32nd ANNIVERSARY NUMBER

Published Weekly at 154 West 46th Street, New York, N. Y., by Variety, Inc. Annual subscription, \$6. Single copies, 15 cents.

Entered second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March 3, 1879.

OPYRIGHT, 1938, BY VARIETTY, INC. ALL RIGHTS RESERVED.

VOL. 129. NO. 4

NEW YORK, WEDNESDAY, JANUARY 5, 1938

t actors and a formed by es, in the

ith outstandin Lux Radio Ti cess. Tod stands for est in dramatic h one of the l entertainn of all es-nu dar list

All of this has been possible only generous and whole ecause of the n-picture ss other with the

that we say "Than stud tial list c ach who ne of LUX RADI TREn an

the many loed hind the

> COLUMBIA PICTURES CORP.
> GAUMONT BRITISH INC

FILMS MAYER RAMO O RA CTURES ROAC IOS, IN

WALTE FRS

GRACIE ALLEN GRACIE ALLEN
JUDITH ANDERSON
RICHARD ARLEN
ROBERT ARMSTRONG
EDWARD ARNOLD
JEÁN ARTHUR
MARY ASTOR
LIONEL ATWILL
LEW AYRES
EAV BAINTER FAY BAINTER TALLULAH BANKHEAD THEDA BARA MONA BARRIE

ETHEL BARRYMORE LIONEL BARRYMORE RICHARD BARTHELMESS FREDDIE BARTHOLOMEW JOHN BEAL

WALLACE BEERY
JOAN BENNETT
JACK BENNY
CHARLES BICKFORD JOAN BLONDELL MARY BOLAND JOH

BRE BUR E BU

ADELEINE CARROL HELEN CHANDLER RUTH CHATTERTON MADY CHRISTIANS EDUARDO CIANNELLI INA CLAIRE CLAUDETTE COLBERT CONSTANCE COLLIER WALTER CONNOLLY EY PYLEY COOPER

CORTEZ DWARD COWL WFORD CRISP CUMMINGS

VIS MARLENE DIET WALT DISN MELVYN DOUG

DUNNE EILERS ELDRIDGE EVANS RBANKS,

FARMER

10 R/ FOX

MHO RIG

GRACE GEORGI DR. A. H. GIA LILLIAN GI JAMES GLEASON MINNA GOMBELL C. HENRY GORDON RUTH GORDON VERA GORDON

SHEILAH GRAHAM CARY GRANT SID GRAUMAN NAN GREY D. W. GRIFFITH

SARA HADEN

PORTER HALL

ANN HARDING

HOLT LDEN LOWAY IF GLOR MIRIA PKINS ARD LESIL SIDNE 郭 CAR WALT

> WILLIAM KOENIG OTTO KRUGER PETER B. KYNE ELISSA LANDI JUNE LANG JESSE LASKY EVA LEGALLIENNE FRITZ LEIBER RUFUS LEMAIRE

MERVYN LEROY ERIC LINDEN ERIC LINDEN
MARY LIVINGSTON
GENE LOCKHART
KATHLEEN LOCKHART
PETER LOCKE
ANITA LOUISE
EDMUND LOWE
MYRNA LOY
EDNEY LIBITED

ERNST LUBITSCH JEANETTE MACDONALD HELEN MACK FRED MACMURRAY

HERBERT MARSHALL ELSA MAXWELL JOEL McCREA DONALD MEEK

INI ONR VIVEN

JACK OAKIE MERLE OBERON PAT O'BRIEN UNA O'CONNOR BARBARA O'NEIL ORRY-KELLY MAUREEN O'SULLIVAN CECILIA PARKER

RUSSELL PATTERSON WALTER PIDGEON ZASU PITTS LILY PONS DICK POWELL WILLIAM POWELL IRENE PURCELL MELVIN PURVIS GEORGE RAFT GEORGE RAFT
CLAUDE RAINS
MARJORIE RAMBEAU
BASIL RATHBONE
GENE RAYMOND
MAX REINHARDT
ROBERT RIPLEY
ROBERT RIPLEY
ROBERT RISKIN ROBERT RISKIN
HAL ROACH
BEVERLY ROBERTS
MR. & MRS. E, G; ROBINSON
MAY ROBSON
GINGER ROGERS
MRS. JAMES ROOSEVELT
ROYER
CHAPLES BUGGLES

CHARLES RUGGLES
MELVILLE RUICK
MR. AND MRS. BABE RUTH
GEORGE SANDERS
ANNE SHIRLEY
SYLVIA SIDNEY SIDNEY SKOLSKY ANN SOTHERN LIONEL STANDER

BARBARA STANWYCK FRANCES STARR JIMMY STARR ANNA STEN HENRY STEPHENSON JAMES STEWART

MARGARET SULLAVAN NAN SUNDERLAND GLORIA SWANSON AKIM TAMIROFF ROBERT TAYLOR CONWAY TEARLE VERREE TEASDALE LAWRENCE TIBBETT

FRANCHOT TONE REES

CILE WATS

WARREN WILLIAM WALTER WINCHELL CHARLES WINNINGER FAY WRAY JANE WYATT
CLARA KIMBALL YOUNG
LORETTA YOUNG
ROLAND YOUNG

HOLLYWOOD SOULEVARD, HOLLYWOOD, CALIFORNIA

DIRECTED BY CECIL B. DEMILLE . LOUIS SILVERS, Musical Director MONDAYS, 9 P.M. NEW YORK TIME, WABC-AND COAST-TO-COAST COLUMBIA NETWORK



Radio time alone is worthless. Its value is determined by the use made of it. Transamerican was founded on the conviction that the program is the most vital element in broadcasting.

The soundness of this conviction is evidenced by sales totalling five millions of dollars.

TRANSAMERICAN BROADCASTING AND TELEVISION CORP.

JOHN L. CLARK, President

NEW YORK 521 Fifth Avenue Mulicay Hill 6-2370 CHICAGO
333 North Michigan Avenue
STAte 0366

HOLLYWOOD 5833 Fernwood Avenue HOllywood 5315

Vol. 129 No. 4

NEW YORK, WEDNESDAY, JANUARY 5, 1938

204 PAGES

'ARS OF 1937

WORLD'S MARKET STAR APPRAISAL

Around - the - World Survey Indicates Inclination to Spectacles and Musicals-Also Trend for Own Local Favorites

NATIONALISTIC ANGLES

Greatest box office names aroun the world (excluding the United States) in 1937, in order of money draw were:

- 1. Gary Cooper.
- 2. Greta Garbo. 3. Clark Gable.
- 4. Shirley Temple.
- 5. William Powell-Myrna Loy.
- 6. Fred Astaire-Ginger Rogers. 7. Robert Taylor.
- 8. Marlene Dietrich 9. Paul Muni.
- 10. Jeanette MacDonald.

VANIST'S correspondents all over the globe were assigned to locally survey their respective countries, in order to rate the '10 best' in their territories. Against these opinions were checked the reports from for-ign sales departments of the major film distributors.

Allm distributors.

The relative standing above was derived from proportioning local popularity against the business done the various parts of the world, and in ratio to the income of the respective companies outside of the U. S. Thus, a star or team combination might be tops for one company in one particular locality, but the bisiness done in that country would be a negligible portion of the foreign total, as compared with other countries.

eign total, as compared with other countries.

To further round out this survey—and of general interest to the trade, the stars, et all—some of the more salient comment contributed by Yantery's correspondents in certain key, sectors is published, in detail. Only where the situations have undergone some new trend, chiefly due to political aspects, is this information appended.

List noteworthy in that only four new names are added, and for the persistent strength of, Gary Cooper, Greta Garbo and Clark Gable. Cooper, who was in runner-up spot last year, goes to the top because of the consistent popularity of Mr. Deeds, Bengal Lancer' and The Plainsman, with 'Souls at Sea' in smaller degree, because just hitting forcign marts. Seems little doubt but that 'Lancer' and 'The Plainsman,' both Cecil B. DeMille productions, really put him over the top, not only because spectacular productions generally click in the foreign field, but also because the Lowing of the consistent of the consistent of the consistent of the production generally click in the foreign field, but also because the Lowing of the consistent of the co

(Continued on page 27)

5 Top Money Directors

Robert Z. Leonard Sidney Lanfield Henry Koster George Cukor William Wellman

GN TOP EXECS OFF OWN PAY

Top executives in Grand National are reported to have gone off salary temporarily until the company can liquidate some of its obligations, move in this direction having been started with the discharge last week of around 60 persons the home office and the exchanges, mostly lesser help.

lesser help.

The money saved by shearing on personnel, plus subsequent decision of executives to remove themselves from the payroll for a few weeks or as long as may be necessary, it is hoped will enable the company to weather the current difficulties. Within two months it is figured collections on new releases will reach the point where accruing obligations can be taken care of and a fresh start made.

Executives mentioned as going off

Executives mentioned as going off Executives mentioned as going oir salary include Eddie Alperson, president; Ed Peskay, general sales manager, and Ed Finney, publicity director and westerns producer. Various lesser exces were not asked to forfeit payment of salary at this time, though in some cases that may follow.

MEXICAN LOTTERY TO GET RADIO BUILD-UP

Mexico's National Lottery, one of the country's chief industries it runs three big drawings thrice weekly, round the year, is to go after biz on a bigger scale in 1938

and to more radio publicity.
Lottery is to send representatives to the U.S.A. early January to buy equipment for a large and powerful, ether station here. Understood the investment in equipment and station is to be about \$250,000;

Propaganda Santa

Propaganda Santa

Holiday greeting cards the year have been notable for the number that overlooked seasonal compliments altogether or subordinated mere sentiment to expound favorite solutions for the world's conomic maladics. Leftists were numerously represented in the mails with arm. hammer and sickle. Nary a hint of Santa Claus or the diapered infant that usually represents New Year.

On the other extreme the business men rushed into print. One corporation prez, whose acquaintance overlaps show big had a document of formidable size greesome with skeletons of New Deal measures and showing a Blue wagle on a crutch.

Radio Columns Outrun Pix in Public Interest

Latest check on newspaper read-ership made by George Gallup, director of research for Young & Rubicam, reveals that the interest in radio columns is running ahead of the perusual of the scribblings of the perusual or the seriousling of Hollywood gossipers. The per-centage of interest the latter hasn't dropped off, but the sub-stantial growth of regular reader-ship in radio chatter and features during the past three years has tended to make film chatterers the

tended to make film chatterers the less important concern.

Gallup has maintained this checkup on readership for over six years,
with the personal interviewers basing their inquiries on publications
which the interviewee says he or
she has read. The latest poll shows
an appreciable gain of reader interest in radio columns as daily and
weekly features as compared solely
to the year before. to the year before.

Newsreels Concerned About New U.S.A.-U.S.N. Anti-Cameraing Order

Newsreel editors are studying nev Navy regulations to comprehend scope of latest orders issued to pre vent photographing of U. S. Navy property, fortifications, operation New rules laid down because of reported activity of military spies in America. Editors are interested vitally because they want no hin-drances that will prevent the flow of legitimate news. They are as dili-gent in editing and coverage in most instances as might be outlined by military rules but they realize the threat of too rigid regulations overlapping and halting treatment of real

news.

All the newsreel boys want is full authority to be permitted to photograph they have past when the permitted to photograph they have past when the permitted that they are covering a story operated freely. Rule against using cameras on ferry boats, some of which ply underneath many giant bridges crossing the Hudson and East rivers, nearly resulted in legit photographers of newsreels being barred until identity was established. Extension of rigid Army and Navy rules to cover up mishaps also would be resisted.

rules to cover up mishaps also would be resisted.

Newsreel editors cite the instance of Akron take-off when two ground erew men fell to their death from ropes. Photographing this scene revealed military secret and was regarded as news when properly edited to suit audience taste.

Deadline Jan. 1

This edition went to press

This carbon and the holiday's mechanical prob-lems and the size of this is-sue, omits certain standard de-partinents, this week.

'37's Top Pix Grossers

'Maytime' (Metro)
'The Good Earth' (Metro)
'Waikiki Wedding' (Par)
'Saratoga' (Metro)
'Lost Horizon' (Col) Lost Horizon (Coi)
Prisoner of Zenda (S-I)
'After the Thin Man' (Metro)
'The Plainsman' (Par)
'One in a Million' (20th)
'A Star Is Born' (UA)

SELZNICK AND **METRO ALL SET**

David O. Selznick was expected to formally sign his deal with Metro on return from Lake Arrowhead Jan. 3, to produce 18 pictures in 30 months

months.

D. P. O'Shea, his studio legal head, working out contract details with M-G legalites, Selznick is cleaning up his own studio details and washing up 'Tom Sawyer,' his next-to-last picture current United Artists complete and price to carting for commitment, prior to starting for Mctro.

PAR-MAE WEST MOST LIKELY ALL WASHED UP

Reported Paramount will not re-new with Mae West, following her-latest. Every Day's Holiday, which was produced by Emanuel B. Cohen (Major) for Par release. This likelihood is in spite of opi ion that her latest picture is superior to her-prior effort, 'Klondike Annie'. Currently the Par, N. Y., is ning traiter on 'Holiday' and studying audience reaction to it, which generally favorable with considerable applause for Miss West noted, but also some hisses. Reported Paramount will not re-

Okla. Ministers Puff Pix, Pan 'Em for Drinking

Oklahoma City, Jan. 1.
The motion picture industry gol a slap and caress a letter sent will lays over the signatures of 19 members of the local ministerial allianc. Inst week,
Opus congratulated industry for

Opus, congratulated, andustry for the new level of moral responsibil-ity it had acquired and for efforts out forth to elevate motion pictures to a higher moral, tone. The stlap, was at drinking scenes pictures which, the letter opines, is setting a picture of a false life' before the American audience.

Roxy's Estate

Estate of the late Samuel (Roxy) Rothofel totals a net of \$215,000, out of a gross of \$206,423. Shown by a tax appruisal on Dec. 31. Estate was willed in tota to his widow. Original, estimate at the time of Roxy death was that he left not more than \$5,000. Figuré his, estate really reaches includes \$215,560 in insurance, plus a listed substantial asset in sundry stocks.

U.S. EVALUATIONS OF B.O. PICTURES

'Maytime' Top Pic, Shirley Temple's Four-a-Year Top Grosser (\$10,000,000), and Robert Z. Leonard Heads Directors

THOSE A'S AND B'S

Hollywood, Jan. 1.

Shirley Temple again led the world-wide box office parade for 1937. It's those four pics a year that brought a total of \$10,000,000 on the year which gives her the edge over any individual star in the cine-

over any individual star in the cine-ma, according to local findings.

The year brought forth a number of new marquee decorators who proved very potent at the box office and give indications of being close to it not in the top bracket of world-wide money-getters for picture com-panies in 1933.

On the 20th Century-Fox roster

panies in 1938.

On the 20th Century-Fox roster the new star blood showed more to advantage than with any other of the major companies. Corking showing was made for this company by Sonja Heinle, Tyrone Power, Ritz Bros, Alice Faye and Jane Withers.

Universal brought forth a new potentiality in Deanna Durbi with Metro having its flash of the year in Robert Taylor. Paramount found a corking magnet in the Bob Burns and Martha Raye combo, and Warners brought to the fore Errol Flynn. Dave Selznick brought back Janet Gaynor, while RKO continues to rely on the Astaire-Rogers team. Columbia, which has never been strong in the star development ranks, had no new entries for audience and exhibitions. honors.

'Maytime' Tops

Ton world-wide gross honors went to 'Maytime,' a Metro product, with Jeanette MacDonald and Nelson Eddy as cast toppers, Same company Eddy as east toppers. Same company rarnered heavy coin, also, with Good Earth, which, besides its regular-release in this country, had okay returns on pre-release roadshowing and made a cyrking showing in the renewal foreign market. Waiklit Wedding, Paramount opus, starri Bing Crosby, on full release coverage, shaded out 'Saratoga' for the third spat. Latter pie, which was the final Jean Harlow opus, with Clark Gable, had the edge on the domestic late; but on the foreign country the Paramount pic nosed it out.

country the Paramount pic noses it out.

Then came Columbia's Lost Horizon which had roadshow start it this country, which, in spots, may not have been too auspicious, but the

not have been too auspicjous, but the general release and foreign sales brought it right into the fore among the top coin getters of the year.

David O. Selznick's United Arlists release. 'Prisoner of Zenda,' shows next, as this one will go way beyond the \$3,000,000 mark on world take, having Ronald Colman, who also hopped east of 'Horizon.' Metro's 'After the Thin Man,' which proved.

(Continued on page 12)

See Aylesworth Back in RKO, Rathyun as Board Chairman, Berman in Full Charge of Studio

Hollywood, Jan. 1. Peter Rathvun, Atlas official, once mentioned for the presidency of RKO, appears to be first in line for the chairmanship of the company is considered among the ablest vounger men in Wall Street. That's younger men in Wall Street. That's according to intimations coming by way of this week's proposed discussion here between Floyd Odlum Atlas chieftain, the Irving Trust Co. and Leo Spitz, president. Rathyun has been handling RKO's reorganization on the banker end. He is strictly Wall Street lad, with no show biz operating experience, and now in the stock brokerage business:

now in the stock brokerage business. Pandro S. Berman seems to be the likely new over-all. studio boss, There also seems to be a possibility that M. H. Aylesworth may return to RKO in some capacity. He may be named to the company board.

Aylesworth, prominent figure in the amusement world for more than a decade, during which he headed both NBC and RKO, now is a member of the management board of Scripps-Howard, newspaper chain, the resigned from RKO around a year ago to join the Scripps-Howard group.

group.

The Irving Trust Co., trustee of RKO, of which bank Aylesworth has been a director, is understood to be anxious for him to return to the film company. Additionally, RCA is among his sponsors, and Aylesworth is an old friend of Floyd Odlum's and Peter Rathvun, Atlas officials. Aylesworth is being backed additionally by Pando Berman. ally by Pandro Berman.

Therefore, it will not be surpris-ing should Aylesworth again be-found associated with RKO.

But, of course, with conferences still continuing here and many an-gles still to be determined regarding the future management setup of RKO, none of this can be taken for granted. Whether or not the bank-ers have additional angles remains to be seen.

nowever, what makes the above possibilities somewhat more than merely promising is the fact that one of the trustee's chief of staff in RKO.

A. W. McCausland, is expected to wind up with a berth in RKO.

Although presuming to dictate the kind of overall management setup of RKO, the trustee (Irving Trust) is foreing responsibility for making thes selections, sponsored by the bank, upon Odlum, personally.

Odlum's principal purpose in being here at the present seems to be to get the RKO setup smoothed and working in order to hasten the firm's ing in order to hasten the firms emergence from its 77b situation. And in the current confabs the future setup of the company may be definitely determined, providing the trustee and Odlum can agree.

Indications are that this manage-



ment formula as mentioned is the bank's last word. That offers something for Odlum to think about. Both RCA and the Irving Trust, who have been working closely in the situation, through counsel, have been wielding most influential negative say-so in RKO. Consequently, a political situation in the management of considerable consequence. agement of considerable conseq has been permitted to develop which the bankers could not check because they were not in control of the com-

has been permitted to develop which bankers could not check because they were not in control of the company.

There is that Meehan situation in Keith-Albee-Orpheum, too. The theatres have much cash which the parent company cannot touch until that is cleared.

The theatre end is understood to have around \$4,000,000, cash.

Just what the Meehan end may think of that Aylesworth angle is another thing. The two were not so clubby during. Aylesworth's supervision of RKO.

In the meanitime no successor to RKO's theatres has been named. The company of the company

theatres, although he does not operate the chain. Blumberg was the operator.

The Allas-Lehman people and RCA, in the meantime, also have reached an accord whereby the present option held by Atlas-Lehman to purchase the remainder of RCA's holdings in RKO, for \$5.00,000, is extended until Dec. 31, 1938.

Under the new accord Atlas-Lehman agree to lift one-twelfth of the RCA company's holdings in RKO for \$500,000 cash during this month; and another portion of RCA's holdings in RKO for an additional \$500,000 on before June 30, this year. In sideration of lifting the second amount, the option now held will run until Dec. 31, this year. The original option expired Dec. 31.

RKO probably will show around \$2,500,000-82,600.00 on the year, according to unofficial estimate. Estimate is that the three-quarters consolidated net is \$1,800,000 to \$1,900,000.

Jackie Cooper's Personals

Jackie Cooper, now with Mono-gram, arrived in New York for New Year's and a month of personal ap-pearances. He opened Saturday (1) at the Shubert, Newark, his initial

Cooper recently completed 'Boy of the Streets' for Mono.

SAILINGS

Jan. 19 (London to New York) Four Franks, Mr. and Mrs. Frank (Aquitania).

Jan. 5 (New York to Hamburg)

Jan. 5. (New York to Hamburg) Erna Lack (Bremen). Jan. 5. (London to New York) Clif-ford C. Fischer (lie de France). Dec. 31 (New York to Rio de Ja-neiro) Melissa Mason (Pan Amer-

Dec. 31 (New York to Bermuda)

W. Earle Andrews (Hamburg).
Dec. 17 (Capetown to London)
Bebe Daniels, Ben Lyon (Sterling

L. A. to N. Y

Mcl Aaronson. Richard Day. S. Charles Einfeld. Fred Keating,
Dan Michalone,
Joseph M. Schenck,
Darry'l Zanuck,

N. Y. to L. A.

May Robs



JIMMY McHUGH

COMPOSER
COMPOSER
Current scores — RKO Radio's
Current scores — RKO Radio's
Current scores — RKO Radio's
"You're a Sweetheart," Universal's
"Merry Go Round of 1938."
Season's Greetings

PANAY NEWSREELS PROVE B.O. ON B'WAY

Battle between competitive new reels to get first films of Panay sinking into exhibitor hands, which was waged hot and heavy last Wednesdy and Thursday, had died down as the week came to a close. Metro News of Day and Fox Movietone claimed getting into theatres first on the Coast, because prints were developed in the Philippines when China Clipper landed there. This enabled these two reels to develop for Coast points as soon as Francisco, Paramount, while not claiming action views of gunboat's actual sinking, hit the country at the same time with its coverage of Panay incident and exclusives of Nanking. sinking into exhibitor hands, which

Movietone and News of Day, with Movetone and News of Day, with virtually duplicate coverage, got their pictures into Broadway houses about noon Thursday (30). Universal's short feature, which naturally consumed more time editing, printing, scripping, etc., was completed by seven o'clock Thursday night. It went into all RKO circuit theatres

Twentieth-Fox showed marked energy by securing several hundred bookings for its Movietone rewsreel of Panay incident and heralding fact of Panay incident and heralding fact via an 800-line advertisement which went into every New York daily paper. Rated most extensive smash advertising seen in Manhattan. RKO also employed advertising on its Universal short. All houses playing the pictures ballyhooed the fact with banners, and, special displays.

Newsreel theatre managers expressed satisfaction with fine coverage done for Movietone and News of

pressed satisfaction with fine cover-age done for Movietone and News of Day cameramen, Eric Mayell and Newsreel Wong. One house em-ployed about as much screen time to Paramount's stark treatment of Nanking bombardment, handled by Arthur Menken, cameraman, who missed the Panay's departure and fully landed in Nanking bastille.

Universal sought the usual admin-tration code certificate from the istration code certificate from the Hays office on its Panay sinking special feature, with Motion Picture Producers & Distributors code officials inspecting it at first showing. Thursday (30) night. U inderstood to have asked for code seal simply because the film was being released as about feature and would be treated as any other short made by company. by company.
Understood that Haysian attitude

is that all matter short is news-reel material, and as such would be approved with little or no change since MPPDOA never has attempted to change newsreel material.

Grant Vice Beahan at U

Marshall Grant supplanted Charles Beahan, as Universal's story-talent editor in the east last week. Bea-han's contract, which ran till next August, was scttled. He had been with U five years' in all, two in last stint. Beahan plans to finish a legit

play.

Grant, formerly associated with
Edward Small as story editor and
production assistant, came over from
RICO-Radio's executive unit where
he's been active in story and production.

Pix Song Plugs

Six of the first 10 numbers on last week's most-played list were picture tunes. Film songs grabbed of the first list were picture tunes. Film songs grabbed of the first seven slots, only pop number to intrude being 'Once While,' No. 3.

Of the six from pictures three are title numbers, 'You're a Sweetheart' leading. True Confession' second, and 'Bosalier fifth.

SCATTERED FILMITES

Part In New Orleans—Others In Manhattan—Premieres

Film bunch is scattered this week, part of em in New Orleans for the Buccaneer (Par) première and the E. V. Richards' daughter's wee F. V. Richards daughter's wedund, and as many doing honor to Darryl F. Zanuck who came east with Joe Schenck and a large part for the world preem of 'In Old Chicago' (20th) at the Astor, N. Y.

(20th) at the Astor, N. Y.
Starting with a cocktailery yesterday (Tuesday) at the Waldorf, for the press and film bunch, Sid Kent is hosting Zanuck and his party.
A series of production and executive conferences among Sid Kent, John D. Clark, Joe Schenck and Darryl Zanuck started from the first day the 20th-Fox studio party got in from Hollywood. They spent their New Year's eve on the Chief enroute east, departing Friday and arriving Monday morning in N. Y. Coast party plans returning to Mollywood at the end of this week.
Harry Brand, studio publicits, preceded the Zanuck-Schenck bunch

Harry Brand, studio publicist, preceded the Zanuck-Schenck bunch by several days, hieing pronto to Atlantic City for his New Year's eve celebration.

New Orleans, Jan. 1.

World preem of DeMille's The Buccaneer on Jan 7 will be at-tended by Cecil B. DeMille, Bill Pine, his associate, and three of the players in the film, Margot Grahame Akim Tamaroff and Evelyn Girl, At lanta girl who makes screen debut in film. Randolph Scott also coming for the opening. Other expected to attend. Other big pix names

Pine has been on scene several days in advance of Hollywood con-tingent making arrangements for the showing at the Saenger theatre. Preem will be carried out in Holly-wood style with broadcasting from lobby, kleig lights, etc.

Pix celebs will also be feted by city, state and other officials.

Pine slated for series of lectures in, high schools here on "Visual Education."

Film and Song of Same Title Valued for Bally

Paramount is committed to the idea of film title songs as a builder-upper for the boxoffice. Par points to the surprisingly good business done by Ebbtide and credits the theme song as a good radio advance trailer.

"True Confession" similarly viewed the forthcoming Everyday's a Holiday."

Everyday's a Holiday'.
Hollywood, for years, has felt that a good title song is better than a strong thematic, since it unmistakably welds the song to the picture title, but when it reached such silly proportions My Dynamite Man. I Love You, as in the early talker days, both films and Tin Pan Alley got away from that thought.

Time-Life's Big Realty Deal in Radio City Group

In one of biggest realty deals since 1929, Times, Inc., publishers of Life, Time and Fortune, and backers of March of Time reel, and radio program, announced last week that they would consolidate headquarter offices at 9 Rocketeller, Plaza. They will have seven top floors of building, finished last summer; and supposed to have, been christened the Pan-American building.

to have been christened the Pan-American building.
As a result of real estate lease, taking 80,000 square feet of floor space, structure will be known, as the Time and Life building in the Radio City group. Offices will not be moved until March.
March of Time screen producing unit will stay present quarters in Chrysler Bldg. N. Y. for time being.

A BROADWAYITE ON BROADWAY

By JACK OSTERMAN

Now pull yourself together Jackie this is the Anniversary Number your are writing for and you know what that means it's something like your opening day at the Palace for the first time. . remember when all your well-wishers advised you what to take before you went on to steady your nerves suggested Bromo Seltzer . . . another bicarbonate of soda . . . two or three aspirins . . until finally you became aspirits, this many you became so nervous you didn't know whether you were going to the Palace or the Medical Arts.

Medical Arts,
And remember when you found,
out you were next to closing, following Eddie Leonard, which turned
your opening matinee into a supper
show? But that swell showman,
Eddie Darling, comforted us with
the fact that it was a great honor
to be next to closing at the Palace
the first time, but we made him
promise the second time wed get
fourth spot so we could see an audience!

But to get back to your column,

Osterman's Resolutions

Never to guess from what colum-nist's column, what blonde was seen with what picture star in what cafe?
. Never to write an Eli Eli or with what picture star in what cafe?
Never to write an Eli Eli or
Bei Mir Bist Du Schoen, and sell
them each for \$30 outright.
Never to look at the Wrigley sign
again, one part reads. Steady
on Your Nerves' the gum evidently, not the sign. Never to
listen to guys who start off by aying. Just came back from the
Coast; nothing doing out there, because when they get back to the
Coast, they say there's nothing doing
on Broadway gegraphical fail-

Coast, they say there's nothing doing on Broadway. geographical failures! Never to know who is go! to play Scarlett O'Hara. we want to be with the majority Never to pal around with anybody we work for . . . when the check comes back we want it to be a surprise. and never to knowingly hurt anyone, but roof for success and the continuance of the greatest form of relaxation and diversion—a grand industry—the theatre, of which we were born!

industry—the theatre, of which we were born!

Thoughts While Thinking
We're getting a little fed up with some of this so-called journalism, to wit—James Roosevelt sat two tables saway from Elliot the other night at the 'El Morocco... James Roosevelt sat two tables saway from Elliot the other night at the 'El Morocco... James Roosevelt sover to Moss Hart who ran out of the '21' James Roosevelt over to Moss Hart who ran out of the '21'. We wonder if years ago they printed in the Washington Bugle, Abe Lincolns kid, Pat Lincoln, was seen dining and dancing at 'Ye Freedom Of The Slaves Tavern... McKinley's boy, whom his intimates call Mac, had lunch in Baltimore lunch rooms, after all this mor radio material). The Original Dixieland Jazz Band is going to play at Garfield's White House Ball... and speaking of that, we are thoroughly convinced after reading it every day for the past three weeks that Eddy Duchin has been invited to play, is going to play; it, and wants to play it; but we warred him that with the condition the Government is in now, it's 20-1 hell get under scale!

Here's To You
Happy New Year to all the muggs

hell get under scale!

Here's To You

Happy New Year to all the muggs
to Jesse Block, who backing
The Cantor's Son, when he ought
to know by now he's got five daught
to know by now he's got five daught
to know by now he's got five daught
to know by now he's stafe for keeping
a spark of that forgotten man,
Vaudeville, alive to the lights
of Broadway, neon or bulbs, the
one and only greatest street the
world, to all songwriters who
work hard to bring rhythm, music
and sunshine into thi world.

without them, where would we be?

And so, my friends (courtesy of

. And so, my friends (courtesy of F D. R.), when you meet 1938 personally, we hope it shakes hands with you with a firm grip. hugs you kisses you and blesses you

ARRIVALS

Roberts and White Elsa Merlini, Bruno Landi, Sigrid Onegin, Dimitri Mitropoulos

The Grosses

By Roy Chartier

The first eight months of last year middle west and the southwest espacially the last-mentioned. Figures would indicate that the southwest pression but suddenly, in September, when something started going sour, the puffed chests commenced to speed on the southwest that the southwest has maintained its strength the best. The Michigan territory has also been good, showing a smaller deline then others; while Pennsylvaria and the New England states gome-down, smiles to vanish. Palp had theatre operators in their happiest state since the dark days of depression but suddenly, in September when something started going sour, the puffed chests commenced to come down, smiles to vanish. Palpable danger signs were appearing on the horizon. Pictures were not doing as well as those of comparative value had done in the torrid months of the summer, a strange fact in itself, but at that time not so much concern was felt over the future as at the

was felt over the future as at the and of the year.

As the business turns into a new year, the outlook is shrouded in considerable doubt. The final quarter of 37, through October, November and December, reflected a decline in attendance and revenue which makes it difficult to know what to expect

tendance and revenue which makes it difficult to know what to expect this spring and summer. The hope is that quality of product will continue and that the recession in business at the box office will, bring no greater decline than existed as 37 went out. Grosses are not off so far as to be alarming, though one operator may have more cause for concern thananother, depending on where he is located, local conditions which prevail, oppositional factors and other elements. Thus the business may be off as much as 20% in a situation in the southwest, where conditions are poor but not off as much as 5% in some other; territory. One fellow may be more fortunate than another, but if a circuit is in both localities spread over many states the average of profit would be brought down by the towns or operations that are

towns or operations that are

hard hit.

Considering that pictures must be good to do any business in the first place; that many elements against the box office figure, such as unscasonable: weather, floods; hot spells, etc.; combined with opposition from the air, sports and other fields; it is merchalled that the orea canable do. remarkable that the gross graphs do not show a sharper decline. First Real Upswing

The first real upswing in grosses nationally began to come in the summer of 1958 after the soldiers bonus was paid. From July of that year through to last Jan. I the advance was steady and graitfying, the spurt in attendance at theatres the

vance was steady and gralifying, the spurt in attendance at theatres the second half of 1936 making it appear that recovery head actually arrived. Seemingly it had, with dividends and bonuses being voted, salary cuts returned, and Christmas shopping heaviest since Wall street went into reverse in '29.

From Jan. 1 on through the summer, business stepped ahead with leaps and bounds, this period being considerably higher than for the same months in '36. In August operators, began sensing the danger eight had been and winter. Attendance fell off somewhat August, but dollar returns for the month held to the level established for the prior August ('36), admission increases this 'past year having offset he drop in attendance that was noted.

September brought a slight descent in the dollar revenue for theatres. Attendance that month, based on estimates which are impossible to arrive at accurately, but would average close, fell around 6-7%, while dollar ravorue slipped around 4-5%. For October and November attendance was reported off around 8%, gross receipts from 5-6%. But for strategically-located theatres, the avoid decline would be much more than this for some of the bigger chains which might show drops of as high as 15-20% in some sections of the country. The same may be found true of many independents who, for one reason of another, are unable to keep their declines in September brought a slight descent

unable to keep their declines in check as easily as the large chains

10% Drop

10% Drop

Based on the slide taken during the fall months, the last quarter of the year through December might slow a drop of 10% or more as compared with October, November and December last year.

Operators point out that if business reaches the level this spring where it will be off 10% in dollar revenue, this will affect the net operating results two or three times as much. That could mean 25-33% rss operating profit than for the nume period lest, year when increases 1800ss were being shown.

Ross were being shown.

Territories suffering the heaviest sive Angust (nelude Minnesota and he northwest, the Chicago zone, the

are characterized as pretty good. The for west is claimed to be just fair, this also being true of the middle southern states.

southern states.

The Jewish holidays failing with Labor Day in '37, business was unusually strong that week. In New York 11 downtown Broadway houses showed a total gross of \$40,000, believed to be a record for all time. Thanksgiving was also a good holiday for theatres nationally, but the American Legion convention in New York this fall was a severe b.d. disappointment in other cities in prior years. pointment prior years.

Can't Blame It on Pix

Can't Blame II on Pix

The slump in attendance during the past four months can be blamed on anything but poor pictures, an unusually high quality of product having prevailed through the whole year. Because of grosses being shown by the theatres from Jan. I last through the summer, the producer-distributors were encouraged to spend more money in maintaining a flow of quality product but with the recession that came in the fall, it became necessary to start economizing. Even though distributors did not get the rental increases they thought film deserved for the 1937-38 season, production plans during the late spring and summer, had been geared in line with expections that the level of gross receipts in the fall, would be considerably higher than over the summer. When higher than over the summer. When the antithesis became the case, order to cut grew into an economic necessity.

necessity.

Although it is maintained by operators that manufacturing curtailment, plant shutdowns or strikes are not usually reflected picture grosses until 30 to 60 days later. Last fall the drop came concurrently with industrial recession, Wall Street reverses and general unrest. It has always been the history of depressions that the film theatre is the last to be affected, 1930 having been one of the best of years at the bo.

Sports and Radio's Opposition.

Invokad so eyports, with horse ing, football, etc., getting greater support during the past year than ever before, coupled with opposition from the radio with its powerhouse programs; and from other factors, are all thought to be contributing to the light theatres have to put up to hold their own.

Not only have the big hit pictures of the fall failed to do as well-as film of comparable value in the same theatres last July but it has been noted that where the pictures Although igh it is maintained by oper-

as film of comparable value in the same theatres last July but it has been noted that where the pictures aren't good a much lower averagainst normal expectations is being shown. This may substantiate the theory in some operating circles that the public is shopping more discriminately for film entertainent. There have been so many 4-1 pictures since last Jan. I that it may be film fans started getting fed up on pictures and are varying their may be film fans started getting fed up on pictures and are varying their amusement to include other things, even if its an 'occasional night of bridge for a change. While over the summer attendance at baseball, horse racing and other outdoor sports shot away up all over the country, not the least of these being night baseball in the West and South, this past fall football gathered in more followers of the pigskin sport. Professional football also gained a much stronger footbold '37.

Killing Each Other

Killing Each Other

Killing Each Other

Those possibly suffering from a surfeit of pictures might note that during the past year there have been many weeks, when several outstanding pictures would be pitted against one another in various situations. Not only is it reasonable to suppose that the average fan may be unable to catch all of these pictures on their runs but since a strong selection of hit product was available on the current counters, there theoretically would be less reason to concern the B's. Thus the latter might suffer noticeably while three or hour big films fought to get all the business itable. Then the big films made at high cost, might end up breaking even for their distributor, which often carries the expensive babies, ends up less capable of doing that job.

The picture industry cannot con-

Hey, Fellers

Hollywood, Jan. 1. Hollywood, Jan. 1.

Jon Whitcomb, mag illustraor, went native big way
then he gave out with the when he gave out with the slatement that New York mod-els aren't what they used to be and that the real beauts abound Hollywood.

FILM HOLDINGS **CHANGE HANDS**

Washington, Jan. 1. Two of the three Warner Bros. unloaded good-sized slugs of their company's securities during Novem ber, according to report last week from the Securities & Exchange Commission., Insiders' dealings in paper of four other film companies also were revealed.

Four batches of WB common, aggregating 2,300 shares, were peddled by Major Albert Warner, while Jack L. Warner disposed of 80,000 of his convertible debentures. Albert still has 61,648 common tickets, and 1,794,000 debentures, besides 10,618 share's of preferred registered in his own name and 4,500 held by one of the family holding companies. Jack retains 1,208,000 adebentures, 88,060 common, and 4,500 preferred. Another WB insider who shifted con-

common, ann a, 200, preterred. Another WB insider who shitde conclents of his strong box is Joseph H. Hazen, who gave away 500 common. wip out his interest.

Three persons active in Grand National affairs noted changes in holdings of paper of that company. Edward L. Alperson acquired 2,550 common ducats as compensation, boosting his total to 38,498, and 71m-othy. F. Murphy picked up 250 by the same route. Simultaneously Kirk W. Todd, a director, peddled 2,000 shares, hanging on to 3,090. Sale of 200 common warrants issued by Educational was reported by Bruno Meyers, while Jack Cohn told the S.E.C. he had sliced his Columbia portfolio of voting trust certificates in 11 transactions aggregating 5,100. Cohn. who owns 529 shares of common, keeps 32,607. i.c.'s.

Two Loew's officers needled same

t.c.'s.
Two Loew's officers peddled some of their stock. Arthur M. Loew cut his stake to 195 common by selling 100. shares, white J. Robert Rubin sloughed off 350 shares of preferred registered to the credit of. his holding company, and got rid of 800 common listed in his own hame, keeping 16,155 of the latter.

More small buys of Loew's Boston Theatres' stock by the parent com-pany were unveiled. Four purchases netted 58 common shares, swelling the total to 97,818.

Overdue statement showed Ralph E. Morton, officer of General The-atres Equipment has none of this firm's debentures.

GARBO SEES PRESS

But Tells Copenhagen Nothing-Bound for Her Castle

Copenhagen, Dec. 22.

Copenhagen, Dec. 22.
Garbo was a dud for interviewers during her stop here this week. Question-and-answer boys couldn't get anything out of her, athough as usual, she readily granted them an audience. No particular fuss was made by the public at her arival; nothing to compare with the uproar occasioned by Robert Taylor's recent visit.

Star was on her way to Gnestavillage near Stockholm, and will, stay for about six months at the old castle. Harbygand, purchased

village near Stockholm, and will, stay for about six months at the old castle. Harbygaard, purchased for her last summer by her brother Looking tired, Carbo said she had been ill during the crossing. She still had the flowers given her, by Leopold Stokowski in New Yorkseveral dozen gardenius and red roses. Asked if she considered marriage a hindronic to a career, he replied it depends on whom one matric.

and other annoying things which baset the box office but it might control or more effectively meet such matters as negative costs, radio, sports, and possibly those inevitable, ubiquitous double bills.

AND SO PASSES 1937

PICTURES

It started like a whirlwind and slowed down to a walk. Show businessisn't sorry that 1938 has dawned.

The tag end of 1937 kept surprisingly consistent pace with the boxofice. That's a paradox, because the bo. is usually the last to feel the ill effects of industrial and economic woes.

But, actually, it's not been so tough. The '37 boxoffic' was warm, or hot, for 75% of the stretch. It tapered off sharply after September, which made the reaction scom more marked.

Inevitable that pictures and radio should grow closer together. That, in between, the b.o. may suffer is still one of the industry's moot questions.

The long expected comeback of the road came to pass, so much so that many a show fared better en tour than on Broadway

Vaudeville also did something of comeback, only now it's called filmsteals. When, it isn't that, it's via the air. Vaude remains, per se, a spectic of its former self.

On the trade and executive side, 1997 witnessed extraordinary changes in film personnel and manpower: That, too seemed to come in concentrated form towards the end of the year.

Thus, 1937 was by means dull

1938 should be a stabilizing annunt. Or it is hoped.

Washington Admits Anti-Trust Laws May Be Generally Stiffened But No Special Crackdown on Pix

Washington, Jan. 1. General stiffening of anti-trust laws but no special crackdown on the motion picture industry was in prospect this week as the Roosevell Administration laid plans to tighten control over business monopolies.

Reassurances for worried film leaders came from several Justice Department sources last week in the wake of demands for an aggressive Government crusade to curb monop olies and intensify regulation of big business. Predictions that major film of the chief concerns will be targets of the Federal authorities were flatly denied.

Following fears aroused by a radio

2-Reel Newsreel **Favored If Only** 1 Edition Per Wk.

Proposal for two-reel newsreel advanced recently by Paramount News spokesman, is being looked on favorably by other reel executives but only if it is made a once-perweek affair. This is the policy pursued by newsreels France with some degree of success. Newsmen figure this would save on makeup cost, shipping and all down the line, without trimming the actual footage as now used. It would mean the same covering of stories but permit one release and makeup day weekly.

Talk of two-reel newsreels again brought up discussions over co-nomic results that might be obtained through combining resources, man-power, and accounts of two currently losing reels. No particular two were-named although it generally known the trade that only two newsreels currently operate-larly in the black. One estimate that combination of almost any two, now, in the red, would enable the two to show profit of \$4,000 to brought up discussions over cco-

two to show profit of \$4,000 to \$5,000 weekly.

ASTAIRE BACK TO COAST

Aiken, S. C., Jan. 1. Fred Astaire route back to the Coast to start his next RKO

filmusical. With Mrs. Astaire, he has been vacationing here for several weeks.

address Sunday (28) by Assistant Attorney General Robert H. Jackson, reliable sources refuted whispers that certain huge lines of business, among them pictures, will be singled out as horrible examples of monopolistic conspiracies which are gouging the public. Meanwhile, passage of a Federal corporation law, guiring every concern engaging in interstate commerce to obtain Government license, looked increasingly probable this winter.

The picture business, which free-

ingly probable this winter.

The picture business, which frequently has been assailed in Congress on grounds of anti-trust law violation, is not receiving any more attention than any other major industries. more attention than any other major industry, a close associate of Attorney General Cummings declared, nor are present investigations of complaints against firms the biz any more vigorous or sinister than at any time in the past. If anything, Federal agents are less actively probing the conduct of the industry now than they have been for some time.

Still on FWC Probe

While inquiry is still going on into conditions on the West Coast—where conditions on the West Coast—where agents this summer and fall interviewed scores of persons about alleged disregard for the Fox-West Coast consent decree—and in a few other spots, the anti-trust division is not getting set for any wholesale court action involving film companies. A reliable authority elaborated that prosecutions are sight sight.

sight.

Supreme Court review of the recent Texas decision on admissicontrol and restrictions against
double-featuring is in the offing, but
otherwise there is no litigation between the picture business and the
Government in sight. Under special
expediting procedure, losing majors
will fry to carry the adverse Dallas
verdict to the highest tribunal with
the Justice Department resisting petition for certionari.

Bulk of the beers against film in-

Bulk of the beers against film industry filed with the D. J. come outof block-booking practice. Exhibs in
all sections seek relief via the antitrust laws, with the government
hesitant about going forward with
such complaints in view of past history and difficulty of supplying convincing proof hat conspiracy
ists. Whenever such squawks come
in, usual practice is to ask the affected distributors how come and to
grant time for yoluntary adjustment

grant time for voluntary adjustment which will satisfy the alleged vic-

tims.

Attitude of the Justice Department was reflected in the annual report of the Attorney General for the fiscal year which ended last June 30, Cummings explained that lack of coin and shortage of manpower makes it 1mp · ss ible to follow through with every bleat and that only those which seem to indicale most vicious practices are given serious consideration.

10 BEST FILMS OF ALL TIME

By John C. Flinn

outstanding biggest films. For stance, there's Birth of a Nation and 'Ben Hur' and 'The Covered

And the invariably reply.

And the invariably reply.

You mean films like. The Big Parade. The Ten Commandments and Way. Down East. Well that ought to be easy. Of course, you ought to include The Jazz Singer, because it was the first use of sound in a feature. And by the way, Chaplin's Woman of Paris' was a really great film, and, so were 'Beau Geste' and 'All Quiet on the Western Front,' Cavalcade' and 'The Kid.' Did I mention The Four Horsemen and 'House of Rothschild?' Let me see. Don't omit 'The Mirade Man,' The Sea Hawk' and 'Tolable David.''
Sometimes the reply was like this:

The Sea Hawk' and Tolable David.

Sometimes the reply was like this;

'Of course, when you talk about great pictures, then you talk about great pictures, then you have to decide what attributes comprise; the word 'great.' It you mean great box-office pictures, you will have to distinguish between films which have reached big grosses in this country, and yet have not done so great abroad. 'The Big Parade,' for stance, was tremendous in this country, but was too nationalistic for the foreign market. Ben Hur.' on the other hand, probably reached the greatest of all foreign grosses because its story had universal appeal, except non-Christian countries.

Then you must consider the great farwing power of some of the stars

Then you must consider the great drawing power of some of the stars in silent pictures, like Chaplin, Fair-banks and Norma Talmadge. In the foreign market their films were top, Of stars in sound films only Sonja Henie is likely to reach their figures.

What Is Greatness?

'I should say greatness means that a film possesses, in addition to unia him possesses, in addition to dis-versal appeal, a quality of cinematic merit which stimulated the art of picture making, created new enter-tainment trends or introduced new tainment trends or introduced new photographic techniques. Other films, profiting by the experiment, might have reached greater profits, but the award for true excellence should go to the pioneer. Of course, there's "Birth of a Nation," and "Ben Hu" and The Covered Wagon and so on. and 'The Covered Wagon' and so en And there's others too, such as 'Humoresque,' 'Broken Blossoms, 'The Marriage Circle,' 'Stage Door, 'Way of All Flesh,' 'Arrowsmith' and 'One Way Passage.' Can't have an list of great pictures without includ-

One Way Passage. Can't have any list of great pictures without including them.

It was evident that the symposium method of research had its drawbacks. However, a topflight writer had this to say about the 10 greatest. After you list 'Birth of a Nation,' Ben Hur' and The Covered Wagon, he began, 'then you must confine selections to films of equal great themes. A great picture is one that has something specific to say and says it terms of emotional entertainment. The theme of 'The Birth' is that no nation can survive internal strife, whether on the battlefield or in the carpet-bagging era. Ben Hur' tells the fundamental story of righteous victory over evil, and 'The Coviced Wagon' epitomizes the rewards of courage. I would include The Ten Commandments' and 'Cavilacdo' as being big theme films, also, 'Cimarron' and 'Way Down East.' But no list can omit 'Public Enemy' and 'Little Caesar,' which did more to expose criminal spiracy of politici and gangsters than all the grand juries in America. Except for the screen's power as a propaganda agent during the war, the films never rendered so great a service as during the gangster story period.

Mouthful

We ought to have an article for building a story from common the anniversary number on the 10 greatest pictures ever made, the home-office said.

For instance, there's 'Birth of a Nation' and 'Ben Hur,' 'Cayalcade' and 'The Covered Wagon'—you know the list.'

You'd think it would be easy. We started to write out list. Also to task few exhibitors, producers, the work of the started to write out list. Also to task few exhibitors, producers, the work of directors or their selections. The routine went something like this:

Been thinking about doing an agenral theme. Chaplin's Shoulder Arms' and My Man Godfrey'.

to laugh in the face of adversity is a general theme. Chapin's Shoulder Arms' and 'My Man Godfrey' amples. Chaplin made the public and the drafted men laugh at the tribulations, of military training LaCava poked ridicule at the economic setup.

There are others that must be included, he continued. The Way of All Flesh, with Emil Jannings, told the tragic demoralization of charact did The Blue Angel. In this class also are 'Dr. Jekyll and Mr. Hyde' and 'A Star is Born. Films

this class also are 'Dr. Jekyll and Mr. Hyde' and 'A Star is Born. Films also have glimpsed the after life, but not too successfully, yet 'Earth-bound' and 'Outward Bound' were significant pictures.

'Films have had 10 years of mechanized sound as a photographic adjuded, It is a sufficient period within which to derive some positive although controversial, conclusions. In my opinion the only contribution sound has made to the art has been the development of the musical picture. Pantomimic acting silenture, Pantomimic acting silentur

Paris' and The Jazz Singer.' I don't think you will have any trouble picking out the 10 greatest pictures.' These conversations took place weeks ago. Seemed best just to forget about the matter. Everyone approached started off with Birth of a Nation' and Ben Hur' and The Covered Wagon.' A hundred pictures were nominated for the seven remaining places. The subject was becoming boresome. There was no unanimity among friends in the film industry. After a while one regretted having brought up the subject in the first place.

in the first place.

An exhibitor said, "The 10 greatest pictures of all time are the next

10 I have bought to show my theatre.'
Finally, someone who seems always to have the right answers, wrote on the back of the milk bill;
The Ten Greatest
Shirth of a Nation'

Birth of a Nation'
Sen Hur'
Covered Wagon'
Big Farade'
Tour Horsemen of the Apocalypse'
Way Down East'
Ten Commandments'
The Kid'
Countries'

'Cavalvade' 'Great Ziegfeld'

GREAT WAR PICTURES

GREAT WAR PICTURES

All Quiet on the Western Front.
(Lewis Miestone, Universal, 1980.)

Battle Cry of Peace.

"Wingraph, 1950.

The Big Parade.

(King Yilor, MGM, 1955.)

The Big Parade.

(King Yilor, MGM, 1955.)

(Rex Ingram, Metro, 1952.)

(Rex Ingram, Metro, 1952.)

(May Four Years in Germany.

(WB, 1918.)

Seventh Heaven.

(Frank, Borrace, Fox, 1918.)

(Chaplin, FN, 1918.)

23'4 Hours Leave.

(Thos, Ince, Par, 1919.)

War Brides.

(Herbert Brenon, 1916.)

HISTORICAL MELODRAMAS

Birth of a Nation.

Birth of a Nation.

Conquest.

Charence Brown, Metro.

The Informer.

(John Ford. RKO, 1935.)

Tale of Two Cities.

(Setanick, Metro, 1935.)

GREAT BIOGRAPHICALS

GREAT BIOGRAPHICALS
Abraham Lincoln.
(Al Rockett. FN. 1924.)
Disraeli.
(George Arliss, UA. 1921.)
House of Rothschild
(George Arliss, 20th Cent. UA.)
The Story of Louis Pasteur
(Paul Munl. WB, 1933.)
Life of Emile Zola
(Paul Munt. WB, 1937.)

GREAT RELIGIOUS FILMS
From the Manger to the Cross.

(Sidney Orect, Kalender,
Green Pastures.
(Marc Connolly, WB, 1986.)
King of Kings.
(C. B. DeMille, Par. 1923.)

GREAT MUSICALS GREAT MUSICALS

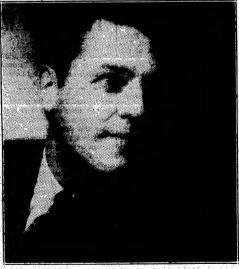
Broadway Melody.
(Harry Reaumont, Metro, 1929.)

Forty-Second Street.
(Lloyd Bacon, WB, 1983.)

The Love Parade.
(Ernst Lübitsch, Par. 1929.) The Love Parade.

(Ernst Libitech, Par, 1923)
The Smilling Lieutenant.
(Ernst Lubitech, Par, 1931)
Sunny Side Up.
Gaynor, Charles Farrell, Fox, 1929).
Top Hat.
(Astalre-Rogers, RKO, 1935.).

(Janet



MICHAEL BARTLETT

we mins never rendered so great a service as during the gangster story period.

A Mouthot

This rellow sounded pretty good, so he continued without interruption.

Escause films are entertainment and auditomatic films of single single single films of single single

Academy Winners

1928—Seventh Heaven (Frank Borzage, Fox); Way of All Flesh (Victor Fleming, Par). 1929—Broadway Melod y (Harry Beaumont, Metro). 1930—All Quiet on the Western Front (Lewis Milestone, Universal). 1931—Climarron (Wesley Ruggles, RKO). 1932—Grand Hotel (Edmund Goulding, Metro). 1933—Cayalcade (Frank Lloyd, Fox).

Fox)
1934—It Happened One Night
(Frank Capra, Col.).
1935—Mutiny on the Bounty
(Frank Lloyd, Metro).
1936—The Great Ziegfeld
(Robert Z. Leonard, Metro).

The Great Ziegfeld. GREAT PICTURES OF

(Identification by producer, star or director and year.)
Americano (Douglas Fairbanks, UA. 1917).

Beau Geste (Herbert Brenon, Par, 1926).

Blood and Sand (Fred Niblo, Par, 1922). Bugle Call (Thos. Ince. Tri., 1916). Cisco Kid (Warner Baxter, Fox. marron (Wesley Ruggles, RKO,

31). The Covered Wagon (James Cruze, ar, 1923). Cavalcade (Frank Lloyd, Fox, 1033)

1933). One Way Passage (Tay Garnett, Usy, 1934). One Way Passage (Tay Garnett, WB, 1934). To a Fugitive from a Chain Gang (Mervyn LeRoy, WB, 1932). Mutiny on the Bounty (Frank Lloyd, MGM, 1935). Nanook of the North (Robert J. Flaherty, Pathe, 1922). The Parson of Panamint (Will 1923).

Hart-Ince, 1916). The Sea Hawk (Frank Lloyd, FN, 1924).

GREAT PICTURES

Arrowsmith (Goldwyn, UA, 1933), Broken Blossoms (D. W. Griffith, UA, 1919). The Cheat (C. B. DeMille, Par, 1915).

1915).
Connecticut Yankee (Emmett Flynn, Fox, 1921).
The Dark Angel (Goldwyn, UA, 1925). 1025)

The Dark Angel (Goldwyn, UA, 1925).
David Copperheld (George Cukor, McM, 1935).
Dr. Jekyll and Mr. Hyde (John Barrymore, Par, 1920).
Earthbound (T. Hayes Goldwyn, 1920).
Flaming Youth (Colleen Mools, FN, 1923).
Fury (Fritz Lang, MGM, 1936).
The Jazz Singer (Jolson, WB, 1926).
The Kid (Chaplin, FN, 1920).
Humoresque (Frank Borzage, Cosmo., 1920).

Me nou (Chaplin, FN, 1920).

He noresque (Frank Borzage, osmo., 1920).

It Happened One Night (Frank apra, Col., 1933).

The lost Horizon (Frank Capra, Ol.) Ca

The Lost Horizon (Frank Capra, Col., 1837).

The Marriage Circle (Ernst Lubitsch, WB, 1924).

The Miracle Man (Geo, Loane Tucker, Par, 1919).

My Man Godfrey (Gregory La. Cava, Uni., 1936).

Of Human Bondage (Leslie Howard, RKO, 1934).

San Francisco (Woody, Van Dyke

RKO, 1934). San Francisco (Weody Van Dyke, MGM, 1936). The Thin Man (Powell-Loy, MGM,

The Inn. Sec. 1934).
Way of All Flesh (Emil Jannings, Par, 1927).
A Star Is Born (Selznick, UA,

1937).
One Way Passage (Tay Garnett, WB, 1934).

WAY BACK WHEN By Aaron I. Jones

(After 41 Years, in Show Business)

Chicago, Jan. 1.

When, in 1896, I bought a phonograph and a Magnoscope with four 50-ft. films for public exhibitions and a year later, at Orange, N. J., purchased more film from Thomas Edison, personally.

Edison, personally.

When Irving Thalberg answered
the phone, over 20 years ago, and
said, This is Irving Thalberg speaking, secretary to Carl Laemmle!
When he was tops he always found
time to stop over and say, 'Hello.'

time to stop over and say, 'Hello'.'
When Marcus Loew wore his high
silk hat as a fur salesman, and in
later years would hang around the
hotels to met his old pals. He had
great vision, and was a true friend.

When Louis B. Mayer ran an inde-pendent exchange in Boston, and was an A-1 salesman, and hard worker. He deserves everything he's

got.
When Sid Grauman wore knee
pants and ran a vaudeville theatre
in San Jose. He was the greatest
son a mother ever had.
When Sid Kent was salesman of
the Paramount Chicago exchange,
and I believe today the best posted

r.an in the business.

an in the business. When Adolph Zukor moved his fur When Adolph Zukor moved his furbusiness from Chicago to New York and later had theatre 14th street, where Sophie Tucker did blackface, 10 shows a day, and Al Kaufman was the theatre manager. When the Schenck brothers had a drug store, and later Joe and Nick ran Palisades Park, with Eddle Mannix as manager. The brothers pooled their money and today at the top of the two largest companies. When Abe Balaban sang illustrated songs, and later in life, received the largest attended dinner given by Chicagoans.

by Chicagoans.
When I opened White City in 1905
and had Annette Kellerman do her
first diving show, and here the firm
of Jones, Linick & Schaefer was
formed. Today my two sons are my
partners and doing a good job.
Carl Laeimiles Start
When Carl Laeimile sold clothing
in Oshkosh and came to Chicago in

When Carl Laemmle sold clothing in Oshkosh, and came to Chicago in' 1905 to count the people coming into my nickel house; and when Carl, Jr.'s name was Max.

