept. 24</b> | <b>"52nd STREET"</b>   | Produced by Walter Wanger. <b>IAN HUNTER, LEO CARRILLO, PAT PATERSON, ELLA LOGAN, SID SILVERS, ZASU PITTS, JACK WHITE, Maria Shelton, Dorothy Peterson, Collette Lyons, Al Shean and KENNY BAKER.</b> Directed by Harold Young.   |
| <b>Oct. 8</b>   | <b>"I MET MY LOVE AGAIN"</b>   | Produced by Walter Wanger. <b>JOAN BENNETT, HENRY FONDA, Alan Baxter, Alan Marshall, Louise Platt.</b> Directed by Joshua Logan and Arthur Ripley.  |
| <b>Oct. 15</b>  | <b>"THE DIVORCE OF LADY X"</b><br><i>(In Technicolor)</i>              | Produced by Alexander Korda. <b>MERIE OBERON, LAURENCE OLIVIER.</b> Directed by Tim Whelan.   |
| <b>Oct. 22</b>  | <b>"STAND-IN"</b>  | Produced by Walter Wanger. Clarence Budington Kelland's Sat. Eve. Post Story. <b>EESLIE HOWARD, JOAN BLOWELL, HUMPHREY BOGART.</b> Directed by Tay Garnett.   |
| <b>Oct. 29</b>  | <b>"THE ADVENTURES OF TOM SAWYER"</b><br><i>(In Technicolor)</i>       | Produced by David O. Selznick. Mark Twain's immortal classic. <b>TOMMY KELLY, JACKIE MORAN, WALTER BRENNAN, BEULAH BONDY.</b> Directed by Norman Taurog.  |
| <b>Nov. 5</b>   | <b>"MUTINY IN THE MOUNTAINS"</b><br><i>(In Technicolor)</i>            | Produced by Alexander Korda. <b>SABU,</b> sensational child star of "Elephant Boy", <b>VIVIEN LEIGH, PAUL LUKAS, RAYMOND MASSEY.</b> Directed by Zoltan Korda.  |
| <b>Nov. 10</b>  | <b>* "THE HURRICANE"</b><br>By the authors of "Mutiny On The Bounty"   | Produced by Samuel Goldwyn. <b>DOROTHY LAMOUR, JON HALL, MARY ASTOR, C. AUBREY SMITH, RAYMOND MASSEY.</b> Directed by John Ford.  |
| <b>Nov. 12</b>  | <b>"THE ADVENTURES OF MARCO POLO"</b>                                  | Produced by Samuel Goldwyn. <b>GARY COOPER, SIGRID GURIE, ERNEST TRUEX, BASIL RATHBONE, BINNIE BARNES, DAVID NIVEN.</b> Directed by Archie Mayo.  |
| <b>Nov. 19</b>  | <b>"NOTHING SACRED"</b><br><i>(In Technicolor)</i>                     | Produced by David O. Selznick. <b>CAROLE LOMBARD, FREDRIC MARCH, CHARLES WINNINGER, WALTER CONNOLLY.</b> Directed by William Wellman.   |
| <b>Dec. 25</b>  | <b>"THE GOLDWYN FOLLIES"</b><br><i>(In Technicolor)</i>                | Produced by Samuel Goldwyn. <b>ZORINA, ADOLPHE MENJOU, RITZ BROS., HELEN JEPSON, PHIL BAKER, EDGAR BERGEN and "CHARLIE MCCARTHY", BOBBY CLARK, CHARLES KULLMAN, GEORGE BALANCHINE'S AMERICAN BALLET and THE GORGEOUS GOLDWYN GIRLS.</b> Directed by Geo. Marshall.                          |

Watch for Your Copy of "The Book of the Year"

High, Wide, Handsome (WITH SONGS)

Paramount release of Arthur Hornblow, Jr., production. Features Irene Dunne, Randolph Scott, Charles Bickford, Dickie Dick, Akim Tamiroff, Ben Blue, Jerome Kern, original screen play and lyrics...

"High, Wide and Handsome" isn't a \$2 picture, but its two-day send-off should stand it in good stead on future merchandizing. It will need all that ballyhoo...

The Kern-Hammerstein collaboration, and the subsequent filmization of their "Show Boat," with Irene Dunne re-creating the role she had in the original Ziegfeld stage production...

As a result, "High, Wide," after teag of vigorous musical progress, and winds up in a melodramatic shambles of fisticuffs, villainy and skullduggery which smacks of the serial film school.

The type of musical is effective, too, of course, if properly interspersed with vigorous substance. Here, however, Irene Dunne is too coy and Randolph Scott is too pompous...

With credulity strained long and often, no amount of intensive historicism can recapture the illusion. Result is that "High, Wide and Handsome" belies its own premise...

Even when Irene Dunne, returned to the circus, has become a woe as an attraction, the illusion is completely muffed when she solos "Can't Forget You"...

Individually the players work hard and have their sparkling moments. Miss Dunne is perhaps a shade too mature for the ingenue role she opens with...

Rouben Mamoulian's production is heavy-handed. While endowed with an elastic budget, it fails in its fighting scenes, there's little that's spectacular or impressive about the result...

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

Hollywood, July 27. Metro release of Hunt Stromberg production. Starring Irene Dunne, Randolph Scott, Charles Bickford, Dickie Dick, Akim Tamiroff, Ben Blue, Jerome Kern...

Rudolf Friml's melodious opera, "The Firefly," emerges from a Metro studio filming as a screaming eagle. Its score, to which the composer has added some generous additions...

In its present form it may be exhibiting several too many spots as a roadshow, which would permit an intermission. Tossed into the routine of regular picture house release...

Despite all the expert studio workmen, the picture is held up by an unusually fine mechanical job, the cinematic montages of the battle scenes, and the repetitious sound of cymbals...

A quarter of a century has passed since Emma Trentini appeared in "The Firefly" during which the history of the picture has been re-written. Empires have fallen, dictators have muscled in on the job of kings...

"This is Miss Macdonald's initial solo starring production. In voice and appearance she is as lovely to listen to and look upon as she was in "Nights in Miami" and "Maxime," when she appeared as "Maxie" and "Eddy"...

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 Friml's opera with Jeanette MacDonald starred, supported by Allan Jones and Warren William. Will get some real money when trimmed to practical footage...

"Mr. Dodd Takes the Air" (FN). Fair flimsical introducing Kenny Baker in stellar role. Lacks story substance for big league boxoffice.

"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 Hickock, Cypsy Rose, Louis Rubino, Tony Martin and good Gordon and Revel songs. Big grosses in sight for this musical.

"The Sheik Steps Out" (Rep.). Ramon Novarro in a come-back starring an action picture of the desert for the lower half of the duels.

"Married Before Breakfast" (M-G). Madcap comedy featuring Robert Young and Florence Rice. For the doubles.

"The Man in Blue" (U). Good melodramatic program with a twist for dust speck. 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 inquiry.

"Phantom Patrol" (Amb). Kermit Maynard in mountie-outlaw opus of outdoor country. Too thin for anything but minor secondary dual locations.

"Armored Car" (U). Routine gangster pic without names. For downstairs duels.

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 Victoria. When Kellogg captures her, she is released, but her lover is among the French wounded. Re-united, they sing the closing reprises. But it's almost a five-day week before 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 acts in a sentimental, rhapsodic way 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-camp who is properly military in some extravagant costumes. His vocalizing is confined to a hum. Douglas Dumbrille has an important role as the Spanish chief of secret service. Billy Gilbert and Henry Daniell have lesser parts.

Most interesting of the production numbers is "The Donkey Serenade," which is sung by Marie Prevost and Jones while the former is seated in a coach, and the latter canters alongside. There is excellent accompaniment by Manuel Alvarez Maciste, as the coachman, and Robert Spindola, a boy. The number has movement, melody and fun. Its production difficulties are finite.

STELLA DALLAS

United Artists release of Samuel Goldwyn production. Associate producer, Merle Cohn, stars in the picture with Randolph Scott, Charles Bickford, Dickie Dick, Akim Tamiroff, Ben Blue, Jerome Kern, original screen play and lyrics...

Say what they may about Sam Goldwyn, one thing all must admit—he has his finger on the audience pulse at all times. And here is the proof. A remake of "Stella Dallas"

Mr. Dodd Takes the Air (MUSICAL)

Hollywood, July 27. Warner Bros. release of First National production. Features Kenny Baker, with Frank McHugh, Alice Brady, and Dickie Dick. Directed by Alfred E. Green. Original screenplay, Wm. Winter, William Kelland, and Al Dubin; arrangement, Adolph Deutsch, conducted by Leo Forst. Screenplay by WB Hawthorne. Running time, 85 mins.

Kenny Baker steps from the microphone to the camera and gives a first rate performance in his first starring film, which was made under the supervision of Frank McHugh. Warner, with Alfred Green as director, had who is a popular radio singer has had plenty of introduction to the public through his appearance on the radio program. Although not his first picture part, "Mr. Dodd Takes the Air" is his initial try as the featured member. He shows himself to be a good light comedian with proper timing.

Fact is, Baker is about all there is that is worth cheering at in the film, which starts at a good pace, slows up badly in the middle and peters out completely towards the end. Cause may be attributed to a script which lacks dramatic interest and a director's idea of satirizing public adulation of a radio singer and all the elements for a very amusing picture are present in the picture.

Original story by Clarence Gudding-ton Kelland seemed a native. Small town youthful electrician, singing a strawberry festival baritone, passes the time by playing the radio. A big time sponsor, who takes him to New York for national program. Lad suffers from bronchitis and rural life. Introduced over the air as soothing baritone, his voice enrages sponsor and surprises himself by changing to a fake. His popularity on the radio nevertheless is instant, and he immediately is signed to a big contract. Women go strong for the voice, but the singer is tampered with by his new manager to be seen in public. Kid has plenty of time to tinker with a radio gadget which revitalizes old recordings. When it appears that his invention will be stolen, photographer in broadcasting office takes out a patent in her own name and shares the day. Also marries the boy.

All of which is played against the background of a rural community, a broadcasting station, a Manhattan apartment house, and a city apartment operated by a shady lady.

Baker makes his country boy in the big city a likable youngster, who sings a baritone, who gets smart and asserts himself. He is excellently recorded, and he sings five numbers in the film, of which "Remember Me" is a good melody for the dance bands.

Cast of capable players are up against some tough assignments—handed out by the writers. Film is a good one, with some strong scenes into near burlesque. Frank McHugh and Alice Brady have some amusing moments, and Jane Wyman plays the role of a girl who is a good addition and asserts himself. Gertrude Michael, as the gold-digger, is badly miscast and unconvincing. Baker has possibilities on the screen, although his first featuring film is disappointing. Fin.

SAN QUENTIN

Warner Bros. release of First National production. Starring Humphrey Bogart, Alan Sheridan, Barton MacLane, directed by Lloyd Bacon. Story by Robert S. Kaufman. Screenplay by Humphrey Bogart and Peter Milne. Directed by Lloyd Bacon. Running time, 70 mins.

"San Quentin" is stark, authentic-looking prison melodrama that misses big entertainment because of a love story that is none too strong and a plot that is only moderately successful. Its marquee value is restricted to cast news, but the powerful but appeal may be stirred to some extent through selling the title and the picture's locale, one man, one town penal institution of the county. San Quentin is the state penitentiary of California.

The direction of Lloyd Bacon and the tight editing by the players compensate considerably for the story, an original by Robert Tassler and John Bright, which was adapted by writers by the Humphrey Bogart-Peter Milne team. (Continued on page 27)



**"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 winter! \**

\* 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!



**HELD OVER - naturally**



**20<sup>th</sup>**  
**GAVE IT EVERYTHING!**

**"YOU**

to make it hotter 'n sweeter...  
 faster 'n funnier... bigger 'n  
 better than "Sing, Baby, Sing"  
 ... "One in a Million"... "On the  
 Avenue"... "Wake Up and Live"  
 ... and that's putting it mildly!

**GRAND SONGS BY  
 GORDON & REVEL**  
 (tunesmiths of "Wake Up and  
 Live" and many other hits)

•  
 "AFRAID TO DREAM"  
 "DANGER, LOVE AT  
 WORK" • "THE LOVELINESS  
 OF YOU" • "PLEASE  
 PARDON US, WE'RE IN  
 LOVE" • "YOU CAN'T  
 HAVE EVERY-  
 THING"

**THE NEW SINGSATIONAL MUSICAL SHOW FROM 20th's**

# CAN'T HAVE EVERYTHING"



## ALICE FAYE

Honey-lovely . . . lirting to new hi-de-heights!



## RITZ BROTHERS

Triple-threats to gloom . . . give 'em room . . . give 'em room!



## DON AMECHE

Your new heart-throb...now star of radio's biggest show!



## CHARLES WINNINGER

Surrounded and dumb-founded by Hollywood's smartest girls!



## LOUISE HOVICK

Bringing a striking new personality to the screen!



## RUBINOFF and his violin!

. . . that talking, laughing, tuneful fiddle!



## TONY MARTIN

Romantic rave of the airwaves!



## ARTHUR TREACHER

One l-o-n-g laugh!



## PHYLLIS BROOKS

Sweetest of tomorrow's stars!



## TIP, TAP & 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 zip-and-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 Harry Tugend, Jack Yellen and Karl Tunberg. From an original story by Gregory Ratoff. Dance director Harry Losee. | Darryl F. Zanuck in Charge of Production



THE KEYSTONE OF YOUR FUTURE

### 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 fierce drive to unionize the entire picture biz here. Behind the campaign are the National Ass'n of Theatrical & Kinema Employees, supported by the Ass'n of Cine-Technicians, which looks after the interests of production personnel.

On the studio side wage agreements exist between the NATEKE and the majority of leading producers, including London Films, Rankin-Bass, Gaumont-British, British International, A.T.P. (Basil Dean), British Lion and a dozen more, and A.C.T. likewise has a deal with G-B, Pinefold and others in the interests of technical crews.

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 Exhibits' Ass'n, with its more than 600 theatres, for two years, providing approved standards of pay, working time and general 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 tackled include Odeon and Union, while approaches to the Exhibits' Ass'n also cover the G-B and Associated British circuits. Outside deals have been concluded with independent picture and legit groups, among them Moss Empires, Howard & Wyndham, Stoll Theatres, Andre Charlott, London Palladium and Holborn Empire.

General standards in picture theatres are low in the U.K., compared with other English-speaking territories, with frequent reports of understaffed, ill-lit auditoriums and overworking a 70-hour week for pay as low as \$5 a week. Projectionists are often found to be pulling down only \$12 or so for their more responsible jobs, and in many instances managers rate about \$25.

Terms demanded by the unions at present aim merely at easing the situation slightly. Higher pay rates and knocking a few hours off working time.

Current talks between the ACT, representing laboratory employees, and the bosses, indicate another section of the industry fast being organized by labor, and the general tendency in all trades, unionism to make steady headway among the workers. Even so, certain elements are dissatisfied with the rate of progress, and, at an INATEKE conference are to move for approach to the Government, with a demand that the Ministry of Labor investigate theatre conditions and force their operators to negotiate.

Hayakawa's French Pic Set for Jap Release; Trouble Is Expected

Tokyo, July 9. French film 'Yoshiwara' (Sacrifice) has been bought by Saneisha, Jap distributors, for Japan. Because of widespread publicity given the film here, on account of scenes allegedly holding Japs in contempt, the subject should have heavy draught at home, provided the censor doesn't go berserk with the scenes. If the pic reaches the screens with the objectionable scenes intact, houses showing them are in for trouble from various patriotic associations. Recourse for damages in such cases rarely is given, the authorities almost invariably siding with the patriots. Film stars Sessue Hayakawa.

BRITISH PIX PICKED FOR VENICE FESTIVAL

London, July 30. Alexander Korda is sending prints of 'Elephant Boy' and 'Five Over England' to compete for awards at the annual Venice Film Festival, which starts Aug. 10. G-B is submitting 'King Solomon's Mines' and 'Bob Kane' (20th British) his Bedouin job, 'Wings of the Morning'.

Metro Planning House For Tokyo, If Possible

Tokio, July 9. According to reports, Metro is considering plans for building a first-run house somewhere in the downtown district here, probably near Shibuya Park, if and when the necessary permits are issued by police. J. D. Benmann, Metro manager here, when asked for confirmation, stated that the proposition is just where it always has been—in the watchful waiting stage. According to Benmann, Metro had 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 unopposed to the enforced alignment of foreign distribbers by Toho and Schuchman, and would do anything possible to get around it.

NAZIS EXPECT 130 NEW PIX

Berlin, July 18. Various distributing companies in Germany have announced their plans for the coming season. Ufa and Tobis head the list, each with 40 pix. Newly founded Terra-Film-Kunst follows, 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 either already completed, or under way.

NEWSREEL YEN WANES, SIGNS 2D DUTCH HOUSE

The Hague, July 16. Popular interest in the wedding of Princess Juliana and the British coronation recently brought a lively newsreel boom to the city. Cineac Co. opened a second newsreel 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 pix. Opened with 'Shanghai Express' (Fox) and has a new name, Rex theatre. City Cinema, leading film-house of the town, has been remodelled and redecorated. More comfortable seats have been installed, with the capacity of the house remaining the same. 'History Is Made at Night' (UA) reopened the theatre.

Tobis Pessimistic

The Hague, July 16. International Tobis annual statement for 1936, just issued, gives less particulars than last year. Results in other countries are not given and the general tone is rather pessimistic, notwithstanding a net profit of \$300,000, against \$1,200 in 1935. There has been no change in the monetary difficulties which the company faces, such as transfer restrictions, clearing 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. There are profits available from the daughter companies operating in several other countries, but they are all frozen there and cannot be transferred to Amsterdam. After various shiftings, such as

Marquee Worrier

Capetown, July 5. Manager of a Capetown suburban cinema was notified over the phone that his house was shortly due to screen the Coronation film. 'Oh, yes,' says he, 'who's in it?'

14 NEW MAGYAR FILMS READY

Budapest, July 16. Of the 30 new Hungarian pictures in preparation for the coming season, 14 are completely finished and awaiting the censor board's pleasure. They are 'Bride of Torocko,' 'Vicky,' '80-Mile Speed,' 'Storm on the Plain,' 'My Daughter Isn't That Kind,' all adaptations of stage plays, and 'We Married for Love,' 'All Men Are Lunatics,' 'Hello, I've Inherited a Fortune,' 'Marriage,' 'Revenge is Sweet,' 'Sports Love,' 'Mammy,' 'Hotel Springtime,' 'Our Life and Our Blood,' originals. Two more will be finished this month. 'Baroness Castle,' directed by Laszlo Vajda, now being shot at Hunria, and 'Young Lady Wants a Room,' starring Irene Zilahi, at Filmiroda 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, Manilla Arch, got socked \$250 and costs for not playing the stipulated percentage of British pictures under the quota laws. For the defense it was pleaded that the Regal, being a pre-release theatre, had a policy of running previews of major pictures as long as they held up at the box, which meant prearranged programs often had to be scrapped, including domestic pic. 'Mr. Deeds,' it was argued, drew big for 11 weeks solid and three other plans flat into the 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.

Riviera Fire

Nice, July 16. Fire, believed caused by a careless smoker, damaged the Politeama Cinema here to the extent of \$35,000 early this week. James were discovered about 2:30 o'clock when about the fire could gain headway firemen salvaged films and apparatus valued at about \$21,000. Stage, auditorium and balcony were entirely destroyed.

Profit Is Up, But Coin Frozen Around the World, So What's the Good?

The Hague, July 16. International Tobis annual statement for 1936, just issued, gives less particulars than last year. Results in other countries are not given and the general tone is rather pessimistic, notwithstanding a net profit of \$300,000, against \$1,200 in 1935. There has been no change in the monetary difficulties which the company faces, such as transfer restrictions, clearing 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. There are profits available from the daughter companies operating in several other countries, but they are all frozen there and cannot be transferred to Amsterdam. After various shiftings, such as writing off a small amount of reserves 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 in other companies, remains practically unchanged at \$1,600,000 and, in the assets, there is a figure for patents of \$660,000. 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 at 5%.

STUDY TOUR

Tokyo, July 9. Ranko Sawa, local film star, leaves for America next month, where she will spend six months in Hollywood. Going there to absorb ideas for western style pix to be made here.

Film Buying Deals

(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 most majors not to give added protection where asked for and the complaints, such as piled up against Paramount, for failure 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 frightened 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 In an admirable position through the pictures that it supplied this season (1936-37) and well up on deliveries, 20th-Fox is giving competitors a hot race on contract-getting. John D. Clark, the company's sales manager, points to a release chart on new season's product for availability through the fall which probably is acting as a strong influencer and claims the high total of 5,000 theatres on its books right now. Heading deals closed by 20th are the RKO circuit, Michigan-Ontario Interstate chain in Texas; Kinsey & Wilby in the south; A. H. Blank in the mid-west; Minnesota Amusement string in the northwest; Mullin & Pinanski (Par) in New England; Wometco circuit in the Miami territory; Balaban & Katz (Chicago); Comerford throughout Pennsylvania and Loew's in 18 states. 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 Harry Brandt who operates a representative slating of independent houses in Greater New York. Declaration of 80% 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. Royster, has among its deals, some of which were negotiated last year for two years or more, Warner Bros. circuit; Interstate in Texas; Saenger in the South; Kinsey & Wilby; A. H. Blank, Fox-West Coast, now known as National Theatres; Balaban & Katz; Grand six chair 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 closed 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; Hoblitzelle-Connell in the southwest; Interstate string in New England; Kinsey, Wilby 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 a 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 20th-Fox going into the Roxy, taking its pictures away from the Music Hall and elsewhere while United Artists, by going into the Music Hall, leaves the Rivoli in a spot where it will need product. The U program, according to all indications, will be directly sought somewhere on the N. Y. first run front and Grainger knows this, hence he's in no hurry to warn a bro.

Warner Bros. deals are headed by Fox-West Coast, Walter Reade circuit and the company's own Warner circuit of houses. This company may be proceeding slower than others and possibly has mixed a lot of contracts from the field which do not please the home office. This occurs every year with distributors, but h.o. approval. From a view of conditions this season, may be harder to get than has, deals going back to division, district and branch managers for re-writing. This season, probably more than in prior years, the big sales chiefs

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. Trips to out-of-town points also have the Agnews, Jules Levis, Abe Montagues, Bill Rodgers and others very much on the go right now.

RKO has several big deals in work at the moment that are occupying Loew's time and that of others; this also being true of Fox and Agnew's company's convention, it is considerably interfered with on indie deals chiefly because of the boycott talk on playdacting, because of failure to deliver six specified pictures this year.

UA, whose 10-year franchise with Loew's ran out this year, has already negotiated a new one-year deal with this circuit and has various other leading choices under negotiation which are not yet ready to announce. 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 Columbia but latter agreed on a term 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 go, 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 franchisees also, which have a year or more to go, several of Metro's deals with Par partners being on this basis. Expectation is that the surge on deals is going to get strong during the next two weeks but not unlikely that a representative number of product buys will be stalled away into the fall because of terms, conditions, clearances, etc. Distributors 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 dickering fever that will die quickly when pictures they require come along.

Film deals for 1937-'38 already negotiated by Monogram which returned to the field this year, include the Public-Grant 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. Lightman in Washington. Company started releasing new product July 1.

Harry David, in charge of Paramount's theatres in the Colorado division, arrived in New York Monday to discuss operating matters and consider product. Tracy Barham got in yesterday (Tuesday) from Ohio for the same purpose. 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), Bob Wilby left the same day for Atlanta but will probably be back later on bus. Harold F. Kinsey, 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 pavilion at the expo this summer. Sixty of these will be full-length, while the rest will be shorts dealing with Germany's economic life and travel-ogues. Among the feature pix will be the latest of Emil Jennings' productions, 'The Master.' Also included in this selected group of films are 'The Kreutzer Sonata,' 'The Emperor from California' and 'Traitors.'

# BRITISH TO THE RESCUE

## 'International Cinema Congress' Meets in Paris Sans U.S., England

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 Producers' 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 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.
2. Creation of a central base for a bureau for international files and statistics.
3. Favoring limitation of the number of show-cases.
4. To collaborate with the Venice Biennial and the Olympic Committee.
5. Creation of cinema libraries in all countries for the conservation of educational films and the best artistic films.

6. To avoid production and sale of 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 regulations, to be in force 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 in 1936, actual amount of such 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.

Foreign pix distributors here state that no special instructions have so far been issued to them, with reference to regular monthly remittances to home offices. Unless Japan's foreign balances take a 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. Annuity, 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 Customers 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. Vinze 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 year, with versions in Turkish, Bulgarian, Rumanian, Greek and Serb.

## NEW JAP EXHIB MAY BE BREAK FOR U.S.

Tokyo, July 9. Kindai Film Co. of Kyoto has been organized by Kichinosuke Suzuki, former prez of Kyoto Real Estate Co. Concern has acquired a chain of 10 pix houses, in Kyoto, all of which run both foreign and Jap 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 distributors in two groups, serving those exhibs respectively and exclusively. Foot-hold gained by Kindai so far hasn't made a dent, but the outfit claims to have enough cash behind it, to enable large-scale operations when the opportunity appears ripe.

While foreign distributors are naturally interested in the aims of the new group, most of them feel that Kindai will have a tough time getting a toe-hold, due mainly to the lack of sources, for Jap product, which is almost necessary with the present practice of double billing. Also a scarcity 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-cornered 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, Oimatsuza, Shurakuaku in Kyoto and Shochikuza in Osaka will be entirely rebuilt and modernized in equipment.

## EDUCATIONAL DE LUXER

Paris, July 18. More than 3,000 young students are working at the Chateau de Pau, high in the Pyrenees, in one of the largest educational film projects ever attempted in France. Film is being directed by Jean Dalguilla. Camera work is being done by Dalle, with Raoul de Laparra writing the score and selecting locations.

## LONDON B. R. FOR G.U.T. ON SOLO BID

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 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 rentals 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 provide some strong measure of protection. With America practically closed to them, Australia is the next best spot to 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 talking an English bankroll and a drop of the Hoyts link, which brings forth a whole series of questions. If solo operation is now proposed. (Continued on page 31)

## Exhibs Sparring for Opening As 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 concerns, inability to rent pictures of smaller companies to local theatres and bad quality of German productions.

Engel had a distributing contract with Munich Emelka-Bavarian Film Co. He ran three theatres in Vienna, the Elite, Flotten and Lustspiel 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 production manager, which post he formerly 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.

Tokyo, July 9. Toho 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 Tokutsu Eiga Co. Toho studio will be located at Kyoto.

## Doyle Drops Aussie Production, Too, Panning Gov't and Quota Law

Sydney, July 5.

Stuart F. Doyle has decided to quit pic production in Australia altogether. 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 paltry prizes offered for the best pic 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.

Doyle feels that production was at the crossroads through lack of effective government encouragement, and by way of ill-conceived Quotas incapable 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 provide 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 Americans of what it (government) should undertake itself.

Finally, Doyle expresses the opinion that local production is doomed unless revolutionary methods are adopted by the government in substantial and tangible encouragement, and not by passing all responsibility to other people.

London, July 18.

Quota situation has now gotten to be like the middle stages of a dull prizefight, with the contestants amblying 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 rulings, 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.

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 exhibitors, who have little or no direct representation there, in face of nearly 100 members with affiliations at the Federation of British Industries, which is championing the cause of local producers. Although this is, at best, an oblique influence, the C.E.A. sees it as a factor 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. branch at Leeds, representing hundreds of provincial in-fills, and which is the home territory of the president, C. T. 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 and state their case.

Purely as a coincidence, a movement started recently in the House of Commons itself, where a group of nearly 100 M.P.'s has organized itself into a Parliamentary committee which will voluntarily seek contacts with the industry, so as to hear all the arguments and sift them in the hope of arriving at a basis of action in the House when the Bill is up for debate. Committee has no status, but if sections of the industry like the C.E.A. see it as a general outline of the situation.

Possibilities are, nevertheless somewhat stalled in advance through the fact that the trade is split wide open on the issue. Without unity inside 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 trouble 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.

## G-B THEATRE BRANCH REPORTS UPPED NET

London, July 18.

General 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 \$305,390 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.

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 stockholders. 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

**WARNER BROS.**

With a Record Barrage of Booking Requests for

**MERVYN LEROY'S**

**THEY WON'T  
FORGET**

**NOW IN THIRD SMASHING N. Y. STRAND WEEK, WITH  
LAUDE RAINS • GLORIA DICKSON • EDWARD  
MORRIS • Otto Kruger • Allyn Joslyn • Lana Turner**

•  
**A FEAST FOR YOUR EYES**

*August 23 and 24*

National Trade Showing of First Warner Releases for 1937-38

*Check your Warner man for a quick reservation!*

# 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	TIME MINS.	WHEN REVIEWED BY VARIETY
5/28/37	LEAGUE OF FRIGHTENED MEN I MET HIM IN PARIS HOLLYWOOD COWBOY THIS IS MY AFFAIR UNDER THE RED ROBE DREAMING LIPS THE MAN IN BLUE KID GALLAHAD	E. Chodorov W. Ruggles G. A. Hirliman K. MacCowan R. T. Kane M. Schach K. Glasmon WB	Col Par RKO 20th UA UA WB	Drama Rom-Com Western Musical Rom-Dr Melodrama	I. Hervey-W. Connolly C. Colbert-Melvyn Douglas G. O'Brien-C. Parker-E. Scott R. Taylor-B. Stanwyck C. Veldt-R. Massey E. Bergner-E. Massey R. Wilcox-N. Grey E. G. Robinson-B. Davis	Al Green W. Ruggles Ewing Scott W. Frankeiter V. Seastrom Paul Czinner M. Carruth M. Curtiz	71 85 60 39 100 70 64 160	6/16 6/9 7/28 6/2 6/2 5/26 7/8 6/2
6/4/37	RECKLESS RANGER TALK OF THE DEVIL HELL DIVERS (RE-ISSUE) FARNELL HOTEL HAYWIRE BORDER CAFE DOOMED AT SUNDOWN ANGEL'S HOLIDAY WHEN THREE MEETS THIEF THE WILDCATTER CASE OF STUTTERING BISHOP	Col B. & D. MGM J. Siskel Par Bob Sisk A. W. Hackel J. Stone Criterion Geo. Owen WB	Col GE MGM MGM Par RKO RKO 20th UA WB	Western Rom-Dr Com-Dr Rom-Dr Comedy Western Drama Circus Drama Mystery	Bob Allen-B. Weeks E. Cortez-S. Eilers W. Beery-Gable-C. Nagle C. Gable-Maryna Loy L. Carrillo-L. Overman J. Beal-H. Carey-Armida D. Steele J. Withers-Robert Kent D. Fairbanks, Jr.-V. Hobson S. Colton-J. Rogers D. Woods-Ann Dvorak	S. G. Bennett Carl Reid G. Hill John Siskel G. Archinbaud Lew Landers Sam Newfield James Finlay Raoul Walsh Ray McCarey W. Clemens	59 76 109 115 85 67 74 85 58 70	7/14 5/19 12/29/31 6/18 6/16 6/9 5/26 6/16 6/16 6/2
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. F. Schulberg Al Lewis L. Fields S. G. Engel WB WB	MGM Par RKO RKO 20th WB WB	Comedy Melodrama Comedy Rom-Dr Comedy Drama Western	Marx Bros. A. Tammie-J. Trent H. Broderick-V. Moore A. Baxter-A. Leeds Hudson-Tracher-Haley F. O'Brien-H. Honda D. Moran-H. Valkis	Sam Wood C. Foster Joseph Santley Phil Rosen M. St. Clair E. Bright Noel Smith	109 70 65 71 71 85 58	6/23 6/23 7/7 7/7 7/14 7/10 6/2
6/18/37	TWO-FISTED SHERIFF BANK 2000 MARRIED BEFORE BREAKFAST NORTH OF RIO GRANDE MOUNTAIN MUSIC RIDING ON AIR RHYTHM IN THE CLOUDS YODELIN' KID FROM PINE RIDGE BIG BUSINESS WALT DISNEY'S ACADEMY REVUE ARMORED CAR FLY AWAY BABY WHITE BONDAGE	H. L. Decker Condon S. Zimbalist Harry Sherman Ben Glazer David Loew A. E. Levoy A. Schaefer Max Golden W. Disney E. M. Asher WB WB	Col GN MGM Par Par RKO RKO Bep 20th UA U WB WB	Western Melodrama Com-Dr Western Comedy Comedy Musical Western Comedy Comedy Melodrama Com-Dr Drama	C. Starrett-B. Weeks Louis Gasnier E. Young-Florence Rice Wm. Boyd-Geo. Hayes E. Burns-Martha Raye Joe E. Brown F. Elton-W. Harland Gene Autry-B. Bronson F. Trouty-S. Deane Cartoon E. Wilcox-J. Barrett G. Farrell-MacLane Jean Muir-G. Oliver	Leon Barsha Louis Gasnier E. L. Martin Nate Watt C. Reisner E. Sedgewick John R. Auer Joe Kane F. R. Strayer W. Disney L. Foster F. McDonald Nick Grinde	70 64 70 76 76 64 61 64 60 60	6/23 7/14 7/28 6/30 6/30 6/30 6/2 7/7 7/14 7/14 7/21
6/25/37	DEVIL IS DRIVING GIRLS CAN PLAY SWEETHEART OF THE NAVY CAPTAINS COURAGEOUS LAST TRAIN FROM MADRID YOU CAN'T BE 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 RKO Bep 20th U WB	Melodrama Comedy Comedy Spectacle Drama Rom-Com Western Musical Rom-Com Rom-Dr	E. Dix-Jean Perry J. Wells-C. Quigley Eric Linden-C. Parker F. Bartholomew-Spencer Tracy L. Ayres-D. Lamour C. Foster J. M. Brown-L. Meredith J. Davis-A. Marin N. Grey-K. Taylor K. Francis-E. Flynn	H. Lachman L. Hillier D. Mansfield V. Fleming J. Hogan C. Casarne Sam Newfield H. Lehrman Ray McCarey W. Dieterle	69 69 63 115 85 69 61 67 67 73	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 CHIEF RIDERS OF THE ROCKIES THE EMPEROR'S CANDLESTICKS THIRTEENTH MAN MIDNIGHT MADONNA FOREIGN EVE NEW FACES OF 1937 SLAVE SHIP DARK JOURNEY I COVER THE CARS SINGING MARINE	R. Cohn H. L. Decker R. Cuthow Ed Finney J. Considine Lon Young E. Cohen Edward Small N. Johnson W. Saville L. Carr T. Edelman WB	Col Col GN GN MGM MGM Par RKO RKO UA U WB	Action Western Com-Dr Western Rom-Dr Mystery Melodrama Com-Dr Musical Spectacle Drama Drama Drama	D. Perry-E. Keith C. Starrett-B. Weeks Jack Holt-E. Bradley Tex Ritter Powell-Maurice W. Heyburn-L. Courtney W. William-M. Correll L. Carr M. Berle-J. Fenner-H. Hilliard W. Baxter-W. Beery-E. Allen C. Veldt-V. Leigh-J. Gardner J. Wayne-D. Ray-G. Gaze D. Powell-D. Weston	C. C. Coleman Leon Barsha Phil Rosen E. N. Bradbury G. Fitzmaurice W. Nigh J. Hood C. Barton Leigh Jason Tay Garnett V. Saville Ray McCarey Ray Emrite	58 67 71 85 85 56 55 105 90 69 105	7/7 7/14 6/30 6/30 6/30 7/21 7/21 7/7 6/23 7/7 7/7
7/9/37	THE TWO OF US THE SHADOW STRIKES BETWEEN TWO WOMEN HOOSIER SCHOOLBOY WILD MONEY ON AGAIN, OFF AGAIN BORN RECKLESS WESTBOUND LIMITED PUBLIC WEDDING EMPTY HOLSTERS	Gainsborough Alexanders MGM K. Goldsmith Par L. Marcus M. H. Feld McRae-Koenig WB WB	GN GN MGM MGM Par RKO RKO U WB WB	Rom-Com Western Drama Drama Com-Dr RKO Melodrama U WB WB	J. Hulbert-Gina Male E. LeRoy-Ed. Anders Tone-V. Bruce-M. O'Sullivan M. Rooney-F. Shields E. E. Horton-L. Campbell W. Keeler-Woolsey-E. Muir E. Donlevy-E. Hudson L. Talbot-E. Rowles J. Wyman-M. Wilson D. Moran-P. Valtath	R. Stevenson Lynn Shores G. Seitz W. Nigh Louis King Edw. Cline C. Casarne F. Beebe Nick Grinde B. Eason	61 87 82 62 66 66 60	7/14 6/30 6/30 6/30 7/21 7/21 7/21
7/16/37	IT CAN'T LAST FOREVER KING SOLOMON'S MINES BOOTS OF DESTINY BLAZING SIXES RIDERS OF THE DAWN TOPPER EASY LIVING SUPER EIGHTS THE RED ROBE THE CALIFORNIAN EVER SINCE EVE	H. L. Decker GN Condon K. Goldsmith R. N. Bradbury Hal Roach A. Hornblow, Jr. Edw. Small A. W. Hackel Sol Lesser Cosmo	Col GE GN MGM MGM MGM Par RKO RKO Bep 20th WB	Rom-Com Spectacle Western GN Western Comedy Comedy EKO Western Western Rom-Com	E. Bellamy-B. Furness A. Lee-R. Young-Robeson Ken Maynard F. Coghin-E. Durrnd, Jr. Jack Randall C. Bennett-R. Young J. Arthur-R. Milland E. Oakie-A. Estlin Bob Steele-L. January E. Arlen-E. Cortez M. Davies-R. Montgomery	Ham, MacFadden R. Stevenson A. Rosson F. O. Scottie R. N. Bradbury N. MacLeod M. Leisen W. Frankeiter S. Roy Luby Gus Meins L. Bacon	68 80 59 59 98 88 75 60 59 77	7/7 6/30 6/30 6/30 7/14 7/7 7/14 7/21 7/7 6/30
7/23/37	RENDEZVOUS IN ALPS SARATOGA PARADISE ISLE RUSTLER'S VALLEY THE BIG SHOT THE LADY ESCAPES KNIGHT WITHOUT ARMOR TOWN SCOUT	J. Hagen Hyman-Emerson Dorothy Reid H. Sherman Maury Cohen L. L. Landau A. Korda WB	GN MGM MGM RKO RKO 20th UA WB	Rom-Dr Rom-Dr Drama Western Comedy Rom-Com Drama Comedy	J. Baxter-A. Bushel Gable-Harlow Movita-W. Hull William Boyd C. Witherspoon-Kibbee M. Whalen-G. Stuart Dietrich-Robert Donat D. Woods-J. Madden	B. Vorhaus Jack Conway A. G. Collins Nate Watt Edw. Kelly Eugene Forde J. Feyder Louis King	90 73 58 66	7/14 7/7
7/30/37	A DANGEROUS ADVENTURE WHERE THERE'S A WILL SMALL TOWN BOY LONDON BY NIGHT LEGION OF MENING MEN EXCLUSIVE SHE'S NO LADY TOAST OF NEW YORK WEB WILLY WITH THE VOGUES OF 1938 REPORTED MISSING THE ROAD BACK MARRY THE GIRL	W. MacDonald Gainsborough Zion Myers S. Zimbalist I. E. Chadwick Ben Glazer B. P. Schulberg Edw. Small Gene Markey W. Wanger E. M. Asher Grainger-Whale WB	Col GN GN MGM MGM Par Par RKO RKO UA U WB	Action Rom-Dr Comedy Mystery Drama Melodrama Melodrama Rom-Dr Drama Musical Melodrama Drama Comedy	D. Terry-R. Keith Will Hay-Lilli Palmer S. Erwin-J. Compton L. G. Carroll-R. Johnson Ralph Forbes F. MacMurray-F. Farmer Dvorak-John Trent E. Arnold-F. Farmer-Oakie S. Tomer-V. E. Lewis W. Baxter-J. Bennett Wm. Gargan-J. Rogers J. King-B. Read-A. Devine Mary Boland-H. Herbert	D. R. Lederman M. Varnell Glenn Tryon W. Frankeiter H. McCadden Al Hall C. Vidor Rowland V. Lee S. Tomer I. Cummings M. Carruth J. Whale Wm. McCann	70 65 93 105	7/21 7/21 6/30
8/6/37	RANGER STEPS IN MYSTERY OF HOODED HORSEMAN THE GOD EARTH THE OUTER GATE ARTISTS AND MODELS WINDJAMMER BOOTHILL BRIGADE YOU CAN'T BE HAVING STELLA DALLAS SAN QUENTIN	Col Ed Finney L. Thalberg I. E. Chadwick L. E. Gensler G. Hirliman A. W. Hackel I. E. Chadwick S. Goldwyn WB	Col GN GN MGM Par RKO RKO 20th UA WB	Western Western Drama Drama Musical Action Western Drama Drama Melodrama	E. Allen-E. Stewart Tex Ritter Paul Douglas Ralph Forbes J. Benny-G. Patrick George O'Brien-C. Worth J. M. Brown-C. Rochelle Alice Faye-Ed. Brod. Ameche Stanwyck-Boles P. O'Brien-H. Bogart	S. G. Bennett Ray Taylor S. Frankise Rainer H. MacFadden Raoul Walsh Ewing Scott Sam Newfield Al. Dwan King Vidor L. Bacon	140 70 65 75 60 59 70 104 70 100	2/10 7/28 7/28 7/28
8/13/37	LOVE TAKES FLIGHT THE FIREFLY LUCK OF ROARING CAMP BLONDE TROUBLE HIDEAWAY ONE MILE FROM HEAVEN HANDY ANDY (Re-issue) DANCE, CHARLIE, DANCE DEVIL'S SADDLE LEGION	Condon H. Stromberg J. H. Steele Par Cliff Reid Sol Wurtzel Sol Wurtzel WB WB	GN MGM MGM Par RKO RKO 20th 20th WB WB	Rom-Com Operetta Outdoor Musical Drama Rom-Dr Comedy Comedy Western	B. Cabot-Beatrice Roberts MacDonald-A. Jones O. Davis, Jr.-J. Woodbury L. Overman-E. Whitney E. Frank-M. Ad C. Trevor-S. Blane W. Rogers-R. Taylor S. Erwin-Jean Muir Dick Foran-Ann Nagel	Conrad Nagel R. Z. Leonard I. V. Willat G. Archinbaud Richard Rosson Al. Dwan D. Butler F. McDonald E. Connolly	140 60	7/28 7/21



# "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 romance-drama interested, excited and thrilled first-night 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.

## "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 picture-telling which nobody who finds pleasure in the cinema can afford to miss."

**EILEEN CREELMAN, Sun**—"Is a 'Cimarron' of the oil industry."

**ROSE PELSWICK, Evening Journal**—"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**—"Entertainment 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."

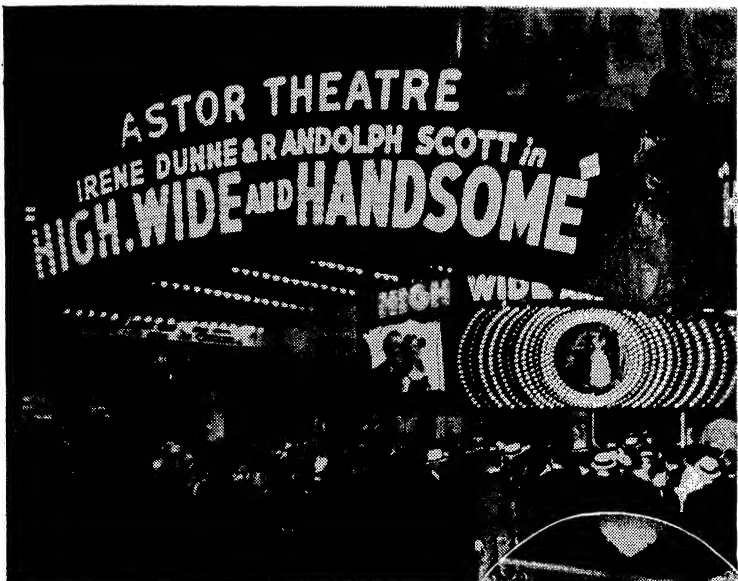
**WHITNEY BOLTON, Literary Digest**—"Has magnificent sweep."

**EDWIN SCHALLERT, Drama Editor, Los Angeles Times**—"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."

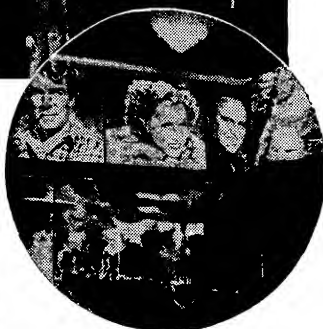
**HOLLYWOOD REPORTER**—"A new word will have to be coined even to describe this operetta treatment of a dramatic episode from American history."



Milling Mobs turned out for opening of Paramount's "High, Wide and Handsome." Heavy advance sale at \$2.20 top proves public is ready, willing and able to pay for entertainment that so successfully blends drama, music, romance, thrills, song, music and comedy as does this Rouben Mamoulian saga of "black gold rush" days.



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 Handsome, too, was the specially designed front and lobby, which introduced novel natural effects and modern lighting into modern showmanship that characterized Paramount campaign for important picture.



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

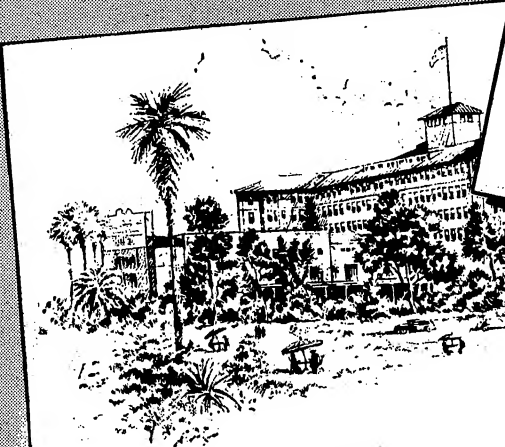
DOROTHY LAMOUR • AKIM TAMIROFF • RAYMOND WALBURN • Ben Blue • Charles

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



**BILL BRANDT WRITES  
BROTHER HARRY A LETTER OF  
PARAMOUNT IMPORTANCE**



July 19, 1937.

The Los Angeles  
AMBASSADOR  
CALIFORNIA

Dear Harry:

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 "SOULS 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 LeBaron, 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 Paramount deal the first order of business.

We are having a splendid time and miss you very much.

*Grey.*

**IT LOOKS LIKE A  
PARAMOUNT YEAR!**





**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

(Continued from page 5)

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 distributors 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 at the home office 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 squawk just as loud when deliveries aren't made.

### Why They Pick on Par

The pictures Par will not deliver under this season's (36-37) promises are not restricted to the six boys' exhibiting exhibitors complaining about. The six are singled out because they include pictures an exhibitor 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 Cassidy's. The company will deliver 54 of the 65 top features, plus all of the westerns promised. This would leave a deficit of 11 pictures unless a reissue of 'Scrooge' (not originally promised at 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,' later having been roadshowed 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 in '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 carry-overs not being counted.

### 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. Finney into an executive post in the contract department at the home office as a specialist on 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.

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, 'Flame From a Stranger,' Disney's Academy Award Review and two reissues.

GN's 56% 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 promised.

Figures would show that 20th-Fox, Warner Bros., Universal and, strangely enough, Republic are keeping best faith with exhibitors, per original schedules.

Twentieth-Fox scheduled a maximum of 56 and a minimum of 45 features (including four foreign-made), 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 August, 20th will have delivered 63 of these, which would have it falling on just two. This deficit appears to be two of the foreign-made ones originally promised, only two having been delivered. However, since 20th set a minimum of 56 pictures, in delivering 63 on the season the company actually goes over its minimum promises.

Warner-First National announced a total of 60 features this year (36-37) and has advised accounts it will deliver 38 westerns. However, released through to Aug. 1 would indicate eight features are yet to come. This season WB had three carry-overs from the prior season, plus one reissue, 'One Way Passage.' 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, it to be delivered, 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 will fall short on only three pictures. These will be three of the four color productions announced. However, while Republic promised 52 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.

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.

Columbia's lineup was 66 features. Its deliveries are likely to run somewhere between 50 and 55, leaving a deficit 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 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  
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 on 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 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, Warner 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 scribbled 'Charlie Chan on Broadway.'

### Det. Would Ban Games

Detroit, July 27.  
City Council tonight (27) will accord first and second reading to an ordinance proposed by Councilman John A. Kronk, banning theatres from engaging in, directly or indirectly, lotteries, bank nights, screeno, games of chance or skill.

Theatre lotteries have been basis of several suits and considerable agitation here the past two years, and even a state supreme court ruling declaring the games a lottery has failed to halt 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 waged unsuccessful battle against inroads of lotteries and proposed ordinance is figured as a saviour.

### OUTDOOR OPPOSISH KAYOES PIX HOUSES

St. Louis, July 27.  
With city and merchants of Alton, Ill., near here, contributing \$20,000 for free outdoor entertainment during town's three-day centennial celebration here this week, the 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 boat parade, etc.

Robert Wadlow, whose 3 feet 7 1/2 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 public square where Lincoln and Douglas debated national issues.

Carnys moved into town en masse in anticipation of large crowds from all sections of state and as from St. Louis and nearby Missouri towns and reaped a harvest. It is estimated that 100,000 persons visited Alton during celebration and 35,000 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 E. W. B. 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 b.o.

Two houses well fortified, however—Loew's Ohio packing them with 'Saratoga' and RKO Palace safe with Dick Powell's 'Singing Marine.' 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 trying 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 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 former Biograph studio. Comedy includes will be worked up between Savoy and the ventriquist's dummy. Montgomery's last camera appearance was in 'Variety Hotel,' an independent made several years ago with Hal Skelly.

### R. I.'S DRIVE-IN DOING OK

Providence, July 27.  
Rhode Island's first open-air theatre is off to a good start. Known as the Drive-In Theatre, the project is located on the site of the once famous cyclotron on Providence-Pawtucket line.

E. M. Loew is sponsoring the Drive-In, which screens second-run pictures only.

### HOUSER'S 'CONDEMNED'

Hollywood, July 27.  
Lionel Houser is scripting 'Condemned 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 week council meeting 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 sum to a percentage of the gross.

Proposed ordinance would fix the license fee for motion picture theatres at a straight 3% of the gross income. It is estimated that this would return a tax revenue to the city of from \$600,000 to \$1,000,000 annually.

This \$900,000 average under the percentage setup is contrasted with the present tax revenue for the city of \$111,000 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 houses.

Whether this proposed boost of the theatre taxes of approximately 60% 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 exhibit body is up in arms against the proposal, since it will hit every theatre 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 use of hanging signs from all theatre marquees on State street, insisted on a continuous cooling plant, temperature of 72 deg. in the winter and 70 deg. in the summertime, put through the most stringent conception of fire rules in regard to hanging drapes, imposed the closest

adherence to all censorship rules. In addition, the local authorities killed off bank night, screeno and other giveaway coin stunts.

But of all the rulings this final blow of percentage taxation represents is the exhibitor minds the last straw of administrative activity against theatres. Exhibitors are hanging 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 shove their shoulders and look back, evidently not even realizing what the exhibitors are talking about.

### MANAGER HELD UP BUT GUNMEN NABBED

Cleveland, July 27.  
Three gunmen tackled Joseph Deutsch, manager of the Sun theatre, in front of noon 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 unconscious. Radio squad heard of it, sighted stolen car 10 minutes later and started 30-mile-per-hour chase. Robbers crashed into another auto and were in the hoosegow 55 minutes after muscling Deutsch.

### WINNIPEG'S 'CINEMA CENTRE'

Winnipeg, July 27.  
Winnipeg's new film exchange, now under construction by the Hudson's Bay Co., on whose ground it is located, received two jolts this week. First came when it was decided to make further additions at an added cost of \$50,000, making a total cost of building now \$100,000. Second jolt was the new name. Will be known as 'Cinema Centre.'  
Reported boys are hunting out their monacles already.

New York Theatres

Here's a Better Show

at the RKO THEATRES

10th Av. & 68th St.

HELD OVER

"WEE WILLIE WINKIE"

with Shirley Temple and Victor Swickson

the Budge Huggles and others

ALL 25c TO SEATS—1 P.M.

PARAMOUNT TIMES SQUARE

HELD OVER

IN PERSON!

Mal Hallett and Band

THE BUDGE HUGGLES

"Exclusive" MAL LEROY

"THEY WON'T FORGET" with Claude Rains - Gloria Dickson - Edward Norris

NEW YORK Strand

25c to 1 P.M.

AIR-CONDITIONED—B'way and 47th Street Doors open 9:30 A.M.—MIDNIGHT SHOW

CAPITOL

2ND WEEK!

Clark Gable • Jean Harlow

In Her Last Picture

"SARATOGA"

A Return Engagement by Special Demand

GARY COOPER in "THE Lives of a Bengal Lancer"

AIR Conditioned

CRITERION B'way at

Midnight Shows—25c to 1 P.M.

STATE

TODAY ONLY

MARRIED BEFORE BREAKFAST

Ernie Miller Band

Starting Thursday

"The Emperor's Candlesticks"

Gus Arnheim and Orchestra

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 femme lead.

Errol Taggart directs.

RADIO MUSIC HALL

HELD OVER

"TOAST OF NEW YORK"

Spectacular Stage Productions

CONDUCTOR VIOLINIST

2nd Year—Shea's Buffalo

The DYNAMIC

ARNO

"Arno's overture is delectable and its conclusion impressive. Audiences interrupting incessantly for encores."—Buffalo News.



# 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 calculated to send the customers out of the theatre in a happily sentimental frame of mind.

Although 'Paradise Isle' bows to all the romantic yearnings of the audience, it is decently restrained in its emotion and dramatic statement.

Movivia, who first came to film attention in 'Mutiny on the Bounty' whenever she's in camera range. Her performance is quite eloquent and she provides a sufficiently compelling person to make the conclusion credible.

Photography (all made in Samoa) is effective without drawing too much attention from the plot, while the sound frequently makes the picture seem more real.

ARMORED CAR

Universal release of E. M. Acker production. Features Robert Woolf, Judith Barrett, Cesar Romero, Irving Pichel, and Oliver Driver. Directed by Victor Fleming.

Undistinguished cops-and-robbers meller glorifying the stalwarts of the armored cars. No marquee names and w-o-f-o-m will be negotiating a deal with a haddler and okay for below-deck deals.

Yarn deals with the undercover dick who gets a job as an armored car guard, knowing he'll be fired. He pretends to be a haddler and is taken into a bandit gang and brings about their capture.

Direction, camera and editing are adequate. Hobe.

RANGER COURAGE

Columbia production and release. Features Bob Allen, backed by Spencer Gordon Bennett. Story and screenplay by Monte Gatzert; film editor, Dwight Caldwell; camera, Ed. Cummings; music, Arena, N. Y., July 25-24, '37, on double bill.

This opus of the open plains differs from most cowboy epics in that some of the acting topsy story and action. It is dotted with several other twists that won't mean a thing at the time but Bob Allen's name won't add the box office. While Allen may be a comer, he's a stranger with the western fans.

Story of 'Ranger Courage' achieves a new high in weird movie conglomerations. The slight bit of reality found is largely due to several craftsmanlike thespian jobs.

Date Gatzert is to blame because he is tagged as a writer and screenplay author. He's taken a long wagon train through the expanses of Texas, surrounded them with Tex rangers, protection against injuns and renegades, and the Big Pickin' up stray ideas as the plot unfolds.

It's not particularly clear why the wagon trains should be going through Texas, nor do the sets have so much cash in a money chest that figures prominently in plot. De-

velopments are cluttered with many hokey western tricks, such as the lone ranger outwitting 10 outlaws single handed, the tricksters untying the prisoner hero and the daredevil Texan halting a runaway wagon.

On the credit side, there's a good bare knuckle fight outdoors, without the usual broken chairs and tables, and Bob Allen's performance. Though he appears too trim for the average cowboy or ranger type, Allen delivers lines like a pro, saying something almost unheard of for many western players.

Martha Tibbets is a comely wagon train settler who goes for ringer. Has a tendency to mumble some passages. Bob Kortman again is a realistic outlaw pal of the renegade chief, role done by Walter Miller. Small kid character, done by diminutive Robert Henry, is good for laughs. Camera work and dialogue is fair. Wear.

BOOTS OF DESTINY

Grand National release of M. H. Hoffman production. Features Claudia Dell, Vince Barnett, Ed Cassidy. Directed by Arthur Rosson from his script by L. M. Kopp.

Ken Maynard series will figure at the b.o. this season in the towns large and small. Maynard was second only to Beatty. But whether or not the youngsters will want to suit up 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 and is being taken for her fiancée.

Claudia Dell is the ranch owner and plays as easy as possible in this uneasy picture. Real sufferer is Vince Barnett, who has a rep for being a little bit of a fustianer.

Ed Cassidy is the foreman who could keep a corkscrew company. Tarzan, the boss, does some of the acting. Maynard was teaching him when playing vaude dates a year ago. It's a repeat for those spots playing the duo in person.

As western go, this is class C. Barn.

Rhythm in the Clouds

(WITH SONGS)

Republic production and release. Stars Patricia Ellis, Warren Hull. Directed by John H. Auer, screened by Victor Cooper. Story, George Menzies and Jay Bond; camera, Murray Seligson and Irving. Edward Mann. Songs by Lou Handman, Walter Hirsch, Harry Owens, Ray Kinney. At Opequon, Lincoln, dual. Running time, 64 mins.

Both Warren Hull and Patricia Ellis, who have been doing just fair at 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.

Labeled a musical, it has three songs, 'Don't Ever Change,' 'Hawaiian Hospitality' and 'Two Hearts Are Dancing.' Latter gets the most frequent call but it's not all 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 and an empty stomach while she's trying to peddle some songs she has written. Fakes a letter which gets her an in, in a wealthy songwriter's apartment while he's out of town.

Warren Hull is a lyric writer, and Patricia, the down-at-the-mouth tunesmith. The big penman is David 'Big Boy' Schwartz. The story is over Suzanne Kaaren, a battle which is forgotten when Patricia comes on the scene. It's clearly Miss Ellis' picture, but Richard Carlie, William Desmond, and the other players in moments assigned them.

Sets are neatly done, and the dialog is snappy. It will fairly entertain those who see it. Barn.

SOUND PATENTS SUIT MAY GO TO U.S. SUP. CT

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 confirmed 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.

General Talking Pictures contended it used the patents continuously and had paid royalty for their use. Plaintiffs claim these royalties were returned but that General had continued to use the equipment without plaintiffs' okay. Lowenstein, Mathes and Arnold patents were involved in the suit.

British Rescue

(Continued from page 21)

posed, why was Doyle ditched for attempting such a move? Why were Doyle's plans for vengeance through 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 acre 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 Dominion Film Distrib., Ltd. Stanley Crick, 20th-Fox local boss, is chairman of directors of this unit, which 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's various units would find the going hard. Maxwell, of B.I.P. and Woolf, of G.P.E., are not men to take any shuntout lightly.

If solo operation is really planned by Rydge and G.U.T., then the British should have no difficulty because the company will need all the pic it can secure to keep up with the big position. RKO, Warners, and U have swung to Hoyts because of their huge holdings in the naves, together with acres in the city spots. So that G.U.T. will be forced to pay a pretty stiff price for ace product.

CONTRACTS

Hollywood, July 27. Gwen Wakeling's pact as 20th-Fox style creator and designer has been optioned.

Metro negotiated a playing term with Jeanie Lewis, of the N. Y. Group Theatre.

Winifred Harris signed on for two films at Metro.

Harvey Gates signed a Universal writing agreement.

Diana Furst goes to Paramount under a term playing pact.

Robert Usher drew a term in Paramount's art department.

Karl Karpe stepped into Metro with contract as animator, cartoonist and cartoon director.

Metro handed Everett Freeman a new screening term.

Henry Losee is tied to 20th-Fox under a dance directing pact.

Warners hoisted Irving Rapper's dialog directing option.

Robert H. Hanks' pact to a writing contract at Republic.

Selnick International litted Val Lewton's ticket as story editor for another year.

Howard Benedict handed a two-year additional pact as RKO publicity head.

TITLE CHANGES

Hollywood, July 27. B. P. Schuberger's 'Bonanza,' which was changed to 'Park Avenue Polka' is now 'Blossoms on Broadway.'

Warners switched 'Inside Story' to 'Love on the Air' and 'Block That Kicks to Over Go' with 'Hull Life of a Lancer Spy.' 20th-Fox, reverts to its original tag, 'Lancer Spy.'

Metro has switched 'The Ugly Druggist' to 'Swing Easy.'

Metro has transmogrified title of Garbo's 'Madame Walewska' to 'Conquest.'

Still They Come

Hollywood, July 27.

Teachers coming here from distant points have envied 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.

Nudeist Film Exhibitor Pinched in Atlantic City

Atlantic City, 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 attempted to show moving pictures of nudeist activities in an open air theatre on the Boardwalk near Mayor White's Marlborough-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 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 nudism. He testified that they were no more indecent than 'Back to Nature' and 'Ecstasy' which were exhibited on the Boardwalk last summer. The films were taken in an Oregon nudist camp, he added.

Harold Sugarman Hires Series for Geo. Hirshman

Hollywood, July 27. Harold Sugarman has signed up with George Hirshman to produce a series of pictures in line with a new organization being formed by Hirshman.

Former Condor production head has rented space at Hollywood Studios and expects to issue announcement of plans for new production soon.

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. Peskay, 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 Setevopserial, has been assigned at Metro to Talbot Jennings and Harvey Feigenson.

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' chief.

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 strips.

STORY BUYS

Hollywood, July 27. Original story, 'Passport Husband,' by Hilda Stone, writer of producer John Stone, acquired by Sol M. Wurtzel unit at 20th-Fox.

Screen rights to Helen Grace Carls's 'Cosmopolitan' mag novel, 'Merry Merry Matins,' bought by Selnick International.

Musical comedy, 'Swing It, Susan,' purchased by 20th-Fox. Laurence Schwab and Philip Wylie authored.

Frances Brown sold its original, 'The Boss of Lonely Valley,' to Universal for Buck Jones.

'Rollin' Plains,' original by Jacques A. Celia, adapted, to Grand National for Tex Ritter.

Frances Noyes Hart and Charles Grayson sold 'She Shall Have Music' as Hope Hampton starrer at Universal.

'West of Broadway,' by Monroe Shauff and Joe Hoffman, sold to Columbia.

PIX WELCOMES ADJOURNMENT OF CONGRESS

Rush for adjournment of congress, which got under way last week, is regarded as a favorable omen in the picture industry. Many important film 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-sleeping 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.

Permanent national wage and hour laws, which now appear doomed for shelving, would affect the industry greatly. Big producing companies have dealt with organized labor for years and on satisfactory terms. Exchange unionization now is an accepted fact in most communities, and only the effort to form unions of white collar workers remains.

Goldwyn-Par

(Continued from page 3)

the stipulation for withdrawal of the suit over Cooper.

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 Goldwyn Films and Sam Goldwyn as defendants, and that a part of it will read that during the next year Goldwyn will loan Cooper to Paramount for one picture, in reciprocation for which Director Henry Hathaway will be farmed to Goldwyn for one picture 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 coin is in sight from that end Goldwyn will get together with Paramount to supply the coin. If any deal is made, Goldwyn will get a block of Paramount stock for his UA holdings, besides a percentage of the production profits, with Korda 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, which Metro is in the field to buy. Zukor is sailing for that purpose next month.

In this move Walter Wanger would return into the Paramount fold, as that company would absorb the four-year production contract he holds with UA. David O. Selznick would not be in the setup, as his UA commitment expires when he completes his present crop of pics.

MG Filmizes Boys Town, Omaha's Catholic Burg

Hollywood, July 27. 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 Rapt producing.

BAZETT SUES COL.

Hollywood, July 27. Suit for \$27,500 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.

# THE T OF NEW HELD 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



# TOAST YORK RADIO CITY MUSIC HALL

**"Splendid drama of Robber Baron era . . . holds your interest from beginning to end."**

—N.Y. Post

**"Lavish . . . spectacular . . . smashing theatrical attraction."**

—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 . . .**

**DIRECTED BY ROWLAND V. LEE  
AN EDWARD SMALL PRODUCTION**

Original Play by Dudley Nichols, John Turtur, Joel Sayre

*The Toast of New York*



# Pix Aim To Please All

(Continued from page 1)

verbal bay steer when the Hays administration endeavored to expel producers of the lots, then along came 'David Copperfield' and others of that ilk to show the film purists where they were wrong. Industry is going places on the stogon, 'Be Pure and Prosper.'

Similarly with political and nationalistic censorship. Repressions are beginning to come in from far-away places. Cuts are few. Censor producers are watching their steps. Unintentional gibes at foreign nationals no longer find their way to the screen. Result is, sequels are fewer and American films, already captors of the world market, are clinching their spot against growing alien competition.

### Experts Know All

Answer is that most of the major 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 foreign idiosyncrasy, weakness, prejudice, preference and tendency. Every story that comes up for purchase, every script that is considered for production, is not only jobchecked for purity but also scrutinized by studio censor to be certain that nobody's toes are going to be stepped on.

John Hammett, veteran of the censor squad, does the job for Paramount. Al Block aids at Metro. Col. Jason Joy is the 20th-Fox script seccioner, while Samuel Goldwyn and Jack L. Warner personally have the last word on the Goldwyn and Warner lots. No other lots have specially designated censors and those named control bulk of industry's foreign biz.

Development of censorship has been marked by a casuistry acumen on the part of studio watchdogs. Process has been a sort of game, with intra-studio censors pitting their wits, shrewdness and artful dodging against the foreign and domestic wall of rules.

### Irving Thalberg's Practices

Certain pictures that studios have been taken to make because of their story values, sty humor, strong characteristics, etc., have often seemingly insurmountable 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 maximum of interest. Nowadays the smoothest performer is probably Ernst Lubitsch, whose every personality supervises and approves the 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 Thalberg several years ago. Number of studios considered making it because of its crackling adult irony and spicy touch of its plot. All surrendered. Lubitsch grabbed it and handed the problem to John Hammett. Opening situation in the play is in a Parisian house of assignment, barred subject matter to any censor board. Lubitsch, Hammett and Luigi Luraschi huddled and out of these celebrations was born an entirely innocuous setting that might have been a nitery, a gambling palazzo or a rendezvous for a select clientele.

Lines were rewritten, disable scenes adroitly shuffled, anatomy piquantly draped—but motivations in general remained the same and the fundamental triumph of virtue over vice was not disturbed. As 'Angel' has come out of the Lubitsch laboratory a creation of impeccable taste, yet tartly flavored with the risqué.

### '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 outstunche the studio and slip one over. To show the strides censorship has taken in recent years, Paramount heads admitted freely that they never would attempt to put out the original West starrer, 'Diamond Lil,' at this stage of the game because it would be ripped to shreds the world over—even in Oriental countries where our movie's faster risqué approaches don't mean a thing.

Someone in authority always sits on the set through the West films. Mae herself has no desire to go over-

board, but feels that if she handles the taboo subject with an overtones of boisterous fun the offensive sting is dulced. At the same time she aims to lay to rest on farce and class rivalry routines, but even so Paramount would be relieved of a headache if she would consent to portray roles in which her lovelinking would be confined more to males mature enough not to swing every time she throws a curve.