When all picture stars, were in Chicago at the Essannay-Selig Studios, and Selig had his office on Peck Court, and when people went to a nickel theatre and thought it was slumming.

When Abe Blank started his first.

his 25th anniversary, and when Sol Lesser lived in Frisco.

When Martin Beck was advance man for Felix Blei and myself for our vaudeville troupe Milwaukee in 1598, and later became the keenest mind in vaudeville.

When Ina Claire worked for me, oing imitations of Harry Lauder, and Walter Winchell hoofed at the

doing imitations of merry actuor, and Walter Winchell, hoofed at the McVicker.

When Winnie Sheenan was secretary to the N. Y. Police Department and hung around Joe Schenck's booking office.

When Abe Erlanger was an advance agent, and Lee Shubert was still in Syraeuse, and Max Gordon was a booking agent, and Max Gordon was a booking agent, and Marc Heiman worked in a box office.

When Harry Warner ran an independent exchange, and in those days Ben Schulberg handled posters for Zukor, and Fred Allen was a juggler, and Frank Buck worked in a Schulberg hotel, and Al Lichtman was a vaudeville performer, and a Weber

Chicago hotel, and Al Lichtman was a vaudeville performer, and a Weber and Fields roadshow was tops.

When John Considine, Sr. sent John, Jr., to Oxford, and when we bought the Sullivan & Considine circuit, and found vaudeville managers that had never seen a feature picture.

Lauder's First Farewell'
When William Morris had Harry
Lauder on his first Farewell Tour.'
He knew real talent and made many
stars, and was a real gentleman and

When Sam Goldwyn-Goldfish sold

friend.

When Sam Goldwyn-Goldfish sold gloves and was and still is a prize salesman, and when Jesse Lasky had vaudeville acts, and Alex Panlages had his first theatre. Seattle, and Jake Lubin worked in Miner's theatre, and Mitchell Mark ran a penny arcade in Buffalo and later built the Strand, N. Y.

When Myron Selznick was a picture producer and Dave handled advertising for his father, and Jules Mastbaum played golf regardless of the stakes, and when Sir William Jury represented Metro London, and N. T. G. (Granny) put on a show at all Loew openings. (He was then press agent.)

When Harry Reichenbach got Si-Odo a week for really being pressagent, and Jack Lait had a stock company in Chicago, besides working for Hearst.

When William Fox knew every exhibitor, when Major Bowes opened the Cantoll when we week Box

Chicago at the Essannay-Selig Studios and Selig had his office on Peck Court, and when people went to a nickel theatre and though it was slumming.

When Abe Blank started his first melodrama, and Dave Warfield betheatre in lowa, and now celebrating

Hollywood Genius Behind The Scenes

Hollywood, Jan. 1. In 1937 picture biz scored notable advances on the technical side, least spectacular but perhaps most useful of all the aspects of Hollywood showmanship.

Color, sound, lighting, makeup, photography, raw film, all essentials to good picture-making, contributed their bit toward the evolution of production, so that the industry stands at the threshold of 1938 better equipped than ever before to forge aliead toward better pictures, more efficiently and economically manufactured.

Color started off the year stepchild and came up to the finish literally in a blaze of red-green-blue pleraity in a baze of recepter-notice glory, with several of the season's bo; smashes to its credit. Color is ushered into 1938 casier to handle, more certain of its place as a bo, stimulant; scientifically processed, and costing a lot less.

Most of the advance in color was achieved in the laboratory. Techni-color remains in the forefront of the coor remains in the foreign of the blasts going full blast in England and America and wast expansion plans in the process of development. Camera technique has moved forward especially from the viewpoint of lighting.

Makeup's Part In Advance

Makeup's Part In Advance
Another distinct forward step in
the handling of color came with the
perfecting of a new makeup especialiy designed for tiners by Max Factor's organization working in cooperation with studio makeup heads.
This lacquer was first applied with
great success in making up Walter
Wanger's 'Vogues of 1938' to lend
finer quality to flesh and face tints,
and was utilized with further refinements Selznick-International's
Nothing Sacred,' also 'The Goldwyn
Follies.'

Likelihood was seen that Techni color is going to meet with stiff competish in the race for color competish in the race for color-prenacy, with a number of other improvements coming from outside sources. Thus, Agfa claimed late in the year to have made satisfactory progress in reversing negative of its three-emulsion-color process where three-emulsion-color process where the pastels are obtained through chemical reactions in development chemical reaction of the negative.

Probability seemed good that Agfa will be able to realize its objective will be able to realize its objective of placing 35mm film on the market, within 18 months. Progress also was reported by Carroll Dunning, of Dunningcolor with a three-color process that may be made available to action producers in 1938. Industry heard that Dunning has been offered ample financing for the building of a plant large enough to place Dunning on strong competitive terms with Technicolor. Dunning figures to introduce his three-color system with carticons exclusively affirst, give it a good practical tryout and eventually toss it on the market for general production. for general production.

for general production.

Another new process, two-color
affair, is said to have been developed
by H. T. James, a veteran in the
laboratory biz and head of a syndicate formed to push his product.
Status of this venture, according to
insiders, is that it will be announced to the studios as soon as the Sccuri-ties & Exchange Commission has oked application to peddle a small amount of stock.

Speed Up Celluloid

In the realm of raw stock the same condition obtains this year as hereutore: namely, that the raw stock manufacturers have kept well shead of the parade with a multitude of improvements and refinements, chief among which may be mentioned the hits of the control of the contr introduction of super-pan emulsions to provide faster film. Also noted provide faster film. Also noted has been broader usage of infra-red negative, with this emulsion at-lowing for the making of night shots in daylight at very considerable saving due to lowing for the making of night shots in daylight at very considerable saving due to cutting out the high cost of artificial lighting. A late development of 1937, and one of the more startling ones, was the introduction by Agfa-Ansco of two ultra spectly film negatives which under less have demonstrated that they possess greater under the saving which was the saving and the saving and the saving which was the saving and the saving was the saving which was the saving w sess greater speed than any sion yet offered.

Faster of the two is a genuinely murkable development particularly

Preview Foresight

An important contribution of the year was the completion by Douglas Shearer (Metro) of a chart marked by an inked curve supplying the exact facts about. all theatres in which previous are held, their acoustics, size, loud speaker capacity, ampli-flers, reproduction range.

Thus, if Melio wants to pre view a big musical, the best place is spotted at once, and the same for all other types of pic-ture.

suited to interiors and night shots by newsreels, making it possible now to obtain good shots of scenes that were virtually impossible to get previously because of the slower speed of regulation panchromatic negatives. Montage

Process photography has not only made amazing strides but has constituted one of the most absorbing scientific studies in all the picture biz. All major studios and indies as well nowadays are using process shots to a greater extent than ever before and some of the effects achieved by this trick stuff are positively uncanny. Such work done within the studio eliminates costly location trips with entire troupes of players besides technicians and equipment, also outdoor work done under adverse or difficult conditions at the mercy of the wind, sun and

So efficient have the processing and special effects labs become that and special effects labs become that no picture is on a major lot until the completed script has been turned over to the smart boys in the labs, who select scenes or entire sequences and turn out the backgrounds on and turn out me backgrounds on process stages in miniature. To name only few examples, such spectacles as Samuel Goldwyn's. The Hurricane' and 20th-Fox's 'In Old Chicago' simply could not have been made at all without the cooperation of the unsung geniuses of special effects and truth indicators. fects and trick photography.

Trimmed for all Budgets

Trimmed for all Budgets
Condition formerly prevailed
where processing was itself so expensive that it was utilized only on
high-budget productions. Nowadays,
however, costs have been trimmed
to the point that films carrying
budgets as low as \$40.000 stand the
expense of process work.

expense of process work.

Metro's production, 'Captains Courageous,' provides a shining example of the tremendous advantages of process work and how engoments to the commence of the commence cnormously it has developed even in

chormously it has developed even in the last year.

Audiences will recall that a large proportion of the outdoor shots in this film were on the deck of a ship rolling and tossing the ocean's bosom. Nevertheless, aud ences would have been astonished to learn that practically none of this footage was actually shot at sea. On the contary, with very few exceptions, the sea shots were all made on a studio stage, with the process experts fashsea shots were all made on a studio stage, with the process experts fashioning the background and doing such an excellent job of it that the illusion was flawless. A specially constructed boat was set up on the stage and shots of such excellence that not even the most exacting could quibble. It them were obtained, with no dramatic quality of the tale sacrificed and the whole realistic to the most satisfying degree.

the most satisfying degree.
Contrast this with Metro's earlier production, Mutiny the Bounty, made two years previously. Here too, was a production of impressive realism. 'Mutiny,' a creation of Irving Thalberg, was made in the face of truly heart-treaking obstacles and difficulties. A real, scagoing vessel had to be prepared and fitted out and two different companies spent costly weeks, on location off Catalina Island, with fog and stormy weather extending the camera work; at sea into more than two months, also incurring the loss of one life and several injuries. gral injuries.

Making Chump of Nature

Making Chump of Nature
Jim Basevi. Metro's special effects
genius, ho was responsible for the
earthquak scenes in Metro's San
Francisco', went over to Samuel,
Goldwyn to do a similar job with
The Hurricane. Basevi and his assistant again de i rated the truth
that although Nature is great

one, for in this spectacular creation the film once more made old Mothet Nature fook like a stumbling palooka. showman, Hollywood

Ultra violet recording was a studio advance of the year, exclusive development by RCA, and brought forward so aggressively that by the end of the year rew originar type recorders were still in and these being replaced as quickly as possible RCA also introduced last spring the bilateral sound track; which, brought along with it a greatly improved recorded track. Past year also saw widespread acceptance of new recording equipment from the alternating current power supply; thus eliminating cumbersome batteries formerly used.

Push-pull recording beautiful.

menty used.

Push-pull recording has been used extensively musical productions. Outstanding exemplar of, this was Universal's 100 Men and a Girl' with ultra violet recording. Multiple channel recording of this picture's symphony orch sequences resulted in obtaining extraordinary results in reception and reproduction with RCA apparatus, this marking a major advance in sound technique and plowing a new field for musical production. ing a new field for musical produc-tions of the future.

Improvements by RCA

Improvements by RCA
Another RCA improvement: was
the introduction of uni-directional
microphones, which also met, with
general acceptance. Notslip printer
for sound track under RCA license
was used a great deal by Studios and
labs, device having been developed
by RCA research 'technicians' and
made available to all companies destring to construct their own annasiring to construct their own apparatus from designs provided. RCA refined the rotary stabilizer sound head, and made it available for both standard and push-pull methods, resulting in better film motion in projecting sound in theatres.

sulting in better film motion in projecting sound in theatres.

Also, year 1937 saw a fundamental-change in studio sound setups, with RCA moving in more and more to occupy ground formerly the signer of Electrical Research Products, Inc. Three majors—Warners, 20th-Fo's, and Columbia—signed for RCA: sound to split the work with ERPI, with equipment installations being made. all the plants, Recording of pictures via RCA was accomplished as rapidly as complete channels were made available. RKO-Radio, which from the beginning of sound has been exclusively associated and affiliated with RCA, signed anew for an additional term of years, and started intensive modernization of its recording equipment. Installations of RCA equipment included the ultra violet method, and studios can easily adapt; this new, improved apparatus for push-pull if desired. In the special effects field, Lou with a full-Expressive consulted.

In the special effects field, Lou-Witte at 20th-Fox recently completed a new snow machine said to be the most feasible yet devised. Witte ob-tained his idea from observing the machines used to break up tee for use in scing refrigerator cars transuse in icing retrigerator curs transporting perishables. He bought one of these: machines and spent \$500, adapting it to make a nearly perfect replica of snow. Device consumes 20 tons of ice an hour and produces a fluffy white substance that photographs just like snow, and is, excellently, adapted for use in sleddi, and skling. Initial tryout was in 'Heidi' and Thin Ice, 'which picctures the Witte-made snow answered every requirement perfectly. every requirement perfectly

Turning Day Into Night

Turning Day Into Night
Another Witte improvement
brought to fruition this year makes
it possible to take outdoor night shots
in the daytime even on the largest
sets. The technic calls for production of a smoke screen which, will
the assistance of fans and because
of its composition, spreads a smoke
blanket over the scene to be photographed effectively shutting out sungraphed, effectively shutting out sun-light. With the new filters devised

graphed, effectively shutting out sunjust. With the new filters, devised by the carriera department for use in connection with, this effect, night shots can be produced without—course to intra-red films. Several night scenes in 'In Old Chicago' were made in day time with this device.

Fred Sersen, head of the scenie arts department at 20th Fox worked out a composite shot process which permits as many as a dozon exposures on the same shot, nearly doubling the previous feasible number of exposures. Secret of the new technic lites—development of a new type and control of a traveling matter idea—itself is not new to the industry, but Sersen's development and use of it represents a rudlent departure, Idea.

ss of being patented.
Sersen and his staff als

At 20th-Fox, in connection with In Old Chicago, Lou Witte and his buddles of the special effects department had a very difficult problem to contend with—Inc. A great deal of coin was spent in erecting minwas spent in erecting miniatures to correspond to the last small detail with the structures razed in Chicago's great conflagration of 1871. Also, full-size buildings were put up, their exteriors sheet-steel lined to withstand heat. Network of pipes with pressure gauges was installed and attached to pumps outside. Chemicals in huge installed and attached to pumps outside. Chemicals in huge quantities were provided, one with a lycopodium base, this being the stuff used in making fireworks to produce heavy black smoke, and another designed to give forth, enormous quantities, of yellow-greenish smoke.

smoke.
In the actual shooting, gas In the actual shooting, gas pressure was turned on and chemical vapors were forced through the intricate system of pipes, with highly spectacular results, flames darting fully 40 feet above the fallest roots. Seven cameras recorded the scenes shooting from all angles and constantly in motion.

Around 150 extras were used for 25 days, 3,600 gallons of kerosene daily was sent up smoke for the same period. Three miles of mains connected

Three miles of mains connected the fuel tanks with the blaze, For safety, 18 members of the Los Angeles fire department were stationed handily by

Los August were stationed handily by throughout the fire scenes. Whole thing cost 20th-Fox better than \$500,000, for which the company got a very eye-filling and ear-splitting bonfire.

sponsible for the design of a new type of recorder, developed exclu-sively for 20th-Fox by the Bell Lab-oratories. Improvement lies in the perfecting of the machine that pulls the sound film past the recording valves. Previously irregularities in movement of the film caused surface noises now done away with. noises now done away with.

With Ralph Townsend and Grover Laube of the camera department Sersen and the RCA laboratories de signed new type of flutterless signed new type of flutterless printer in the 20th-Fox shops which also eliminates surface noise. Laube revealed that several important and revealed that several important and radical camera improvements are in the offing which cannot now be dis-closed because patent investigations and research have yet to be com-pleted.

pleted.

Paramount in the last year has made advantageous use of the new highly sensitized microphones which records perfectly without being moved around the sets. Cecil B. de Mille used an improved boom in making "The Buccanery, in which numerous water scenes appear, so de Mille uscd an improvea noom making "The Buccaneer," in which numerous water scenes appear, so constructed that the chassis may be sunk while the camera, poised on the boom's end, shot clossups as well as long shots from shore.

well as long shots from shore.

Boris Morros, Paramount musical
director, has applied a new method,
what he calls einemysic, to recordling, defining it as an entirely new
form of music especially written for
the individual production and so
composed that it includes in its
rhythm the multiplicity of sound eflects in the film. Morros gave his
idea its first tryout in Wells Fargo
with results said to be startling.

Another Paramount first was

with results said to be starting.

Another Paramount first was achieved by James Hogan in directing Ebb Tide, which he made the Technicolor 'camera move for the Tret time, keeping lensers busy on booms and dollies.

Foolproofing Extras Checks

Foolprooling Extras Checks
As, if to top off the forward
progress of the studios, John Zinn,
of Paramount's casting office, inveniced a new form of extras' checks
with only the player's name appearing on the ticket, all other information being supplied through punching out certain figures, lines and
words. The check cannot be
changed as it is described as foolproof.

Douglas Shearer of Metro intro-Douglas Snearce of Metro intro-duced in 1927 a self-stabilizing noise reduction principle which has been borrowed by Paramount for record-ing the new Mac West picture. Re-finements were made in the Sheare two-tract recording system and horn system now adopted by both ERPI and RCA

and RCA,
Important contribution at Metro
was the 'Tint and Tone' process

originated by John M. Nickolaus while experimenting for a special effect for The Good Earth. He worked out a sepia platinum tone which literally provides the effect of an animated rotogravure page. That was combined successfully with it in sequences of Maytime. In The Firefly it was brightened by a sug-gestion of bronze.

10 Cameras on Truck

Motro perfected new camera ruck of ball-bearing type carrying 0 cameras for use in racing and

Motro perfected new camera rucels of ball-bearing type carrying 10 cameras for use in raciny and other similar sequences. Horses, were shot, at full galloy the sequences and the sequences and the sequences and control of wind noises, an artificial tube of hoops and cloth, was borrowed by Metro from 20th-Fox, which developed if for Captains Courageous. Jack Dawn's facial inlay system first used in The Good Earth's has been developed to the point where almost any face can be put on a sequence of the following the sequence of the following the sequence of the following sequence actors who can play the parts. Instances are Charles Boyer's Napoleon Conguest', Reginald Owen's Talleyrand in the same pleture: Lionel Barrymore. Andrew Jackson in The Gorgoous Hussy. Experiments covering si years brought the process to perfection only in the last year.

only in the last year.

Combination of the new allfrequence Hammond organ with the
Shearer theatre horn has given
screen scotting a new and glorious
instrument capable of unlimited
volume without distortion. This was
used to supply tracts for 10 organs
playing at once in 'Rosalie.

playing at once in Rosalie.

New 'satin finish' makeup requiring less lighting than the older
velvet finish' was also a Jack
Dawn development first put to the
test with great success by Jeanette
MacDonald in 'The Firefly.' It has
the sheen of satin, which does not
absorb light. Metallic gold ground
to an implapable power is used in
the secret formula devised by Dawn.

Sound Proof Bungalow

John Arnold developed John Arnold developed new, lightweight, soundproof camera bungalow for location work, also a new lightweight reporting truck with a small gasoline generator for recharging storage batteries, found very useful in filming The Bad-Man of Brimshone when the company was on location for weeks.

was on location for weeks,
Af Tiffany, Paramount cameraman,
invented a new device which nullifies the effect of subscrot temperatures on camera work and film, used
with complete success in Harry
Sherman's The Barricr, made in extremely cold weather in the northwest.

'ECSTASY' NIXED IN N.Y.

U. S. Can't Dictate To States On Films' OK

The H. S. Government has no authority to interfere in the censorship law of New York or any other state according to a decision handed down Thursday (30) by N. Y. Federal Cir-Thursday (30) by N. Y. Federal Cir-cuit Court of Appeals in denying Eureka Productions, Inc., the right of a trial by a statutory. Court to compel the State authorities to lift the ban against its picture. "Ecstasy, In its decision, the figh court up-held District Judge Murray Hulbert who recently tossed out Eureka's suit against Governor Herbert H. Lchman, Attorncy General John J. Ben-nett, Jr., Frank P. Graves, Commis-sioner of Education, and Erwin Es-mond, director of the motion picture division of the Education Depart-

Attorneys for the production con Attorneys for the production com-pany contended that, as the 'Ecstasy' film had passed customs and the Government had not barred it from the country, the individual states had no authority to ban its showing. The Circuit Court, without writing an opinion, decided that regardless of the Government's stand, the State authorities and the individual State laws predominated. Several of the States have permitted the showing of the picture. of the picture.

Numerous censorship eliminations originally asked on 'Peter the Great.' originally asked on Peter the Great, foreign-language feature, by the N. Y. state censors, were vigorously contested by Amitino representatives, Result is that the board modified certain; trime in letting pictures go through:

Those Film Cocktaileries Have Cost Pix Cos. \$200 Up—And as Much as 20G

Bv Marian Squire

It has cost major motion picture companies up to \$20,000 to have their star of the moment, directory that the press at a cocktail party of gumshoe work, as all gentlemen of the home-office picture company press relations assume a me-no-speak English' expression, when questioned about the cost of a press cocktail party.

questioned about the cost of a press cocktail party.

Any number of reasons for this concerted eticence about cost are advanced. Principal being that stockholders, not understanding the importance of the 'cocktail party, might get attacks of heart-palpitation and purestrings-tightening if figures are bandled about.

Officials of hotels and night clubs where the affairs are staged, however, aren't nearly so kittenish about revealing the actual cost of the binge—so the next time you get one of those neatly engraved—

Stupendous - Colossal Film cor-

those neatly engraved—
Stupendous - Colossal Film cordially invites you to attend a cocktail party in honor of Miss Millye
Fluff, latest European sensation and
Stupendous-Colossal discovery—
have a little more respect for it.

Not that \$20,000 is an average fig-ure. That's the absolute tops, and constituted the nut for the Maurice constituted the nut for the Maurice Chevalier coming-out party, padded of course, by the fact it was an Xmas occasion and called for pretentious gifts for all invitees. Next in the stupendous line was the \$10,000 party liven for Pola Negri; which, too, was a Yule brawl with appropriate souvenirs. Both of these were pre-repeal affairs — liquor mounting the cost. During prohibition every bit of liquor destined to go down a thirsty newspaper throat had to be tested. Since the main object of this type of party is to promote goodwill the studio wanted to be sure that all invited guests would be alive and able to see the next day.

The parties at present average

see the next day.

The parties at present average from \$200 to \$3,500, with a rare production! party going as high as \$5,000. The parties vary in size and formality, but all are alike in respect. Canapes bloom like the proverbial flowers in spring, and drinks flow apparently uncounted and uncounted for—until a fair percentage of the guests acquire a dreamy stare and a tendency to sit downstare and the situation of the situation o stare and a tendency to sit down where there is no chair.

How They Figure 'Em

How they Figure 12m.

How then, does the film host, and the hotel or night club, get together on the cost of the affair? A flat rate is out of the question, for the invitation list is no indication of the probable number of guests. Guests may bring friends. Then there is an investigation. invariable floating population— Stemmers who learn by the Broadway graepvine system that a party is in progress, and decide to look in

on it.

All systems vary slightly. Warner
Bros. go on the ratio of four drinks
per person. If they've guessed
wrong they are the threat als. But
there is very little difficulty, with
canapes. Usually there are some
left over. (The Warner cutifi doesn't
tall; there haven't them home, though.)

They have no particularly favored spot for entertaining, selecting a room by the trial and error method. room by the trial and error method. If a party is unsuccessful, they study the room and find out when the trouble lies, to that the same difficulty is not encountered again. For instance, they will never again pick a room with the bar near the entrance. They did that once-seems that the early arrivals either through shyness or dryness, gated at the bar and cloged the entrance so that the latecomers coulcn't get in at all. This also prevented the circulating around necessary to a successful party.

sary to a successful party.

A small convivial bi for se A small convivial bi for se lected members of the press may be fung for \$200, but real break-down runs well into four foures. Through the office of Oscar of the Waldorf, it is learned that the tab for transforming their Starlight Roof into winter result for Sonja Henie was in the neighborhood of \$3,000.

Warner Bros, most recent enter-tainments were for Joan Blondell and Dick Pewell, jointly, at the Ritz Towers, and Bette Davis, solo,

Haven't scheduled any parties for the holidays.

Twentieth Century-Fox limite itself to three or-four parties a year, but makes 'em good ones. This outfit favors the Waldorf-Astoria as having the most elastic accommodations. You can't give a small party in a large room, or vice versa. So what to do if what starts out to be an intimate IIItle gathering begins to assume the proportions of a national convention? The W-A it seems, is prepared for such emregencies. A sliding, door system makes big ones out of little ones at a moment's notice. At the moment, 20th-Fox is taking a vacation from parties having entertained the press for Tyrone Power, Alice Paye, Loretta Young, Cracie Fields and Sonja Henie this year.

Power, Alice Pave, Loretta Young, Gracie Fields and Sonja Henie this year.

Mittle, Unsuspected Wees
One hotable cocktail party for an English star, still brings blushes to the cheeks of the hotel where it was staged and the sponsoring studio. It was one of those going-to-town affairs. Tables, flowers, two orchestras, special lighting arrangements, extra dressing tables, and even supplies of cosmelies. The ladies' retiring room. All was in readiness when a last moment inspection revealed the distressing fact that one lowly item was missing from the powder room. Angry calls to the management brought immediate and embarrassing results. Arriving guests were blocked by chamber maids, bell boys, bus boys, porters and everyone but the manager himself, bearing arm loads and small truckloads of the homely necessity. It was a good 20 minutes before the extrasculd be shooed away and order restored. The hotel involved prefers to remain anonymous, but Miss Lilian Harvey, for whom the party was given found the situation very amusing. amusing. the t This too, occurred in pre-repeal ments



PETE SMITH

Pote Smith is the best loved ison on the screen today." —Besa Short.

Besa Short, Interstate Circuit of Texas.

days. Repeal brought smiles both to hotels housing the splurges, and studies sponsoring them. Prior to thirst emancipation, the hotels couldn't touch the stuff-only share couldn't touch the stuff—only charge was for rooms, decorations and salad refreshment. Now the ante is less for the studio, liquor being cheaper and safer—and more for the hotel, which draws the liquor assignment.

The Pierre is another selected spot The Pierre is another selected spot for -burling swank, other major for-burling swank, other major hotels coming in for their share of play... '21 and Leon & Eddie's are favored for small intimate gatherings being favorites of newspapermen. Paramount. Theatrepersonal appearance stars, like Frances Langford and the Yacht-Club Boys, usually have an informal party catered by Sardi's, in the eighth floor rehearsal room. It's a barn-like whitewash-walled affail, decorated by elderly picture posters—but Par personal—appearancers haven't time to get, any farther from the theatre during their engagements.

Broadway Film Grosses of 1937

[Total gross of \$15,606,500, piled up by Broadway's key film houses during 1937, tops the \$13,886,300 runy up during 1936-37 season by Broadway legit. However, only 13 pic houses were figured in the tabulation, while the legit total includes all the theatres which housed the 90-odd plays. Music Hull was top grosser among the film houses. with \$4,305,400. High for legit theatre was the Winter Garden, with

Roxy (Stage Show)

Biggest Week: 'One in a Million' (20th), Jan. 6, \$78,000.

Average weekly gross, \$39,975.

Paramount (Stage Show) \$2,019,000
Biggest Week: Double or Nothing (Par), and Shep Fields Band
on stage, Sept. 8, \$62,000
Average weekly gross, \$38,822,

Biggest Week: 'Camille' (MG), Jan. 27, \$62,000. Average weekly gross, \$27,817.

State (Stage Show) \$1,381,800 Biggest Week: Captains Courageous' (MG), with Tet Sullivan and Harvest Moon Ball winners on stage, Sept. 1, \$44,500 Average weekly gross, \$26,573.

\$1,035,000 Biggest Week: 'Emile Zola' (WB), Dec. 1, \$45,000. Average weekly gross, \$19,804.

Rivoli (Open 50 weeks)

Biggest Week: Dead End (WB), Sept. 1, \$50,000.

Average weekly gross, \$18,636. \$931.800

Aster (Roadshows) Open 47 weeks)
Biggest Week: 'Good Earth' (MG), Feb. 17, \$23,300.
Average weekly gross, \$11,749. \$552,200

Criterion \$435.500

Biggest Week: 'Great Guy' (GN), Jan. 6, \$28,000. Average weekly gross, \$8,375. .. \$387.300 Biggest Week: Sea Devils' (RKO), March 17, \$13,000. Average weekly gross, \$7,448.

Globe (Roadshows) latterly a grind hourse) tOpen 39 weeks) \$327,100 Biggest Week: Lost Horizon (Col), weeks of March 10, 17 and 31,

\$18,000. Average weekly gross, \$8,387. Hollywood (Roadshows) (Open 13 weeks)
Biggest Week: Bmile Zola (WB), Aug. 25, \$25,800.
Average weekly gross, \$18,254. \$237,300

Grand Total \$15,606,500 Note: All figures based on Variety's weekly boxoffice estim for the 52 weeks from Jan. 6 to Dec. 29, 1937, inclusive.) boxoffice estimates

WALL STREET AND FILMS

By Sam Shain

Wall Street was alternately hot and cold on show business, in 1937. Always when the b.o. is bad, Wall Street chills. And, at this moment the freeze is.

the Ireeze is.

There are stock brokers in the picture, today, where, formerly, only bankers trod. As financial sponsors, the brokers are mere shadows, and you can't operate with ghost money.

Indie companies have found out this. Certain major companies, however, still are experimenting with stock brokers.

There have been major deals discussed downtown during the past year, but none consummated. Conditions didn't warrant floating them.

but none consummated. Conditions outly warrant notating ment.

Perhaps \$100,000,000 in possible new underwriting went by the boards for various reasons. One major firm, alone, sought \$30,000,000-\$40,000,000.

The deal for purchasing Chase Bank's equity in National Theatres would ave taken \$18,000,000-\$20,000,000.

The Alexander Korda-Samuel Goldwyn option deal for control of United Artists might have taken \$10,000,000-\$20,000,000.

United Artists might have taken \$10,000,000-\$20,000,000.

And prior to these deals, somewhat more than a year ago, there were discussions about Loew's buying the Paramount chain of theatres for around \$50,000,000. That deal never got beyond the informal talking stage. In 1937 also, certain downtown lads figured they might like to purchase from Atlas-Lehman the latter's interest in RKO. But nothing happened on that. Probably nothing would have happened on this anyway, from what is known, as these talks were also most informal.

But this goes to show how restive the downtown situation is, at any time, even period of recession. Talks and deals are always on the tanis.

None can tell when something will pop. And at this moment there are probably several gigantic trades being discussed. Wall Street is ready to sell whatever it owns, and some of that which it doesn't own, but controls, because Wall Street makes its own rules. The Street won't play any other way.

Show business is like that, too, to a great extent. However, whereas Wall Street is austere and rigid, show business, sensitive and creative, elastic. But the two are stubborn, and Wall Street's recurrent yen to dominate the trade, or part of it, upsets things.

elastic. But the two are studoon, and wair street's recurrent yen'to dominate the trade, or part of it, ussets things.

In the film business, Wall Street means all who are connected authoritatively with the financial end of the industry. Wall Street's business is making money. Hollywood's business is creating entertainment.

In background, mien and speech, the two are as apart as the poles, but both have their glamour. Of course, there—exceptions, but most Gold Coast, lads who have tried Wall Street have discovered that it's only a one-way street, and those downtown boys who have tried to revise Hollywood, from time to time, have discovered that it's dead end, Film business has a double comeon for the banker. The bo, is a cash business, it doesn't extend credit to customers, and the glamour end needs no explanation.

The manpower angle is the most important angle of the trade. That takes qualified indement to figure, and specialized ability to know, Placing those, with no previous film experience, in high executive posts, where they may dominate policy and have a voice in operations isn't cricket — with the shareholders, the company, the trade or the bankers themselves. In the end, these must be humbled, as being unqualified.

Hollywood Brain Workers Labor **Under Terrific Odds These Days**

By FRANK SCULLY

Hollywood, Jan. 1. Having suffered more distractions han a philosopher in a nursery this fall, Hollywood faces the Christmas holidays as Public Ennui No. 1. Any pictures still on the floor will have to be chased to the cutting room with tear gas from now on.

For one thing the Santa Anita track opened Christmas day and from then till March 5 when the \$100,000 Santa Anita Handicap closes the sea-son, pictures have a hard time hold-ing their own in the studios, not to stress the boulevard marquees:

stress the bollevard marquees.

For another thing New Year's day brings Californi and Alabama to brought the Rose Bowl and everybody took that in, even if soggy with a New Year's Eve hangover, because these games bring out the best material the industry can find for assistant directors.

sistant directors.

With the over there's the problem of finding a hour at Palm
Springs with reason and not
too far from the Dunes. Palm
Springs is absolutely indispensable
for the creative side of the industry
because nobody can create in Hollywood during the rainy season.

Direct teachers.

wood during the rainy season.

Divertissements were anything but diverting this fell due to internal troubles in practically all studios and the heat being on the town to such an extent that the Clover Cliab and similar niteries were closed more time than they were open. From now on the fact that lilegal forms of recreation may not function regularly won't be such hardship because the legal enterprises will be going at top speed.

going at top speed.

Tough on Stay-Homers

Tough on Stay-Homers
For those not at Palm Springs,
they will practically be forced to go
the will practically be forced to go
to Santa Anita due to the fact that
the track crowd going to close
the gates after the arry races and
stop runners who are working with
those bookies in towa who have
been declared levial regists as long which believes it works best when
as they actually place the bets at the

track. This means that those who want to bet the big races will have to close their desks and hike 30 miles from Hollywood to Santa Anita to do it.

Ania to do it.

As an escape from this hardship a second track is being built at Inglewood. This is known as the Warner track as opposed to the Santa Anita track, which is known as the Roach track. Inglewood is practically in Culver, City's back yard.

Culver City's back yard.

Inglewood track as yet has no permit to operate, having been stymied in all efforts to get one so far. Despite this, its backers have been going ahead laying out the track and have the steelwork of the grandstand up. At present they plan a summer racing season, which will be no help this winter to the studio crowd that can't get to Santa Anita, but for them Tia Juana plans to open its track weekends.

That mens a hon to Mexico, but

open is track weekends.

That means a hop to Mexico, but in addition to gambling in a foreign country, always additional divertissement, there's the ride. Ti Juana thinks it can attract enough people, even in opposition to Santa Anita, to race four days a week, but even if this hunch proves too rosy they have clear field, weekends because on Sundays California is very moral and deem't allow racing.

The feud over the second-track at Inglewood, officially known the Hollywood Turf Club, is disturbing to the equanimity of the creative elements in the studios and they wish it would be settled without going so far as to blow racing right out of California agaid.

Santa Anita thinks it deserves a

California again.

Santa Anita thinks it deserves a monopoly, racing. Southern California because its backers did all the spade work which brought racing back. But the Inglewood backers coming from an old school of American political economy believe that the life of racing as in pictures and everything else is best served by free competition.

MOTION PICTURES' DIAPER DAYS

By Epes W. Sargent

'Yes,' admitted the Old-Timer who was being heckled by a Johnny-Come-Lately, 'I agree that the pictures are bigger and better. There's no argument as to that. They are 1,000 times bigger, but I'll be hanged if they are 1,000 times better. You have not even worked out an intelligent release

times bigger, but I'll be hanged if they are 1,000 times better. You have not even worked out an intelligent release system yet.

Back when the pictures wore diapers, we used to spend \$300 to \$350 on a release. Now you use grands where we used dollar bills, but you of course get much more for it. In the same proportion we used to blow whole \$1,000 on a super-feature. You spend about 1,000 times that on a super. But you do not get as much for your money as we used to But you do not get as much for your money as we used to. That about puts the matter into a rutshell. Pictures cost more but improvement in material has not kept pace with production costs by a very large margin. And distribution is still to be worked out on a basis that will permit the ultimate in planning and selling.

Originally distribution was a haphazard affair. A company made a picture of from 25 to 150 feet in length. It sold (at around 25c. a foot) to all who would buy. Purchasers fell into two general classes, the house men and the timerants. House men owned one or more machines which were installed in some theatre to supply a regular program, running perhaps 10 minutes. Once the novelty of pictured motion was faded, the picture clung on because it made an ideal closing act. Some few theatres owned their own machines, but most of them paid a flat rate for the machine, the operator, and the program.

Generally they, were known by some fancy title, as Kalatechnoscope, Viascope, Polyscope, etc. Even the larger New York theatres did not have their own machines. The Keith houses used the Luminer Cinematographe, Protor houses installed the bill Paley (not the CBS radio tycoon of today) Kalatechnoscopes and when the Vitagraph came along; a little later, these went into the Williams houses as well as Pastor's, Hammerstein's and others. Blograph did not originally cater to the standard 35 mm, size and displaced the Lumier to the standard 35 mm, size and displaced the Lumier to the standard for post of the stondard of the post of the standard compani

With the exception of the Edison company, the making of subjects was strictly a bootleg business, since Edison had patented the intermittent movement, essential to successful showing. But Edison made covenant with the Biograph, which claimed to have a non-intringing dog, or beater type. The cameras could not be purchased in America, and most of the bootleggers used either the Warwick cameras, made in England, where there were no patent restrictions or Pathe cameras. From France. Ostensibly they all used Bianchi cameras, a non-intringer since the travel of the film was tinious, the lens traveling with the film. But no one ever made 300 consecutive feet of film with a Bianchi, and the camera was kept merely as an alibi.

The Edison-Biograph combine got the idea of forming company to supply the exhibitor needs. The pictures had gone up to the 1,000 foot length, and it was figured that the Patents Co. could turn out three reels a day, which would be ample.

gone up to the 1,000 foot length, and it was figured that the Patents Co. could turn out three reels a day, which would be ample.

If would give exchanges and exhibitors an assured supply, and that would militate against any independent concerns, which could not assure a steady flow of film. To get this amount of product, a build-up was required. Sigmund Lubin was admitted to the fold in 'return for his non-defense of an infringement suit, which gave the necessary legal precedent. Vilegraph was admitted because it had a valuable framing device for getting the picture back in frame without stopping and rethreading the film. George Klein was teamed with Sam Long and Frank Marion, of the Biograph, their initials forming the consonnats of the Kalem Co.

Klein, who had been agent for the Pathe, Gaumont and Urban films, did not go through with this. He remained in charge of the imports. Col. Selig and George K. Spoohr were given franchises to inject a difference in locale, both working in Chicago, and in recognition of the work done by Georges Melles developing the trick picture his brother. Gaston, was permitted one release a week. It is about the only recognition ever accorded the little magician who practically revolutionized the business. At last accounts he was ekoing out a meagre living running a newsstand in a Paris subway, station while Gaumont and the Lumieres fought over the question as to which was to be regarded as the film pioneer of France.

Gaston, each started the first scenario writing contest with \$100 the prize. He gave the money to his wife, to

over the question as to which was to be a second or pioneer of France.

Gaston, en passant, started the first scenario writing contest with \$100 the prize. He gave the money to his wife, to the great scandalization of the industry. He made his pictures down in Texas with Edith Story for his star; a young girl who had Fay Templeton 'trick of appealing to her ownex without the suggestion of perversion.

The nub of the Patents Co. idea was the licensing of all owners of machines. Whether or not they owned them, they paid \$2 a week to the company for the right to use the Edison patent and they had to pay advance through the rental exchanges.

exchanges.

Many of these machines had been sold without restriction by the Edison company itself, but that made no difference it was two bucks every Monday, or else. It formed a purce of income, but it provided R. H. Cochrane and Car

Laemmle with talking point that eventually contributed materially to the downfall of the so-called trust.

Releasing Schedules

Releasing Schedules

The releasing scheme was very simple and singularly crazy, even a day when mere motion was regarded as entertainment. A schedule was formed which gave three releases each day, except Sunday, on the premise that three reels were all the business could absorb. Booking was by days and runs. Only the largest-houses, such as the Keith and Proctor feature houses could afford to take all three first runs, and K. & P. used first only at house, the Union Square. The following day they were shown at the 23d Street and then at the other big houses, accounting for the early five runs. early five runs.

early five runs.

Most theatres, if they could afford it, took one first run and a couple of dated reels the first run to have something the smaller theatres were not yet offering. A house would for the first run book the Monday Lubin, the Essanay of the previous Thursday, and the Friday Kalem of the previous reaches.

previous Thursday, and the Friday Kalem of the previous week.

It made no difference what the pictures were. That is what they bought and what they got. All three might be westerns, or society dramas, or even spill reels ttwo subjects), but if an exhibitor felt his show was too weak he had to pay extractal for something to give voriety. Reels ran not more than 1,000 feet and not less than 975. This was to permit the exhibitor to figure on always getting approximately the same length of show. Now and then some mischance would run a reel over the maximum and a roar would go up that resounded from Eastport, Maine, to San Diego.

Rentals were the same, no matter what the footage, but the exchanges paid 10c. a foot, less 10 per cent, and counted on getting the investment back in the first month. Classifications were first to seventh run, one week old, two and three weeks and undated. Prints were sold outright, and the number of prints sold determined the company's income. It was figured that 16 prints would break, a company Tops was about 40 prints for Biograph, then the outstander, with Vitagraph not far behind.

But it was not long before the trust moved in on the changes. They were formed into the General Film, and were paid off, in stock. If they did not like that, the company simply took the franchise away. The exchanges were getting too much gravy and the trust was hoggish.

Cechrane, Lizemme and Imp

too much gravy, and the trust was hoggish.

Cochrane, Laemmle and Imp

Bob Cochrane then a Chicago advertising man, brought
Carl Laemmle east with him and formed the Imp company,
micleus of the Motion Picture Sales Co., with headquarters
at 111 East 14th street. Later it dwindled to the Universit,
quartered in the Lincoln Building and later at 1600 Broadway. The original Sales Co. included Mark Dittentass: Champlon films, with David Horsley, Pat Powers and others,
framed along the lines of the trust, but without the license
angle. Most of them went in with Universal. One by one
they dropped out, Icaving Cochrane and Laemmle, to themselves.

they dropped out, leaving Coerrane and Læmmie, to turnselves.

Later Mutual came into the field with a blare of trumpets and Billie Burke for a star in 'Gloria,' announced to be the first serial without cliff-hanging. It was to be a society scrial. After a number of exhibitors had spoken their minds freely, Mutual frantically assembled the minor members of the cast, took them to Bermuda and tossed them over cliffs, oft yachts and anything else that a desperate fancy suggested. But it wasn't enough, in a serial, things have to happen to the star, not the minor players, and 'Gloria' tied a flowing streamer of crepe to the doorknob of Mutual's safe. It almost put them out of business, but Kessel & Bauman, back of the idea, had plenty of money (gannered through bookmaking) and were willing to gamble. With their Kay-Bee, Broncho and Keystone releases they did very well for a time, particularly with the Kcystone comedies, though these did not come into their own until Mack Sehnett took it. made his famous comedies.

made his famous comedies.

By that time Famous Players, Metro, Goldwyn and others had developed their system of independent operations, and the business took a new slant.

'Production' Investiture

The business took a new slant.

Production Lievestiture

In the early days, production was something few had heard about. Outdoor photography was generally pretty good, but interior sets were terrible. Most seene studios used drog white and lampblack for pigments with the idea of getting contrast. They did, and how! Lubin had one parlor set, the piano painted on the back drop, and also had a gas stove abricated from an old packing box. Other companies were more careful of effects, but not much. Studio lighting was mostly from an overhead bank of Aristo lamps (arcs using a special carbon). A diffuser of tracing cloth was used to soften the lights, and about every so often a globe would crack and crash down on the diffuser, setting it afire. Plain arc spots were used for side lighting until the Cooper Hewitt mercury tubes were perfected and the lighting was as harsh the scenery.

Most of the studios had a small stage, because most of them were located in old buildings. Biograph used what had been the back parlor of am old residence, and space was so limited that the lights had to be screwed to the side wall. There was not room for the standards.

Vitagraph had the first regular studio, with Edison presently, coming in with the place in the Bronx. Edison, was the first to develop the indoor exteriors. There was plenty of floor space and they could take time to make an elaborate set.

Film cost money in those days and little was wasted. The

Set Tilm cost money in those days and little was wasted. The director was supposed to turn in 900 feet of action negative and expand with sub-titles; and if the footage was too poor to run, it was clipped and more titles added, sametimes up to 25 per cent. No director was supposed to use more than 1,000 feet of film in the production of a single reel and the industry heard with amazement that T. Hayes Hunter had turned more than 5,000 feet of negative in making 'Seats of the Mighty.' It was in this same production that Hunter was first to tear down and rebuild a set on a larger scale. The picture was not a financial success, but it was epoch-making, in that it started directors shooting two and three times i single scene.

Brenon and Von Stroheim

Brenon and Von Stroheim

The next major upheaval came when Herbert Brenon went a Jamaica with 'Annette Kellermann and \$50,000 to make a picture for Fox. Halfway through Brenon cabled for anisher \$50,000, with which to finish the picture. Fox had its choice between abandoning the picture or anteing up. If anted, and thereafter a director felt it, to be beneath his dignity to make a picture for less than \$100,000.

Epic won Strohelm boosted this with his 'Foolish Wives, somehow he got a trick contract that put no limit on his

expenditures and gave him a free hand every direction. He spent so much money that Laemmle was scared stiff, but when costs climbed and climbed, he gradually became proud of the figures and took an electric sign on the Strand theatre, N. Y., to tell Broadway what the picture was costing. The figures, were changed weekly. Perhaps they were not the exact figures, but the picture cost plenty, though fortunately it brought in more than the approximate \$1,000,000 it cost. Just as an example, they sent a man from New York to put on the brakes. The first day he was on the job von Stroheim ordered a set rebuilt 'twice the size.' The penny-pincher objected that the set was plenty big enough.

Stroheim eyed him through his monoele. 'Have you read my contract?' he demanded. The nickel nurser said he had. Then reed it again,' urged the director, and turning to the company he announced, 'I am going to New York to get this traightened out once and for all. Everybody is on salary until I return. And about 100 people drew salaries while the matter was threshed out on the other side of the continent and von Stroheim returned to order the set rebuilt twice that size.'

It was on this trip he was reputed to have bought a cup of coffee for in Childs, tipping the amazed waiter \$1.

But if the regular companies were having their troubles, the quickies were deeper in the hot water. Just about often enough to keep the thing alive some quickie producer would make a clean-up a states rights picture, with a flock of others finding new backers on the strength of the hi. One picture was made on a bankroll of \$5,500, with a company consisting of a lead, the heroine and the heavy, a director, props and a cameraman. They went down to Florida by boat, cleaning up the opening scenes aboard ship. Down on the poninsular they made a triangle picture located on a South American planation. The list day they hired a bunch of Negroes to stage a native uprising, with a dozen men from the Jacksonville naval reserves to do the rescue act.

When they got

A Lady with Morals

A Lady with Morals

There was a long argument which ended in props going into town to locate a lady with fewer inhibitions who would do the strip for \$5. It looked as though trouble was all over, but the lady had a fresh kick. Her double was indecently frank in her disrobing. Her fan following would not know it was a double and blame, the strip on her. The girl had to strip all over again, this time behind a bush. Even after that there were a couple of seenes deleted when they got back to the citting room. The result was a pieture which could not stand up against the usual film of that sort, and they never did sell it, About \$7,000 went to pot because of the lady's high moral standards. The promoter had to find a new backer and she had to get a new boy friend.

Contrary to general opinion it was Edison and not Pathewhich made the first serial. What Happened to Mary, written by Bannister Merwin (brother of Sam), who was the first author regularly to get \$100 apiece for his stories. But it was Pathe that took up and developed the stunt into the tremendous money-maker it was for a time, thanks to Peatl White and her double, Mickey. Not forgetting George B. Seitz, who did the directing and could think of more dilemmas for a reel-end than probably any other man in the business.

There was a long time when the Saturday serial paid the

Soitz, who did the directing and could think of more dilemmas for a leel-end than probably any other man in the business.

There was a long time when the Saturday serial paid the rent of more than one small theatre. They were surefire. The formula was simple. Either there was a masked character, else someone had some object that was desired by the lead, who got it only at risk of life and timb. Dozens of stories were written, but they always scemed new.

The enormous cafeterias in the Hollywood studios are the outgrowth of a necessity which no longer exist. Back down the years Edison and Vitagraph were located in undeveloped sections, particularly the Vitagraph. It is difficult for those who visit the present Vitaphone studio in Flatbush to realize that Vitagraph picked the location because of the wide variety of backgrounds to be obtained within a few blocks, but when the first building was thrown up it was possible to get nearly primeval forest with a little careful shooting, and there wes block after block still unbuilt upon and with the trees still uncurt.

Vitagraph had almost everything but restaurants within a half dozen blocks. It had to feed the players to hold them the lot. The menu was always the same, a cheese sandwich and a cup of tea, tea being selected because it went further than coffee. The same held good to a lesser extent at the Edison Plant, but with this difference. Smith and Blackton used to bring their own lunches in thermos jugs but at Edison there was a regular ehef, and visitors to that studio were treated to meat pies. Lubin opened his restaurant in a vain effort to keep the actors away from the saloon on the opposite corner, and he was the first to make a charge, asking two bits for a well cooked and varied dinner.

But if you only got a cheese sandwich at Vitagraph Girl' herself, for Florence Turner kept the petty cash and looked after the Visitors. More than once she stepped out of a scene tog of downstairs and get a dime for a messenger who was going over to town, and not infreque

could get into street clothes.

Method to Anonymity

For several years Miss Turner was 'The Vitagraph Girl' in a strictly anonymous business, just as Mary Pickford was 'Little Mary' the country over and Marion Leonard was 'The Biograph Girl'. Vitagraph was the first to use cast names, followed shortly by Lubin and then Edison. The others all came in, with the exception of Biograph, which did not permit easis to be used until it went in for two-reelers. They even went so far as to fire Dorothy Davenport for admitting to the home-town folk that she worked for Biograph. Ostensibly the reason was that one-reel players did not rate the importance of cast names. Actually the prohibition arose from the knowledge that the use of names would bring about the expensive star system, which it certainly did.

Vitagraph made the first advertising film; a trick one-recler (Confinued on page 62)

(Conlinued on page 62)

New Theatre Bldg. and Face-Lifting In All Parts of U. S. and Canada

Dave Milgram has taken over Rialto from Isadore Vaffe on piration of lease, Gives Milgram a string of six now. He also operates Avenue, Temple, Tioga, Howard and

Garden.
William Goldman will operate
new house Doylestown being
built by Veterans of Foreign Wars
on site of Bucks County Veterans
Home. Will seat 600. He has also
taken over operation of Strand.
owned by K. S. Woodock. Will rebuild and herease capacity from
700 to 750. 700 to 750. New ho

700 to 750. New house being planned in Shaveport Luzerne County, Pa., by Philly syndicate.

St. John, N. B., A new picture theatre building is under construction in Digby, N.S., a fishing and summer resort town on

under construction in Digby, N.S., a fishing and summer resort town on the Bay of Fundy, opposite St, John, with daily steamer service connecting the two centers. The theatre will seat 500, and will also contain two stores on the ground floor and flow offices for rent on the second floor of the two-story structure front. The cost about \$30,000, and the location is in the heart of the coast, al town. The 20th link in the F. G. Spencer chain of, picture houses, is the acquisition of the Capitol, Oxford, N.S., under lease from A. E. Smith, of St. John, N.B., manager of Regal Films, Ltd., St. John, film distributors. Headquarters of the Spencer chain are at the Strand, St. John, mother house of the string of theatres concentrating on film exhibition since the foundation of the chain about 28 years ago by Fred G. Spencer, of St. John, All the Spencer houses are in the maritime provinces.

Vassar's New Jakiet.
The Juliet, opposite Vassar college at Poughkeepsie, N. Y., first, new theatre to be build in the Hudson valley since '28, throws its, doors open Jan. 6, with Pres, McCracken of Vassar dedicating the house. Theatre addition to the Paramount chain in New York state operated by George Walsh.
Theatre department executives and others from the Paramount home of fice will go up for the opening.

Wilkes-Barre, Pa., Jan. 1.
Workmen have completed a new marquee Himmler theatre. Dallas, near here, The house, 500 carpacity, is the only licensed amusement center for the more than 10,100 persons living in the Luzerne County rural area known as Black Mountain. District.
Wesley Himmler, Jr., regularly runs ads in the Wilkes-Barre dailies and many city persons visit the house because they also afforded a senic automobile ride to and from the city.

Albany, N. Y. Jan. 1.

Improvements local picture theatres, independent as well as chain, has the Eugle, 900-seat indie, topping the list in financial outlay, with \$40,000 for a general overhauling and modernizing. WB Ritz laid \$10,000 on the line for a face-lift and spent smaller sums on equipment and other improvements at the Strand and Madison. Colonial, West End independent house, wrote checks for \$5,000 on a general reseating 190. Royal, Albany's fourth pon-chainer, took out a permit last week for remodeling its exterior.

Toronto, Jan. 1.

Sites for. \$50,000 and a \$60,000 theatre were purchased by Kingsway theatres here. They are 1,000 and 600 seaters. The Imperial (FP) recopened Friday (24) with new seats and extensive alterations. Job cost

Lancaster, Pa., Jan. 1.
Continuing program of remodelthe Fulton here is now reseatthe entire house. Seating capacity, including gallery is 1,500.
Theatr recently built new marquee and made other improvements.
Ancient Strand, Steelton, dark for
10 years. purchased by Harry
Cherteoff of this city in a deal which
gave him the Standard as well. This
house has also been dark for some
time.

Operator plans to reopen both houses by the first of the year and due to mixed population, plans to try to make Strand all-colored

Millenium

Grad L. Sear, has decided the millenium will be here

"All key centers will be con-trolled by independent exhibi-tors and they all lose little money consistently.

house in order to keep the level of the Standard up to Harrisburg 'A' houses. Venture attracting con-siderable attention due to the fact that it is one of the earliest at-tempts to separate blacks and whites in this section.

in this section.

Houses were purchased from Harry R, Hoffman and A. J. Chamberlin, operators of the Chamberlin, oberators of the Chamberlin chain. Both will be reopened as first houses.

Chertooff, who began with the Strand in this city, now operates the Lemoyne in Lemoyne, the Moose in Elizabethtown, the Community in Littz, and has begun building operations on another in Mt. Joy.

York, Pa., Jan. 1. New Hiway theatre here opened Xmas to very poor biz. Did not play to capacity at any time during day, although opening was expected

to attract a record gross,

to attract a record gross.

Last minute searcity of product blamed for bum getaway. Due to last minute booking switch house, on the blamed for bum getaway. Due to last minute booking switch house, on the booking switch house, or the booking switch house, or the booking switch and the booking switch and the booking with a booking with

Schine has acquired the Ravenna here and the Kent theatre in nearby Kent Milton Schesberg, northeast-ern Ohio district manager for Schine, will be in charge of the Ken, with John Paliff, former manager of the Kent opera house, while it was oper-ated Schine unit, will be house manager

George Laby has been named man ager of the Ravenna with Dor Moore of Kent, former asst. mana-ger of the Kent opera house, his assistant.

New owners plan to modernize tho two houses and install the most resound equipment.

Scranton, Jan. I.
Comerford's new Strand had its
premiere Wednesday (29), Jeanne
Madden, this city's filmland contribution, and Howard Price, radio
singer, did bits. Mayor Stanley Davis
proclaimed it Scranton Strand
Night! Rosalie' was the opener.
Jammed house at \$1.10 and \$1.65.

St. Louis. Jan. 1.

The Regal, built entirely by Negro mechanics and laborers, but owned by whites, opened in a Negro section last week. During the construction of the 700-scater the building was picketed by members of the Central Trades and Labor Union and also, by a counter-group of Negro also by a counter-group of Negro union members. The dispute be-tween the two groups was settled and the house was completed on schedule.

The Studis, Pine Lawn, has been added to the chain of nabes operated by Fred Wehrenberg, president of the MPTOA of Eastern Missouri and Southern Hinois. House opened Kmas day.

James E. Darst, manager of the \$5,000,000 city-owned Auditorium, re-ports that 33 events, held during November, attracted 120,000 persons. and produced \$21,624 in rentals, \$11,-829 above operating expenses for the month. Darst reports the biz estab-lished a new monthly record for the

Starts with a Prayer

Hollywood, Jan. 1.

John Ford initials his five-year directorial cantract 42, 20th-Fox with 'Foty Men and a Prayer,' Ken-nich Macgowan produces.' Loretta Young is cast topper.



AL GOODMAN A Happy New Year to All My Friends

THEATRES MAY **GET MORE FHA ASSISTANCE**

Washington, Jan. 1

Washington, Jan. 1.

Strong pressure for revival of Federal loans with which to make miscellaneous improvements-in-theatre properties is being exerted on the Federal Housing Administration. With Government aid for renovation and modernization again authorized under the Wagner-Steagall Acts and rushed through the special Congressional session, F.H.A. is revising and reviving the old improvement program which was in effect during first two years after the act passed but which lapsed early this year. New legislation allows the agency to extend help for overhauling of private residences and business properties until July 1, 1939.

To what extent exhibitors may be able to get in under the Government tent is uncertain at this stage, since the Housing Administration must tent is uncertain at this stage, since the Housing Administration must have a specific and the stage of the strength of

Equipment manufacturers and dealers are turning the heat the housing people in the hope the new program will extend to such theatre property beautification as seats, projection apparatus; and sound equipment: Immovable faxtures probably will be included in the list of purposes for which the Government will insure modernization loans; although it will not be definite until some weeks later; just what sort of theatre furnishings are regarded as permament improvements. Painting permanent improvements. Painting and general remodeling will be a type of work for which insured funds may be obtained, but such items as carpeting probably will be

ut.
Major outlines of the same pro-fram are identical with the 1935 cheme. Not more than \$100,000,000 of credit can be insured by the HAA, while individual loans will coloring to \$10,000. of credit FHA

WINDSOR PIC FEATURES LONDON SALOON'S BILL

London, Dec. 20.

Lefty Puts In S.A. and B.O. Ups O.K., **Those 2 Promoters Pull His Leg**

By Joe Laurie, Jr.

Coolacres, Cal., Jan. 1. Dear Joe

Another holiday notch marked off in the ledger and glad to say we did a lot better New Year's than we did Christmas. The towners al-ready saw the Community Christmas Tree and the new traffic light, there was no school so they couldn't run opposition with their sex lectures, and the churches had enough to do to take care of their holiday trade without putting in Bingo night. So we got a play from the few people in town that had some dough left.

I gave a midnight show to see the I gave a midnight show to see the old year out. I had big clock painted on the stage and at the stroke of midnight I had Vic, made up as Father Time, march across the stage slow-like with sign on him marked 1937. Then we had Beaulah's nephew, who is only 3 years old, come on with nothing but a diaper on him and sign reading 1938. He looked very cite, I wanted to put on our own kid on, but Aggie wouldn't stand for it.
Well, I had Vic talk to the New

1938, He looked very cute. I wanted to put on our own kid on, but Aggie wouldn't stand for, it.

Well, I had Vie talk to the New Year saying that he tried his best but he hopes the kid will-bring the folks the Happiest New Year they ever had. Then I had a big flag gome down with Roosevelt's picture on it and everybody went wild, even the Republicans—you couldn't tell if they were sore cheering. You know how New Year's eve is. I gave out whistles, horns and funny paper hats, they flooted and hollered and cheered all through the show, which was a great break for me because. I booked in a louse picture figuring that's what they would do. They just kept making noise so mobod knew if it was a good picture on not knew if it was a good picture on not knew if it was a good picture on the proper of the proper of

of Commerce guys are,
Anyway we call him Junior now,
just sort of penciled it in until we
get a real moniker for him. The kid
is swell and laughs all the time; you
see, we never let him look at; the
books. I got Florence the booffice most of the time because Aggie won't leave tile kid for a minute.

Florance is canno get us some new

gie won't leave tile kid for a minute. Florence is gonna get us some new business because guys stop at the window to gab awhile which they never did with Aggie. They d' just grab their dueat from her and scrambut Florence makes a good appearance and the guys stop to muke a play and the women to take a look at her' makeup. Of course if we ever get a picture that packs 'em in't will put Aggie back in the box-office so we can keep the line going fast, but I don't think there's any fears of the producers changing their idea of muking colossal bad pictures.

that I was a louse, especially around the holiday time. So we went and had couple of tonsil dampeners. Finally one of the guys whose name is Chris sed, We have been watching you and we want lo let you in on something big. All of us will buy a chain of theatres. There is no use you piking along with only one comfort, station like you are running.

one comfort, station like you are running.

Well, that kinda burnt me ip, because if I do say myself-we got the prettiest house in town. Of course our place is the only one in town, but even if they built one they couldn't beat ours considering its age in everything. Well, I kept my temper down to waltz-time, figgering I will listen to what they got to say. And at that it makes me think why shouldn't we get some singar like some of the guys I know that started out on a shoestring and ended up with a string of theatres? So I said to this guy Chris, 'Where all this dough gonna come from to start all, this with?' Then he sed, 'We are bound to make money. All we have to do is to buy up a lof of houses that have been closed before sound came. We don't even have to wire them for Now here's the ippoff. We first clean and renovate these houses. Get rid of all, the dirt, etc.'

all the dirt, etc. 'Well, that's all okay,' I sez. but how do we get the dough to do all this? 'Well,' he sez. That's easy. You see we catch all the rats and kill 'em. And here's where we cash in, we kill the rats and sell the skins.'

in, we kill the rats and sell the skins.

Well, when I heard that I didn't know what to say. It sounded screwy to me and I think I saw this guy Chris kinda wink to his partner, but I wasn't sare, At first I wanted to punch the guy in the nose, but after a few more drinks I start figgering that all screwy ideas made dough. So I told em I'd think it over and let em know. I went to Aggie and told her what they propositioned me with. Well, she kinda loked funny at me and put me to bed. She went down to see them and when they asked her what she thought of the proposition she gave them an evasive answer. She just sed. Go to hell. So I don't think I'll bother with those guys they are stricly promoters.

Well, Joe, be sure and give the boys and girls on Waiting Lane our best regards and our wish to all of 'em is that the Blue Bird of Happiness will build its nest in the tepees and sing all through the year 1938. Sez.

Your pal.

Your pal.

P. S.—Senator Ed Ford "To keep the thermometer from drop ping, use strong cord and a nail."

Joe Basson Sweeps Into Reelection as 306 Prez

In an all-day etection Wednesday (29); when close to 2,000 members voted, the highest number balloting in the history of the union, Joseph D. Basson, president, and many executives i his machine, swept to asson, president, and many executives i his machine, swept to victory for offices in Local 306, Moving Picture Machine Operators of N. Y. for another two years. Basson polled a total of 1,205 votes against his competitor, Bert Popkin, business agent, up to now, who got only 648.

548. This marks the fourth time that Basson has been the choice for 306. He was president for one year away back in 1925, then was elected to fill the unexpired one-year term of Harry Sherman when latter resigned; was reelected president two years ago, and now again. He probably the strongest president the union ever had.

London Dec. 20.

Only feature length pitture of Duke and Duchess of Windsor to be shown publicly in U.K. was seen at weekend presentation in a downtown quenchery. Theatres are extra cau tious even on use of newered cities of the pair, but tayern, apparently took more liberal view and thought tise of the pair, but tayern, apparently took more liberal view and thought tise (lients would be amused. Show was, by coincidence, first siltoon program, including feature length subject, previous efforts have ing been compiled exclusively from horts. Cincentatograph Exhibitions (Lients against these shows.

THE YEAR IN PICTURES

By Roy Chartier

By Roy Chartier.

In New York the boys, big and small, go to the Astor to have a drink; in Kansas City, they go to the Muehlebach; Los Angeles perhaps they drop into Col Levy's; away down in the praline country, New Orleans, the Saenger bunch wends its way to the Ramos bar; up in Minneapolis it's the Hennepin and in Foul Breath, Neb, they go to the nearest corner saloom—all of them to wish a new year in and to dwell, in retrospect, on what 1937 has meant.

It may be time for rejoicing or it may be time to straighten up the shoulders and prepare for what may be ahead for an infant of industry which is still a creature of chance and circumstance. They may tip their glasses, wave a salute and spend bonuses, if any, in glorious wassail to celebrate how far pictures have come for them or for themselves, but here and there along the mahogany reaches, there is going to be someone who kinits the brows and wonders.

The motley mob may include a statistician, a fellow like Paul Raibourne; a few astute sales managers like John D. Clark, Neil F. Agnew and Jules Levy; a money producer of the importance of Darryl Zanuck or David O. Selznick; shrewd theatre operator of the stature of Y. Frank Freeman; a film savant of showmanship acumen such as Sidney R. Kent; a leader like Kincolas M. Schenck; such a financially-minded presidential wizard as Barney Balaban or an exhibitor of Bob Wilby's provess—they all will agree that 1937 was aces backed up that went a little sour.

Pictures came out of the slough of despond with a great swish in 1936 and with open terrain ahead began to run as though they couldn't be stopped by anything but a Kansas sevence, Everywhere optimism ran higher than the yellow fever, matching strides with an industrial advance that seemed to be going down a hill with the car out of gear and the brakes free.

January, February, March, April, May, June, Joly and August—past the winter, through the spring and over the summer—a handicap champion of industry, pictures, came tearing over firm ground like an unrestrai

The bridge reins were 100se, plenty of oats lay in the blinke odds were fortuitously kind and nothing save a broken fetlock could bring disappointment.

Remember September

Everybody was hanging on the rail, their, hopes as high as Mt. Everest. That was in August. Then, September, Wall street began feeling sick to the stomach and business men started pulling in their horns, fewer orders and commitments making steel, cotton and other merchants fearful of what might be around the corner.

Optimistically inebrlated in the tradition of show business, picture people hardly realized what was ahead at that time and with stoic determination were pushing forward to new and fresh frontiers. It finally had to pull in its own-horns, but trying to slow up a Man o' War in that stretch is no easy thing.

Wall Street got so sick it suffered the regulation of a

and with stoic determination were pushing loward to lew and fresh frontiers. It finally had to pull in its own-horns, but trying to slow up a Man o' War in that stretch is no easy shing.

Wall Street got so sick it suffered the regurgitation of a college freshman on his first skirmish with rye whiskey, stocks in all commodities, including amusements, taking the tumble that befell Jack and Jill. Danger signals commenced to appear on the gross-charts here and there, theatre operators began getting uneasy over their graphs, in the sales departments the rentals were not reaching the desired totals and, finally, out in Hollywood, the warning was sounded to bring production costs under control. They had risen with the tide of most of 1937, along with recovery, and it didn't become apparent until the fall that budgets for the 1937-38 season had been predicated on advances that fell considerably under the optimistic expectations.

Across the bars of the country, those who are spirits-ually minded and suffer no refluctance in being frank, will lament what happened in the 1937 stretch as tears may fall into beers. They will decry what occurred in the last quarter and enter upon a new year with fingers crossed and the budgets in check, but as with all showmen, hopes high. There is probably nothing so refreshing as the optimism of a film showman. Certain executives will blandly proclaim that business—going to get poorer, yet strut the feathers of a peacock on the slighest encouragement.

Not So Bad on the Whole

The big fellows and the little fry may be justified in seeking balm, but, in restrospect, 1937 hasn't been so bad as the finish in the tell-tale stretch indicated. Pictures did not pass the wire with colors flying, yet did not finish on three legs, either. October, November and December may have stuiltified the industrial champ a bit, making it falter and wobble toward the end but just as quickly as weakness was noted, in terms of box office and rentals rather than production quality, corrective measures were in or

The danger, however, is that, when Hollywood cheapens its merchandise it not only is engaging in a retrenhement of costs but, hypothetically in a depreciation of value. While production outlay is being lessened the theory is that the value of the commodity is also being lessened. The erudite attorney who once said that film, as a commodity, bould be called comparable to nothing, not even perishable fruit, might now come forward to point out that nearly everything else but film may be cheapened in production without the cheapenes hurting the retailer, at least with any marked degree.

degree.

In pictures it is difficult to cut, to begin with, and, secondly, to cut without hurting. Product cannot conceivably be as good tomorrow, if costs are materially lowered, as it is today when expenditure of money is helping make the film high in quality. Too many stationary costs are facing those who would economize, together with the dangers that lief in buying cheaper stories, cheaper talent and rushing with creative work in order to save time as well as money.

Any New Year tilting of the glasses must include a toss; to the ptoducing fraternity which, in 1937, turned out thinghest average of hit pictures in the history of the busines.

Curbing them too much on budgets may mean euroling them too much on results and even it conditions aren't as encouraging as they might be, dangerous pitfalls lay ahead for the producer-distributor who economizes too much at the source. The product mist be good although times aren't. Perhaps every eare should be taken to see that they are better, enabling them to get their share of, a reduced number of potential customers.

Inability to bring down certain fixed charges, not excluding falent contracts, places the producer face to face with a serious problem when't be gall to cut is clarioned throughout the industry. If he has to cheat sufficiently to keep within what he is led to believe is a safety zone, he may end burning up good Eastman stock as well as the exhibitors.

A school of thought within the industry which deprecates lowering of costs to any degree for fear of poorer quality of product, charges that were there a better balance of profit potentialities between distributors and theatres the wholes saler would not be suffering from present worries as much as he is.

Not Getting the Rentals

as he is.

Not Getting the Rentals

Pictures have not been getting the rentals they must get if quality comparable to that recorded for 1937 is to tinue. Adoph Zukor sounded this warning a year ago, openly promising that unless the theatres were willing to better support the product delivered to them, then Hollywood could not go on giving them this quality. The figures show that theatres by and large make a much higher ratio of profit from the film retailed than the wholesaler does on the same film he merchandises. This may proye that the public is supporting the product for the theatre but the exhibitor isn' giving the distributor his just desserts.

The producer-distributor isn's twobles are manifold, his problems perplexing and the chances he takes more often risky than not. He is, harassed by a variety of problems, these during the past year including greatly increased talent demands, a vast-amount of union organization and labor increases, world sales difficulties, resistance from exhibitors, changing public tastess, politics, etc., etc. etc.

Add to that legislation, both Federal and State, anti-trus actions, onerous taxation, constant fears of interference from Washington, chain restriction laws such as passed in North Dakota during the past year and threatened elsewhere, radio competition, wall Street, foreign war clouds, eensorship, eight litigation, talent troubles, friction at studies and double hills, all of which makes for nary a dull moment in the life of a film man.

A \$2,500,000,000 World Biz

A \$2,500,000,000 World Biz

A \$2,500,000,000 World Bis

But pictures is an amazing industry, over the world representing an investment which has been placed at over \$2,500,000,000, and although a creative art, it deals in millions. Last July a compilation of figures showed that around 40 pictures for the 1936-37 season ending then, would be in the \$1,000,000 sales rental class in the domestic market alone. Not only had the producers taken a stance which had meant a high quality of film for that season but, based on what had been shown, the most ambitious plans in history were laid for a banner 1937-38 year. The result was that the highest budgets of all time were approved, no less than 35 features for this season having been budgeted at \$1,000,000 or more.

or more.

With sudden business recession following these plans, aecompanied by a drop in grosses, it finally became apparent that original budgets could not be carried out. The first studio to swing the axe was Paramount which around Dec. I decided to lop \$3,000,000 off its \$30,000,000 production budget for 37-38 pictures. Other studios similarly pulled in the horns but estimated toward the end of November, that it would actually be about three months before any vital savings could be noticed. Bim, based on old cost sheets, had been completed and sold, was in production or had reached the stage where not much could be done about schedules.

had been completed and sold, was in production or had reached the stage where not much could be done about schedules.

Those Executive Upheavais

Disturbanees within the picture industry and from the outside were far from setting any minimum during 1937 but inside the companies themselves there has been more calms and fewer shakeups or personn! changes since 1929 with the exception of Universal. A major of many years standing in the picture business, U's troubles seemingly began after Carl Laemmle had been bought out for \$5,500,000 and R. H. Gochrane voted in as president, his administrative comrades including J. Cheever Cowdin, outsider, and Charles R. Rogers, the U producing chief.

Fighting among themselves during the past year, by the end of November Cochrane found himself displaced as president and James R. Grainger removed as sales manager. Numerous others followed these out. Nate Blumberg, v.p. and theatre operating executive of RKO under Major Leslie E. Thompson, was, chosen president effective Jan. 1 and William Scully, eastern district manager for Metro, appointed sales chief, also as of the first of the year. Earlier in the year U had lopped, at the studio and at the home office, letting out around 150. New York the last of September, but that was nothing compared to the shakeup inters felt the minute it became known Cochrane and Grainger were to walk.

Blumberg became the only new president of any film company in 1937 and U was the only national producer-distributor in which there was any vital disturbance. Except for Ed Peskay succeeding Carl Leserman in Grand National, and J. J. Milstein resigning from Republic Dec. 22, during the year no other sales manag. "were displaced, where the year prior (1946) many changes in presidencies and distributive bosses were recorded.

Managrain Bevived.

One new company, rather one which was revived.

Managram Revived

Managram Revived.

One new company, rather one which was revived, back to the map last year. This was Monogram. W. Ray Johnston's former company, (Mono) had been turned into fleepublic and in 1936 that company went to Herbort J. Yates and associates, who continue to operate it profitably. Meantime, Johnston organized Sterling Pictures toward, the end of '36 and shortly after 1937 dawned made it Monogram. He brought back his old general sales manager, Eddic Golden, and during the summer Mono product began to appear on the market again.

With the return of Mono three independent companies, intonatly organized, came into the field, none of them, reinbers of the Motion Picture Producers & Distributors of vinerica. These, together with the eight majors who are in the market of the Motion Picture Producers.

the MPPDA, immediately insured the film market of the largest number of planned releases in history, but at the same time a surplus of product, despite duals, created more intense competition in selling.

Against the unusual serenity which prevailed at home offices among administrative personnel, in-the, production, braich there has been considerable st. Politics and friction, together with pressure from home offices and sales departments, has displaced various producers, leaving some on a limb, and, behind studio gates; brought dissension here, and there

and there.

Briskin Oit at RKO

Sam Briskin went out of RKO as its executive producer this past fall after he had been lured there from Columbia. His record had been good at Col but at RKO, where the pictures weren't coming up to expectations, the record wasn't. The old saying in the industry that you're as good as your last pictures till seems to hold true. Dave Strainje was once with Paramount and later with Metro, then latter to the producer for United Artists that now he may go gack in the Metro camp. B.P. Schulberg was once the production chief for Parithen he-went to Columb; and finally back to Par as a unit producer. Now he's through with Par and presently untatached.

Meantime, William LaBurger (1997)

producer. Now he's through with Par and presently unattached.

Meantime, William LeBaron, formerly with Par, then over
to RKO and now back with Par in charge of production under Adolph Zukor, "reported wanting to be relieved of his
duties so that he can produce independently. It was recently
reported be wanted to form his own company. Before Dave
Selznick started dickering with Metro, he had been necotistaing to step into Par, the discussion at one time centering
around an interest in the company for him.

Coincident with Selznick's negotiations to join Metro, that
studio dropped Carl Laemmle, Jr., and he, along with Schulberg, is: now among those hot ready to announce future
plans. Winfield R. Shechan, who had been reported as
producer possibility for UA, along with Laemmle, Jr., is
also among those unattached. Louis B. Mayer was reported
leaving Metro but a new five-year deal was worked out with
him.

him

Mervyn LeRoy and Warners

A major shift growing from accounts out of friction was the term deal made by Metro with Mervyn LeRoy, Harry M. Warner's son-in-law. He had once been made an offer to join: Far but much more recently had been reported interested in hooking up with UA. That proved to be among many things excitedly reported during the past year that didn't develop.

Another producer who walked but, as yet, has not set on future connections is Edward Small, who went into fik of as a producer after having dissolved Reliance which distributed through UA and now is reviving the old Reliance company with Marry Goets. A new producer for the Par roster is Albert Lewi, who was taken from Metro, where he had been an assistant to the late Irving G. Thalberg.

Goldwyn, Korda and UA.

through UA and now is reviving the old Reliance company with Hary. Goetz. A new producer for the Par, roster is Albert Lewi, who was taken from Metro, where he had been an assistant to the late Irving G. Thalberg.

Goldwyn, Rorda and UA

The thought of Seiznick jumping the UA traces occurred after Sam Goldwyn and Alexander Korda had laid lines for the assumption of options which would place them in control of UA, backed by English capital. Early in December, it appeared that the deal was cold. The negotiations were started last May when Goldwyn and Korda obtained options on the UA stock held by Charlie Chaplin, Mary Pickford and Douglas Fairbanks, founders of the company.

That Gaumont-British Off 'n' On A deal of importance that went haywire but may not yet be entirely dismissed from the minds of 20th Century-Fox and Metro, looked to the acquisition by these interests of the Gaumont-British company. For the whole 12 months of 1937 negotiations, on and off, have figured. The Ostrors, as far back as January, went back to England after reaching no accord during their New York visit.

Other Deals

Major changes, in ownership included the 50% buy of the Robb & Rowley chain, one of the most important. the southwest, by the United Artists Theatre Circuit, Inc., and the \$4,000,000 deal of Paramount purchasing the assets of the Olympia chain in New England on a reorganization. Both these deals occurred last summer.

With the washup of the Fox-West Coast bankruptcy, the way was opened last January for a purchase by 20th-Fox of the 55% interest in F-WC, now National Theatres, which is outstanding. Later in the year the likelihood that 20th-Pox would acquire this 55% interest in F-WC, now National Theatres, which is outstanding, Later in the year the likelihood that 20th-Pox would acquire this 55% interest in F-WC, now National Theatres, which is making the coin on its rentals, this season having become No. 1 on the buyer lists.

In on the GB and National Theatre negotiations, in an important manner, 20th also figured in

ms.
President Roosevelt was reported strong for retaining certain NRA principles in industry as 1937 rolled around but fur not even the platform for which the Motton Picture. Theatre Owners of America has assignously fought, over twicyear period: hopes of better relations between distributors and exhibitor, have made much hiddway. A system it conciliation in the platform of the MPTOA program is yet.

(Continued on page 61)

TOP PIX AND STARS OF 1937

(Continued from page 3)
to be a corking sequel to the initial
Van Dyne yarn, with the Powell-Loy
combo, having got its start at the
holiday period of the new year
proved a great domestic grosser, and
had very good foreign take as wellto come next with Cecil B. DeMille's
Plainsman, coming well over the
\$2,500,000 mark to wind up the group
that can be construed as the toppers
for thorough release coverage in the

for thorough release coverage in the world pic market. Also a big grosser Selznick's Star Is Born (IIA)

Looperd No. 1 Director

Leonard No. 1 Director
Topmoto-directorial honors for the
year went to Robert Z. Leonard, who
made Maytime and The Firefly for
Metro. Latker pië did ar better in
the foreign field than the American
market. It proved exceptionally
strong in the British and Australian
fields. This pic also went heavy in
the Latin countries as well. Jeannette MacDonald has always been
considered strong in the foreign
market.

arket. Sidney Lanfield for 20th Century Signey Langeld, for John Century, Fox comes along next, having under his belt for the year 'One in a Million' and 'Thin Ice,' both Sonja Henie pics, and 'Wake Up and Live,' the Winchell-Bernie opus, The Henie pix, Winchell-Bernie onus, The Henie pix, of course, were the foreign market attractions of this group. Lanfield also has to his credit. Love and Hisses, "which comes out too late for the 1937 compilation as to strength and bo, value.

For his first year in the direction.

American-made pictures, Henry ster came through with two ash pictures for Universal which smash pictures for Universal which established the top coin-getter for that company, Deanna-Durbin: Pictures were Three Smart Girls' in which the Durbin youngster was initially billed as one of the cast with the follow-up starrer for hering 100 Men and a Girl.

Next comes George Cukor, having to his credit Camille, starring Garbo, and Romeo and Juliet which ed it release general

fo his credit Camille, starring Garbo, and Romco and Juliet which got it release general early in the year. Neither of these were oustanders on the American market, but, proved hefty money in the foreign market. William Wellman, who has been consistent money director, had an unusual break with "Prisoner of Zenda," A Star Is Born, and "Nothing Sacred, both" of which have important marquee names for the world market. Both of these pictures were eimed at the international market, market. Both of these pictures were eimed at the international market with 'Zenda' giving indications of doing terrific trade in the area out-side of this country as well as proy-ing a swell coin-getter in America.

Ing a swell coin-getter in America.

Plenty of \$1,000,000 Pix.

Practically all of the major companies were ambitious, so tar as turning out the heavy cost or \$1,500,000 and up pictures of the year were concerned. Many of them found it tought going with these heavy costers. Metro went over the \$2,000,000 mark on a couple, while Paramount also hit that figure with few. 'Conquest,' which cost Metro over \$2,500,000, not so forte, nor was 'High, Wide and Handsome,' which stood Paramount \$1,850,000. That company had several other heavy-budgeted pix which did not fare any

stood Paramount: \$1,850,000. That company had, several other heavy-budgeted pix which did not fare any-too well on the year.

Metro, during 1937, turned out for consumption at the bo, 10 pictures which cost well over the \$1,000,000 mark, while Paramount expended the seven-figure mark on a total of 12 pictures. Warners had a total of five pictures: that hit the market during the vear costing over the five pictures that hit the market during the year costing over the \$1,000,000 figure, while 20th Century-Fox had four \$1,000,000 pix on the year's release sked. The United Artists group of producers—Dave Selznick, Sam Goldwyn and Walter Wanger—hit the mark with jight, Selznick releasing four, Goldwyn three and Wanger one. Universal shot the seven figure bankroll on three, while RKO also had a trio of topmounters which came over the \$1,000,000 mark.

Costiv. E's

came over the \$1,000,000 mark.

Cosily B's

The year was one that found studios trying to cope with the exhibit demands for names, and also trying to distinguish between what they called 'A' and B' product. The solled 'A' and B' product very costly in the making to a large extent, with the greater majority of the major companies. This probably is laid to the fact that overheads were excessive, as far as general operation is concerned, with many of the B pics having to absorb costs that obviously belonged to product in the A category.

Many of the studios brought in their B product for around the \$125-

their B product for around the \$125.-

'em in for less, at prices ranging from \$\$5,000-\$90,000. In most sinces this latter, group did not make much of an impression with either distribution departments, hibitors or audiences, and the general excuse around the studios was that the product had to be turned out for releasing obligations.

Some pretty good 'B' product came through in the brackets that ranged from \$150,000 to \$220,000, with some of the studios hitting over the \$500,000 mark with pies that classification that were taken out of the group and advanced into the \$700,000 mark with pies that assistication that were taken out of the group and advanced into the York in the product ame through for less than \$300,000, with names generally hitting the pectures that cost that mount and run into the \$600,000 and above cost class.

1938's Prospects

According to present plans the 1938 sesson will not see any too many of the higher-bracketed cost pictures as it did in enly 1937. This, of course, is based on the intent of the studios to endeavor to reduce general overhead and costs. There will be no drive to take out potent elements in either cast name values, story, production or direction, but endeavor will be made for co-ordination preparation and elimination of unnecessary waste. Tightordination preparation and elimination of unnecessary waste. Tightening scripts will be patterned to footage, that there will be no needless expense of constructing sets that will not be seen after going through the cutting room

Distinguished Directors

ing through the cutting room process.

Distinguished Directors
During the 1937 season many directors add outstanding directorial foot outstanding the foot outstanding to the foot outstanding to the foot outstanding too much money and having to turn what they deemed more than a substantial share over to Uncle Sam-Among those who stood out in their contribution to the art of motion picture making were Gregory La Cava with h. Stage Door, Lee McCarey with 'A wful Truth,' David Butler, who made 'Ali Baba Goes to Town,' Roy Del Ruth, who handled 'On the Avenue' and 'Broadway Melody', Victor Fleming, who turned out Captains Courageous'; Clarence Brown, 'Conquest', Jack Conway, Saratoga', W. S. Van Dyke, 'After the Thin Man,' 'Rosalle' and 'Personal Property', Sam Wood, 'A Day at the Races' and 'Navy Blue and Gold'; E. H. Griffith, 'Crfe Metropole' and 'I'll Take Romanee', King 'Vidor, 'Stella Dallas', Irving Cummings with 'Vogues of 1938', anatole Lifvak, 'The Woman I Love' and Tovarich', C. B. De Mille's 'Plainsman' and 'The Bucaneer' (just releasing), Henry, Hathaway's 'Go West, Young Man' and 'Souls At Sea', Frank Cuttle, 'Walkiki 'Wedding', Frank Ludyd, 'Maid of Salem' and Wells Fargo' (just releasing), Mitchell Leisen, 'Swing High, 'Artists' and Models', John M. Stall's Artists' and Models', John M. Stall's Artists' and Models', John M. Stall's 'Parnell', 'Frank Borzage's Big Cily' 'History Is Made' at Night' and and 'Mannequin.'

On the Warner to the directors were a busy lor making from three

from 10-12 weeks maximum each.

Reaucoup Talent.

Practically every one of the major plants in Hollywood was overloaded during the year with contract players. Many of them had people underthe paring process went into effect ond the studios in line with New York home office demands, went into the weeding-out class cutting down, a costly overhead in most linitiances from 50-200 people on the contract lists, and did not use them, they went out among the relaucerank and used plenty. This was particularly so with Metro and Paramount. In casting it appeared that the producers and directors could not get, their requirements filled from the stock list and one found in each picture, whether important or not, anywhere from five to 20 people who were doing either day or weekly chores, while studio contract people, of similar types, were standing idly by, only occasionally getting into the mob scenes to talk a line or two, or to stand out in the scene in dress schotes, or a character shot.

into the mob scenes to talk a line or two, or to stand out in the scene in dress. clothes, or a character shot, which gave none of them an opportunity, to-register, so far as future, use might be concerned.

This, however, has been a custom year after year, and no matter how big a stock group a studio may have at any time the freelance players who have established themselves for type nerformance will centious the at any time the freelance players who have established themselves for type performances will continue to get the chance. These people come into studios at from \$50 to \$250 a day, some of them on a weekly basis getting from \$250-\$1,500 per week. None of them hits the feature class, as the latter group of freelancers who figure potently in production and shy from contracts get anywhere from \$1,000 to \$2,500 a picture, with some even as much as \$15,000 to \$40,000 a picture for their work, due to their name value with the exhibs. These people are generally used in pix where there is none too attractive a name topping the cast, far as exhibitors' sales value is concerned.

Important Freelancers

where there is none too attractive a name topping the cast, far as exhibitors' sales value is concerned.

Important Freelancers

Among these feature players, who get cast credits, but still cannot be classified as company assets in draws one finds Adolphe Menjou; Leo Carrillo, Ralph Morgan, Mary Nash, Frank McGlyn, C. Aubrey Smith, Claude Gillingwater, Herman Bing, Ralph Forbes, Verree Teasdale, Ned Sparks, Monte Blue, Robert Barrat, Fred Kohler, Johnny Mack Brown, Ernest Cossart, Fritz Feld, Hattie MacDaniells, Jackie Coogan, Charles Buddy) Rogers, Toby Wing, Tully Marshall, Helen Jerome Eddy, Elizabeth Risdon, Reginald Denny, E. Clive, Reginald Barlow, Lumsden Hare, Joseph Cawthorne, Helen Westley, Constance, Collier, Pay Bainter, Walter Cattett, Andy Devine, Walter Kingsford, Lucille Watson, Wesley, Barry, Franklin Pangborn, Spec O'Donnell, Charles Judels, J. M. Kerrigan, William Demarest, Eugene Pallette, Ricardo Cortez, Irving Pichel, Evelyn Brent, Horace MacMahon, Warren Hymer, Irving Bacon, Basil Rathbone, Ian Keith, Cutise Fazenda, Goorge Bancroft, Friz Leiber, Etlenne Girardot, Friz Leiber, Etlenne Girardot, Friz Leiber, Etlenne Girardot, Friz Leiber, Etlenne Girardot, Henry Kolker, Ian MacCaren, J. Farrenli MacDonald, Lionel Bellmore, Robert Warvick, William Farnum, Franklyn Ardell, Edward Ellis, Frank Reicher, Astrid Allwyn, Inez Courter, 1997, 1997, 1997, 2007, 20 sing) Low and Easa Living; Wesley Ruggles, T. Met Him: in Paris'
Ley Ruggles, T. Met Him: in Paris'
and True Confession; Frant Lubitsch with 'Angel'; Raoul Walsh's
Parnell', Frank Borzage's Big City.
Wesley Barry, Franklin Frangborn,
And an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and
an Charles, Made at Night' and Adams and the Made and Andrew
Andrell, Made at Night' an Charles, Made at Night' and Andrew
Andrell, Made at Night' and A

Mary. Forbes, Jack LaRue, Beryl Mercer, Raymond Hatton, Arthur Hoyt, Walter Brennan, Samuel. S. Hinds, Harold Huber, Laura Hope Crewes, Joyce Compton, Richard Cromwell, Lucille Webster Gleason, Henry O'Neill, Walter Long, Bert Basch Henry O'Neill, ... Roach. Nurturing Talent

Then, again, there are the people under contract to studios who never during the year seem to garner screen credit, though they draw a weekly paycheck. Without their listing in pictures they cannot be cataloged in any way to boxoffice value or rating to the exhibitor, and therefore many a name is missing from the list in this survey, though the possessor of it can rightfully quality himself, as a contract or ceture player under the banner of one or another of the major companies.

On the Metro list there are names On the Metro list there are names to be found drawing important money weekly who are being held under wraps intil the studio finds suitable story material for them; or until many of them, who are importations, have been sufficiently groomed in the American technique of screen work, acting and language to face the camera. Other companies also have a few of these, but Metro, which has through its unlimited financial resources pursued the building for the future. Policy work generally than the other prolimited financial resources pursued to building-for-the-future. policy more generally than the other producing of ganizations, is more willing to gamble on their future b.o. potentialities than its competitors. If is figured this 'shell' material is cost-ting Metro more than \$300,000 a year. The studio figures that should it develop two or three important name from the group-its, a relatively cheap investment.

investment.

Indications are that, with the Indications are that, with the waning of important draw names from the screen roster year after year, the other companies will be compelled to do likewise, basing their investment and gamble on their financial resources. Twentieth Century-Fox. doing this, but with stock players, who are inexpensive the control of the screen was the screen of the screen was the screen of the scr iury-Fox doing this, but with stock players who are inexpensive to carry. They are mostly girls. The studio feels that, from their ranks, is they have in the past, few staple if not potent names can be developed. Warners, which depended on its stock group of feature players has combed the ranks of the group who appeared in from 10-12 pictures a year and is bringing in new faces. They, however, are not carried on the contract list, but are drawn from the ranks of the newly arrived freelancers. Paramount, on the other hand, in building its nucelus for the future, feels that with the results it has achieved from taking people out of the radio fleld such as Jack Benny, Bob Burns, Martha Raye, Burns and Allen, Dorothy Lamour, Bing Crosby and Bob Hope, it may well continue to scout that field for new names to add to its roster.

Autry, No. 1 Mesquiter

Autry, No. 1 Mesquiter.

The western, outdoor action field had one outstanding shining light in Gene Autry, the chanting cowboy who has proved big draw in the provinces and is a leading factor in pilling up profit and grosses for Republic. Grand National worked in the development of Jimmy Newell, also a singing western star, but he has not gone the pace of Autry so far as the audiences are concerned, has Smith Bellew, under contract to Principal Pictures with release through 20th Century-Fox.

stance to have healthy box office ingredients and brought to the fore as stars Sonja Henie, Ritz Bros, Alice Faye Tony Martin, Don Ameche and score of others were developed as essential feature play-

developed as ers.

Metro, of course, went for the extravaganza, operatic and revue blend. Its standouts were May-time and Friefly, with Jeanette Melson Eddy optime' and 'Firefly', with Jeanette MacDonald having Nelson Eddy opposite her in the former and Allan Jones in the latter. Its Born to Dance' and 'Broadway Melody' did not prove the bo, panic that was expected and first indications, on 'Rosalie,' a late December release, is

Rosalie, a late December release, is a bit better. Company feels, though, that in both pictures their investment was warranted, as personalities improved in the developing process and new ones were brought forth.

RKO had as usual their ace in Fred Astaire working in one with Ginger Rogers and doing another with Burns and Allen as foils. Musicals outside of this grouping for the company were none too forte. New Faces, with score of Radio personalities, including Milton personauties, including Milton Berle, proved nothing much, and two Lily Pons musicals were just so-so. nersonalities including Milton

So-so. Paramount had fairly good luck in this division with Walkiki Wedding (Bing Crosby), 'Swing High Swing Low,' Big Bloadcast of 1937,' Mountain Music' (Bob Burns-Martha Raye), 'Artists and Models,' cast headed by Jack Benny, and 'Double or Nothing,' another Crosby opus. Only disappointers in this division were 'High, Wide and 'Ilandsome' and 'Champagne Waltz,' both unusually heavy-cost productions.

tions.

Warners, who sort of specialized in the musical line, let down in this division during the year. Outstanding in this division. Warsity Show: and Mr. Dodd Takes the Air, with okay trade done by 'Singing Marine' and a couple of medium priced pix, 'Melody for Two' and 'Sing Me a Loye Song,' with James. Melton heading cast.

Universal was not so lucky in the musical division. Ils 'Top of the Town' and 'Merry-Go-Round of 1938' were none too forte, but they look to have winner in 'You're a Sweetheart', starring Alice Fayenow on release.

Columbia still depends on Grace Moore for its musical supply, and manages to garner profit on her turnout. Her pix were When You're in Loye' and 'Ill Take Romance,' latter recently released.

Republic went into the heavy musical production cost field with two—Hit Parade' and Manhattan Merry-Go-Round. These were made as leaders to carry general product and also to establish Phil Regen. Warners, who sort of specialized

Merry-Go-Round. These were made as leaders to carry general product and also to establish Phil Regan. Walter Wanger turned out United Artists lone musicals on the year, Vogues of 1938 and 52d Sireet. Yogues was made in Technicolor and is headed for profitable gross. Grand National also came forth with one, 'Something to Sing About James Cagney opus that proved moderate grosser.

Metro's Marquee Roster

Metro, as in the past, still is top-ounter so far as draw and star

in America began feeling the audience reaction in this respect. Luise Rainer, elevated to stardom as result of her work. In. Good Earth, is also another showing strong, and should her health be okay in 1938, company has ambtitious plans that might bring her into the first division on its stellar roster. Lionel Barrymore, 'the old reliable, still is most potent factor at the box-office in strong support.

METRO

Stars

W. POWELL—M. LOY WILLIAM POWELL JEANETTE MACDONALD CLARK GABLE GRETA GABBO BOBERT TAYLOR SPENCER TRACY SPENCER TRACY
NORMA SHEARER
MYRNA LOY
JOAN CRAWFORD
LUISE RAINER
*JEAN HABLOW
LIONEL BARRYMORE
FOUR MARX BROS,
FREDDIE BARTHOLOMEW
ELEANOR FOWELL ELEANOE POWELL
WALLACE BEERY
ROBERT MONTGOMERY
NELSON EDDY
ROSALIND RUSSELL
LESLIE ROWARD
CHARLES BOYER GLADYS GEORGE EDWARD G. ROBINSON

Featured

Virginia Bruce Franchot Tone Frank Morgan Florence Rice Mickey Rooney Allan Joues Judy Garland Warren William Reginald Owen Reginald Owen
Una Merkel
*Ted Healey
Madge Evans
Edna May Oliver
Maureen O'Sullivan
Walter Pidgeon
Jessle Ralph Billie Burke George Murphy Sophie Tucker et Beeche Janet Beecher
Joseph Callela
Charles Grapewl
Robert Benchley
Buddy Ebsen
Cecilia Parker Nat Pendletor Edmund Lowe Edmund Lowe
Cora Witherspoon
Charles Trowbridge
Stuart Erwin
Elissa Landi
Paul Lukas
Bruce Cabot Ray Bolger Elizabeth Allan Betty Furness Melvyn Douglas John Beal Tilly Losch Tilly Losch
Barnett Parker
Henry Daniell
Stanley Morner
Dame May Whitty
Douglas Dumbrille
Cliff Edwards Ronald Sinclair Ronald Sinclair
Ruth Hussey
George Zucca
Lynne Carver
Mitchell Lewis
June Clayworth
Johnny Weismuller
Leonard Penn Tom Rutherfurd Dennis O'Keefe Mary Philips Reginald Gardiner Charles Gorin Michael Brooke

Metro has one of largest list of featured contract players in the biz. More than 50% of those on list did

*Deceased

More than 50% of those on list did not receive screen credit, so, therefore, cannot be qualified as to their audience ratings b.o. draught.

Steward Tops the Featured

James Stewart leads the featured group taking that honor away from Virginia Bruce. Stewart is being groomed for stardom. Robert Young is next having gathered most of his strength at the b.o. from his picture making in England, where he proved popular. Virginia Bruce

is tops among the femme feature players and will probably be added to the star list before the year is over. Franchot Tone has come up in his position in this division with Frank Morgan being tops among the character players.

Florence Rice, new acquisition on the lot, also came through fast and studio may star her in its B divi-sion of pix for the new season. sion of pix for the new season. Mickey Rooney is also another name to conjure with so far as the exhibs and audiences are concerned, with Atlan Jones and Judy Garland also made swell, headway during; the year. Balingto of players on this list all have considerable value at the beand are accepted as standard Metro support, proving of value in general summation of pics they work in.

Par's Topper, Gary Cooper
Paramount had for the year as its
mainstay and top draw Gary Cooper,

PARAMOUNT

Stars

GARY COOPER JACK BENNY CLAUDETTE COLBERT CAROLE LOMBARD CARDLE LOMBARD
B. BURNS.—MARTHA RAYE
BING CROSBY
MARENE DIETRICH
MAE WEST
FRED MACMURRAY
GEORGE RAFT
HAROLD LLOYD
BURNS ALLEN HAROLD LLOYD.
BURNS and ALLEN
RANDOLPH SCOTT
GLADYS SWARTHOUT
E. E. HORTON
WILLIAM BOYD
LEW AYRES
EDWARD ARNOLD
JEAN ARTHUR
JOAN BENNETT
OSCAR HOMOLKA

Featured Dorothy Lamour Ray Milland Frances Farmer
Charles Butterworth
Charles Ruggles
Frances Dee
W. C. Fields W. C. Fields
John Barrymore
Yacht Club Boys
Mary Carlisle
Lyna Overman
Betty Grable Shirley Ross Charles Bickford Akim Tamiroff Akim Tamiroff
Gail Patrick
Anna May Wong
Elizabeth Patter
Johnny Downs
James Ellison William Frawley Porter Hall Leif Erikson Olympe Bradna Larry Crabbe Mary Livingstone Mary Uvingstone
Ida Lupino
Lioyd Nolan
Benny Baker
Ben Blue
Beulah Bondi
Cecil Cunningham
George Barbler
Benny Bartlett
Lucien Littlefield
Nick Luktet Nick Lukats Nick Lukats
Karen Morley
Purnell Pratt
Harvey Stephens
John Trent
Eleanore Whitney
Colin Tapley
Robert Cumming Mary Boland Frank Forest Marsha Hunt Priscilla Law Priscilla Lawson
Terry Ray
Elizabeth Russell
Barlowe Bowland
Judy Canova
Lee Bowman
Muriel Hutchins
Rilly Daniels Billy Daniels oscoe Karns Carroll Naish J., Carroll Naish Anthony Quinn Frank McGlynn Johnny Mack Brown Johnny Mack
Fritz Feld
Toby Wing
Tully Marshall
Billy Lee
Monte Blue Ruth Davis Stella Ardler Archie Twitchelf Fay Holden Virginia Weidlet

Fay Holden Virginia Weidle John Patterson June Martel

Year.

Coming up in great style and likely to battle Cooper for top No. 1 in 1938 is Jack Benny. His radio sideline proved to be great help to his picture rating and bo, prestige: Claudette Colbert proved tops over Carole Lombard on company draw as well as outside endeavors

New co-starring combine of Bob New co-starring combine of Bon Burns and Martha Raye next in im-portance, with indications, if public goes for their type of film in 1938, that they'll rank among the first four on the company list.

that they it rank among the first four on the company list.

Bing Crosby manages to hold hisown, with Marlene Dietrich and Mae West trailling him in importance. Latter two have probably made their final films for Par release. Fred MacMurray runs a bit ahead of George. Raft, with, the Burns and Allen combo proving good, and undoubtedly augmenting their strength through new type work they did, in Damsel in Distress' with Fred Astaire. It will bring a new type of vehicle for them at Paramount during 1938. Randolph Scott also is improving in strength in the star division, while Gladys Swarthout is not so important. W. C. Fields isn't, listed, as he had no pictures '37, due to his siege of illness.'

due to his siege of illness.

As is case with Metro, this studio also has in the featured list a lot of players who achieved no screen credit during the year, and consequently cannot be listed.

Dorothy Lamour lumps to the fore in this division, and will hit the star grouping during 1938. Ray. Milland is the tops among the male feature players. Frances Farmer showed progress on the year, with Charles Butterworth being a staple and dependable comedy acquisition to a score of pictures. Charlie Ruggles, away from Mary. Boland, not as hefty with audiences as he was in the team. Frances Dee became quite important during the year, with John team. Frances Dee became quite important during the year, with John Barrymore most helpful in the B group of pictures that he worked in. Mary Carliste will move into the B star bracket on the year. Lynne Overman proved vitally important, also, as, did Betty Grable. Shirtey Ross, Gail Patrick, Porter Hall, Melvyn Douglas, Mary Livingstone, Ben Blue and William Frawley.

Errol. Flynn No. 1 at WB

Blue and William Frawley.

Errol Flynn No. 1 at WB

Errol Flynn, brought into the star
division by Warners late 30,
proved to be the outstander on that
lot for year past, wrestling leadership
away from Dick Powell. Paul Muni
proved virtually on par with Flynn,
due to his, outside work in 'Good
Earth' at Metro, and 'The Woman I.
Love' at RKO, plus, of course, his
home-lot chores. That is unusual, for
a character artist to string that well
on b.o. rating. Bette Davis, aided by
her Academy award, held third spot
safely, with Dick 'Powell coming
next.

Edward G. Robinson, back in the

who took top honors away from Mae | ranks, proved to be corking support West. Cooper proved the strongest and ran bit shead of Allen Jenkins selling argument company had on the who has always been considered a year.

WARNER BROS.-F. N.

Stars

ERROL FLYNN PAUL MUNI PAUL MUNIS
BETTE DAVIS
DICK POWELL
EDWARD G. KOBINSON
KAY FRANCIS
PAT O'ERIEN PAT O'BRIEN WAYNE MORRIS OLIVIA DEHAVILLAND JOAN BLONDELL LESI IF HOWARD LESLIE HOWARD
MARION DAVIES
GEORGE BRENT
HUMPHREY BOGART
FERNAND GRAVET
BORIS KARLOFF

Featured

Hugh Herbert Dick Foran Rosemary Lane Priscilla Lane Margaret Lindsay Margaret Lindsa Anita Louise Frank McHugh Mauch Twins Beverley Robert Claude Rains Kenny Baker Allen Jenkin Johnnie Davis Johnnie Davis
Ian Hunter
Gienda Farrell
Warren Hull
Sybil Jason
Jean Muir
Donald Crisp
Patrick Knowles Patricia Ellis Insenhine Hutchinson Josephine Hukchi Mary McGuire Bonita Granville Frieda Inescort Rosalind Marquis June Travis Hugh O'Connell Gloria Dickson Margaret Irving Eddie Acuff Barton MacLane Addison Richard John Litel

stipped in her rating, as did Patricia Ellis, June Travis and Josephine Hutchinson whom WB figured would it starring, proportions during 1937. Shirley and Senja, 1-2 at 20th Star setup at 20th Century-Fox is greatly reyamped from last year with plenty of new blood in its ranks and way, up in the fore so far as draw power is concerned. Shirley Temple, of course, last year, again tons. The newly developed draw power is concerned. Shirley Temple, of course, last year, again tops. The newly developed Sonja Henie, added to the listing during 1937, is No. 2, and way ahead of others on the list. The Henie value overnight proved not only in America but went strong in foreign market. England and Australia between the contractions with processes.

safety, with Dick Powell coming next.

Edward G. Robinson, back in the fold, gained new strength and proved better draw than Kay Prancis, who skidded from the second spot she held last year. Pat O'Brien did not make much headway in this division with Wayne Morris, new addition, to the star list, right on his trail. Olivia de Havilland, who had been counted on to come way to fore during theyear, did not have the vehicles to fullfill expectations. Joan Blondell did not get the pic breaks on the year, either, and was loaned for on to Walter Wanger for Sland-In.

George Brent, who the studio furned a couple years ago would be an outstander, failed to gain any momentum. Newly added to the star list is Humphrey Bogart, who problemly in the star fold here and proved to moutstander, failed to gain any momentum. Newly added to the star list is Humphrey Bogart, who problemly in the couple years ago would be an outstander, failed to gain any momentum. Newly added to the star list is Humphrey Bogart, who problemly in the country in the country. His foreign of the new program that will build up his bo, strength, which currently is not overly important. Fernand Gravet, with only one pic, will need plenty more showing to make, any headway in this country. His foreign value, however, proves good. Marion Davies, with two unimportant bis proved of no selling value.

Heading the feature group is Hugh Herbert, who wrested the honors away from Frank Meflugh. Die Stern, who Meflugh. Die Stern, outdoor and action mainstay roved from Frank Meflugh. Die Stern, with the Misuch Twins next links division, with the Lands and the feature group of 20ths new blood. Though Miss Simon was once her group and Anita Louise having sood breaks, forede alread of the teaders. Their section. Marque the town of Walter, Winchell and Englery Roberts in second treat, fight on their trail were the town of Walter, Winchell and Benelie who will be seen to the feature group of 20ths new blood. Though Miss Simon was once he for the proposed strongly and and and

running closely behind. June Lang Gloria Stuart, Brian Donlevy, G Sanders, Virginia Field, latter newcomers, likewise show well on list. Much is expected of Miss Field and Marjorie Weaver during com-ing year.

As whole the 20th Fox list of

20TH-FOX

Stars

SHIRLEY TEMPLE SONJA HENIE TYRONE POWER RITZ PROS RITZ BBOS, ALICE FAVE EDDIE CANTOR WARNER OLAND JANE WITHERS LORETTA YOUNG WARNER BAXTER

Featured Don Ameche Simone Simon Tony Martin Walter Winchell— Victor McLaglen

Viotor McLaglen
Jack Haley
June Lang
Gloria Stuart
Brian Donlevy
Jean Hersholt
Michael Whalen
Claire Trevor Peter Lorre George Sanders
Helen Westley
Bill Robinson
Slim Summerville
Virginia Fields Rochelle Hudson Arline Judge Arthur Treacher Louise Hovick Ethel Merman Louise Hovick Ethel Merman Caesar Romero Spring Bylington Borrah Minevich George Barbler Sidney Blackmer John Carradine Keye Luke Sid Rumann Joseph Schildkraut Joan Davis Marjorie Weaver
Leah Ray
Bath Perry
Lynn Bari
Lon Chaney, Jr.
Chick, Chandler
Thomas Beek
Douglas Fawley
George Ernest
Douglas Scott
Wally Vernon
Florence Roberts
Paul Hurst
Joan Castle
Pauline Moore
Annabella Martarie Weaver

ising on the production horizon for

Astaire-Rogers at BKO

Astaire-Rogers at RKO
RKO showed nothing new in its
star development and depended
mainly on the Fred Astaire-Ginger
Rogers team to carry the companyselling burden. They did this and
lead the list, with Miss Rogers proving the top individual draw her
lead the list, with Miss Rogers proving the top individual draw her
leads to be companyselling to the companytion during "37 ahead of Astaire's
Damsel in Distress." Astaire comes
next, consequently Katharine Hepburn, an RKO leader for many years,
is next. Job E. Brown, who makes
them for RKO release through David
Loew and went off with the new them for RKO release through David Loew and worth off with the new year, followed by Wheeler and Woolsey, also out of the fold now. Both Brown and W. & W dependgreatly on hinterland for their draw value, with latter combo also having proven strong on foreign market especially in South America. Barbara Stanwyck, Jack Oakie and Joe Penner are next. Herbert Marshall, Cary Grant, Victor McLaglen and Miriam Hopkins come shead, although outside stars, of Lily Pons. Latter, used for prestige, has meant little to company grosses this past year.

George O'Brien and Bobby Preen held their own in their divisions, coming in via pix made by outside producers with Nino Martini and Burgess Meredith showing no strength among the customers seeking amusement in pic houses. Leading featured group is Gene Raymond, who wrested that spot away from Ani Shirley, with Ann. Southern first among the femmes. Edward E. Horton was way up ahead of Miss Shirley; Victor More (Continued on page 54) George O'Brien and Bobby Breen

Good Pix Back Up Holiday for Brisk L.A. Trade; Panay Bombing Reel Hot Draw; 'Tovarich' and 'Hisses' Okay

Los Angeles, Jan. 1.
Strong lineup of pics for current
reek is spelling plenty biz all
round, Bulk of the houses are single billing for the holiday trac single billing for the holiday trade, only theatres using duals being the day-date Chinese-Loew's State and the continued first run F-WC houses, United Artists and Wilshire. RKG- and Pantages fortifying 5010 and the continued for the state with the control of the state of the continued of the continued to the continued of the continued to the c

pecial on the reliady of the mixing.

Practically every first run town ang in a studio feature for the New Gear eve regular and midnight berformaness, and advanced prices were in effect in bulk of the houses. Dombined take is expected to be top or past 12 months.

performances, and advanced prices, were in effect in bulk of the houses. Combined take is expected to be top to past 12 months.

Current Pix: Last week's Estimates.

Current Pix: Last week's Estimates.

Current Pix: Last week's Estimates.

Surrent Pix: Last week's Estimates.

Surrent Pix: Last week's Estimates.

Surrent Pix: Last week's Estimates.

Estimates of the Estimates of the Estimates of the Estimates.

Estimates of the Estimates of the

and Thunder Trail (Par), very good \$8 000.
Pantages (Pan) (2.812; 30-40-55).—
Damsel, in Distress' (RKO) and Bombing and Sinking of U. S. S. Panay. (U). Exclusive Hollywood showing of the Norman Alley newarel shots for Universal of Panay reel shots for Universal of Panay in the Panay of the Norman Alley newarel shots for Universal of Panay in the Norman State of Panay and Stage show. Paramount's new western epic heading for smash returns, over holiday. Last week, second of This Confession (Par), held to fair \$1,000.

Thire Confession (Part), held to fair \$12.800.

RRO (2.872; 30-40-55)—Thomsel in Distress' (RKO) and 'Panay' (U) three-receler. Plenty of interest down in these Norman Alley scenes of warfare. Last week, 'Hitting New low' (U) came close to hitting new low for recent months as \$6,000 attests. State: (Loew-Fox) (2.414; 30-40 for recent months as \$6,000 attests. State: (Loew-Fox) (2.414; 30-40 for recent months as \$6,000 attests. State: (Loew-Fox) (2.414; 30-40 for Fox 100 for the control of the con

and Lancer Spy' (20th) finished at \$43,200. fair.

Wilshire (Fox) (2,296, 30-40-35)—
Rosail (MG) and 'Moto' (20th).
Another first run moveover that looks to fare well at this Wilshire bivd, spot, Last week, Second Honcymoon (20th) and Lancer Spy' (20th) failed to hit expectations so had to be satisfied with \$4,800.

Sub Zero Temp, Skiing Denting Mont'i Grosses

Montreal, Ján. 1
Sub-zero temperatures and big ski
attractions for week end will likely
make some dent in grosses but del
lar New Years Sode in advance.
If the state of the state of the state
for the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the state of the state
of the state of the

St. Moritz- Ice Carnival on stage. Last week, 'Merry Go Round of 188' (U) and Man Who Cried Wolf (U). Princess (CT) (2.300; 50)—TII Take Romane' (Col) and Can't Last Forcer' (Col). Last week, 'Heidi' (20th) and 'Mr. Moto' (20th). disappointing at \$4,000.

Orpheum (Ind.) (1.100; 50) 'Hurciane' (UA) (2nd week). Terrife 38.000 last week. Terrife 38.000 last week. Paris (France-Film) (900; 50)—La Grande Illusion. Last week's repeat of 'Les Hommes Nouveaux' and 'Une Femme a l'Interim good enough at \$1,500.

St. Denis (France-Film) (2.300; 34)—Avec une Sourire' and 'Les Hommes Sans Nom' Last week, 'Caesar, very good \$4,000.

STRONG PIX IN HUB SPOTS

Boston, Jan. 1.

Boston, Jan. 1.

Damsel in Distress, Rosalie' and Wells Farge' are in the film lineup for this week.

Love and Hisses' played one show day-and-date at the Metropolitan and Paramount New Year's Eve.

Current Pix: Last Week's Estimates Boston (RKO) (3200; 25:35-55)—

Crashing Hollywood' (RKO) and stage show headed by Phil Regan. This is ouse. Beginning Thursday (6) the Memorial takes over vaude, with the Boston taking continued run; from the deluxer. Last week, 'She's Got Everything' (RKO). and vaude, starting. Three Slooges, garnered okay \$22,000.

Fenway (MAP) (1,400; 25-35-55)—

Thrill of Lifetime' (Par) and 'Night Club' Scandal' (Par). dual. Last week, 'She's Got Everything' (RKO). and 'Night Club' Scandal' (Par). dual. Last week, 'Starting. Three Slooges, garnered okay \$22,000.

Keith Memorial (RKO) (2,900; 25-35-40-55)—Damsel in Distress' (RKO). Last week 'Hitting New High (RKO) and 'Boy of Streets' (Mono). dual, tepid \$15,500.

Metropolitan (MaP) (1,400; 25-35-40-55)—Bondian (MaP) (4,200; 25-40-55)—Rosalie' (MG). Bolstered by hefty national, ad campaign. Last week, 'Firedy' (MG), single, so-so \$15,000.

Faramount (M&P) (1,800; 25-35-155)—"Thrill of Lifetime' (Par) and 'A56 Fathers' (20th), dual, socko \$12,000.

Scollay (M&P) (2,700; 25-54-40-50)—Sub D-1' (FN) (3rd-run) and 'A56 Fathers' (20th), dual, socko \$12,000.

Scollay (M&P) (2,700; 25-54-40-50)—"Sub D-1' (FN) (3rd-run) and 'A56 Fathers' (20th), dual, socko \$12,000.

Scollay (M&P) (2,700; 25-54-40-50)—"Sub D-1' (FN) (3rd-run) and 'A575)—"Rosalie' (MG). Last week, 'Firedy' (MG), Last week, 'Fi

PITT VAUDFILM **CHECKS SLUMP**

Pittsburgh, Jan. 1.
Downtown putting its best best on tag end of holiday season, with ace attractions all the way down the line. Holiday and Saturday, falling simultaneously hurting somewhat, just as it did on Xmas. but general feeling of optimism prevails.

Stailey going to town with its big-sest vaude layout in years—Mary Dees, Monte Blue, Johnny Perkins, Preisser Sisters, Bob Foy, Louise Massey and her Westerners and Lowe, Hite and Stanley—with Last Gangster, Penn is shooting the works on Rosalle' and Fulton has a h.o. in Boy of Streets, which shows signs of a run. Current Pix: Last Week's Estimates Alvin (Harvis) (2000, 98-88-56).

Boy osweek.) Management expects
third. First week did better than
\$11.000.

Penn (Loew's-UA) (3,300; 25-3550)—Rosalie' (MG). House shelled
out biggest advertising expenditure
of the year for this one. Last week.
Tovarich' (WB) got. what class
trade there was for \$15.500.

Stanley (WB) (3,500; 25-40-60)—
Last Gangster' (MG and stage show.
Last week Major Bowes amateurs,
with 'Ebb Tide' (Par), kept pace
with previous simon-pure units to
play here and rolled up excellent
\$24,000.

\$24,000.

Warner (WB) (2,000; 25-40)—
Barrier (Par) and Fit For a King'
(RKO). Last week 'Madame X'
(MG) and 'Octopus' (WB) proved
weak holiday, \$4,500.

Mpls. 'Confession.' 'Sweetheart' Loom As Boosts for B. O

As Boost for B. O

Minnesofth, Jan. 1.