### Time Chanseth 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 re-make of the same years on the studio's working at the time. 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 creation that excited strait-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 busy. 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 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-Fox, who lost a lot of sleep while 'Life of Lester' 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 stumble and hurt feelings when the opposite was intended.

### That British Dignity

Censors develop a sixth sense about foreign prejudices and predilections. They go abroad and they're working at the time, wondering 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 adolescent is going to carry away a moral blot from seeing 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 most conservative of all in sicing out the least reek 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 topers 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.

Italians are among the most pernickety nowadays, washing out footage that reflects in any way on Italian nationals. They can't be crooks, servants, heavies or comedians. Chinese let the censors feel the themselves 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 censor. Not long ago the edict came forth that no Chinese henceforth may be shown as servant to a white man.

### No Pigtail Pulling

Paramount in making 'Wells Fargo' is adhering strictly to the letter and spirit of this ruling. All the period represented by this picture is prominently prominent throughout the west and the yokelery of the day had a lot of fun pulling their pigtails, 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.

As already stated, the studios are getting accustomed to this intra-studio censorship and love it. John Hammett said, 'If they took regulation away today they would cry for it.' It's generally admitted that studio censors have saved the biz millions in retakes and in keeping directors and producers hewing to the line set for them and thus avoiding foreign bans. Another way of looking at the situation is that censoring promotes international good feeling because precautions now are taken to avoid giving offense. In other days a production

went through slapping and if the producer heard he got some foreigner's dander, up he was genuinely surprised. He simply didn't know any better. Now the prevailing argument is, why step on anyone's toes if we don't have to? Why go out of our way to make enemies? And they don't.

### Recessed At Paramount

Recited is that Paramount has not had a major cut in any picture for some half year—and they still go to hide in a corner whenever anyone mentions 'The Devil is a Woman,' which infuriated Spain and caused no end of furor. United States has captured the foreign market, producers argue, so why jeopardize it? In the case of Metro, for example—not true of any other company—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 too the mark because it results in more carefully prepared and made pictures.

There 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.'

### Uncle Sam Walloped

Topper for all this censorship within the studios is that, as usual, poor Uncle Sam is the one 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 kicks some when his Army or Navy officers are shown up in a bad light by foreign governments, regulations, not censorship. Studios aim to please the uninformed forces because that's a matter 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, Hollywood-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 this American way of living is best. That this Republic is the best shortcoming is a garden spot in a world too full of woe.

No board of censors can erase 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)

vectors also has stepped into the situation.

Trial of the action before Superior Judge Willis threatened to develop a serious feign on both Barry, but hostilities were averted. Murphy and Herbert Vays, 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 & Exchange Commission figured prominently.

Guaranty officers insisted that Republic not properly protected 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 Boosted

Settlement also provided for a substantial increase in rental now being Republic. Guaranty asked 60% hike but settled for a figure 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. A series of conferences now will be held among officers of Guaranty and Republic, together with their attorneys, at which it is hoped all other matters in connection with the operation of the property, now in dispute, will be amicably settled.

### 'LIVE ALONE' FOR FILMS

F. Hugh Herbold, July 27, is Hollywood is screenplay writer Marjorie Hillis' film, 'Live Alone and Like It,' for Universal. Picture probably will be placed on the fall production sched.

# EXPLOITATION :-: By Epos W. Sargent

### Plenty Coverage

Using the now-familiar red and black of Life magazine, Warners has produced a very striking campaign for 'The Wolf' Fox. Fox is large to be conveniently handled, but packed solidly with the material the exhibitor needs to put over the picture.

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

Not satisfied with doing a nice build up on a Saturday kiddie show, Sidney Poppy, manager of the Rialto Theatre here, took his idea and sold it bodily to J. C. Penny Co.

Chain store bought out the complete kiddie show for one Saturday for 100 percent giveaway. The show will build. Every kid in the store accompanied by an adult during the week before the show date will be given a ticket for the show. It's well, company manager has indicated it may be used in conjunction with special sales events and to draw in holiday and seasonal purchasers.

### Treating the Kids

Lancaster, Pa. With swimming pools and play grounds making a heavy bid for the Hamilton's Saturday morning kiddie shows, Herb Thatcher, manager, propped 100 percent giveaway to stem the tide. Each kid entering the theatre was given an iced drink and a small paper bag containing cakes, gum, and crackers, which were also promoted.

Idea worked out so well for both the house and the bottles that Herb Thatcher is planning to start regular hook-ups with two other soft drink houses and an ice cream manufacturer. Would like to use the idea each Saturday in August.

### Ducking Fenner

Columbus, O. Joe Fenner may have abandoned his duck but John Barcroft and Lee Fisher, RKO-Palace press agents, found the duck gag still good as a promotion stunt.

In the midst of the noon rush in downtown Columbus two dozen ducks were dumped out of crates at the feet of a stroller carrying a minor riot as startled passerby joined cops in chasing the birds up and down the street.

It was duck keepers for those who caught the ducks but around the neck of each one was a tag which read: 'Don't duck Joe Fenner in New Faces.'

### Looked for a Bing

Sydney. Reg Kelly, Par's exploitation manager, arranged with a local commercial air unit to run a competition to land a home-made Bing Crosby. Unlucky ran the idea in its Amateur Night and clicked up a record on applications from local webbers. Competition ran over four weeks before an Aussie Bing Crosby was unearthed. Harry Hunter, Par's boss, presented a silver cup to the winner on behalf of Bing, and the management. Taccadero gave a week's engagement.

Incidentally Hunter got in a nice plug for 'Waikiki Wedding' before handing over the mug.

### Mechanic's 'Winkie' Bally

Baltimore. Morris Mechanic put over a nice advance three-way ballou for opening of 'Wee Willie Winkie' at his New Theatre. Showed filming of celebrities attending opening of film in Hollywood as newsreel clip sans sound, then planted word recording of event with WBAL for airing, both properly publicized in News-Post. Trailer on screen urged tune-in on sound stunt.

### 'Sarotaga' in Seattle

Seattle. Four races at Longgares, big race-track near here, Saturday were in honor of 'Sarotaga,' current at Fifth avenue theatre. 'Clark Gable,' 'Sarotaga,' 'Fifth Avenue' and 'MCH Handicaps' Gable sent flowers by wire, which pretty usherettes placed on the winner. Gable's telegram of congrats to John Hamrick was blown up and spotted at 10 local W.U. offices and theatre. Usherettes were bantered for week prior. Vic Gauntlett also used newspaper advertising.

### False Alarm

New Haven. When trade preview of 'Topper' was announced, local Low Row figured to get into the spirit of the thing by renting high skull pieces for the occasion. Title has nothing to do with top hats, picture being about a character named Topper, so when the boys appeared in the trick headgear they were as out of place as the features after the Louis pummeling.

### Bartering 'Bride'

St. Louis. William Zalken, p.a. for St. Louis Municipal Theatre Assn., which crates al fresco theatre in Forest Park, loaded the mail in campaign to exploit 'The Bartered Bride,' being presented here for first time, in its 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, pen of name, and inside pages carrying pix of Joseph Bentonelli, Susanne Fisher, George Bealy and John Gurney, stars of piece, and interesting copy of story of play and history of stars, and reviews of crux elsewhere, were posted to 15,000 patrons of theatre association, St. Louis Symphony Society and other music bodies.

Radio tiups were made with KSD and KMOX for airing of dress rehearsal on Sunday day before performance. William Zalken's copy of pamphlet was very attractive and drew fave comment all over town.

### Two in N. H.

Jack Foxe, at Poli's, landed an inaccessible spot when he crashed a downtown jeweler's window with a varied display of candlesticks for 'Emper's.'

On 'Knight Without Armor,' house used an old one with a different twist with a horseback rider parading the streets of Barrow, Alaska, bearing the legend 'A Knight Without Armour.'

# Theatre Changes

Los Angeles. Ed Smith, formerly with Par and once manager of Barrow, Alaska, here, taken over management of West Coast theatre in Long Beach.

Charles Carroll goes into Glendale, Glendale, replacing Martin G. Kaplan who left after Tower Theatre, Pasadena. Henry W. Paters moves into West Coast, San Bernardino, replacing Willard Osborne, who transfers to California, here. E. A. Lake goes to Springfield, Mass., to James Brinton, to United Artists, Inglewood.

John M. Hill replaced Ben de Diez as manager of Capitol, Calexico. Bill Ross replaces Peter at Grand United Artists, El Centro, and Raymond J. Dennis moves into Valley, El Centro, in place of Hill. John Robinson replaces Peters at G.B., now manager of Grand National, San Diego, and Frank G. Heller is at Granada, Inglewood, vice Ernest H. Silcocko, who goes to Far, L. A.

### Denver

Mickey Gross transferred from Sioux City to Orpheum here.

Jerry Zigmond is doing special work at the Denver Public headquarters (J. E. Cooper News) pending an assignment.

Princess, Crested Butte, Colo., now being operated by the Fisher Brothers.

Dale Kline now manager of the New Victory, recently the Center. Mrs. Ross is now managing her husband's theatre, the Saguache, at Saguache, Colo.

Martin Morris, former poster clerk at the 20th-Fox exchange, now shipper at the Grand National, the James William Allison of the Rialto, Saguache, Colo., now managing the Alpine, Denver. He is succeeded in Saguache by Ben Gorton.

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; Wm. Chet Miller, Missouri, Mont., and Bob Nelson, Leadville, Colo. C. L. Wheaton, former booker for G.B., now booker for Grand National, succeeding Jack Krum.

### Sioux City

Herman Levy new manager of Orpheum theatre, Sioux City. Succession to post held five years by Mickey Gross, resigned. Gross goes to Denver to manage Orpheum there. Glenn Pratt, Brandeis artist, takes over ad work for Omaha house.

### Steuensville, O.

Tony Cavollo, manager of Liberty, New Kensington, Pa., named manager of Capitol, replacing Frank Roberts, managed by Warner theatre at Morgantown, W. Va.

### Atlanta

City Council has put its okay on petition of Lanier Development Co. for permit to build a new theatre at 1097 University Drive to serve fast-growing Highland-Lanier suburban community.

### San Francisco

Ellis, grind house in the Fillmore district here, will be taken over on a long lease by Irving Ackerman. Co. for permit to build a new theatre associated in operation of President, formerly occupied by Henry Duff, Joe Enos, formerly with the Gulf, and as an exhibitor here, manager of the Ellis.

# JOB LOT RADIO AUTHORIZING

## More Versatile Than the Barrymores

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; 'Uncle Bud' reading the funnies; Hollywood opening night commentator with stude asking questions and answering them also; a 1950 rocket trip across U. S. in three minutes; femmes' announcing a la special event style; male stude's shaving contest; monolog on laugher types including suggestive snicker, old maid's simper, girlish giggle, polite titter, apple-polishing snort, hearty guffaws, followed by laugh contests; various types of 'vox popping'; interviews; spot and commercial prog announcing; straight news; use of web and agency scripts of different drama shows ranging from Jack Benny to CBS Workshop.

Russell Neff, studio manager at WXYZ, is cooperating with Garrison and permits Wayne studies to use studios for Saturday a.m. sessions where actual studio practice is duplicated.

## 5-MIN. PROGRAMS 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 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.

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 theatres 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 10c. each. (Radio does not use 'sides' as in legit.)

Catalog of scripts has been built up to contain some 2,000 items ranging from 25-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.

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 summer requirements and budgets for sustaining fill-ins.

#### Vox Popping at \$10

Scope of the material offered for sale (and indicative of the continuity-writing inexperience of broadcasting organizations) is suggested by the fact that when the vox pop man-on-the-street routine started to spread, a list of 500 questions to ask the public attracted 45 customers at \$10 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 at the Koehler Bachus stable include: Alike Ward, J. O. Simon, Ronald Dawson, Margery Williams (wife of Chicago's Equity rep), Emory Ward, Fred L. Webber, Muir Whittall, Claire Griffin, Jael Garrison, Leslie Morrison, Eugenia Whyte, Dona Spatz, Ben Hawthorne, C. E. Risse, Margot Beathe, John F. Gant, Willard Wallace, Leonard Goldstein, Marvin Angier, Raymond Dumont, Alfred Vogt, Lloyd Graham, Edwin H. Morse, Virginia Gunn, E. B. Jenkins, Gladys Allen, Mary Hatch, Marjorie Mueller, Martin Smith, Wayne Pool, Carl Glick, H. Alexander, Bob Jefferson, Karl Zomar, Lawrence Menkin.

Connie Boswell set by the Rockwell-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 'amen.'

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 chisellers) 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 chisellers to stop chiseling or fixers to stop fixating if they can. But on the other hand a once over lightly in Washington with the sapio might have several wholesome results for the business of operating radio stations.

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 drop everything and rush to the Capitol, greater reliance upon actual operation in the public interest and less upon public servants or the palse-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 franchisees, are in the kindergarten where advertising agencies, programs, showmanship, sales promotion and similar matters are concerned.

## Jessel Joining Jolson Etherer, Report on Coast

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 reminiscences. 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.

Jolson show will have four to six scries working on material. Understood that five already have been corralled.

## RADIO VOX POPPERS' DITTO FOR LIBERTY

Wallace Butterworth and Parks Johnson, co-interviewers on Mollie's 'Vox Pop' show (NBC), may take over the editorship of the column of the same title in Liberty Magazine.

Hookup, which is now under discussion, provides for plugging of the column on the Mollie 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.

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, 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 Flour, and 'Guiding Light,' P. & G. show.

## Helen Gahagan Show

Chicago, July 27. New show starring Helen Gahagan planned by Blackett-Sample-Hummert agency for General Mills.

Known as 'Love for a Day,' it is a semi-script show on a daily basis, 15 minutes per.

Strawhat on WNBX  
Brattleboro Players, strawhat group at Brattleboro, Vt., last Saturday (24) began airing a series of one-act plays over WNBX, Springfield.

## FRIITZ SCHEFF DEMANDS PAY FOR INTERVIEW

St. Louis, July 27. Plan of KWK to publicize appearance of Fritz Scheff in cast of 'The Prince of Pilsen' at a fresco theatre in Forest Park last week came a cropper when scribbler 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 north-west. 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 start north.

## EDDIE DOOLEY SIGNED

Chesterfield Spreads Football Spielers On 92 Stations

Chesterfield cigarettes has set Eddie Dooley, of N. Y. Sun, as gridiron gossipier over a spread of 92 CBS stations. Dooley starts Sept. 13, and will go for 13 weeks, airing on Thursday and Saturday nights, 6:30-4:45 p.m.

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 splicing sports over CBS week-daily, 6:35-4:45 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. Raymond Paige, Hollywood Hotel maestro on Columbia, also will be musical director for the fall series of Packard air shows over NBC on a deal completed with Young & Rubicam. He makes his NBC bow Sept. 7.

It will be Paige's first appearance over NBC, but the deal was inked without any addition preliminaries.

## 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 six months of 1934.

This hefty increase plus business in sight or contracted for this fall is further represented by \$90,000 worth of new business signed in last six days, prompted Schillin agency to open additional offices in Newark, where W. Wright Beck will be in charge.

## U. S. Agency's Radio Dept. Ad 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, of the Blackett-Sample-Hummert agency, will go to Europe about the middle of August for a vacation-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. Ben Alexander, radio commentator on Hollywood personalities, goes transcontinental over NBC red network tomorrow (Wed.) and Sunday. Program is titled 'Not for Ladies,' and concerns chatter on male screen celebs.

## 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 broadcasting is 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 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 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 succumbed to the radio lure again and starts at the head of his own WOR sustainer Aug. 8 with Morton Govett's orchestra and the Charliecats in support.

Price, once a Chase & Sanborn (tea) commercialite, has been off the air for some seasons and the WOR-Mutual coast-to-coast network on Sunday evenings is part of the new Benjamin Day deal intended to build up new talent for fall sponsors.

# NEW DEAL SAPOLIO FOR RADIO POSSIBLE; ROOSEVELT HAS TWO VACANCIES TO FILL

## High Type Personnel as Answer to Critics—Craven May Be Drafted — 'Curb to Politics' — Might Stymie Investigation

Washington, July 27. Death of Chairman Anning S. Prall 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, Prall was ill about two weeks. He 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 wonder whether President Roosevelt 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 lawyers, 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.

**Craven Prominent**  
Name of Comdr. T.A.M. Craven, Commish chief engineer, was mentioned most frequently in conjecture over the President's action. 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 Commish divisions, the internal lineup is bound to be changed, even if one of the present members moves up. Of the five 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 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 of regret and arrangements were made for delegation to attend the funeral Monday (26).

Broadcast industry was called upon pronto to join in tribute to the late chairman. James Franklin, managing director of National Association of Broadcasters, voiced statements, 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. Chairman Anning S. Prall, who died Friday (23) in Maine, 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 nation's 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 West-pough 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 spurge 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 program idea for one feature film to be produced this autumn.

'Gangbusters' airs Wednesdays over CBS for Palmolive Shave Cream.

### Persistent Request

Cleveland, July 27. Carl Mark, announcer of WHK Nights Owl Club, on the air Saturday night from midnight to 3 a.m., invites listeners to phone in their requests for popular tunes. One persistent request for 'Sweet Leliani.' 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 middle-aged woman, who advanced to the disc turntable, slapped down a recording of 'Sweet Leliani' and announced loudly and distinctly, 'Now tell me you haven't got it.'

### Back From Hollywood, 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 in 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, July 27. Ford Motors is negotiating for Joe E. Brown to head half-hour show on 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 is now 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 which 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 POSSIBLE ON MUTUAL

N. W. Ayer agency is this week dickering with Mutual on the idea of putting Irene Wicker's 'Singing Lady' programs for Kellogg over CBS this autumn on a Sunday-only late afternoon spot. To date time acceptable 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

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. Leitch, 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 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. Fred Hart, general manager of KGMF and KHCB, Honolulu, will do some globe-trotting in Europe during the next several months with his wife and daughter.

Trip is a graduation present to his daughter who got a diploma from Stanford University last May.

## 'Highly Profitable Nuisances'

Detroit, July 27. Described by Bill Scripps as 'highly profitable nuisances' chain-break announcements and unadorned commercial blubs generally are due for stepchild treatment at WWJ, Detroit News station. It's step number two in a campaign to class up the program schedule of the 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.

## DONALD ABERT MGR. OF WTMJ

Chicago, July 27. 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 WTMJ 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.

Change effective August 1, but with station classified as before a division of Journal's promotion department.

Benny Friedman, football coach of New York City College, will be sponsored over Mutual out of WOR, New York, starting Sept. 12. Will do quarter-hour Sunday spels at 11:30 a.m. on the pigskin sport.

Parker Watches will get the plugs. Placed by Lewis de Garmo agency, New York.

### Benny Friedman Gets Sponsor for Grid Chats

Whiteman Relents?  
Auditioning Girl Singers—Swore Off Only Two Months Ago

Ft. Worth, July 27. Although Jz 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 approximately 20 would-be torches heard. Whiteman, once a week, listens to the best.

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.

Washington, July 27. All-time record for speedy radio coverage of an important event was 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 muttering into a microphone and expressing surprise at the suddenness 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 photographers and newspapermen a few seconds after Barkley had won the election by one vote.

### Carleton Smith's Fast Work

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 Hodgkinson, CKY, Winnipeg, and put him at Jasper National Park, Alta. for two weeks. Later going are Jack Thompson and Freddie Haywood, 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.

## \$1,200,000 BIZ LOCALLY AT WOR

For the first six months of 1937 WOR billed more than \$1,200,000 on what the station rates local biz. 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 orchids, the Musicians' Union, Local No. 6, at San Francisco, has sent a letter to managers of bay district broadcasters to caution staff members against making such appearances.

Signed by Eddie B. Love, secretary of the union, the letter stated that radio entertainers failing to cooperate 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 Patricia, and the comic Harry Savoy, Nick Agnela 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 picks winners under the pseudonym of 'La Marba' has been signed again by Duquesne Brewing for series of broadcasts over WWSW during football season. It's a half-hour spot every Friday night for three months, with Abrams naming his selections and giving general survey of weekly grid situation.

### WORKING VACATIONS

Canadian Spellers at Mountain Resorts 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 Hodgkinson, CKY, Winnipeg, and put him at Jasper National Park, Alta. for two weeks. Later going are Jack Thompson and Freddie Haywood, 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.

# DEALER TIE-IN PROGRAMS

## N. Y. STATE AD DRIVE OMITTS 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 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 recently 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.

## 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 performers, previously in the part-time "artist" classification, have been placed under contracts as exclusive sustaining artists. Move will increase 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 Lasher, 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, insurance 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-merchandizing 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."

Programs involving dealer tie-in

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.

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.

### 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 giveaways 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.

Local merchants and business men are apparently fans where radio programs, even their own, are concerned, and like or dislike on a personal rather than a business basis.

## 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. Frail. These applications revolve around CBS' lease of KFSO, San Francisco, and the same network's financial interest in the takeover of WAPI, Birmingham, Ala.

Commissioners Norman Case and O. O. Sykes had elected to defer acting on the applications until Frail 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 Voice 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.

Eton Boys guest on Gulf program over CBS on Aug. 15.

# INDEX

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 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 affiliated 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 powwowing in the afternoons to consider the points raised at the morning sessions and to plan the next day's strategy. Figured a tactical move by AFM to stage the hearings in the ASCAP sanctum, since that body is co-operating with the musicians.

Present at Monday's hearing were

## Make-Believe Play-by-Play Sponsored on WIND, Gary

Chicago, July 27. Re-creations of the White Sox out-of-town ball games will be sponsored on WIND, the Ralph Atlas 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.

reps from World Broadcasting, Trans-American, Marsch labs, Jessie L. Kaufman, Inc., and Muzak. Brunswick, RCA Mfg., Decca, Victor and Mid-West were skedded for yesterday (Tuesday). Broadcasters will be heard today (Wednesday) and tomorrow, with the electrical transcription interests set for Friday.

When the series of huddles are finished, the AFM board will hold a series of meetings on its own to decide what action to take. Understood that unless some more feasible plan is advanced the non-recording edict will stand. None of the AFM heads have so far been willing to discuss what has transpired at any of the sessions.

## That Metro Deal

Louis K. Sidney of Loew's and WHN, New York, stated Tuesday that the Palmolive negotiations were definitely cold. Metro studio radio program is being dickered with a couple of other potential sponsors.

Hollywood, July 27. It is understood here that further efforts are in progress to iron out the terms that previously halted the get-together of Benton & Bowles for Palmolive-Colgate-Peet and Metro-Goldwyn-Mayer. Bill Murray of the William Morris is priming the pump.

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. Who 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 wait stations. Petry then headed for Kansas City to confer with WDAF officials.

# Inside Stuff—Radio

Girl taking shorthand notes was ejected from an Equity organizational meeting in New York City last week. Actors gathered around mumbly 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 department 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 on his superior, also a conductor, learned of the leader's habit, long standing, of borrowing money from his men. I.O.U.'s outstanding 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 Ayer 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 Ptugfelder, 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 Barton, 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.

In Albany Barton will be a one-man 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 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 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 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 Pebecco 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 scribbles. Has a novel, 'The Running of the Deer,' being brought out by Morrow in October.

## 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 \$660 and no assets. He gave his address as 63 West 10th St.

# PROGRESS

- 1 METRO-GOLDWYN-MAYER  
Affiliated with the world's largest motion picture studio.
- 2 LOEW'S THEATRES  
Exploitation possibilities abound through our theatre-chain affiliations.
- 3 SHOWMANSHIP AWARD  
Chosen by Variety as New York's Showmanship Station No. 1.
- 4 WLW LINE  
A combination of stations that offers the biggest buy in broadcasting today.
- 5 DUPLICATE COVERAGE  
Network sponsors use WHN for duplicate coverage—and extra sales!
- 6 PROGRAM PLANNING  
Experience and showmanship create the air's most talked-about programs.

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

## No 'Scandal,' Says F.C.C. Examiner Recommending Okay on WTCN Deal

Washington, July 27.

Potential scandal over frequency-switching deal involving three 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 kc ribbon.

Caught in cross-fire between Minnesota politicians, Examiner P. W. Seward recommended favorable action on three related applications and while-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.

### Contention

Controversial point raised by disclosure of the agreement by which WTCN will help the colleges defray added expenses was pooh-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 \$17,500, and to pay the legal and

### 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 Minnesota cases in which Gov. Elmer Benson sought to block frequency shift affecting the State university transmitter. In summarizing the evidence, Seward told the Commission he had granted a motion to strike out testimony of the Governor concerning possible 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 foe of the papers which own WTCN. He sided with Senators Lundeen and Shipstead, who felt the colleges

## 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, Evans Fur Co., last week, played to an estimated 25,000 people, doing a continuous performance from nine a.m. to 10 p.m. Build-up for the new store included 24 spot announcements divided between three Chi stations, WAAF, WJJD and WCFB, 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.

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-2 1/2 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 plant.

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

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-deo of a New 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 balloon spectacle when 20 chorus 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 execs participating. While the big shots peeked into the intricacies of a broadcast station, Army searchlights—in a blaze of 2,400,000,000 (billion) candlepower—picketed the building. Lights were manned by 12 soldiers under the direction of Lieut. C. G. Patterson, U. S. A., and included red, white and blue rainbow effects, which caressed the streamlined building during the show, powerful white spot which remained stationary, and searchlights which poked up Goodyear blimp 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 worrying 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 rescue squad.

Vaughn de Leath week-ending at Easton, Conn., house.

### 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 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 air-cooled. Paper was signed by 97 office employees, announcers, staff performers, indie program producers using WOR and unattached actors 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.

# DALE CARNEGIE WOULD LIKE THIS:

We've won more friends  
and influenced more  
people in the Philadelphia  
market than any other sta-  
tion—local or otherwise.

50,000 WATTS **WCAU** PHILADELPHIA

ROBERT A. STREET, Commercial Manager

# Transradio Rep in Philly City Hall Scooping Dailies Under Their Noses

Philadelphia, July 27. Bitter feud over news-gathering facilities that may lead to a showdown 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 cringing 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

as papers do and beats them to the break by as much as an hour and a half. Previously, radio stations never got local stories until papers were on the street, except in unusual cases where the INS and UP bureaus serving them phoned a tip before story went out on wires.

**That Room 619**

What's particularly heating up the dailies on the City Hall situph is that the Transradio man is making

headquarters in room 619, which is set aside for newspapermen. Resentment isn't so much at his use of phones and other equipment provided by City Editors' Association, co-operative group, but on quick tips he gets by using this room. Newspapermen who cover the Hall, by long years of careful work, have trained police switchboard and municipal operators to call 619 secretly and tip them off when they hear of a story.

When Trans man first appeared at 619 last week, he told inquiring reporters he was from UP. Quick check there proved he did not represent the Scripps-Howard service and it was thought he was a lawyer's runner. Other reporters got detective to confront him and he produced his real credentials.

### Daugherty Agency, St. L., In Best Spieker Award

St. Louis, July 27.

Some 40 mikesmen, representing KWK, KSD, KMOX, WTMV, WLL, WEW and KFUD, 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 on versatility of announcer rather than make several awards for various classifications of 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.

# ATLANTIC CO.'S LOCAL SPORTS EDITORS

Atlantic Refining, through its agency, N. W. Ayer, this week decided to locally spot sports spiekers 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 WCAE, Pittsburgh, locale of the school.

One big tilt on Carnegie's schedule, the Notre Dame game, will be piped to WOR as an adjunctive airing out-let.

# BURYL LOTTRIDGE HEADS REGIONAL

Oklahoma City, July 27.

Beryl Lottridge becomes managing director of the Oklahoma network, the appointment being made by network directors last week. In accepting this new position Lottridge resigns as assistant manager of KOMA, Oklahoma 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 Oklahoma chain will include complete supervision of 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. McGilliora 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.

### Curtis & Allen Building All-Girl Radio Ensemble

Curtis & Allen 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 Boves unit which toured vaude-filmers this past spring, has been set as bandleader by the agency, with the musickers 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 half-hour 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.

Stoney McLinn, sports spieker 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.

## Memo. from Eddie Cantor:

For making "Texaco Town" the outstanding summer show in radio—thanks to

Cast

- IGOR GORIN
- PINKY TOMLIN
- SAYMORE SAYMORE  
(Helen Troy)
- EDDIE STANLEY
- SIDNEY FIELDS

Music By:

JACQUES RENARD

Arrangements:

FELIX MILLS

Announcer:

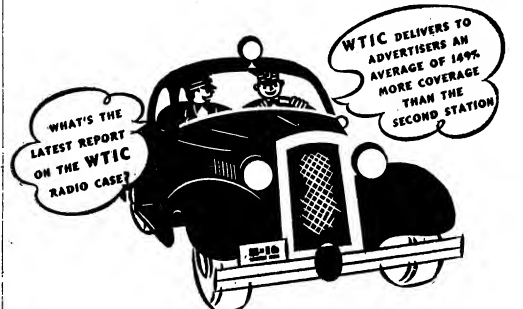
JAMES WALLINGTON

Entire Production Under Direction of

VICK KNIGHT

Sunday Evenings

CBS



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 12,000 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 WTIC.
24.37%	were tuned to the next most popular station.
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 NBC Red Network and Yankee Network  
PAUL W. MORENCY, General Mgr. JAMES F. CLANCY, Business Mgr.  
National Representatives — WEED AND COMPANY  
CHICAGO : : : : DETROIT : : : : NEW YORK



# **VARIETY**

## **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.**

**INA CLAIRE**  
With Osgood Perkins, Louis Hector, Julian Noa, Charles Webster, Helen Choate, Burford Hampden, Arthur Maitland, William Podmore, Nell O'Malley, John Brewster, Charles Romano, Mary Michael, Ray Wright, Howard Clancy. "Madame Sans Gene"  
60 Mins.  
Sustaining  
Sunday, 8 p.m.  
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 can be followed as a story without a textbook.

Ina Claire is a name of top rank in legit and probably better-than-average in familiarity percentage with the public at large. "Madame Sans Gene" has a full-bodied plot, action enough and complications enough 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 comparatively light sustainer not unlike the results of the heavier Shakespeare series. What is the decline of presumption of public tolerance for a program that diligent listening, ear to loudspeaker, cannot completely follow? And "Madame Sans Gene" although acted most of the way, had more than a few moments (15 characters spoke) of fog-giness as to what was happening and to whom. In particular, the get-away must have prompted turnoffs.

Land.

**CHARLES BENFORD**  
Commentator  
15 Mins.  
Sustaining  
Mon.-Thurs., 9 p. m.  
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.

From Washington, Benford on his initialer showed he had alert ears and eyes when camping in the capital. 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 scalpel-carving job that focused attention on him.

Sinking his teeth into the sensitive subject of the A. E. of L. rattle with the C.I.O. for labor dominance, Benford did a cleaner-cut, more realistic and far more penetrating job than is customary from majority radio or newspaper by-liners. Yet, unlike such partisans as Boake Carter, his dissertation was calm and objective. He stalked and snagged his game quite dispassionately. And it was impressive.

Bert.

**ORSON WELLES**  
"Les Miserables"  
Drama  
30 Mins.  
Sustaining  
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.

Orson Welles is an excellent actor; "Les Miserables" is an excellent novel; WOR has managed a pretty good radio version of it (Welles did his own adaptation) and it was pretty well staged. But, like the CBS Shakespeare series or like the NBC Shakespeare series, it was just plain dull. And what are you going to do about that? It may be good for you, like classics were in school, but where's the chocolate coating?

WOR claims it isn't trying to follow in the footsteps of its competitor with this new slab of culture; it seems it thought up this idea all by itself long before anyone stuck a copy of Shakespeare into the eager mitts of the big chains. Maybe. And if so, so what?

Welles is going to do this Victor Hugo novel in seven installments, of which the half hour hunk Friday night (23) was the beginning. Maybe there'll be someone left to listen to 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 Whitford Kane, Martin Gabel, Alice Frost, Frank Readick, Ray Collins and Will Geer. But it's still Welles who counts. For 10 minutes it's a pleasure to forget the program and listen to his voice. For a half hour? Well, that's asking quite a lot isn't it?

Kauf.

**WTAR Transmitter Salute**  
Special  
110 Mins.—Local  
Sustaining  
WTAR, Norfolk, Va.

Earful of WTAR history and contributions to community plus singing by local artists who attended affair marking the dedication of new transmitter. Mechanical reception confirmed statements that new facilities and directional antenna would help etherizing.

City officials of Norfolk and Portsmouth followed Campbell Arnoxx and J. L. Grether in speeches, the openers giving insight into work of the station and the city fathers saying some complimentary things about station.

Barlayne Schools, 14-year old singer of Norfolk; the Lions Club Quartet, Marguerite Bonney, Lillian West Terrie and Evelyn Ficarra were used. Jack Baker was m.c. 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**  
"Coochy Next Door", with Harold Vermilyea, Harriet Widmer, Jack Brinkley  
Serial  
15 Mins.  
Procter & Gamble  
Daily, 11 a.m., CDST.  
WGN, Chicago

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 vis-a-vis on this a.m. five-a-weeker.

It indicates that not only B-S-H but Procter & Gamble is noticing a tightening of the competition for listeners with the women being mobbed with heart-throb periods from 9 a.m. to early afternoon. And these shows are becoming so similar that it takes an expert to distinguish one program from another. Only a difference in title and character names indicates any real difference between programs.

This is the fault of the writers (but they get peanuts mostly), since they have fallen into a habit of stalling and stretching that has a program take six or seven of a dozen episodes to let one character catch a train or kiss his wife.

Habit of dawdling sadly hinders this particular show. It is a comedy and should have snap and pace. Instead, it lingers slowly along the roadside and never bothers to get up and go. It needs sparkle badly, for sparkle is something that no performer, no matter how good, can impart to a script soggy with stodge-ness.