The physical stage show, week of the new part of the physical stage show the physical stage shows the phys

Damsel in Distress' (IRKO). New Astaire opus opened New Year's eve and looks see for walkin. (IRKO) week 'Hitting where for Pons pix, and looks see for walkin. (IRKO) week 'Hitting where for Pons pix, and in Do. (1833; 25-40) — 'Submarine D-1' (WB). Moved right in from Earle for 2d, week, Last week, Hold 'Em Navy' (Par) not so, good with below-average \$4,000. Palace (Loew) (2,308; 35-55)—Rosalle' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mood to good \$17,500. Sale' (MG) (2d wk). Built by bally-bloo, and boilday mo In Frisco's 1st-Runs in '38's 1st Wk.

should bring it well back into the black: Last week 'Hitting a New High,' (RKO), jerked after five poor days, '\$3,001.

State (Publix-Singer)' (2,300; 25-55-40-55)' Wells Fargo, (Par)' (12) week). Moved here from Minnesola. Critics and customers 'raves' giving box office momentum. Anyther Reod Wells (1998) and Wild and Woolly' (20th), dinal-first runs. \$2,400. Mild, '20th), dinal-first runs. \$2,400. Mild, '20th', dinal-first runs. \$2,535. Damsels in 'Distress' (RKO). First rabe shoen, '20th', '20t

CINCY PIC B.O.'S ALWAYS PLACID

San Francisco, Jan. 1. Three of the eight first runs on Market Street ushered in 1938 with new bills. They are the Fox, which pened Wednesday (29), a day earlier opened Wednesday (23), a day entitle: than usual in order to get break with 'Wells Fargo,' the Warfield with 'Love and Hisses,' and the Golden Gate which, playing 'Hit-ting a New High' with another RKO

with Love and Hisses, and the Golden Gate which, playing 'Hitting a New High' with another RKO vaudeville revue on the stage. All of the houses gave extra performances on New Year's Eve.

Current Pir, Last Week's Estimates:

3mbassy (Cohen) (1,512; 35-55-75)—Nothing Sacred' (UA) (Ind week). First week of Nothing Sacred' (UA) abbed sweet \$8,000,00; 35-55-75)—Wells: Fargo: (Par). Plenty of advance ballyhoo given this Frank Lloyd Western. Last week, (2nd) representation of the production of the control of the cont

'Fargo,' 'Rosalie' Look OK in L'ville; 'Tovarich,' 5G, HO

Louisville, Jan. 1

Despite New Year's Week, Chicago's Full of Holdovers, but Looks Okay

Despite the New Year's holiday session, the majority of the pictures current the loop are holdover flicks, having come in from previous runs in other houses or continuing

their runs.

Among these are True Confession, shifting to the Apollo after two fine weeks at the Chicago, Submarine DI moving to the Garrick folowing a smash stay in the Oriental, Love and Hisses holding over at the Roosevelt and Rosalie' continuing what started out as bangup box-office at the United Artists.

Only new items are Welle Rosago.

up box-office at the United Artists.
Only new items are 'Wells Fargo'
in the Chicago, Every Day's a Holiday' in the Oriental, 'You're a
Sweetheart' for the Palace and
'Women Men Marry' in the State-

Lake.
Business has been strengthened considerably since Christmas and indications are for a continuation of this hypoed trade. Especially strong are the matiness, due to the heavy children and fernme patronage.

cications are 107, a continuation of this hypoed trade. Especially strong are the matinees, due to the heavy children and femme patronage.

Current Pix: Last Week's Estimates Apolle (B&K) (1,200; 33-55-55-75)—True Contession (Par). In here are the continuing to fine bir here. Last week 'Awful Truth' (Col) finished five smash stanzas in the loop to excellent \$6,200.

Chieage (B&K) (4,000; 35-55-75)—Wells Pargo' (Par) and stage show. Indications for real trade here after good comment on preview last signal (Par) and stage show indications for real trade here after good comment on preview last signal (Par). Concluded fortnight to highly satisfactory \$32,000; especially on matinee biz.

Garriek (B&K) (900; 35-55-65-75)—Wells Pargo' (Par) and stage the signal part of the part of t

Prov. Has Okay Pix Fare, New Vaudfilmer

Providence, Jan. J.

Providence, Jan. J.

Priest class attractions, midnight shows and holiday prices are expectatory of the stands opened Friday ight (31), with new Year's eve midight (31), with new Year's eve midight (31), with new Year's eve midight shows. Albee is now sporting combo policy, vieing with Fay's, the Outside William (1997), with the contraction of the control of

well,
Majestie (Fay) (2,200: 25-35-50)—
Love and Kisses' (20th) and 'Sez
O'Reilly' (Ind). Last week, Tovarich'
(WB) and Mr. Moto' (20th), a bit
too high class; finished with fair
\$7,000.

\$7,000.

Strand (Indie) (2,200; 25-35-50)—
True Confession (Par) and Boy of Streets' (Mono). Held over through Sunday for nine-day run; \$13,000 swell pickings for this 50t. Wells Furgo moves in Monday (3).

Indpls. Spots Go Single Bills for New Year's Wk.

For the first time is more than a year, all first time to the policy instead of the dual plan which has been in practice at the majority of the spots. With the start of their programs for the first week, in 1938 opening yesterday (31), all downtown theatres have 'A' pix which look of sufficient strength to go it alone without the support of a second feature.

Current Pix Last Week' Estimates
Apollo (Katz-Dolle) (1,100; 25-40)

Apollo (Katz-Dolle) (1,100; 25-40)
—'Wells Fargo' (Par). Moved over
from Indiana for a second week. Last
week, 'Hitting New High' (RKO) and
'King Solomon's Mines' (GB), \$2,400,
light

King Surgicos (Katz-Dolle) (2,800; 25-40)
— Tovarich (WB). Preceded by extensive 24-sheet campaign locally. Last week. True Confession (Par) and Daughter of Shanghai (Par), in holdover stanza, fared nicely at examo

\$5,000.
Indiana (Katz-Dolle) (3,100; 25-40)
— 'Love and Hisses' (20th). Last
week, 'Wells Fargo' (Par), hit a
strong pace and held it for \$8,500,
dandy.

strong pace and held it for \$8,500, dandy.
Loew's (Loew's) (2,400; 25-40)Rosalie' (MG). Pic given big sendoff with national assist ads in dailies here. Last week, 'Man-proof (MG) and 'Beg. Borrow or Steal' (MG), okay \$8,600.
Lyrie (Olson) (2,000; 25-30-40)'She Loved Fireman' (WB) and vaude. Last week, 'First Lady' (WB) and Ethel Waters Revue on stage, started well and did specially strong weele-day business to wind up with \$11,000; swell.

SEATTLE BOOMS 'FARGO' OPENING

Seattle, Jan 1. Seattle, Jan 1.

Wells Fargo' opened Thursday at Paramount is getting top campaign this week and looks like it will go the route. "Hurricane" (UA), went into the Liberty suddenly this week for 'Awful Truth."

Current Plx; Last Week's Estimates

for Awful Truth.

Current Pix, Last Week's Estimates

Blue Mouse (Hamrick-Evergreen).

1900; 32-37-42)—Submarine D-1.

(FN) and 'High Flyers' (RKO), dual.

(2d runs). Has what it takes. Last
week (27), 'Octopus' (FN) and 'Thief
Meets Thief 'U), dual, ight days.

\$2,800, so-so.

Collseum (Hamrick - Evergreen)

(1,900; 21-32)—Big City' (MG) and
Borneo' (20th), dual. Last week,
Life Begins at College' (20th) and

Wife, Doctor and Nurse' (20th),
dual, \$2,900, mild.

Colonlal (Sterling) (850; 10-21)—

That's My Story' (U) and Devil's

Saddle Legion' (WB), dual. Last
week, Federal Bullets' (Mono) and
Mysterious Hooded Horseman' (FN),
dual, split with Escape by Night'

(Rep) and Swing II (Sallor' (GN)).

due ofte at \$2,400.

dual, ofte at \$2,400.

Fifth Avenue (Hamrick-Evergreen) (2,400; 32:37-42) — Rosalie' (MG) looking for nice take. Last week. Darsel in "Distress' (RKO) and Angel (Par.), dual, \$6,000, slow. Liberty (JavH) (J.900) 21:27-42)—Hirricane' (UA) Looks great Last week. 'Awful Truth' (Col)' (6th week), dandy \$5,000.

Music Ras: (Hamrick-Evergreen)

week. Awful Truth' (Col) (6th week); dandy \$5,000.

Music Box (Hamrick-Evergreen) 2,400; 323-37-42)—True Confession* (Par) and Thoroughbreds Don't Cry' (MG), dual. Nice pace. Last week, 32nd Street' (UA) and There. Goes Groom' (RKO). dual. eight days, but n.s.h. at \$2,700.

Orpheum (Hamrick - Evergreen) (2,700; 32-37-42)—Love. and Hisses* (20th). and "Daughter of "Shanghai (Part). dual. Last week. Submarine D-1' (WB) and "High Flyers" (RKO). dual. (2d. week) good at \$5,800.

Palomar (Sterling) (1,350; 16-27-37)—Love on Toast (Par) and Counsel for Crime* (Col), dual. with three vaude acts aiding draw. Last week. "Eight for Lady" (RKO) and aude, around \$3,000, okay.

Paramount (Hamrick - Evergreen)

vaude, around \$3,000. okay.

Paramount (Hamrick-Evergreen) (\$3,06; 32,742.)—Wells Fargo' (Par) and Borrowing Trouble (20th).

Exploitation should help. Last week.

True Confession' (Par) and Thoroughbreds Don't Cry (MG), dual.

3,400, good.

Roosevelt (Sterling) (850; 21-32)—

High. Wide and Handsome, (Par) and It Happened in Hollywood (Col). dual. Last week. Back in Circulation' (WB) and Stage Door' (RKO), dual, \$2,500, fair.

Pix Grosses This Week

Due to the early presstime on the Anniversary Number; the film gross stories only indicate the current pictures and, wherever possibl e. a casual mention

of how business is pacing.
Otherwise, the figures mentioned correct, recapitulating the preceding week's business. Next weeks issue will include actual grosses of the current week's films.

AUTO LAYOFFS NICK DET.'S PIC TAKES

Detroit, Jan. 1.

Auto plant layoffs still playing hob with grosses, but situash looks to improve currently. Coupla hold-overs, however, won't help total take.

Jineups at the Michigan, with Wells Fergo and Mill Britton's band on stage, and at the Fox, showing Love, and Hisses with Ted Lewis band on stage.

Current Fix. Last Week's Estimates

Adams (Ralbam) (1700: 30-40-50)

Current Pix: Last Week's Estimates
Adams (Balaban) (1,709, 30,40-50)
Mr. Moto' (20th) and Big Town
Girl' (U), dual. Last week, '45
Fathers' (20th) and Trapped by GMen' (Col), good \$5,000.
Fox (Indie) (5,000; 40-50-75)
Love and Hisses' (20th) with Ted
Lewis band on stage: Strong combohere. Last week, 'Til Take Romance'
(Col) and stage show, disappointing
\$21,500.

Madison (Unit.d Detroit) (2,000; 40-50-75) — Hurricane' (UA) (2nd

49.50-75) — Hurricane (UA) Cade wk). Held over for second session after nice \$12,000 first week.

Michigan (United Detroit) (4,000; 40-50-45) — Wells Fargo (Par) and Mitr Brittons ork on stage. Last week, True Confession' (Par) with Albertina Rasch ballet topping vaide; got fair \$23,000.

Palms-State (United Datroit) (20)

valude, got fair \$23,000.

Palms-State (United Detroit) (3, 00); 30-40-50) — True Confession (Par) (2d run) plus 'The Barrier' (Par), dual. Former opus moved here from Michigan, Last week, Last Gangster' (MG) (2d run) and 'Walt Disney's Academy Reward Revue', big \$12,000.

United Artists (United Detroit) (2,000; 40-50-75) — Rosalie' (MG) (2d wk). H. o. followed nice \$12,500 last week.

Philly Strutting Strong

Philadelphia, Jan. 1.

Philadelphia, Jan. I.
Every, de luxer and second run in
town is primping with Hollywood's
best to snare the coin that didn's
tor New Year's cheeve the second run in
cut the take war was a second run of the
cut the take session and are
cut the take the session and are
cut the take the session and are
cut the session and the
cut the session and are
cut the session and the
cut the session and are
cut the session and are
the s

and Tovarich, at the Boyd. Also looking healthy are True Confession at the Stanley and Rosalie' at the Fox.

School holiday and strong product last week accounted for pleasant grosses at the Stanley and strong product last week accounted for pleasant grosses. Earle, whose vaude always a hot attraction for the moppets. Pic was 'Only Young Once' with Red Norvo band, Mildred Bailey and Art Jarret as the flesh draw. Love and Hisses' at the Fox was oke, but not quite up to a ho.

Current Pic; Last Week's Estimates Addine (WB) (1,200; 40-55-75)—Hurricane' (UA) (2d week). Last week, fairly oke opening sesh, \$15,800.

Boyd (WB) (2,400; 40-55-65)—Tovarich' (WB) (2,400; 40-55-65)—Tovarich' (WB) (2,000; 25-40-55)—Tovarich' (WB) (2,000; 40-55-65)—Rosalie' (MG) Last week, with Only Young Once' (MG) and Red Morvo orch, Mildred Bailey and Art Jarrett, pa.ing, for strong \$24,000.

Fex (WB) (2,300; 40-55-65)—Rosalie' (MG) Last week, Love and Hisses' (20th) something of a surprise in not being granted another shanes (20th) (2d run). Last week, Nothing Sacred' (UA) (2d run) kept up stepping with nifty 50,900.

Keith's (WB) (2,000; 40-55-65)—True Confession (Par), Last week, Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kmass (Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kmass (Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kmas (Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kmas (Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kmas (Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kmas (Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kmas (Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kmas (Well's Fargo (Par) hot at \$13,000 for second session after so-so pre-Kma

B'way Pacing Well with Strong Pix, 'Tovarich,' 'Love and Hisses,' 'Sub D-1,' 'Fargo'; Panay Reels B.O.

With business terrific between in Distress' (RKO) (2d run) and 'A Christmas and New Year's particularly Wednesday, Thursday and Friday (Dec. 29-30-31). Xmas week pictures finished strong while others brought in for the New Year got speedy starts. Prices were upped New Year's eve to a top of \$1.30 for sme houses with a view to getting maximum benefits from the second from the second maximum benefits from the second from the secon

A Sweenear (2,787; 25-55-75) — Sub-Strand (2,787; 25-55-75) — Sub-marine D-1' (WB). Pacing strongly, Last week, First Lady' (WB) laid an egg, around \$14,000, poor. State: (3,450; 35-575) — Firefly' (MG) (2d run) and Jimmy Lunce-ford orchestra on stage. House gel-ting good play from out-of-towners through its vaude policy. Last week the sock combination of 'Awful Truth' (Col) and Rudy Vallee zoomed the receipts to more than \$40,000, not far from the record.

THREE OF FIVE H. O. IN BALTO

Bultimore, Jan. 1.

With three holdovers, local deluxers are swinging into New Year's week with fairish holiday grosses already under their belts. Only current week entires are Local Schotter, which was the same to be the control of the same that the same to the same the same to the same that the same to the same that the

session.

New (Mechani.) (1.400; 15-25-35-40-45)—Love and Hisses' (20th) (20th)

ness was also put on everywhere. (2d. wk). Got okay \$5,500 in firsh Current Pix: Last Week's Estimates. Actor (1,012; 55-31.10-\$1,65-\$2,20)—10. Old Chicago (2,001). Has' its road-show premiere here tomorrow night (1,002). Have the state of the control of the co

IN OLD CHICAGO

Hollywood, Jan. 1.
Zonnek production, Features Tyrone Power
Alice Fave, Don Amecho, Alice Brad
Andy Devine, Brian Donlevy, Phyll
Books, Tom Brown, Sldney Blackmer, Be
Directed by Henry King, Screenplay I
Lamar Trottl and Sonya Levien from sto
by Niven Busch; sones, Mack Gordon at
Harry Revel; film editor, Barbara Mellen camera, Daniel B. Clark, Previewed.
Projection Room: Hollywood: Dec. 20, '3
Running time, 110 mins.
Running (ime, 110 mins, Dion O'Leary, Tyrone Pow
Lick O'Leary Don Ameel Molly O'Leary Affee Brac
Place Bixby Andy Devir
Gli Warren Brian Donley

O'Leniy Alice Brady
British Control of the Control Gil Warren
Ann Colby
Bob O'Leary
General Phil Sheridan
Constor Colby Benvers. Bodyguned..... Carrie Donatiue Miss Lou.....

Men in Jack's Office: Gustay von Seyffer-titz, Russell Hicks.

In Old Chicago' should register heavily at the box office, although its spectacularity is for the eye primarily. An elaborate and liberally budgeted entertainment, the pictorial climax is the Chicago fire of 1871. This portion envissign mob panic, desperate efforts to stop the fire by dynamiting, etc., is highly effective. Roster of players includes Tyrone Power and Alice Faye. Don Ameche, Alice Brady, Andy Devine and Brian Donley. Picture is big and it is showy, but it is historically cockeyed in the placement of its main characters, and its story is mere rehash of corrupt political mismanagement of a growing Americanty. But as a film entertainment it is sockoo. 'In Old Chicago' should register

is socko

Mrs. O'Leary's cow that kicked over the kerosene lamp, which starticate the blaze is a conspicuous figure in the film. Lamar Trotti and Sonya Levien, who fashioned the screenplay from a story by Nevin Busch, have developed the O'Leary tradition beyond the limits of the barn. The entire family blays the most important part in the story, even to the point where one of the sons is projected as mayor of the city at the time of the fire, and another is pictured as the dishonest political boss, alonkeeper and villain. This lively bit of imagery may be shocking to the members of the sedate and disnified Chicago historical society. So the sedate and disnified chicago historical society acknoyledgment of whose splendid content of the sedate and the search is no reason why liberal transite license should not heart and the search. s socko.

Mrs. O'Leary's cow that kicked
wer the kerosene lamp which start-

There is no reason why liberal framatic license should not be taken by writers, if so disposed, and audiences are not likely to be captious about the veracity of characters or events. The result of such plot invention, however, is that no one will judge the film in any sense as an historical document, or as a serious attempt to capture the deeper spiritual aspects of the destruction, within two days, of a thriving and seething city which in 34 years had grown from a frontier fortress to the commercial capital of the mid-

He is good in his romantic scenes with Miss Faye, who appears as a musical hall singer. Latter is especially effective when singing several musical numbers, tuned by Mack Gordon and Harry Revel. of which In Old Chicago is the best. Doch Ameche is a vehement populary a technome and a vehement populary and the comment of the contract of the contract

CHANGE OF HEART

Hollywood, Jan. 1:

20th-Fox referee of Sol M. Wurted preduding. Pertures tholes Kuner, Michael
Ming. Serenniay, by Frances Hyland,
Miert Hay; coince, Londe B. Clark, and
ditter, 4role Morra. Treviewed at Ufrewn.
Intelligence of the Control of the Control
Ming. Ser. 25, 27. Hylinder June.

mins.
Carol Murdock Gloria Stuari
Antianny Muzdack Michael Whalein
Phillip Aceves Lyle Talbot
Jinn'y Milligan Delmar Watson
Mrs. Thompson Jane Darwell

challing Milliani. Delimar Watson Mins and Parwell Imnog Milliani. Delimar Watson Milliani. Then is more originality, freshness of treatment and solid entertainment in this B flim than in half the more expensive efforts from the Hollywood studios. Sol M. Wurtzel adds another wholly satisfactory short-bankrolled production to his list of secondaries. It is suitable for the lover shot on double bills in the best of houses which play the feather of houses which has been done in the patients of houses which and the patients with a caddy youngster who bawls him out for bad temper and then patiently teaches him how to release Fair which had been the him how to release a feather of him houses with a feather of him houses which had been were him house the him how the his house a feather of him house him house he had and Albert Ray keep the interest in this domestic yarn at hish pitch. Michael Whalen is the perturbed and later subdued husband and Goria Stuart, who has everything on her side in sort costumes, does a pleading down as the house of the perturbed and later who has everything on her side in sort costumes, does a pleading down as the perturbed and later who has everything on her side in sort costumes, does a pleading down as the perturbed and later who has everything on her side in the house of the perturbed and later who has everything on her side in the form of the perturbed and later who has everything on her side in the form of the perturbed and later who has everything on her side in the form of the perturbed and later who has everything on her side in the form of the perturbed and later that the perturbed and him of the perturbed and later who has

SPIRIT OF YOUTH

(NEGRO CAST)
(WITH SONGS)
Grand National ricease of Lew Golden production: Edward Shanberg, associate producer. Start Joe Toolis, features Clerence Miss. Directed by Hard Indiana. Moreland, Clee Demond, Songs by Clarence Muse and Cirarence, Carpetter, Previewed in Projection Room, N. Y., Dec. 20, vor. Standing United Status.

Miniature Reviews

In Old Chicago' (20th). Sock speciacle film; a flash on production and on the marquee.

'Change of Heart' (20th). Bright little comedy with Gloria Stuart, Michael Whalen and

Lyle Talbot.
'Spirit of Youth' (GN). Joe

Louis starred in a trite dram-atic recital of an Alabama-youth's rise to the world's he'avyweight championship. Supporting east practically all-

colored.

'Mama Runs Wild' (Rep.).

Mediocre comedy with Mary
Boland and Ernest Truex.

cause of training neglect, what he had expected to be a cinch fight furns out to be his first defeat, and by a knockout. The youth realizes his errors and stages a comeback, with match with the champ his crowning reward. He is being badly outfought in this title bout when they be room to be a support of the control of t

MAMA RUNS WILD

MAMA RUNS WILLD
Republic production and release. Karr
Men by Men and the second of the

king, grief-stricken civilians, refu-gees, quiet-along river front and the launch that set out from the Panay to pick up the last war correspon-dents, are unfolded with feature pro-duction fidelity. Producer Ford also has built suspense as he shows the crew and officers going about daily routine, unsuspecting any attack. Probably the highlight of U's featurette is the clever manner in which Alley follows the sinking of the Panay, once it has been aban-doned.

fore he quit it. Both reels and U, show treatment of wounded movements to remove injured and rescue shots.

Paramount's Arthur Meniken material on Nanking is dovetailed into motion pictures of the Panny before ductions of still photographs on sinking episode. Startling views follow of a city under martial law of a conquering foe. Far's material runs slightly longer than News of Day foolage used at Embassy.

Embassy Newsreel Theatre, N. Y. Remainder of news clips are a terrific letdown after the Sino-Japanese views on this theatre's program of the start of th

She Married an Artist

She Married an Artist
Columbia release of Sidney Buchman pyrduction. Stars John Buder, featurer, Juli
Deate, Frances. Drake Helen Westley,
Alexander D'Arcy. Directed by Marion
Lawrence. And Start Start Start Start
Lawrence. And Start Start Start
Lawrence. Act Situs. Lincoln. Hunning
Jee Thornwood. John Roles
Sally Dennis. Frances Drake
Sally Dennis. Frances Drake
Philip Corvol. Alexander D'Arcy
Whitney Holton. Albert Van Dekter
Draul. Start Start Start
Lawrence. And Start
Lawrenc

There it no reason why library make the season why library make the season why library make the season why library for segment to the season why library for segment to the season white the seas

MR. BOGGS STEPS OUT

Spencer Charters
Otls Harlan
Walter Byron
William Moore
Harry Tyler
Eddie Kane Manager....

isolitette.

Mason.

Berry Tyler.

Mason.

Berry Tyler.

Mason.

Berry Tyler.

Mason.

Filmdom should know better than
to make a picture featuring a guy
who has a bug for statistics, because
he naturally would be quite a bore.
But 'Mr. Boggs,' the Charles Buddington Kelland dumb one, is transferred to celluloid with all his natural drabness which will mean the
same thing at the bo.

Slory was first ouled i American
mag, under title of Face the Facts,
and connect was under the
same though colorless, the role is
a setup, for Stuart Erwin, the leadoff
man for the cast. He is a first assistant statistician who can reel off figures on anything, and comes within
three beans of guessing the correct
humber in a barrel which wins him
\$1,500. Sets out to be something,
besides a statistician and buys a
barrel factory as well as part intreased in some proper charters. Has
to get Tully Marshall to onen his
to get Tully Marshall to onen, he
has no outlet for his product.

Helen Chandler gets crush on
Erwin the minute he hits town, she
being the daughter of Charters the
has no outlet for his product.

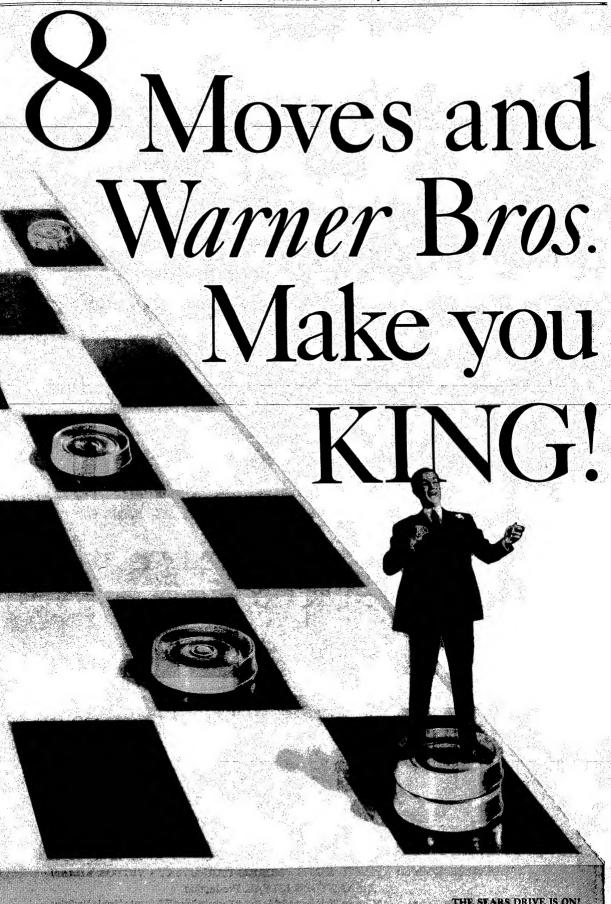
Helen Chandler gets crush on
Erwin the minute he hits town, she
being the daughter of Charters the
his moneyed over
Toby Wing, who dresses un to makhie his town, and the willing plans for opening pickle
as story darts back and forth from
one uninteresting thing to another,
with no dash provided anywhere,
which will bogg it down on money
return. For the duals, definitely.

Barn.

THE SILVER TRAIL

Principal release of Reliable Pictures
Corp. production by Bernard B. Ray. Associate producer Harry S. Webl. Features
Rex Lease and Mary Russell: Directed by
Raymond Samuels. Story, Jonnes Oliver
Agymond Samuels. Story, Jonnes Oliver
Inferior of Chaloner, N. Y., danka, Dec.
10. 37. Running time 53 mins.
Bob Grandall. Rex Lease
Bob Grandall. Rex Lease
Skerdan Mary Russell
Skerdan Reg Williams
Roger Williams
Dunn. Roger Williams mins.
Rex Lease
Mary Russell
Led, Cassidy
Roger Williams
Steve Clark
Silm Whittaker

Combination of the Curwood story credit and presence of 'Rin-Tin-Tin Jr. Combination of the Curwood story credit and presence of 'Rin-Tin-Tin Jr. Dochound, may mean something to pic's future. Rest of it is just another western with no sage satellite for the combination of the co



First Move

TOVARICH

THE SEARS DRIVE IS ON!

Hold 'Tovarich'!... It's what they're all doing everywhere!

CLAUDETTE

OOLBEN



with

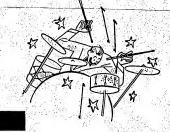
BASIL RATHBONE · ANITA LOUISE

MELVILLE COOPER · ISABEL JEANS MORRIS CARNOVSKY VICTOR KILIAN
An ANATOLE LITVAK Production

Soreen Play by Casey Robinson . Adapted from the Play by Jacques Deval . English Version by Robert E. Sherwood . Music by Max Steiner

Follow it with the picture that "will stand any audience on its feet with applause!"





DICK POWELL ROSEMARY LANE HUGH HERBERT

LOLA LANE - GLENDA FARRELL · JOHNNIE DAVIS **ALAN MOWBRAY**

> MABEL TODD · ALLYN JOSLYN EDGAR KENNEDY

Direct from the "Orchid Room of the Air"

THE HOLLYWOOD

FRANCES LANGFORD JERRY COOPER KEN NILES **DUANE THOMPSON** RAYMOND PAIGE

AND HIS ORCHESTRA

BENNY GOODMAN

Richard Macauley · Original Story by Jerry

Dick Whiting & Johnny Mercer wrote these our grand new Hit Parade specials! . .

"I'VE HITCHED MY WAGON TO A STAR" "I'M LIKE A FISH OUT OF WATER" "SILHOUETTED IN THE MOONLIGHT" "LET THAT BE A LESSON TO YOU"

and "Hooray for Hollywood" . "I've Got o Heartful of Music" "Sing, You Son of a Gun

THE SEARS DRIVE IS ON!

HOLLYWOOD HOTEL





SWING
YOUR LADY

THE SEARS DRIVE IS ON!

Swing into the first original novelty sensation of 1938

with

HUMPHREY BOGART • FRANK McHUGH • LOUISE FAZENDA NAT PENDLETON • PENNY SINGLETON • ALLEN JENKINS



THE WEAVER BROTHERS & ELVIRY

Here's value! Their original hill-billy hilarity on film with the unique and sure-fire technique that was a never-miss mop-up in vaudeville for years and years!

Directed by RAY ENRIGHT



Screen Play by Joseph Schrank and Maurice Leo - Adapted from Play by KENYON NICHOLSON and CHARLES ROBINSON - Songs by M. K. Jerome and Jack Scholl



Warners' glorious TECHNICOLOR super-sequel to 'God's Country'!

GEORGE BRENT · OLIVIA de HAVILLAND · CLAUDE RAINS



TIM HOLT · WILLIE BÉST Directed by MICHAEL CURTIZ Screen Play by Warren Duff and Robert Buckner · From a Cosmopolitan Serial Story by Clements Ripley · Music by Max Steiner · A First National Picture COSMOPOLITAN PRODUCTION



THE SEARS DRIVE IS ON!

GOLD IS WHERE YOU FIND IT



Fifth Move

SLIGHT CASE OF MURDER

THE SEARS DRIVE IS ON!

His first for W.B. since 'Galahad' ...co-written by Damon Runyon!

EDWARD G.

ROBINSON SIGHT CASE OF MURDER



JANE BRYAN ALLEN JENKINS
RUTH DONNELLY WILLARD PARKER

Directed by LLOYD BACON

Screen Play by Earl Baldwin and Joseph Schrank • From a Play by
DAMON RUNYON AND HOWARD LINDSAY • Music and Lyrics
by M. K. Jerome and Jack Scholl

A First National Picture

Absolutely the biggest mass-audience drama she's had!



with

HENRY FONDA
GEORGE BRENT
MARGARET LINDSAY DONALD CRISP
FAY BAINTER RICHARD CROMWELL

A WILLIAM WYLER Production

Screen Play by Clements Ripley and Abem Finkel . From Play by Owen Davis, Sr.

THE SEARS DRIVE IS ON!

JEZEBEL



Seventh Move

ROBIN HOOD

THE SEARS DRIVE IS ON!

Never such scope! Never such a walloping TECHNICOLOR smash!



and OLIVIA

de HAVILLAND THE ADVENTURES OF

ROBINEODD

with

BASIL RATHBONE · CLAUDE RAINS

Melville Cooper Ian Hunter · Alan Hale · Patric Knowles · Una O'Connor

Directed by WM. KEIGHLEY and MICHAEL CURTIZ

Technicolor Director, Natalie Kalmus Screen Play by Norman Reilly Raine and Seton I. Miller . A First National Picture

"The King" is back with Rodgers-Hart music-and Lombard!

CAROLE

LONBARD

and FERNAND



(Tentative Title)

RALPH BELLAMY

ALLEN JENKINS • ISABEL JEANS • MARIE WILSON

A MERVYN LEROY Production

Music and Lyrics by Richard Rodgers and Lorenz Hart . Screen Play by Herb and Joe Fields . A First National Picture

THE SEARS DRIVE IS ON!

FOOD FOR SCANDAL

Eighth Move



World's B. O Appraisal

(Continued from page 3)

abroad, as compared even with the

abroad, as compared even with the domestic field.

Chaplin and Cantor Missing.

Charles Chaplin drops from the first 10 because he had no new production to herald his name or indicate the popularity. In a lesser sense this was true of Norma Shearen, though rated by her own company near the top. Grace Moore also slipped behind, her place being taken by Jenette MacDonald, because latter was in more big productions with widespread appeal. Laurel-Hardy team, still sensational in countries where pantomime is regarded as and; missed inner 10 circle because not as active or, figured as big as rivels in 1937.

rivals in 1937.

Eddie Cantor, missing last year,

Eddie to make the grade gain failed to make the grade largely because his new picture has had few showings thus far in foreign field. Latest feature and subsequent ones may bring him up in 1938. Charles Laughton also is absent be-cause of minor screen efforts, chiefly made in England. Greta Garha imme.

Charles Laughton also is absent because of minor screen efforts, chiefly made in England.

Greta Garbo jumps up from sixth spot to second because of Camille' and Conquest, Her.,old popularity was greatly, enhanced by these efforts. Clark Gable stays in third position against new and old rivalry to a vast extent because of appearances in numerous bio. films. Interesting sidelight the comment of one sales manager (not on Gable) that the true test of a player's popularity is to obtain business on a weak picture, at least abroad.

Marlene Dietrich went from seventh to eighth because popularity with fans. foreign soil faded against heavy opposition. Fact that Ernst Lubitsch is known abroad for his sophisticated type of direction continued however, to aid her. Shirley Temple, at too last year, fell back to fourth, feeding sterner competition. Possibly wrapped up in this decline in popularity is the hard-houled fact that it is difficult for the public to maintain its allegiance to a child star no matter who. Still near the lop in England, with two most recent films (both with foreign locales) helping, but general sameness is decried abroad.

Powell-Loy, Muni. New William Powell and Myrna Loy are

locales) helping, but general sameness is decried abroad.

Powell-Loy, Muni New
William Powell and Myrna Loy are
new names within the coveted 10,
with teaming in pictures, old to U. S.
but new foreign lands, meaning
much in gaining, fifth rating.

Team of Fred Astaire and GingerRogers slipped back from fourth
place through no particular fault of
theirs, Placing them in separate
starring vehicles, interesting experiment, hurt bo, draft, and only
their known draw enabled them to
do so welt with virtually one costarrer. Wound up sixth.

Robert Taylor, heralded favorite at
home, mowed from last to seventh
spot, as fame spread in Europe.

Paul Muni is a new addition landing, inint place because of Passeur, 'Good Earth' and 'Zola.' Might
hav finished higher, if 'Zola' had
been released earlief and secured
more bookings as consequence. Bannings of it, in some countries also
hurt.

Jeanette MacDonald made the first

possibly because dwarfed by rounding male satellites. Edward G. Robinson, gained fame abroad as being typed for gangster roles. Although Ronald Colman was not especially active in 1937, his work in Lost Horizon and Prisoner of Zenda, nevertheless enabled him to get into the first 10 list for males. Nelson Eddy, aided by appearing with Miss MacDonald, barely missed this list too.

this list too.

Tree Dunne come close to getting into the Javořed 10 femme list because of work in Theodora Goes Wild and Awful Truth, with Magnificent Obession and Show Boat Unrishing earlier build-up, Cry Grant, with his Topper' and 'Awful Truth,' is rated comer. Harry Baur was viewed in France as a character actor favorite, much the same as Emil Jannings in Germany.

The Moppets

Squads Right

Hollywood, Jan. 1.
Writers on Warners lot usually split up at a leftist and a
rightist table in studio commis-

There's always a heavy drift from the more radical side to the conservative board along about option time.

ster. Freddie Bertholomew's absence from screen slowed his chances for big draw in 1937. Bobby Breen, a big favorite in South Africa and Australia.

While most U. S. films do not take

wild and 'Awful Truth,' with 'Magnificent Obsession' and 'Show Boat'
runishing earlier build-up. Cry.
Grant, with his Topper' and 'Awful
Truth,' is rated comer. Harry
Baur was viewed in France as a
character actor favorite, much the
same as Emil Jannings in Germany.

The Moppets
Deanna Durbin probably made the
greatest strides among juvenile or
youngster stars abroad. In her case,
it was that of clever comely
youngster gifted with a voice, clicking, returns indicating she was
Boilding as big as in U. S.
Popularity of Nova Pilbeam in
England helped this lalented young-

END OF BANKRUPTCY AND 77B

By Sam Shain

By Sam Shain

In 1933 the industry stopped bulling and began thinking. This was
in accordance with advice and warning to the trade which was given
by Sidney R. Kent. RKO. Paramount, Fox Theatres Corp. Fox
Metropolitan Theatres the Roxy
theatre, Fox West Coast, and the
Poli circuit were the most prominent
institutions which sought a financial
bath, by way of receivership, bankruptcy and/or 77-b.

In the 'immediate position' of the

ruptey and/or 77-b.

In the immediate period of the RKO and Paramount bankruptices, the national elements conspired to increase the woes of general industry. This was period of busk moratoriums, an earthquake that rocked part of California, shattering life and destroying property, and other catastrophes.

other catastrophes.

There were weeks and months of wild uncertainties. Drastic economies were instituted and from an all-industry salary peak of around \$150,000,000 yearly the compensation end of the business declined to \$50,000,000.\$60,000,000. That's by way of estimate estimate.
After nearly five years, only RKO

remains under court ville, of this which sought relief through receivers ship, bankruping and 70-b RKO's plut of reorganization is pending before the Federal Could be reduced thinking, in 1933, the fixule problems of the business, such as production, sharies and manpower, were only partly tackled. Financial exigencies and the bankers forced concentration upon the inflexible problems, such as mortgages, all estate and theatres.

as mortgages, al estate and theatres.

It has been a tremendous ach evenent. The theatre chains, for the most part have venained intact. But decentralized operation has become an accepted practice of the business. In manpower, around, the trade, and salaries were stasted, in 1933. There has been considerable pooling of theatres, top, since this block era, one analygination resulted the creation of 20th Century-Fox. United Artists owns part of Odeen, in London, Metro is now a partner with 20th in Gaumont-British, and the cleetrical end, additionally, which has been a stinging problem of the theatre-since talkers came—just one of those things now. one of those things now. Certain new bankers

one of those things now. Certain new bankers and even a stock broker. Iwo came into the trade in the backwash of 75-b.

Now, with the approaching end of the bankrupley and 75-b en, the trade is again facing its usual and fundamental problems. These don't change. And Kent's worning still some

change And Kent's warning still goes.

High cost of production is gnawing at the vitals of the trade. Production costs have risen in the past several years by as much 505.

The \$1,000,000 picture became the rule rather than the exception.

On the foreign end, the money embargoes abroad which existed i 1933 have grown more stringent, at anything. Quofa restrictions are more rigid almost everywhere and new quotas are rising and milliplying the industry's problems in foreign countries. These conditions compet the companies to bring production requirements down to a local level commensurate with domestic possibilities only.

And, additionally, the home side, the preference of the French for the preference of the French for the preference of the French

for the preference of the French

stars.

The absence of Danielle Darrieux from the list is difficult to understand for she has made some of her best performances this year. She would appear near the bottom, as would Louis Jouvet, were a list made of Paris alone, as would Pierre Richard Willm for a strictly provincial list.

cial list.

But taken as it now stands the list produces ample proof that an easy and restless Europe has done as much as anything to determine the selection of what the public this year has gone to see in France.

Nationalistic Germany Has Many Native Faves By CLAIRE TRASK

Berli Dec. 20.

The pyrotechnies of the Germa film luminaries has managed to give off a helty smoke screen. But no big spack has set the celluloid ablaze.

off a hefty smoke sercen. But no big Spark has set the celluloid ablaze.

There is the case of Zarah Lea der the Swedish legit actress Stock-holm and Vlenha vied in culofic. As guest performer on the Austrian stage, Zarah was packing them in. The film took hand and her first vehicle was megged by the skillfull Geza von Bolwary. A lot of touting, Zarah had been given costly frame, aroused tone expectation. But the picture was a letdown. The full-bloomed Nordic with the tragic orbs and the ample drapes didn't fit mith the public's conception of mewly discovered film star. She seemed more the line of a come-back like Pola Negri. But there was that agifting volce, vibrant and dusky. Bolvary knew what he was about, when he stread her. No. I asset and gave Zarah more chained at tuning up than seemed good for the picture. The disk compunic weren't slow either, and foddy Zarah's popularity is factered to those extraordinary pipes of hers.

Because of the farger Germa speaking area, the Austrian Paula. She gives precedence to her, legit work and use for the farger Germa speaking area, the Austrian Paula. She gives precedence to her, legit work and use only bould once a year. By this her before limited force a year By this her definite limitations area and over-explosive 2B.)

Analysis of Round-the-World Stars

(This addenda supplements Vaniery, star-ratings, and reproduces some satient defail from sundry portions of the globe. Its intended either to highlight how existing political stress has bearing on the boxoffice, and also to indicate why and how certain personalities are lossing fuvor, and others are fust conjugated.

Sydney, Dec. 15
As In the past stars to shine the brightest in Australi during 1987 were American However, today the stars have to play in pix carrying a worthwhile story. If the story is regarded, by fans as unsuited, then they just stay away from the b. o. Here's a case in point. Robert Taylor, a sure femme socko when spotted right, hit the screen here a few weeks back in. His Afair. Title looked swell, but the femmes didn't like the story and the pic went floopo, which goes to prove that the producers must spot their stars right to make them retain solid b. o. pull. The Antipodes, are strong for Jeanette MacDonald-Nelson Eddy. Clark Gable, William Powell-Myrna-Loy, Robert Taylor, Shirley Temple, Errol Flynn, Deanne Durbin, Astaire-Rogers, Gracie Fields, Bobby Breen.
List shows some marked changes over 1936, but the b. supplies the right answer, irrespective of anything else.
Little while back, Shirley Temple was the tops. Today, this sfar still-was the tops. Today, this sfar still-

right answer, irrespective of anyting else.

Little while back, Shirley Templewas the tops, Today, this sids sill
spells biz, but not so strongly as of
yone in the city spots. Bobby Breen,
hit popular favor right from the
jump, and by next year should be
away up on the list. Same thing
goes for Deanna Durbin.

Not so long ago Fred Astaire and
Ginger Rogers held a high spot, but
recently a decided swing away from
them has been noticed. Undoubtddy, the most popular comedy team
on the screen today is William
Powell and Mynra Loy. Thin Manstuff placed them in high favor with
the fans and they we maintained that
popularity all along.
Best b. British star Gracie
Fields. Another Britisher, George
Formby, is gradually working into
high favor and by next year he
should be a solid draw in this terFritory.

One foreign star who looks like

Legit, circus and vaude-revue depend upon imported stars for pull, but in the radio field George Edwards stands at the top with a series titled 'Dad and Dave' over the commercial network of Commonwealth Broadcasters. He's a local actor who could step into any studio in the world and make the grade. Next i favor Gladys Moncrieff, who appears over the government-owned units with revivals of musicals. This femme was a stan for years in the legit field with Williamson-Tait, and has not lost at all by switching to air work.

nas not lost a an oy switching to all work.

Antipodeans favor the imported article more so than the home product. And right now the American stars are shining the brightest in the iterritory known to the rest of the world as 'down under.'

Politically Upset, France Favors Laffs by hugo speck

Bobby Breen and Deanna
Durbin Big Down Under
By ERIC GORRICK
Sydney, Dec. 15

As in the past stars to shine the brightest in Australi during 1832 were American. However, today the stars have to play in pix carrying a worthwhile story. If the story is regarded by fans as unsuited, then they just stay away from the b. of there's a case in point. Robert Town they just stay away from the b. of there's a case in point. Robert Town they just stay away from the b. of the star beautiful to the story is regarded by fans as unsuited, then they just stay away from the b. of the star beautiful to th Hungry for Comedy.

Comedy also played a large part in helping them forget that a war in Spain was threatening to spill over the Pyreness into France, which accounts for the newcomer high in the fist—Fernandel: "His ls- of the slapstick sort with his horse-teeth brings a laugh every time he opens his mouth. But it is typically French, set in places and circumstances which that big mass under the upper strata takes as part of its own life and laughs at it.

Another proof that the French

takes as part of its own life and laughs at it.

Another proof that the French public this year has been seeking a way out to forget screaming head-lines of war scenes and photographs of mutilated, bodies in the streets of Spain 'the dropping of Harry Baur, who was perched at the top last year. Baur's films are generally of the heavy and serious, a type that has little place in minds troubled by stark realities that threaten death.

Annabella second last year, has, also been dropped but for the ireason, undoubtedly, that she switched to England to ake pics, the last one made here this year has not yet had time to count in the returns and she finally went to America.

Femme admirers undoubtedly put Tino Ross on the perch he occupies in the list. His films are of the lightest material, woven entirely around his singing and a face that might in some, respects be called the Valendino of France. Sacha Guilty is new, too, but when one has seen his 'Story of a Tyicker' and 'The Seven Pearls of the Crown' It is understood why he is so high in the list. Jean Gabin; above, all, is a man, and not a handsome mun, but, his films like 'The Good Crew' takes life in the raw is the French knownt.

Boyer Aided Dietrich

The state of the s

Analysis of World Stars

(Continued from page 27)

simple and direct appeal keeps its healthy bloom. A great loss to the German film

A great loss to the German film is the premature end of Renate Mueller. No other young actress here has her poise and Charm and can carry off implicating situations with her cultivated manner. Lilian Harvey is still energetically at it. But her success is almost exclusively with the loyal fans of old. They constitute a considerable number though, large enough for the UFA to splurge on Lilian's pictures Quarts of new blood have been injected into them by the young director, Paul Martin, who handled her last three vehicles in superstyle.

Luise Ullrich, topnotch on Luise Ulirich, topnotch on the miming end, always has given the lenser a slight headache. She has found her way back to the footlights and affords the camera only an occasional, but then decidedly worth while glimpse. Coupled with Victor de Kowa, who is traipsing over the same route, she turned up in the best little money maker of this picture season, Versprich mir nichts. This is first-class comedy which these two featured players had already carried to the biggest legit success last season.

success last season.

Dividing her time between here and London is Brigitte Horney. (In

and London is Brigitte Horney. (Incidentally her mother is a psycho-nalyst at the Chicago University.) A robust, dark Jeanne Eagels type.

Czechs and Italians Too-Much rooting is done for the Czech actress Lida Baarova, with four years of Germán camera work to her credit. Hampered by the lingo, she showed quality for the first time in 'Patrioten,' but right on too slumped discouraging' in a top slumped discouragingly in a messy version of Strauss' operetta Bat

The Bat.

The Batian Isa Miranda twice passed across the German screen and before the pundits here could make up their minds she was whisked off to Hollywood to be groomed for American confishmption.

Lil Dagover, Olga Tchechova and Dorothea Wieck continue to arouse the envy and wonder of the maturer femmes. But Naziland has put the kibosh on formercial exploitation of their stars' cosmetic mysteries. So their secret will have to die with their secret will have to die

As said before, Pola Negri has not As said before, Pola Negri has not only come back, but of staying. And now Henny Porten, silent day fame, is rumored to rejoin the ranks. The caustic Kabarett der Komiker hits the proverbial nail with a saucy sketch in last month's bill, a whopper, called "Nachwuchs" ('New Sprouts') with Pola Negri, Thea von Harbou, Gerhard Hauptmann, Hermann Sudermann and Paul Lincke, all up and past life's meridian, doing a cov Mayoole swing. But then the all up and past life's meridian, doing a coy Mayole swing. But then the Kabarett der Komiker, an impertinent institute, has already been rapped over the knuckles and was forced by the officials to shut down twice.

rapped over the knuckles and was forced by the officials to shut down twice.

The flippant end of the flicker har been bravely held up for the past eight years by Anny Ondra (Max Schmeling's home partner) and her dark sister, Jenny Jugo. The vociferous Berlin comedienne Grete Weiser, is making a large dent in their fan line. But she lacks looks and can't be called a newcomer to anything but the screen.

Skirley's Teutonic Takeoff Germany is tightly linked up to that chain of countries with only one consensus of opinion on Shirley Temple. And every year at least one German company tries to ring in on the golden laurels of America's kid diva and springs a film prodigy. But up to now not a leaf has flutred in Shirley's wreath. Not being able to match her, they are now resigned to playing second fiddle and are bringing out Carmen Lahrmann Fox discovered her and for the last three years has built her up to synchronize Shirley. This dubbing is one of the main reasons why Shirley's flims were gobbled up by the sticks. Carmen has also begun to pa, with hits from her Yankee sis. Drilled to a T in copy-catting and with nothing about the kid that is childish and perky, it turned out to be a lifeless performance. Carmen

with nothing about the kid that is childish and perky, it turned out to a lifeless performance. Carmen Lahrmann's first screener is already under way but they foresee a fizzle. Since her hitching it up with the Polish tenor. Jan Klebura, the Hungarian chonter. Marta Eggerth has been mute. But now the couple's first joint picture. 'La Boheme.' Vienna-made with Geza von Bolyary directing, is to catch the Berlin holiday trade. Political fair weather sign pointing in both directions. Hungarian and Polish, success forecast is no gamble.

com page 27)
Besides the German revels in a high C and even the accompanying footage of a portly vocalist doesn't faze him. This explains in part Benjamino Gigit's continued and resounding triumphs. The other part is due to the good taste employed in story selection. Gigit latest opus. 'Mother Song,' is an Italian-German each Here his singing partner is co-op. Here his singing partner is Maria Cebotari, Berlin State Opera songbird, who scored a hit in her own rights with her first film, 'Girls in White.'

in White.

After three years of considerable effort, the French warbler, Louis Graveure, has entirely stepped out of the picture and backed up on to the concert platform from whence he originally hailed. Inability to overcome lingual and lens difficulties are reconsible. responsible.

responsible.

It is the peculiarity of the German public to give churacter acting a high rating. That explains how Hans Albers or Heinrich George continue to hold public favor and, in the case of Emil Jannings, rise to unheard of power. Such finds as Birgel, Gruendpower, Such finds as Birgel, Grudengens, Schoenbock are really seasoned stage mummers on a par with the mellow Hartmann and Diehl. Only a few like Gustav Diessl, Willi Fritsch, Gustav Froehlich keep to

Fritsch, Gustav Froehlich keep to the screen proper.

On a ledge by himself is the peaknosed comedian, Heinz Ruehmann, who with 'Wenn wir alle Engel waeren and his flicker version of Avery Hopwood's Fair and Warmer' has come up to star marquee value. As for handsome young lads to bring romance to the German maidens' hearts, that is left mainly to the American film which, viewed from Central Europe, seems to have an ample supply. ample supply.

Italy Also Has Its Own Local Favorites

Rome, Dec. 20. When Italians do think of stars— and Hulywood publicity is getting them more and more into that way of thinking—they think of the fol-l-wing: Garbo. Temple. Katharine Hepburn. Gable. Gary Cooper. Robert Taylor, Wallace Beery, and our three big local favorites, Isa Miranda Vittorio de Sica and When Italians do think of stars Miranda, Vitto Enrico Viarisio.

Jean Harlow was a great Italian favorite too, and probably William Powell, Myrna Loy, Ginger Rogers and Fred Astaire could still be ranked above the Italians named for bo. drawing power.

Of other foreign actors, besides the Hollywood stars, there is only Emil Jannings whose name is considered a strong drawing card.

The Talian lavorites have not had very much competition from their compatitois: Isa Miranda became famous for her beauty, and when Hollywood took her away there was no one to take her place as far as looks were concerned. In a country where there are plenty of pretty-kirls and a striking number of very handsome and extremely smart women, the great lack of film actresses of any worth seems stranger oven the Italian press—usually loath to admit that there could be anything lacking in Italy—decries this lack of feminine film material, and The Talian favorites have r to admit that there could be any-thing lacking in Italy-decries this lack of feminine film material, and attributes it in part to the traditional Latin view that woman's place is in the home and the family, and that career women in general are very bold-creatures, and actresses in par-fetulen are practically winked

career women in general are very bold-creatures, and actresses in particular are practically wicked.

A few of the older legit favorites — Dina Galli, and Emma Gramatice for instance—have played in films, but usually in parts that they had already popularized on the legit stage, and so we can hardly think of hem as film actresses primarily.

Of the men, Vittorio de Sica is a good in comic, leads; Camillo Pilotto is excellent in character parts—he stole the show as Hannibal in 'Scipio.' Amedeo Nazzari and Antonio Centa are the only two of the better known Italian actors whom Americans would rate as having particular appeal; but they have had tew good parts to date.

Europe's No. 1 Studio

Europe's No. 1 Studio

All visitors to Italy who have been shown the new Cinceitta studios near Rome have been full of praise for their spaciousness, the modernness of their design and the excellence of their technical equipment. Being the most secondly built studios is the the most recently built studios in the world, they have a definite advantage in being up-to-date in every detail. They surpass all other European studios for equipment, and in several respects have, it over Hollywood as

well. What can be done with all this good opportunity remains to be seen

The Italians are ambitious to get
into the international market as the
Italian market is too small and even its maximum returns not big enough to warrant very expensive produc

to warrant very expensive productions unless they are government subsidized. Government subsidies have been given to a good number of Italian productions, but the official Italian propaganda slant that ignores entertainment value and can hardly expect to find great favor in the international market.

All along the line of promoting national excellence in the film industry has been the inauguration of work on the new building for the official newsreel institute L. U. C. E. and the maintenance of an experimental Film

newsreel institute L. U. C. E. and the maintenance of an experimental Film Center with a training school for young actors attached.

Finally one must consider that the Italian industry enjoys the advantage of better climate and better light over other European industries, and that the Italian landscape will be of unique value in color films—and then one may understand why Italian producers hope they are going places.

Shirley's Sameness In Japan; Nippon's Stars

Tokyo, Dec. 20.

The line-up of 10 most potent b.o film names in Japan, this year, as-sumes a little different hue because of the inclusion of several Jap names, not heretofore listed. This year's inclusion is not necessarily due to a rise-in popularity of the Japanese personalities nor does it indicate a decline in the draw of the foreign stars, but comes from the fact that sufficient information was not a really a light of the con-sumed a really a light of the confilm names in Japan, this year, as tact that surrecent information was made available this year by which the Jap actors could be properly classified. Under similar circum-stances, it is certain that at least two of the Jap names would have ap-peared in previous lists.

peared in previous lists.

Based upon coin pulled into the
the b.o. during 1937, Japan's top 10
would be Gary Cooper, Miss Irie
Takako, Robert Taylor, Chojiro
Hayashi, Clark Gable, AstaireRogers, Shirley Temple, William
Powell-Myrna Loy, Chiezo Kataoka
and Denjiro Ohkachi.

and Denjiro Ohkachi.

Shirley Temple, who headed last year's list, drops to seventh place this year, not so much from diminished popularity as it was to the sameness of her vehicles and also due to the fact that passing events in Japan have turned the fans to sterner stuff in pix fare. Gary Cooper rightfully heads the parade this year because he is dependable bo. In the stix as well as in the keys and anneals to he is dependable bo. in the stix well as in the keys, and appeals the men almost as strongly as does to the femmes.

Robert Taylor, not included last year, has shown phenomenal rise and if his pace continues will crowd Cooper for first honors before another year rolls around. Clark Gable is showed from fourth last year to fifth this year because of the inclusion of Jap names. For the same reason the Astaire-Rogers combo slipped down a notch, althouth actually they showed a more hefty draw at the bo. than previously. The William Powell-Myrna Loy team has had a steady development and it's a toss-up as to which of the two is actually responsible for the popularity. In a split-up Powell would probably prove the stronger. Robert Taylor, not included last

Irie Takako's Popularity

Irie Takakos Popularity

Irie Takakos takes second position
in the general line-up and tops the
Jap stars because of her versatility
in portraying both the old style and
the modern Jap roles. This enables
her to reach all classes of fans and
gives her plenty of strength in the
stix. Cholino Hayashi, to capture
fourth place, plays the old style
fighting parts, so dear to the antimoderns here, thus giving him a
following which doesn't shop around
much for its entertainment. Chiezo
Kataoka and Denjiro Ohkochi, both
just brarely breast the tape to take the Kataoka and Denjiro Ohkochi, both just brarely breast the tape to take the 8th and 10th spots, displacing several unusually strong American contenders. Miss Setsuko Hara was an early candidate for a place among the first 10, on account of her showing with The New Earth, Japan's first exported feature. Final count, however, definitely placed her far below a goodly number of Americans who didn't make the grade for ont reason or another.

though, almost unknown in Japan; turned in a record gross for Light Brigade, but then again, the unani-mous-opinion-was-that-the-pic-was

mous opinion-was-that-the-pic was the thing.

Had Chaplin's 'Modern Times' reached the sercen here in 1937, it's certain that I.e would have headed the list, for the public still regards him as No. I. Harold Lloyd, '5th on last year's list, has almost com-pletely been furnished. last year's list, has almost completely been forgotten, due largely to—his infrequent—appearances. James Cagney was a one-pic flash in last year's lineup but it's doubtful it he would land in the next 10 hereafter, even with a dozen pix. March, Colbert, Joe Brown and Miriam Hopkins, all on last year's tally, are still steady pullers but don't quite have the power to put them among the first 10. Garbo and Dietrich always do well in the keys but fall the first 10. Garbo and Dietricfi al-ways do well in the keys but fall down miserably in the sticks, which fact definitely puts them out of run-

Hawaii Leans More To the Male Stars By MABEL THOMAS

Honolulu, Dec. 20. In less than one year male stars have bolted right out front, leaving

have bolted right out front, leaving the female stars far behind.
Paul Muni is tops in Hawaii. 'Good Earth'. sent him over to position, and 'Zola' will keep him there. About 75% of Hawaii's audiences are Oriental, thus 'Good Earth' was thoroughly understood by them; with Muni garnering the remaining percentage with 'Zola'.

Powell and Tow are best combo

Powell and Loy are best combo locally for entertainment. Also liked are Spencer Tracy, for his naturalness and ease, in most performances; ling Crosby, because the youth of Hawaii admires his musical delivery; Fred Astaire and Ginger Rogers are consistent faves; arso. Wallace Beery and Gary Cooper. Shirley Temple's pictures can open a box office here at 7 a.m. and keep a house well packed all day long with youngsters, and evenings draw adults. locally

Bette Davis has worked her way to top place over other female's ars. Freddie Bartholomew is the most outstanding male moppet.

Norse Countries Also **Incline to Native Talent** By VICTOR SKAARUP

Copenhagen, Dec. 20.
Since there's some national film production in Denmark and Sweden, the lowliest native stars and films supersade the foreign product. In Norway, where there is little local Norway, where there is little local production, there is no such nationalistic feeling

istic feeling.

The Norse countries' most popular foreign stars are Astaire-Rogers. Charles Boyer, Garbo, Gary Cooper. Shirley Temple, Dietrich, Powell-Loy, Gable, Paul Muni and Leslie Howard.

Denmark is positived.

Howard:
Denmark is particularly partial to
Marguerite Viby, Osvald Helmuth,
Fru Liva, Ib Schonberg and Karen Jonsson, native players.

Sweden's local faves are Adolph Gosta Ekman, Zarah Leande Thor Moden, Inga Berman

Jannings and Wessely Go Big in Austria

Go Big in Austria

Vienna, Dec. 20.

William Powell, Garbo, Emil Jannings, Joan Crawford, Sacha Guitry,
Paula Wessely, Gable, Ginger Rogers-Fred Ast , Paul Muni and
pietrich rate in this order at the
Austrian boxoffice.

Jannings, a No. 1 Cerman star, is
naturally popular in Germant-speaking Austria. It's curious, also, that
non-Aryan' patrons follow Jannings
at the bo. for his art, and particularly was this noticeable in 'Der
Herrscher, a frank piece of Nazi
Allm propaganda. This phenomenon
can be attributed to the high culture
of the Austrians who take their art
for art's sake, regardless of religion. Of course this does not apply to other German-makes so much

ply to other German-makes so much as it does to Jannings.

Paula Wesscly is Austria's most famous star, with Hans Jaray her partner in the legit stage and in films. Their pix are always tops. Gusti Huber, former Deutsche Volkstheatre player, also rates well. Seaha Guitry's 'Le Roman d'un Tri-cheur' ran in the Kruger Kinema for seven months.

calc with his 'Tarzan Escapes' but exhibs seem to agree that the subject was far stronger than the star in the effect on the bo. return. As it was, 'Tarzan' alone took in more than all the pix of any one star. By one than all the pix of any one star. By one star but one than all the pix of any one star. By one star but one than all the pix of any one star. By one star but one than all the pix of any one star. By one star but one than all the pix of any one star. By one star but one than all the pix of any one star but one than all the pix of any one star. By one star but one than all the pix of any one star but one than all the pix of any one star. By one star but one than all the pix of any one star but one that all the pix of any one star but one than all the pix of any one star but one that all the pix of any one star but one that all the pix of any one star but one that all the pix of any one star but one that all the pix of any one star but one that all the pix of any one star but one that all the pix of any one star but one that all the pix of any one star but one the pix of any o

Holland's Own Lilv Bouwmeester Is Tops

The Hague, Dec. 20.

Holland's own Lill Bouwmeester is boxoffice tops here, followed in sequence by Shirley Temple, Garbo, Cooper, Dietrich, Paul Wessely (Austrian), Harry Baur (French), Gable, Joe E. Brown and Muni. Two years ago the honors would

have been divided by America and Germany, but the first consequence Germany, but the first consequence of the international political situation has been that the German film has lost most of its drawing-power. For thing, because of political aversions, and also that the Dutch pleturegoer, with a few exceptions, does not like the stuff that is produced nowadays in Germany. Only 2016. duced nowadays in Germany. Only one German-speaking star, Paula Wessely, the Viennese actress, has conquered Holland with Masquerade and Episode and still draws desoite the fact that her last pictures, 'Big Follies' and 'Julika,' were not so good.

Follies and guine, good.

Dutch film faves are headed by a name that is totally unknown in America. Lily Bouwmeester, from legit, who was nearly forgotten until she played the stellar-part in the Dutch picture, 'Pygmalion,' the well-known Shaw comedy, directed by The Ladwig Berger.

Dutch picture. Pygmalion, the well-known Shaw comedy, directed by Dr. Ludwig Berger.

Seidom there has been a picture on the market that was received by the trade with so much cynism—and appeared to be such a boxoflice champion in the history of the picture business in Holland. In the keytowns, Amsterdam, The Hague and Rotterdam, the b. o. results were stupendous and the name of Lily Bouwneester (a granddauther of the famous Dutch actor Louis Bouwneester) was on everybody's lips. The fine direction of Dr. Berger, the mappy dialog and the role made Lily. Bou meester a star overnight, a reaction due to the fact that this was at last the sort of home-made picture the Dutch public waited for a l.ng time. It remains a curious fact, that since the release of 'Pygmalion' in March of this year no other Dutch public waited for a l.ng time. It remains a curious fact, that since the release of 'Pygmalion' in March of this year no other Dutch jeture has been produced.

The most popular French actor is undoubtedly 'larry Baur, who scoved heavily in many pictures. A haudicap is that be appears too often.

Of the Hollywoodians, Shirley

cap is that be appears too often.
Of the Hollywoodians, Shirley
Temple goes on top. The boxoffice
value of this child-star has somewhat
decreased, as her pictures have been
released in a too speedy tempo.
Garbo and Dictrich are still getting
the big crowds, Cooper and Gable
are the men-toppers, Joe E. Brown
earns his place because his pictures
are money-makers all over the counare money-makers all over the coun-

earns his place because his pictures are money-makers all over the country, though perhaps not in the biggest theatres. Paul Muni also raise, thanks to the big results of 'Good Earth.' Among the runners-up are Robert Taylor, Charles Boyer, Claudette Colbert, Laurel-Hardy, Jeanette MacDonald, Joan Crawford, Kay Francis, Hans Albers, Ellian HarveyWilly Fritsch, Martha Eggerth and Heinz Ruhmann.

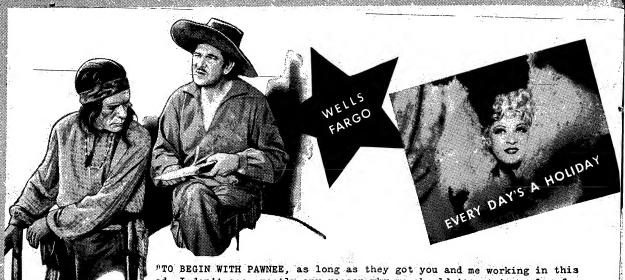
The international political situation in this past year didn't bring many changes for the Dutch film trade. Holland is one of the few European countries where no embargo on foreign pictures exists. Until now the government hasn't made any negulations concerning this matter, but it is not impossible, that the trade will try to protect itself for what in some circles is considered as a changer the internal of feeceway. trade will try to protect itself for what in some circles is considered as a danger: the import of too many foreign pictures. In the past year about 500 features were imported (537 in 1936) and this number is too high for a little country like Holland. With the business conditions as low as they are yet (the new fall and winter season has disappointed till now very heavily), one may exceed that something must be done. Isn't it ridiculous, that in a country with about 300 theatres (Amsterdam has only nine first run houses) about 500 pictures are imported (the cream of the world's production) and released by more than 35 distributors?

To protect the trade the Noder-landsche Bioscop Bond, uniting exhibs and distribs last year, decided to 'close the trade' so that no new theatres could be erected without special permission and no new dis-tributing offices founded. This year the Bond made new regulations con-cerning the minimum admission prices and the abolition of 'reduction tickets', an evil that was spreading tickets,' an evil that was spreading

fast.
The future of the Dutch filmproduction is still uncertain. Only
very big boxoffice successes are able
to cover the production costs, which
are approximately from \$55,000\$60,000. The government does nothing to stimulate or help the two studic interprises, Cinetone (Aimsterdam) and Barnstijn's Filmstad (The Hague), Both board and Barnstiin's Filmstad (The Hague). Both have been closed down nec the beginning of the year.

"PAWNEE, I know it ain't exactly fair to bet on a sure thing, but I'll lay you even money that that sour puss of yours is gonna light up like Hangtown on a Saturday night, when I tell you the list

of PARAMOUNT PICTURES that are coming in the next couple of months -uGH! "Okay son, listen to old Uncle Robert..." (turn here Pawnee)



"TO BEGIN WITH PAWNEE, as long as they got you and me working in this ad, I don't see exactly any reason why we shouldn't put in a plug for our own picture--Frank Lloyd's 'WELLS FARGO', the show all the smart boys are claiming is just about the best job Frank has ever done, not to mention Joel McCrea and Frances Dee."

"Yup that'd ought to brighten you up, now! Still looking sad?
Okay, listen to this one..."

"MAE WEST is a-comin' along in 'EVERY DAY'S A HOLIDAY', directed by Eddie Sutherland, a rip-snorting musical picture about the old days in New York. Yes-sir, Pawnee, you're going to see Mae in a black wig do a French number called 'Fifi' that'll hang the Indian sign'

on that sour puss of yours forever. Yes-sir and you're gonna like that other dead pan, Charlie Butterworth, and his pals, Charles Winninger, Walter Catlett. Lloyd Nolan, Herman Bing, Chester Conklin, and Louis Armstrong and his Swing Band. Pawnee, 'EVERY DAY'S A HOLIDAY' gonna take seventy-five or eighty years off your life."

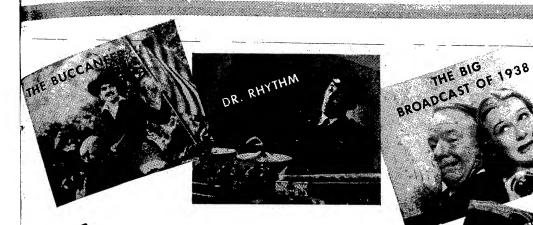
"Then there is

'THE BUCCANEER'--you have hear'd tell of this Cecil B. DeMille fellow. When he starts making a picture, he makes a wow! Why this 'Buccaneer's' got battles in it so big they make an ordinary war look like amateur night at a peace conference. Pawnee, there are more extras shot in 'THE BUCCANEER' than they hire for most pictures, but that's only the beginning--there's a love story that'll just tear your heart out, and when this Fredric March and old Andy Jackson really get sore at them British, well, as I said, 'THE BUCCANEER' is some picture! Of course, I wouldn't want to get you all stirred up, but this Franciska Gaal is quite a looker...and they got a couple of gents in there, Akim Tamiroff and a guy named Mr. Peavey who are sure gonna crack that concrete marquee of yours with what us white folks call a 'smile'."

"And now for a little more personal advertising, Pawnee."

"My old friend Bing Crosby, the fellow I work with on the air, has gone and got himself a new picture called 'DR. RHYTHM', Pawnee, that picture is a sockdollager. First place, Bing ain't too slow on a wise crack himself, specially with me prompting him now and then, and in this picture he's got Beatrice Lillie, from way over in England, and Andy Devine and a bunch of animals, each one of which is pretty near as good as my old friend Wafford the pig, and when they all get stirred up and moving round, this 'DR. RHYTHM', directed by Frank Tuttle, is even funnier than 'Waikiki Wedding' and, Pawnee, that comes from the heart--yessir and speaking of heart, little Mary Carlisle does the singing and loving in this picture and she's pretty near my idea of 'aces' "

"Still looking sad, Pawnee! Well, here's where I blast you one!"



"Next on this sort of super-colossal (to use the Hollywood lingo) list of Paramount pictures, is one with the funniest fellow in it that has ever walked across the screen. Pawnee, if you can look at W. C. Fields and not break out into a combination war dance and shim-sham-shimmy, I ain't talking to a live Indian -- I'm talking to a dead one. Every time they play a W. C. Fields' picture down in Van Buren, the dentists make a fortune fixing up the Bridge work that has been ruined when some of the old folks start laughing. In Mitch Leisen's 'THE BIG BROADCAST OF 1938', Bill's collected more celebrities than we get at a church social down in Van Buren--yes, sir--there's Dorothy Lamour, Shirley Ross, Ben Blue, Bob Hope, Lynne Overman, Rufe Davis, Leif Erikson, Grace Bradley, Tito Guizar, Shep Fields and Kirsten Flagstad. Ain't that some lineup, I told you I was bettin' on a sure thing, Pawnee."

"Why I've given you enough already to turn you into a laughing hyena, but I'm only beginning."





"'BLUEBEARD'S EIGHTH WIFE', with Gary Cooper and Claudette Colbert and Ernst Lubitsch doing the directing, is another humdinger of a comedy. My Aunt Boo went into hysterics when she saw Claudette in 'I Met Him in Paris', and I hate to think what will happen to her when she sees Claudette and Gary in their funny antics in 'BLUEBEARD'."

"'ROMANCE IN THE DARK' is some comedy, too, with Gladys Swarthout, John Boles and John Barrymore galloping through a lot of experiences that make my Aunt Tibi's diary sound like awful slow reading--and Pawnee, if you can open them ears of yours wide enough to let a tune Gladys Swarthout is gonna sing some of them fancy songs of hers in, that'll just make you wanta go home and burn your tepee and speaking of being stirred up Pawnee..."

"Wait until you see Dorothy Lamour in 'Her Jungle Love'."



"HER JUNGLE LOVE ain't a comedy but it sure will make you learn to relax when you see Dorothy cruising through that jungle with that trained chimp of hers, Gaga. Ray Milland and Lynne Overman directed by George Archainbaud play opposite Dorothy Lamour in that picture, and Pawnee, wait until you see them crash that aeroplane into the jungle. By the way, Pawnee-them Maylayan fellers kinda look like you--ain't they in the same lodge?"

"It's that exciting, it'll curl your hair...

and now turn the page Pawnee."



HER JUNGLE LOVE



she dances, she acts, she passes an examination that would have given her the third degree from the University of Arkansas. Boy, and have they got music and fun in this picture...why Pawnee even you would burst right out laughin' and go into your dance."

"HAROLD LLOYD is a-comin' along pretty soon in 'PROFE.



"HAROLD LLOYD is a comin' along pretty soon in 'PROFESSOR BEWARE', directed by Elliot Nugent, another of those pictures of his which make the Sunday funny paper look like an obituary column written by Jeb Whipple, the fellow that runs the undertaker place down in Van Buren."

"You ain't softening yet, Pawnee?"



"You remember, Pawnee, when little Sylvia Sidney and that feller with smooth hair, Georgie Raft, got everybody talking about him in a picture called 'Pick Up'--well, they're a-comin' along pretty soon in a little number directed by Fritz Lang, that is gonna tear the house down, called 'YOU AND ME' and that don't mean, you and me either, Pawnee."

"Yes-sir, this Paramount parade keeps rolling right along."

"I know that probably you won't know what the next one's all about on account of your tribe never got to be in it very much--I don't suppose among one of the Blackfeet of the whole nation you would find a feller that knew the meaning of wiener schnitzle, but when you see Olympe Bradna,

a little French girl everybody was talking about in 'Souls at Sea', in her first star part with Gene Raymond in 'STOLEN HEAVEN'. directed by Andy Stone, Pawnee, you're gonna buy one of them hussar uniforms and go to town. 'STOLEN HEAVEN's' all about Vienna in old days, and you can't tell me that when you hear that Viennese music, that old rock and rye physiognomy of yours ain't gonna turn an emotional somersault."





"Jack Benny is a-comin' along in a straight comedy, not a bit of music from one end of it to the other. Yes-sir, you're gonna see Jack play the lead in a picture called 'NEVER SAY DIE' with Franciska Gaal, the little foreign lady from 'The Buccaneer', playing opposite to him and if you don't say that's one of the best things that's ever happened to this country, you'd better get an hours head start on the rest of the fans."

"Of course, I know it's a risk bringing up anything about your own family."

"But there's a picture called 'BOOLOO' taken down in the jungles of Malay, what's got a lot of your distant relatives wandering around there. They call 'em orang-ou-tang, ring-tail jaguars-all kinds of names, but those animals I've seen in that picture looked to me an awful lot like second cousins of yours, and if it won't cheer you up seeing all those relatives and listening to them without ever having them leave the screen to pester you, nothing is ever gonna cheer you up. Nothing, no I'll take it back, Pawnee. I've got the finishin' touch, the thing that's just gonna tear that old frame-work

got the finishin' touch, the thing that's just gonna tear that old frame-work of yours limb from limb--What's that? Yes-sir, I knew it, I knew it before you even spoke--I knew the only thing that would get you to really looking happy was to know that sometime within the next six months you'd see me in another picture."

"Well, Pawnee, hold on to your ears and let that old grin spread. Paramount's decided to add to the most stupendous, tremendous, colossal and to coin a phrase, big line-up of pictures ever to come out of the west coast."



"A masterpiece of Mexican music of fiesta and fiesta of Lamour and glamour known as 'TROPIC HOLIDAY' featuring that leading citizen of Van Buren, Arkansas, the most pre-eminent interpreter of bazooka music ever to disperse an audience, your old friend and feller plainsman, Bob Burns with Martha Raye, Ray Milland, Dorothy Lamour and Tito Guizar.



PROTECTING A THEATRE

By C. L. Oswald

(Mr. Oswald, who directs the activities of the Field Auditing & Investigation Department of Paramount, whose losses through carefu application of protective measure have been vastly reduced in theatre, in recent years, is widely known in police and investigating work. He is in recent years, is widely known in police and investigating work. He is a member of the International Association for Identification of the Department of Justice; a member of the International Association of Chiefs of Police; and other police organizations. His connections include the American Banking Assi, Pinkerton's, Wm. J. Burns and others. Mr. Oswald is also a recognized authority on safes.)

mized authority on safes.)

Among the most serious and widely discussed problems in the theatrical industry are those relative to (a), protective devices, (b), theatre cash, (c), tlickets and passes and (d), personnel. The seriousness not only involves, the losses of funds and tickets, but the reputations and futures of the employees involved. In this regard it is easy to suspect incorent employees, where systems are sufficiently losse to prevent pointing a finger more directly at the gullty person or persons, and the dishonest persons are permitted to remain on the job without punishment, where they may again strike when the occasion permits.

Protective Devices

Protective Devices

casion permits.

Protective Devices

The need for adequate safes and protective devices is second only to the need for honest and competent employees. No full-time operated the street is too small to have a good burglar-proof, safe which carries the E-mercantile rating of insurance. This type of safe is made in several sizes and is therefore practical for all sizes and itypes of theatres. The insurance rating is based on the type of safe, door, thickness of steel, hazards, previous loses, territorial divisions, etc. We often feel secure in a safe so, large and heavy that it causes the floor to sag. However, the size of the safe has very little to do with it, as the smallest safes or chests can and should be embedded in concrete or anchored to the floor, so as to prevent their being carted off of the premises. I have heard of 2000-pound safes stolen and carried off to where unlimited time could be spent in attacking them.

The use of Holdup Partitions' has done much during the past five years.

The use of Holdup Partitions' has done much during the past five years to prevent holdup losses, mysterious disappearance of funds from safes and ultimately to greatly reduce the insurance. I know of one, company, which installed 3,000 of these partitions at one time, and other large companies are unanimous in expressing thorough satisfaction with this added equipment. The holdup partition is merely a steel plate with a door to which there are two keys. There a small inscription plate attached to the door which is self-explanatory, as follows:

No. 1 key in possession of Man-

No. 1 key in possession of Man-

no. 2 key in possession of Assist-

ant. Both keys required to open this

door.

The use of the 'Night Depository Service,' where available, is highly recommended for all sizes of theatres, providing they are within a reasonable distance from the bank. A police escort, or else two bonded employees, should always accompany the money to the bank cach night, and the streets should be fairly well lighted.

The 'Armona' C.

lighted.

The 'Armored Car Ser has, beyond a shadow of a doubt, proven its value—the larger cities, Bandits most always study the physical layout of a theatre and its systems before—holdup. If they ascertain that the Night Depository Service or Armored Car Service is being used, you may practically rest assured they will become discouraged and attack some other theatre having less protection.

betton.

During the days of prohibition a good many thugs and hoodlums turned to bootlegging for easy money. With prohibition repealed, the bandit of today his found box-office robberies an easy and less dangerous way of picking up some quick cash. To offset this as much as possible we transfer eash several times each day from the boxoffice to the safe, thus permitting only a very small amount of cash in the boxoffice at any one time.

main unlocked. Many safes are left instance, in case of death, a jury unlocked during business hours, the combination dial being turned only sufficiently to prevent the door from swinging open. This habit often causes a manager to forget to spin the dial around several times before leaving the theatre for the night. The janitor anybody who happens to play with the safe finds, it unlocked, and, in some instances, you know the rest. The worst part of the story is that the innocent and honest employees are subject to suspicion thereafter.

Several years ago there was an included any control the story is that the innocent and honest employees are subject to suspicion thereafter.

Several years ago there was an epidemic of mysterious safe robberies throughout the metropolitan area of New York City. The yeagman always opened the safes without resorting to violence or damaging the safes in any way. The newspapers referred to each robbery as another Jimmy Valentine. The police finally captured this criminal and in his confession he stated that he knew absolutely nothing about tampering with safes and that each of his robberies was committed where the safes were unlocked where the combination dial was turned only enough to hold the door shut. This little story will give, some idea of little story will give some idea of how many people in all lines of busi-ness neglect to properly lock their

safes.

Thus far I have only mentioned protective devices which I think are good. There are many others which appear to be very good but experience has proven they are not suitable for theatres. I am opposed to the use of large steel vaults, because in the case of a holdup the bandit can easily lock the theatre employees in the vault and since these vaults are usually air-tight it would only be a matter of minutes before the victims would suffocate. Where vaults are already installed I heartily recommend cutting a couple of air-holes in the doors.

mend cutting a couple of air-holes in the doors.

Experience, with the time lock has been unfavorable, for many reasons. Very often a manager wishes to open the safe after closing it. Other times he may wish to open it earlier than usual. The time locks are very sensitive and frequently will not open unless they are banged or the safe turned upside down, over on one side, or on its back. Lastly, the time locks get out of repair from time to time and require expert at

or the safe turned upside aown, over on one side, or on its back. Lastly, the time locks get out of repair from time to time and require expert attention, which is expensive, especially if the expert has to travel from another town. And until his arrival the safe cannot be used.

Tear Gas Impractical Protective equipment, the use of tear gas installed in safe doors is the worst. The theory is that when a yegman tamper with a safe the gas will discharge sufficiently to force him from the remises. I know of one case where the manager accidentally exploded the gas bomb and was unable to work in his office for three days. Should this happen where the office is located off the auditorium, during an evening when business is good, it would be necessary to make refunds to all patrons, resulting in a loss as great as a robbery. Moreover, those batrons stitting nearest the office door may be overcome with gas. This would subject the theatre to possible law suits. In most localities it is against the law to install tear gas or other man-taps, without a normal with the loss of life which may result from a panic caused by the use of tean gas protective measures.

Efficient methods of handling cash are invaluable, regardless of how

Efficient methods of handling cash Efficient methods of handling cash are invaluable, regardless of how small the operating funds and daily receipts may be. The cashier should, check her bank upon opening and closing each dry, even though only the manager has access to the safe. The manager to treasurer should never entrust the duty of opening or closing to some unauthorized person or employee. The Home Office or District Office (where opprates a number of froatres) should check the theatre accounts regularly, especially the petty cash regularly, especially the petty cash and payroll overtime, items: Small purchases on the installment plan are

Therefore, it is important that only special officers and watchmen with permits should carry firearms. I am sure a company never wants an employee to risk his life in protecting funds well covered with insurance. Where a loss has occurred, it important to submit an accurate report as soon as possible, giving all the available facts and the amount involved. This will facilitate the filing of a claim and the effecting of a satisfactory adjustment.

Tickets

Tickets

Much can be said on tickets. There are so many dishonest schemes in the manipulation of tickets that one cannot be too careful. One of the most lucrative practices is the duplication of tickets. Another which is perhaps much more difficue, to detect, and more often practiced, is the resale of tickets.

In recent years there have come to In recent years there have come to my attention any number of cases involving the counterfeiting of tickets. This includes all types of senson and individual passes. It would seem natural to presume that if the Goyernment is more constantly molested with the counterfeiting of all currency and coin denominations, it is an easy matter to counterfeit theatre tickets in their simplicity.

simplicity.
Ticket-takers and cashiers, Ticket-takers, and cashiers, who usually are not overpaid, handle tickets all day long and eventually, in-some cases, fail to remember that it is stealings to hold out a few tickets for relatives friends to use. This practice occasionally leads to a collusion between the ticket taker and cashier in the resale of tickets. Therefore, I earnestly feel that the

two most important rules in the handling of tickets are (1), that ticket takers must at all times, when coliciting tickets from patrons, tear the tickets in halves, offering, one-half to the patron and dropping the other half into the chopper and (2), that cashiers must sell all tickets from the vending machine or the roll, whichever type of ticket is in use. They should never sell a loose ticket which had been extracted in error from the machine, for any other reason. All such loose tickets can be turned in to the office each night as deadwood. To facilitate the handling of this 'deadwood,' it can be done through a refund system.

I feel that there are many theatres innocently handling tickets in violation of the U.S. Government Federal Tax laws. Among the most common relations are (1), interesting tickets.

tion of the U.S. Government Pederal Tax laws. Among the most common violations are (1), numbering tickets which are taxable above. 500,000. When he half million number is reached they should be started over again with A-1, B-1, etc.

(2) Using season and individual passes without the Pederal or State tax; (3) not properly handling and disposing of deadwood on reserved seat, tickets; and (4) marking down the price of certain tie-up and benefit tickets from a taxable price with accordance with the regular box-office prices.

accordance with the regular boxoffice prices.

The abuses of passes are known to
most of us. Some say they are
necessary evils, while others try to
justify this practice otherwise. To
me it is like giving away so much
merchandise and unless value is received in return it is not fair to expect passes. I am sure the larger
companies at least have been curbing
pass abuses recently more than ever
before.

efore. Tickets are ultimately equivalent to cash and they therefore should be handled and respected in that light.

fact that they are relatives or friends is not sufficient reason for giving them too much freedom or permitting them to develop a disrespect for the theatre and its many functions.

the theatre and its many functions, Carcless, slipshod methods in handling personnel only helps to make delinquents of people, who otherwise might have become very good workers. I think it is very important to appoint regular and relief employees for all positions and to cover with fidelity bonds all employees who handle cash or tickets, even though it be for any short periods. Some theatres use a relief 'stagger' system, assigning ushers to the ticket taker's or cashier's position, but only placing under bond the regulars. This system makes it almost impossible to prove who is guilty in the event of ticket resales and other dishonesties. The theatre business may not be

The theatre business may not be as severe on dishonest employees as many others. Comparatively few dishonest employees in this business are ever brought to trial, even when signed confessions are obtained. Usually one of the following things oc-

1. They are discharged 'for the

2. They are requested to make (it possible) full restitution.

3. They are demoted trans-ferred, but retained, to prevent any possibility of a libel suit, on a com-plaint charging defamation of char-

4. They are recommended for some other type of work.

other type of work.

"In most cases the very worst a
dishonest employee can expect is to
be discharged and made to refund
the misappropriated funds, and this,
by the way, does not prevent his
securing another position just
good and sometimes better.

to cash and they therefore should be handled and respected in that light.

Personnel

The fine systems of handling cash, the respect for tickets, which is the theatre's principal source of revenue, and all protective devices are valueless in a measure if special attention is not given to selecting and training employees for their jobs. The

HOLLYWOOD'S STANDING BROAD JUMP FROM OBSCURITY INTO STARDOM

By Jack Jungmeyer

Hollywood, Jan. 1.

Standing broad jump from obscurity into stardom has been narrowed notably in the last couple of years. As the falent scout now ranges over wider field in the constant quest of dividend-promising personalities too, once a good bet is uncovered the studios rush the potential star along plenty fast. Slow 'nursing' is out of style. Witness Robert Taylor, Tyrone Power, Sonja Henie, Deanna Durbin-Elevators go 'up so fast today once the trip is authorized, that the stars and everybody else are left feeling dizzy. Hollywood, Jan. 1.

feeling dizzy.

Women were predominantly to the fore in the upper rank for the year Judy Garland is Metro's leading entry. She clicked 'Broadway entry. She clicked 'Broadway. Melody of 1938; carried on in Thoroughbreds Don't Cry' after a debut in 20th-Fox's, 'Pigskin Parade'. She handles herself remarkably for a youngster and is regarded as exceptionally promising. Rosalind Russell, by her own quest, was not rushed up the billing ladder, but moved ahead steadily to star in 'The Four Marys,' after having demonstrated superior acting ability and versatility in 'Craig's.

to star in 'The Four Marys, auchaving demonstrated superior acting ability and versatility in 'Craig's Wite' and 'Night Must Fall'. Young Jane Withers, while not a new comet of 1937, moved up into sixth place amongst the b. o. greats to add lustre to the 20th-Fox banner and impressed herself as a star by every right.

ner and impressed herself as a star by every right.

Olympe Bradna, young French im-port, a name Paramount is juring with among the newcomers. Adapting herself, quickly, to the American screen, this actress im-pressed in Souls at Sea and Last Train From Madrid, after short parts in College Holiday and Three Cheers for Love!

From College Dramatics In the fermer vanguard is Andrea

From College Dramatics.
In the femme vanguard is Andrea
Leeds, who stepped from initial role
in Samuel Goldwyn's Come and
Get It' to RKO-Radio, for the much
acclaimed 'Stage Door' and as result of critical praise for that role
got the romantic feminine, lead in
The Goldwyn Follies. She was discovered a little over a year ago in
college dramatics.

roster of new prominents. A Lit-tle Theatre discovery by Jesse L. Las-ky, Miss Fontaine, sister of Olivia de Havilland, forged to the lead oppo-site Fred Astaire in his Damsel in Distress' after roles in 'Quality Street,' The Man Who Found Himself' and 'You Can't Beat Love.'

You Can't Beat Love.

Feminine runners-up during the year who impressed—several on strength of single performances include Marjorie Weaver, Jane Wyman, Gloria Dickson, Lana Turner, Ann Sheridan, Jane Bryan, Phyllis Brooks, Virginia Field, Lynne Carver, Vivien Fay, Rita Johnson, Drochea Kent, Lucille Ball, Ann Miller, Joan Davis and Gypsy Rose Lee under her new name, Louise Hovick.

Eccentric Comedienne

Joan Davis, eccentric comedienne, got heavy play at 20th-Fox in 'Wake Up and Live,' 'Thin Ice' and 'Love and Hisses.' She's a definite enter-

Bryan scored Jane Bryan scored Warners Kid Jalahad' and Marked Women. Kid Jalahad' and Jana Turner advantaged themselves in Mervyn LeRoy's They Work Forget. Jane Wyman forged ahead 'Mr. Dodd Takes the Air. Carver showed promisingly in Metro's Maytime ingenue spot.

genue spot.

Ann Shirley, long held to leads in RKOS. 'B product, got a chance to step out in Samuel Goldwin'. Stella Dallas' and stepped for one of the most critically praised portrayals of the year. Home lot will give her star treatment as a result. Dorothy Lamour, while not a new product of the past year, came to new prominence after her showing in Goldwin's 'The Hurricane,' to which she came via Paramount', Jungle Princess,' Tast Train From Madrid', 'Swing High. Swing Low and 'High, Wide and Handsome'.

Power Tops Male Group

Power Tops Male Group

dangerous way of, picking up some quick cash. To offset this as much as possible we transfer each day from the boxoffee to the sate, thus permitting only a cash in the boxoffee at any one time.

Bank deposits should be made to the sate, thus permitting only a control of the profitable measures of protection include having safety chains on the boxoffee at any one time.

Other profitable measures of protection include having safety chains on the boxoffee at any one time.

Other profitable measures of protection include having safety chains on the boxoffee at any one time.

Other profitable measures of protection include having safety chains on the boxoffee at any one time.

Other profitable measures of protection include having safety chains on the boxoffee at any one time.

Other profitable measures of protection include having safety chains on the boxoffee at any one time.

Other profitable measures of protection include having safety chains of his company and should never a year ago in college dramatics.

Strongly groomed and making program of the protection include having safety chains on the boxoffee at any one time.

The Goldwyn's Come and Get It's ore the much offer to the year is Tyrone Power, care they can be proved at the year is through a form the year is Tyrone Power, care they are t

'Second Honeymoon' and the forth-coming 'In Old Chicago'.

coming In Old Chicago:
Promiser at Warners is Wayne
Morris. Almost against the executive will he eased himself into 'Kid
Galahad' and came out, after a slugging performance and an ingratiating grin, which caught the customers' instant fancy, as stellar calibre. Previously he had done a few
bits. In his next, 'Submarine D-1,'
he got third billing, but takes first
honors over older troupers. He's a
money name for his company.

The second Mauch twin Bobby.

The second Mauch twin, Bobby joined his brother Billy in the War-ners stellar bracket in 'The Prince and the Pauper.' Boys are now twin-ning tops in 'Penrod's Double Trou-

ble. Anthony Quinn, hard working young Paramount player, made swift strides during the year in 'Last Train From Madrid, 'Waiklik Wedding,' Swing High, Swing Low and the forthcoming C. B. DeMille production, The Buccaneer,' after a colorful, impressive bit in 'The Plainsman.'

John Trent, B. P. Schulberg entry. count trent, B. P. Schulberg entry, a former air pilot, made his bid 'John Meade's Woman, 'A Doctor's Diary' and Blossoms On Broadway.' Promising but hasn't yet made the star status.

tatus. Marshall Highly Touted

Marsaali Highly Touted
Alan Marshall is highly touted in
the David O. Selznick camp. Made
his bow in 'Garden of Allah' and has
been in eight pictures since, mostly
on loanout, including roles with
Greta Garbo in 'Conquest' and Walter Wanger's I Met My Love Again.'

ter Wanger's I Met My Love Agam.
George Murphy danced his way along importantly in Metro's London by Night, 'Women Men Marty' and 'Broadway Melody of 1938. Ray Bolger is another hoofer who advantaged himself in a featured spot in Metro's 'Rosaile,' following his first break. 'The Great Ziegfeld'.

Last June we said: "It's been a great record, but we're not satisfied!"

Now we say: "Good as our product has been so far this season, the pictures to come are even bigger!"

A prophecy 20th's record guarantees!





"LOVE AND HISSES

Now proving itself the mightiest of 20th's money musicals...the boxoffice standout in every town it plays ... topping the dazzling figures of 20th's greatest hits!



THE NEW FUN-LOVE-AND-SONG TRIUMPH WITH THE WHO'S WHO THE NEW FUN-LUVE-AND-SUNG TRIUMPH WITH THE EXTRA SPARKLE!

CAST—AND THAT DARRYL F. ZANUCK ZING AND EXTRA SPARKLE! (Making love and no fooling!)

(THREE SIRENS OF SWING IN SEARCH OF SOCIAL SECURITY) GREGORY RATOFF STITE DAVIS JIMMY DURANTE KEGUKT KAIUTT JUAN DAVIS MARJORIE WEAVER LOUISE HOVICK

AND the leading comedian of radio and screen

Directed by William A. Seiter

Associate Producer Gene Markey Screen play by Harry Tugend and Jock Yellen. Original story by Karl Tunberg and Don Ettlinger, Suggested by the play by Edward Dowling and Cyrus Wood. Dauces staded phylick Castle and Genera Samheri

DANCE-AND-SONG HITS WITH THAT ROMANTIC RHYTHM:

SONJA HENIE

and

AMECHE

in

"HAPPY LANDING"

with JEAN HERSHOLT • ETHEL MERMAN • CESAR ROMERO Billy Gilbert • Raymond Scott Quintet Wally Vernon • Leah Ray

Directed by Roy Del Ruth

Associate Producer David Hempstead · Original screen play by Milton Sperling and Boris Ingster: Music and Lyrics: "Hot and Happy," "A Gypsy Told Me," "You are the Music to the Words in My Heart," "Yonny and His Compah" by Pokrass and Yellen



SIMONE SIMON

and ECHE

DON AMECHE

JOSETTE

JOSETTE

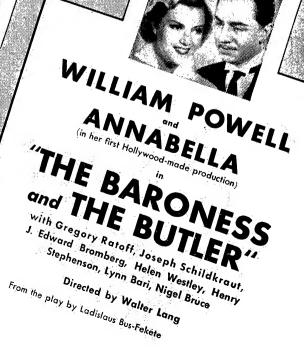
With BERT LAHR, JOAN DAYIS,
With BERT YOUNG, Tala Birell,
ROBERT Hurst, Lynn Bari
ROBERT Hurst, Lynn Bari

Paul Hurst, John Dwan

Directed by Allan Dwan

Directed by Allan Dwan

Associate Producer Gene Markey





The Galloping Stock Market

By Mike Wear

While earnings of representative picture and radio companies continued to rise in the last 12 months, as compared with 1936, and dividend distributions reached a new high ince the depression, 1937 will go down as a definitely reactionary year in the stock market.

in the stock market,

Even as the market wearily ground
out the final days of 1937, if could
not be definitely foretold if the
drastic slump in stock values that
occurred during the fall forecast a
temporary business recession or the
start of a miniature depression. The
past year, however, has been definitely tabbed as a depression year
for stockholders because of the terride beating they took in the market
slump.

Sharp decline in stock prices in September and October, and to a lesser degree in November, was viewed as comparable largely to the viewed as comparable largely to the halt in the recovery and, abrupt decline of the market in July, 1933. It was definitely more severe, the depreciation in values for the small time involved being as bad as in 1929 with 'individual issues. Perhaps the sole saving grace was that the volume was not as large as in those black days eight years ago.

those black days eight years ago.

Stock market trend late in November and early December apparently was a modest reversal of the
continued decline. There were indications that the market might begin discounting upwards early in
1938 any antieipated improvement
during the coming year, though the
policy of the administration and political developments might hasten or
retard this. retard this,

retard this.

During the past 12 months, Loew's, Inc., and Paramount common stocks were restored to something like their oid trading popularity on the N. Y. Stock Exchange though both issues as well as many other amusement division leaders had confidence considerably undermined by the bad slump in stock prices which swept them all to new lows. Highs of midsummer were quickly forgotten as share values plunged into successively low territory by the selling days. Though a majority of the large

ly low territory by the selling days. Though a majority of the large film companies showed net earnings of \$2,000,000 or more, with several exceeding returns of 1936 by 40 to 100%, not one of 12 selected stocks earried 'Variety's Amusement Group finished the year shead of the first week in 1937, Many were 14 points off or more.

Depreciated \$240,995,221 Depreciated \$240,995.221

Best reflection of this decline is seen in the enormous depreciation in amusement stock values: Amusement Group decreased \$240,995.221 in actual value from the close on Jan. 9, this year, to final quotations. Dec. 31. Though stock prices were lower in January than the summer highs, closing quotes were off considerably from both levels. However, December prices generally were above the worst prices for 1937.

Leavis Inc. record of powing \$7.50.

Loew's, Inc., record of paying \$7,50 Loews, Inc., record of paying 31 au on the common marked a new high in dividend distribution for this stock and the highest paid on a film company's common shares in years. Old \$2 annual rate was maintained, but extra melions totalled \$5.50. In this hefty distribution, the new Federal surface continued to be the surtax continued swaying factor with this company and others.

This surtax influence undoubtedly This surtax induence undoubtedly figured in numerous liberal distributions that included \$2,50 on 20th-Pox. \$1.20 (since split-up) for Columbia. Broadcasting System A and B stocks, initial divvy of 20c on Radio Corp. of America cominon. the \$7.50 paid by Eastman Kodak, \$1.50 by Columbia Pictures, \$1.25 on General Equipment, \$1.25 on American Seat-list big dip. Dispute over manage-

ing. \$6 distributed by Westinghouse. \$1.35 paid on Madison Square stock. 75c on Technicolor (including 25c extra melon) and 30c on Trans-Lux Regular payments were maintained on the preferred issues of Paramount (first and second), RCA, 20th-Fox, Columbia Pictures, Pathe Films, Loew's and Eastman. Keith-Albee-Orphcum made several payments in back coin due to its preferred.

Bad Final Quarters

Bad Final Quarters.

As the year closed, it appeared questionable if many radio and picture companies would live up to the initial promise conveyed via first and second quarter earnings, though those having fiscal years ending in August naturally stood the best chance of fulfilling early optimistic hopes. Final quarter often is the worst for many film companies because of year-end adjustments, write-offs, etc., but this year the dip in earnings generally was more severe because of the business recession. cession.

eession.

Both Paramount and 20th-Fox, indicated this tendency even in the third, quarter. Par's consolidated earnings as officially estimated totalled \$6,696,000, including its share from subside earnings, for the three quarters ended Oct, 2 but the third quarter total of \$2,390,000 was only a little above the \$2,260,764 in the 1936 third period. A comparatively large dip in earnings is anticipated for the final quarter, with net for the year estimated at below \$6,000,000.

Net profit for 20th-Fox for the first three quarters ending Sept. 25 totalled \$4,898,893 as against \$4,451, totalled \$4,898,893 as against \$4,451,...
351 in comparable period of previous year. Even with the sales drive totals included in the final quarter, it remained doubtful if the net profit for 1937 would vary materially from the \$7,924,126, total shown in 1936. To equal this amount the company would have to have net profit of more than \$3,000,000 in the final quarter, covering the business slump months of October, November and December, December.

December.

Warner Bros., which closed its fiscal year on Aug. 28, naturally was not as much affected by the fall declines. But the net profit was only \$8,376,182, though the company reported \$4,040,388 for the first six months of the past fiscal year. Usual write-offs and business decline in final quarter accounted for drop

The official figures of \$476.40 shown by RKO-Radio and subsidiaries for 26 weeks ending in July probably will not be equalled in the final half, giving the company less than \$1,000,000 net profit for the year. vear.

year.

RCA and CBS

Net profit of RCA for the first nine months was \$6,599,111, being large enough to declare the surprise divyo on the common. In order to make the declaration, directors had to declare \$31.25 on the old Radio B preferred, still outstanding and not exchanged for now first preferred in the common of the com changed for new first preferred un-der the recapitalization plan. This cleared up all arrears on Radio B.

cleared up all arrears on Radio B.
Columbia Broadcasting System
listed its two \$2.50 A and B stocks
on the stock exchange with actual
trading starting about mid-year.
CBS showed \$3.053.416 for the first
39 weeks of the year against \$2.451,
740 in 40 weeks of 1936.

Plan to bring RKO out of 77-B dragged through another year without approval being given in full for a reorganization plan. Emergence from receivership was supposed to come in December but at the end of the month, it loomed as the first order of business in 1938.

Points

Decline

 $\frac{19^{1}}{21^{7}}$

16

Depreciation

in value. \$8.824,875

5.300,000 30,388,500 11.550,000 32,746.875

39.328.000

2.682.500

ment resulted in the selection of Na'e Blumberg as president, to supercode R. H. Cochrane the first of 1933. R. H. Cochrane the first of 1933, though Cochrane holds, a on-race running for about 3½ years lunger. Upheaval also brought in a new sales manager, William A. Scully, in place of the veteran, Jimmy Grainger. Charles R. Rogers was staying on as production head when the year conded. Earlier shale-up brought dismissals on home office staff.

Moves were made during the year

missals on home office staff.

Moves were made during the year
to simplify the corporate structure
but the listing of certificates for we common shares on the N. Y. curb
was all that was done. Universal
still has its 'old preferred on the
stock exchange and old common on
the curb, with both suffering heavy
declines in the past 12 months. Company's net loss of \$1,835,419 for fiscal
ver ending in October 1938 probyear ending in October, 1936, prob-ably will be materially bettered in the new fiscal year, according to the good showing promised for fourth

W. Ray Johnston's Monogram comw. Ray Jonnston 8 Monogram com-pany began operations during the year, adding another indevendent producer distributor. Common shares were listed on the N. Y. curb. Stock appeared only a short time before the big market stump and has had. small opportunity to indicate its strength. its strength.

its strength.

Grand National stock did not live
up to the promise of the preceding
year, being adversely affected by the
general market dip. Company
showed a loss of \$633,201 for the 12
months ending in April, 1937, its
first year of operation. first year of operation

Paramount
Paramo 000 shares, it has resulted in a ma-terial saving to Paramount in elimi-

terial saving to Paramount in eliminating outstanding shares on which \$6 or 60c must be paid annually.

Educational Pictures announced a refinancing program but presumably the market delcine has held back activity in new shares as intended. Delaware court decided against the Consolidatod Fim Industrics reorganization plan after a long delay, Republic Pictures Corp, dominated by the same interests, came inated by the same interests, came back by registering a \$5,000,000 stock issue with the Securities & Exstock issue with the Securities & Ex-change Commission granting an okay in August. This called for issuance of 600,000 shares of \$1 capital stock with 261,000 shares to be placed in the public hands at \$5 each.

the public hands at \$5 each.

Ambassador Pictures went into 77B, with the market slump largely blamed because it originally had planned to refinance through a market issue. This was withdrawn with. SEC permission when stocks hit the toboggan. Maurice Conn. president of Ambassador, plans on new finuncing to continue production.

The action of the production of the prod

ing to continue production.

The stock market followed its usual trend by going higher in January of the past year. Libor disputes affected the uptrend subsequently, though the market did not sag until industrial strie became more widespread, especially in the steel industry. This eventually produced a series of declines, with many stocks dipping to successively new lows in June while interest in trading dwindled.

As these troubles were igneed out

As these troubles we e ironed out and industrial indices money As these troubles were ironal out and industrial indices moved abach, the stock market climbed higher many shares going to us high prices late in July. A majority of stocks reached their peaks in that month, most picture issues recording new highs for 1937 in July.

new highs for 1837 in July. The market began stoping in August, but the first directic dip come in September. Several weaks of heavy sell-offs were followed by sidewise movements, with further heavy selling and short sales starting again in an unusual, thin metal. As Rovember closed, store beket. As November closed, six 8 heg gan a mild about-face. More favor-able margin for buyers and stricter requirements for short sales may have exerted some influence by that time. There also was a feeling that the then current slick pides fully discounted any industrial slump, fu-

THE THEATRE MAP

By Roy Chartier

The exhibitor with a single house is becoming more and more a rarity

divorcement legislation and chain taxation, in some cases stiff. are obviously designed to protect the small independent, but it may be no use. There are too many benefits to

be derived from chain operation.

Many independents have become chain-conscious themselves and rather than resist the forces of ecorather than resist the forces of economic development, are bowing to the benefits that circuit operation bring them. Where they aren't doing this they are selling out to those who foster the chain movement or, as occurs in many instances, arranging sools for mutual operating benefits. Or leasing their properties to others who, possibly backed by chain buying power or other advantages, can mak more with the lone Indians among theatres than their owners can.

mak more with the lone Indians among, theatres than their owners can.

There are around 400 theatre circuits in this country. With exhibitors becoming chain-conscious, sround 100 new strings have been been the developed. The increase in the number of circuits, although many of them are small, sprung from considerable grouping of houses in various parts of the country in a movement which would seem to indicate that the indie recognizes the economic value of multiple operation. Even an exhibitor, with two small houses in a town is, in a better position than the fellow in the same town with only one house of comparable importance. Everyone naturally wants to sell the inam, also, has bargaining advantaces for that reason if no other.

This is an economic factor which is true of virtually all businesses, but it pictures where the commodity sold is not standard it has additional.

in pictures where the commodity sold is not standard it has additional meaning and importance.

neaning and importance.

Own Theatres Best
Producer-distributors on the whole
derive a larger ratio of profit, from
the theatres they operate than from
the film rentals which come back
from all theatres sold. Figures would
apply the control of the company to the
theatres when the theatres when the company to the
theatre when the theatres would from all theatres sold. Figures would probably substantiate the theory held by all sales managers and some theatre operators who are eaught off mard admitting something they hate to acknowledge, that rentals should be much higher for everyone. At the present rental levels, against the investment involved, the theatres are coubled to show good profits while the distributor does not have that same advantage. His ratio of profit possibilities is much less than that

same advantage. His ratio of profit possibilities is much less than that cuioyed by the exhibitor.

A company like Paramount proves the house perhaps more conclusively than others, atthough Metro, with its Loew chain, RRO, Warner Bros. and 20th Century-Fox all will admit that they, should be receiving much more for their film merchandise, at the point where it's retailed.

Paramount chain is twice as large as any of the others, numbering over 1,200 theatres in the U. S. and Canada. and through considerable building or acquisition, it is growing ever larger. Significant, also, that

building or acquisition, it is growing ever larger. Significant, also, that Loew, Warner. Fox-West Coast and RKO strings are not breaking un. Were they losing money, something might happen, and Par wouldn't be expanding.

Operating figures in Par for in.

expanding.
Operating figures in Par. for instance, show that the profits from their own theatres is many times

JAPAN MANUFACTURING **OWN NEGATIVE STOCK**

Tokyo, Dcc. 18. Import bon on raw film negative is cursing considerable inconvenience to producers here. To fill the gap the Shoshin-Kagaku Kogyo Kabushi i Kaisha Photo-Chemical Industrial Stock Co.) was formed to manufac-ture negative stock. \$750,000 outlift is an offshoot of the Sankyo Medicine Mfg. Co., Tokyo.

lure weak business possibilities and

Jure, weak business possibilities and any political threats.
Loev's, Inc., showed not carnings of \$14,426,062, after all charges including deduction for surfax on und'stributed profits, for fiscal year ended Aug. 31, as compared with \$11,076,823 for 12 months ended in August, 1936. This amounted to 58,62 per common share against on y \$6.79 in previous fiscal year.
Consolidated Films paid \$1 on its prevented late in December, being first of stribution in a years time.

greater than the profits shown from sales. These profits from exhibition, come from Pay's own pictures as well as those of other companies which it buys, the same as profits to Loew, Warner and other major circuits comes from the pictures of their respective producer-distributor owners. Par and outside companies. Thus par and outside companies. Thus they all average up about the same as to the comparative value of picture product at the box office.

Not So Bad Building and expansion during the past year, not only by such a major power Paramount but by independents suggests that the theories lield is not the worst bix in which to venture unless the local scup and circumstances are unduly unfavor-

circumstances are unduly unfavorable.

In the last report from the Hays affice there were 18,818 film houses in the U.S. 510 more than houses in the U.S. 510 more than had existed the prior year. The report also showed that fewer houses were closed in 1897 than in 1896, while checks with the various companies reveals that, by and large, theatres rein the tester condition through remodeling, repairs, new culpiment, cooling systems and the like. During the past year much has been done to make theatres more inviting to the sublic, enhancing chances for reater profits, while the building of new houses precupposes that certain antiquated theatres will fall by the wayside. Many arcu't worth fixing up but might be okay as garages.

Aside from building, there has the contribution of the contribution of

ng up but might be okay as garages. Aside from building, there has been considerable dealing theoremost, the properties during the last twelvemonth, changes in setups and interests, pooling, etc., but few bank-ruptices. One of the latter is the Orphoum, Scattle, which filed a petition in bankruptey only two months ago.

Manhattan Changes

Manhattan Changes
In New York the theatre map has
changed largely so for as product
outlets are concerned, only major
theatre takeover being the Rosy,
which emerged from receivership
and last fall went under the Twentieth-Fox banner. This detoured;
20th pictures from the Music Hall to
the Rosy, and, in turn, swerved the
United Artists pictures from the
Rivoli to the Hall, while other first
runs not controlled by Metro, such
as the Capitol, the Warner Straid
and Par's Paramount, were left in
the open market to buy what was
available. available.

Par had a deal on to acquire the Par had a uch on to acquire the Criterion, but that was stymied by Locw's which has a two-year franchise on Par product subsequent run.

A new house was built in Times A new house was built in Times Square by B. S. Moss who controls the Crit and it becomes the new home for Trans-Lux in the Broadway sector.

way sector.

In St. Louis where Fanchon & Marco in 1936 obtained virtual control of the key through anti-trust action, a merger was effected tast June with Ausell Bros., increasing the F&M chain in St. Loo to 31

A deal of financial importance was UA's purchase of a 50% interest UA's purchase of a 50% Interest in the Robb & Rowley, chain while a new circuit on the horizon will have A. J. Balaban and Sam Meyers as its A, J. Balabān and Sam Meyers as its heads. Their invasion of the St. Louis F&M stronghold has often been reported. There also have been accounts that Fred Wehrenberg, active for years, in exhibitor politics, might sell out his St. Louis holdings. Warners bought the old Daly's in London and is rebuilding that theat into a first run show window.

London and is rebuilding that theatre into a first run show window.
The circuit a few months ago
dumped a few obscure houses in the
south, turning over some smaller
Kentucky houses to Par and one in
Charlotte, N. C., to Kincey-Wilby.
They were dropped because they
were distant from other Warner
groups and thus offered operating
problems.
Olympia chain in New England,
one of the last of major importance
to endruce from receivership, under

one of the last of major importance to emdrage from receivership, under a reorganization plan last summer was purchased the Par for \$4,000,000 and for Par is under the operation of Som-Pinanski and Martin J. Mullin, who were its receivers. Other Par dealts-included a permanent partnership with A. H. Blank, uniting the Tri-states and Central States chains in the midwest under a 50-50 Blank-indicated and the partnership with a few partnership with a partnership with Tri-states and Central States chains in the midwest under a 50-50 Blank-Paremount ownership. A new five-year deal between Par and the powerful Kincey-Wilby interests in the south was negotiated later, retroactive to July 1, 1937.

Ground on which the Capital, N. Y. stands was purchised last June by Loew's and Massinore Kendall. Or \$1,500,000, probably the largest land buy of the year.

31 8 414 15 8 5 46 29,090,500 10 954 36 1,207,000 42,765,420

Amus. Stocks Decline in '37

Week of

Closing Price Dec, 31, 1937

512 16012 1178

954

Net loss......\$240,995,121 x Last quoted figure in week of Jan. 9.

Booneing for Talent By Sidney (Metro) Phillips

motion picture scout than the scout has headaches.

Now if we can believe Webster, he defines "discover" thus 'to obtain sight or knowledge of anything hitherto not perceived known. But dismiss, at once, the fallacious idea of the scout spending his time going around peering at gifts in streets, behind counters, in subways, lunchrooms, etc. If he does (and I doubt it) there is practically no concrete evidence of his successful peering. Since the screen requires actors and actresses, the logical places to hunt your quarry is the dramatic school, the University theatre, the summer circuit, and the 90-odd seasonal plays in the regular New York theatre.

Let's take an out-of-town opening:

theatre:
Let's take an out-of-town opening:
Al Woods is in Philadelphia breaking
in 'Night of January 16th. Fortyeight hours after the play openeight hours after the play openevery misor company. When the
Yale Dramatic Society does 'Barchester Towers, the cast, well
as the script and director, receives
exactly the same minute consideration from the scout's does the
opening of Maxwell Anderson's 'StarWagon' at the Empire in New York. Wagon' at the Empire in New York. In brief, the coverage is consistently thorough and absolutely complete by all the major companies, and more than a pretty face and a fetching figure is necesary before a test is made. There's a very good reason for that—it costs a lot of money, patient work and understanding to ascertain whether the boy girl selected will ever make a food of film.

The Real Test Wagon' at the Empire in New York

The Real Test

The real test of a scout's ability lies in his selection—he's allowed so many wrong guesses, and if they pile up, he's not only out of luck but a job as well. He needs must find acting ability, but also personality—and God that' an intangible thing to define—it's most important. I take for granted that any intelligent person with a flair for theatre, will learn how to act. No scout sees a performer for the first time and then immediately arranges transportation to Hollywood—it's taken as long as two years to make a so-called discovery. From my own experience, here's an illustration: I saw a young girl in Greenwich three years ago—the play was bad, the cast worse, but this youngster, even though lacking technical equipment, had color, warmth and an instinct for doing the right thing on the stage. She was contacted and watched for over two years. During that time, she gained some recognition in the theatre, played under better managements, and finally worked under one of our greatest stage directors. Then, and only then, was she ready for a test. We signed her and she's been on the Coast for the past four months. Isn't that quite different from the popular myth?

only then, was she ready for a test. We signed her and she's been on the Coast for the past four months. Institute quie different from the popular myth?

This case can be paralleled time and again. Obviously the only way to tell, whether any player has enough on the ball to get anywhere, is to wait and see whether he or she does make the grade. Believe me, we keep very careful tabs on any potentiality, and what's more, devote a great deal of our social life to these kids. We listen to their troubles, aid them financially, and, what's most important, we help them get jobs, in theatres where, under an able director, they'll get a chance to grow and learn the busines of acting. I can quote at least a half dozen instances where boys and girls, through intervention, got a break. Naturally for that we expect a first call on their picture services. It's true that an occasional singer is picked up at a night club or at a radio audition, but they must show exceptionally well and promise a lot of camera possibilities before a chance at pictures is offered them.

The cutting down of the legitimate theafre has made life a lot tougher for the scout. Fewer productions make the field smaller and this season, thus far at any rate, the harvest has been lean, About shows opened that had to be seen the first inch to the possibility of finding an interesting bet, as a matter of fact, it doesn't particularly matter how bad a chance at production and the procession of the production of the season of the last in the possibility of finding an interesting bet, as a matter of fact, it doesn't and the particularly matter how bad a chance at particularly matter, how bad a chan

night. Not that that militates against the possibility of finding an interesting bet, as a matter of fact, it doesn't particularly matter how had a play may be. In this instance, not the play but the player is the think. How about the Summer Theater? Well, this about it—the Unknown stands a very slim chance. It's becoming increasingly difficult for the newcomers to get anything but.

The average person has more wild Just about where we started. Since these about the business of being a production is diminishing, while the motion picture scout than the scout has headaches. should be pretty obvious that in major picture companies should have their own circuit of theatres where talent in every category, be it a detalent in every category, be it a de-signer, a player, a director or an author, should have an opportunity to function with a view to eventually making Hollywood. The days of find-ing great actress in a Cushman. Bakery are over. It takes a techni-cian to deliver lines written by Sam

Behrman, Eugene O'Neill, Max Anderson, Scan O'Casey, George Kaurman. For not only the rest of the Dramatis Guild membership, but also the world's greatest playwrights, are all writing for the camera. The process of extracting radium from pitch blend is a minor operation compared to the refining process necessary to unearth a future star. And in conclusion, chew these figures which cover a season's activities of single scoutt.