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. She seems somewhat afraid that it's going to jump any minute and bite her. Once she's over that tension and can meet a microphone face to face without tightening up her throat, Miss Gish figures as a good script performer who can do a straightforward, serviceable job, and can still be Miss Gish of the w.k. Gish sisters.

There remains one thing that the agency must remember—that names in the business don't always rate as names to the listener in Ardmore, Oklahoma. Harold Vermilyea was in Chi last season with "Boy Meets Girl," which is well and good. He is a solid performer and knows his way around a line, but it will take more than enthusiastic frenzy on the part of the announcer to convince the lady up in Mitchell, S. D., that Vermilyea's a personality of topflight importance.

Excellent jobs are done on this show by Miss Widmer and by Jack Brinkley, who do a colored couple with plenty of good, old-fashioned radio wallop. They received no credit mention.

Ray Shield back from Coast to Chicago NBC orchestral duties, and getting ready for three Grant Park concert dates.

### Follow Up Comment

Fleischmann Yeast summer bank-roll-skipper was found in its third week doing what it failed to do on its debut—play down to the audience it seeks. Program Sunday (25) on NBC, based on the work of the symphony orchestra was minus the lofty-brow classical selections and the Carnegie Hall approach. Replacing it was a band of popular tunes and down-to-the-audience numbers.

Rogers, fresh back from his Hawaiian honeymoon, slipped in on two slots. Near the start he warbled "It Is Love or Infatuation" with customary uncertain baritone. Later he did his time-tried 'ol reliable stand of playing seven instruments in quick succession while the band breezed through a brisk piece. His versatility bit registered well over the ozone.

Lois Lee, regular and sole vocalist on the 30-mn. program, had but one shot, but bounded over capably with a pop blues. Orchestral standouts were Nat Shroyer's "Lullaby" and the finale, "Medley of Neapolitan airs" which was concluded with "Tarentella."

Tommy Farr, English heavyweight champion, in this country for a bout with Joe Louis, did about two minutes' talking in an interview with Clem McCarthy over the NBC blue band on Wed. (26) p.m. After McCarthy got around to chatting with the Welshman, soft-spoken and better-voiced than topflight American pug, Farr, a former boxing newspaper world figure said their piece. Listeners undoubtedly would have preferred to hear more from Farr and less from his commentators, some of whom had never seen the contender in the ring.

Best talker in the lot was Jimmy Bronson, former adviser to Gene McCarthy, who, without a script, was only fair. Words do not seem to flow as freely from his lips on the quizzing assignment as in his "calling a horse race or a champion-ship bout." So far, the "National-American; Nat Fleisher, publisher of The Ring; Jeff Dickson, Mississippi-born promoter of big game fishing; and one of the pond; Charles Barnett, of the London News and a referee, and Ted Broadribb, Farr's manager and a bit Cockney 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 on a series of "The Air over CBS." Not a new radio stunt for Crosby, who emceed and experted on a network morning pot-pourri of household-entertainment type, but new listeners may have longer stretch on which to spiel, but made it pass rather quickly. Fitted snugly into the pattern of the "Magazine" and "Afternoon News."

Crosby closed his remarks on how he entertains guests at his country home, where and what he serves them, and like, with a soup recipe given to Adrienne Morrison, "talented mother of Joan and C'ncstance Bennett."

Jerry Belcher, conducting his first "Our Neighbors" NBC blue band broadcast from Hollywood (July 25), interviewed a group of film names and related a story about the winning pool at the home of Jimmy Fidler. Affair was quite informal, with water splashing and cries of sports makers in the background. Fidler, leading off, was a bit wet, but not so much, but wary answer man. Columnist exercised understandable caution in particularizing on cases where pursuit of a picture career has caused or contributed to divorces. He did mention the 11-year marriage of the Dick Arlens as one of the instances where the opposite held true. Mrs. Fidler begged off after a few words to be followed by the laugh-provoker of the half hour, Andy Devine, who delivered an effective plug for his latest film, "Chicago, for 20th Century-Fox, Director Henry King and Producer Daryl Zanuck.

Mrs. Devine then spoke briefly. Arlen chided about his 19 years in pictures; Richard, Jr., came up to the mike to say that daddy was his favorite star. Brian Donlevy, the next interviewee, was a bit more epitomized restrained masculinity. A good talker was this actor, giving his age as 33. Jane Withers' breezy persistent chatter probably pleased her fans, but neutral listeners may have detected a note of precociousness and over-coaching in the 11-year-old. Her mother, speaking with a tinge of Georgia accent, sounded pleasant and sensible.

"Music for Radio, original composition by Aaron Copland, which was played on the first broadcast Sunday (25) afternoon by Howard Barlow and the Columbia Symphony Orchestra over the CBS chain might be called a "program piece." Characterable 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**  
Interviews  
15 Mins.—Local  
GENERAL MILLS  
Monday-Friday, 1.45 p.m., EDST.  
WABC-CBS, New York

(Blackett-Sample-Hummert)  
Final 15 minutes of the "Gold Medal Hour" now brings Capt. Bob Baker from Hollywood. Spies set up his mike at one of the studios and asks the question and answer routine with film personalities. Calls it "Hollywood in Person."

Session caught (23) brought Charles Starrett, Columbia's cowboy star, carried by Don Grayson. First portion, in which Starrett told about his New England upbringing and his accidental entry in pictures and how roses was soap stuff. So was the actor's explanation of western pix and their strict moral code that must conform to juve educational requirements.

Course of brief "dramatizations," however, were out of the old hokum bucket and the palsy-walsy patter between Baker and Starrett sounded about as natural as a grade school commencement speech. Seems likely that with careful preparation "Hollywood in Person" might be built to carry a definite studio atmosphere. As usual with commercials, the blurb for Bisquick baking powder is overboard.

**'ADVENTURES ABROAD'**  
With Cornelius Peoples, Frank Armstrong, Jerome Walter, Jacqueline Falm, Rosemary Dillon  
Kid Serial  
15 Mins.—Local  
GOLDENROD ICE CREAM  
Mon., Wed., Fri., 5.50 p.m., CDST.  
WGN, Chicago

(Salem Baskin)  
Serial strives to be "educational" by having a bunch of kids run around Europe with companying adults, pointing out the sights. Then, at the end of the episode, wham, a plot hits. But it's done in such a way that even adults might get lost, 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 tempo.

Show does get away from mobsters, gun fire, 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 on Monday evening at 9:30. Boss hasn't let down on his charges and they continue to display improvement and the results of terrific drilling at each periodical ear-cupping.

Maxine, the low and throaty ton-siler, and Three Little Words continue along their same paths. Remaining and far from stale is the good backgrounding of the orchestral group. Evelyn, only musical getting billing, paces the gals in her first fiddle berth and grates the gut with a sensitive stroke when soloing. These gals must get bleary-eyed practicing. Results show it.

Big improvement lies in the growing ability of the crew as a whole. The brass section can triple-tongue with a rhythmic stiveness the equal of many a masculine organization. Flute duo was exceptional sample.

**WJEC**  
In Baltimore, it's  
NATIONAL REPRESENTATIVES  
EDWARD PETRY & CO.

## 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 Buy.

Robert G. Jennings, in charge of Sales and Programs, Cincinnati  
New York and Chicago Offices: Transamerica Broadcasting & Television Corporation  
J. Ralph Corbett, Inc.

- BASIC RED NETWORK, N. B. C.
- MUTUAL BROADCASTING SYSTEM
- THE WLW LINE

## THE CROSLY 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 campaign over as yet unselected stations.

**Boyle 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 KGH, 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, Oakland, handles the Cardinet account and D'Evelyn & Wadsworth, San Francisco, has the Owl program.

**Petri Cigar Co.** (Van Camp and La Natividad cigars) through Emil Brlsacher & 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. PST, effective Aug. 1, over KGO, San Francisco. Hour has been aired Wednesdays at 7:30. Account is handled by Leon Livingston agency.

**Noxema** (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

up on WCAU and WCAQ 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 McGregor,' over KFRC, San Francisco, starting July 23.

'Heinz Magazine of the Air' increases from three weekly daytime quarter hours over CBS to five weekly, commencing Aug. 31.

**Sherwin-Williams** (paints) commences over WOR Sept. 8 with a 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 Insurance**, Chicago, is sponsoring the Monday, Wednesday and Friday morning newscasts on WLW by Peter Grant chief announcer of Crosley's 500,000-watt. Contract for 13 weeks placed by the Franklin Bruck agency, NYC.

**WFIL**, Philadelphia, 15-minute commercial has Mrs. Morrison's Puddings, 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 season. Show swings back into broadcasting on Sept. 12, and will coast-to-coast over MBS.

**F. C. Houser**, formerly with Brown & Bigelow Advertising Agency, is the new account exec at KJBS, San Francisco.

## L. B. Makes a Speech

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.

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

WBOA, 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 1370 k.c. NBC is represented in the same town by WGBF, which operates at 1,000 watts days and 500 watts nights on 630 k.c.

## Willat Brown East

Los Angeles, July 27. Willat Brown, Don Lee-KHJ exec, is en route to New York on a six-week biz-vacash trip.

He'll confer with eastern Mutual Broadcasting heads regarding future programs and sneak in pleasure jaunts.

**Patricia Ryan**, Fishface (Elmore Vincent) and Figgsbottle (Don Johnson), 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

**John Nesbitt's 'Passing Parade'** swings from NBC to Mutual Sept. 12.

**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 legit.

**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 William Esty office feted 50 radio editors when Benny Goodman returned to the Palomar nitery in Los Angeles.

**Bing Crosby** went spier again when he interviewed riders in jockey quarters at Del Mar July 24.

**Oicott Vail**, concert master for Raymond Paige on Hollywood Hotel, has been signed in the same capacity by Robert Armbruster on the Chase & Sanborn hour.

**Jerry Belcher** is in Hollywood for two months to continue his NBC 'Our Neighbors' program from the hillside manses. He picked on Jimmie 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 vacates between Show Boat rehearsals and broadcasts in Holly-

wood, returning to San Francisco 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. Louis.

**John Frazer**, freelance announcer in Frisco, has joined staff at KEHE.

**Don McNamara**, who has been working in films, has rejoined announcing staff at KMTR.

**Glen Mitchler**, former staff baritone at KLX, Oakland, made first Los Angeles appearance over KMPQ.

**Armand Girard**, baritone, and the Southern Harmony Four of NBC's San Francisco staff have been booked by the web's Artists Service for the Midnight Review at the Stockton (Cal.) Memorial Auditorium Aug. 10.

Ten-year-old **Peter 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 a month.

**Muriel Ireland** of the program department 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.

**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 McCaffrey) 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 for a few days.

**Ken Carpenter**, NBC announcer, doing the narration for a series of film shorts on odd occupations.



**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.

JOHN L. CLARK, President

Complete Broadcasting Facilities Wired and Transcribed

**NEW YORK**  
521 Fifth Avenue  
Murray Hill 6-2370

**CHICAGO**  
333 North Michigan Avenue  
STate 0366

**HOLLYWOOD**  
5833 Fernwood Avenue  
Hollywood 5315

### CAPT. HAWKS' WOULD-BE DANBURY, CT., STATION


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 fier, dweller at nearby Redding, has been mulling exhaler in Hat City for some time. Only station in thickly-populated Fairfield county now is WICC, Bridgeport. Application of Charles Greenblatt of Waterbury for a 100-watt in Bridgeport has been pending in Washington.

Understanding is that Hawks has eye on the CBS shingle WICC let go when it joined NBC Blue last January.

**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 its 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

**N** Red—Wednesdays  
12-12:30 P.M. EDST  
**B** Blue—Saturdays  
**C** 12-12:30 P.M. EDST

**ARTIST'S MANAGEMENT**  
Also Represents  
Jimmy Briery  
Jean Ellis  
King's Men  
Bob Lawrence  
Johnny Mercer  
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**ARTIST'S MANAGEMENT**  
Bureau, Inc.  
17 E. 45 ST., NEW YORK  
Tel. MU. 2-1888



**JACQUES FRAY**  
and His Orchestra

**2ND YEAR**  
Viennese Roof  
HOTEL ST. REGIS  
NEW YORK

# THE O'NEILLS

By JANE WEST

NOW RADIO'S MOST POPULAR

FAMILY BRINGS YOU MORE

LAUGHTER TEARS AND HEART-THROBS

Presented by Ivory Soap 99% 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  
Dir. COMPTON ADVERTISING AGENCY  
MGT., ED WOLF-RKO BLDG., NEW YORK CITY

## F.C.C.'S WASHINGTON DOCKET

### NEW APPLICATIONS

Washington, July 27.

**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 KRLLD, 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 midnight; KUOA; KUAO, Inc., Siloam Springs, day power boost, from 2 1/2 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 KRLLD, Dallas.

**Kansas:** KVGB, Ernest Edward Ruehlen, Great Bend, authority to install new automatic frequency control; 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 160 kc from 9 p.m. with 2 1/2 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 CFCF 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, La.

**Pennsylvania:** WKOK, Sunbury, authority to transfer control of corporation from the Sunbury Item, Inc., to George W. Beck, Basse A. Beck and Harry H. Haddon, 73 shares common.

**South Dakota:** WYAK, Yankton, authority to transfer control of corporation from Charles H. Gurney to South Dakota Broadcasting Corp., 1,500 shares Class A. Common and 500 shares Class B. Common stock.

**Texas:** Amarillo Broadcasting Corp., Amarillo, new station to be operated on 1500 kc with 100 watts; KRLLD, KRLLD 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; KGVIL, 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 nights, 250 watts days.

**West Virginia:** WBLK, Clarkburg, 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 daytime 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 the Commish a telegram on the day the hearing was called, pointing out hearing was unnecessary. Respondents at the hearing moved that the request be 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 trans-Pacific 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, a daytime station to be operated on the same frequency with Z. L. Lohnes, Ill., Dalberg found need for additional service existed in the Terre Haute area. Illinois applicant, however, was found lacking in cash.

Although a flock of pending applications for the same frequency would limit the service of WBOW if granted, Dalberg noted in his conclusions that chances of WJAS, Pittsburgh, for a juice jump to 5 kw were slim. If, however, the station would receive a boost, it would limit WBOW to its 12 millivolt per contour at night, examiner admitted. A second pending request for a power boost, that of WEBC, Superior, Wis., 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 L. Irwin found a need for additional daytime service in the area and gave it a clean bill of health on programs, finances and operation.

James E. Davidson, to whom transmitter is licensed, 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 turnaround for a Saginaw station from the Commish.

Horace L. Lohnes and Fred W. Albertson represented WBCM, while Arthur W. Scharfeld and Philip G. Loucks championed the protestants.

**Ohio:** 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 smaller to be operated on 1500 kc. Service would consist mostly of an extensive broadcasting of market conditions to provide farmers 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 when items were flooding the market. Airing 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. Scharfeld and Philip G. Loucks as counsel.

### 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 free picture of Tommy Riggs and his mythical juve Betty character. Total response from all parts of the country reached 32,000 request letters, boasts Frank M. Smith, sales manager of Crosley's super-water. Gratis offer was announced on four broadcasts.

### Radio Ed on NBC Payroll

San Francisco, July 27. Radio Editor Darrell Donnell of the San Francisco Examiner becomes 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 continue on the Examiner radio desk.

### PRIVATE JOKE

Somebody Thinks It's Funny to Hoax Early Shift

Practical joker had Stephen Price, free lance announcer, report at 8 a.m. to take over the duties on Mark Hawley's WOR Transatlantic station. Moment later Jeff Sparks, the regular assignee, showed up. Telephone call to the home of Harry Carlsen, announcer supervisor of WOR, disclosed the hoax.

### TOURIST INTERVIEWING BECOMES INDUSTRY

Detroit, July 27. 'Tourist' interviews, inaugurated couple 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 station.

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 McCarthy on a national spot basis.



**AL GOODMAN**  
and his  
**ORCHESTRA**



**PALMOLIVE**  
BEAUTY BOX THEATRE  
EVERY WEDNESDAY  
9:30 P.M.

BOOKED EXCLUSIVELY  
BY  
MUSIC CORP.  
AMERICA

# EASY ACES

BROADCASTING  
6TH YEAR FOR  
BLACKETT - SAMPLE  
HUMBERT, INC.

## ANACIN

# HARRY SALTER

CONDUCTING  
LUCKY STRIKE  
"HIT PARADE"  
EVERY WEDNESDAY  
N.B.C. Red at 10 P.M., EDST



**JACQUES FRAY**  
**MARIO BRAGGIOTTI**

NBC NETWORK

# D'ARTEGA

AND HIS  
ORCHESTRA  
JELLO  
7:00-7:30—NBC

# MUTUAL SEEKS NORTHWEST PASSAGE

Low Weiss of the Don Lee chain is in the Pacific northwest at present. His mission is to canvas the possibilities of an extension of Mutual service into the Portland-Seattle area.

Seattle with 500,000, and Portland with 350,000, have between them nearly a million mouths and a lot of wealth. Line carry from California, however, is an item to be reckoned with.

Should 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 Propser's Mayfair Casino before being taken to the ball game by Tom Manning.

Later also set some sort of record by putting all 125 youngsters on the air during a 15-minute program.

# Wind Hits WBNS Tower

Columbus, July 27. WBNS, 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 transmitting antenna tower two miles east of here. Tower did not fall entirely to ground and was repaired and service 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 sweep down on "the market basket of the nation." Millions of dollars will roll into the rich midwestern 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 radio station, WOW.

\* NEBRIOWA — The immensely wealthy trade territory of eastern NEBRASKA, western IOWA, and portions of Kansas, Missouri, Minnesota and South Dakota. Its business capital is Omaha. Its radio capital is WOW!

590 KC 5,000 Watts

# W O W

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 Women of the Wartime Life Insurance Society

# Coast Guard Stops Wrangle Fast; NBC Gets Short Straw; Hires Aeroplane

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 pull abreast of the sloops, the three networks at once got into a row when negotiating with the Coast Guard to insure their coverages.

Guard at once stopped the wrangling by making reps from the webbs draw straws for positions. CBS and Mutual were the 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 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 Dorothy is apparently doing the race, WOR is actually paying all of the expenses involved, which will exceed \$3,000. Line charges alone will top \$2,000; 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 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

San Antonio, July 27. WOAI, 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 pictures showing every phase of the outlet's business of news coverage during the past year.

Booklet is split into several sections, 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

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. WJR is carrying its special events program to the C.C.C. camps in Michigan, in a series of thrice-weekly stints. Series will cover camps within radius of 100 miles from Detroit, and will touch on boys' views on 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 Hits for Heatter Charles Benford, formerly on WOL, Washington, is subbing for Gabriel Heatter as staff news commentator, 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 nearly five hours before the mike bringing listeners a telegraphic report of a doubleheader 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 NBC, has resigned after 12 years to join the Music Corporation of America here.

# Radio End of Pennsylvania State Acct. Detached for Philadelphia Agency

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. 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 newspaper 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 getting a share.

Show, airing at 10:45 Saturday

nights over the CBS network, has Anthony Candelori's orchestra, Ben Alley and Eleanor Bowers, with Hugh Walton announcing. Gov. George H. Earle appeared briefly on last week's (24) debut show, but is understood not skedded for more stints, at least for some time. Manie Sacks, of Music Corp., is producing the show with the WCAU staff and the agency.

Present deal is for 13 weeks, with options. Current 15-minute setup is likely to be doubled to run 30 minutes. That question was set for decision yesterday (Tuesday) afternoon at Harrisburg.

# WLW Acts for Expo

Cincinnati, July 27. Crosley's WLW-WSAI will supply guest artists for Radioland programs from the Great Lakes Exposition in Cleveland, Aug. 7 and 14. William Stoess, maestro of the Flying Dutchmen orchestra on the nation's station, will be guest conductor the 14th.

Other Crosley acts will be the Smoothies, Frim Sisters, Four Modernaires and several vocal soloists as yet unselected.

Ask your distributors about

# WTAM

Distributors' and dealers' opinions about advertising are important. In selecting radio facilities for a spot campaign in Northern Ohio ask them what station will do the best job. The odds are high on WTAM—the only station which reaches the buyers of the entire Cleveland Chamber of Commerce retail trading area, to say nothing of the many other communities in Northern Ohio, Pennsylvania and New York.

50,000 WATTS

# WTAM

CLEVELAND

TOPS IN SPOT

A Basic Red Network Station Completely Programmed by NBC

# 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 1925-26 period. All time 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 business. 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 manufacturers and distributors estimate the rise in their sales at from 40%

to 100% over the 1936 figures. Dealers, particularly those in the smaller towns and less populated areas, are enthusiastic, but say the usual summer lull is now gripping business. Even though sales are at a standstill during these hot months, rural dealers look for a greater boom in the fall.

Factor in the presence of improved business in the less populated areas, instrument men think, is the absence of other entertainment there. In the big cities, they explain, theatres, films, nighties and a host of other amusements are available, while in the smaller towns diversion is limited and a greater number of people play music for relaxation.

### 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 numbers of groupings, 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 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 pianos are frequently 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 700,000 copies, while the present top is around 200,000 copies. Reason offered for that is the present economic recovery slowdown, influenced by labor troubles and the summer lull. Why those factors aren't flooring the instrument sales is just one of those unexplained things, dealers say.

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 354.5% 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 a factor in the business boost.

While a few distributors and dealers 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 in one way or the other.

Chicago, July 27.

Most encouraging news for music publishers in many a day comes from the report of the National Piano Manufacturers Association which states that the first six months of 1937 set the greatest number of 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

### Most Played on Air

Combined plugs on WEAF, WJZ and WABC are computed for the week from Sunday through Saturday (July 18-July 24).

- It Looks Like Rain (Famous)
  - Where or When (Chappell)
  - Merry-Go-Round Broke Down (Harms)
  - Sailboat in Moonlight (Grafwold)
  - So Rare (Sherman-Clay)
  - First Time I Saw You (Samley)
  - I Know Now (Remick)
  - Good Morning (Famous)
  - Whispers in the Dark (Remick)
  - You and Me That Used to Be (Berlin)
  - Stardust on the Moon (Marks)
  - Tomorrow Is Another Day (Chappell)
  - They Can't Take That Away (Chappell)
  - Love Is Never Out of Season (Remick)
  - Miller's Daughter Marianne (Shapiro)
  - Tootles (Shapiro)
  - You're My Desire (Remick)
  - Gone With the Wind (Berlin)
  - Sweethearts (Select)
  - All God's Chillun Got Rhythm (Tobbin)
  - Story of a Breaking My Heart (Famous)
  - Cause My Baby Says It's So (Remick)
  - Caravan (Exclusive)
  - Get Out of the Rain (Remick)
  - Me, Myself and I (Words & Music)
- Indicates film musical song.  
† Production Number.

the same period in 1933, which marked the lowest piano sales in the entire history of the keyboard industry.

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 the famous Yale 'Whiffenpoof Song' which Rudy Vallee has been plugging on the air in recent months came to a head Saturday when the Miller Music Co. filed an infringement suit in Federal Court, New York, against G. Schirmer Music Corp. Plaintiff seeks an injunction.

Miller Co. claims the 'whiffenpoof' title was originally written by Meade Minnigrode 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.

Schirmer Music 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 following curtailment of federal funds for the FMP.

### Brissitt's Fill-Ins

Don Brissitt's orch is the house band at Bal-lair, ballroom near Worcester, Mass., this summer, working the spot in between one-meters played by name aggregations.

Brissitt has let loose 35 evenings to date in the outdoor rug-cutting emporium since its seasonal opening on May 27.

### 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 Auditorium in San Francisco, Aug. 1. This 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 over that.

### High School Bands Muscling In on AFM Combos in the N.W.

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 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 Ambassador Hotel, Los Angeles, Oct. 5, by the Rockwell-O'Keefe Hollywood office.

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 swingers grossed around \$1,000 at the Surf ballroom here July 22. Frankie Masters, playing the Surf the week preceding, pulled in 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 Lomas 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.

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. 13. 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 nighties, 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 to begin picketing, the places next week if they don't replace present outfits with union bands.

Negotiations also being continued with hotels to get pacts guaranteeing that only union bands will be allowed to play at functions. Tomel 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 toot at function'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 outfit shares the load.

Lee says the grind is wearing 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 return to City Club in Erie, Pa., in the fall.

### GORDON and REVEL

Songs for the forthcoming Darryl Zanuck 19th 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 waltz:

### I HUM A WALTZ

from 20th Century's "This Is My Affair"

### KITCHI-MI-KOKO ISLE

England's Novelty Hit

### MILLER MUSIC, Inc.

1019 BROADWAY • NEW YORK

### MOVIE TONE TOPICS

Two New Hits!

### "OVER NIGHT"

and

### "MY SECRET LOVE AFFAIR"

From the forthcoming 20th Century-Fox Musical, "THE ICE," starring Sonja Henie

### MOVIE TONE MUSIC CORPORATION

SAM FOX PUBLISHING CO. Sole Agents

1250 SIXTH AVENUE

RCA BUILDING, RADIO CITY

NEW YORK

### MILLS SUMMER SPECIALS

Will Hudson's Latest

### YOU'RE MY DESIRE

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 Roosevelt-Du Pont Love Song

### YOU ARE THE REASON

FOR MY LOVE SONG

Mills Music, Inc. 1019 Broadway, New York, N. Y.

### FOX FLASHES

Two New Instrumental Novelties by the Publishers of "Nola" and "Polly"

### "CHINA DOLL PARADE"

### "WHISTLING MOSE"

Distinctive Piano or Orchestra Specialties

### SAM FOX PUBLISHING COMPANY

1250 SIXTH AVENUE

RCA BUILDING, RADIO CITY

NEW YORK

### 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 REVUE

### THE IMAGE OF YOU

From THE PAN AMERICAN CASINO REVUE

### DON'T YOU KNOW OR DON'T YOU CARE

LEO FEIST, Inc. • 1629 BROADWAY • NEW YORK

### Last Week's 15 Best Sellers

It Looks Like Rain	Morris
Sallyport in the Moonlight	Crawford
Merry-Go-Round Broke Down	Harms
Sweet Lellani	Select
You and Me That Used to Be	Berlin
Where or When	Chappell
I Know Now	Remick
Blue Hawaii	Famous
Strangers in the Dark	Crawford
Cause My Baby Says It's So	Remick
Miller's Daughter Marianne	Exclusive
I Hum a Waltz	Shapiro
One With the Wind	Miller
Was it Rain?	Berlin
	Santly-Joy

\* Indicates film musical song. † Indicates stage production song. The others are pops.

### GUMBLE ON SALARY AS MUSIC MEN'S PREZ

Mose Gumble, long active in the music business, has stepped out of 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 (or 'music contact' men, as they are more ritzyly known these days), which in this period, has built up a treasury reserve of \$18,000. The PMMA has done considerable intra-organization, charity work, none of it publicized, and it's for this purpose that Gumble will exclusively devote himself on a salaried basis to the administration of things.

Reported that Gumble will receive \$7,500 in his new post. Meantime the D&G firm will be continued by Walter Douglas and Ed Santly, the professional manager. Douglas thus remains the sole survivor of the original combination as Walter Donaldson long ago stepped out of the firm to devote himself to Hollywood songwriting.

### SHERMAN-CLAY NAME NOT IN MG DEAL

Robbins-Metro-Feist paid \$25,000 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 a good buy.

Jack Robbins has been engaging in a systematic expansion program to augment his and Metro's music holdings. Thus from Robbins-Metro come the \$400,000 buy 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.

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 business. This deal merely means abandonment by S-C of its music pub activities.

Among the valuable copyrights which Miller Music thus inherits are 'Whispering', 'Do You Ever Think of Me?', 'Sleep', 'Charmaine', 'Diane', 'Wedding of the Fainted Doll', 'Doll Dance', 'Rose Room', and others. All of these are already revered favorites under the recent vogue of the swing treatment and Robbins will reissue them with new orchestrations.

Miller Music may abandon its present offices and take over Sherman-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 latter tune had been lifted from his 'F.D.'s Man'.

Barke filed his action originally in the N. Y. Supreme Court, but on the opposition counsel's motion of lack of jurisdiction it was tossed out. Barke then filed his infringement charge with the federal court.

### ASCAP's Qtrly. Accolade For Gordon and Reyel

Hollywood, July 27. Maek Gordon and Harry Reyel have been awarded the quarterly prize offered by the American Society of Composers, Authors and Publishers for standout ditties. Champ tunes are 'Never in a Million Years,' 'There's a Lull in My Life' and 'It's Swell of You.'

### JOE MORRIS MUSIC CO. SAYS 'BALI' UNOKAYED

Joe Morris Music Co. has become 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 'On the Beach at Bali Bali,' 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 suit for \$20,000 against the film company.

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 wrote Metro June 27 declaring that 'Bali's' inclusion had never been approved and demanding that the scenes in which it is used be taken out of the film. Fox holds that regardless of Fletcher's resort to technicalities the deal stands since he (Fox) has always had a signed order of trusteeship from the 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 4741 in Federal Court, New York.

Robbins Music Corp. is seeking an injunction and damages against Warner Bros. Pictures and Vitaphone Corp., alleging that 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 to 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 had several offers from abroad for territorial representation of his catalog and intends to make firsthand discussion of these propositions the major purpose of 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 filmicals.

### 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 Murray Hubert held the evidence insufficient to involve Movietone and 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 Bixie outfit is that its song, 'Passa L'Amore' was lifted in the making of 'Here's to Romance.'

### Dreyfus 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 chiefly 'situation' songs, and with little thought to their commercial value, since the producers insist first that the tunes fit the libretto of the films, the songwriters don't overwork themselves. Hence the following agent a former team. The lyricist came up for a new contract and insisted on \$1,250 a week. 'If Winchell (his six-ten-writer) is getting \$750 a week for doing nothing, I'm worth \$1,250 for doing nothing.'

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 federal government can be induced to administer a code of fair 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 designers 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 amount involved far too excessive for the services he might get from the MPPA.

Indications are that the fee angle will be worked out to Morris' satisfaction, while the Dreyfus contingency has prompted the MPPA to get busy with the FTC's authorities.

Major firms still outside the MPPA fold are Irving Berlin, Inc. and Robbins Music Corp.

### 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.

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 (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 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 revoked.

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 months and although he had a bank account in Los Angeles, his legal residence has always been in New York. He was not married.

### Pinkard Copyrights Go To Shapiro Bernstein

Shapiro, Bernstein & Co. has obtained the renewal of copyrights on all Maceo Pinkard's songs. These include 'Here Comes the Showboat,' 'Mammy of 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.

### Tops in the Music Business

**MY CABIN OF DREAMS**

Coming, A New RKO Musical 'Life of the Party' With This Great Score By ALIE 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. Mgr.

**HOLLYWOOD SONGS**

The English Swing Novelty Sensation

'Cuban Pete'

Featured on Every Important Program

Released Soon!

The All-Bill Musical Score of "LIFE BEGINS IN COLLEGE"

A 20th Century-Fox Picture starring the Ritz Brothers

HOLLYWOOD SONGS INC.

104 BUILDING, RADIO CITY, NEW YORK  
PAUL KOSMIDIS, Gen. Mgr.

**DUKE'S**  
New Smash Hits

SCATTIN' AT THE KAT

Recorded on MASTER AND VARIETY RECORDS

Caravan

KLUSIVE PUBLICATIONS, Inc.

A great musical score from MGM's production featuring the MARX BROS.

**"A DAY AT THE RACES"**

The swell score, by Gus Kahn, 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

**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

# 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), hand-picked 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 spoliating process a couple of weeks ago.

With the association and the board vanishing in thin air also goes 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 any where 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, in advanced by showmen as the chief reason the houses folded or are folding so suddenly.

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 Oriental 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.

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

the houses claim they will reopen. Quarterly dues of \$500 for each theatre paid by the burley ops for administering the expenses of the VRTA and Scribner, according to Masterson, will probably be returned to the impresarios after expenses incurred thus far are first deducted.

Foldup of the VRTA marks the quick death of the first organization of the burley ops in years. Ever since stock burley invaded the Times Square area (the Republic started it), the theatre operators have been battling each other, with even relatives, chiefly the Minskys, pitted against one another. It was this compitish that finally degenerated burlesque to such an extent that License Commissioner Paul Moss, after frequent complaints from civic and church groups, refused to renew the licenses last May 1.

## COLLECTS WITH GUN

Cafe Prop Held on 'Kidnap' Charge After Forced Payoff

Detroit, July 27. Frank Barbaro, proprietor of Bowery Cafe, walked into the Champagne Bar last week, slapped and ordered Lou Caplain, m.c., to come along at point of gun, and held him a prisoner until he dug up funds to 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.

## AFA'S COAST BRANCH

American Federation of Actors will open a Coast office within a few weeks.

Ralph Whitehead, executive secretary, will go to Los Angeles to open the branch.

## 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 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 of a violation.

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 has been going along as a dealer.

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 vaud again in September. Had formerly played five acts on split-week before going film dualer.

## Zelaya's Route

Don Zelaya, pianologist, 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, skeddled to open in London next January.

## Philly Musicians Giving Nitery Scale Once Over

Philadelphia, July 27. Scale committee of Musicians' local skeddled to confab in few days on new price lists for next season's nitery contracts. Understood there 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 Philadelphia will be shifted 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.

Heat socked all around late last week and beginning of current week, with trio of converted burleys taking a dive.

The Apollo, downtown, with a reputed \$6,000 weekly nut, suffered with the others, but nevertheless continued Ann Corio, Arthur and Morton Havel, Joey 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.

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

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 split on commissions for Everett Marshall's engagement with Billy Rose at the Texas Centennial show at Ft. Worth last summer.

According to papers, Hoey negotiated 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

TEXAS TOMMY  
Pony Act  
5 Mins.  
Rainbow Room, N. Y.

Texas Tommy is a slick cowhand—anyway, his spurs and chaps look dudsish. His pony is called Baby Doll. Between the two, they do a slick act for anybody's nitery divertimento.