Of this total, less than 1% were

Chi Oriental's Big B. O. Possibilities Causes B & K-Distribs Bickering

Chicago, Jan. 1.

Balaban & Katz is running into an Balaban & Katz is running into an increasing lide of bickering with distributors since the Oriental has gone into a higher priced admission bracket. As result, the distributors are howling when B.&K. tries to be the original of the Balance of the shove them into the Roosevelt, Garrick, Apollo or even the United

Artists.

When the film companies compare the percentage possibilities of the 3,300-seat Oriental against the 1,700-seat United Artists, the 1,500-seat Apollo and the tiny 900-seat Garrick they figure how much coin they could get out of the big Oriental compared to the band-box size of the other banese.

This has caused plenty of delay in releasing pictures in Chicago, with the delay having brought about much public and press comment, Chicago Tribune made a front-page point of it in a cartoon by its John T. McCutcheon lampooning Chi's tardiness in getting first run product. It burns up the 'Chicago—I Will'

tradiness in getting first run product. It burns up the 'Chicago-I Will' crowd that this midwest metropolis should follow such towns as Minwaukee, St. Louis, Kansas City, Indianapolis, etc., as far as picture releases are concerned.

What hopped up the distributors on the Oriental were the grosses turned in by 'Stella Dallas' when that picture inaugurated the new 75c top policy at the house. Zooming to \$32,000 the second week, stopped the distribs in their tracks. They compared these figures with the possibilities at the Roosevelt where \$20,000 is wow biz.

Exhibs Vs. Distribs—Per Usual

This business probably will never reach the age where the distributors will think the exhibitors are doing right by them or where the laddles who buy the pictures can be expected to feel that the sales bunch might be trusted as far as you can kick a delivery truck full of film That'll never happen. It would be too contrary to all traditions of the picture industry and to all rules of film reason when distributor-exhibitor relations are under consideration. eideration

sideration.

The distributor always feels that he is being rooked; the exhibitor that he's always a prize goat. It's a peculiar kind of poker game they play, one in which the exhib tries to bluff the film seller and vice versa. Here and there, one or the other may give in with a smile but after they've broken down the fence standing between them and sworn they'd be true to each other, they are likely to go off somewhere and nout. pout.

The exhibitor mind being what it is, an account is going to think, for purposes of caution if nothing else, that in closing that friendly deal on product the distrib soaked him, put a fast one over or has him in a spot. A film seller's mind also being what A film seller's mind also being what it is, the distrib is, just as likely to moan that the exhib he sold is stealing the pictures, can't be trusted on percentage, dates, will have to be checked, engages in dangerous film politics or is a bum' because he wouldn't buy the whole shorts lineum.

wouldn't buy the whole shorts lineup.

Deals are rare where both sides will agree they got a real break. The distributor promises everything and the exhibitor promises everything right back. If they end up outsmarting themselves, it's no wonder and certainly not news.

There's always an alibi, always someone or something to blame things on, always something that fault. It may not always be the distributor who bears the full brint of an exhibitor's bellyches. Latter gentleman has more alibi possibilities than the country has double bills. He has the big, octubus minded chains to fall back on now and then. If that's not convenient as an alibi, then perhaps it's a local exhib competitor who's been favored on film, who's engaging in pricecutting and other un-Christian tactics, or a low-life theatre operation who tries to kill off, all his local friends by booking a Major Bower unit. If that won't do and the town's newspapers never lend the proper cooperation, then there's always the weather, Sunday school picnics or a gout epidemic.

Distributors Doubtful

wholesaler will always add on another couple hundred bucks when talking about the gross and may finally end up believing his own figures. Wondering at the same time whether or not Ross Federal gave him the right check on the business. For economic reasons, the distributors and exhibitors should be buddles but on the whole they just ain't. A Utopia of the film business would be Elysian fields in which they dwelt in peace their hearts full of brotherly love and devotion.

selling and exhibition of film a warrior's paradise.
The distributor has his justified

complaints, the exhibitor beefs that he feels are just as justified. An unfortunate fact, however, is that the wholesaler and retailer cannot setwholesaler and retailer cannot set-lie their grievances without doing it the hard way. Were there some system of concillation within the in-dustry to govern distributor-exhibi-tor relations there might be less cause for concern, but concillation is of no value unless both sides enter into it in the right spirit. Too few want, concillation and would live up to it.

want conciliation and would live up to it.

The Par Playdate Strike
Without it, there still was no very sane reason for last year's playdate boycotfs against Paramount nor for many other things which occur in the selling and merchandising of pictures. The playdate-contract taking strike against Par may be blamed in part on both sides but each probably still feels that the ather fellow was still feels that the other fellow was

strike against rar may be usines an part on both sides but each probably still feels that the other fellow was dead wrong all the way.

Par may have felt that even though they promised the six pictures which they failed to deliver, they were entitled to more money than originally sold for since, after contracts had been signed, the company greatly, increased budgets on the films. Par may have felt also that it would be an unfair advantage for the exhibitor to get these films at lower rentals and the acounts in Philadelphia, Minneapolis and elsewhere who struck, may have felt that contract is a contract, even if Par stood to lose out. Sol. Regardless of the issues and the contentions, not to consider the losses involved, the Par boycotting was morally bad. It could have set a precedent that could be disastrous. As it happens, this wasn't the first time a distributor failed to deliver every picture he promised. That has occurred every year and with most all preducer-distributors.

The board of conciliation on which he MPTOA has worked assiduously for over two years, getting nowhere, might have saved the industry the pain of the playdating strikes as well as other troubles. Ed. Kuydendall,

might have saved the industry the pain of the playdating strikes as well as other troubles. Ed. Kuydendall, president of this exhibitor, associa-tion, personally injected himself into the boycotting situation and is said to have urged efforts toward the peace parley that was reached. Needed Conciliation

Needed Conciliation
He has fought vigorously for conciliation, not only as a means of
amicably settling controversies but
also in the thought that most cases
then could be kept out of the courts where the intricate machinery of where the intricate machinery of pictures is not understood. His constant warning that unless the distribs and exhibitors: get together on common ground and agree to trade practice reforms, legislation is going to force it, may be theoretically well grounded.

grounded.

One of the great troubles with distribs and exhibs is that they are so often fighting each other and among themselves that they forget to band together to throw their combined together to throw their compined strength against adverse legislation and other things which affect both. Stubbernness exists on either side of the fence. That rather than good reasoning must account for some of the things that happen, A distributor will frequently put himself in a spot by being obdurate, while on the other hand exhibitors often cut off their noses to spite their faces, too. The MPTOA platform for trade

night. Not that that militates against the possibility of finding an interest language and devotion. The MPTOA platform for trade devotion. Could that be, there wouldn't be particularly matter how bad a play may be. In this instance not the playe but the player is the thing. How about the Summer Theatre's owners as the 10-point program, deserves play but the player is the thing. Of America, any Allied States Assu, of Abram Meyers, any playdate boycotts, any anti-trust, suits, any double bills, any giveaways, schose as the MPTOA committee on stands a very slim chance. It's be coming increasingly diffeult for the coming increasingly diffeult for the coming increasingly diffeult for the competition, aided, and abotted by the films, any cancellations or any of a operators from the effects of films walk-on. Where does that leave us? hundred other things that make the

Although the resolution which the MPTOA passed in Miami last March called for drustic steps to curb radio competition, the Walter Vincent committee set up to carry out that resolution took a few steps, sat down and fell into deep sleep. Since the convention of the MPTOA, exhibitor resentment against participation by films in broadcasting has reached a higher pitch and may lead to move on less unfortunate than the Par hypocotting

no less unfortunate than the Par boycotting.

During the past year several of the distributors made concessions by allowing higher cancellation privi-leges under contracts and cutting out score charges but on the whole it. out score charges but on the whole it wasn't much more than a bone for a barking dog. Boards of conciliation and other points under the MPTOA platform are still to be considered.

Duals, An Old Headache

Duals, An Old Headache

The problem of duals is another that besets both the distributor and exhibitor. Former is dead setagainst twin bills and many hibitors also are but the man haint been found who can get every theatre to agree to outlaw them. It has been tried in several instances during the past few years, without success. The situation virtually resolves itself down to the independents saving they can't give 'em up solves itself down to the independents saying they can't give 'em. up because the chains won't, and the latter saying they had to go to twinning because indies forced it. The same holds true for giveaways, bark nites' and such 'questionable box office, stimulus. In the Greater New York area the chains agreed they would drop this kind of stuff if the indies would, but two chains' the latter group balked and that was that.

that.

The public is the final source of hope so far as double bills, give-aways, etc. are concerned. Recently what known as the Anti-Double Bill League of America, was formed to agitate against duals but how much support the movement will muster is yet to be learned. Here and there theatre operators are conducting polls to more accurately determine public disposition in their territories. This may eventually settle mooted points as to whether the public wants the duals or not. It is public wants the duals or not.

public wants the duals or not. It is open to question at the moment.

Those B's—and C's and D's
Producers were forced into B pictures to supply duals and theatres have been kicking ever since about not only the B's, but the C's and D's as well that they're getting in big bunches. Although still turning out B's, the producers during the past season, however, gave their accounts a higher percentage of quality prodever before in history and uct than ever before in history and went out to get the increased rentals which rising costs justified. Slight tilts were obtained generally but with competition keen and exhibitors tight, the distributors suddenly awoke to realize that the theatre had a terrific edge on them in showing

Costs now coming down and with it probably down will come quality but even though rental levels may remain the same this year, next season the exhibs will no doubt try to reduce them. Difficulty for the distrib is the realization that rentals never were high enough this year. Costs being up around 40%, there is exceptions. costs being up around auty, here is something wrong when rentals are not correspondingly up. Operating figures show that the profit ratio for theatres is so-much higher than for distribs on rentals that the latter are beginning to deery the whole situation in a tearful manner. The solution is subsolve figures.

tion is anybody's guess.

A panacea for other ills of the business as affecting distributors and archibits and archibits. exhibitors is also anybody's guess but the right guess may be putfully hard to find.

LOEW'S \$14,426,062 NET IS AS EXPECTED

Loew's Inc., revealed \$14,426,062 net earnings, after all charges including Federal surfax undistributed profits, for fiscal year ending Aug. 31, 1937, as compared with \$11,076,823, before deduction of surfax, or previous fiscal 12-month period. Net earnings were equivalent \$8.62 per common share against \$6.79 in 1936 fiscal year.

Both earnings total and per share net profit were in line with Wall Street expectations. Company paid out dividends of \$8.50 on common stock during the fiscal year ended in August, 1937.

Gross operating revenues of Loew's. Inc., for 12 months ending last August totaled \$121,828,695, as against \$108,780.542 in 1936 fiscal year. The 1937 fiscal total was represented by \$13,464,900 coming from theater receipts and rentals and sales of films and accessories.

Loew's earned surplus on Aug. 31.

Example of the company and accessories.

and accessories.

Loew's earned surplus on Aug. 31
was \$44,354,274. Total current assets
of company and wholly owned subsids on same date were \$52,404,545
against total current liabilities of
\$12,107,408.

Letter from Nicholas M Schenck

siz_107,408.
Letter from Nicholas M. Schenck to stockholders uiged their approval of outlined contracts and renewals with leading executives and officers of company, recently authorized by directors, at stockholders' meeting, Jan. 25, 1938.
Under these agreements, he said, compensation of key, men will be made partly dependent on the success of their efforts. He stated that the same aggregate percentage of profits formerly allocated to Louis. B. Mayer, J. Robert Rubin and the late Irving G. Thalberg would be divided among 11 producer-eyecutives and officers, being Samuel Katz, Mayer, Edgar J. Mannix, Rubin, Alexander Eichtman, Benjami Thau, Hunt. Stromberg, Bernard Hyman, Lawrence A. Weingarten, Harry Rapf and Mervyn LeRoy, Simultaneously, the contract with David Bernstein, vice-president and treasurer, has been extended for five years.

years.
Proposed contracts provide for compensation based in part upon percentage of Loew's share of the combined annual net profits of Loew's, Inc., and all subsidiari after reserves, interest, taxes and deafter reserves, interest, taxes and de-preciation on company properties and after deduction of cumulative dividends on all present or future preferred stock of Loews, and after deduction of \$2 annually for each share: of outstanding common stock Other than shares issued as a stock dividend, the last representing \$2,612,424 per annum on common stock now outstanding.

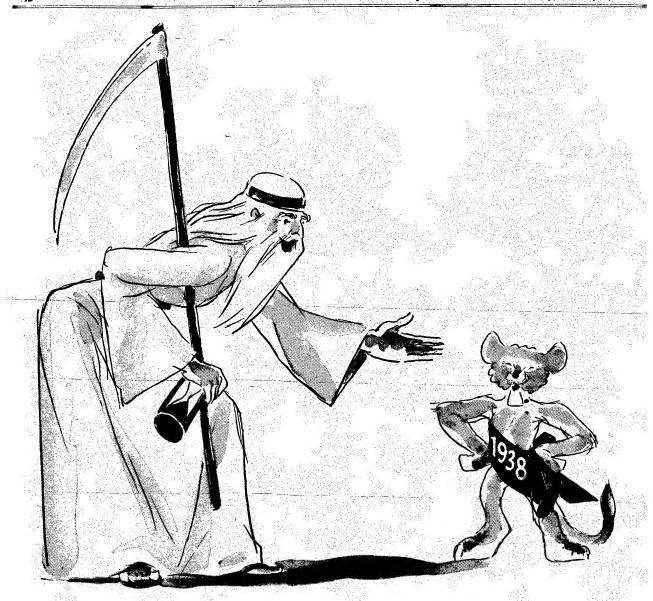
GUIZAR'S EARTHQUAKE

San Salvador, Dec. 28.
Tito Guizar' picture, Amppila
del Camino, opened here: amid
earthquake rumblings. First jeht
performance went on shortly after
quake tremors were felt.

A distributor will rarely ever be-lieve that an account got the most out of 'Susie Sued' or Love Among Lice' when percentage dates. Even if a house record is broken by one of the Hollywood epics, the wholesaler will always add on an-



CTU PURAS





NELSON EDDY, ELEANOR POWELL, Ray Bolger, Frank Morgan, Edna May Oliver, Reginald Owen in "ROSALIE"

MYRNA LOY, Franchot Tone, Rosalind Russell in "MAN-PROOF"

"EVERYBODY SING"
Allan Jones, Judy Garland, Fanny Brice, Billie Burke,
Reginald Owen

JOAN CRAWFORD, SPENCER TRACY in "MANNEQUIN"

"LOVE IS A HEADACHE"
GLADYS GEORGE, FRANCHOT TONE,
Ted Healy, Mickey Rooney

ROBERT TAYLOR, MAUREEN O'SULLIVAN, Lionel Barrymore in "A YANK AT OXFORD"

CONSTANCE BENNETT, BRIAN AHERNE in "MERRILY WE LIVE"

"BENEFITS FORGOT"
WALTER HUSTON, JAMES STEWART,
Guy Kibbee, Beulah Bondi

NELSON EDDY, JEANETTE MACDONALD in "GIRL OF THE GOLDEN WEST"

"THREE MEN IN THE SNOW"
Robert Young, Frank Morgan, Edna May Oliver,
Mary Astor, Florence Rice,
Reginald Owen, Henry Hull

CLARK GABLE, MYRNA LOY, SPENCER TRACY in "TEST PILOT"

and others to be announced

"Happiness to all our friends!"

(The entire family of Loew's, Inc.
Metro-Goldwyn-Mayer Pictures and Radio Station WHN extend to Variety and its readers heartiest New Year wishes)

FILM GUILDS **BOOMED IN '37**

By Ralph Roddy

Hollywood, Jan. 1.

societies sorang up in the film studios during the left hal of 1937, following recognition b producers of the Sercen Actors Guil and signing of a 10-year pact with the actors on June 1 calling for higher pay scales and improved working conditions.

Directors, for years classified in the same bracket with producers and other top flight executives, writers, film editors and script clerks immediately became union-minded White collar workers, art directors write collar workers, art directors set designers, et al., joined the paracle. Not to be outdone, the agents and publicity flacks formed guilds. But only a few of the crafts have been successful in gaining recognition.

necessition in gaining recognition.

Robert Mantgomery, SAG president, Kenneth Thomson, executive
secretary, Franchot Tone and Aubrey
Blair carried the ball for the actors
during negotiations with the producers, with the directors of both the
Senior and Juniors of tisions running
interference and the entire membership backing up the line. The producers had entered to mittees and
influy(duels active but it was Louis B.
Mayer who gave the nod that gaine
ecognition for the SAG and halted
arrangements for a wallout of stars,
festured players and exitus. Mayer's
action followed secret conferences at
a downtown hotel with Montgomery,
Tone and Thomson.

Sore One for Actors

Score One for Actors

The situation was turned over to attorneys for the producers to put a proposed contract in writing. And here the actors scored again. Laurence Beilenson, attorney for the SAG and schooled in drafting pacts of this kind, concocted an agreement that were a strictly than a colorable. of this kind, concocced an agreement that was airtight and so cleverly worded that it was months later be-fore many producers realized what a drastic document that they had become signatories to.

become signatories to.

The agreement became effective June 1, 1837, but the producers were given two weeks grace to comply with its provisions. Pact provided for immediate closed shop for extras, with provision for closed shop becoming effective for the entire industry during the last half of the 10-year agreement. Contracts were to cover all shooting within a 300-mile radius of Los Angeles but the SAG soon extended its jurisdiction by forming unofficial guild chapters at invovite location spots outside the 300-mile zone. This action was taken after several producers attempted to evade Guild scales by shooting pictures beyond the contract limit.

Contract abolished the \$3.20 cheek

Contract abolished the \$3.20 check Contract abolished the \$3.20 check for extras and fixed the minimum at \$5.50 per day, the \$7.50 check being hiked to \$8.25. Pey of all players getting \$15 day or less was tilted 195 per day and a minimum established for standin, day players and others. \$AG tops estimated wage increases would tilt production costs about \$5.000.000 annually but now admit \$2.000,000 will be a more correct figure. rect figure.

rect figure.

The SAG publicity thanked the 'nternational Alliance of Theatrical
Stage Employees for its support. But
a few months later, after breaking
with the IATSE over suspension by
the SAG of Jane Tallent, an 'ATSE
makeup artist and SAG member, for
working as a makeup durin, the May
studio strike, announced the IATSE
emport but here avoluthered as the studio trike, announced the IATSE support had been voluntered on the last day of negotiations and had little to do with the extension of recognition by the producers. This announcement was made after the SAC had nixed a demand of William Bioff, personal representative of George E Browne, IATSE president, that Tries Tallent be reinstated. Suspension was for six months.

Directors Ask Recognition

Screen Direct is Guild was the next big organization to demand recognition. Unit managers and recognition. Unit menagers and sistant directors were admitted to membership in the SDG. Following a meeting between committees headed by Howard Hawks for the directors, and Darryl Zanuck for the producers, the latter refused to negotiate with the directors unless the unit managers and assistant directors were organized into a separate craft.

Producers took the position that the work of directors is entirely cre-ative, while the unit managers and assistant directors represent the busi-

UNIONS IN 1937 ADVANCED UNDER WAGNER LAW, C. I. O. COUNTER-THREAT

By Roy Chartier

Wagner Act set labor's guns a-booming, but prior to its passage and setup of the National Labor Relations Doard, material advances had been made by union forces in show business. The Committee for Industrial Organization had previously been organized by John L. Lewis, with 1s eyes on various industrics as starters, but to date it has been almost completely shut out of amusements.

amusements.

International Alliance of Theatrical Stage Employees, headed by the astute George E. Browne, had not been asleep during the formative stages of the CIO and two years ago fort-fled its position in the studios under-the five-year basic agreement, somewhat to the exclusion of an old enemy, the International Biotherhood of Electrical Workers. Things were getting serious when operators unceremoniously walked out of a lot of theatres in various parts of the country, notably in Chicago, and other midwes;ern keys, with result an agreement was speedily reached in New York which was very much to the benefit of the IATSE.

From the victory that the agreement meant, the

ment was specially reached in New Tork which were wery much to the bencht of the IATSE.

From the victory that the agreement meant, the IATSE began marching forward and during the past year announced a program for complete unionization of all show business. In addition to its desire for greater powers in the studios, the IATSE wents to organize theatres from too to bottom, teking in managers, press agents, treasurers, cashiers, doormen, ushers, engineers, porters, et.

Its program in this, direction has not advanced as rapidly as it was feared it would six months ago but in the legit theatres strifle activities, have been initiated by the Theatrical Managers. Agents & Treasurers Union. This group has not as yet opened negotiations with picture theatre oprators, though it's expected to come shortly, together, with moves by the group that seeks to bring in the service workers, plus others, Local 22-J of the Building Service Workers recently sent out notice of plans to organize urhers, porters, elevator operators and the like in pictures but has withheld actual negotiations. held actual negotiations

No Trespassing

In labor circles the opinion is held that the IA pub

No Trespassing

In labor circles the opinion is held that the IA publicly announced its intentions to nationally unionize all workers in the film business, studios as well as in the filed in all branches of amusement operation, as gentle reminder to the CIO that the 'no trespassing' sign is up.

Question of jurisdiction by the IATSE over everyone in show business, particularly pictures, is something else again. As an international more powerful in films than others that are signatory to the studio basic agreement, now also including the painters, it is meeting with much resistance from various crafts over which it would rule. Actors Equity Asan, Screen Actors' Guild, American Federation of Radio Artists and others in the so-called 4 A's group (Associated Artists & Actors of America), which holds the parent charter, do not want to let the IA have jurisdiction over them. There, is no feasible reason why the IA should have that jurisdiction, in the opinion of insiders, but it may be that the IA is on record in that connection again with the hought of hinting to the CIO to stay away. Members of the Authors' Learue, which has jurisdiction over the Screen Writers' Guild, plus the Screen Directors' Guild, are expected to swing along with the AAAA. Only recently the SWG petitioned the NLRB on an election of officers so that a bargaining representative for their group could be selected. This may not be ruled on for a while yet.

Meantime there are other groups over which the IA seeks jurisdiction, still others such as the Screen Publicists Guild, the Artist Managers Guild, etc. on which it might. In September the IA served notice on the film producers that it was organizing editors, assistant cutters, music librarians, wardrobe makers and others. At the same time editors, draftsmen, art directors. It cutors that the same time editors, draftsmen is ridicector in future carry the IA emblem, ostensibly so that any film having this emblem find to be made by hands under its vincisation, was strongly resisted by hands under i

being.

In resisting jurisdiction by the IA the Screen Actors'
Guild may still be smarting over the fact that last April
when the producers' committee, in negotiations in New
York with Internationals signatory to the basic agreement, refused to permit the SAG to become a part of
that agreement. The painters were also excluded but

actually whether the IA had anything to do with exclusion of this group and the SAG, is something that's

clusion of this group and the SAG, is something that's not known.

Formation of the Federated Motion Picture Crafts in Hollywood, since dissolved, and the strike out there in which the SAG played an important role, followed. Strike was settled in June, the FMPC dissolving, and the writers immediately started planning action. With the pencil pushers' conflict also developed between the two organizations set up. Screen Pushers' Guild and Screen Playwrights. Inc. It may be some time before jurisdictional lines are permanently drawn but regardlers of the international headed by Browne is in the most powerful position of its long career, it has conquered other fields during the past year and is not through yet by any means. Just how far the IA may go nationally and in Cenada, where it also has jurisdiction over operators, stagehands, etc., is a question only time will tell.

\$1,000,000 Overhead

Laboratory workers in the east, after a strike last spring which tied up film printing, were finally organized. The film exchanges throughout the entire country were also drawn in, with an increased cost to the major distributors of more than \$1,000,000 yearly. ganized. The him exchanges throughout the entire country were also drawn in, with an increased cost to the major distributors of more than \$1,000,000 yearly. In New York the exchange increases ranged from 10 up to as high as 45%. An independent union, not affiliated with the IA, had previously tried to organize exchange employees but failed, and that union later became the United Theatre & Motion Picture Workers, one which sought a CIO charter. This union and the United Office & Professional Workers of America, which is trying to organize clerks, accountants, stenoset, in film-home offices, represents CIO threats so far as pictures are concerned.

Palpably the IA is not interested in office workers with film companies but it might see the possibilities later, as with exchanges, and move in. IA has not exhibited any interest in interfering with the Commercial Artists & Designers Union which, after a long pull succeeded in organizing themselves with the Max Fleischer studios in New York. No jurisdiction over this group, though, working in films through the Fleischer plant, has been sought by the IA.

Hur Playdates

CADU-Fleischer- strike was one of the bitterest of the year and, as has happened with operator unions, clearly showed how the theatre could be helplessly placed in the middle of the controversy. Although the IA nixed what would have been a dangerous precedent when it wouldn't let bootlmen refuse to run off Fleischer cartoons, the CADU started picketing the theatres themselves and agually succeeded in getting exhibitors to defer playdates on the shorts.

Earlier in the 'year' a condition of long standing which had theatres innocently in the middle was wiped out with the merger of Local 206, Moving Picture Machine Operators of New York and the Allied union. That was completed in February after several years of negotiation and with it the power of 306 expanded, this

Machine Operators of New York and the Allied union. That was completed in February after several years of negotiation and with it the power of 306 expanded, this affiliate of the 1A later going out to organize Greater New York completely. It has been stymicel partly through the continued existence of the Empire State Operators and failure of a merger with the latter. Result has been considerable stenching during the past year in theatres employing either 306 or Empire. The number of houses employing Empire men is comparatively small, however, and with Allied out of the way, the situation is not so serious.

the situation is not so serious.

Technique of sitdowns spread to theatres during the past year, one form of approach that was borrowed from the CIO. It has been successful in some cases where operators have locked themselves in booths, but with the New York musicians it didn't work out so

effectively.

Palace Sit-Down

Local 802 of the American Federation of Musicians, in an effort to force the return of ficsh, finally learned that costly picketing did no good and on a Saturday last-June stormed the RKO Palace, N. Y., on an all-day list-June stormed the RKO Palace, N. Y., on an all-day sitdown. They didn't ry it again and from all ways viewed, the 802 campaign proved one of the biggest flops of the year.

Increased cost of labor for show business during 1937 has been tremendous. In Hollywood it has materially contributed to an actual rise in costs of production of 33%, while for distributors it has come through exchanges and in theaters generally through boosts in scales for various crafts employed.

ing position in opposing the petition of the SWG. An array of legal talent represented the producers, headed by Major Walter Tuller of Paramount. Alfred Wright of 20th-Fox, and Milton Schwartz of Metro. Leonard S. Janofsky, a former NLRB attorney, presented the case for the SWG.

Weekly Pay as Convenience

state and therefore workers are not state and therefore workers are not entitled to protection under provisions of the Wagner act. The producers contended that only a small percentage of materials going into picture productions originate outside the state, and that practically all of the goods have come to rest in California warehouses months before they are purchased by the producers. Oral arguments were made by the

they are purchased by the producers, Oral arguments were made by the attorneys before the board in Washington, Dec. 1: No indication was given as to how soon a decision would be handed down, but aftorneys said it would take board members some three or four weeks to wade through the 2,000 pages of testiment.

wade through the 2,000 pages of testimony.

In the meantime heavings on the complaints of the screen directors, interior decorators, are directors and set designers wer postponed by Dr. Nylander. He apmounced no by Dr. Nylander. He announced no further hearings would be conducted on complaints by film industry crafts until a decision was handed down by the bard in the sercen writers case. And should the latter hold it lacts jurisdiction because the producers are not engaged in interstate business or that writers are not employees, it is highly probable that the complaint of the directors would be immediately dimissed.

missed.
Society of Motion Picture Film
Editors, Script Clerks Guild, Society
of Motion Picture Interior Decorptors, Set Designers Guild, Society
of Motion Picture Artists and Illustrators were organized by Attorney Felix M. Cuuninghem, former
general counsel for RNO-Radio,
Demands were submitted to RNA lustrators were organized by Attorney Felix M. Cuminghem, former general counsel for RNO-Radio. Demands were submitted to Pat Casey, producer labor contact, but negotiations were delayed when Bioff startled the industry by announcing that the IATSE would extend its jurisdiction to the entire industry, including directors, act and writers. Tops in Screen Actors Guild, Screen Writers Guild and Screen Directors Guild went into a huddle. Sess on resulted information of inter-talent council of three groups, and announcement of the three that none of them would riffiliate with the IATSE. Statement was signed by Robert Montgomery, SAG president: Charles Brackett, vice-president of SWG and acting president in absence of Dudley Nichols, and Lowis Milestone, vice-president of SDG and acting president in absence of King Vidor. Film editors, decorators and others also announced they would contest any attempt at a takeover by IATSE.

First JA Overtures Nixed

First IA Overtures Nixed

First IA Overtures Nixed

Bioff held several conferences
with E. J. Mannix, general manager
of Metro and acting head of producers during the abscence of Mayer, and Joseph M. Schenck. It
was finally announced by Bioff that
his organization would proceed with
organization of the film editors,
watchmen, policemen, firemen, etc.
but further extension of jurisdiction would be postponed pending
the return from Europe of Mayer
and Schenck. Overtures to the film
editors were promptly nixed Principal objection was 2% assessed
against all members by the JATSE.
Other efforts to take over independent groups were made but
none succeeded.
Following return of Mayer and
Schenck, the producers greed to
demands of the IATSE that the latter's label; be placed on all film releases, but are reported have turned
humbs down on the IA plan to

demands of the IATSE that the Inter's label be placed on all film releases, but are reported have turned thumbs down on the IA plan to assume jurisdiction of all workers in the industry. In the meantime several civil suits were filed in superior court by members of the IATSE sceking to force the international officers to return local autonomy to the four studio locals, which embraces cameramen, sound experts, lamp men, certain electricians, property men, grips, etc. The suits still are pending.

Negotiations with various independent guids and societies were resumed by Casey as IATSE failed to carry out its intention of taking, over the entire industry. Contract was signed with the Society of Motion Picture Film Editors providing weekly minimum of \$75 for cditors of short subjects and \$100 for feature editors.

ling, weekly minimum of \$75 for editors of short subjects and \$100 for feature editors.

Agreement was then signed with Society of Motion Picture Interior Decorators giving latter 10% pay hike and improved working conditions. Similar contract was also given United Scenic Artists, Set Designers Guild, and kindred crafts. Film industry today is operating on practically a closed shop basis in all divisions, with the exception of directors, writers and other togerative brackets, which the producers have refused to recognize on the grounds that members are not employees.

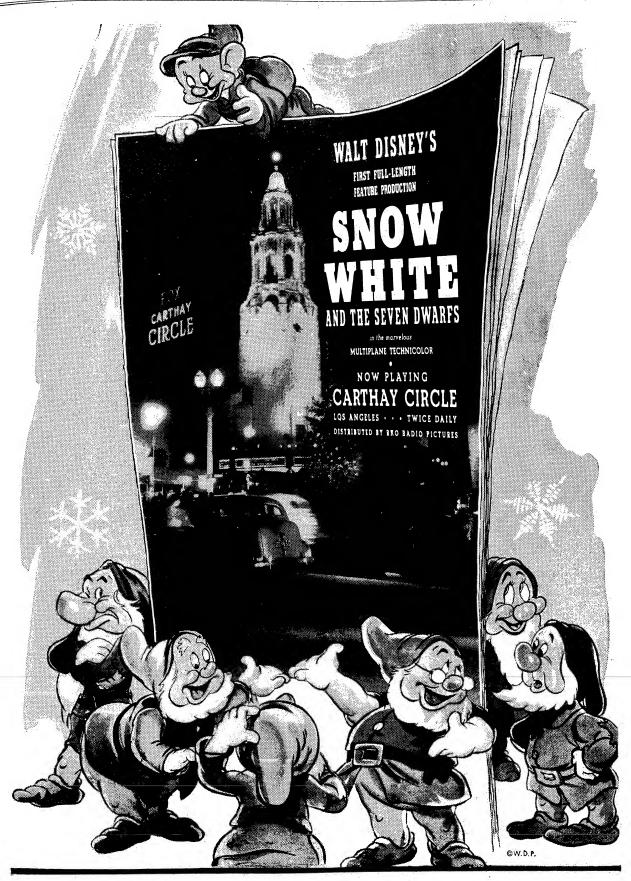
ness department of the stud! Because of the dissimilarity in duties, the producers said differences might arise that would be conbarrussing to both the studios and the SDG. The SDG refused to divide its memberabip and producers then suggested the situation be laid in the lap of National Labor Relations Board for clarification. After some debate the directors accepted the suggestion and alled a complaint with Dr. Towne Mylander, regional director for the NLRB, stating that producers had refused to negotiate with the duly elected bargaining representative for the directors, unit managers and assistant directors.

Directors asked for an early hearing and an early date in December was tentiled for the The Sagren

ing and an early date in December was tentatively fixed. The Screen Writers Guild, however, beat the directors to the punch, having directors to the punch, having ready filed a complaint with ne NLRB, Dudley Nichols, president, and other SWG tor ar-

ried their case to the NLRB when the producers took the position they already had a contract with screen playwrights, Inc., headed, by John Lee Mahin, The SP was formed by former members of the SWG following a disagreement over affiliation with the Authors League of America and local autonomy.

Hearing on the petition of the SWG for an election of screen with rs to select a bargaining representative was ordered by the NLRB in Washington. William Walsh, special autorney for the board, was sent here to conduct the case for the eyvernment. Walsh and Dr. Nylander spent several weeks collecting data in an effort to prove the producers are engaged in interstate business. William R. Ringer, ace examiner of the board, was sent here to proseculate the hearing. An intervening petition was filed by the SP, and Neil S. McCarthy, counsel the America and local autonomy, and Hearing on the petition of the winc SWG for an election of screen to writ it to select a bargaining represented scientative was ordered by the NLRB duly in Washington. William Walsh, sort special attorney for the board, was sentence to contain the contained of the sentence of the s



"My, my-such excitement! Third week and never an empty seat!"

RKO RADIO greets the New Year with the greatest number of big shows in its history!



WALT DISNEY'S

First Full-Length Feature Attraction

SNOW WHITE AND THE SEVEN DWARFS

in the marvelous MULTIPLANE TECHNICOLOR

Broadway's Long-Run Stage Sensation

HAVING WONDERFUL TIME

GINGER ROGERS · DOUGLAS FAIRBANKS, Jr.

Peggy Conklin Red Skelton Lucille Ball Pandro S. Berman Production. Directed by Al Santell. Play by Arthur Kober.

BRINGING UP BABY

KATHARINE HEPBURN · CARY GRANT

Charles Ruggles · May Robson Barry Fitzgerald Walter Catlett Directed by Howard Hawks. Produced by Cliff Reid.

RADIO CITY REVELS

BOB BURNS · JACK OAKIE · KENNY BAKER

MILTON BERLE Victor Moore · Helen Broderick Ann Miller Parkyakarkus Jane Froman · Directed by Ben Stoloff. Produced by Cliff Reid.

THE JOY OF LOVING

IRENE DUNNE · DOUGLAS FAIRBANKS, Jr.

Score and story by Jerome Kern, Dorothy and Herbert Fields. Directed by Tay Garnett. Produced by Felix Young.

VIVACIOUS LADY

GINGER ROGERS · JAMES STEWART

Directed by George Stevens. Produced by Pandro S. Berman.

H'WOOD'S SOCIAL SIDE

By Phyllis Marie Arthur

Hollywood, Jan. 1. Hollywood is one of the strangest party towns in the world. There is no social season, since pic people work the year around. The only Blue Book or Social Register is to Blue Book or Social Register is be found in the studio listings of personnel. There are no acknowl-edged leaders. There isn't any one event that social climber could attend and assure himself of election to the elite.

to the elite.

Society, so-called in this town, is a collection of cliques, formed by people with mutual hobbies. There's the opera set, the turn club crowd, the younger set and the night club gang, which is mostly composed of radio people who have only lately begun going to town in the gilded manner. The tennis folk, gather about the club nets, and the ocean lovers huddle on the Santa Monica sands far from the madding herd.

To be member of Hallwood

lovers huddle on the Sanka Monica sands far from the madding herd.

To be member of Hollywood society woman must possess a contract or a man who possesses one, and vice versa. Relatives and friends who spin no options are accepted as the inevitable spongers. For Hollywood society works—even the Countess di Erasso sells cosmetics. The town's one original centribution to the social stene is the press party. There has been inc stack in this direction the past year. The thillage that was prepared to subthe Duke and Duchess of Windsof dished out charbing little novelty that developed into an international burp! That was Hal Roach's dinner on his tennis court to honor Vittorio Mussolimi's 21st birthday. The baby dictator must have felt as though be'd fallen into the cold waters of the Roach pool on his way, to the Italian buffet, which was hung with grapes, presumably on the sour side. Fred Astaire came out of his cave for this flasco, and even Darryl F. Zanuck didn't get in the house. Guests were asked to use the dressing rooms by the pool. No guest list caused more comment, No one likes to recall being at the party.

All for Little Fun to recall being at the party.

to recall being at the party.

All for Little Fun
Hollywood people don't own attics with trunks of old clothes, so costume parties are always an added item on the social budget. Cinema celebs have a positive genius for getting themselves into uncomfortable horrors hoping to be picturesque, gathering in groups and labeling themselves at a costume ball. William Randolph Hearst put himmelf and his guests on a real merrygoround at his birthday circus party on the Santa Monica sands. That was the night Bette Davis was a bearded woman, Henry Fonda were

on the Santa Monica sands. That was the night Bette Davis was a bearded woman, Henry Fonda wore a union suit and a skyscraping fore-head, and Clark Gable and Carole Lombard came as twin cowboys. Jack 'Rhett' Oakie and Venita Scarlett' Varden gave a 'Gone with the Wind' party at their home to celebrate their first wedding anniversary and a 'Come as an Advertisement' party for Venita's birthday. The Ralph Morgans, the Frank Lloyds and the Otto Krugers drove to the 'Wind' affair in an overland stage coach, with Kruger blowing the coach horn all the way down Sunset Boulevard. Gertrude Niesen borrowed one of those famous hoop-skirted costumes from a Brown Derby waterses for the 'Ad' party. party.

Fay Wray was a living Sargent ortraft in ivory satin at the ountess di Frasso's Beaux Art ball.

Countess di Frasco's Beaux Art ball.
She heroically dragged a great gilt
frame around most of the evening.
The 'A' wardrobes at the studios
were practically depleted for that
affair. It was more splendid than
fun. After all, nothing happened.
Many of the celcbs wore costumes
from their current pix, notably Virginia Bruce in old-fashioned
gown from Metro's 'Bad. Man of
Brimstone'. A subtle bit of publicity, n'est ce pas? The only trouble was that the bodice stays were
too tight, so Virginia borrowed pajamas from her hostess for the remainder of the evening. Several
guests brought-spare frocks.

Napoleon for a Night

Rathbones leading off with Elizabeth shivering in their sables in the chill and Franz Josef of Austria. Edward night air.

G. Robinson got to be Napoleon this The Basil Rathbones entertained favorite character) for a night for Tauber, too, only the singer was Jeannette MacDonald and Gene Ray-on his way to New York, so his wife, proud (the paragrad) and general plans Nanier accordant the horizont. Jeannette MacDonald and Gene Ray-mond (then engaged) won gasps as a gold-and-white Romeo and Juliet. Jeannette wore Norma Shearers' Juliet gown from the pic. Marlene Dietrich and Douglas, Fairbanks, Jr., wore twin white tie and tails. Loretta Young, with two devil escorts, won first costume prize for her black velvet and sequin interpretation of Lady Satin.

velvet and sequin interpretation of Lady Satin.

Elissa Landi asked her guests to Lady Satin.

Elissa Landi asked her guests to sear collegiate costumes to a party she gave in her home. She hung college pennants on the walls for rah rah atmosphere.

Ginger Rogers and Alfred Vanderbilt took over the Rollerdrome for a skating party that struck a happy note of informality. There's nothing like falling flat on your face to keep a party from going dat the usual manner. Ginger fell down 17 times by actual count. Celebs discarded sequins for slacks. Joan Crawford rolled around as though her very life dependend on it. Kay Francis had to be taxied on a roller-sled. Jimmy Stewart got rough-housed in the musical chairs game, and young Vanderbilt managed to look very silly with pale pink balloon.

The Bob Leonard's world tour party

loon.
The Bob Leonard's world tour party The Bob Leonard's world four party for some friends, who were leaving on such a trip, was one of the most amusing and original small affairs of the season. Pops' Leonard gath-ered his guests in a sight-seeing bu-sind toured a dozen of the town's foreign cales.

foreign cafes.

Henry and Sheila Wilcoxon hit a Henry and Shella Wilcoxon hit a new high when they hifed a blimp to fly over their home-coming party on the lawn of their Seven Oaks ranch. The blimp dropped doli-favors with numbered ribbons and raced a flock of pigeons back to town. Guests with ribbon numbers corresponding to numbers on win-ning pigeons were given prizes.

Comes the Sales Mob

Comes the 'Sales Mob
Social activities of the year were
heightened by an influx of conventioneers. The studios hosted their
faithful hundreds at ultra-swank
dinner dances. To them goes the
prize for unreciprocated hospitality.
Nobody ever gives a studio a party.
Birthdays and anniversaries are an
excuse in any community for a party.

excuse in any community for a party. Anita Louise speaks for all hotsess in this town when she insists one can't possibly give a party without an excuse. Patricia Ziegfeld had white balloon trees at her 21st birthday party at the Victor Hugo and Billie Burke danced with Will Rogers, Jr.

The Frank Borzages managed to get a lot of people acquainted with the Hawaiian Paradise, a restaurant they are, financially interested in, at a cocktail crush celebrating Frank's 20th year in pix. excuse in any community for a party

they are financially interested in, at a cocktail crush celebrating Frank's 20th year in pix.

The George Gershwin Memorial concert at the Hollywood Bowl and the dinner at the Ambassador's Fiesta Room celebrating the Hollywood Anti-Nazi League's birthday were two more notable anniversaries.

The most lavish living memorial was the one given Eddie Cantor—a testimonial champagne-and-chicken dinner for 600, nationally broadcast and honoring Eddie's 25 years of 'public service'. Louis B. Mayer: Mayor Frank L. Shaw, George Jessel, Governor Frank F. Merriam. Darryl F. Zanuck, Jack Benny, Dr. A. H. Gjannini, Buron Fitts, Gus Edwards, Irving Berlin and Fred Stone found their place cards at the speakers' table. It was unfortunate that the menus bore the dates 1912-1937. It gave one awful feeling of finality.

Paul Muni had the best performance medal in his pocket when Merle Potter of the Minneapolis Journal rose to present it to him at a banquet.

No Rewrite On Menu

No Rewrite On Menu

from their current pix, notably Virginia Bruce in old-fashioned gown from Metro's 'Bad. Man of Brimstone.' A subtle bit of publicity, n'est ce pas' The only trouble was that the bodice stays were too tight so Virginia borrowed pajamas from her hostess for the remainder of the evening. Several guests brought spare frocks.

Napoleon for a Night
The Basil Rathbones celebrated their eleventh wedding aniversary with the most gilded party of the year. There were Easter lilies, two rooms of the Victor Hugo entirely draped in wedding satin, tall white tapers, and organ record of 'Lohengrin.' The 200 guests were dressed as famous bridal couples, the

The Basil Rathbones entertained for Tauber, too, only the singer was on his way to New York, so his wife. Diana Napier, accepted the homage for him, along with the Geoffrey Toyes. Constance Bennett brought over her party of 16 guests. Norma Shearer came with David Niven and Frances Marion made one of her infrequent sallies into strange drawing rooms.

rooms, Mrs. Rathbone is one of the town' Mrs. Rathbone is one of the town's most conscientious hostesses. She spent three days compiling her place card list. Most of the guests simply sat where they pleased. It was at a Rathbone lawn party that Grace Moore, Jeanette MacDonald, Lily Pons and Gladys Swarthout posed for a group joicture.

Youngsters Stick Together

Youngsters Stick Together
The younger crowd, les infants terribles, who are seen most at small, informal parties given among themselves, are the Tom Browns, Anita Louise, the Bill Henrys, Dixie Dunbar, Leah Raye, Patricia Ellis, Anne Shirley, John Howard Payne, Ben Alexander, the Dick Forans, Jaqueline Wells, Betty Grable, Jackie Coogan, Ida Lupino and Louis Hawyard.
The in brief immunicipie Holly.

Hawyard.

That, in brief, summarizes Holly-wood society for the year just gone, with the added mention of the circus, the English colony's cricket games and their Coronation Ball, with members of the colony in kills. medals, and Princess Elizabeth dreases. Edward G. Robinson, if memory serves, led the band at the Dominos dinner dance.

A Hollswood party is an odd bash

dinner dance.

A Hollywood party is an odd hash of fun and business, neither gay nor mad. Who can be gay with cameramen popping out of the canapes? But everyone would be unhappy otherwise. So it's best not to judge cinema society by Emily Post rules. Portraits and press-lines, contract (not bridge) conversations and making contacts are just as important as place cards and flowers. No Hollywood hostess minds letting the soup get cold while bulbs flash. The guests don't mind either, since they can always get soup but not always get space in the papers. So everyone's happy . . , or are they?

Newsreel Theatres

When Trans-Lux opens its newsreel theatre at 52nd and Madison
next month there will be seven picture houses in Greater New York
devoted exclusively to the screening
of newsreels and short subjects.
Opening of a new house by Embassy
group at Broadway and 72nd next
spring will swell total to eight. The
tion in the metropolis has been
to the east of Fifth. In addition
to the house now under construction there the Grand Central
theatre in the G.C. station, the
Trans-Lux at 68th and Madison, and
the Trans-Lux at 88th and Madison, and
the Concourse Newsreel theatre on
Fordham Road in the Bronx. There
is also a Newsreel theatre on Broad
St. Newark, operated by the same
interests that control the Embassy
on Broadway and the Concourse. The
Trans-Lux on Broadway near 50th
makes the count two for Broadway
and four East of Fifth, counting the
Bronx.
The intimate Grand Central When Trans-Lux opens its news-

Bronx.
The intimate Grand Central theatre is independently operated by company headed by John Sloan, the architect who designed the theatre located in the east wing of the Grand Central Station, Sloan is also member of the N. Y. State Racing Com-

In all the United States there are In all the United States there are but 10 newered theatres while Lon-don is said to have close to 50, prov-ing that the average Englishman is, much more interested in the screen's version of the world events than the average American. Outside of New York there is a newered house in the South Station Bosto

the South Station, Boston, and Trans-Lux theatres in Philadelphia and Washington.

The Trans-Lux people hold the patents on rear projection of motion pictures, while the other newsreelers use the regular booth method of screening. They also control the patents on the rear projection of running stock market ticker tape on a miniature screen, which now standard equipment in all modern customer's rooms.

To the layman, who gives it

To the layman, who gives it a thought, it generally appears that the operation of a newsreel theatre would require no great skill. Tyro

Manner in which large industrial companies went in for special shorts, largely in 16-millimeter stock, during 1937, planiny indicated to leading producers of industrial films that there is plenty of real dought in these heretofore neglected hills. While the industrial picture movement has been gaining momentum for some time, last year was the first time that numerous big industries cashed in on improvements in 18-mm. talking picture. Its possibilities had been given a thorough testing in preceding two years.

years.
Majority of industrial pictures are shot in 35-mm, standard negative and with that size equipment, and then reduced down to 16. But actual projection is strictly narrow-gauge affair, being suited for sales force showing and ad demonstrations because eliminating fire hazard and greater simplicity of operation. Not only were producers of this

greater simplicity of operation.

Not only were producers of this type of pictus able to grab some name players, largely those better known in pictures a few years back, but industrial companies unlimbered purse strings, some productions ranging in cost from \$65,000 to \$200,000. No: 1 production probably was the Audio Productions (ERPF) 8-reel feature for Carborundum, expected to be finished by January, 1938. 'Among, the companies recently to

Among the companies recently to go in for industrial subjects include International Harvester, General go in for industrial subjects include International Harvester, General Electric Shell Oil, General Foods, Standard Oil of Indiana, Union Oil, Caterpillar Tractor and virtually every large automobile manufacturer. Jam Handy and Audio were rased as competing for biggest share of business, with Wilding, F. K. Rockett and Dowling & Brownell alcet property of the prope r ost prominent.

r ost prominent.

As pertains to the film industry, the strides taken by the ERPI subsidiary, Audio, were held most significant because of capital and immense resources back of the company. Now that the company has practically subsidiary Modern Talking Picture Service, operated by former ERPI employees, distributions former ERPI employees, distribu-tion on a comprehensive scale can be

promised.
Industrial subjects generally are divided into two classes: those strictly for salesman use and advertising bally and the others that strive to incorporate son; semblance of entertainment. Former class has best future since it is dubious if the industrials incorporating some entertainment ever will amount to much

dustrials incorporating some entertainment ever will amount to much,
in the regular film house though
hundreds of small theatres now run
them for small payment; mostly
under contracts.

Thus far the only sort of screen
advertising that has been able to
consistently gain regular audience
consent is the picture, which obviously is frank, straight out advertising and on the screen only a minute
or 90 seconds. No attempt is made
to sugar-coat or mislead the theatre
patron; hence, he sometimes tolerates
it.

Aside from the obvious way the Aside from the obvious way the customary audience resents the camouflaged ad message in the other type of industrial film, the Hays organization, for some time, has held that the not a proper advertising medium, and has opposed it. Exhibitors get the brunt of squawks when patrons kick about industrial ad pictures on the program.

proble pays an admission and they object to these pictures because the customers know they go to the theaten gratis, or, more often, the manager is paid to run them. And the fans boil under the collar even more when there is a concealed plug for an industrial product in the film because they resent any sly attempts (based on the theory he is not smart) to slip ad matter in a so-called entertainment picture.

There have been few single-reciers, largely on scientific topics, presented exciting enough and with blatant product bally subdued enough to get by in certain houses. It is enough to encourage some companies gram.

to get by in certain houses. It is enough to encourage some companies to propose making others in hopes of getting exhibition in theatres. But the bulk of industrials probably will be put together for salesmen edifica-tion and special trade shows.

exhibitors, however, have learned to their sorrow that it is a highly specialized branch of the picture business. Two newsreal theatres in Brooklyn went dark, after brief

According to Dave Dubin, man-ager of the Grand Central theatre, the selection of a newsreel theatre (Continued on page 53)

Commercial Pix | SCHOOL FILMS PATH CLEARED IN 1937

By Mike Wear

Visual education received greatest impetus during 1937. E greatest Impetus during 1937. Edu-cational representatives actually got together with the industry, repre-sented by the Hays office, and ap-praised about 1,600 short features, Then the entire project was sub-mitted to the National Education Association. It was the initial effort along these lines and paved the way for accomplishments.

Further strides toward establishing an audio-visual system of pictures for educational institutions loom for the coming year, with indications that enough was accomplished last year to pave the way for actual consummation of the pto-

Outline of the picture business Outline of the picture business plan to conquer classroom pedagogy was given the National Education Association annual meeting last July in Detroit. Dr. Mark A. May, chairman of the committee on use of motion pictures in education and director of Human Relations at Yale, set forth the educational possibilities of films and arrangement whereby schools could obtain pictures.

100,000 Schools

Basic idea unfolded to educators was to cult available short feature material at least 18 months old. May said 100,000 schoolhouses U.S. had electricity, making them potential candidates for talking films of this sort. Claimed that 1,000 schools already necessed talking sidnes of

this sort. Claimed that 1,000 schools already possessed talking picture projectors but not more than 700 on 18-millimer sound equipment. A few months after the NEA meeting, the committee of educators thosen to work with the Hays office in appraising the olde shorts finished its task, reporting 849 acceptable for school use, 234 acceptable with minor alterations and 478 as containing usable elements. This appraisal work was made possible when, Will Hays secured permission from producing companies to inspect from producing companies to inspect

when, Will Hays secured permission from producing companies to inspect non-current films in their vaults. Previous to this appraisal program, Motion Picture Producers & Distributors Association picked a committee, consisting of Harry M. Warner, chairman, Stanton L. Griffis and E. W. Hammons, to investigate visual education,

With the educators' advisory committee product survey out of the way, picture company officials were interested in visual education alignment on the basis of how much could be obtained in rentals from distributing such subjects and how they might be distributed. Estimates ranged from \$15 to \$20, as the cost pcr. film, necessary to reduce them down to 16 mm, size, essential for most classrooms. Officials figured that this would mean a handsome profit to film companies if an efficient distribution system was possible.

One question brought up was

One question brought up was whether there were sufficient num-ber of accounts (schools equipped to show educational films) to justify o snow educational hims) to justify a nation-wide plan of distributing. Attitude of many companies was that they were unwilling to handle distribution themselves and would not have any direct dealings with school. boards, This indicated a separate distribution plan on visual education subjects. subjects.

subjects.
Any such distributing arrangement may wait, however, until equipment is more generally installed throughout the nation. Any guarantee of industry backing for steady distribution of educational subjects was counted on by equipment companies to produce widespread installations in educational institutes.

Extensive libraries of educational

in educational institutes.

Extensive libraries of educational films are possessed by ERPI Picture Consultants and Eastman Kodak's Kodascope, while Educational Pictures also has some scientific subjects available for classroom use. Any elaborate campaign by the in-dustry would benefit all three firms. The three are members of the Hays

The three are members of the Hays organization.
Equipment dealers claim that any big industry move would be on their business, but estimate that they would be doing well to sell to 25,000 schools in the next two three years, leaving approximately 75,000 institutions equipped with electricity with no equipment.

HE HE COUNTRY!

STARS OF "HURRICANE"



Sensational business from coast to coast marks first popular price engagements

CROWDS STORM BOX-OFFICES;
RECORDS CRASH!

MONTREAL...Breaks thirty year attendance mark at Orpheum Theatre. Will play at least ten weeks. Received tumultuous welcome from public!

PHILADELPHIA ... ticket-takers swamped. Mob jams theatre to double average business!

ATLANTA . . gales of enthusiasm greet "Hurricane" to send box-office barometer up to 150% over average!

AKRON. Spectacular crowds hail a nation-wide money-maker with an avalanche of applause. 180% over average!

BALTIMORE ... Cashiers signal for help as SRO sign fails to halt jam of standees. 135% beyond average business!

HARRISBURG. Tops average business by 130%. Wave after wave of cheers acclaim the screen's biggest spectacle!

NORFOLK...190% over "A" picture average. Crowds clamor; figures mount; records fall!

HARTFORD..."Hurricane" breaks record for year at Strand. Audience reaction is as terrific as picture.

NEW ORLEANS... Beating previous top money pictures by 30% and more. Tickets at a premium; buyers turned away!

SPRINGFIELD Tidal wave of sensational business swamps theatre. No sign of let-up as we go to press!

ST. LOUIS New Goldwyn film triumph outpulling record-breakers "Stella Dallas" and "Dead End"!

ROCHESTER ... "Hurricane" meets snow and rain, and beats last year's holiday business by more than 50%!

READING ... Far beyond hold-over business—and still building. Audiences revel in screen's most exciting entertainment!

NEW HAVEN...Equals record for opening day business in amazing display of public's appreciation of great screen-fare!

PORTLAND (Ore.)...Despite terrific storms raging throughout entire Northwest, picture reaches new high for opening day!

SAMUEL GOLDWYN presents

THE HURRICANE

DOROTHY LAMOUR JON HALL RAYMOND MASSEY C. AUBREY SMITH MARY ASTOR THOMAS MITCHELL JOHN CARRADINE JEROME COWAN

Released thru
UNITED ARTISTS

Directed by
JOHN FORD

From the novel by CHAS. NORDHOFF & JAMES N. HALL

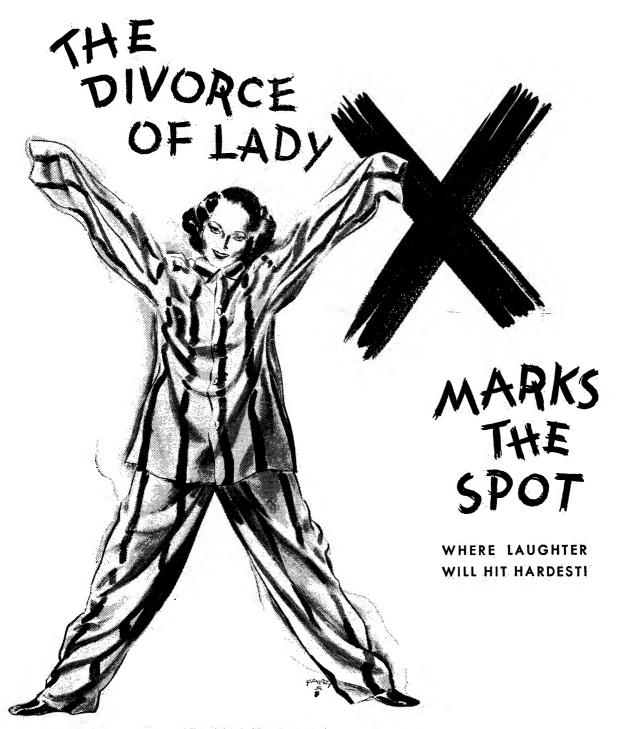


Personalities under Contract to

Walter Wanger Productions, Inc.

SYLVIA SIDNEY • CHARLES BOYER • MADELEINE CARROLL
JOAN BENNETT • HENRY FONDA

Pat Paterson • Alan Baxter • Marla Shelton Louise Platt • Tim Holt



MERLE OBERON in a bright new comedy in Technicolor with LAURENCE OLIVIER, Binnie Barnes, Ralph Richardson, Morton Selten. Directed by Tim Whelan an ALEXANDER KORDA production

Released thru United Artists



PRODUCERS' CREDITS

Bryan Foy, keeper of the B's at Warner Bros. studio, leads the imposing list of Hollywood associate producers in the number of films which has passed under his supervision in the 11 months of 1937, up to Dec. 1. Foy has produced 28 features in that period. His nearest competitors are Sol C. Seigel and A. W. Hackel, associate producers at Republic, with a count of 11, or one each month. Sol M. Wurtzel, at 20th Century-Fox, is credited with eight productions which were made under his personal direction, athough he acted in an advisory executive capacity over at least 12 additional pictures, which were made by others. In the something less than 400 full-

ures, which were made by others. In the something less than 400 full-length films which have been made since Jan. I, producers' credits have been given by the studios to 134 different individuals. During December there probably will be at least 30 additional pictures placed before the cameras, and the complete year's box score-will not be compiled until sometime late in January, 38. Data already at hand, however, reveals, an insight into both major and sindependent studio, operations, in so far as showing the wide spread of manpower in the associate producer ranks.

ranks.