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 snootier the environment, the more effective the results. Hence, at the Rainbow Room it was a particular wow.

Tommy straightens well for Baby Doll, and the equine performs nobly 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. But it's all new stuff all over again, as the pony taps out the counts with his hoot. 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. Texas Tommy was the hit of the bill here. Abel.

# "A PARTICULAR WOW"

Abel Green in 'Variety' Issue July 21, 1937

# TEXAS TOMMY

AND HIS WONDER PONY

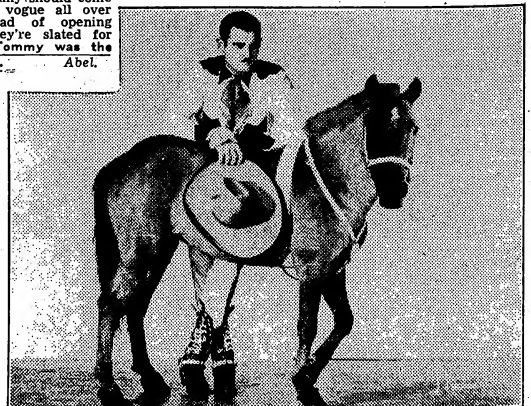
# "BABY DOLL"

The Pony with Human Intelligence

NOW IN THIRD WEEK  
RAINBOW ROOM, ROCKEFELLER CENTER  
NEW YORK

Direction  
MUSIC CORPORATION OF AMERICA

ALSO COMBINING THE MOST NOVEL WHIP AND SHOOTING PRESENTATION





# B'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 sheltered for summer, reopening, if at all, around Labor Day.

Houses involved are—Minsky's Brooklyn, Star and Century, operated by the Raymonds; Oxford, Schwartz house, and the Casino (rejuvenated De Kalb), operated by Sam Briskman. Quinlet 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 Gaiety and Republic, New York, scared them off. Ops are marking time figuring something may be done to ease off the drastic La Guardia-Moss 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, 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.

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 Kavanagh.

Joan Davis, if picture commitments 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 sales convention of General Electric in the Thousand Islands.

Included among acts are Walter Walters, Fred Zimbalist, Beale St. Boys, Frank Radcliffe, Seiden and Endler, 4 Buds, Sunshine Sammy, Sleepy Williams, Martin Barnett, Don Ricardo, Charles Masters, 3 Lunatrics and Tausha and Hamed.

Performances were staged Sunday (25), Monday, and the windup is carefree for tonight (26). 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 song, "Let Me Call You Sweetheart," "Sidewalks of New York" and "In the Good Old Summertime" which defendants are alleged to have distributed for advertising purposes without plaintiffs' okay.

Suit asks \$250 for each infringement by Miss Parsons and \$1 for each copy distributed.

**Cabin Kids' 1-Nighters**  
Cabin kids, now with Billy Rose's show at Ft. Worth, come east in mid-September. Will one-night toward New York, where they're slated for Educational shorts.

**Martin Wagner, of the Morris office** agentic.

# TAPS FOR COPS

Bill Robinson Scrams Pay Date for Benefit Show

Detroit, July 27. Bill Robinson, who promised police he would appear at their annual fiscal day, is reported having cancelled vaude appearance in Atlanta last week so he could participate in the yearly event at Navin Field Saturday (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.

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 furnished room house on the side and has been domiciling its entertainers and showing them as well as the pseudo-nitery. 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 Etlinge, 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 Rudnick is the Manning Amusement Co. for \$30,000 on a lease of the Shubert Theatre, Philadelphia. 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 Hertzig.

Several of Rudnick's creditors are reported as having crowded him several weeks ago, which probably precipitated the voluntary filing. Upon reopening of the Etlinge, 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., stalked Rudnick to carry on at the Etlinge.

# 4 Agents Battling Over 7 Colored Acts in N. Y.

Reopening of Minsky's Oriental, N. Y., last week with a big 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., an offshoot of the former Friars Club, has completed plans for expansion of its clubrooms 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. W. C. Flippen is abbot 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 houses.

# BURLY FLOPS, AFA DUES REDUCTIONS, 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 delux, in October. Bands hit between \$24,000 and \$25,000 here on a week, about \$7,000 better than average 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 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.

Success 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 Kalchheim, 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 90, Roy Bruder got second, Nat Kalchheim 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, Charlie Hogan, Dave and Harry Balaban, Dick Bergen, Warren Jones, Al Borde, Nate Platt, Louie Lipstone, Roy Bruder, Eddie Elkor, Jack and Nat Kalchheim, 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 Scibilla, George Howe, and Sylvan Goldinger.

# 4A's Gives AFA Jurisdiction in N. Y.'s Whitewashed Burley Houses--2 Left

Jurisdictional row between Burlesque Artists Association and American Federation of Actors as to which has jurisdiction over the spoliated 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 cases 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.

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 a closed shop for all houses. However, BAA members in

# 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 items on burlesque 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 Velox 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 occasioned because of the rock-bottom remuneration acts are receiving, they don't want to have some one 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.

Another rumple among the acts at payoff was the American Federation of Actors' nick from the weekly stipend and other 'extras' deducted in addition to no extra pay for Saturday midnight show. Don Zelaya's envelope was \$51 shy, not counting previous defunct cops who related to the Weinstocks and the house manager, upstairs, but instead of coming down they scrambled and it was this absence, at close of the show, that led all to believe they'd been left in the lurch.

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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 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-lopped show for a second week. The Etlinge, across the street on 42nd, was shaved the operating net \$800 weekly and has installed a new show, but despite the pruning and fixing both houses are expected to fold tomorrow (Thursday).

Despite hourly denials, Billy Minsky's Republic, N. Y., folded abruptly after Thursday nite's show (22), being the second casualty among re-opened burley houses making a stab at vaude policies, following closely upon the shutdown of the Gaiety, N. Y., previous Sunday (18). Oriental defunct 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 stagnated with walls from employers 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 Saturday. They howled a lot but took no further action, probably reconciling themselves that the short payoff was better than no payoff at all.

To all further to the merriment of a chaotic evening, two burly policemen mooched 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 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 Wa. Latter released in the pokeny until his agent, William Shilling, arranged bail Friday afternoon (25).

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**LOCUSTS REUNITE**  
Locust Sisters, who dissolved some time ago, have reunited and currently ethering over WOR.

Harmony trio set for one of Leonard Sillman's musicals next season.

# Night Club Reviews

## BENNY LEONARD'S (New York)

Gentleman Benny Leonard, one of the most popular fistic champions on record, got off to a flying start with the restaurant bearing his name. Spot is on 72nd street, N. Y., just east of Broadway, was dated to debut Saturday (24), but after a mid-week press reception many diners sought admission and were accommodated.

Leonard's is long and narrow with a balconade effect and so constructed that it has two-floor height, which makes the air conditioning more effective. Persons on the upper level may see the entire lower floor through large mirrors. Place cost \$95,000; the champagne saved some money from the Lew Thresher fight. Latter, also, has long conducted a cafe on Broad street, Philadelphia. Leonard has one associate; Max Angler, a vet restaurant man.

For the past five years Leonard has been on the radio with fight talk and refereed contests of that kind. He had several pieces of property but explained he nearly had to return to the fighting game in order to collect the rents, so decided to give up all other activities and devote his time to the cafe. He figures the place is midtown for residential

New York and it can be reached from Times Square within a few minutes. On the other hand, Jack Dempsey's, a more pretentious establishment, has been considerably dependent on what goes on at Madison Square Garden. Tony Cantor's cafe, also close to the Garden, has been something of a problem since opening several months ago.

Leonard's has a 65-foot bar, with six men behind the malotruary during the evenings. There is piped music, which is okay, since there is no room for an orchestra. However, Robert's Troubadors entertain among the tables. It is a singing and instrumental trio. Place has a capacity of 225, and with a moderately priced menu could be a natural camp's personality being a factor.

## MINNESOTA TERRACE (MINNEAPOLIS)

Minnesota, July 25. On the last leg of his six-week engagement at this hostelry, Lou Brees, en route to the New York French Casino, pulled out of his entertainment bag an innovation for local dine-and-dance spots. In this swankiest Twin City citieria where the customers come primarily to dine, dance and drink instead of for floor shows, Brees dished up a lengthy operatic singing interlude, going over with a bang.

With Joe Griffen, soprano Irish tenor, and Kay Moran, soprano, as solo and male chorists, six, except from "The Student Prince" fairly brought down the house. Sung with gusto and with the full backing of the orchestra, this proved a stirring, pleasant diversion. The paying guests couldn't be satisfied until Griffen warbled "Irish Eyes."

Preceding were three dance numbers by Rodrigoo and Stefanie, a good-looking but far from exceptionally talented ballroom pair, and Brees's trumpet and banjo selections, always highly acceptable. The band's dance music is well played and makes for the sort of enjoyment sought here. Business always forthright.

## BERTOLOTTI'S, N. Y.

This West 8th street spot in Greenwich Village is a bit of a revelation in that it does business on almost any night and for the apparently good reason that the tariffs are such that everybody can have a good time without any mental reservation as to the size of the check. The \$1.25-\$2 table d'hotes (Italian motif) was augmented by a snappy dance combo and a fairly impressive floor show of which Yula Flur-noy is mistress of ceremonies.

Claimed to be a 100% full-blooded Cherokee, the site's palatial enough to belie the redskin heritage; Mine Bertolotti avers: this means he's the only real 100% American m.c. Ann White (New Acts) is the prime attraction augmented by an adagio-swinging, kick-backing dancer, Joyce Ray, and 3 Little Saxes. Latter have been on the air for the Sachs furniture store for some 15 years, but this marks their nitery debut, although they've appeared on other rostrums. Male trio do their pops with verve and eclat and fit nicely into the scheme of this type, bringing along also a bit of a name because of their mike: veteranship! Dance band is headed by Orville Rand. Adet!

## 15 YEARS AGO (From VARIETY and Clippings)

Municipal Opera, St. Louis, in the course of a previous broadcast of "Miss Springtime" simultaneously with the presentation of the operetta by the company. First clash over rights.

For once stage hands and musicians did not ask for toilet.

Local 906, N. Y. projectionists, up in arms against a 10% cut ordered by Theatre Owners' Chamber of Commerce.

Ted Lewis back at the N. Y. Palace. Closing the first half so he could not stop the show. Disappointment in the non-appearance of the Four Moritons so W. C. Fields did the Family Ford skit himself. Jim Harkins usually did the act.

Jim Europe's band opened on the Keith circuit. Carried 38 men.

Motion Picture Theatre Owners started a drive to persuade houses to use "tree" music. No dice. The hits were needed.

Picture showmen alarmed: N. Y. law just enacted stressed fire prevention. Biggest would close at least 800 houses in the state.

WOR broadcast the storm and forest fire effects in the stage play "The Storm." In connection with a fire prevention drive.

Raymond Hitchcock did a vaude try-out in Washington. Not so hot, so they forgot it.

Blwy 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 82.

Vaude managers striking their heads and predicting that big time vaude would give way to the small time brand: It did worse than that!

## Cincy Schubert's Vaudeville Cincinnati, July 27

RKO Schubert is set to emerge from summer darkness July 30 for a run of a month or so on pictures before setting into vaudeville gallop for the new season. Opening bill will be "Good Earth" at regular scale.

Roof of house is bedecked with signs ballyhooing the engagement as "A world premiere at popular prices."

Vaude Again at Ray's, Philly: Ray's, Philadelphia, reverts to vaude on full-week policy on Aug. 27 after a summer of straight-film's housing.

House dropped flesh for the hot stretch on May 27. Eddie Sherman booking.

## Saranac Lake By Happy Benway

Edith Cohen and Ruth Hatch week-ending; to good results, while going over the check-up thing.

Frisco De Vere (Scarada, N.Y.) Adronacking with her sister after successful op.

Dr. George Wilson, actor's medico, Pittsburgh with his folks.

Salvadore Ragone, bedded for so many years, now going down town on exceedingly good check-up thing.

After three months in hospital care, Bobby Graham is still limping around from that auto jam.

Joseph Vaughney left Denver for California for change of air.

The Adronack Grill: Doped with their flesh shows and shattered.

Coming and going: Dorothy Maxwell (Rochester, N. Y.) to New York City... Anton Anderson to Staten Island... Russ Kelly to Montreal... Happy Benway to bed... Marilyn Moran to Lake Placid... Kay Goldberg to St. Albans, Vt... Lester Sheehan to Dorsey Terrace... The Leonard Gates to Monticello 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 given there now.

Local baseball team has two hoofs: Kibridge and Elver. 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 FAVER Singer, Pianist

Slate, N. Y.

Miss Fave is from 58d street by way of Hollywood, having just completed a Bing Crosby film chore out there. She is also the originator of jazz-zebra. At this is proudly announced via p.m. prior to her stepping out. And despite which she makes an okay fill-in vaude or picture house turn.

That hot scull style of singing Miss Fave exemplifies seems to be popular these days. There are some ank's around who to remember when it was called coon-shouting and was okay, too. These facts come and go. While it's here; Miss Fave vaude cash in. She may not sing good but she sings hot.

Incidentally her piano playing is extra fine, so she won't have to worry about a job when the new era of peace and quiet comes back.

Four.

## TEXAS SAM HINTON Music, songs 4 Mins Stanley, Pitts.

One of the few Major Bowes amateurs who looks like he might go places as a pro. He's a modified hillbilly, has a pleasant youthful personality and nice trick voice that fits into those old prairie laments he warbles. Hinton starts out playing a miniature accordion and harmonica simultaneously, then gets amazing results from a semi-classical set of an ordinary tin whistles. Finishes up with a couple of Lone Star Ballads, accompanying himself on the guitar.

By registers all the way and had a tough time getting off. Novelty songs for nitery on stage and with a little attention to physical appearance, should go places. Cochen.

## ANN WHITE Songs: Bertelotti's, N. Y.

Ann White has potentialities for the bigtime supper spots. She's a songstress who fits under the sophisticated classification. Her lyrics are per; but not smutty; and what's more, her personality and delivery are such that she doesn't need the double-entendre; other than what is accepted in the smarter hotels and niteries.

At this Greenwich Village restaurant Miss White, despite the at'fexco atmosphere, evidences that she has that intangible something to hold 'em, and she delivers handily.

Her songs are special and called from the topuses. All got over excepting that one Rodgers and Hart lyric from "Oh Your Toes," which for a 44 audience, is one thing—to a 300 table off-oke assemblage, it should be omitted. Abet!

## JERRY PERKINS Songs 10 Mins. Paramount, N. Y.

Youth voice, diction and personality are all in the equipment of Jerry Perkins, the lad who was picked up recently in Chicago by Hal Hallett and is now on part of Hallett's orchestra, but doubling for no instruments.

Perkins has a bit of a tear in his voice and a good style of delivery: The voice isn't of smash caliber but has what it takes to get the listeners, being sweet, clear and audibly pleasing.

On engagement here with the Hallett orchestra; he did four numbers; two as encores all pops. The love ballad is his meat. Very likely Perkins is going; places that are worthwhile. Char.

## TEDDY GRACE Songs 10 Mins. Paramount, N. Y.

Teddy Grace isn't long on voice and diction, but she's anything but short on selling. She's at torcher who favors the type of numbers that are of Harlem flavor and does them best with a touch of Harlemian swing. Such as "St. Louis Blues," "Gonna Go" and "Underneath the Harlem Moon" which is right up alley. "The You and Me That Used to Be" is less her type of song.

Working feverishly for audience pull, Miss Grace makes a nice appearance and should be quite an acceptable single for stage dates; generally, as well as for floors. Char.

## Nitery Porter Held As 'Torch' Slayer

Detroit, July 27. Fire, obviously started to conceal murder of a 18-year-old high school girl, destroyed the Day Break Inn roadhouse; near New Baltimore, Mich., early last Thursday morning (22).

Picked up in Cleveland as suspect in the torch slaying, James McCormack, porter at the nocturnal spot; is being held here, but has denied having murdered Mary Jane Moran, whose body was found in an oil-soaked bed in one of the rooms above the tavern.

McCormack, however, admitted he took \$75 from the roadhouse safe as the fire broke out.

## Nitery Placements

Eva Ortega, Mt. Royal hotel, Montreal, Ind.

Ozzie Nelson, the Bathrope; Bobby DuPont Astor Roof, N. Y.

Jane (and Katherine) Lee; Leon & Eddie; N. Y.

Miltor Douglas (singer), and Simpson's Martonettes, Versailles.

Wini Shaw and Ramon and Renita opened at Riley's Inn; Sarabga N. Y., Monday (26).

Gonzalo Howerton and 3 Crabb-enjaks; Chateau Moderne; N. Y., formerly the Monseigneur.

Jack Osterman, m.c., Edith Roark, Florida Vester, Gaye Dixon, Joan Vickers, Ciliquita and Buddy Wagner's orchestra; new show at Club Mirabdy N. Y.

Eddie's Gern joins the hold-over Irene Healey at Marden's Riviera, Fort Lee, N. Y.

Henry LaMar rejoined the show at Billie's Gay Nineties, N. Y., after short vacation.

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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 Or (25) 4 Lucky Boys Loo Loew Palace (30) Van Gelder & Mary Debonnaires

Loew

NEW YORK CITY State (20) Don Francisco Luis Sincione Slim Thibbin Stuart & Martha Gus Arnheim Or

WASHINGTON Capitol (30) Bert Nagle Co Guy Robertson Ross & Bennett Vic Hyde Crawford Or

JAY AND LOU SEILER

Appearing at RILEY'S SARATOGA, NEW YORK Dir.: LEDDY & SMITH

Paramount

NEW YORK CITY Paramount (28) Bill Hatfield Lou Halperin Val Sette BOSTON Metropolitan (30) Geo Frontino Nelligoodie Waldor's Bear Georgia Hayes Chicago (30) Marjorie Reynolds Jack Williams

Oriental (30) Poppy Betty Hoop DALLAS Cantelero Joe Kelly Phil Harris Or Georgia Jaina Leahy Ross 4 Craddock Art Jarrett BOSTON Broadway (30) Tip Top Top Gene Callaghan Carl Fred Co CHICAGO Chicago (30) Marjorie Reynolds Jack Williams

Warner

PHILADELPHIA Earle (30) Clyde Lucas Or (22) 3 Janelays Brown & Ames Herman Bing Wells & 4 Fays PITTSBURGH Stanley (30) Wil Osborne Bld 3 Bldges

Major Bowes Co Earle (30) Elizabeth Brown & Ames Steve Evans Gene Callaghan & L. Herman Bing Tommie Novello Co Tony Clifton Condos Bros & F Agra & Barba

Independent

CHICAGO State Lake (30) Roy & Wing Spillane Stella Bobby Pinkus Co B Milwaukee Chicago (30) Wally Lester Chilton & Thomas

Gordon & Rogers Edna May Harris Billy Banks KANSAS CITY, MO Cover (30) Stevens Bros & B Roy Lee & Dunn Vic Tomara Patsy O'Connor

London

Canterbury M. H. 1st half (21-25) Geo Beitz (21-25) Swan & Leigh 2d half (21-21) Betty Turnbull & O Hinton Bryn 3rd half (21-31) Geo Beitz Domiana Wilfred Greene 6 Trocadero Rest. Stone & Lee Condo Rowers Audrey Samson Stetson BRISTON Astoria Ted Joyce Bd CAMDEN TOWN Gaumont Rawley & Landauer CLAYTON Rink Victor Moreten Bertini & Clarke B'way Bld & Brandon EAST HAM Granada Jose Moreno Gals and Laugh EDMONTON Empire J MacKewen C. F. & M. D. Don't HAMM & MITH P. Talgus Lee Don Leo Victor

Joe Capello Or Donnelly & Boye Carter & Schaub Jimmie Costello 3 Raymond Diggins Higgins

Provincial

Week of July 26 ABERDEEN Royal Naughton & Gold Doris Ashton Howard Rogers Hender Bros Dennis Casillo Duncan's Colles Malcolm Hewardton GLENCOE Paramout LEOEDS Hal Yates PLYMOUTH Juice Lewis Discoveries Devere Brothers Russ Carr Daven & Wayne Holmes & Edwards Juggling Kesters

Cabaret Bills

NEW YORK CITY Barney Gallant's June Ericson Luan Carli 3 Musical Rogues Mcl & Marlam 3 Dandies Bertolotti's Jimmy Whalen Or Tommy Harris Or Jimmy Flournoy Nya Alna Joyce Leno Greta Lewis Bill's Gay 90's Eddie Leonard Spiky Martin Ethel Gilbert Gus Wickes Dick Miller Jim Bishop Henry Lee Marr Caliente Beth Babron Helen Shaw Ruth Wayne Carol Sie 3 Rhythm Boys Gene Cabelleros Chateau Moderne H Leonard Or Consuelo Flowerton 3 Candy Cakes Clarendon Inn Jolly Club Or Club Gaucho Vaccaro's Orch Jose Diaz Tina Elena Lila Moya Helen Fawcett Dimitri Club Mirador (Roof Garden) Buddy Wagner Or Ed Bernheim Edith Rook Florida Vestoff Gene & Lela Chiquita Joan Wilbur Yumuri Don Filberts Or Antonio & Carlo Santa Ferrara Don Jeffers Portia Porter's Jack Dempsey's El Clito Don Alberto Or Elmer Taylor 3 Pamporo Elmer Taylor A Antonia Morales Jose & Patricia Lila Gurdacces Rolando El Maroco Berthe Host Or

Edith Rook Santa Ferrara Don Jeffers Portia Porter's Jack Dempsey's El Clito Don Alberto Or Elmer Taylor 3 Pamporo Elmer Taylor A Antonia Morales Jose & Patricia Lila Gurdacces Rolando El Maroco Berthe Host Or Helen Watkins Or Glen Island Casino Myr Mayhew Or 1st half (21-28) Betty Turnbull & O Hinton Bryn 2d half (21-31) Geo Beitz Domiana Wilfred Greene 6 Trocadero Rest. Stone & Lee Condo Rowers Audrey Samson Stetson BRISTON Astoria Ted Joyce Bd CAMDEN TOWN Gaumont Rawley & Landauer CLAYTON Rink Victor Moreten Bertini & Clarke B'way Bld & Brandon EAST HAM Granada Jose Moreno Gals and Laugh EDMONTON Empire J MacKewen C. F. & M. D. Don't HAMM & MITH P. Talgus Lee Don Leo Victor

Raybow Grill Emory Deutsch Or Durio Gaudier Helen Myers Edna Slinger C & Bonner Glover & La Mae Rainbow Room Al Donahue Or Eddie LeBaron Orc Oliver Wakefield Louis Gosset Jr Texas Tommy Helen Miller B'd Sydney Ross Riley's (Stratford) Ramon & Rentia Wini Shaw Riviera Mickey Albert Or Nana Kodjo Orc Lolo Kay Eddie Gray Irene Beasley Nick Long Jr Paul Dukso Mollie Gee Buster Shaver Co Ben Yost-Gullerians Sands Point Bath Paul Rubel Or Emily Stevenson Wini Shaw Stork Club Sonny Kendra Or Gus Martel Orc Lou Forie Orc The Oaks Al Lamba Or Tommy Lyman Gene Archer & L. Edna Janis Onyx Club 6 Splirts of Rhythm Maxine Janice Parallax Jay Freeman Or Ann Pennington Lucille Johnson Alfrede Sile Place Elegante Bill Farrell Mario Basini Tom Cancloni Rex Gavette Larry Mado Orc Bull Charles Fletcher Bruce Lawrence Beverly Whitford Or Horace Halton Or Billmore Bovi Helen Swanson Orc Hotel Essex House Nat Brandwynne Or Maxine Tappin Dick Cavett Johnny Blue Murray Arun Jimmie Escajal Hotel Gov. Clinton Bill Arvey Or Stuart Jules Kay Marshall Hotel Lexington Andy Ona Or Roy Kinney Memphis Loit Hotel Mr. Alvin (Roof Garden) J Mesmer Or Jeanne D'Arcy Hotel Montclair (Casino-In-the-Air) Coral Islanders Hal Hope Or Gene West Electronic 3 Felix Pappe Hotel Murray Hill (Summit Room) Joe Capri Or Nancy Garner Hotel New Yorker Gene West Or Gus Arnheim Or Evelyn Chandler Bernice & Lam Florida Vestoff Gene & Lela Chiquita Joan Wilbur Yumuri Don Filberts Or Antonio & Carlo Santa Ferrara Don Jeffers Portia Porter's Jack Dempsey's El Clito Don Alberto Or Elmer Taylor 3 Pamporo Elmer Taylor A Antonia Morales Jose & Patricia Lila Gurdacces Rolando El Maroco Berthe Host Or Helen Watkins Or Glen Island Casino Myr Mayhew Or 1st half (21-28) Betty Turnbull & O Hinton Bryn 2d half (21-31) Geo Beitz Domiana Wilfred Greene 6 Trocadero Rest. Stone & Lee Condo Rowers Audrey Samson Stetson BRISTON Astoria Ted Joyce Bd CAMDEN TOWN Gaumont Rawley & Landauer CLAYTON Rink Victor Moreten Bertini & Clarke B'way Bld & Brandon EAST HAM Granada Jose Moreno Gals and Laugh EDMONTON Empire J MacKewen C. F. & M. D. Don't HAMM & MITH P. Talgus Lee Don Leo Victor

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Radio Equity Org.

(Continued from page 1) Linda Carlon and Lucille Wall of Equity's radio 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 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 Thomas, Lawrence Bielserson SAG reps, and spokesmen for the other groups. Also sitting in are reps of the American Guild of Musical Artists, a non-affiliated group, which is seeking to take over the GOAA charter. Thomson, who planned in for the Coast last Saturday (24), to personally take charge of the SAG re-organization the eastern film studios under SAG closed shop, is giving the

huddles preference over his scheduled meetings with the indie pic producers. 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 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 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 under consideration in the present confabs is the relationship of the eastern branch of the SAG to Actors Equity. A vote of 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. Not only are 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. Radio men are 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 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. Dealings for the closed shop in the east has been set for Aug. 1. 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 affiliates 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 latter the amount of the Equity dues. Under the constitution and by-laws, representation on the AAAA board of directors is on the basis of one vote for every 300 members. With its recent growth under closed shop on the Coast, the SAG now greatly outnumbered Equity in membership and is a bona fide AAAA member since 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 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 has 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. 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 take away 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 discussion 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 Carlon had refused to sign an Air Features contract calling for a 5% commission payment.

Radio City Music Hall

Okay stage advertisement this week is midsummer mixture of standard items. 'Love Songs,' for example, is typical singing tableau affair dressed in the costume of the feature of the week, 'Toast of the Town' (RKO). Couples romantically set off by subdued lighting, alternately headed sundry dainties of the art Landrum, Hall stand-by, and Rosa Rubinstein are centre stage and the chief couple. 'Love Songs' presentation is preceded by 'The girl's smacking out Tschalkovsky's Romeo and Juliet.'

On the dancing side there is a nice arabesque in the dances by the ballet corps and a soft show routine with a half-red, half-white coloration by the snappy Rockettes. Harrison and Fisher team some unusual hits and the blonde femme partner a nifty pair of games. Acrobatic lifts around her partner's body also draws applause. The girl holds her some beautiful fingering on the violin, exciting to substantial recognition. Short show in view of summer and picture 15 mins.

Downstairs lounge of the Hall this week is a show in itself and drawing well among the patronage. The Jules Charney and his troupe of miniatures of all sorts. Hundreds of tiny replicas, all practical, are in locked showcases. Dazzle-brown picture engagingly diverse in style, in demand among the kids and downers for autographing of program with the world's smallest fountain pen. Lond.

ORIENTAL, N. Y.

Minsky Bros., like others making the hurry-up transition from strip-teasey cantatas, seem to have something new to offer in their policy introduced last Wednesday (21). Initiator is tagged 'Doing the Uptown Downtown' and for the most part it's a snappy song and dance show that has plenty of go, but notably weak on comedy. It's not enough to make a go of it. (Policy folded last night (Tuesday) after but one week.)

Swan and Lee, male twosome, shoulder most of the laugh-getting division, but sometimes don't. The Two Zephyrs glam plenty on their pantomimic foxy, but even so, they're short in the guffaw and yell department. Dusty Fletcher, billed, didn't go on, but would have helped magnificently by some sort of book-in-jam he can sing. The Apollo, Harlem, before they could agree on salary down here. Despite shortcomings, the friendly amateur audience, who were recruited from a series of shows, particularly some of those who formerly cavorted at the Harlem Uproar House, around the corner from the Oriental and shuttered for the summer.

Erkine Hawkins' Swing Band moved over intact, from the ritzy, working in the club, to the more commutation accompaniment on the show and planting a couple of socko contrabs on their own. They're not dancing up and down, but they're not, but it can happen any time now.

The hot swing opener paces the show with Leroy Bloomfield, Aurora Greeley, Mae Johnson, flanked by septa stepping and dancing. They include in colorful costumes. Cook and Brown follow and more neat hoofing in which they give everything, making way for the next act, a virtual blackout 'The Ghost Walks,' travels on spiritualism, packing some laughs on traditional superstition of the Negro, but ending up with departed spirits. This time the in reverse and funnier. Norman Astwood is okay straight as the crystal-gazer. Bloomfield, Greeley and ensemble pick up with another well done production number. 'In The Garden of Eve,' with Miss Greeley's torso-twisting here and again the only semblance of developed burley projected in show.

Renee and Estelle, flanked by their Four Cuban Gongu drum-beaters, unick some nifty Cuban wiggling, with the same old-fashioned that get over for top returns. Then the Two Zephyrs, who veritably served them up with their pantomimic foxy, but even so, they're slow-motion preambler. Team were distinct outsider of the show, with Ralph Brown, uncorking a danciana spec in a way that showed them to be something there is in dancing and was runner-up with the Zephyrs for showtopping honors.

Swan and Lee returned for some more dialoging, but they developed total loss and, if anything, slowed down tempo of the show. Bad material rather than manipulation handicaps them, but it is good to see them with the audience. Mae Johnson, who had been augmenting the vocal division for the production numbers, stepped out on her own, with another them with a double of vocals, 'Lay It On the Line' and 'Suckaroo,' also tied them up. Johnson girl has personality and they're not far from the liveliness of the Ethel Waters type. So were her songs. Colorful Indian number with everybody on and all going a break-neck speed made a zippy finale.

The Minsky idea of septa shows was given an encouraging start.

There is no mention of the ops, men on Broadway. On the other hand, a consensual jab when Ralph Brown salvaged them in a speech of thanks, with Astwood coming from wings to censor, but that's all. New setup on Broadway, by seemingly trying for the same type of shows as at the Apollo, Harlem. If they'll pattern after the uptown house, everything should be all right. They like their nutty preambles who can go for the 25-5c, top but whose intention couldn't stand the strain of nitrate tariffs.

APOLLO, N. Y.

Plenty of show and plenty hotcha at this uptown acer, with tiscored show policy. This house, along with the State downtown at Broadway, has the same situation cinched for New York.

'Current events' layout, opening Friday (28), has 'Major Bowser,' Dixie Jumps Over the Fence, and 'The 11 Acts.' Running 55 mins., it's a show in itself, but house smothered it with Dusty Fletcher and Sam Burns, come on, George Wilshire, straight, Rosie O'Neill, singing and dancing ingenue; not overlooking 'My Bradshaw,' in as guest couple, 'Rhythm and Blues,' (B) who travels with the Bowes unit. Management gives 'em plenty up here for their 40c. top, including a feature picture and newsreel.

Preceding the Bowes unit, Miss O'Neill interl with explanatory vocal plus snappy taps backed by house choristers, 16 Macperettes, later named for Leonard Harper who produces the show, come on, George Wilshire, Burns and Wilshire, with two of the chorists, next with some surefire skit stuff which, despite being a little over the top, gets a few laughs. Another song and dance by Miss O'Neill and then the unit. Band on stage with graduate simonopuses doing their stuff. In front of a lively pianolog and sets things pretty for Harriet Waters, an ebony-hued Sophie Tucker, who whams with 'Copper Colored Gal' topped by a shivvy chorus that rose, and hoes with laughter. Four Lindy Moppers, mixed, contribute lively legmanina, with all limp at the bow-off, stopping that nose, and hoes with laughter. Gardon Mackay, boot-black, gets a good hand on his opener, 'Star Dust,' and even better with 'Come Day.' 'I'll be back.' Boy has a sure pipe and sure click delivery. Al (Boom Boom) Bowman also registers with his maniacal drumming and hoofing, as do the Starlings, who come on with a strong act of good appearance and blending voices for a duo of vocals that please. Billy Irons cracks over his one line, and then comes the Three Virginia Hams, male trio, also scoring heavy in the vocalizing and stepping divisions.

Bradshaw, who has been doing his solo stuff, does not sweat an job build-up for the arms, takes over band for some torrid swing that sets pretty. Three Skipsters, femme trio, contribute nice acts, with a good one was to Scott and Leslie Waters, rhythm rascals who likewise died it up with their warbling, instrumental imitations and clowning. The show ends with a strong act, the remainder of the evening. They wouldn't let them go despite succession of encores, but eventually, a specific one, stepping and dancing, finale with everybody on for a zippy couple and palm whacking for several minutes after the screen feature. One line in a 'Jubilee' show, reviewed in 'Arrest' at Oriental, Chicago, June 9.

TABOR, DENVER

Denver, July 25.

Headlined by four Jap tumblers, the Kanazawa troupe, the current feature of the evening, is okay. Other two acts are comedy and audience gets numerous laughs out of each of the three acts. The Japs use their feet like hands and each other about in the air as though the one being tossed were a rubber ball. Their act is introduced by Virginia Lee, who sings a love song and parables, with Virginia Perkins doing specialty dance. The Kanazawa troupe are nimble and fast, and do some excellent feats of tumbling in okay fashion.

Edison and Louise have a hokum act that rates laughs and applause. They use a dog, piano, banjo and a trick oboe that shoots firecrackers through its nose, and comes apart, right down to the mouthpiece, and with Edison making music in spite of the wrecking.

Corales open with acrobatic comedy, doing head spins from one side of stage to the other. Comedy is overdone and could stand toning for better effect. The show ends with a couple of girls in sailor costumes for a sailor's hornpipe, which is effective. Virginia Lee Madden, of the line, contris specialty. One line in a 'Thunder in the City' (Col) on the screen. Business fair at the opening show Friday. Rose.

Les Ambassadeurs

(FARRIS)

('Cotton Club Revue')

London, July 27.

'Cotton Club Revue' opened at the Palladium last night and was well received. The show is a well improved more for speed than quality. Show should do excellent business on its four-week run.

Paris, July 14.

This imported revue brought here by Edmond Sayag for his Theatre des Ambassadeurs, is pulling the weight both here and in the Bal Moulin Rouge, new monster Montmartre nightie opened by Pierre Sandrine.

Show is halcyoned as the same produced in New York by Clarence Robinson, who came over here with a troupe of 53 to put it on in both places. Band of ruddy fill is doing a good job of furnishing music for the revue in both spots, as well as a band of brass that is liked for dancing at the Moulin Rouge.

Shows takes in the picture in each bracket to cover a fair portion of variety but with its weak spots and an over-abundance of stercorizing which just doesn't click in this town. Best apparatus, makers are the Berry Bros., the fast-moving trio spotted in the second hall who click with some good showmanship, strutting and dancing like the best in the best because of his almost unconscious agility and precision.

Rollin Smith gamers well with his 'Man in the Hat' and subsequent offerings, and the Trio of the Trio Band. Novelty of the latter intrigued here.

Dance team of Norton and Margaret, two, does not click so well with the theatre audience, although it may be a queer question in the nightie, as is the case with two legs loaded with taps walked on off by Bill Barber.

Line of 16 girls showing here does not stack up as well in looks and mould as might be expected of a first-class troupe, coming out of Harlem, but gain know their steps and get them over with a fair degree of success. Whyte's Hopping Maniacs, three couples of hot swinging dancers, do well. Band sticks to the pit for the first half, but moves on stage to back numbers during the second.

Light Show troupe is getting a stiff workout here, doing one matinee a week and each night at the theatre plus one show at the Moulin Rouge afterwards. Show July 26 far four weeks at the Theatre de la Ville. Moves to the Palladium, London. Hugo.

ROXY, N. Y.

The stage stuff this week is a 40 minutes 'move-over' highlight. With 'See Willie Winkie' (20th) on the screen (reviewed in VARIETY June 30), not much rostrum ramping was done, but the show has a good turnover, and yet doesn't make the Roxy regulars think they're being short-changed, even with tilted scale.

There's a wallowing fancy on the flesh exhibit when Duncan and Bremner, two husky Highlanders, contribute nice acts, with a good one was to Scott and Leslie Waters, rhythm rascals who likewise died it up with their warbling, instrumental imitations and clowning. The show ends with a strong act, the remainder of the evening. They wouldn't let them go despite succession of encores, but eventually, a specific one, stepping and dancing, finale with everybody on for a zippy couple and palm whacking for several minutes after the screen feature. One line in a 'Jubilee' show, reviewed in 'Arrest' at Oriental, Chicago, June 9.

Prior to their final frolic the girls had a little do, opening with a shortie stomp that gave most a brief whack at solo acrobatics of minor sort, and a here-and-gone posturing picture of the three specialties on the bill was Ray Sax. His simultaneous tapping and sax tooting is strong, in fact his work has improved since last autumn.

Decuing, Buster Shaver and midrets, George and Olive Brasno. Fine turn, always good for strong returns, was slight comedy, a little better than you'd think. Don't provide much substance for the 50-minute show, but they're good kid fodder and added tightness for a summer.

Biggest fault with the lineup, and not the characters, is spotting. Pop-eye, enacted by Harry Foster, Welch, and a couple of girls, is good, but 'Boop-a-doop' gal, Mae Questelle, is spotted immediately following spin-off champ, which is monotonous to

MICHIGAN, DETROIT

Detroit, July 27.

Betty Boop and Popeye under the same roof! Joint booking of the cartoon characters is a first-time booking, and things work a little better than you'd think. Don't provide much substance for the 50-minute show, but they're good kid fodder and added tightness for a summer.

Biggest fault with the lineup, and not the characters, is spotting. Pop-eye, enacted by Harry Foster, Welch, and a couple of girls, is good, but 'Boop-a-doop' gal, Mae Questelle, is spotted immediately following spin-off champ, which is monotonous to

off the least. Sandwiching of one of other two acts or between the two characters certainly would have made for another, better result.

Miss Questelle shaped up better than the Sailor Man at late show caught Friday evening (23). Appearance as A-1, and couple songs in 'Betty Boop' with Ethel Waters was good, but a mimic novelty of film star at party gone for cartoon character, nicely done, but not up to other efforts and rather incongruous.

Letter is the chief fault of Welch, who gets away nicely in a couple Popey skits and then drifts madly into imps of everybody under the sun, including Ted Lewis, Lily Pons, Lawrence Tibbets, a symphony, oil, airplane, etc. All deft, but not what audience wants from 'Pop-eye.'

'Miss Questelle' and 'Betty Boop' are a little routine. Both Miss Questelle and Welch accorded nice hands, but mostly for their original roles. Also billed are the 'The Brothers,' with Ethel Waters, who is a little out in 'New Faces of 1937' flicker; Jean Devereaux & Co., and the 'Variety Gamblers.'

Letter is the chief fault of a femme taking a bath' is a panic for women payees, as it's been here on previous occasions. Two brothers, acting as stagers, are out, coming on stage to aid in a 'Mary of Time' routine, plenty good. Off to totta handclaps after some fast hoofing.

Opening dog is delegated to the Variety Gamblers, who boys and girls are acrobats. Letters' appearance not of the best, but company more than makes up for it with road of rhythmic steps, handclapping and trampoline stuff. Standout is triple splits by gals, one with feet on shoulders of other two.

Dance turns closing show, includes Miss Devereaux, who is the eccentric Fella Sisters, and Blanche Lewis, tapper. Plenty of stuff on the ball and a swell act for closing. Miss Devereaux, who is a good dancer, does ballet numbers, including some sock piouettes. Fella Sisters, garbed niftily in blue and then pink, offer two acrobatic numbers, while Miss Lewis turns in a swell tap to the tune of 'Reels and Peasants.'

Overture, under Edward Werner's stick, goes over better than any other act here in some time. Pictorial version of 'Light Cavalry' is augmented by dramatic scene from 'Charge of Light Brigade' flicker.

Doustan and the 'Two Women' act last show caught Friday evening (23). Screen: 'Between Two Women' (MG). Pete.

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 State's most certainly do smell 'em out.

Rostrum portion of the entertainment is not the worst in the world, but just so-so. And only four acts—let's see, 'The State' and 'The State'—isn't really, considering the fact that the Lucky Millinder band, headlined, occupies 40 minutes of stage time, but that's not a bad thing.

James Evans opens the proceedings snappily. He's a pedal juggler, and one of the best in his clan. Can play any type house, vaude or picture show, and is a good one. Evans and Frances Faye (new acts) whose special distinction in life seems to be that she originated, or so it is claimed for her via a pro intro, zax-zoo-zazz. It's okay duce entertainment for a vaude bill, but not much more than that.

Rosco Ates follows and he has, by now, become pretty adept at vaude. Works with a good-looking girl in a mighty old-time man-woman routine. Ates is a good one, but there are at least two lines which are too blue for vaude houses. Which calls to mind the curious fact that Ates' act is getting so good with more dirt than the polished-up burley people even are permitted.

Not too often, fortunately, but much too much, even so, has a curious note is that the mob out front either has forgotten who Ates is, or doesn't care. Maybe that personal appearance is wearing out. There wasn't a ripple in Ates' walk-on though he got a fair hand on exit.

Follows the Millinder band and that brings the show to a close. It's about time some of these stage bands went out and bought themselves some mutes. This act is either on a par with the best, or it's a first-class picture manufacturer, or should be. Sitting through it without developing a headache is a miracle.

Not that the band is far from that. Just too noisy. As a matter of fact this fellow Millinder is one of the more musically of the colored masters and his singing, while the th drums in his orchestra, show rhythm distinctly that he knows his rhyme and his band. He isn't just hopping around and waving his stick like the best of them, his orchestra are excellent and he has a top-notch crew. Consists of 13 men, nine of them colored, and it is the piano which dominates the band.

Interspersed are a male soloist, a femme soloist, a boy hooper and a sextet of Lindy hoppers. Audience has to wait a long time for a picture, but that they merely added to the din.

Picture is 'Married Before Breakfast' a first-run. State gets only one or two first-runs a year and they are almost an automatic tip-off on quality. Kauf.

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 carried 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 town has had but better than some, thus averaging satisfactorily.

For Hallett, long a fave with the dancing bunch in the nation's ball-rooms, it's first Broadway theatre date of kind. As a name Hallett isn't up there with the topnotchers that have been booked for this stand but has quite a following from the crowd plus other orchestration around the east.

Including himself the band numbers 13 men several of whom double for specialties. These include Charlie Blaine, the drummer, who is a little to himself, with a few lyrics to fit his drumming stint; Frankie Carle, who's nimble at the piano and gets across by wiggling his fingers with the Cabenera, bass fiddler, a portly and ingratious star, plus another portly musician, Buddy Welcome, who does a lot of drumming, and a few other arrangements. In addition to the Hallett carries Jerry Perkins (new acts), youthful vocalist picked up in the States when he was a kid in Chicago. Hallett meant Perkins did four numbers, under urging.

When men backing him as a chorus on one.

Perkins precedes LeRoy who closes stoutly with hoofing. Tapper is doing four numbers, including the old standby to 'Sweet Sue.' One of his numbers is a version of a lazy clog done by wiggling his fingers with the truck. The Le Roy technique is smart, as it has always been.

Two other specially performers are 'The State' drummers, who are strong on singer (new acts), Miss Grace, Grace on lower notes, puts a lot of Harlem flavor into her work and through fine selling goes over good.

Some other numbers in the proceedings, returning for one a little later and then again for the finale and 'Underneath the Harlem Moon.' Finale is a rapturous scene and flashy. Various effects onto dress from the booth, developed by Harry Rubin, background numbers for the entire show, including the show wagon and campfire high-lighting one of Perkins' poos, is ordinarily well conceived and effective.

Hallett's band, and specialties and solo act more than it does straight swing numbers. As a band and in the playing, it stacks up as a good, swiny organization, and let's see, the band is good on outside of directing, but is a personable and engaging maestro at the helm.

Show ran an even hour, most caught, but some of the most here. About 10 or 15 minutes less might make it tighter.

Feature is 'Exclusive' (Paramount), reviewed in last week's 'Arrest'.

HIPP, BALTIMORE

Baltimore, July 27.

Will Osborne is back at the Hippodrome and turning in his usual good job. Varying his former routine somewhat with the interposition of some new arrangements and a number of specialties, he uses up a fast moving 50 minutes to do his stuff. Specialties include Ruthie Long, Dorothy Rogers and Fenwick and Cook.

Fronting a musically aggregation, Osborne opens with a rather long medley, including a good band, in the main, and 'September Lane.' Ruthie Long next in well solo hoofing routine, earning an endorsement and giving out with a legit buck. Girl could stand a bit of dressing up.

Very swiny version of 'Turkey in the Twilight,' with the band well in the groove, followed by a good band in the 'Ain't Got Nothin' But the Blues in the Rain' and 'Cherry Blossom Lane.' Ruthie Long next in well solo hoofing routine, earning an endorsement and giving out with a legit buck. Girl could stand a bit of dressing up.

Specialties in which members of the band contribute in good style and to rousing returns, spiced nicely here with the familiar. Osborne rendition of 'St. Louis Blues' in three-quarter time in between skillfully changing pace, and setting matters for 'Merry-go-round Broke Down' vocal with the maestro. Back and good for a series of encores.

Fenwick and Cook follow, stopping proceedings very nicely on opening scene. Comedy acrobatics scored heavily and a version of the slap dance from 'White Horse Inn' had the customers yelled for more. Boys give doings a decided lift. Improvements in the act, including Osborne's not very flattering impression of Rudy Vallee. Closes with take-off of old time jazz band giving out with 'Strutters' and good for a series of encores.

Picture is 'Girl Said No' (GM).

Burns.



## Plenty Angles in N. Y. Theatre Project Shakeup; White Collar Art Units All Under One Head

Shakeup of the Federal Theatre Project in New York, announced from WPA headquarters in Washington over the week-end, caused conjecture 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 plan is to merge such relief outfits 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 announcing the merger, stated that Paul Edwards would be the 'administrative official' of the consolidated projects. Edwards arrived in the metropolis Monday (26) and immediately called some of the department heads in conference.

Whether the status of Hallie Flanagan, who has been national director of the theatre project, has been changed or 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 assistant director of finance in the Washington headquarters. It was announced that the music, art, writers and historical record projects would continue as heretofore, 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 re-instate 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 executives of the administration forces, hence a possible delay.

There have been no further demonstrations by people let out of the relief 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 that there are few professionals 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 on 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.'

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 notoriety than good administration of the Works Progress Administration.'

Easley, in a letter to the President, claimed there were many 'ex-convents, former bootleggers, drunkards, political ward healers and professional agitators in WPA exec posts and 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. William P. Farnsworth continues as her deputy, but Paul Edwards replaces him as administrative officer in New York. There are further changes in the Federal relief theatre program anticipated.

## 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 368,723 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 been 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 something more 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.

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 tap.

## Cut of 36 From Cincy WPA Draws Protest

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 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 Dicks

William P. ('Fuzzy') Farnsworth, Deputy National Commissioner of the Federal Theatre Project, is away on a six-weeks' leave.

So lined of pickets, sit-downers and objectors was Farnsworth; he has tied to a small island off the Carolina coast where there's a shack, but no inhabitants.

## BROWN'S 'WOMEN'

'Fickle Women,' comedy by Murray Evans, 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 Edmunds and George Salvatore, to be produced early next season.

## CONN. STRAWHAT BIZ IMPROVING

New Haven, July 27. Connecticut's shore line straw hats go into fifth week with constantly improving business. Madison got 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 'Tonight at 8:30' and 'Small Miracle.' To date, house has steered clear of season trysts 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 season.

Guilford is showing a slight profit, probably due to milder overhead than other spots. House uses resident talent 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.

Personnel lines this year include Milford (Plymouth Playhouse, Connecticut Players), Staff: A. J. Keble, Ruth Lane, A. D. Merwin, Marcus Merwin, Charles Monroe and Nancy Andre. Directors, Richard Gage and Margaret Hazelwood. Technicians, Charles Rogers, Darryl Youkam, Al Boylen and Helen Ward. Resident troupe, Charles Keble, Virginia Keller, Mayaway Williams.

Madison (Post Road Players): Staff, Ranney Compton, James Furness, Quentin Brown, Rita Hanson, Jack Hansell, Edward Fox, Thomas Edgington, Elizabeth Kimball, J. Freeman Coffey, Robert May, Jr., Frederick Thurston, Charles Schreyer, Dan Brace Manning.

Guilford (New York-Guilford Players): Staff, Carl Goodman, Robert Buckner, Frank Kelley, Arthur Hoyt, Joseph Marra, Cary Cronan, Sam Elliott, Jean Platt, Kathleen DeGhetto.

Stony Creek (Stony Creek Players): Staff, Richard Bender, Francis Y. Joannes, John Fearnley, Maurice Saroshin, Al West, Francis Joannes, Ruth Bedford, John Miller, Joe 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.

## 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 gendarmes following 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

Guest stars lined up for the straw-hat season at the Plymouth Playhouse, Milford, Conn., include Olga Belandava 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, Cherry and June Preisser for 'Broadway,' week of Aug. 9; Leona Powers and Hal Conklin for 'The Vineyard 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 MacGregor with Marjorie Rambaue in the lead and a supporting cast of 35. Opening is scheduled 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, Nev., 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 resale, 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.

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 men 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 allotted each agency.

Robert Baumgarten, a clerk in the Supreme agency, pleaded guilty to 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 contends 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 held under \$500 bond on similar charges will be examined because of 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 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.

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-flight calibre. He ought 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, president 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.

The petition points out that the corporation's liabilities amount to \$551,115, 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 Bankruptcy 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 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 Jones 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 used a large part of the plot sequences, dialogue 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, recent hit will be definitely added to Broadway's growing list of fall musicals. Try-out 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.

Score is credited with having four standout numbers, two of which are touted as hits. 'Spring' will be produced by Fritz Loewe and Earl Crooker, whose 'Great Lady' is also due out Broadway.

## Sillman's Duo

Leonard Sillman is back on Broadway aligning talent for the two new musicals which he will produce this season. First will be 'Faces of 1937,' to be followed by book musical 'Calling All Men.'

Later was given a strawhat try-out.

## 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.

Authorized by Howard Koch and 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 ROCKEFELLER

## 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 at the League of New York Theatres for preliminary co-ordination purposes. The financial condition 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 set-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 Mussell 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 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 conversations 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.'

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 mid-September since last spring.

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 bookings is that former has no cooling system and latter has. Both houses are reported solidly booked for first three months.

The indie Eklanger expects to re-light early in September with Samuel Nirdlinger again, running it by himself and Alex Yokel out. Mack 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. Change came about six or seven years ago, with late September being the time recently and few early birds.

### 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 localised. 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 maintain 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 days ago, is being played for the first time in New England at the Mary Young theatre in Centerville, Mass. (Cape Cod) this week. 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 letting it ride.

Advertising and publicity emphasizes the fact that it is a 'sophisticated drama and not a play for children.'

## 2 New Green Plays

Charlotte, N. C., July 27. Two new plays by Paul Green will open in New York in the fall. Cheryl Crawford will produce 'The Enchanted Maze,' and Sam Byrd will produce 'The Southern Cross.'

'The Enchanted Maze,' a satire on America's educational system, was presented in this state by the Carolina Playmakers last year. Green is revamping it for its Broadway appearance.

Lakewood, Me., July 27. Sam Byrd, actor who has been appearing with the Lakewood Players here, has returned to New York to start preparations for presentation of 'Star in the West,' new play by Paul Green, which he will produce and in which he will also appear. [This is the 'Southern Cross' play above-mentioned, under a new tag.] Play deals with a contemporary theme in North Carolina, home of both Byrd and Green. Later this week Byrd will leave New York and join Paul Green at Chapel Hill, N. C., for a final conference on the play.

## NO CONCESSIONS FOR CENTER PLAY

Requests for Extra Rehearsal 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 rehearsals 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 Rockefeller are backing the show, which will cost \$150,000 or more, none are 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.

Show is the first wholly-backed Rockefeller enterprise and if it clicks Rockefeller are expected to remain 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 originally designed for pictures but such operation was found impractical because of the Music Hall close by in Radio City.

### Requests

Equity was first asked that an extra week be allowed for rehearsals, it being petitioned to play several previews of 'Virginia,' since the even 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 week's salary for 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 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 is not trying to be tough but that it does not wish to set a precedent. Stated there that so vast an organization as represented in this show management should not seek concessions, and is required to operate under the same conditions as apply to attractions of other managers.

### Coin Guarantee

When the Rockefeller decided to do 'Virginia,' said to reflect their restoration of Williamsburg in that state, they were required to post two weeks' salary guarantee at Equity, amounting to around \$20,000. No exception was made in that instance, with the actors' organization pointing out that the contracts were signed by a theatre corporation officer and therefore would permit an out for the Rockefeller in case of trouble.

There will be 130 people in 'Virginia' chorus being around 100. Under the rules the chorus rehearses four weeks, with half salary for the following two weeks, \$15 weekly

## N. Y. City in With Shuberts-Gallo On Randalls Island; Provided 150G Stage

### Shrinkage

Bannister & Byrne have done an about-face on their plan 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 Swanson and Michael Cleary, who also collaborated on 'Sea Legs.'

Opening Tuesday (27) of open air shows at Randalls Island, New York's municipal stadium reached by the \$60,000,000 Tri-Boro bridge, marks the first stage venture in which the city is participating with theatrical managers. Fortune Gallo and 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 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 about 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 the case with the first and current revival of 'The Student Prince'. The entire stage dress is water-proofed, as at Jones Beach, where Gallo and Shubert are operating similarly under an arrangement with the state department of parks.

The Randalls Island stage was built under the direction of Emile Marohn, manager of the Stadium. In addition, a new w.p.a. system has been installed and w.p.a. 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 the park.

Shubert's name does not appear as a presenter, although the Shuberts are prominent in the billing of the shows, William Caryl 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.

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 Fritz Scheff's First Engagement in Yrs.

Fritz 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 deducted from her salary because of its arrangement with Equity to collect back dues. All managers are required 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 calls for no dues. She now needs to apply for an abatement of dues. Equity stating that most such requests are favorably acted upon.

## 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. Currently he has the problem of booking the Fulton, N. Y., which he took under lease last season. House was slated for a two-day burlesque and later for the so-called vaudeverues. House was sublet to Abe Minsky and Izzy Herk, who are said to have paid around \$15,000 in rent for the dark theatre. Reported that vaudeverues 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 elected 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.

pay for rehearsal applying after the first week. Principals may be rehearsed five weeks before full salaries apply, but receive \$20 rehearsal pay after the first 10 days. Figured that the difference between rehearsal pay for the chorus and half salary is not great, another reason why Equity declined to make an exception.

Estimated that the amount entailed in the concession matter is merely around \$5,000 and Equity regards that sum inconsiderable in comparison with the production outlay.

Also Equity says that there is no reason why it should be the only union asked for concession. How about stagehands? Equity asks. Or musicians?

# Tourists May Hold Up B'way Legit Till Fall; 'Babes,' Sole Musical, Improves

Patronage of tourists is expected to support Broadway's legit for the next month or more. New influx of out-of-towners was evidenced at box offices generally last week, when there was a betterment in attendance until late in the week, when weather turned excessively hot again.

Buyers and vacationists are flocking to the metropolis, and most of the midtown hotels are well filled. Tourists in the present influx are better 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.

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 being the chance of the others to stick. Weather will be the deciding factor. Weekend heat was dispelled Monday (26) by violent showers, but it was still pouring at show time and that day.

There will be eight new plays tried out in the sticks next week, seven being carded this week. But a likely hit is still awaited from that source.

## 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.

'Brother Rat,' Biltmore (33rd week) (C-981-\$3.30). Picked up here too; cut rates a factor in the gross of \$5,000 or more; okay pace.

'Having Wonderful Time,' Lyceum (23rd week) (CD-1,000-\$3.30). Improved until warm weather, latter part of week; not far from \$9,000 mark claimed.

'Room Service,' Cort (11th week) (C-1,059-\$3.30). Laugh hit continues clean-up pace, with most performances selling out; rated over \$15,000 last week.

'The Women,' Barrymore (31st week) (C-1,448-\$3.30). Former leader picked up matinees especially strong even Saturday afternoon; quoted over \$13,500.

'Tobacco Road,' Forrest (19th week) (D-1,107-\$1.85). If going through August, run leader is slated to enter another season; business apparently bettering even break at \$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 estimates over \$9,000.

'Yes, My Darling Daughter,' Playhouse (25th week) (C-878-\$3.30). Claimed around \$8,000 last week; winter hit will complete half year's stay next week; another holdover possibility.

'You Can't Take It With You,' Booth (33rd week) (C-708-\$3.30). One of survivors sure to go into new season.

## Current Road Shows

WEEK JULY 26

'Brother Rat,' Biltmore, Los Angeles.  
'Excursion,' Convention Hall, Atlantic City.  
'You Can't Take It With You,' Harris, Chicago.

## Summer Theatres

(NEW PLAYS THIS WEEK)

'Day in the Sun,' Mount Gretna, Pa.  
'Love My Dog,' East Jaffrey, N. H. (23).  
'Secret Heart,' Newport, R. I. (27).  
'Third of the Nation,' Poughkeepsie, N. Y. (28).  
'Wild Swans,' Abingdon, Va. (29).  
'Without Design,' Chatham, Mass. (28).  
'Wuthering Heights,' Litchfield, Conn. (28).

## CHI LIONS UPS 'CAN'T'; 13G's

Chicago, July 27.

With the Lions convention in town last week, the loop's single legit, 'Machin' Mayan,' had little difficulty in selling plenty of pews for its 24th local session.

'Babes in Arms' had been listed as an early September arrival for the Grand. This follows setting of 'Brother Rat' for Aug. 22 debut at the Selwyn.

## Estimate for Last Week

'You Can't Take It With You,' Harris (100); (\$2.75) (25th week). With convention in town, in addition to plenty of tourists, this play crowded in a fine \$13,000 again last week.

## WPA

'Lonely Man,' Blackstone.  
'O Say Can You Sing?' Great Northern.

## Engagements

Frances Farmer, Mildred Natwick, Alan Hewitt, Lillian Brennard, Marie Collier, Kathleen Komers, Valeria Cossari, Victor Becroft, H. H. Brauberg, Ruth Perrot, Esther Leeming, 'At Mrs. Beam's,' Mt. Kisco, N. Y.; Westport, Conn.

Basel, Charles, Peggy Converse, Lloyd Bridges, Morton Barrett, Bob Busch, Colin Craig, Helen Slauson, Harlan Forrest Grant, 'It's a White Girl,' Weston, Vt.

Oleza Helms, Alfred Allegro, 'Without Design,' Chatham, Mass.  
Margaret Swope, William Mowry, Katherine Raht, Fred Lawrence, Lynn Sherman, Paul Scott, Sherod Pollard, Whitman Folgerhit, 'Wild Swans Come Over,' Barter Theatre, Abingdon, Va.

Margaret Swope, Fred Lawrence, William Mowry, Barbara Correll, 'Private Lives,' Barter Theatre, Abingdon, Va.

William Post, Jr., Donna Earl, James Kirkwood, Nance O'Neill, Charles Kolben, John Bucks, Henry Buckler, Roland Bottomley, LeRoy Operli, 'The Devil's Disciple,' Mohawk Drama Festival, Union College, Schenectady, N. Y.

Percy Kilbride, Clay Spencer, Gloria Lynn, Mary Fischer, Dwight Marfield, 'Wuthering Heights,' Litchfield, Conn.

Diana Gaylen, Ralph Margelsens, Jack Sheehan, Harry K. Morton, Doris Patston, Maxine Castleton, Zella Russell, Helen Eck, 'Frederica,' Jones Beach, L. I.

Percy Kilbride, 'Day in the Sun,' Gretna Playhouse, Mt. Gretna, Pa. Isabel Rose, John Barclay, Starr West, Teddy Jones, Miriam Battista, Clement O'Leighlin, 'Ned McCobb's Daughter,' Starlight Theatre, Pawling, N. Y.

Berilla Kerr, Lydia Fuller, Jackson Perkins, Lauren Gilbert, Joseph P. Foley, H. McAlopin Whitney, 'First Lady,' Farragut Playhouse, Rye Beach, N. H.

Ethythe Wood, Spencer James, 'The Patsy,' Peapack, N. J.  
Julie Hayden, Seymour Gross, Evelyn Garden, Richard Carlson, Walter Greaza, Reed McClelland, 'Accidental Family,' Cape Playhouse, Dennis, Mass.

Colma Martin, Gloria Hatrick, Paul Yost, Lydia Perera, George Oliver Taylor, John Dickens, Lynn Sherman, Gilbert Paatz, 'Night of January 16th,' Barter Theatre, Abingdon, Va.

Anthony Ross, 'The Front Page,' Brattleboro Theatre, Brattleboro, Vt.

Warren Bryan, Beth Marlon, Melba Palmor, Ralph Chambers, Jack Easton, 'Day in the Sun,' Gretna Playhouse, Mt. 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.)

## WPA

### SWING IT

Musical comedy in two parts presented at Adelphi, N. Y. Directed by presence of WPA's Federal theatre; book by Cecil Mack; lyrics by latter and Milton Rodden; score by latter, Robert Black, Fred Mack and Jack Mason; dances by Benny Johnson and Miriam Schiller.  
Irene Frye.....Edward Frye  
Gabby.....George Booker  
Skidmore.....Ernest Mickens  
Miranda.....Henry J. King  
Nate Smith.....Walter Crumley  
Nadine.....Barbara  
Nadine.....Frances Everett  
Name.....Geneva Bretlett  
Name.....Geneva Bretlett  
Name.....Sunny Thompson  
Name.....Sherman Dibraon  
Name.....Henry King  
Name.....James Green  
Name.....Dorothy Turner  
Name.....John Fortune  
Name.....Joe Loomis  
Name.....Richard Webb  
Name.....Lee Baller  
Name.....Celia Williams  
Name.....Marion Bentley  
Name.....Barbara  
Name.....Lawrence Lomax  
Name.....Frank Jackson  
Name.....James Bussell  
Name.....Anita Duvall

Colored cast attraction of the WPA's vaudeville division in N.Y. and a colored play at Harkness theatre only shows in the relief outfit's leased theatres, the other units roving the parks and various outdoor spots, usually gratis.

'Swing It' has been a long time in the making. On the opening night it was strung out, but the second performance saw considerable improvement.

There are three sets of male duos trying to provide fun, but the performance is sadly lacking of laughs. As one point the chief comic, captain of a Mississippi boat, is played by Edward Frye, uses some of his former vaudeville material. More of it might have been more effective. There is one mention of 'How High 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. 'Ain't We Got Love' is made a production number, if any can be so rated in this show. It is a cabaret scene, starts very badly with 'That's Why They Call Me Shinie,' an old Williams and Walker fare. Two specialists in the four, however, pull the number out, one being encoored.

Story has to do with the captain's scheme to gather talent from along the river levees. He has a big river and ultimately reach Harlem where all hands will be famous and get rich. Originally the show was more along the lines of a revue.

Girl end of the outfit is weak, but that is to be expected. The fact the WPA did get together a musical end of this type, indicates that much work was required, since production conditions are apparent. Costuming runs to violent and odd and expensive. Program lists Betty Wheeler as production manager.

Show is close to the Broadway zone but still has a little more patronage away from regular legs.

## Razing Broad St., Philly; 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 bondholders of about \$27,000 of the \$700,000 bond issue. Site will be used as a parking lot.

End of the Broad Leves 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

Federal Theatre Project's presentation of Christopher Marlowe's 'Tragical Historie of Dr. Faustus' opens tonight (Tuesday) in the Atlanta theatre instead of the Buckhead Symphony Shell, as originally contemplated. Shift from amphitheatre to indoors came about when Director Walter Armitage discovered production would be impracticable. Armitage himself, 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. 13.

## 'Bartered Bride' Draws \$4,200 at St. L. Debut

St. Louis, July 27.  
Friedrich Smetana's comic opera, 'The Bartered Bride,' with four Metropolitan opera singers in leading roles, was presented here for the first time in the Al Fresco theatre in Forest park Monday (26) to audience of 10,040, which wore wraps because 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, clicked with the customers. Making impressive debuts were Joseph Bentonelli, Susanne Fisher, George Rasely, native-born tenor, and Eugene Lownthal, John Curvey, who had leading roles in 'Music in the Air' and 'The Fortune Teller' during current season, also scored. Supporting cast includes Joseph MacCauley, Phil Perich, Ruth Uiban, Erika Zaranova, Annmary Dickey and Gus Howard, Bert Prival and dance team of Elaine and Barry. Production was adapted for the line of 24 by the Metropolitan.  
'Prince of Pilsen' completed fourth run in 19 years of local WPA opera Sunday (25), with one performance on Saturday (24) because of heavy rain. This was first time in two years that rain cancelled an entire performance. Take for six performances was about \$32,000, piece attracting 53,000.

## Coast 'Rat' to Chi

Los Angeles, July 27.

George Abbot's 'Brother Rat,' current at the Biltmore, jumps to Chicago after four stanzas, ending Aug. 14, for the fall season.

## SUMMER THEATRES

### THE JAZZ AGE

Ivoryton, Conn., July 20.  
Play in this week opens by 'Franklin' Stewart Hall. Staged by Milton Stiefel; directed by Herbert G. Andrews. Presented by State of Connecticut Playhouses, Ivoryton, Conn., July 19, '37.

Oscar.....Mitchel Kovni  
Bob.....Ray Kearney  
Betty.....Judy Russell  
Sunny.....Dorita Dawe  
Mrs. Best.....Lynn Phillips  
Mrs. Best.....Helen Carewe  
Phil.....Seth Arnold  
Pen.....Glen Boles  
Frank.....Joseph Penney  
Cynthia.....Leon Janney  
Cynthia.....Halla Stoddard  
Mac.....John Goodwin  
First Mad.....Forrest Orr  
Trunkdriver.....Dennis Shea  
Maurice.....Carl Trees  
Ruth.....John Deans  
Ruth.....Phyllis Hamilton  
Sylvia.....Maxine Roscoe  
Gordon.....Contra Stark  
Gordon.....Cecil Hubbard  
Ruth.....Cecil 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 about the adolescent youth who has outgrown childish ways without quite reaching man's estate. Ralph Best goes to college, falls in love with the factotum on the campus, and then discovers the details of her unsavory past. This, naturally, leads to complete disillusionment; and the last we see of Ralph, he has lost his naive idealism.  
'Ah, Wilderness!' was a superior item along the same lines, and there have been other versions of the story. But Selwyn's little comedy-drama holds interest is not to be denied. Probably the fact that  
(Continued on page 62)



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## 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 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, this week marking the official start of the hot weather season. Devaluation 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 slack.