This matter of who is credited with what on Hollywood films is a very serious phase of film producing. Screen actors and screen writers, through their organizations have insisted for some years upon certain formulas which have been confirmed by lengthy verbiage in contract provisions. Of course, it is an outgrowth of the eld-time provision star and featured advertising billing, which has maintained in the legitimate theatre for countless years. In films it is all grouped under-the word credits.

And the classifications long since

der-the word credits.

And the classifications long since exceeded the actors' and writers' categories. It extends to associate producers, cameramen, wardrobe designers, songwriters and arrangers, assistant directors and art directors. To the average theatre audience viewing a film in any city away from Hollywood the introductory credit titles, which precede the story, always have been bewildering as to their import and reason. Not so in Hollywood. Credit for work in any of the dozen departments and divisions is bread and butter to the worker.

Many Producers

worker.

Many Producers

Paramount and Metro-GoldwynMayer employ the greatest number
of associate producers among the
major companies. Paramount has reported to the Academy of Motion
Picture Arts and Sciences, which
keeps the industry's records in matters of this sort, that 20 associate
producers have supervised 51 separate films since last New Year's, not
all of, which have been released by
the distributing braneh. With only
34 films similarly reported by MG,
21 associate producers are credited.
Four features from MG do not carry
specifie producer label.
At the other larger plants, the
number of associate producers who
are credited are Columbia, 16; Grand
National, RKO-Radio and Universal, 18 each; 20th Century-Fox, 12,
and Warners, 6.

There is only one woman in the
associate producer laber
associate producer laber
associate producer laber
sociate producer laber.
At the other larger plants, the
aumount of associate producers who
are credited are Columbia, 16; Grand
National, RKO-Radio and Universal, 18 each; 20th Century-Fox, 12,
and Warners, 6.

There is only one woman in the
associate producer laber
sociate producer laber
sociate producer laber
the producer laber
the difference of the profession, few
women have attempted the duties of
production management and direction. Dorothy Araner for several
years has been the only topdight
woman director.

Credits by Co.'s

[Following is a record of associate producers' credits for feature pictures during 1937, up to Dec. 1, which has been compiled from official reports made by the parious studios to the Academy of Motion Picture Arts and Sciences: Listings do not follow release dates, but more closely coincide with the production starting desired. Following is a record of associate roducers' credits for feature picly coincide with the producti starting dates of the films. Some the associate production the associate producers, therefore are engaged on pictures which are uncompleted.1

AMBASSADOR PICTURES William Berke, 5 Maurice Conn, 3 COLUMBIA (Harry Cohn, Pro Kenneth J. Bishop, 2 Irving Briskin, 1 Sidney Buchman, 1 Edward Choderov, 1

Colbert Clark, 3
Ralph Cohn, 6
Myles Connolly, 2
Larry Darmour, 2
Harry L. Decker, 5
Alexander Esway, 1
L. G. Leonard, 1
Wallace MacDonald, 8
Leo McCarey, 1
William Periberg, 2
Nat Perrin, 1
Everett Riski, 2
GRANN MATIONA

Bverett Risk 2
GRAND NATIONAL
Arthur and Max Alexander, 2
Bud Barsky, 1
David Diamond, 1
Ed Finney, 5
Charles Hunt, 1
M. H. Hoffman, 1
M. H. Hoffman, 1
Lindsley Parsons, 2
Ben Pivar, 1
Lou. Rantz, 1
Andrew Stone, 1
B. F. Ziedman, 2
METRO-GOLDWYNMAYER

METRO-GOLDWYN-MAYER
Executives, Louis B. Mayer, Edwar
Mannix, Sain Eats)
Milton H. Bren (Hal-Roach), 1
John W. Considine, Jr., 2
Jack Cummings, 1
John Emerzon, 1
Michael Fessier, 2
General Office, 4
Bernard H. Hyman, 2
Norman Krasna, 1
Al Lewi, 1
Louis D. Lishton, 1
Joseph Mankiewicz, 2
Sam Mark, 1
Harry Rapf, 4
Hal-Roach, 1
Tom Reed, 1
Edward Hal-Roseh, 1
Tom Reed, 1
Idward Sedgwick, 1
Max Seigel, 1
John M. Stahl, 1
Hunt Stromberg, 3
Lawrence Weingarten, 1
Sam Zimbalist, 1

MONOGRAM
R. N. Bradbury, 4
Scott Dunlap, 1
Ken Goldsmith, 1
Dorothy Reid, 2
Lon Young, 2
PABAMOUNT

DOI FOUNT.

(Executives, Adolph Zukor, William LeBaron, Harold Hurley)

George M. Arthur, 1
Fanchon, 2
Lewis Gensler, 1
Benjamin Glazer, 4
Arthur Hornblow, Jr., 4
Lucien, Hubbard, 4
Paul Jones, 3
William Lackey, 6
Wralan LeBaron, 1
Edward T. Lowe, 1
Ernst Libbitch, 1
Leo McCarey, 1
Robert North, 2
Wesley Ruggles, 1
Mel Schauer, 1
B. P. Schulberg, 5
Harin Thompson, 3
Stuart Walker 4

FRINCIPAL

Harry Sherman. 5.
Harlan Thompson, 3
Stuart Walker 4
PRINCIPAL
(Executive, Soi Lesser)
Barney, Briskin. 4
Executive, Briskin, 4
Executive, Briskin, 1
Executive, Briskin, 1
Executive, Sam Briskin, resigned, Lee Spite)
Pandro Berman, 2
Maury Cohen. 2
Leo Spite)
Maury Cohen. 2
Leo Spite)
Maury Cohen. 2
Leo Spite)
Leo Spi

Harrin Wison. Sol. Wirtzel. 8
Sol. Wirtzel. 8
George Haight (Goldwyn), 1
Merritt H. Seind: Goldwyn), 2
Merritt H. Seind: Goldwyn), 2
Walter Worer, 5
Walter Worer, 5
Executive. Charles R. Rogers)
Eoh Asher (the late), 6
I-

Trade Ratings on Cameramen

Hollywood, Jan. 1. Photographically, there was no real outstanding job during 1937. Not that the cinematographers did not show progress in their particular branch of production, but it seemed that no one picture stood out head and shoulders over the others in what can be termed a photographic

Despite this fact there was a jumbling of standings of the top bracketed cameramen, with more

lumning of standings of the top bracketed cameramen, with more shuffling than in any previous year. First 10 still finds George Folsey in top niche, with Joe Valentine in second slot and crowding the leader closely. Valentine swung into the first 10 as a result of rapid progress during, 1936, and continued his pace during the past, year to get across the line in second place. Folsey continues to set the pace through consistent delivery on all his pictures throughout the year. Karl Freund, who dropped directing late in 1936 to return to the photographic ranks, rates third place through his work on Good Earth and Conquest. Holding down fourth position, Theodore Tetzlaff made rapid strides during 1937, and is rated as the leader of the younger

First Ten

Georgo Folsey Joe Valentine Karl Freund Theodore Tetalaff Rudolph Mate Teny Gaudio Ernest Palmer Joe Walker Gregg Toland Victor Milner

group of cameramen coming up fast to challenge the leadership of the oldtimers and veterans.

Walker Back Among Select

oldimers and veterans.

Walker Back Among Select
Rudolph Mate climbed into the select first 10 through consistent decivery of high quality cinematography for Samuel Goldwyn. Joe Walker, out of the select group last year due to assignment most of 1936 on 'Lost Horizon', resumes his spotase eighth on the list. Balance of the first 10-Tony Gaudio, Ernest Palmer, Gregg Toland and Victor Milner-held their position,
Dividing line of cameramen rating attention in the second and third groups is very fine, and it serves to show the consistently high quality of product delivered through vigorous competition in the field.
Cameramen generally had few subjects during the year that would lend themselves to outstanding work, and in some instances where hechieved, studio conditions for more speed in shooting and tighter production schedules in force prevented einematographers from getting their teeth into those pictures to bring in what might have been termed a photographic masterpiece.
Unsung herces of camera work are

the men assigned continually to B product, where they have to deliver consistently good photography from picture to picture—and on short schedules. However, this has proven to be a fine training ground for most of those now in the top ranks, and major studies shy away from

Second Ten

Ernest Haller Peverell Marley Joe Ruttenberg Arthur Miller Sol Polito Joe August
Sid Wagner
Ray Jupe
Charles Lang
Charles Rosher

with reps who cannot move in and handle a fast-shooting picture in be-tween their big production assign-

Back from the Isle

Blowup of English production
early in 1937 found a number of former Hollywood cameramen returning to their former fields. At the
close of the year only a handful of
the Hollywood contingent still remain in England. Most of those are
English clitzens or have elected to
become permanent residents of the
British Isles through taking out citizenship papers in that country. Difficulty for many of those who have
been working abroad through the
British boom period is securing jobs
in Hollywood. They return as virtual unknowns and are faced with
prospects of launching new careers
on the Coast.

Archie Stout rates far and away

on the Coast.

Archie Stout rates far and away the best of the exterior specialists, and in constantly in demand by the major studios. Dan Clarke, who drops into second position, is an old-timer on the outdoor shots, having handled camera work on Tom Mix pictures for a number of years. Len

Third Ten

Oliver Marsh James Wong Howe Bert Glennon Bert Glennon George Barnes Leon Shamroy Merritt Gerstad Karl Struss Leo Tovar David Abel

Smith has made rapid strides during the past two years on exteriors. The past two years on exteriors can be seen that the past two years on exteriors can be seen that the woman, star is Born and New York air and marine shots for 'Nothing Sacred.'

In Technicolor photography, trend was more and more towards familiar-izing regular cinematographers with

handling the process. This is in line with Technicolor decision to gradually taper off from its previous policy of: supplying its own camera crews to studios for the tinters and turn over responsibility instead to the producers themselves for the quality of color photography on the tricelor. producers themselves for the quality of color photography on the tri-color system. As a result, Technicolor's quartet of first cameramen—Ray, Rennahan, Bill Skall, Duke Greene and Will Cline—were teamed with black and white experts on nearly all of the technicolor features turned out during the past year.

Selznick Pioneers Processing

Restrictions of color photography confronting studios in the past were confronting studios in the past were further removed through the success-ful use of Technicolor for process background shots. Selznick was probably the first to do tinter process work, with. Paramount lately finding no difficulty in adapting color bigk-grounds for process shots and se-quences.

quences, Process backgrounds, trick and miniature departments of all the major studios made rapid strides during the yacer, continuing the yace established in 1935 and '36. Nearly every picture of any importance how turned out by a major company has

Top Specialists

Process work, projection back-grounds and miniatures: Byron-Haskins, Dev Jennings, Farciot Edouart, Vern- Walker, Fred Jackman, Ray Binger. Aerial photography: Charles Marshall, Harry Perry, Elmer Dver.

Dyer.

Exteriors: Archie Stout, Dan
Clarke, Len Smith.

one or more sequences shot on the process stage. Process plates have become so important within production circles that every script, when in first draft, is turned over to the process department to break down for selection of those sequences and scenes that can be shot on the process stage. Art has been developed to such a degree that pictures carrying negative cost as low as \$50,000 can inject many, thousands of dollars of production value through process work at a nominal cost.

Independent producers have discovered that process work can be used in pictures of their classification, and several have utilized the processors to good advantage during the past year.

past year.

Great aid to cinematographers during the year was introduction of new
faster negative film emuisions by
Agfa-Anso, Dupont and Eastman,
Faster negative allows cinematographer to step down lens with equivalent amount of light over slower film, obtaining in photography more natural roundness and better defini-tion of a scene. This tends to give slight illusion of third dimension. sight illusion of third dimension. The faster negative will also prove important for process backgrounds, in that action can be played further in front of the projection screen than at the present time.

For Contented Gobs

London, Dec. 22.

By direct request of Government authoritics, British and American distribs are in a scheme to provide film programs for the navy, while in foreign waters. Details were in foreign waters. Details were beaten out at a private dinner, attended by John Maxwell. C. M. Woolf, Mark Ostrer, and Sam Ecknan, Dave Griffiths and J. C. Graham, among heads of U. S. organizations here, at which the Duke of Kent. Presided.

Many warships already run pic programs, but the cost has to be maintained by themselves and they

Many warships already run ple programs, but the cost has to be maintained by themselves and they have to arrange their own hiring terms. Now, however, they will get prints of all pletures they require, at cost of the print and transit, distribution to be through a new unit action of the print and transit, distribution to be through a new unit stribution to be through a new unit stribution to be though a new unit stribution to be the distribution to be the transit of the world will be shall be shall be available for all parts of the world and will be handed over to the Naval authorities as soon as generally leased in the U.K.

has prospered, and the weekly gross is mighty fine for a picture house with only 575 scats.

Henry McRae, 2
George Owen, 1
Joseph Pasternak, 1
Robert Presnell, 5
Barney Sarecky, 1
Irving Starr, 1
WARNEE BROS.
(Executives, Jack L. Warner, Hal

Earl Baldwin, 2 Sam Bischoff, 8 Henry Blanke, 2 Harry Joe Brown, Lew Edelman, 4 Bryan Foy, 28 Mervyn LeRoy, 3 Robert Lord, 4

Newsreel Theatres

(Continued from page 48)

site is of prime importance, requir site is of prime importance, requiring more research, than the selection of a location for a regular picture house. In Mr. Dubin's opinion there are not more than a dozen additional sites in the entire. United States suitable for newsreel theatres. Once he has the proper location and has built his theatre, the success or failure of a newsreel theatre operation depends upon what he throws on the screen. That entails stillful cutting and editing of the various newsreel films produced by the major companies. Like the newspaper editor. panies. Like the newspaper editor, the newsrccl manager has access to three or four times as much picture film as he can possibly use. In addi-tion he must be choosey in his selec-tion of short subjects to round out

an hour's show.

In the front rank of newsreel showmen in New York is W. French Githens, who manages and operates the Embassy on Broadway, regularly scoops other theatres by showing the big college football games played in New York the same day the contest is played. In addition he is expert in cutting and editing his film to suit the likes and dislikes of his regular clientele as is evidenced by the hissclientele as is evidenced by the hiss-ing and cheering of the customers whenever Mussolini, Hitler, Stalin, Roosevelt and other figures in the news are shown on the screen.

news are shown on the screen.

Githens, in his early thirties, is a columbia University man and a socialite. He was formerly contact, man for Fox Movietone and later joined the Pathe News staff. When Fox gave up the operation of the Embassy Newsreel in 1933, because of the property in which the Embassy is located, to let him take over the operation of the theatre on a percentage rental basis. The percentage is not more than 20 percent of his weekly gross receipts and at that rate Githens has one of the best theatre leascholds. Broadway, of Under his direction, during the past four years, the Embassy Newsreel

Top Pix and Stars For 1937

and Helen Broderick his heels. Ida Lupino, away from Paramount, proyed oke. Preston Foster, Lee Tracey and John Boles headed bal-auce of the feature contingent. Most

RKO-RADIO

Stars

ASTAIRE-ROGERS GINGER ROGERS
FRED ASTAIRE
KATHARINE HEPBURN
JOE E. BROWN
WHEELER and WOOLSEY
BARBARA STANWYCK
JACK GAKIE JOE PENNER HERBERT MARSHALL CARY GRANT VICTOR MeLAGLEN MIRIAM HOPKINS MIRIAM HOPAINS
LILY PONS
EDWARD ARNOLD
BOBBY BREEN
NING MARTINI
BURGESS MEREDITH

Featured

Gene Raymond Ann Sothern Edward Everett Horton Ann Shirley Victor Moore-Helen Braderick Ida Lupino Preston Foster Lee Tracy
John Boles
Margot Graham
Guy Kibbee
Chester Morris
Milton Berle
Parkyahavkas Marriett Hilliard Jean Fentaine Eduarda Ciannelli Erie Blore
Thelma Loeds
Eric Bhodes
Fred Stone
Patricia Wilder

of these getting the important bill-ing in RKO pix came from the out-side freelance field and, therefore, are not listed in the company group of contractee feature people. UA's Restor

Lucille Ball

United Artists listing are in star group only with listing according to respective producers. Barbara Starwyck and John Boles led the Sam Goldwyn contingent for top honors for work in 'Stella Dallas,' with Joel McCrea the best individual ation under this banner, the David O, Selznick lineur

UNITED ARTISTS

SAMUEL GOLDWYN Stars

BARBARA STANWYCK-DARBARA STANWICK-OHN BOLES JOEL MCCREA MERLE OBERON- BRIAN AHERNE

SYLVIA SIDNEY MIRIAM HOPKINS

SELZNICK-INT'L Stars

FREDRIC MARCH RONALD COLMAN JANET GAYNOR CAROLE LOMBARD MADELEINE CARROLL DOUGLAS FAIRBANKS, JR.

WALTER WANGER Stars

WARNER BAXTER-JOAN ARTHUR LESLIE HOWARD-JOAN BLONDELL SYLVIA SIDNEY-HENRY FONDA CHARLES BOYER-JEAN

hig had two big pix, 'Star Is Born' and 'Nothing Sacred,' under his belt. Ronald Colman credited with 'Prisoner of Zenda,' is next; and

Prisoner of Zenda, is next, and Janet Gaynor, under exclusive contract to the studio, comes third. The Warner Baxter-Joan Bennett combo were tops for Walter Wanger as far as coin walter is concerned, with Jean Arthus-Charles Boyet, quither duo, next.

in most instances in the United States has been virtually negligible. Col.' Outside Stars

Col.' Outside Stars

Columbia another studio depending mostly on freelance or interchange stars for its product, outside of Grace Moore, Jack Holt. Richard Dix, Charles Starrett and Francis Lederer. Col. had as its top Ronald Colman in 'Lost Horizon,' with the Irene Dunne-Cary Grant combo next also rated individually in this manner. Their strong value, of course, came through 'Awful Truth. Miss Moore follows, with John Boles, Treelance, rated next.

COLUMBIA

RONALD COLMAN GRACE MOORE CARY GRANT IRENE DUNN IRENE DUNN
JACK HOLT
CHARLES STARRETT
BUCK JONES
RICHARD ARLEN
EDWARD G. ROBINSON
MADELEINE CARROLL
FRANCIS LEDERER
BICHARD DIX

Featured

Waiter Cosmolly Mary Aster Melvyn Douglas Ralph Bellamy Chester Morris Irene Hervey
Resalind Kelth
Grace Bradley
Jacqueline Wells
Jane Wyatt ooges Frances Drak George McKay Gene Morgan
Jean Perry
Den Terry
Otte Kruger
Charles Quigley
Barbara Weeks
Evelyn Venable

Jack Holt proved a company main-stay with action pix he makes for Larry Darmour and Charles Star-rett in the Columbia western divi-

rett in the Columbia western division.

Under contract as feature players, Walter Connolly and Mary Astor lead the list. These two have been no loanout to other companies and their outside peestige proved very helpful to their home lot and, its product rating. Other contractes here who do four or more year and are healthy assets for the company included Melvyn Douglas, Ralph Bellamy, Fay Wray, Chester Morris and May Robson. Three Stooges are helpful in features and shorts for the company, Comer they have in rank of featured players is Joan Perry, who is scheduled to get important assignments in forthcoming productions.

And a Child Leads U
Universal went through the year.

And a Child Leads U
Universal went: through the yearwith only one top star, Deanna Durbin, whose listing was predicated on
her sensational showing in Three
Smart Girls. Next of name value
to the company the year were
John Wayne who appeared in action
pix turned out by Trem Carr and
Buck Jones who left midyear to go
on Columbia's western roster.
Balance of company: listing came
mostly from outside freelance circles, with its limited contractee

cles, with its limited contractee group led in draw value by Mischa Auer, Charles Winninger and James Dunn, Studio also had Leopold Stokowski and Adolph Menjou for

UNIVERSAL

Stare

DEANNA DURBIN JOHN WAYNE BUCK JONES

Featured

Mischa Auer Charles Winninger Gloria Stuart James Dunn Kent Taylor Leopold Stokowski

the year, had stock company of about 40 which has been virtually disbanded, with about six left whose b.o. rating currently: nil.

Cagney Is No. 1 for GN
Grand National, new in the field, minus top names for its general program, has as: its cont topper, James Cagney. Next in importance came Conrad Nagel in a series with Eleanor Hunt opposite him. They also used such personalities as Clive Brook, Ian Keith, Anna Sten, Lill Damita, Eric Linden, Cecella Parker, Ken Maynard, Stuart Erwin Läbel Jewell, Wallace Ford, Boris Karloff, E. E. Horton and Genevieve Tobin for pix. In the western field their outstander was Tex Ritter.

Republic had for its mainstay Phil

Republic had for its mainstay Phil Republic had for its mainstay Phil Regan, with Gene Autry topper in the singing westerns. Studio used for its product many topnotch frectance players and, with the coming season, will have quite a few exclusive players for starring purposes that should give the organization added prestige in the selling field.

Mene's Keene and Eandel!

Monogram was strong in the western market with Tom Keene and Jack Randel! its top exhibitors of

western market with Tom Keene and Jack Randell its top exhibitors offerings. Also had Jackle Cooper for one pic which will give companyprestige in its field. Also offering firm McCoy who has a good rep in the western pic market.

Maurice Conn, for his main source of income, has as topper Kermit Maynard, in western series; also Frankie Darro in melodramas, KaneRichmord in same type of pics, and will have Donald Novis during 1938 for series of action-musicals.

MAY NIX QUOTA TAG ON YANK, REPORT

Metro is scared it won't get quota registration for 'Yank at Oxford,' despite producing the epic at Den-ham. With Taylor, Lionel Barry-more, Maureen O'Sullivan and ham. With Taylor, Lionel Barry-more, Maureen O'Sullivan and others the cast and Jack Con-way directing, picture is heavily weighted with aliens and it is be-lieved the Board of Trade is stalling on this account, Present quota act stipulates, 75% of salaries must be resid to active.

paid to natives.
Also reported that the projected Also reported that the projected air picture will not be made here, due to the Air Ministry stalling at having Clark Gable, as star of a production, for which official Royal Air Force cooperation is sought. Backgrounds have already been shot and it is suggested these may be shipped to Culver. City for the film to be finished there.

L. A. Labor Withdraws 'Unfair' Charges Vs. Beery; Joining SAG

Hollywood, Jan. 1.
Charges of being unfair to labor against Wallace Beery were withdrawn by the L. A. Central Labor Council on contention by actor he had not crossed picket lines and probably was mistaken for his brother Noah.
Screen Actors Guild is studying Beery's admission to membership after he failed to join and drew a \$250 fine. Labor Council had planned to ask boycott of Beery pictures by unions throughout the country. Hollywood, Jan. 1.

Scrib and Dick Powell Now Own a Rah-Rah Pug

Pittsburgh, Jan. 1.
Paul Moss, former screen writer, has turned fight manager and will escort his latest protege. Billy Soose young intercollegiate middleweight, to Hollywood next month for his pro debut. Soose won college crown last year at Penn State but was barred from further competition because he participated in outside amateur meets. amateur meets.

tract to the studio comes third.
The Warner Baxter-Joan Bennett
combo were tops for Walter Wanger as lar as coin value is concerped, with Jean Arthur-Charles
Boyel, another duo next.
United, Artists pix made abroad
at listed in this group, mostly
due fact that grosses for these

business recession. Personnel changes, refinancing, etc., sent unemployment to the lowest level the film industry had, experienced since 1933. While wages had been boosted, the men found themselves without work. The year wound up with a majority in all crafts, idle and most of the others, working only part time.

Crafts in the studio basic agreement were similar Hanny Days Are

Cratts in the studio basic agreement were singing 'Happy Days Are Here Again' after a 10% hike granted at the producer-labor conferences in April: Members of the International Brotherhood of Electrical Workers, the International Alliance of Theatrical Stage Employees, teamsters, carpenters and musicians, aggregating more than 10,000 workers, shared in the wage tilt. Negotiations were handled by the international presidents of the studio cratts, headed by Joseph Weber, of the Musicians; George E. Browne, of the IATSE,

dents of the studio crafts, headed by Joseph Weber, of 'the Musicians; George E. Browne, of the Interest and Dan Tobin, of the Teamsters.

Announcement of the increase immediately created resentment in the rank and file of independent unions outside the basic agreement, and weekindirectly, responsible for organization of the Federated Medion Picture Crafts, followed by a costly studio strike and jurisdiction, fights, among the unions; The FMPC was organized by Charles Lessing, New York strike and jurisdiction fights among the unions. The FMPC was organized by Charles Lessing. New York scenic artist, ground membership of studio chapters of the Brotherhood of Painters, Decorators and Paperhangers of America. The latter organization controlled studio painters, makeup artists, hair stylists, set designers and scenic artists.

No Guild, No Strike

Ne Guttel, Ne Strike
Machinists, stationary engineers,
studio laborers, plumbers, plasterers,
culinary workers and other smaller,
crafts affiliated with the FMPC, but
a majority of them weakened and
soon returned to their jobs after.
Lessing had ordered a general walkout effective the afternoon of April
30 last. Most of them had counted
on the Screen Actors Guild coming
into the organization, but when the into the organization, but when the SAG decided to go it alone, most of the workers outside of the painter's affiliates marched back into the stu-

dios. Kenneth Thomson, executive sec-retary, and Aubrey Blair, business manager of the SAG, were sympa-thetic toward the FMPC, but shied away from the leadership after Lessing had abruptly ordered a strike without conferring with the execu-tive council, which had been desigated to handle the affairs of the nev

tive council, which had been designated to handle the affairs of the new organization.

Studio Utility Employees Local 224, after becoming embroiled in a unstidiction fight, with the IATSE, ordered its men back to work, but in the meantime most of their jurisdiction had been taken over by the IATSE. The latter issued Class Brip cards to members of SUE Local 724, and forced producers to till their pay from 60 to 82½, cents per hour. Reports were circulated that the IATSE was also issuing work permits to painters and others, but nore of these was verified. The strikers immediately charged the IATSE with strikelpreaking 'tactics, and complaints were filed with the executive council of the American Federation of Labor.

council of the American Federation of Labor.

W. B. Cullen, president of the FMPC and now business representative of the sign writers, was dispatched to Cincinnati by plane to personally appear before the AF of Lexecutive council. Hopes of strikers for international support faded, however, when the council referred

ers for international support faded, however, when the council referred the matter to the international presidents of the unions involved.

Situation was further complicated when William Bioff, personal representative of George E. Browne, international president of IATSE, claimed, jurisdiction over the make-up artists and hair stylists, and threatened a strike of projectionists if the producers agreed to any settlement with the striking crafts as long. if the producers agreed to any settle-ment with the striking crafts as long as the FMPC and Lessing remained in the picture, Lessing finally agreed to step down, and issued an order dissolving the FMPC.

Casey Ends Walkout

Pat Casey, producer laber contact, quickly sigued an agreement with the painters, guaranteeing them a closed

J. W. Buzzell, executive secretary of the L. A. Central Labor Council, and Edward A. Pitzpatrick, United States Department of Labor conciliator, had urged a settlement, denouncing the leadership of Lessing, International heads of painters had also attempted to negotiate a settlement. Joe Clarke, international vice-president of Brotherhood of Painters Decorators and Panethangers of president of Brotherhood of Paintsers, Decorators and Paperhangers of America, offered to concede the jurisdiction of makeup artists and hair stylists to IATSE if they would permit producers to sign a closed shop agreement with the painters. Rank and file of painters refused to approve this proposed settlement and openly hooted Clark.

openly hooted Clark.
Studios continued to operate but production was slowed down. Violence broke out when several strikers were beaten in attempts to return to work. Clarke, former general manager of Paramount studios, were working night and day. Jack Gain, former skudio manager for Fox studios, and Charles Sullivan had been added to Casey's staff.

order to Casey's start.

Order to end the strike finally was issued on June 10 and the men turned to their jobs the following day. The painters, supported by Bioff and the IATSE, were almost immediately granted a 15% wage lift and improved working conditions.

Nacotalities were need with the

improved working conditions.

Negotiations were opened with the makeup artists and hair stylists, but before a pact could be signed the two crafts voted to leave the Brotherhood of Painters, Decorators and Paperhangers of America and affliate with the IATSE. Bioff then negotiated a scale of \$115 weekly for makeup artists and \$82.50 for hair stylists. Scale became effective Oct.

I. Vern Murdock was retained as head of the organization, which tains autonomy although affiliated with IATSE.

Clear Into Other Locals

Charter of United Seenic Artists Local 621 was lifted by Brotherhood of Painters, Decorators and Paper-hangers of America for non-payment of per capita tax, and members in-structed to clear into Motion Pictur Painters Local 644. Charles Elrod Painters Local 644. Charles Elrod attempted to take organization into the IATSE but the membership divided, several clearing into Local 644, others remaining with Local 821. Elrod tried to negotiate a working agreement for the men, but jurisdiction was claimed by both the IATSE and the Society of Motion Pictur Set Designers, organized by Attorney Felix M. Cunningham. Producers offered to recognize any organization that can show it represents a majority of the scenic artists and set designers. set designers

Culinary Workers Union, which was only partially organized under leadership of John Sargeant, quickly faded out of the picture. Contracts were negotiated by machinists, plas-terers, molders, et al. calling for wage tilts and improved working conditions.

Bioff closed the Columbia studi in November with strike order, when he claimed makeup artists were being laid off and small-bracket actors instructed to make were being laid off and small-brackel actors instructed to make up themselves. Walkout was ended one day, however, when studio agreed to the demands of the IATSE that sufficient makeup men be employed to take care of the work. Members of the IBEW and teamsters walked out with the IATSE although to strike order had been sanctioned by their internationals. internationals.

In the meantime, however, the IATSE had become the center of an investigation by State Assembly committee into charges of racketeercommittee into charges of racketeering by studio labor leaders. Bioff. Harland Holmden, international vice president; C. P. Cregan, general auditor; Steve B. Newman, international organizer, and others were questioned closely about dues and the 2% assessment collected from all members. They were also asked why the international did not granlocal autonomy to the various studio locals.



Columbia Extends New Years Greetings.

Columbia Extends

now playing:

Grace Moore I'LL TAKE ROMANCE

Melvyn Douglas

HELEN WESTLEY, STUART ERWIN Screen play by George Oppenheimer and Jane Murfin Directed by EDWARD H. GRIFFITH • Produced by EVERETT RISKIN

SHE MARRIED AN ARTIST

starring John Boles · Luli Deste

with Helen Westley, Frances Drake, Alexander D'Arcy Screen play by Gladys Lehman and Delmer Daves Directed by Marion Gering

Irene Dunne · Cary Grant THE AWFUL TRUTH

with Ralph Bellamy, Alexander D'Arcy, Cecil Cunningham A LEO McCAREY PRODUCTION Screen play by Vina Delmar Associate Producer Everett Riskin Directed by Leo McCarey

Ronald Colman in Frank Capra's LOST HORIZON

with Jane Wyatt, John Howard, Margo, Thomas Mitchell, Edward Everett Horton Screen play by ROBERT RISKIN

and coming:

START CHEERING

with Jimmy Durante, Walter Connolly, Joan Perry, Charles Starrett, Prof. Quiz, Gertrude Niesen, Raymond Walburn, 3 Stooges, Broderick Crawford, Hal LeRoy and Johnny Green and his orchestra Story by Corey Ford Screen play by Eugene Solow, Richard E. Wormser, Philip Rapp Directed by Albert S. Rogell

PENITENTIARY

with Walter Connolly, John Howard, Jean Parker, Robert Barrat Screen play by Fred Niblo, Jr. and Seton I. Miller • Story by Martin Flavin • Directed by John Brahm

Joan Blondell Melvyn Douglas THERE'S ALWAYS A WOMAN

Directed by ALEXANDER HALL

Frank Capra's Production of the Kaufman-Hart Pulitzer Prize Play

CAN'T TAKE IT WITH YOU

Screen play by ROBERT RISKIN

JOE E. BROWN in Wide Open Faces

EDWARD G. ROBINSON in Tracking New York's Crime Barons

Watch for additional productions to come!

Foreign Pix in U. S.

By Mike Wear

Foreign pictures, including Eng-lish-made features, fared better in U.S. during 1937 than perhaps any year since before the depression. Not only did the number of German and Russian imports either hold even or ectually increase, but also there were more English and French-made features, with emphasis on the improved quality of the latter.

Fact that both British and French films made more of an impression Ilms made more of an impression with the public, plus generally improved business conditions, helped boost the boxoffiet. Distinct pickup for French product came in the last of the year, specially during the fall, when about 10 were released.

fall, when about 10 were released.
While the actual footage of German-made pictures probably gained as compared, with 1936, absence of any outstanding production and more general use on double bills impaired the net return per film. Di fributor, say the revenue un was off from a year ago. One estimate revealed that nearly 100 German features went into two Yorkville, N. Y. houses during the 12 months. While his may be a little high, the two theatres employing dual program policy had to change mearly every week, and use two subjects weeking.

Long-run Russian features were an exception instead of the rule. Nevertheless, distributors cashed in by securing hefty increase in play dates as compared with the preceding year.

Year will probably be remembered by the vast strides made by Frenchby the vast strides made by French-made product the American market. With mor features re-lessed to exhibitors, most of them arty houses, the high quality of the product made the outlook for further French distribution in 1938 even brighter.

Ex. Kange Helped

Detailing to the LLS, could be

Ex hange Helped

Distributors in the U. S. early in
the year received frequent breaks in
the exchange ride differential as the
franc continued to slump as compared with, the American dollar.
Seems little question-but that this
was live towards boosting
the pictures made in France. And
coming along just at the time prodcut was improving, it enabled alert
distributors to realize on their film
investments.

westments.

While French picture distribution is now largely confined to New York theatres, several other larger key pots were being groomed for opening with French productions as the largest cities outside of Manhattan don will be getting this product in 1938. In N. Y. theatres that formerly employed various types of foreignmade pictures swing definitely to French screen vehicles whenever evaluable. There were 20 to 25 distributed in 1937.

Majority of distributors are re-

Majority, of distributors are re-leasing French-made films, with English titles, with actual titling done in N. Y. Experience in dub-bing these pictures into English has not been any too supersely. bing these pictures into English has not been any too successful, distribut 's claim, besides bringing them into direct compelition with American-made films. Feeling is that it's too early for that. Right now, the best money is obtained arry or foreign-language theatrees which appeal to their own clientile.

pear to their own chemile.

New York state censors were tough on some importations, ineduding Deotor-Knock and 'Remous,'
both 'French-made, and 'Ecstasy,'
Czech film, Their eliminations on
Club de Femme' ridded that production for N. Y., but it continued to
thrive on the attendant publicity and
may do better in other states.

There reveals by weare Bettieb

may do better in other states.

There probably was more British
product booked in the U. S. last year
than in the previous one. More was
approved by the Hays office eastern
Production code division than in 1936.
Pictures informly were better,
though few were outstanding.
Whether the net return was higher
depended on how much these lesser
high-grade features cost to make.

Opposing Views

Opposing Views

Statement of Isidore Ostrer, later denied, to the effect that the British only get \$1,000,000 from the U. S. exhibitors per year compared with \$55,000,000 to \$50,000,000 (fiat American companies secur d England stirred up considerable argument in Great Britain, It was followed by the statement of C. M. Wooft, head of General Films, that English pictures fail to get into the American market and that he doubted if they ever would. That opinion was more or

less challenged by Herbert Wilcox. Claiming that the U.S. market U. S. ma... Wilcox Claiming that the C. Open to the English Wilcox a praised Gaumont-British efforts the U. praised Gaumoni-British efforts in getting pictures across the U. S. Julius Hagen, independent producer, contended that the U. S. mart was unfriendly to British films, citing six pictures where the gross was barely equal to or less than costs.

Iy equal to or less than cost.

Promise held for Hallan films early
in 1938 was not realized in 1937.

Nuevo Mundo still was, reputed to be
the principal distributor with Cine
Roma, principal New York show
sindow for releases. Lukewarm
Wibre of productions, with hardly
a film attracting than passing
attention, was blamed.

Spanish language pictures were given seanty attention. Czecho-slovakian productions were getting steady release, finding favor at the Modern Playhouse, on New York's east side, and in Detroit and Chicago neighborhood houses.

Distrib Activities

Distrib Activities
Increase in the number of French and English-made pictures and a vast improvement in the quality of the former brought numberous shifts in the ranks of foreign film distributors operating out of New York city during 1927. Pickup in business for the French films came largely during the latter half of the year. It put nearly 10 features into the Filmarte ion West Sith st; the 55th Street Playhouse, Cinema de Paris on Fifth ave., Belmont and Squire, all N. Y. Virtually all the feat did nicely, Grosses garnered in Manhattan augured well for future prospects elsewhere in the U.S. in 1938.

Competition among importers was

where in the U.S. in 1938.

Competition among importers was on the upbeat. To the list of those in business during 1936 was added the Pax Films group headed by I. L. Lopert: Broadcast Pictures, apparently an offshoot of the Tobis group, and increased activity by several other distributors, including World-Pictures, Metropolis and European Films. Metropolis is represented by the same group that runs the 55th Street Playhouse, N. Y.

While The Microphy.

Street Playnouse, N. Y.
While 'Les Miserables' failed to get
the anticipated coin because the U. S.
version was released in advance, it
showed the way for other. Also,
the long run enjoyed by 'Kermesse'
at the Filmarte, N. Y. served as an eye-opener to possibilities of French made films.

made films.

Max and Willie Goldberg (Enro-pean Films); who still hold their successful Europa theatre operation in Philadelphi, have been woing in the for distribution. Lucretia more for distribution. Luc Borgia probably was the best they handled during the year.

they handled during the year.

More French Plx.

Of well-established newcomers.
Jean Lenauer rounded out his third year as distributor-exhibitor by devoting most of his energies to the operation of his Filmarte house on West 58th St., now in its second year, He distributed only Care to Lenin, but made money with it. Sensing the trend towards French product he secured seven more of them for 1938 distribution. His success with 'Kermesse,' which ran 14 weeks at his Filmarte theatre, boosted his prescribed in the product of the p

ling, 'Eternal Mask,' The Wave' and Czar to Lenin.'
World Pictures, doing business at the old stand of Du World, continued to expand,' and hield to its old reputation of being probably the most active of foreign language distributiors. It-cashed in on the ski craze by leasing 'Slalom,' skiing picture, and 'Ski Chase,' of same type. Company followed up 'Cloistered' with another religious pic tabbed 'Monastery.' It also brought out Beethoven, which besides being a French product, figured to get additional trade by appealing to music lovers.

Arthur Mayor and Joe Burstyn attracted attention with two French productions, 'Club de Fomme,' with Dannielle Diarrieux, now 'Hollywood, and 'Lower Depths' They also handled 'Eternal' Mask,' Swissmade film.

Jean Tapernoux and his French

the N. Y. house and start of a new theatre in Detroit presumably occupied much of the firm's attention. Arthur Ziehm, pioneer in foregin distribution, continued to get had breaks. Slip in quality of German features probably hurt, too. Bulk of German and Austrian films were distributed by Bruno Zwikers, Ufa and Joseph Schienman: in the Yorkville, N. Y., neighborhood:

Success which met several Yiddish productions, handled via Recusch's Contemporary Productions, indicated real possibilities for these foreignproductions, handled via Kecusens and Contemporary Productions, indicated real possibilities for these foreign-languagers, particularly if certain-houses on major circuits are secured. This seemed likely at the finish of 1937. The Jesten, I Have Sinned and Green Fields attracted attention, with the latter proving a real money-maker. Metropolis also appealed to Jewish-speaking patrons by dubbing part of dialogue in that language for its Golem.

Amkino distributes the Russian flim product, with net return from lheatres, over the U. S. on the uprade. Czechoslovakian features were going along nicely. Cervantes theatre, on 110h street. N. Y. continues playing Spanish pictures, but not creating any furore. Spanish-language films also have a limited market in spots along the Mexican border.

Tobis, which began distributing in

border.

Tobis, which began distributing in 1936, sremingly, is still suffering because the trade considers it a part of the German Tobis company. Tobis is not a German company in origin, the holding corporation, being Dutch, However, this link up, with the German Tobis outfit continues to imbair its chances of getting deserved return on 'Kermesse, produced by French, Tobis, "Trade identified Broadcast Pictures as being a Tobis creation." Pictures as being a Tobis creation and its first release suffered.

Shorts' Downbeat

While there was no heavy decline in the actual number of short features produced in 1937, lack of running time, on theatre programs, further trimmed the quantity of short reels turned, out. This has meant healthy pruning of the two-reel field. Subsequent hike in one reclers, including animated cartions, travelogs, novelties and scenics wadone to fill exhibitor needs.

Destiny of shorts, other than outstanding "reel subjects, obviously was tied up in the trend of double feature programs, as the year ended. The added feature pictures have meant lower rentals, for the few two-reel subjects remaining, as well as a proportional reduction on the one-reel films. These trimmed rentals apparently have hit, the quality of two-reel shorts and may, if they have not already, affect the amount of coin put into the briefer short features.

With the future of the short features.

nave not already, affect the amount of coin put into the briefer, short features.

With the future of the short feature field depending on developments in the double-feature problem, industry leaders were watching of those twin bills. Certainly, the short cannot hope for much of a break when it, must be crowded onto a program that consistently has two to two and one-half hours of running time taken up by, feature petures. Particularly, when the newsreel is coming into more prominence.

Aside, from desire to fill, this lashed running time schedule with a short film taking up less time the screen, short feature producers sensibly realize the saving in negative as well as production costs on the briefer picture.

While there has been great increase the actual number of theatres employing double feature programs, recent surveys plainly indicated that there most certainly win the peat year while Philadelphia win more gradually entering the classification of being a double-feature town.

Only other spots where the double-feature town.

Arthur Mayer and Joe Burst'n attracted attention with two French productions, Club de Fermer, with Dannielle Diarrieux, now Hollywood, and Lower Deplay. They also handled Eternal Mask, Swissmade film.

Jean Tapernoux and his French motion picture corporation felt the competition of newcomers in the field seeking films that were made in France. Still is grabbing French product but he is host the dominant figure he was three or four years ago.

Other Languagers

Franco-American Picture Corporation of the Cinema de Paris, N. Y., distributed the French version of Les Miserables, 'hut came up with no great hits otherwise. Operation of the American Picture and one booked, pushes them out of the way by playing on double bills with the principal producers gared presently on dual-picture basis to the Miserables, 'hut came up with no great hits otherwise. Operation of the time way by playing on double film with principal producers gared presently on dual-picture basis to the middle of 1938, Which will came the soluble feature for the company of the short feature's style until that time.

HOLLYWOOD READERS

Hollywood, Jan. 1.

Screen Actors Guild edict barring talent from playing cards sets people are going to do now between takes. Those who issued the edict have suggested that the troupers improve their minds. Asked how, they have suggested reading.

The suggestion brings up the larger issue of how many people in Hollywood their spare time reading and who among them are the best informed about things beyond their own routines: Many of the best known names say it's silly to di much reading. They even argue that its silly to memorize parts a day before the scene goes into produc-tion because somebody is sure to re-write it before the next morning, and then you have to learn it all over again.

over again.

Others argue that since pictures have to use the theatre and the library as sources for screen material, the best read man will be the best actor, even it his acting is confined to prattfalls. Nobody, these point out, has had to shift his position more often than Adolphe Menjou, and his success is due to the fact that he is the best read man in form. that he is the best read man in town not because he's the best dressed man in town.

man in town.

In proportion to its population, not even Morningside Heights or Bloomsbury houses more books to the family than Hollywood. But that doesn't mean the books in Hollywood are read. In the main the best fibraries are collected, not read.

are collected, not read.

To be collected, they have bought and all who buy them hope for a cleanup when they sell; such as war Jerome Kern's break a few years ago. But even it it doesn't come there's a prestige-value to a library and now and then when things are dull and the weather bad, a book has its moments in front of a log five.

The Best Libraries
The Best Libraries
The Best Libraries
The best libraries, in Hollywood, are housed by Jim Tully, Jean Hersholt, Fredric March, Jo Swerling, Adolphe Menjou and Al Green's among men, and Barbara Stanwyck, Betty Compson, Margaret Sullavan and Frances Dee among femmes. Al Lewin has a top library too, but it's been in storage a year and mice will play.

Away up there with the

Away up, there with the best read men is. Duncan Renaldo and at the present time he doesn't own a book. He's particularly way up on obscure authors. French and Latin.

Frank Capra has bought a \$100,000 ilbrary within the last few years. Which represents dot of books for a ruy who started out to be a chemical engineer and would represent a lot of reading if he had the time to read them.

As most first editions have an added value if they don't read the books that cover the walls of their rooms from floor to ceiling. Swerling, in fact, bought the house next door fot his overset. He and Jean Hershot's are keen bluyers of first, and autographed volumes which have a catalog value.

Ray Griffith is in this category. His idel is Machiavelli, which shows that for producer he's smart enough to have a hero that means something around picture lot.

At Green, who just quit as head of the Hollywood Turf Club, to devote his time to directing, has more unopened books than any man in town and by the same token the library of the greatest value Menjou's, on the other hand, while high in first editions, doesn't rate so high because he reads most of them.

Among the homey libraries Lewis Browne, John Ford Harry Carey and Judge Lindsay rate high. They are not big illbraries but they have been worked over. Chapli, oddly, has no ilbrarily to speak of and while he can falk freely on subjects remote from clowning he reads, very little.

Authors in the main haven't the best libraries in Hollywood. One of the mar only using the place for a topover and have a home somewhere else where their hooks are stored Either that. They sold out when on the downbeat and haven't had time to collect again.

Hollywood is a hard place to read among writer, they sped so much time selling that there's practically none left for writing, not to mention reading.

struggle and take to ther diver-sions-parties, gambling, and just punching the bag. Even at parties, card games are as much a part of the dinner as the dessert. Poder leads in this, with bridge not far be-bine

Poker has always been a pet for the American literati, especially for the American herati, especially for those word-wanglers on a salary basis. Having been lifted out of the hazards of gambiling in words they, feel lonely anything approaching security, and so take it out more routine forms of chance.

Except for horse-racing during the winter season gambling is still in the speakeasy stage. California, and for that reason never affords complete relaxation. A racketeer gets shot and has your uneashed cheek on him and that looks less lovely in print than if it happened in Monte Carlo where everything is legal and above board.

above board.

Though \$150,000,000 a year changes hands in games of chance in Call-fornia there's not much of that for the picture crowd, or even for the professional gamblers. Payoffs all along the li and between the periods when everything wide open and the periods when the heat is on, there is very little repose for anybody.

anybody.

So those who have anything left, go back to buying books or other works of art as a relief from parties where shop-talk takes up everything conversationally from soup to nuts, and gambling takes the rest.

Intellectual Stags

More recently stag parties have been on the upbeat. These are not bawdy gatherings, but straight stags with the women out for the evening, and the men gathering at one house and permitted to enjoy a session of punching the bag, without having to hom un every minute to feet some hop up every minute to get some dame a drink, or a match, or a cigaret, or all three.

orgaret, or all times, sacred and pro-fane letters get a lively play, even from those who read only titles and the last chapters. But Hollywood has still a long way to go before the town's soirers approximate an 18th Century French salon of Madame de Staal

But in making the trouper substi-tute a book for a deck of cards while resting between takes the thin end of the intellectual wedge is i

Incorporations

NEW YORK

Warsaw American Commerce Curp. Kings; motion picture, binsilense; carnial study, 230,009; 1700 par value, Direc-Grotteman, Harold Throntz, 251 Mont-gonery street, Brooklyn.

nuery street, 18700RIJM.

Bublin Amssenient Corp., New York;
eat in automatte phonographs, antonaile vending buzehines, etc.; capitat
oock, \$20,000; \$100 par vatue. Directors,
ave Tannenburm. Sathin. Wigotsky,
aul Kauder, Room 1715, 42 Broadway,
iew York.

ork,

5. Flim Corp., New York; mothre libras; capital stock; 325,000;
yalue. Directors: Harry Gottesloseph dellt, 2: Streidight phoc,
m; distance if database,
New York.

Streid Aris Balleta, Inc., New
diministic representations,
consequents,
and the consequents of the condiministic representations,
one of the corporation of the concetter of the consequents.

pers, etc.; kendtal Möcke, 200. sierees, ein jur väites. Directors: Inhold Orbakin-jur väites. Directors: Inhold Orbakin-jur väites. Directors: Inhold Orbakin-jur väites. Directors: New York. Almyno Cora. Manhattan; motion pie-tures, talf in pietures, etc., caufud sielek. Perer Arno, 49. W. 45th, street; Illchurd-Addrich, Bichard Myers, 67. W. 44th street, New York. Regal Music Ca., harr, New York: in-Regal Music Ca., harr, New York: in-Gris-Millon Kuper, in
Gris-Millon Kuper, in
Gris-Millon Kuper, in
Gris-Millon Kuper, in
Orbakin- Almynosis Called Myers, in
Orbakin- Cananas-

York, Omniver Company, the Manhattan, dell in recordings moden pictures, llius, etc. capital mode, Markerses, model, Marker Markerses, model, Marker Sheinfeld, avious Stoll, 320, Fifth avence, New York.

avenic, New York,

115. Wolf's Jame, Reatty Corp., Port
Cheskert, 1990 field, Drodytcloux, operations of alignetics, and creatly building
for the property of the control of the conformation of the control of the control
Jacob, Rogowsky, 125 M. Resent, steven,
Ante. Chester, Herliett, and MauriRocewsky, 5 Horton street, Ryc.
Tunket, The Backsmillin, Inc., New
Tunket, The Backsmillin, Inc., New
Tunket, The Backsmillin, Inc., New
John Diet von Street, Scholmer
Control of the Control of the Control
Ton, Samuel D. Karsber, Judio Deltin,
194, Horstitus, Backsmillin, Backsmillin,
December 194, Resembler,
December 1

Preciden Flin Laboratories, Inc., New Filippint Corp., New York.

CALIFORNIA

Samuente

Samundente, Samundente, Stan Laprel Pletures, trong motion plegure producing capital stack, 138 shares, ar. 3100; perintitled the leane 10 shares, precions: Stan Lauret, Ernest B. Jurphy, Lewis A. French.

among writer, they spend so much flime selling that there's practically anone left for writing not to mention reading.

Most of them give up after a little strength of the st

Newsreels and World Events

The past year probably will be remembered by newsreels as being one of the greatest in reviving competitive spirit among the five U. S. organizations. Wars foreign soil and domestic labor battles offcred foreign soil the chance for this and the newsreel men seized on it.

Sino-Japanese struggle presented the opportunity, and Universal probwith ably was the first to cash uncensored views of the Shang-hai bombing. By specialing some 900 feet of material, reel was credited with being the spearhead in arousing serce competition. Universal newsreel's coverage was chalked up genrally as the outstanding news story of 1937, until the Panay sinking near Nanking figured national incident. This was easily tabbed as the outstanding news story, with Norman Alley, Universal, and Eric Mayell, Fox-Movietone, being aboard and photographing graphic stories which were released late in December. Paramount's Chicago Memorial Day riot material was run-In contest for best scenes of

incident, newsreel editors eliminated. Universal because all footage was released as short feature. Idea of joint coverage, wrapped up in the 'Associated' Press' plan of newsreels, took a terrific beating what with competition for warfare material, food stories, the Coronation and Hindenburg disaster. Despite this, the newsreel outfits presented a united front on Coronation covering, which saved them thousands of dollars, in bucking the urge of colleges to supervise shooting of the national air races.

Shake-up at Pathe Name during the united of the property of t eliminated Universal because all

the national air races.

Shake-up at. Pathe. News during past 12 months was the surprise move in inner circles. This brought in Frederick Ullman as vice-president and managing editor, with shifts all down the line. Jack Connolly, general manager, and Courtland Smith, former, editor-in-chiet, along with C. R. Collins, news editor, were removed. William Pitts, in office only a few months as news editor, and favorite with newsreel men, and James Pergola, vet newsreel photographer, were killed, when air liner crashed in Wyoming, Oct. 17.

Pathe now known RKO-

Pathe now known RKO-Pathe newsreel, with flock of new commentators and a new pictorial dress. Paramount also did some bolstering by departmentalizing news activities on a moderate seale and signaturing name radio folks for commentation.

was overshadower in the fall when first pictures of the struggle between China and Japan arrived in this country. These war shots shoved the few clips from Spain's revolution in-to background.

Started with Strike

Year started with alert handling of auto strikes that began popping in January. Winter floods in Kentucky, January, Winter noods in Acutoxy, Illinois, Oho and Indiana were covered with great difficulty as means of communication were shut off or crippled. Many companies maintained contact with camera crews via radio. Newsreels also had the novelty of covering the first January inauguration of a president, rather than in March as result of change in

Labor difficulties continued to dominate footage, auto sit-downers being usurped by striking in steel plants. Latter produced the much discussed films obtained by Paramount News at Chicago, with decision made at first not to release any shots because of intense feeling in many sections. When LaFollette's Civil Liberties committee, investigat-ing fatal Memorial Day episode, reing fatal Memorial Day episode, re-vealed what was in the newsreel and actually screened, it for the com-mittee, executives decided that the subpoenaed footage should be re-leased. Some 800 feet of film went out and attracted attention because the only newsreel pictures of fatal riot, and because of the nation-wide publicity attached to them.

publicity attached to them.

Coronation newreel handling was noteworthy for the fact, that the news weekly companies cooperated in the face of obstacles and shifts in plans to get footage to U. S. Originally planned to fly the film to German port where Hindenburg was scheduled to start journey westward, about \$10,000 having been chipped in by newscells and still photography firms for this. When the Zeppelin was destroyed while landing at Lakehurst on its first 1937 trip, this plan had to be abandoned. Dick Merrill's bid to fly the news weekles back in his plane was turned down by Merrill's bid to fly the news weekles back in his plane was turned down by five reels because judged excessive. As a result all brought reels over on same boat, taking them off in N. Y. at the same time. 20th-Fox also made a 27-minute short-feature in Technicolor of Coronation, which was produced by British Movietone News.

All reels obtained a graphic story of Hindenburg disaster because they had cameramen at Lakehurst to cover first seasonal trip of Zepp. These pictures and the Coronation accounted for nicely upped b.o.

Sino-Japanese fighting really came bolstering by departmentalizing news activities on a moderate scale and signaturing name radio folks for commentation.

Coronation and Hindenburg catastrophe made for a big till in news-reel theatre business in May but this of bombing citizens was not re-

vealed until Universal unleashed its 900 feet of negative. Paramount vealed until Universal unleashed II 900 feet of negative. Paramoun came along about the same time with a clip taken behind Chinestines. U followed a short time later with scenes of Japanese warship being bombed and direct hits being

Beat the Dailies

With other newsreels soon hitting American market with other warfare views, the home office executives gave the valiant camera grinders a break by featuring their names and activities in credits and scenes, Indicative of strenuous efforts made to get material from Orient showed up on Oct. 15 when the newsreels hit N. Y. theatres with China-Japaness fighting footage 38 to 48 hours ahead of newspaper photographs, which were blow-ups of, newsreel clips. Films required about 11 days for transportation from China to N. Y. where they were printed and sound added they were printed and sound

Several reels played up Roosevelt's Several reess played up nosserva-chicago war-like speech directed against 'gangster' nations. Others mentioned John D. Rockefeller's passing and Pope Pius remarkable recovery.

Tragedy stalked the reels sh early winter airplane crackups, New London, Texas, school blast that took a toll of hundreds, tragic collapse of Staten Island (N.Y.) tenement house, search for missing Amelia Earhart and riots in Belgium:

In contrast, DuPont-Roosevelt and In contrast, Duron-Roosever and Mary Pickford-Buddy Rogers weddings crashed newsreel headlines the same week. Paramount, delegated to photograph the Duke of Windsor-Wally Simpson nuptials, supplied dupes to other four reels, with the result that all five U. S. newsreels. resur mat at the U.S. newsreels showed pair squinting from sunlight outside the chateau where they were wed. Reels planned elaborate handling of pair's visit to U.S., later cancelled.

Pathe displayed most resourcefulness in handling KRK-Justice Black dispute by interviewing Ray Pringle, reporter who dug up a scoop on matter. Lowell Thomas and Fox Movietone offered perhaps the best story of the American Legion N. V. parade as tops for annual convention. Graham McNamee's world series baseball description for Universal was strictly top flight. Clem Mcarthy again did yeoman duty on sports for Pathe, while Paramount came up with a stellar football commentator in Bill Slater. Lew Lehr continued to grab his quota of laughs. Pathe displayed most resource laughs.

Stery the Thing

But the story remained the big
thing during the year as clever
cameramen once again came into
their own and editors strove to get the most vivid pictorial story first Thus, Metro's News of the Day Thus, Metro's 'News of the Day' turned up with some outstanding warfare material from the Orient, especially a close-up of a falling, crippled plane. The reels more and more showed forwardness in claiming exclusives of 'first' pictures. Several developed fashion departments or women's pages as the trend kept n toward departmentalizing

on toward departmentalizing.
Congressional de velop ments.
Roosevelt-supreme court fight, Dizzy
Dean's suspension, television tests.
forced landing of Soviet aviators at
San Diego after a flight over top of
world, the Wall Street nose-dive and
sports events also figured in news,
but were overshadowed by more
graphic material.

graphic material.

While the cost of covering the Sino-Japanese fighting was excessive, it meant trimming of operations on other fronts, since each reel was assured of certal full lootage every time a new batch of negative arrived from China.

Though the Hearst tag was litted from News of the Day' the pre-

arrived from China.

Though the Hearst tag was lifted from News of the Day' the previous year, the Hearst influence was felt at several critical junctures.