Hollywood of Juan-les-Pins, advertised as 'Europe's Most Beautiful Outdoor Cabaret'—and it is—has been doing mid-season business again under the management of Ann and Benn Litt, even though prices have been up 95c straight down the list, 'just to keep in line with the French economic curve. George Meque and his 'Hollywoodians' furnish the melodies and Ann Litt scores nightly with 'Life Begins at Forty,' wearing a 'Mae West' hat.

**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 Provençal Hotel has opened its exclusive outdoor dining room and is getting enough thirsty after-dinner dancers to make it worthwhile for the first time in several seasons.

Orio, formerly Buf-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 Knickerbocker Club in Monte Carlo, supply the music and Harvey White, colored crooner, who helped open the playhouse last winter season, is back.

Newest venture is the London Bar, transformed into a niterie labeled La Jungle, which is doing good business, despite the handicap of being several blocks from the Croisette. Le Bastide has reopened and the Kit Kat Club, which didn't close between seasons and which caters to the natives, is getting a fair slice of outside coin.

**In Nice**

Niteries 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 Anglies, where Doris Colbert colored Chicago singer, is getting plenty of attention. Casino de la Jete's outdoor terrace has been opened, featuring Fred Raoux and his orchestra, while Paul 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 Monte 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 Parisiens in 'The Three Waltzes,' collaborated with Maurice Sachs on the adaptation of the London Play for the French stage.

Unusual success of Terence Rattigan'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 middle of the summer. Play was originally scheduled to open in the fall, but Deutsch had his mind 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 Watson' 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 Repertory from July 9 to 12. At the present time Greta Vernon's Viennese orchestra is playing daily in the local music hall.

## FRENCH GO FOR OUTDOOR SPECS

Paris, July 18.

As part of the many theatrical presentations planned by the Com-misariat des Arts de Paris, the troupe of the Theatre National de l'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 Lorcia. 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 Myster 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 Jacques Carlu, who has been responsible for the successes of the passion plays here in the past. Renaud Jobbe 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.

## 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 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 Colombo,' 'Provincia,' and 'Vecchio Ragazzo' totaled 182 showings.

Altogether the major Italian dramatic companies (excluding the companies that go in for plays in dialect) produced plays during the past season of 60 Italian authors, 50 of whom are living writers. Melato-Carini-Betone Company had the largest percentage of Italian authors on its repertoire: 80% Italian to 20% foreign. Gaili 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 Storms') it will be produced with a cast including Victor Franchain, Jeanine Crispin, Claude Dauphin, Jean Wall, Lucy Legero and Betty Dausmond. 'Le Voyage' is scheduled to reopen in September for a short run and will be immediately followed by Bernstein's new play.

He is also scheduled to direct his 'Judith' at the Comedien Francaise during the coming season.

## Arnold Revue, from London, in S. Africa

Capetown, July 3.

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. Rogers, the 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.

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 scaffolding was torn down and work was retarded a month clearing ground for the ceremonies.

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 150,000 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 statury, 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 Varesi theatre, jointly produced by the Varesi and Vigszhaz managements. Ilona 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.

Other outstanding production to come off at the Varesi in the coming season will be 'Miracle' in the Reinhardt manner. It has been done by Reinhardt himself, in German, in the same theatre before. Revival, in Hungarian, is planned on the occasion of the World Eucharistic Congress, to be held in Budapest next spring.

## 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, 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 from the steps of the home of all that neighborhood music means here, danced to the music in

## New Batch of U. S. Acts Set for Aussie Routes in the Nick of Time

London, July 18.

Frank Neil's new line-up of vaudeville talent for Australia and New Zealand, some of whom at one time or another had their own opportunity. Just when a good number of Americans are about through here, due to the Ministry of Labor's 'six months in, and six months out' edict, he's giving 'em an out.

Rule only affects medium-priced acts, which is just what Neil 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 Ray (who sail from India) and Pat Henning and Betty (who sail 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, Rex 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 five weeks in Melbourne, five weeks in Sydney, and two weeks in Brisbane. If successful they go on for 11 weeks to New Zealand, and are then good for returns in Melbourne and Sidney.

In all, these acts can grab themselves another 11 weeks of business, 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 last night (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 Colisse, 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 their cafes and restaurants suffered plenty.

When the announcement was made late tonight that an agreement had been reached and work would be resumed tomorrow, no terms of the get-together were announced. Whatever they are, Paris and the tourists will breathe easier, for all the larger cafes have been patrolled 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 Champs-Elysees and Montmartre districts, no real trouble was experienced.

## PARIS 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 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 unusually successful run of a modern adaptation of 'Anna Karenina' in Moscow.

## Leo Reisman Plays From Steps Of Opera in Biggest Paris Hoopla

the streets and the boys had a hard 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 curtailed drinking in the boulevard districts, but helped the little bistros 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

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## 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 Scandal,' '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.

# 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 anticipated.

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 negotiation with the management for a payoff of his contract, which will hit February. Probably will write any more for the paper. Ed Frayne has been named sports editor, replacing Bill Farnsworth who, however, 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, theatrical attorney, is out, as are also Ray Krim, who has gone to the Newark Ledger; Ben Markowitz, 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 Newland, John O'Keefe and Percie 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

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. Lamb, former head of Hearst's Universal Service who has been publisher of the Times is out, and J. J. Fitzpatrick, managing editor of the Times has resigned.

W. M. Baskerville, managing editor of the Baltimore News-Post has been loaned to the Times for the reorganization.

### Annenberg's 250G Libel Suit

Suit for \$250,000 has been brought by Max Annenberg, circulation manager 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 newspaper circulation war.

### 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.

Paper was founded in 1920 by C. F. Zittel, who entered in the Hearst N. Y. Evening Journal, where he had been amusement advertising manager. Zittel is now running a W. 72d street (N. Y.) tavern.

### 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 convocation 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 shop.

Stahlman is president of the American Newspaper Publishers Assn. and was named chairman of the Newspaper Committee in Chicago recently to combat aims of the

### American Newspaper Guild and the 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 its oke on the 'united front.' Cameron also charged that newspapers made a hero of John L. Lewis, CIO chief, and that if you want the truth about the sitdowns, you had to read the Atlantic seaboard newspapers, especially the N. Y. and Boston papers.

Others who addressed the convocation were E. H. McKeon, board 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

Japanese magazine 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 'Gongdai' ('Eighthours'), published in Tokyo, was suppressed 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 Low. Chandler Whipple becomes editor of the Argosy, post formerly held by Byrnes. Clarence Ingerman is the new editor of Detective Fiction Weekly, replacing William Kostka, who leaves to start a police mag.

### NLEB Hears Redstone Case

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.

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 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 Delicatore; a founding editor of the magazine 'Charm,' published by L. Bamberger & Co.; a copywriter on women's accounts for the J. Walter Thompson advertising 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 cinema.

### 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.

### Glover 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 advertising.

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 field for coin, since the demand for his type of stuff has livened. Howard Wacey is asst. editor of 'Jones' and Maurice Stevens production manager.

### Pothole Honored (?)

Spawns, 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 press, 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. Eddy-Leal, 79, ace trade journal 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 telegraph editor of the Scranton Times, died at his home, Scranton, Pa. July 21, after three weeks' illness. Had been identified with Scranton and Wilkes-Barre newspapers for 30 years.

Wife of Moe Ushievitz, 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. Ushievitz is press contact for local 802, Musicians' Union.

Paul Brand, 76, for 26 years police reporter of the Los Angeles Examiner, died in L. A., July 22, following a long illness.

### 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, after victory Queen's Sinclair Lewis has finished the first draft of his new novel 'Prodigal 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 'Elizabeth Taylor,' made up of 16th century short stories.

William Heineman to publish Jerome Weidman's 'I Can Get It For You Wholesale' in England.

Bess Adams Garner, director of the Padua Hills theatre at Claremont, Cal., doing a book on Mexico.

Webb Miller of the United Press foreign desk is currently resting near London after coving the fall of 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. Herald Tribune sports department, keeping out of the sun at Spring Lake, N. J.

Hal Eaton and Philip Hochstein, managing editor of the Newark Ledger, going to Mexico for a three-week vacation.

Frederick Othman, long a United Press correspondent in Washington, D. C., on 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 police in Milwaukee against James T. Farrell's 'World' syndicate has been rescinded, and book is again on sale.

George Bagley, whodunit writer, has switched from Covi-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 love-lover, is picking up many pretty pennies with a 'Confessions of a Columnist' lecture during her Carolina vacation trip.

Eugene Lyons leaves for Europe this week (31), having finished reading galleys on his new book, 'Assignment in Utopia,' due next fall. Will be in U. S. and then join his family on the Riviera. Oliver Gramling will begin editing

# 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. Lack of socko attractions, plus threats of rain two nights, sent Philly Orch's Robin Hood Bell gross down to estimated \$9,500 for five nights last week. Providing weather holds out, the week ending tonight, however, should see best gross of season so far. Two presentations of Catherine Littlefield Bell expected to pull take up to \$13,000 for five nights. Friday's concert was rained out. 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 FISTICUFFS

Russian Singer and Lawyer's Wife in Street Set-to

Philadelphia, July 27. Margo Krasnirova, Russian concert singer, was held in \$500 bail here last Friday on an assault and battery charge stemming from a battle with a woman who claimed 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 lawyer. This woman met us. She said to me, "Well, you've got to know 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 Krasnirova.

It developed, however, that Krasnirova 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

Hollywood, July 27. Mary 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 performance of 'Tristan and Isolde,' Fritz Reiner concluded his season's conducting engagement at the Lewisohn Stadium, N. Y. Motors to Chicago, where he bats 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 Smith articulated along with band.

material on a history of the Associated Press next month, while on a four-week vacation in Florida. Will be used in conjunction with a projected Selznick motion picture of the syndicate. AP may publish the book itself.

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 season, 5,000. Figure was cracked Thursday (22) night, when 6,000 elbowed 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 conducting (\$1 top), clear weather; okay \$1,200.

Tuesday (20), 'Siegfried' excerpts, with Fritz Reiner and soloists (\$1.50 top), clear weather; good \$2,500.

Wednesday (21), B. E.ethoven, Strauss, Wagner concert, with Fritz Reiner (\$1 top), clear weather; fair \$1,100.

Thursday (22), 'Gotterdammerung' excerpts, with Fritz Reiner and soloists (\$1.50 top), clear weather; fine \$3,000.

Friday (23), regular concert, with Fritz Reiner (\$1 top), clear weather; satisfactory \$1,900.

Saturday (24), regular concert, with Fritz Reiner conducting (\$1 top), clear weather; combo of new batonar and week-end not up to hopes, \$2,300.

Sunday (25), regular concert, with Paul Kerby (\$1 top), clear weather; so-so \$1,300.

Fritz Reiner was slated to wind up his season's batoning stint at the Stadium last night when he was scheduled to conduct the firm 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. 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 Maestrosing 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. Turns out that the conductor fractured his right shoulder some seasons ago while leading the Philadelphia Orchestra. At the time the injury was diagnosed as neuralgia, 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 entirely by the use of his hands. Several other symph conductors have since discarded the baton.

Serge Oukraïnsky, currently rehearsing for ballets from 'Il Trovatore' and 'The Bartered Bride' in the Hollywood Bowl in mid-August, has been engaged as ballet master of the San Francisco Opera Assn., beginning Sept. 4.

**Broadway**

Richard Bennett has gone to the Coast.

Major Doyle back after two years in the west.

Sam Harris recovering from intestinal grippie.

Hunter Gardner back from Colorado Springs.

Ed Hurley on p.a. staff of Paul Whiteman now.

Bob Kellard, legit actor, signed by 20th Century-Fox.

Tom Kane ill with neuritis at his Phelps, N. Y., home.

Paul White, 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 gigs at Warners.

Charlie Harris fishing this week and next at Crossett Pond, N. Y.

Willie Kurtz resting in Vermont reports his recovery from neuritis.

Ralph Whitehead returning from Rochester trip today (Wednesday).

Dr. R. G. Epstein, dentist, is managing Joan Merrill, singer, on the stage.

Fred Sherman recovering from an appendectomy at Long Beach hospital.

Chloehen Fitz leaving the cast of 'Brother Rat,' at the Biltmore, this week.

Don Hancock, of Castle Films, expected back from vacation first next week.

Edward Padula has joined 20th-Cox production department on the Coast.

Maria Stone reported going into 'Room Service' when 'Brother Rat' closes.

Frank Libuse entertaining in London cafes due in Paris revue next month.

Bill Danziger and the missus are leaving Friday (30) for their cottage in Maine.

Lois Irwin, who has been on the Coast for several weeks, is due back next week.

Eleanor Phelps visiting the Max Eastmans at their country place up Hudson.

Bob Kennedy, of Lyons office, coming the New England straw-hats this week.

Howard Weber coming to the New England straw-hats. Expected back in three weeks.

Sandra Gould parted backstage on her 21st birthday by cast of 'Having a Wonderful Time.'

Eddie Cohen of the Miami News has gone back south to cool off after a fever in New York.

Walter Clarke, public relations chief for Hay, is on two-week vacation in Maryland.

Walter Fenner going into the original company of 'Brother Rat' at the Biltmore, this week.

Hugh Marlow cancelled his passage for Europe and is still in town looking over new plays.

Mamie Lee Kelly, Panama mistress op. in N. Y., due to the States, sailed home last Saturday (24).

Olympe Brada, French girl now under Paramount's wing, is visiting in New York for the first time.

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 Ed Rogers, handling exploitation for Apollo, Harlem.

Clint Prouty offered to the Coast Thursday (22) for a berth in publicity department of 20th-Cox.

Ruby Keeler arrived from Coast but did not accompany her Al Jolson to race track, which she no like.

RKO's annual golf gambol scheduled for today (Wednesday) at Fenway Country Club, White Plains.

Miriam Howell, of the Leland Hayward office, planning to leave Saturday for 10 days at Cape Cod.

B. F. Dinty, M. J. Warner, N. Y. division manager, back from Maine fishing excursion with Jim Haney, of Cleveland.

Lestic Morosco, former legit caster and brother of Oliver Morosco, erst-while legit producer, is readying a comeback.

Arton Holmes writes from South Africa that Mische Elman played private recitals for him on the boat going over.

Jack Hartley has deserted round table sessions at the Lambs club to do straw hat stint in 'Excursion' at Cossett, Mass.

Maurice Bergman, who has resigned from Leland Hayward, is away on brief vacation after which he will make future plans-known.

Lucille Watson hosted the cast of 'Yes My Darling Daughter' at a swimming party celebrating the show's 20th performance.

Bob Gillham left Friday afternoon (23) for the Coast, going by 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 Karoline Horton McClintic office.

Martha Mears has signed with Robbins Artist Bureau and Walter Meyers is arranging for screen tests on her arrival in Hollywood.

The Al Trahan, Mandy Yukona Cameron) farewell-party by Fowler and Tamara upon the former's departure for the Coast and pictures.

Randolph Scott planned to the Coast Saturday, reporting back to

Par after a week's visit in the east attendant to the 'High, Wide' preem.

Mrs. Tom Stern receiving from an appendectomy at Memorial Hospital.

N. Y. Hubby is editorial writer and former drama critic of the Philadelphia Record.

Steve Barody, who's a dead ringer for Ricardo Montalvo, by auto-graph seekers in Hotel Edison Green Room, who wouldn't believe they had him wrong.

The Herby Cruikshanks (Regina Crewe) and that summing on the 30th floor of their apt beats rural weekends with red ants, sunburn, poisons, etc.

After infectious alterations have been completed a new Latin misery, the Havana-Madrid, will open in September on the site of the former Club Marador at 1650 Broadway.

Lynn Ferral celebrated 10th wedding anniversary last week by digging into some poison ivy on his place near Greenwich with Nell (the missus) and giving her dis-jo on the anni, from reports.

Jo Rubinstein, WB talent scout, off on a screen prospecting tour in middle west. In addition to visiting the St. Louis Opera group, he will look in on the Jamestown Festival, the Cleveland Exposition and the chataqua series in Chicago.

**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 Berio's orch.

Ted Barnes and orch at Kessler's Casino.

Mattie Pearson singing at Vogt's Tavern.

Billy Lustig's orch opened Penn Hills Tavern.

Jean Garpanti and Mydia Grand at Chateau La Roth.

Connie Cromwell and Judith Page summering here.

Helen Hoel and the Philart Trio at Pocono Manor Inn.

Pococo Mountaineers on WEST each Saturday a.m.

Jimmy Reilly's Nighthawks playing at the Craies Meadows hotel.

The Buck Hill Players will present on Aug. 6 Cornelia Stabler Gilman's original three-acter, 'Miscast.'

'Buck Hill' Players next presentation will be 'The Miller's 'Over Road,' 'Hail Nero' and 'Dark Tower' to follow.

A. G. Durkin, freelance radio scripter, is chasing around original comic plays authored by Norman Ford, director of David Copperfield players. Will adapt for radio.

**New Haven**

**By Harold M. Bone**

John Hesse back from Jersey shores.

Creator set for outdoor concert Aug. 14.

Jack Brassil getting set for Aug. 16 vacash.

Ed Rogers spending summer recuperating at Short Beach.

Earl McDonald due back Aug. 2 for 'The Guardsman'.

John Fearnelly wearing the rails between here and Badway.

Guilford: Carl Goodman doubling as managing director and trouper

Frank Kelley holding down backstage job — Robert Buckner stepped out as director of Guilford troupe.

Jeanne Mann femme head of resident cast.

Douglas Gilroy, former trouper, back in Madison: Fay Painter and family in for a look at niece Dorothy Burgess in 'Kiki'.

The Donald ones think this is a swell village

'Horse Tale' set for tryout Aug. 2.

Margaret Perry currently in 'Spring Dance'.

L. L. Goldwasser doing sets here this year.

Biz picking up after week start.

**Westport**

**By Humphrey Doulsen**

Marjorie Hillis at Norwalk.

Frances Farmer cool here.

Fili Pons off to Chi tomorrow (22).

Lou Ralily and family back from Nova Scotia.

Harry Elberle doing his first staging job with 'At Mrs. Beams' next week.

Big Westport Fair this week, with all the personalities in the colony taking part.

John Emery conferring with Tallulah Bankhead on his appearance in 'Anthony and Cleopatra.'

Vera Casperly made a personal appearance on Broadway in 1932, she wrote was shown at South Norwalk.

Naomi Campbell, daughter of Sir George Campbell, British consul general, working backstage at Country Playhouse.

Jimmy Cosgrove, 60 years a reporter, was feted by his associates for his important Post on recovery from recent illness.

**London**

Irving Mills here.

Jack Powell off to Budapest for six weeks.

Gloria Day at the 'Dorchester' hotel for a fortnight.

George Nina, tenor, on the General Theatres Corp. circuit.

Phillis Stanley being tested by Cecil Cioley for Paramount.

Davey 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 few days, then off to Russia.

Lawrence Crossmith saying no to a couple of Hollywood nibbles.

Vic Oliver due in Chicago Aug. 6, but returns to London Nov. 29.

Glenn Vera, bookie, till 1939 in England, Australia and South Africa.

Peter Haddon after 'Hitch Your Wagon' as a London vehicle for himself.

Henry Sherek after Sheila Barrett and Eddie Garr for the 'Dorchester' hotel.

'To Have and To Hold' transferred from the Haymarket to the Cambridge.

John Kay out of hospital, where he has been for three weeks for observation.

Tim Whelan to do the next Alexander Korda picture starring Melvyn Oberon.

Genevieve Dormonde out of the Kurt Robitschek Palace show with ulcer trouble.

Maria Liseoff, Jack Buchanan film discoverer, is ex-Mrs. Richard Taubert.

Gene Sheldon and Loretta Fischer in a marital split, but still theatrical partners.

Edwy Carstairs doing his third quickie for British & Dominion at Pinewood.

Lynne Clevers postponing her Ritz and Trovadero dates because of sudden illness.

Sam Smith, head of British Lion Films, sailing for New York in September.

John 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.

Fay Compton leaving in August for a tour of Australia, New Zealand and South Africa.

W. F. 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.

Mavis Finn ex-Mrs. Oscar Hammerstein, 24, dashed back to N. Y. due to daughter's illness.

Sir James Barrie left \$25,000, free of duty, to Edinburgh University, of which he was chancellor.

Merriell Abbott wants Jack Hylton for the Palmer House, Chicago, but can't get together on money.

Henry Sherek and Cecil DeWitt's 'Delight' which he is producing in partnership with Raymond Massey.

Elizabeth Allan looking for a light comedette to play in the West End before she returns to Hollywood.

Dave Burns to do a quickie for 20th (London), and will be given a starring role in it for the first time.

Jack Jackson, singing band leader, 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 'Fos', just had his contract renewed.

Tina Rossi here to make a picture for 20th-Fox; then goes to Hollywood to do 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 of the leads.

Owing to doctor's orders, Zena Dare will not be in the next Drury Lane show. She will be replaced by Marie Lohr.

Pat Dixon (Palmer, Newbound office) off on a three week vacation, covering Berlin, Stockholm, Paris and Belgium.

Queen Hall being renovated and up-to-date heating installed for the reopening of the Promenade Concert season, Aug. 7.

Eric Von Strohm here to play the lead in 'Schach's Mile. Doctor,' opposite Dita Palo. This is a remake of a French film.

Leicester Square theatre closed down by the city for several weeks, during which it will be re-seated, re-carpeted and re-decorated.

Trude Binar, who was Miss Czechoslovakia of 1936 at the Mayfair hotel, is being tested by Irving Asher for Warners.

Herman Timberg, with Jr., to play in 'Take It Easy' show in which they appear on Broadway in 1932, at the Palace, opening Sept. 1.

Fay Compton leaving for an extended Australian tour Aug. 20, with a company of nine, opening in Melbourne with the first Mrs. K. in 'George and Margaret' given a three weeks' tryout in the sticks before sailing for America to appear on Broadway for the first time.

Cliff Curtis and Charles Woolf have made it up after two years,

with Bernerd again in full charge of the Gaumont-British Newsware.

Abe Goide, his Savoy, Edgeware, new 2,500 deluxer, finished getting 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, daughter of a South African farmer.

Actress-playwright Cicely 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. Executors of the Julian Wylie estate threatening to sue the present owners, 'The Palladium,' 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.

Olympe Ray at the Harlem Club.

Short and Long off to Boulogne.

Marguerite Charles at Chez Thaus.

Betty Spell off for Rio de Janeiro.

Patricia Ellis in and out to London.

Demain, new afternoon daily, on sale.

Cecile Sorel back from a Swiss tour.

Four Wilkys off for an American tour.

Elsie Guitarr at La Boite a Sardines.

Mitty Goldin taking over the Mogador.

Leo Reisman at the Chateau de Madrid.

Film of play 'Un Coup de Rouge' finished.

La Rotonde cafe reopening in Montparnasse.

'Le Tahiti,' new Montmartre dance hall, open.

For Adverlsing Convention winding up.

Fred Adison and band off for a Belgian tour.

Pat Peterson scheduled to make a film in France.

Buchards getting set to step into Bal Tabarin show.

'Black Legion' (WB) finally passed by French censor.

Violet Stevenson sipping tomato juice at Pam-Pam.

'Yana' at the Chatelet passing 2750 performance.

'On the Avenue' (20th) opening at the Cinema Balzac.

Marcel Legros new publicity director for 20th-Fox.

Charles Marinelli re-elected president of the Artists Union.

Victor Serventi winning the Grande Prix de Rome de Musique.

Boulton Grand playing at International Film Congress gala.

Robert Trebor broadcasting an appeal for lower theatre taxes.

Francisco de Souza Contino opening at the Theatre Hoche.

Anna May Wong in for a look around and back to New York.

Franklin Brown dancing recital in Hungarian expo pavillion.

Franklin Roosevelt and bride enjoying themselves at Brick Top's.

Eddie South's orchestra at the Club de Oiseauux restaurant.

Cinema owners deciding to change programs Wednesdays instead of Fridays.

Dr. Walter Damosch addressing the Int. Conference of Music Educators.

Joseph Kessel has written a scenario based on the Sarajevo assassinations.

Jap ambassador at a private show of 'Yoshiwara,' starring Tessie Hayakawa.

Anita Lou into the Bal Tabarin show — only American Can-Can dancer there.

Lella Berdkerhan dancing at a Morocco charity gala presided over by the Sultan.

Henri Decoin finishing 'Abus de Confiance,' starring his wife, Dan-nielle Darricux.

Betina Meerdiah making her dance debut at the Comedie des Champs-Elysees.

Charles Laughton and Eric Pomme in the new London call 'gastro-nomique week end.'

Drean engaged by Mitty Goldin to play opposite Mistinguette in the opening Mogador revue.

Expo furnishing free bus transportation to the rural center at Port Maillot to drum up business.

Edwige Feuillere scheduled to take the lead in Maurice de Krays's next film, 'L'Inspiration de la Nuit.'

M. Demaria resigning from the presidency of the Confederation Generale de la Cinematographie.

Berta Flegel with the Cirque d'Hiver for another year as Ballet Mistress and premiere ballerina.

Gaby Morlay and Jules Berry cast tonight for the first time in 'Un Dejeuner de Soleil,' Michel Cohen meggins.

American companies have their eye on young Italian Catalano, who showed up well in 'Les Perles de la Couronne.'

**Hollywood**

Parkyakarkus in from Broadway.

Wallace Ford back from London.

The town is full of summer colds.

Dolores Del Rio has the sniffles.

Warren Heide whipped romaine.

Wilson Collison now scribbling for Metro.

Edward Everett Horton winged to Seattle.

David L. Loew stesiating at Yosemite.

Fred Furner vacationing in San Francisco.

Joe Fenner dozed three weeks at Del Monte.

The Buddy Ebsens off to Chicago and Florida.

Mary Temple flying east on the Russian river.

Douglas Shearer recovering from appendectomy.

Gwen Wakeling seeking Banff's cooling breeze.

Michael Breen running Principal's music department.

Dave Garber winged in from Hollywood.

Errol Flynn on piscatorial perambulations off Mexico.

Rose Stradner in from Vienna to start Metro contract.

Joe Golden due in from Broadway looksee plus biz.

Dick Pittenger and Josephine Etlinger will wed July 31.

Sidney Howard arrived to script 'Gone with the Wind.'

Helen Jepson arrived to work in 'The Goldwyn Follies.'

Albert Whitney and Frances Goodrich offered to Chi.

Art Schmidt trekking back to Gotham via San Francisco.

John Hays Whittier's new staff in and out to chat with Dave Selznick.

Gene Towne back from gander at the old home town, Portland, Ore.

Laszlo Willinger, pennesse portraitist, joining Metro's lensing staff.

Ward Marsh, Cleveland Plain Dealer crick, perambulating the jots.

Sandra Meazel, moppet addler, signed with Metro subject to court's okay.

Jimmy McLarnin will be seen swinging his dukes in Metro's 'Big City.'

Randolph Scott back from 'High, Wide and Handsome' premiere in 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 stock.

Marshall Field III and party ogled the Warner lot as Jack Warner's guests.

Edith Mason, operatic thrust, houseguesting at the Frank Forest menage.

Frank Melford back from N. Y. to start 'Secret Service Smith' series for Crescent.

Vernon Pope, editor of Look, here from Des Moines for camera shots at the

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., glider contest.

Bernard Luber from the N. Y. office has joined Paramount's legal department here.

Jack Dempsey pulled in to third-man the Pedro Montanez-Wesley Ramsey fistuffs.

Gil Kuhn, former Trojan grid great, is expirting 20th-Fox's 'Life Begins in College.'

John Beener and Arthur Calder-Marshall arrived from England for Metro scrivining chores.

Michael Bartlett threw a binge for Frank Shields before latter's departure for Metro tennis wars.

Jack O'Donnell went to Felsom and San Quentin on a writing assignment for Winnie Sheehan.

Frank Foster got a new custom made auto for lending her face, figure and bungalow for ad campaign.

Herbie Kay winged in from Omaha, where his hand is appearing, for visit with his wife, Dorothy Lamour.

Pauline Frederick fortnighting with her mother here before winging to Boston for 'Masque of Kings' opening.

Secretary of the Treasury Henry Morgenthau, Jr., and family guests the Jack L. Warners at the Burbank lot.

Irdwal Jones, Paramount slack, back from Louisiana where he obtained material for special yarns on 'The Buccaneer.'

**Chicago**

Al Hollander to do a flying vacation.

Phil Levant in town on way to Cincinnati.

Irene Rich was in town for radio conferences.

Irving Mack off to Cleveland on some trailer bus.

Lee Flossheim to New York for a six-month stay.

Wm. Morris in from Coast, and may locate permanently.

Tom Fyzdale off to Boston and New York for conferences.

Bert Galloway has a rough of the local horse, and scrambled.

Chi Tribune Music Festival under way, with tickets being hawked.

Ruby Keeler paused in Chi long enuff for press photos and interviews.

# 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.

Show was staged to commemorate 90th 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 godsend for merchants, state-owned-and-operated liquor stores and bicarb vendors. 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 downtown street, roped off from traffic. It was a paradise for pitchmen and ride operators until Thursday night when cops closed the show grounds. No arrests were made nor charges filed. Too many wheezes, it was reported, caused the lid to be clamped. Avenue containing slot machines bingo, and keno counters and several balloon and fish pond games were okehed.

Tuesday night Helen Corwin, young gal, was 'buried 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 10-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, 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.

## CONCESSIONAIRES WIN

### Get Entry Fee to Gimmeck Alley Removed at Paris Fair

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 concessionaires that a ticket to the expo proper 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.

## 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 interment 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., R.C.A. Victor Corp., Liggett and Myers, Aetna Life Insurance Co., Crosley Radio Corp., Steuben 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., Gustav Jensen, A. & M. Karagheusian, Roth & Weiner, Inc., Schmieff-Hungate & Jozian, Rena Rosenthal, Tommi Parzinger, Schanerel China Co.

Maytag China Co., Nelson Fink, Warwick Print Works, Madic, Inc., Sleeper, Inc., Golding Bros., Nevada Wet Corp. of America, Nachman Spring-Filled Corp., American Express Co., American Management Assn., S. H. Slobodkin.

A. C. Gilbert Co., Maine Manufacturing Co., Chase Brass & Copper Co., A. E. Heisey & Co., M. H. Rhodes, Inc., Steinyard Sons, Brunswick - Balke - Collender Co., Pennsylvania Railroad 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.

## 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 Riverview in Chicago, have regular 2c and 3c days each week as an attendance getter during the midweek afternoons.

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 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 jamming mobs that the insiders claim that the rides 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. 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. 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.

crowd of paying spectators Saturday night.

Shortly before midnight Miss Corwin was resurrected after spending 98 hours below, and carnival boomed till wee hours of morning.

# Clev's Rose-Holm Romance Rumor Jazzes Expo Biz, Despite Denials

## O.K.'s Blood Tester

Cleveland, July 27. Whether it's a gigantic publicity hoax or not—anybody's guess is as good as yours—the so-called Eleanor Holm-Billy Rose romance that high-dived out of latter's Aquacade has had at least two sure-A results that were probably aimed for.

First, it landed Great Lakes Exposition on all front pages and publicized Rose's lakefront marine spectacle into doubling its business during a spell when trade was so-so.

Secondly, the affair has built up Eleanor's name 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, as the seasons S. A. gal was the reason. Rose is reported 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 affair ad hoped it wasn't so.

In short, it was a sweet denial party with report (plus accounting by a bureau) puffing up a few circumstantial facts. One is that producer and the Olympic champagne rebel had been twing 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, reported she'd make Billy Brice three things, if it was true, and she 'would feel unflattered if just a swimmer got him.'

Got an Extra Show

Aquacade as a result has had to add an extra Monday performance to its sked for increased crowds. Shep Fields booked in for four-day current date, followed by Roger Story's orchestra. More romance bloomed when Walter D'Amico 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 peace.

Hot weather, hotels packed with conventions and heavy exploitation have kicked attendance down 10% in past week. Total to yesterday (26) draw for 53 days is 1,520,511 visitors, which is considered satisfactory by Lincoln Dickey, g.m., who expects to hit 3,000,000 mark in next 47 days. Ticket books valued at \$4.50 are still selling big for \$2.50 and official cut-rates. Another 100,000 books are expected to be made up for Cleveland jubilee day Aug. 14, which will be a combination Mardi Gras, carnival and civic event. Sale is being taken over by the come-to-Cleveland committee.

Friday nights' Banko run as a promotion stunt has mounted to \$120,000, at \$25 each ticket. When winners fail to show up. Oddest feature about it is that anybody can register for it at a dozen downtown drugstores, but has to appear at stand within ten minutes when lucky number is called.

Contests are running from hog-calling tournaments to prizes to women who can yell her husband's moniker louder. Monday day of Wednesday (28) will bring out all government ships and vessels in Great Lakes region. Martha Norelius, two times Olympic champ, signed for world's women's professional swimming championship races Aug. 16.

Dan Nagry, 61-year-old fire-eater at Rose's Pioneer show, was forced to lay off when hit by toxic poisoning. Nagry has been ill for some time but kept on doing act against doctor'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 the swimmer here to collect \$1,125 as commission he charges was 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 \$3,100 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 hearing. Ruling on case to be made Wednesday (28).

## 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 4 and 5, against a 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 satirists, same date.

Stuart Morgan dances, adagio 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 in revue.

Contract for Pat Rooney Sr., and Pat Rooney Jr., extended four weeks. Contracts of Original Dixieland Jaz-Bands 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. 10 to 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.

Whiteman 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 right. Rudy requested Whiteman to let him introduce her on the air.

## STEEL PIER, A. C., IN COURT ONCE AGAIN

Atlantic City, July 27. Steel Pier Corp. 'and others' were directed to appear before Superior Court in Chancery court here and explain why a mortgage now possessed by the Guarantee Trust Co., of this city should not be foreclosed.

Mortgage was given to the Marine Trust Co., later absorbed by the Guarantee, in 1923, on land occupied by the Steel Pier Corp., which issued bonds secured by the mortgage to the Equitable Trust Co., as trustee.

Among the defendants named are the RFC and the Grinnell Company 'because it entered into an agreement with the Steel Pier Company for the installation in the premises covered by the complainant's mortgage of a fire alarm and dry pipe system of approved fire extinguishing apparatus and claimed to retain title to said sprinkler equipment until purchase price was paid.' The F. R. Cruikshank Co., to whom the Grinnell concern assigned the agreement, is also named a defendant.

## Circus Routes

Week of Aug. 2

Barnes-Sells-Floto

Benbild, Mich.; 3; Hibbing, 3; Duluth, 4; Babler, 4; 2; Duluth, 6; Wilmar, 7; Pipestone, 8.

Cole-Beatty-Maynard

Denver, 4; 2; 4; Springfield, 4; Pueblo, 6; Glenwood Springs, 6; Grand Junction, 7.

Hughes Bros.-Barnum & Bailey

Chicago, July 31-Aug. 2.

# Dallas-Ft. Worth Getting Hot, Each Sniping at Other Outfit

Dallas, July 27. After a brief armistice, those community feudists, Dallas and Fort Worth, are having it at again. First to the draw in the current word brawl has been Dallas although Fort Worth has kept up a sporadic sniping campaign.

Cause of the latest flareup was second Rudy Vallee broadcast from stage of the Dallas Casino. The exposition paid Vallee \$10,000 a week and also put up \$2,500 weekly to pay line charges and other production costs on network airing.

Among talent on the other program was a juvenile act. The program of Paul Whiteman who sang; and, Harriet Hootor, dancer in Fort Worth's Casa Manana. Dallasites figured only slightly as Vallee did a buildup for Whiteman. But Miss Hootor's wardrobe caused the audience which packed the casino to do a "hip burp" and started pouring powder down their muzzle loaders when the dancer tagged her inter-view with this observation, "Why don't you come over to Fort Worth, Rudy, and see a GOOD show?"

Amusement editors of two local papers dragged the matter up the next day and whacked bandleaders' choice for nipping the hand that fed him.

Exposition heads said nothing officially but they manifested their attitude 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 afternoon. (25) over Columbia. Mutual is slated to pick it up later.

Changing the Bill. First change in show talent at Casino was made Saturday (24) when Harris' band, Lanny Ross, Arrens and Broderick and The Kadodocks opened. Georges and Elaine and Art Jarrett are held. Res done a straight singing set, then joins Lynn Murray chorus in production number of "Don't You Know or Don't You Care?"

The Road to Rio also opened a new show Friday (25) with new costumes and routines for Alexander Quonaco's "The Road to Rio" with Melba Brian, nudist; the Ecucettes, acrobatic girl trio; and the Theodores, adagio team, comprised fresh blood. Joaquin Garay, juve singer, who has acquired big following, stays on and new handles emcee chore.

Aggregate attendance at the fair has reached 1,000 through Saturday (24), with gate apparently settled to an average of around 15,000 daily.

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 to have their girls' mouthpieces for Fort Worth in the inter-city feuding, also scrams to the West Coast this week.

He leaves behind him a series of advertisements in Dallas press which heavily overlook the opportunity to trade on the fact that there have 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 His paid space in the Dallas papers carried such messages as this sample: "There has been and there will be no price change at Fort Worth. Elsewhere there have been 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 feelings. Jarrett has 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 other than carefully prepared hand-out which said exactly nothing.

Night after Rose's name was injected into divorce story, the singer got spontaneous 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 the whole front yard squabble. They haven't got around to picking each other's shows down here but in Dallas they look at the sun only as

it comes up as they have to look toward Fort Worth to watch it set.

Censors Get Busy First direct action by Dallas censors came last week after several weeks of verbal storm signals. Maurice Caranas, who operates Chez Maurice, and Zorine, graduate of San Diego's nudist camp, were involved. Zorine opened at night club Thursday night (22) on a percentage deal after heavy advance, ballyhoo. She brought in a unit show which included the Three Heat Waves, Rosaline and Manning, Jay Howard and the Del Valley Trio.

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. Their manager was charged with exhibiting a nude woman.

Case is set down this week for trial in police court and Maurice wonders if affair will leave him behind 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 timed 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 naval show. Snow-covered pine trees ringed the large ice skating rink, which was showered with a ski trail and various other decorations to give the place a winter appearance.

Bess Ehrhardt topped the bill with a series of difficult dances on the ice; while Idi Papez and Karl Zwack, a European team, and McGowan and Mack, also displayed their skating talents. Eddie Shipstaid and Oscar Johnson furnished the comedy. Siegfried Steinwiel, former Duluth College ski coach, did a thrilling jump to the ice from a 50-foot tower, and Roy Shipstaid, billed as "the human top," 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 18' barrels; Lois Dworschak, the rhythm girl; Dorothy and La Verne, and Phyllis Rebolzh, 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 band.

## 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 allowed forces shutting of five wheels on which money was only reward at a carney sponsored by Brandywine Hundred Fire Company over the week-end.

## Auspices

Dublin, Ga., July 27. Laurens County Post, American Legion, will again sponsor fair here this year. Legionnaires revived annual event last year after it had lain dormant since 1927.

## 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 fireworks aerial bomb exploded in crowd injuring more than a score of persons.

Friday (23), girl visitor from Toledo, Ohio, was thrown from 'The Whip' at park and killed. Girl loosened grip on safety bar to wave at friends and was thrown from the car against a tree outside of the arena.

## 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 some of the principal business and manufacturing companies of the U. S., already have been allotted space although they have not yet been with the companies concerned agreed on space given and other legal details.

American Telephone & Telegraph, International Business Machine, Radio Corporation of America, U. S. Steel Westinghouse Electric, General Electric, Consolidated Edison, John Hancock Metropolitan Life Insurance, Reeling Sons (steel), Y. M. C. A. and DeVos & Raynolds (paint) are the firms signed to date.

Thirty states have passed bills that have been signed 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.

Twelve foreign nations have indicated they will take part in the Manhattan exposition. Others 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.

## Midwest Resort Hotels Take Rap But Cheap Lodging at Premium

Chicago, July 27. Resort business in midwestern resort states (Wisconsin, Michigan and Minnesota) is undergoing a complete switch this season, with the resorts, themselves, reporting business capacity at 70 per cent 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 preferring 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 blame to the fact that people 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 that of the swank hotels, especially if the family servants are along.

Private beaches, electric cooking, nearness to golf 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.

Trailer Hunt Another factor which has contributed 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 go to the swank hotels anyway. But now, with trailers fitted up with everything from back scratching posts to basements, they're definitely

## 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, equestrian 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 three trucks and two more are to be added within a few days.

After opening here the show moves over Sunday to Youngstown for Aug. 2, then Warren, Painesville, Elyria, Massillon, Millersburg and Findlay and two other Ohio stands.

## HAM FISH MIXED AS N. Y. COMMISSION TO FAIR

Washington, July 27. Senatorial members of U. S. Commissions to prepare government exhibits for the New York and San Francisco fairs were named last week by Vice-President Garner. Meanwhile Speaker Bankhead refused to appoint Representative Hamilton Fish to the place reserved for a House Republican on the N. Y. expo board.

Although he was leader in the unsuccessful movement to get \$5,000,000 for federal participation in the New York fair, Representative Fish was turned down on the commission as political punishment. Recommended by Republican Leader Snell, his name was discarded by the Demos because he has repeatedly declared President and Mrs. Roosevelt plus other First Family members, are guilty of tax-dodging.

### By BILL RICE

Salt Lake City is now in the midst of its 'Covered Wagon Days' annual celebration. Bands a playing, parades a marching, flags flying, free sets 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 event. Yellowstone Shows on the 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. 25-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 Wiley Beery for the big shot guest. Monte Young has the carnival concession here. It seems that most every town in Idaho and Utah has a rodeo this week with all the hands going to Cheyenne Frontier Days for week of July 26.

Strange As It Seems had cartoon of the 'lawyer that overdid a circus.' This was done by Germany when the Barnum & Bailey Circus played Europe in 1901. Germany was the 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.

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,' which it impossible to show, the night before and parade the next morning, but one of the officers declared that 'they have the same elephants.' 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 at late as 19 never saw fit to use circus methods. The Wortham Shows was wintering in San Antonio and one day opposite winter quarters the army was loading a lot of artillery on flats and making a very long job of it. Wortham went to the officer in charge and offered to loan a pump truck 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 regulations would not allow such methods.' They got the job done in two days.

Advertisement in trade paper 'Wanted: An Unborn Letter.' Some Hop: 'Ball of Fire' carnivals is sure closing many a town this season. To bad that has to happen when business has been so good. Show west 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 Seymour, 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 Salt Lake City 'Covered Wagon Days' and was Mayor Perry plenty hot, and well he should be, to have his home town paper turn traitor on his pet 'Footner Days' that have put the 'boot' in all Salt Lake City endeavors heretofore in opposition until this year. The City of Salt sure has put Ogden out of the sunning in 1937 for Utah's 'Footner Days' celebration. Thanks to King Crawford, Norman Sims, Stephen Maloney and that secretary of the C. of C., Gus Backman.

Los Angeles County Fair at Pomona, Calif., the biggest gate fair in the U. S., awarded the carnival contract to Archie Clark's 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, Amarillo and Lubbock. Show west all guessing who will get the dates. My guesstis 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. VARIETY 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 contest.

Work 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 track at Orangeburg, N. Y., which was closed last month, started an injunction suit against New York State Racing Commission and five horse racing interests.

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 Nagty, 61-year-old flame swallower working at Billy Rose's Clevelo, Expo, near death from toxic poisoning.

Seven Art Gallery proprietors of Gloucester, Mass., arrested, charged with keeping shops open on Sunday.

Troupe of strip teasers working in opposition to CIO organizers in Cincinnati, outdraw union meetings.

Four jewel thieves identified by Peggy Paige, dancer at New Marden's Riviera, as men who lifted her pearls and jewels.

Magistrate Malbin rebuked beach litter inspector for asking bathers for sitting on paper bag on beach at Coney Island.

Raid on gambling casino at Centerton, N. Y., led by taxicab driver's trooper, netted 11 men and gambling equipment.

New York-Fall River Steamship Line suspends operation this week. Labor troubles that have bothered the line for two weeks given as reason for shutdown.

Radio waves from a transmitter operation dull a homing pigeon's homing instinct according to experts of the Navy Dept. Tests made in Ocean Gate, N. J., by releasing a pigeon near a station's transmitter.

Bird circles New York until transmitter was cut off, then headed for home loft.

Italian game of 'Bocce' prohibited unless owners of alleys get a license, which costs \$50.

Injunction, restraining police from interfering, for 30 days, with running of dog races at Mineola, granted by Federal Judge Abner.

Music lovers attending concerts at Lewisohn Stadium complain that planes flying overhead drown out music and send the mother screaming.

Hudson River Day Line pier at Bear Mountain burned to water's edge. Believed result of cigarette dropped between smoking.

Bridge playing committees giving Long Island Railroad headaches.

Lou Irwin, agent, blocking Eleanor Holm Jarrett's attempts to collect her salary at the New York City with garnishee order. Irwin claims he hasn't been paid his commish.

Youth hurried to death from roller-coaster at Rockaway Beach, L. I., when he allegedly stood up in car as it hit a curve.

Tojo Sappa, former Met Opera tenor, reported in Wellington, N. Z., receiving conviction from British Ian Fascist chiefs for ending his concerts with the party salute, despite warning against it by New Zealand officials.

Memorial program for Guglielmo Marconi was broadcast Monday (26) over WOV, New York. Mayor LaGuardia 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 July.

Sergeant Peter Altoro, clarinetist in the U. S. Army band at West Point for many years, retired. Formerly was with the Washington, D. C., symphony orch.

Charles Michelson, publicity director of the Democratic National Committee, now public relations counsel for Chrysler 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 reorganization plan, according to Edward C. Delafosse, committee head.

### Coast

That Grand Darmond Jennings, former film actress, violated certain of her marriage vows is the charge contained in an answer filed by her millionaire husband, Randolph P. Jennings, to a \$18,500 divorce suit.

Claim of Michael Brooks, the Earl of Warwick, film juve, for \$1,438 transportation for self and servant back to England is being contested by Metro, which has the earl under contract, on the representation that

he is still here working and studio is under contract. Earl also seeks \$7,804 for services.

B. H. Zimmer, former Hollywood nitery operator, was sentenced 3 to 30 years in prison on a check kiting charge. Los Angeles. Two associates of Zimmer were granted probation.

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 No. 110 is on file in L. A. against Robert Armstrong, film player, as the result of an automobile accident in which Mrs. Mercedes Daze said she was injured, holding the suit responsible.

James Clyde Chronister asked annulment in L. A. of his marriage to Ellen Kennison on the ground that she became his wife under an assumed name and that she has a four-year-old child. He also charged cruelty. Wife, a stage actress, married Chronister as Ellen Parry at Santa Ana, Cal., in 1935.

Lucile Koontz, known in vaude as Lucille Bailey, has filed suit in L. A. against the Arizona Car Loading Corp. for \$300 damages for injuries suffered when she was hit by one of the company's trucks in Hollywood.

Barbara Stanwyck took a mauling from mob of autograph seekers and fans at the preview of Samuel Goldwyn's 'Miss Dallas' in Hollywood.

Cops took Stella Stanwyck for a tan and \$100 for driving without license. Taylor, her escort, in the office, but helpless to root through the milling mob to her rescue.

Contractor, asserting that she will fight George Brent's suit for annulment of their marriage, declared that she had been informed all requirements of the Mexican marriage law had been complied with and that his plea of illegality is not tenable. Suit is on file in L. A.

Contract of Marge Brullow, 19, with Universal Pictures was annulled by Judge Emmet Wilson in Los Angeles.

Emily M. Roberts, known in films as Emily Fitzpatrick, has a divorce suit on file in L. A. against Albert G. Roberts, film cameraman. She charges cruelty.

Frank Cavet, film writer, and Mary Blake, New York model, bought here for Walter Wanger's 'Vogues of 1938', have annulled their engagement to wed.

Erika Lewensdahl, scripter, is seeking annulment of her marriage to Leo Nussimbaum Mohammed Eddad-Bey, also a writer, on the ground that he misrepresented himself as a wealthy American nobleman.

Husband is in Germany, where they were married five years ago.

### MARRIAGES

Sophie Germäch to Bob McIlwaine July 31 in Chicago. Bride is a WLS soprano and groom on promotion staff of same station.

Muriel Morrison, pro, to Murray Baker, of Robbins Music Corp., brother of Belle Baker, in N. Y., Aug. 1.

Gladys Nepdurn, to Alfred E. Gross, July 25, in New York. Bride is with Ed Wolf agency.

Leticia Leuwendahl, Richard F. (Dick) Hyland, in Honolulu July 22. Hyland, former husband of Adela Rogers St. Johns, was connected with picture biz in Hollywood.

Jacqueline Magnon to Erle Hampton in Los Angeles, July 23. Groom is in the Columbia studio publicity department.

Clara Van Cleave to Arthur Lake at San Simson, Calif., July 25. Bride is the daughter of Rose Davies and George B. Van Cleave and niece of Marion Davies. Lake is a picture actor.

Genevieve Whitfield to Henry Senner July 29, 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 Reinking 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 began to materialize last week when the Carolinas Agricultural Fair, Inc., opened offices at 111 W. 4th street, and leaders of the association began booking attractions for the fair.

which will be held Oct. 4-9 on the old Charlotte airport property.

B. Arp Lowrance, executive secretary and general manager of the fair, is in charge of the new headquarters.

## GARCIA QUALIFIES AGAIN FOR ROSS

By Jack Pulaski

Last week when the Philippino Ceferino Garcia appeared in Madison Square Garden, he came with the rep of having tilted over Barney Ross, welterweight champ, in a non-title 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 successor 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 ninth round. Up against such a punchy buster as the lad from the Orient, sent to the ropes by Bobby Pacho, could keep away from Garcia's lethal blows. 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 plenty of coin.

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 take a count.

There 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 on the short end, but for all intents the referee stepped in and called it off. Match was scheduled for 15 rounds.

Both fighters live on the Coast and there is no discounting their 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 Henry Melloy 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 summer, gross being close to \$12,000 at \$2.30 top. This Thursday (28) will be devoted to eastern lightweights with wallop reps, Billy Bauhold topping the card vs. Paul Junior.

### BIRTHS

Mr. and Mrs. Fred Bok, 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. Father is on 20th-Fox writing staff.

Mr. and Mrs. Nick Scheel, daughter, July 21. Father is production manager of KGLD, Mason City, Iowa.

Mr. and Mrs. George Robinson, daughter, July 26. Father is assistant supervisor at WOR.

Mr. and Mrs. E. Bliscu, son, July 18, 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.

Mr. and Mrs. Don Alderman, son, July 20, Long Beach, Calif. Father is KFOK commercial rep.

### ENGAGEMENTS

(Continued from page 56)

Berkshire Playhouse, Stockbridge, Mass.

Richard Carlson, Willie Adams, William Shea, Philip Sheridan, Edgar Leeming, Sandy Strouse, Ed Hodge, Edward Butler, Donald Black, Charles Hammond, Eric Burroughs, Mrs. E. M. G. The Petrified Forest, Dennis, Mass.

Guy de Vestel, Doris Dalton, Beatrice Terry Hayden Rorke, Charles Trosler, Philip Tonge, Elizabeth Dead Farrar, Bettina Cerf, Franklin Gray, Valentine Vernon, 'The Secret Heart', Newport Casino Theatre, Newport, R. I.

Leonid Kowars, Philip Tonge, Edgar Kent, Bettina Cerf, Valentine Vernon, Franklin Gray, Charles Trosler. 'The Vinegar Tree', Newport Casino theatre, Newport, R. I.

Owen Davis, Jr., Marian Shockey, 'Night Must Fall', Lakewood Players, Skowhegan, Me.

Marian Shockey, 'Two-Time Mary', Lakewood Players, Skowhegan, Me.

## OBITUARIES

### MORGAN A. SHERWOOD

Morgan A. Sherwood, 85, veteran stage manager, died in Washington July 19 of heart attack. Funeral services will be 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 was one of the oldest members of the theatrical business in the National Capital. At one time was stage manager for the old Albaugh's Opera House in Washington and had participated in preparation of numerous productions, including several Ziegfeld shows, which opened there. Wrote two plays which were produced years ago.

Survivors are a daughter and granddaughter.

### WILLIAM BARLOW

William Barlow, 48, pioneer minstrel 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.

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 Francisco and took troops of actors to Alaska and to Australia.

Barlow also was a hotel man, being connected with hotels in Seattle, Honolulu and Fullerton, Cal.

### FRANCIS H. BOSHEA

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 attack suffered during a previous stay at Camp Smith in Peekskill. A lieutenant 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 and entered the automobile business with his father in Troy. Wife and parents survive.

He was a member of the faculty of the Busch Conservatory for 25 years, and for the past 10 years had been teaching in Warren, Pa.

Burial in Cincinnati.

### AUBREY WOLK

Aubrey Wolk, 33, operator of the 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 infirmary 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 grandchild, Lenore Wall.

### ELMER V. WAIT

Elmer V. Wait, 24, animator on the staff of Leon Schlesinger's cartoon concern in Hollywood, died July 20.

Survived by his parents.

### 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.

News story in radio section of this issue.

### 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 Broadway in the Rialto and Rivoli theatres as a maestro.

Funeral was held July 26 with burial following in Forest Lawn Memorial Park.

### LOTTA MILES

(Florence Cowart)

Florence Court, 38, actress and model known professionally as Lotta Miles, died in Hollywood July 25 of 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 E. SULLIVAN

Frederick 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 Northeast hospital, Philadelphia, July 17 from pneumonia, following an operation of appendicitis. He was of the former vaudeville team of Pressler and Klais.

Burial in the family plot in Evergreen cemetery, Brooklyn.

### 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-Go-Round' and returned to his native land in 1928.

### MARY T. GOETZ

Mary T. Goetz died in Buffalo, July 25, following a short illness. The wife of Edward H. Goetz, well-known 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, 80, 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.

A group tried to get \$2 for show with beer and sandwich passout, but 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 guys present there's an additional show for another dollar, including stag motion pictures, etc.

Only stag performers and not burlesque 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)

that Lawrence and Bye made the deal over a month ago. Mrs. Roosevelt was given a short outline of the story and later a copy of the shoot script. After reading these, she dashed out to 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 Satepost and in the September issue of the Ladies' Home Journal. True, 'Spicy' 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 Rales.

The display reads, 'Stella Dallas' Inspires a Discussion of a Mother's Vital Problem. By Mrs. Eleanor Roosevelt.' In the original copy, the White House author had identified it as having been written by Mrs. Eleanor Roosevelt. A half column of Mrs. Roosevelt is indented in the body type of her advertising 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 therefore 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. If I believe that when 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 factors which brought the demand for Goldwyn's explanation to being was Will B. Johnston's editorial cartoon in the New York World-Telegram, indicating that Mrs. Roosevelt's work might open a field for wives of cabinet members and other Government officials.

'Eternal Road'

(Continued from page 54)

demand for tickets was great and indicated a tremendous potential audience for the reopening in New York City. In addition, plans and offers have been received for the showing 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 conveyed there is justification to anticipate that all the critics called for forthcoming and substantial interests preserved for the creditors and stockholders. Otherwise they will receive nothing. The petitioner is unable to meet its debts as they mature and desires to effect a plan of reorganization.'

List of liabilities set forth in the petition shows: taxes, \$640; salaries payable, \$2,686; royalties payable, \$17,992; conditional vendors, \$46,523; general creditors, \$83,425; M. & E. Concessions, Inc., \$4,994; Manhattan Ballrooms, \$3,782; loans and exchanges, \$345; bank loans, \$83,366; loans 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, \$86,375; production work, \$83,582; scenery and properties, \$74,552; wardrobe, \$18,955; rehearsals, \$47,912; other costs, \$82,107.48.

The petition also notes that the M.W.W. productions, which first headed the title of production costs on the play, M.W.W. stands for Myer W. Weigal, who, with Crosby Gaige, presented 'Eternal Road.'

FAIR RESUMES

Charlotteville, N. C., July 27. Fredell'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 Kentucky state fair, has been engaged to manage the event.

WHAT THEY THINK

Says 'No Radio Monopoly'

New York, July 22.

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 own 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 three years now. Always directors have been fair and always on the alert for new talent without forgetting the old ones. But new talent is hard to find. (Ask any director who has had to sit through hundreds of auditions a week, he will tell you that possibly one out of 25 have any ability but most often the ratio is one out of 100.)

Now as to the fees—a radio actor if he is very, very busy, 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 Elsie Hinz, who both held contracts very rare to the radio actor.

Chester Stratton.

Station, W.M.C.A.'s Scale

New York, July 22.

Editor, VARIETY:

I am writing regarding an error in the July 21 issue on the story entitled Actors' Radio Monopoly.

On page 67 number from page one the story in part reads... W. A. has a dramatic stock company headed by Philip Harrison. The trouper 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. Harrison informs me that should you wish, you may examine the books on this detail.

I am sure you can appreciate the positions of those affected by this error.

Leon Goldstein.

A Flop Vs. a 'Bad' Play

New York, July 21.

Editor, VARIETY:

You fellows surprise me by your constantly supercilious attitude. Like, for instance, take this week's paper, in which you take especial delight sneering at a play called 'Excursion.' You go to great lengths to say that all the critics called it an excellent play but that it did only moderate business and therefore you seem to think the critics were all wrong.

That isn't necessarily so, you know. Any number of really fine plays have been box-office failures and the critics, flippant or not, are not writing for the box-office. VARIETY's box score notwithstanding. It all comes right back to the old argument on what is a critic's province. I believe, with so many others, that it is a critic's job to tell his readers whether the play is good or not. Also he should give his reasons. Now, it may be that I want to see a play after the critic tells me it is bad. Or vice versa. But he is supposed to be an expert—not a ticket-counter.

There is another theory on this. I have heard tell that there are people who believe the critic's job is not to say good, bad, or indifferent, but merely to tell his readers whether they are likely to enjoy the show. That is a theory I find hard to swallow. The readers of the N. Y. Daily News, on that theory, would be offended by the kind of reviews the critics of the N. Y. Sun would hand out, and vice versa. Each paper would then have to evolve its own special kind of critic and each paper would be forgetting all about a certain percentage of its readers—or doing them dirt, which is worse. It would be interesting to hear what other people in show business think about this. But, no matter

how they feel, I am sure they will all agree on at least this point: that VARIETY's sneering at a flop as being synonymous with a bad play is all wet.

Alfred Winters.

Travesty Vice Burly

Montreal, July 20.

Editor, VARIETY:

Since we are looking for a new dramatic form to replace the erstwhile burlesque, why not a try at 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 compete with the splendid performances given by the old Weberfeld forces. It would at least be a novelty, and such a play as 'Bury the Dead' could yield a screaming travesty if done by a clever writer—and there still are such.

It is a far cry back to Ross and Fenton, Edmund Hedges, and similar artists, but there must be some old timers who can form the nucleus of a 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 acts'? Many were pretty crude, but they were funny, and some of the best comedians of these days contributed lines and situations that were wows when later used in Broadway musical comedies.

The theatre isn't dead. It's merely suffering from amnesia.

J. Huppod Courtenay.

These Summer Sub Shows

St. Louis, July 24.

Editor, VARIETY:

Well, this summer radio certainly is an eye-opener on the capabilities of the real stars on the ether. Some of those substitutes are ignorantly said. Without naming anybody in particular, take the broadcast where an announcer is trying to be boss of both the groanings and comedian, also. Is he funny! If he makes anybody laugh, I want the person's name. Because he should have to take my job, mail carrier. I try to get relaxation on Sunday over the radio. That is until it comes on.

Other substitute warm weather programs are too awful to mention. Somebody should tip off the sponsoring firms. Some sustaining offers would be a welcome relief. So long!

Harry Hopalong.

For Russe Newsmen

Ogunquit, Me., July 21.

Editor, VARIETY:

As long as the Newspaper Guild is going in for a stand on foreign issues such as helping its trade unionist friends in Spain by passing resolutions supporting the Loyalists, how about a little expression of sympathy for the purged Russian journalists?

Gorge W. Lee.

Legit, Pix and Radio Billing

Boston, July 26.

Editor, VARIETY:

At present the word 'acting' is applied indiscriminately through the air to an identity existed to the stage, but movies and radio. We believe that anyone agrees that the actor is the flesh, a fellow of superior ability to the worker in the air or in the darkened auditorium.

I am surprised that VARIETY, usually alert at grasping fundamentals, has not seen fit to coin new terms in the radio arena to distinguish these three fields, so dissimilar in their technique and quotas of required skill. The stage, or what is left of the stage, is a grand old aristocrat of glorious heritage, that by proper nomenclature should be kept apart from the company of inferior.

The movies, whether they depict boy-meets-girl or Cinderella-grasps-opportunity—through the break-away-door, are essentially an effort in simulating adolescent emotion. Whatever variation may exist is due to a reluctant attempt to space the intervals of monotony, concomitant with mass appeal. A new locale for a hackneyed situation is hailed as a genuinely new idea. The movies, at least the immature about them. We must depend upon the stage for adult entertainment.

Radio is primarily an advertising medium. The nucleus of this amusement form is the plug or commercial. The obligato of music or comedy

is merely the bunch of violets in which the brick blurb is wrapped. Radio's raison d'être is to bring the bill boards into every living-room. Careful of any degree of real novelty, 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 suggest is that the stage actor retain the name that originally belonged to him. The movie artist might be called a mactor, and the radio entertainer will henceforth be vleyct a ractor. Acting would thus regain a precise connotation. Surely VARIETY, with its facility with neologisms, can create two new names, better than the above.

Harry Emerson.

Punitanical New York?

Boston, July 23.

Editor, VARIETY:

So New York is going punitanical. I never realized what Commissioner Moss' clamping of the lid on burlesque and night club hijinks meant until my recent visit 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 possible to do this. I certainly think some of those denatured 'lollies' and vaudeville versions I saw were too thin to attract anyone.

Looks like we 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.

Prescott Norman.

Kestery's Burlesk

New York, July 24.

Editor, VARIETY:

Since the reopening of the erstwhile burlesque houses I have been making the rounds 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 limit. The blackouts are the same oldtimers, but similarly denatured.

This is not going to satisfy the degenerate who formerly constituted the bulk of the burlesque patronage, and it will contend 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 failure unless the managers call in more expert assistance and make some delicate effort to appeal to a new clientele.

A show business which produced Harry Morris' 'A Night on Broadway', the same manager's earlier travesties on 'Tribly' and 'Cyrano de Bergerac,' Hurlig & Semon's 'On the Yukon' or Mortimer Thess' 'Wine, Woman and Song,' not to mention the later productions of Barney Gerard and Jean Bedini, can surely produce better entertainment than that offered, but the Minsky's, et al, must rid themselves of the nudity complex and call in the assistance of stagers who can get real results.

There must be some of the old books and the old stagers available and their cooperation is imperatively necessary if the operators look for something better than a flacid imitation of the style of show which put them on the rocks. The present incumbents simply do not know how and their efforts will result only in real charges and payrolls. There will be no box office returns with the present customer bait. It is discouraging to see the overlooked opportunities.

James Henry Sprague.

Just Edited

Newport, R. I., July 2.

Editor, VARIETY:

Statement that Margaret Anglin was concerned with the rewriting of 'Retreat from Folly' when the play was tried out at Mt. Kisco and Westport is inaccurate. The English prompt copy had not arrived at the time the company began rehearsals, so Miss Anglin was forced to put the piece into playing shape, which consisted largely in compressing the two scenes of the third act into a single scene. Miss Anglin has an option on the play for the fall season.

Helen Arthur.

Summer Shows

(Continued from page 56)

it is set in 1927 has a lot to do with this. Pre-depression America already seems pretty remote, and in the Jazz Age, it is a far cry from the with admirable Adelly. Hip fakes, soaring stocks, promiscuous petting, short skirts, and all the rest are an integral part of Ralph's comment, and give his story whatever whimsiness it has. Then, too, there is a fairly natural flow of dialog, and moments of emotion and humor are forced for the most unforced.

But as script now stands, Ralph has an extremely awkward soliloquy in Act Two. If show reaches Broadway, which it may, this will have to be changed. Also the opening ought to be speeded up, and there are further weaknesses which careful revision can gloss over.

Production at Ivoryton benefits by scrupulous attention to detail. Costumes, of genuine 1927 vintage, are good for laughs, in addition to lending a touch of the Old World.

Milton Stiel has directed ably, keeping action on a down-to-earth realistic plane, and the cast has cooperated by turning in praiseworthy performances. Ralph applies a raw beefsteak to his eye at the finish, it's easy to believe he needs it. Crisp is excellent throughout as the mad doctor, and the amusingly stirring stirs up trouble, Halls Stoddard also wins approval. She is decorative and seems to have plenty of talent, though if she is in the developmental stage, then Boles and Joseph Fevrey are likable as a couple of Janney's college pals. Others of importance in a large cast are: Russel W. Jones, Arthur Kovak, Helen Carewe, Seth Arnold, Coburn Goodwin and Forrest Orr. Herbert G. Andrews contributed several effective sets. Paul.

STORK ON SKIS

Provincetown, Mass., July 24.

Play in three acts by Wallace Acton. Directed by Nell McFee Skinner; setting by Stanley Wood; scenery by Mrs. Nell McFee Skinner at the Wharf Theatre, Provincetown, Mass., July 17-18. The cast includes: Charles Scott, Mildred Howard, William Shaw, William Shaw, Joseph Durkin, William Shaw, Perly Moffat, Wallace Acton, Maud Allan, Jane Brown, Jerome Kurtz, Jean Dunbar, and Lena Penn.

In 'Stork and Skis' Wallace Acton has written a play which is geared for laughs, and gets them. It has a few moments of serious work, but too close a scrutiny, and the characters are pretty much stock comedy figures. But the familiar ingredients are so deftly mixed that the final product is consistently entertaining and occasionally hilarious.

Story centers around the efforts of young Noel Tudor, son of Sidney Powers, to win the hand of young Carol Dunbar, daughter of Beulah Dunbar, the actress. Sidney approves of the marriage until he meets Beulah after a separation of years. Beulah's return to the beach must be forbidden, since Carol is his own daughter—the result of a winter carnival in St. Moritz. Future generations of the family name. But it is Sidney's wife, Maud, who puts matters to rights by confessing that Sidney is not Noel's father.

Genius of sound the meatiest and in many respects the funniest. Lena Powers, engaging as always, carries off this flighty chatterbox characterization with aplomb. Acton, the author, has written a role for himself—that of Perly Moffat, the Tudors' nephew. He performs with a curious blend of deadpan and elfin burlesque, making Perly a definite ornament to the play. The unnecessary to the plot, Lea Penman, late of 'Boy Meets Girl,' handles her chore as Beulah with equal skill. Her scenes with the author are a pleasant pair of young lovers. Clyde Fillmore earns his share of laughs in the role of Sidney, whose part comes back to torment him, and the general cast is well rounded. It includes Charles Scott, Mildred Howard, William Short, Jane Brown and Jerome Kurtz.

'Stork on Skis' is the third play by Acton to be produced, others being 'Straw Flowers' and 'Michael Loves Michael.' Current opus might have a future on Broadway, though its lack of inherent novelty would be against it. Pictures would have a difficult time with the situation involving illegitimacy of Carol and Noel. Along in the third act one may feel that the author's inwontedness is giving out a little. Maud's malprobioms are piled on pretty thick, and the contents of the bag are the fun wears thin. But 'Stork' is a nitely one of the better summer theatre offerings. Nell McFee Skinner directed and Stanley Wood was responsible for the attractive stage set. Paul.

**REPRINTED**

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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