Newsreels are attempting to have the Academy pick one of five for the outstanding work in 1937. That organization gave an award to March of Time lest year. If newsreels are recognized it will be the first time the Academy has regarded them in this manner as an integral part of the industry. M. of T. continued doing swell job in story treatment summation of pertinent world events, expanding in the foreign field and holding its innumerable domestic accounts.

With the number of newsreel theinford that additional circuits will be

atres increasing 1937 and likeli-hood that additional circuits will be

Fan Mags

Changes were many, in format as well as editorial staffs, of the lead ing motion picture fan magazines

ing motion picture fan magazines during the year just closed. Publishers, feeling that editors got uto close to the Hollywood merry goround by editing their books here, called them back to New York and the success of Life magazine's pictorial policy brought about many changes in the form and presentation of fan magazine material.

Early in the year Soreen Guide, newest in the field, increased its page size and duplicated the Life format to a considerable extent, cut down the length of personality stories and reviews and built up the candid camera gallery. In March, W. H. (Capt. Billy) Fawcett, publisher of 13 magazines, consolidated Movie Classic and Motion Picture (edited in New York by Larry Reid), eliminated the former staff and selected John LeRoy Johnston as managing editor of three

mer staff and selected John LeRoy Johnston-as managing editor of three remaining Hollywood-edited books. Johnston-succeeded Harry Ham-mond Beall, resigned. Now Gordon Fawcett represents his father's mag-azines in Hollywood as western man-

azines in Hollywood as western manager:

As summer approached, Cinema Arts, destined to be a 50c, art fan magazine, made its appearance on the stands after its format was reduced from a film press book size down to the largest page size yet given to fan magazine editorials and art. After several issues, Cinema Arts found the pioneering of a new type magazine too tough and announced its finale. In August, Fawcett combined Screen Play, edited by Llewellyn Miller, with Screen Book, edited by Ted Magee, leaving only two books to be edited in Hollywood. In September, Screen Book and Hollywood were taken back to New York after Fawcett had acquired the interwood were taken back to New York after Faweet had acquired the inter-ests of partners in Motion Pieture and consolidated all of his magazines under one editorial head. Ralph Daigh. New York Miss Miller became editor of Hollywood and "Jommy deVane succeeded Ted Magee as editor of Screen Book. Both books were then reduced in mages. were then reduced in pages.

An Oldster in New Dre

An Oldster in New Dress
In early summer Ernest V. Heyn,
editor and founder of Screen Guide,
switched back to Macfadden Publications as executive editor, supervising Photoplay, Movie Mirror and
European vacation with Ruth Waterbury, editor of Photoplay, created a
new format for this veteran magazine which assumed the size of
McCall's, Youth's Companion and
Itome Journal with its Cotober issue

zine which assumed the size of McCall's, Youth's Companion and Home Journal with its October issue. Modern Screen, edited in New York by Regima Cannon, with Leo Tewnsend as its Hollywood representative, doubled its candid picture gallery during the year. Pictureplay presented a new cover arrangement early in the spring and showed a decided increase in reader interest during the year. Screen land and Silver Screen made a few changes during the year. Elizabeth Wilson has begun her four 'n year as Hollywood representative for Editors Delight. E ans and Eliot Keen, of these magazines, always edited in New York, Carl Schroeder is Western editor of Screen Guide.

Today Miss Waterbury of Photoplay alternates between New York and 'Hollywood and is the only person actually editing a fan magazine even partiall, from Hollywood.

More Candid Cameraing

More Candid Cameraing

More Candid Cameraing
During the year all fan magazines
more than doubled their publication
of candid camera art. With only two
of six fan magazine cameramen adm 't to the union many, a problem arose over making of stills by
magazine men on studio locations
and within studios, the plants themselves more than doubling their outand within studios, the plants themselves more than doubling their output of candid or graphic and Leica
stills during the period to better
serve the magazines and abide by
union rulings.

The employment of many picture
personalities in radio programs
caused most exclusive film fan magazines to give radio much more editoriat space in 1937 than in 1936 but
radio, in turn, showed very little inradio, in turn, showed very little in-

radio, in turn, showed very little terest in the fan magazines either from an advertising or editorial standpoint.

Awards and Baubles

During the year Photoplay continued to award its annual gold medal for the best picture of the

Movieland tours from Chicago to Hollywood during July and August and also brought Miss Eleainer Fisher to Hollywood as winner of a True Confession beauty contest and Mad-elyn Jones of Salley, S. C., into pic-tures at Walter Wauger studios winner of a Faweett-Hold-Bob Pin Screen Test tour.

After an exceptional advertising year in late 1936 and early 1937 fan magazine advertising dropped late summer and fall. Several showed marked increases in circulation marked increases in circulation but consolidations did not help others. Most fan magazines began using natural color photographs for cover, art in 1937. Dufay color pictures were much used as inside page art early in the year but almost entircly abandoned by fall.

abandoned by fall.

With some 90 new magazines ranging from vest pocket editions to overlarge formats, newsstands groaned under the load of magazines during the year, dealers claiming that somany new magazines had started that orders for established books had to be cut down and accurate judging of advance orders became a difficult task. About 20% of the new

ing of advance orders became a diffi-cult task. About 20% of the new magazines which reached the stands-early in the year were on their way to oblivion, mergers by winter. Increased publication of art caused a drop in the purchase of story ma-erial for fan magazines amounting to easily 40% during the year, the old-fashioned 'I knew them when and general production' type of story being discarded by most books. No fan magazine ran about of the Hays office during the year because of, close supervision of pictorial and editorial material within the studios and a close co-operation between the and a close co-operation between the magazines and studio fan mag

All in all, the survival of the fittest rule brought to the fan magazines about their most progressive year during 1937.

STANDARD THEATRES. OKLA., IN SHAKEUP

Oklahoma City, Jan. 1.

Big shakeup in local Standard Theatres outfit continues with resig-nation of George Y. Henger, city nanager, and Paul Ketchum urban theatres manager, following ose of Pat McGee, local g.m., and J. F. Garst, secretary. Walter B. Shuttee has been brought in from Lincoln generalissimo and J. M. Connor of New York is on hand to take Garst's place. As yet nouncements have been made as to either Henger's or Kelchum's suc-

Pat McGee, for 17 years directing major theatre operations here, is go-ing to take vacation and then, probably enter into business for himself, although he has not defi-nitely decided on what he will follow.

Shuttee was put particularly be-hind the eight-ball with nine houses on his hands and two men left to take care of them. Paul Townsend. take care of them. Paul Townsend, Liberty manager, was badly beaten up by a holdup man and in no condition to take over, leaving Jimmy Burge of the Midwest and Robert Busch of the Circle. Burge had been assigned to temporarily handle three suburban houses in addition to his own post and next day was floored with pneumon!, leaving only Busch and Todd Fersuson, Warner manager, to aid Shuttee.

Result was Ferguson and Busi-nave acquired little sleep and Shut tee has his eyes wide open for men to step into a half dozen vacant posts, all of which will probably be filled within the next three or four weeks.

Temporarily Hanger's duties have been divided between publicity di-rector. Bert Stern and Criterion, house manager Frank McCabe.

Heralding 'Hurricane

United Artists sent nine additional field exploitation men into key spots to handle engagements of Hurri-

Awards and Baubles
During the year Photoplay continued to award its annual gold medal for the best picture of the year in the opinion of its readers.

Screen Guide gave an award as did Screenland, Silver Screen and Modern Screen reseated acting and production medals monthly.

Fawcett Magazines brought two hamton, and Ed Millburn, Providence.

New York Theatres



PARAMOUNT, TIMES

Wells Fargo Joel McCres Rob Burns Frances Dec

WARING And His Pennsylvanians

THE OVER LOVE AND HISSES" ROXY On the Stage

Andrea Marcelli &
Co., Tip, Tap & Toe
Novelle Bros. and
Sally ALA: 25° TO

wentleth Century Fox presents "IN OLD CHICAGO"

TYRONE ALICE POWER FAYE. AMECHE ASTOR 18 very 37 6, 8, 15 p.in. Mats. 38 p.in. 3



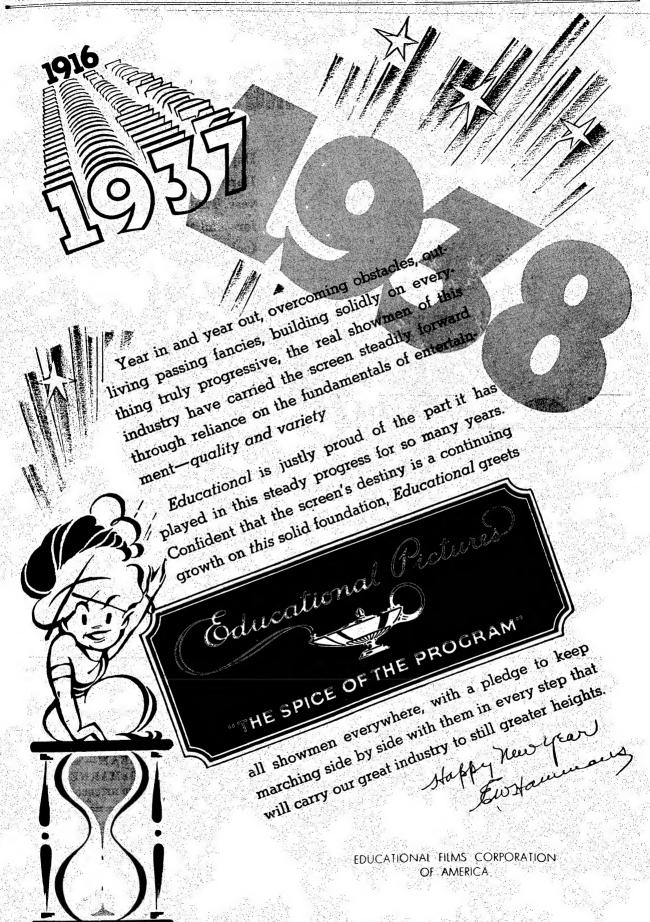


BAY MUSIC HALL HELD OVER "TOVARICH"

Spectacular Stage Productions BECKY BAER'S BREAK

Charlotte, N. C., Jan. 1. Becky Baer, Charlotte schoolgirl putil recently has been placed under charact by RKO nd is being goomed for stardom. Her first is in Ginger Rogers' Having a Wonc rful Time.

hood that additional circuits will be added in coming year, business seems on the upbeat for newsreel com-panies. Demand has given some hope that higher rentals may be forthcoming soon from newsreel houses. Executives see this as a possibility for putting their outfits in the black.



FOUR PICTURES WITH BUT A SINGLE AIM ... TO BE OUTSTANDING MONEYMAKERS

Happy Birthday to you, Variety!
Hope you have a record-breaking year. That's what we are aiming for—and to show you we're not fooling, we ask showmen to cast their optics on the attractions shown below our first four for 1938



ANNA LEE • JOHN LODER
Desmond Tester • Francis Sullivan
Frank Cellier

Directed by ROBERT STEVENSON



romantic comedy

ANNA NEAGLE TULLIO
CARMINATI Produced and Directed by
Herbert Wilcox

Directed by SONNIE HALE



NOVA PILBEAM — with

DERRICK DEMARNEY

Directed by ALFRED HITCHCOCK



REVIEW OF THE YEAR IN **PICTURES**

(Continued from page 11)

threaten pictures through tightening of the anti-trust laws, to be set up but, meantime, Washington is continuing to other Federal interference and U. S. labor laws of one character or another, including wages and hours regulation, child acter or labor, et

labor, etc.

Some set system of conciliation may have saved Paramount the agonies of last year's exhibitor boycotts in Philadelphia, Minneapolis and elsewhere. It might also have stemmed what may become a flow of anti-trust actions. Darger of the latter, if only from the nuisance angle, is becoming clearly recognized by industry leaders.

latter, if One Dallas, and Other Suits

In addition to the adverse decision reached against the Interstate circuit and major distributors in Dallas, government holding that it was restraint of trade to specify minimum admissions at which pictures could play subsequent runs, there have been other suits.

Admage action under the anti-trust laws for \$225,000 brought in Newburgh, N. Y., by independent interests was the first of last year's civil suits. One seeking higher damages, \$2,000,000, was brought in New England by Morse. & Robhenberg against major distributors, the E. M. Loew Robhenberg against major distributors, the E. M. Loew the first of the variety of the vari

appealed.
Miscellaneous features of 1937 included:
Third dimensional color pictures envisioned.
Securities & Exchanges Commission began reporting stock

eals.

Zukor's Silver Jubilee

Adolph Zukor Silver Jubilee celebrated.
Martin Johnson killed in plane crash.
Increased interest shown in opera divas for pictures.
Five amusement stocks reach new highs.
Washington fayors retention of NRA in some form.
Chicago enforces smoking ban in theatres.
Giveaways spread, including in New York territory.
Hays' office considers measures to temper candid camera
nagazines.

States Assn, formulates buying scheme and ex-

changes call it a gag.
Floods affecting 11 states east of the Mississippi bring
heavy losses to theatres and distributors.
First deal made under Dramatists Guild contract came in
acquisition of rights to The Women, hit stage piece.
WB announces air ban, later in the year to prepare for the

air itself. sir itself.

Social Security deductions begin, rulings including that it covers part-time labor.

Aytesworth to Scripps-Howard.

M. H. Aylesworth goes to Scripps-Howard's chain of news-

M. H. Aylesworth goes to Scripps-nowards chain of newspapers.

Merger of operator unions, Local 306 and Allied in New York, effected after more than two years of negotiation.

Perennial alien actor bills up again, with accompanying worries for pictures, but made no headway, New policy instituted by Warners to rent accessories, a policy which later was to be followed by Par, North Dakota passes anti-chain bill, legislation of a similar chiaracter in Minnesota, Ohio and other states going down to defeat.

Aid of air shows for various musical pictures has distribu-

character in Minnesota, Ohio and other states going down to defeat.

Aid of air shows for various musical pictures has distributors favoring it for buildup through songs broadcast.

Big demand for musicals noted.

A. T. & T.'s \$125,000,000 From Pix
Figures reveal Belt Telephone had taken \$125,000,000 from pictures in eight years.

An increased number of professional players being used for educational and commercial shorts.

J. J. McCarthy, veteran showman, dies Feb. 25.
Picture studios beginning to regulate players' air time, partly because of exhibitor complaints.

Lawmakers are charged with picking on pictures.

Unionization moves under way, with sitdowns, stenchings and other forms of persuasion being tried.

WB wins nine firsts out of 14 Academy awards, with Paul Muni and Luise Rainer selected for best performances, 'Zieg-feld' as the best picture of the year...

N. Y. censors started getting together and the attitude against them sourer.

Production progress greatily curtailed through hard California winter and illness.

against them sourer.

Production progress greatly curtailed through hard California winter and illness.

Interest evidenced in foreign production and expansion, with Metro later in year starting to produce in England, Warners meantime increasing its program and others, notably Par and Col, considering similar moves but doing nothing.

Film employment was claimed to be up from 10-12%.

California bill introduced to limit agents, contracts to one year, never passed.

Freak demand of a sudden for silents but distributors not anyons to sell 'em.

anxious to sell 'em.

MPTOA's Anti-Radio Moves

MPTOA holds its convention in Miami, passing amongother resolutions one directed against films on the air, but
due to a pussy-footing committee appointed on matter, its
effect proved unimportant.

Paramount holds a theatre conclave of all its operating,
forces, one that proved so successful it is planned to have a
similar get-logether once a year.

The 2% New York City sales tax on film rentals and accessories upheld by the courts and is still being paid.

Foreign talent invading the U. S. and talent from this side,
including artists, directors and writers, causing some concern
by invading England.

including artists, directors and writers, causing some concerning by invading England;
Ramblings heard of more Dept. of Justice suits and probing into distributor-exhibitor relations.

That RKO reorganization again reported as set with June 1 as the deadlin

Since filmdom had set up its own censorship at the studios, was held that State boards no longer were so necessary, ose boards are still there, however, refusing to trust Joe

those boards are now.

Breen's setup.

Hobbs' resolution, based on Alabama complaint, asks for a Congressional quiz into all branches of the industry. It still has caused no scratches.

U drops 150 at the studio as it begins to retrench. Picture business complains again that it is not getting the proper cooperation from newspapers.

Trend more definite toward the making of outside pictures by stars permitted to do that.

Indie producer-distributors report they are generally in good shape but Chesterfield runs into trouble because of inability to get release outlet, this being one of the indie upsets of the year.

D. W. Griffith's assets auctioned.

D. W. Griffing a seek auchored. Remakes on the upbeat. Polaroid's third-dimension pictures create interest but still:

probably far away.

Fewer B pictures for 1937-38 looked for, following complaints from exhibitors, but just as many being made as during the prior year.

Opposition From Sports

Mounting opposition from sports gives picture leaders con-siderable concern but no way to curb it. Scouts searching everywhere for stray talent, not finding

much that suits.

IATSE announces its plans for 100% amusement organiza-

ion. It was easy at one time of the year to get financing for pictures, not so easy in December.
Roadshow fever sefs in but doesn't remain for long.
Admission increases begin as all business signs point favorably to getting higher prices.
Film selling started in May. First of the annual conventions gets under way and throughout the industry; with one fellow trying to get a jump on another, it is freely conceded that May is much too early for contract-taking. nat May is much too early for contract-taking. Painters, Screen Actors' Guild and other unions strike in

Painters, Screen Actors' Guild and other unions strike in Hollywood.

The SEC severely criticizes the Par reorganization. About 60% of film revenue comes from 93 keys, Washinston figures showed.

Majority of sales conventions held or planned for Hollywood, an exception being WB in New York.

E. M. Loew chain, one of the few fined for bicycling, this New England operator taking it on the chin for \$3,000. Swing toward color definitely on and Sam Goldwyn announces he will make all his future films hues—one of those Goldwyn announcements.

Talent school's booming again.

Lucky Strike cigs give new impetus to commercial shorts, since played in some of the country's best theatres, including those of chains. those of chains.

Government film production activities now amount to \$400,

Government him production activities now amount to you.

000 a year in business.

Clerical-secretarial help the goal of new union activity
looking upon pictures as fertile organizational ground, but
not any apparent success noted.

Admission tax of 10% on ducats over 40c extended another two years and despite taxation relief program toward
end of the year, little hope held this nuisance levy will be

end of the year little hope held this nuisance levy will be repealed.

New contract for Adolph Zukor, cutting him into profits, voted by Paramount, which also installs Austin C. Keough as a director.

Fears aroused over new Film Act in England and a more severe quota.

Misicians union in New York stages a sitdown in Palace for one day, quitting house in defeat.

U moves testing to Coast and sends prospects out there for that

for that,

Jean Harlow's Reissues

Jean Harlow reissues flood market after her death.

Room Service' rights go to RKO for \$25,000, new high,
and topping by \$30,000 the previous record of \$225,000 paid
for Broadway prior to '29.

Production in South America seen as a menace to the U.S.

British coronation reels cause no undue excitement at the

b.o.
UA sells away from S. A. Lynch in Miami, and, later in the year, away from the powerful Famous Players-Canadian

ircuit.

British pictures getting dirtier, said Canadian censors.

Par's newsreel on the Chicago labor massacre held from release; then subpoenaed by Washington investigating committee and later released.

GB reduces its program to 12 for 1937-38, George W. Weeks later on quitting company as general sales manager.

England nixes 2,000-foot reels.

Loew's and Messmore Kendall buy property on which Capitol, N.Y., is located for \$1,500,000.

Government control of pictures in Japan causes consterna

Government control of pictures in square causes contention, war activity later in the year greatly upsetting the market in the Orient.

U. S. slaps liot of income tax claims on film people, mostly stars.

Sameness of pictures caused complaints, exhibitors urging reside version of product.

greater variety of product. Television theatre chain reported and still said to be under

Consideration.

Barney Balaban and Stanton L. Griffis visit the Coast Par studios in the spring for the first time, going out again in

November.

Comedians in pictures last longest, a survey showed.

Par holds out six pictures promised for 1936-37 and a storm among exhibitors started brewing, to be followed by playdate boycotts in Philadelphia, Minneapolis, Ohio, Los Angeles and other territories which did not come to virtual end until November when Par settled with the Philly crowd.

end until November when Par's settled with the Philly Crowd-Some L. A. exhibs are still holding out. Effort made to reopen the Fox-West Coast bankrup(cy met with refusal of the Supreme court in the fall- to agree to: petition calling for that. W. A. Steffes. Allied exhib leader, tries for a round-table; conference of distributors, who never agreed to sit down with his crowd.

with his crowd

In view of high rental demands, exhibitors made moves to buy films on long-term contracts up to five years, with some success reported for indies and many more termers granted

Par Settles \$12,000,000 Suit

Negotiations started to settle the \$12,000,000 Par trustee suit regulations started to settle the \$12,000,000 Far trustee soft against Par directors of pre-bankruptcy days in the summer, this being agreed upon finally in October for \$2,100,000.

Talent trading among studios had increased considerably, studios reporting they favored this trend.

French decide their quota would remain the same for the

Heavy summ stock trading in pictures reported by the

A five-day week urged and favored for all industry be ause of obvious box office benefits from two full days of

Record crops in cotton, wheat, corn, etc., throughout coun-

try hailed as b.o. factor but with prices sharply dow bumper farmer yields didn't mean so much as expected.

Screen Actors' Guild invades the east, setting up shop in ew York over local studios, all producers but March of Time signing.

WB sets plans to produce plays in London, Jake Wilk going over on the matter, Jack Warner later in the year and both enthusiastic over prospects.

Pennsylvania levies a chain tax which it was estimated would cost WB \$25,000 yearly, Comerford \$16,000.

Ben Hecht became Holtywood's No. 1 scribe at a possibla annual salary of \$260,000.

Reports that John Maxwell (British International) would retire but he didn't.

Predictions made that the 16 mm, field would reopen 1,800 losed theatres Behind on Pix Deliveries

Distribs, with few exceptions, fall down badly on making 36-37 deliveries but no exhibitor troubles except against Par developed.

ar developed.
Congress finally adjourns, pictures among other industries addy welcoming that shutdown.
Reported Par and UA might merge, since then regarded

Reported Par and UA might merge since their regarder as one of those street rumors.

Wallace Beery, Nat Pendieton and others reinstated in Equity though not having any future legit plans.

American Federation of Musicians took exception to dubbing of music, promising drive against if that was not known to have progressed far.

U. S. pictures slid in Reich to 14% of releases in that

territory.

Hollywood costs carefully figured to be up exactly 33%.

French threaten to fake steps against home talent working in Hollywood but not so many from that country there as from British.

Name playwrights started drifting back to Broadway after having had their fill of Hollywood.

Adolph Zukor goes abroad on first trip in several years to consider Par production in Britain, but chilling on it after

to consider har production in Britain, our minings were ying situation.

N. L. Nathanson negotiates to buy Universal, dropping that but ended up taking over Us interests in Canada,
Exhibitors in England raise complaints against increase in admission prices.

Italian censors got tough, U. S. distributors raising howls.

bout it.
Under Guild shop in Hollywood extra daily average
oared to \$10.43, new high.

IA served notice there was no room in pictures for the

Australian market started going sour, worrying American distribs

Japan laid down demand for separate permit for imported pictures, this for the U.S. meaning headaches.

pictures, this for the U.S. meaning headaches.

Titing Admissions.

Theatres started tilting admissions scales generally throughout the country, figuring traffic would hear boosts of a nickel, as occurred in most cases, or more.

Source of radio programs swerved until 90% of air shows were originaling in Hollywood.

Hollywood uneasy over the fact exhibs were hurning up film too fast, a surplus of good product being largely sponsible.

AMPA resumes its administration and weekly New York

Films became concerned over air gossip about pictures, its copie, ratings of film, etc., but no drastic steps to curb it

iken. Production boom hits London. Hollywood Screen Publicists form their own guild Stage shows no more in favor for the new season than a

Numerous plagiarism suits filed during the year, a survey shows Singing cowboys start a trend in westerns, Gene Autry

heing Wall Street began growing faint early in the fall and still.

jittery jittery.

Paramount takes steps to insure several of its top executives through setting aside a percentage of salaries weekly for purchase of annuities, first time for pictures:

Another Universal Cut.

U heaves the axe at its home office, chopping 150 off pay-

H. M. Warner, E. W. Hammons and Stanton L. Griffis ap-pointed as committee to study 16 mm. commercial-educational possibilities

rench releases in New York arties take lead over Russian

Ilms.
Uncertainty over the English quota causes considerable concern for American distributors, plus complaints.
Eighty out of 800 colleges have 200 different film courses.
A cheaper franc alarms U. S. distribs, viewing it as not so

Screen Writers Guild petitions NLRB to rule on an elec-

Screen Writers Guild petitions NLRB to rule on an election of officers for selection of a bargaining representative. That ruling may be due any day now.

U. S. distillers squawk that pictures never plug American rye: it's always scotch.

Hollywood mulls return to production of legit shows.

Toward end of the year commuting of N. Y. exces to and from Coast renched new high for all time.

E. L. Kuykendall, MPTOA president, strongly invelghing against duals, distributor practices, radio competition, etc., on

tour of key cities.

Metro Takes to the Air

McM signs to go on the air at \$25,000 a week,
Meyvan LeRoy to Metro on a 10-year deal).
Fingerprinting plans for everyone in pictures proposed but not openly welcomed.
Dramatists Guild takes an anti-film stance at annual meeting, panning the Bureau of New Plays and the American Theatre Council.
Paramount makes survey. Physical Phy

ot encouraging. encouraging, griph Dayles, reported through at WB, announces she and also that Walter Wanger wants her to do picture

the side.
Exhibs in Philadelphia start to fight WB against 40% pi tures, claiming this company does not make adjustments when films fail to live up to a 40% class, as others do.

13ir drups Marlene Dietrich.

Fees of \$612,000; more mo Roxy, N. Y., reorganization one An available, asked in the

Motion Pictures' Diaper Days

(Continued from page 9)

'Princess Nicotine,' dore by Albert Smith, which could still hold its own with modern trick films. The only advertisement was the use of a La Tunita cigar box, and it was accepted regular release, but the cigar company paid \$20,000 and tossed in several thousand cigars. For week everyone on the lot was smoking La Tunita, and even business visitors went away with their pockets filled with the five-centers. Like Melies, Smith had been a magician, and he knew his book.

It did not take much to make a story in those days and one of the earliest quickies was achieved by Commodore J. Stuart Blackton. He invited some of the players to spend Sunday at his summer home in Sound Beach. It was a beautiful day and in the afternoon they took a bussman's holiday by making scenes on the cuff. Monday morning a couple of interiors were made, and 'He Fell In Love With His Wife did very nicely on release.

One 58 Bate For All Actors

of interiors were made, and 'He Fell In Love With His Wife' did very nicely on release.

One 55 Rate For All Actors

In the earliest day there was one flat rate for actors. Everyone got 55 a day for each day they worked. The idea was that with all 'players getting the same money there, could be no salary kicks. It worked for a time, but some of the more valuable players held out, and the stock company idea was developed. About a dozen or so players were put under rogular salary, and the others went on a sliding scale, but not much above \$5. The rule was that if a player was told to make-up, he was hired for that day.

Salary scaling came to its finest point when Universal moved into 1600 Broadway, with a studio. There was a large room where the unemployed actors sat around and hoped, much like servant girls in an intelligence office. If a director needed a man, he would come into the room and pick him out. Mark Dittenfass presided, and he knew every man. One afternoon director announced he wanted a man to play a banker, and indicated a sleek looking player. "You can't have him," objected the Watchdog of the Treasury. 'He's a \$5. There's a man for \$3.50 who will do just as well. And he's got a silk hat, too. The hat was not quite as shiney, was the man as well fed, but \$1.50 was saved for Universal. Universal was not always as happy in its refrenchments. Witness the sending of 'isadore Bernstein to Universal Cut in a brass band and an elephant, bunded him into the howdah and walked him bull-back all the way to the lot. After that covidial reception he found it difficult to chop.

Bronche Billy's Ploneering Westerns.

cordial reception he found it difficult to chop.

Bronche Billy's Pioneering Westerns

The western picture was started by Gilbert M. Anderson, by no means a look , but the women regarded him as the perfection of manly vigor and grace and he was rated tops for many years. He had loafed around the Vitagraph studios, vainly trying to sell the idea to Commodore Blackton and later he went over to Lubin with no greater success. Indian pictures, yes, but cowboys did not sound attractive. Somehow he got to George K. Spohr and became the A' of Essanay. Unlike the other picture people, he did not gravitate to Los Angeles. Instead he set up his headquarters in a nountain spot across the bay from San Francisco. He lived at the Hotel St. Francis and each evening about the time he was due to return the lobby would become densely packed with women of all ages, all eager to get a glimpse of their hero and a few hopeful that they night attract his of their hero and a few hopeful that they might attract

'Broncho Billy,' Anderson could sell his picture on his

name alone, put he made that name stand for good work, surrounding Jimself with an excellent company including Gus Carney, whose 'Alakii Ike' became almost as famous with the kids as Anderson's character with the women.

After his success they all went in for westerns, and found that the picture sold even better in Europe' than the Indian stories had. Une actor who had just returned from England, lold of having sat in on a trade showing where one of the buyers told him he would book any picture that started off with a flying mount. The fad for westerns never died out, though in time a lack of variety in the stories caused a drop in the demand.

in the demand.

British trade showings in those days were unique. The pictures were shown to perhaps a dozen men who, between them, controlled about 90. per cent of all the bookings outside the United States. They would accept or reject, and rejection meant no dice. If they booked a picture an order was sent to the home office for the requisite number of prints and the picture was released from nine months to a year later.

The bookers were autocratic and frequently unreasonable. The same actor cited above told of another picture viewed at the showing. Early in the film there was a military scene, and the actors playing the soldiers rushed around back of the camera to march through again.

The camera to march through again.

About the third trip some of them were spotted and suddenly one of the jury shouted. Take it away! The film was taken out of the projector. The actor protested that he had seen the picture and that it was very well worth while. (Sun't help that, retorted the buyer. The beggars were doubling up on us. The picture was never seen across the water.

Griffith Starts Paving for Locations

David W. Griffith started the idea of paying for locations. Until he came along most householders were proud to have their homes shown on the screen and often a man would write or visit the studio to urge some especial appeal to his home. This applied to persons in every walk of life from the lowliest to the owner of a \$1,00,000 estate. The latter generally stipulated for cuttings from the film showing their

generally stipulated for cuttings from the film showing their grounds, and many had private projectors on which they could run off these slips.

Griffith, working mostly in Fort Lee, across the Hudson from New York, paid \$5 for the use of an exterior and \$10 if the players had to be seen entering and leaving the house. Six months after he came along it was impossible to shoot in front of a doghouse without paying for the privilege.

in front of a doghouse without paying for the privilege.

The top adventure probably happened to the Lubin Company, which obtained permission from a captain of industry with a beautiful estate in the suburbs, to use his house and grounds. Unfortunately the party asked the way, to the estate without specifying which, and they were directed to the adjoining estate, belonging to the tycoon's mother. The dowager, looking from an upper window, was horrified to see those vulgar picture actors using her front steps, and not only that, but her own butler had been pressed into service to dress up the scene.

vice to dress up the scene.

She erupted on the terrace like a volcano and after giving the butler a dressing down she turned on the actors, who hurriedly, beat a retreat. The director took some of the players over to a lawyer who took their affidavits as to what had happened. A few days later the company was notified that a trespass action was about to be brought. They took the depositions to the son, who checked up through the butler, and forced his mother to call the suit off. Had her language, or such parts of it as were printable, ever made the newspapers, it would have made the nation ring with laugh-

ter, for no fishwife-could-command a freer flow of invegtiy. No back-street slattern ever got more hideously plain in her statement as to spades. Now estates rented out, the rental going to charity.

First Fan Mar

J. Stuart Blackton started the Ian magazine idea. In its original form the Motion Picture Story Magazine consisted of one fictionized film story from each of the 10 members of the Patents Co., all being equally interested. Distribution was had through sales to theatres using the Patents Co. product, which reduced distributing costs. The idea did not mak a hit with many of the members, and Blackton bought in their interests until he and Eugene V. Brewster were practically in control. This gave them a chance to run in a few independent storles, and from then on the magazine becam a paying proposition. With such independent stars as Mary Picktord, Marion Leonard and the like, there was more demand for the independent pictures than for the licensed product.

The First Answers Man

This writer was the first Answers Man, originating that title. It was Blackton's idea that a fake questions and answers department would make a convenient dumping ground for little items about the players. The first department was, of course, purely home-made, but some questions came in for the next issue, and by the third number the demand become so heavy that more pages were added, and mail answers were given to take the strain off the space. Brewster decided after a time that he would write some of the answers and this writer dropped out after seeing his first batch of copy.

first batch of copy.

Copyright of copy.

Copyright office, that film would not be accepted for entry. The full subject had to be printed on photographic paper and the process was costly. Lawyers decided that intringement of trademark was more easily proven than infringement of copyright, and so, for a long time, the trademark of the production company was shown in every scene. This gave an odd effect, but audiences got used to seeing. The single AB of Biograph, swinging from a tree trunk, or the circled E of Edison propped on a parlor table.

It also gave rise to a once-classical remark by Pop Lubin, who was introduced to Georges Melies. Melies, Melies, h said absently. You're the Trip to the Moon fellow, aren't you! Say, do you know. I had the damndest time getting your trademark out of my dupe!

Scripts originally were written by the directors, but a com-

your, say, do you know, I had the damndest time getting your trademark out of my dupe!

Scripts originally were written by the directors, but a company would pay \$\frac{3}{5}\$ for an idea. As ideas grow scarcer, many of them advertised 'from \$10 to \$100 for scripts. There were three men who got the top price; Louis Reeves Harrison, Bannister Merwin and George Heinessy. Most payoffs were around \$25-\$35\$, with the latter tops for a long time.

The scripts were handled by a man who rejoiced in the title of 'editor, and who, did the advertising on the side. He had to have a good knowledge of standard literature and be absolutely familiar with current fiction and pictures, for legislation was 'ampant, and some did not even seem to realize the dishonesty of the practise. One boy, for example, wrote a company to ask if it were necessary to change the character names in adapting stories. It was common practise to write out a story that had pleased on the screen, and even to send it to the company making the original version. One woman adapted a bit from 'Rudder Grange.' In turning the script the editor added a note, 'If we bought this hould we pay you or Frank Stockton'! Back came the script and the slip. Below the query she had written, 'Send me the check. Stockton is dead and doesn't need it.'

Season's Greetings

WALLACE SULLIVAN

PARAMOUNT

Season's Greetings

UNA MERKEL

METRO-GOLDWYN-MAYER



A WEALTH OF SCREEN ATTRACTIONS

* 4 Anniversary Specials *

PHIL REGAN LEO CARRILLO ANN DVORAK in "MANHATTAN MERRY-GO-ROUND"

with Tamara Geva James Gleason

The Plainsman of 1938

"WAGONS WESTWARD"

The epic story of the women who urge men on to new frontiers.

PHIL REGAN

heads a cast of international favorites in

"HIT PARADE OF 1938"

More Laughs! More Fun! More Stars! More Music!

Park Avenue Belles At Sea

"ALL HANDS ON DECK"

Swell tunes, grand girls, and bad men on a society show boat stranded in South America.

-★ 10 Jubilees ★

SALLY EILERS in

"LADY BEHAVE!"

with Neil Hamilton Joseph Schildkraut

MARY BOLAND in

"MAMA RUNS WILD"

with Ernest Truex · William Henry · Lynn Roberts

PHIL REGAN PENNY SINGLETON in "OUTSIDE OF PARADISE"

with Bert Gordon (Mischa Moody)

"KING OF THE NEWSBOYS"
"HONOLULU HOLIDAY"

"SING YOUR WAY OUT"

"STORMY WEATHER"

"SING SING PRISON"

"HOLLYWOOD BANDWAGON"
"MEET THE DUCHESS"

8 BOB STEELE WESTERNS

A top star in a series of hard-riding, straight-shooting, whirlwind thrillers.

for 1938

16 Showman's Money-Makers "ESCAPE BY NIGHT"

with William Hall · Ann Nagel · Dean Jagger · Steffi Duna Ward Bond

"THE WRONG ROAD"

with Richard Cromwell . Helen Mack . Lionel Atwill

"THE DUKE COMES BACK"

with Allan Lane . Heather Angel . Genevieve Tobin

"EXILED TO SHANGHAI"

with Wallace Ford June Travis . Dean Jagger . Arthur Lake

"GLAMOROUS NIGHT"

with Mary Ellis • Otto Kruger • Victor Jory • Barry Mackay

"HOLLYWOOD STADIUM"
"DANGER AHEAD"
"COME ON LEATHERNECKS"

"FIRE OVER THE WATER-

FRONT"
"RACKET BUSTER"

"SIX-TWO-AND-EVEN"
"FIRST PRIZE"
"GET YOUR MAN"
"NAVY BRIDE"
"FOUR MASED MEN"
"ISLAND OF FORGOTTEN MEN"

GENE AUTRY and the inimitable Smiley Burnette

4 GENE AUTRY JUBILEES

4 GENE AUTRY MUSICAL WESTERNS CKIES" "PUBLIC COWBOY NO. 1"

"SPRINGTIME IN THE ROCKIES"

"THE OLD BARN DANCE"

"WASHINGTON COWBOY"

"MAN FROM MUSIC MOUNTAIN"

"PUBLIC COWBOY NO. 1"
"BOOTS AND SADDLES"
"ROLL WAGON ROLL"
"SADDLE PALS"

★ 2—15 EPISODE SERIAL SPECIALS ★"THE LONE RANGER"

Based upon the most sensationally popular radio serial of broadcast history.

"DICK TRACY RETURNS"

Another melodramatic detective thriller based upon America's favorite cartoon strip.

★2-12 CHAPTER ADVENTURE SERIALS ★"HAWK OF THE WILDERNESS"

From the Blue Book serial and novel by William Chester. A lone man and his dog in the Siberian wilderness.

"THE FIGHTING DEVIL DOGS"

Rip-snortin dramatic action, with Uncle Sam's watch dogs lashing out in furious, heroic action.

8_"3 MESQUITEERS" Westerns

based on ideas by William Colt MacDonald

HEART OF THE ROCKIES" "THE TRIGGER TRIO" "TH

"WILD HORSE RODEO"
"THE PURPLE VIGILANTES"

and four others



ATTRACTIONS

JAMES CAGNEY

"Angels with Dirty Faces"

ERIC LINDEN

in "Flash Casey-Candid Cameraman"

ROD LA ROCQUE

"The Shadow Speaks"

JAMES NEWILL

"Renfrew Rides North"

ANNA STEN

in Victor Schertzinger's "Love Me Again"

HONOLULU HONEYMOON

Romance of the Tropical Isles

GEORGE HOUSTON

"Wallaby Jim in Trouble"

TEX RITTER

in Singing Western "Rollin' Plains"

NOW AVAILABLE

JOE LOUIS in "SPIRIT of YOUTH"

A FULL LENGTH FEATURE ENTERTAINMENT

Being Distributed Through Grand National

HOME OFFICE 1270-6th Ave., N. Y. C.

EDWARD L. ALPERSON President

STUDIOS 7250 Santa Monica Blvd. Hollywood, Calif.

NORMA SHEARER THALBERG

Season's Greetings

B. P. SCHULBERG

1938 Is A Jones Year

JONES MAGAZINE

JONES SATURDAY EVE. POST STORIES

JONES PICTURE SCRIPTS

JONES FAMILY

AND

GROVER JONES Are All Jones Enterprises

SEASON'S GREETINGS

JULE STYNE

Vocal Supervisor

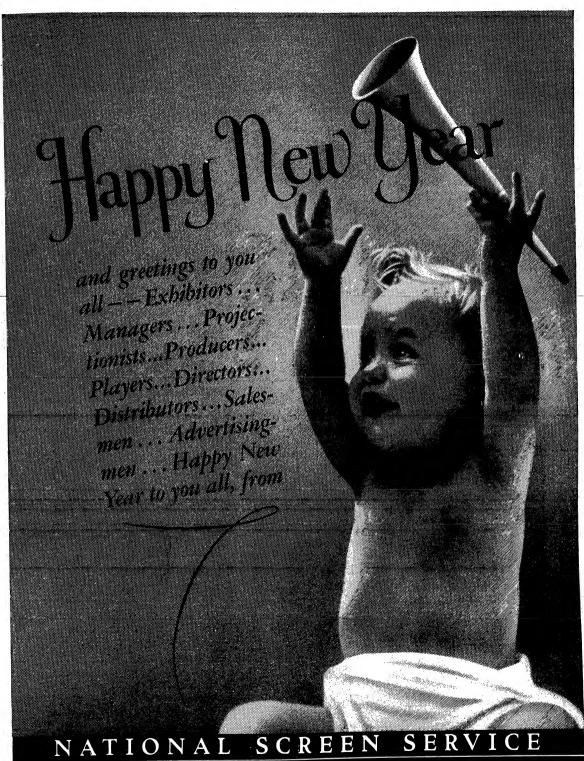
1937

"YOU CAN'T HAVE EVERYTHING"
"THIS IS MY AFFAIR"
"LIFE BEGINS IN COLLEGE"
"THIN ICE"

1938

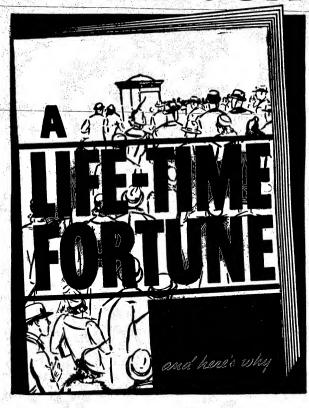
"IN OLD CHICAGO"
"HAPPY LANDING"
"LOVE AND HISSES"
"YOU'RE A SWEETHEART"
(On loan to Universal)
"SALLY, IRENE and MARY"
"JOSETTE"
"KENTUCKY MOONSHINE"

Management LOU IRWIN
UNDER CONTRACT TO
20TH CENTURY-FOX



... prize baby of the Industry!

DON'T MISS THIS MARCH OF TIME 16 ANNOUNCEMENT



This Week in MOTION PICTURE HERALD

(ISSUE OF JAN. 8)

Free copies of this important announcement are available to you. Address your request to MARCH OF TIME, 369 Lexington Ave., New York City, N. Y.

WATCH for the biggest single motion picture advertisement ever printed—5 pages in LIFE, the Picture Magazine—8 pages in TIME, the Weekly Newsmagazine—issues of January 10. See the complete list of theatres in the U.S. and Canada regularly showing The MARCH OF TIME—the name of YOUR THEATRE.

SEASON'S GREETINGS

ADOLPH ZUKOR

PARAMOUNT

Season's Greetings

From

LEW FIELDS

And

DOROTHY FIELDS

And

JOSEPH FIELDS

And

HERBERT FIELDS

Season's Greetings

EDGAR SELWYN

Under Contract to

Metro-Goldwyn-Mayer

Season's Greetings

MILTON CARRUTH

UNIVERSAL PICTURES

PETER LORRE

Season's Greetings

IRVING CUMMINGS

Season's Greetings

OLSEN and JOHNSON

SAMUEL GOLDWYN Congratulates VARIETY

upon its 32nd ANNIVERSARY SEASON'S GREETINGS

M. E. COMERFORD

Season's Greetings

CHARLES BUTTERWORTH

Watch for

"TRADE WINDS"

TAY GARNETT

SEASON'S GREETINGS

FAMOUS PLAYERS CANADIAN CORPORATION LIMITED

N. L. NATHANSON

J. J. FITZGIBBONS

Best Wishes ARIETY on Your 32nd Anniversary

MAX WINSLOW

COLUMBIA PICTURES — HOLLYWOOD, CAL.

WALTER READE CIRCUIT

FASTEST GROWING INDEPENDENT CIRCUIT
OF THEATRES IN AMERICA

CITY, NEW YORK SAVOY, NEW YORK KINGSTON, KINGSTON, N. Y. BROADWAY, KINGSTON, N. Y. COMMUNITY, SARATOGA, SPRINGS, N. Y. PLAYHOUSE, HUDSON, N. Y. STAR, HUDSON, N. Y COMMUNITY, HUDSON, N. Y PARAMOUNT, ASBURY PARK, N. J. MAYFAIR, ASBURY PARK, N. J. ST. JAMES, ASBURY PARK, N. J. LYRIC, ASBURY PARK, N. J. SAVOY ASBURY PARK, N. J. PARAMOUNT, LONG BRANCH, N. J. STRAND, LONG BRANCH, N. J. COMMUNITY, TOMS RIVER, N. J. CARLTON, RED BANK, N. J. STRAND, RED BANK, N. J. PARAMOUNT, PLAINFIELD, N. J. STRAND, PLAINFIELD, N. J. OXFORD, PLAINFIELD, N. J. MAJESTIC, PERTH AMBOY, N. J. STRAND, PERTH AMBOY, N. J. DITMAS, PERTH AMBOY, N. J. CRESCENT, PERTH AMBOY, N. J. STRAND, FREEHOLD, N. J COMMUNITY, MORRISTOWN, N. J. PARK, MORRISTOWN, N. J. JERSEY, MORRISTOWN, N. J.

CEORGE Raft

4

UNDER CONTRACT

TO

PARAMOUNT PICTURES

SEASON'S GREETINGS

Paramount Theatres Service Corporation

4

PARAMOUNT BUILDING
NEW YORK

SEASON'S GREETINGS

FANCHON and MARCO

30 ROCKEFELLER PLAZA

AMBASSADOR THEATRE BLDG.

5600 SUNSET BOULEVARD

Season's Greetings

CHARLES KENYON

20TH CENTURY-FOX

EVERY GOOD WISH

ANNE SHIRLEY



JIMMY (SCHNOZZLE) DURANTE

attention - atteaffention – affention cycution — attention —

MARIJA RAYE

OMAR KIAM

COSTUME DESIGNER

UNITED ARTISTS

A HAPPY NEW YEAR



WITH PARAMOUNT

BEST WISHES

KURT SIODMAK

WRITING FOR PARAMOUNT

pat casey

WILLIAM R. LIPMAN

Screen Plays In Production:

Paramount

"DANGEROUS TO KNOW" *

20th Century

"HEADLINE HUNTRESS"

M. G. M.

"LOVE IS A HEADACHE".

*In Collaboration

BEST WISHES

LEW AYRES

ALBERTINA RASCH

DANCE DIRECTOR

Current Release

"THE FIREFLY"

Just Completed
``ROSALIE'

Under Management
MYRON SELZNICK CO., Inc.

In Production

"CIRL OF THE COLDEN WEST"

In Preparation

"MARIE ANTOINETTE"

Under Contract

METRO-GOLDWN-MAYER

Season's Greetings

RODGERS and HART

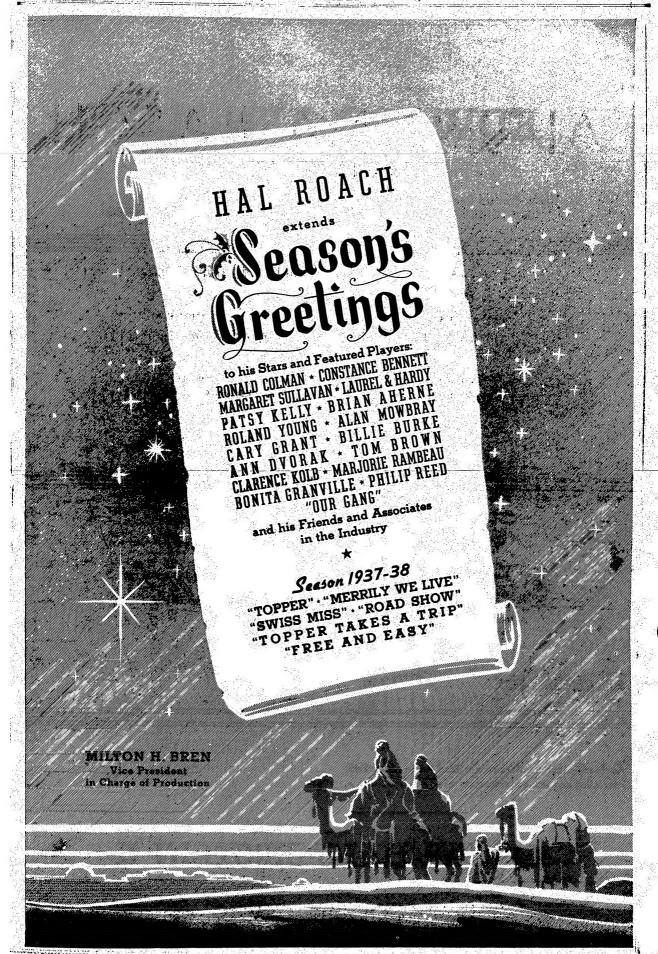
EDUARDO CIANNELLI

"WINTERSET"
"MARKED WOMAN"
"SUPER SLEUTH"
"HITTING A NEW HIGH"
UNDER CONTRACT TO RKO RADIO

SEASON'S GREETINGS

BERT GILROY

R.K.O. RADIO PICTURES, Inc.



EDWARD ARNOLD

Under Personal Contract to B. P. SCHULBERG Business Management
PHIL BERG — BERT ALLENBERG

NEW YEAR GREETINGS

FROM

EDWARD EVERETT HORTON

SOL M. WURTZEL

EXECUTIVE PRODUCER

20th CENTURY-FOX

Again my congratulations on the 32nd Anniversary of an interesting and sincere newspaper - - - - - - -

OSCAR HAMMERSTEIN II

good wishes WALTER WINCHOLL

LAURENCE SCHWAB

PRODUCING

Memo Goddleyn Meyer

NORMAN TAUROG

DIRECTOR

"YOU CAN'T HAVE EVERYTHING"

20th Century-Fox CURRENT RELEASE

"ADVENTURES OF TOM SAWYER"

Selznick-International

"MAD ABOUT MUSIC"

Deanna Durbin-New Universal



Holiday Greetings

HAROLD BUCKLEY

WRITER AT UNIVERSAL STUDIOS

HOWARD J. GREEN

SCREEN WRITER

JOSEPH MONCURE MARCH

WRITING FOR PARAMOUNT



THE MIGHTY CHAIN OF RKO THEATRES

Congratulates



on the occasion of its

32nd Anniversary

ANOTHER SUCCESSFUL YEAR





President MONOGRAM—PICTURES—CORPORATION

Season's Greetings

Maine and New Hampshire
Theatres Co.

SEASON'S GREETINGS

GREGORY RATOFF

20TH CENTURY-FOX

JESSE L. LASKY

PRODUCTIONS

FOR RKO-RADIO PICTURES

CURRENT RELEASE

Lily Pons
"Hitting A New High"

IN PREPARATION

"Distant Fields"

With BARBARA STANWYCK

Directed by ROWLAND V. LEE



LILY PONS

Δ (

"Suzette"

IN

"Hitting A New High"

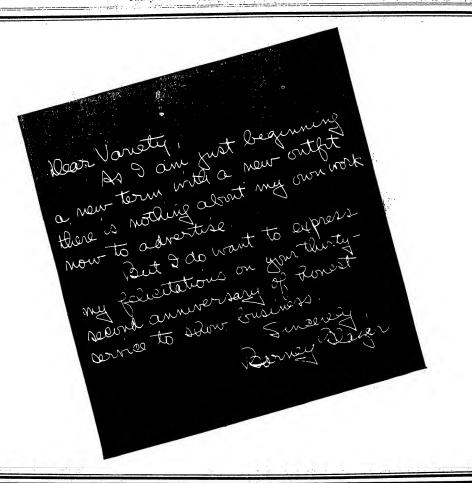
AN RKO-RADIO PRODUCTION

RADIO CITY MUSIC HALL

SHOW PLACE OF THE NATION

ROCKEFELLER CENTER

NEW YORK CITY



SEASON'S GREETINGS

HAROLD YOUNG

DIRECTOR

"52nd STREET"

UNDER CONTRACT WALTER WANGER, UNITED ARTISTS

JACK OTTERSON

SUPERVISING ART DIRECTOR

NEW UNIVERSAL

BEST WISHES

VARIETY

IRVING BERLIN

Congratulations to PARIETY

GEORGE ARCHAINBAUD

DIRECTING FOR PARAMOUNT

SEASON'S GREETINGS

FABIAN THEATRES CORPORATION

Suite 2101

1501 Broadway

NEW YORK, N. Y.

SEASON'S GREETINGS

Boston Branch

RADIO-KEITH-ORPHEUM VAUDEVILLE EXCHANGE

162 Tremont Street

Charles S. Breed, Manager

AMKINO Presents

PETER

One of the Finest Films Ever Made

> Wm. DIETERIE Director of "ZOLA"

Now Day and Date in 9 Cities

PHILADELPHIA - EUROPA
CLEVELAND - PENN SQUARE
DETROIT - - - CINEMA
CHICAGO - SONOTONE
SEATTLE - MONT LAKE
LOS ANGELES
GRAND INTERNATIONAL
SAN FRANCISCO CLAY
HOLLYWOOD ESQUIRE

DETER I

WINNER

PARIS EXPOSITION AWARD

AMKINO CORP.

723 Seventh Avenue

11 11

Eugene Pa**L**lette Spenc**E**r Tracy N OttO Kruger E Willia M Frawley W VictOr Jory Freddie Ba**R**tholomew Y Beat Rice Lillie Ō O HarrIet Hilliard R Ozzie NelSon K Three StOoges Bernard Nedell

FLORENCE ROGGE

ASSOCIATE PRODUCER and BALLET DIRECTOR

RADIO CITY MUSIC HALL-NEW YORK

The Same Old Greetings From the New Rialto, New York City

> Arthur Mayer

SEASON'S GREETINGS

THE HARTMANS

Season's Greetings from THE HIPPODROME Baltimore, Maryland Congratulations.

BOB BURNS

Season's Greetings

ROSITA MORENO

And

MEL SHAUER

HOLIDAY GREETINGS FROM

GAETANO

"TONY"

GAUDIO

CINEMATOGRAPHER

"THE KING AND THE CHORUS GIRL"

With Fernand Gravet and Joan Blondell
Directed by Mervyn Le Roy

"ANOTHER DAWN"

With Kay Francis
Directed by William Dieterle

"KID GALAHAD"

With Bette Davis, Edward C. Robinson and Wayne Morris.
Directed by Michael Curtiz

"LIFE OF EMILE ZOLA"

With PAUL MUNI Directed by William Dieterle

"THE ADVENTURES OF ROBIN HOOD"

With Errol Flynn, Olivia de Haviland and Basil Rathbone Directed by William Keighley

In 1937 Under Contract to WARNER BROS.

SIDNEY A. FRANKLIN

1936 "THE GOOD EARTH"

> 1937 (in production)

"MARIE ANTOINETTE"

Metro-Goldwyn-Mayer

Best Wishes

BEN BLUE

UNDER CONTRACT TO PARAMOUNT

Just Completed
"BIG BROADCAST OF 1938"
(Paramount)

Currently in
"COLLEGE SWING"
(Paramount)

LEWIS E. GENSLER

PRODUCER

"ARTISTS and MODELS"

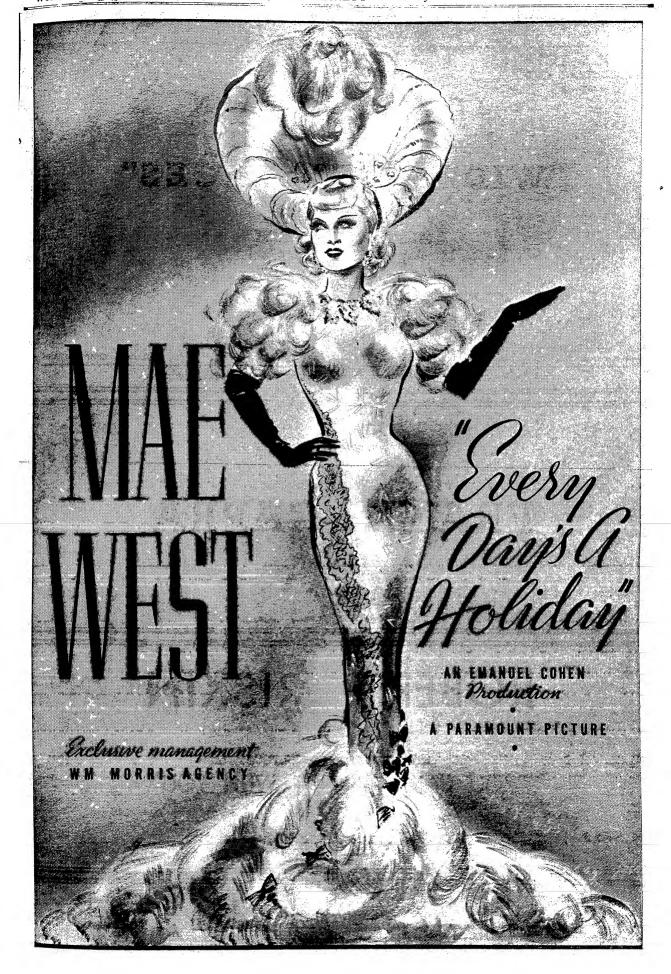
In Production
"COLLEGE SWING"



SEASON'S GREETINGS

BARLOWE BORLAND

UNDER CONTRACT TO PARAMOUNT



START LAUGHING IN 1938!

DAVID L. LOEW PRODUCTIONS, INC. PRESENTS

JOE E BROWN

"WIDE OPEN FACES"

ALISON SKIPWORTH LYDA ROBERTI JANE WYMAN

ALAN BAXTER — LUCIEN LITTLEFIELD — SIDNEY TOLER BARBARA PEPPER — BERTON CHURCHILL — STANLEY FIELDS JOE DOWNING

Screen Play by JOE BIGELOW, CLARENCE MARKS and EARLE SNELL



Directed by KURT NEUMANN

FRANK CAPRA

ROBERT RISKIN

NOW PREPARING SCREEN PLAY "YOU CAN'T TAKE IT WITH YOU"

> FRANK CAPRA PRODUCTION FOR COLUMBIA PICTURES

> > SEASON'S GREETINGS

LAKE LARRY

UNIVERSAL PICTURES

HITCHCOCK

LONDON

SEASON'S GREETINGS

GEORGE BRUCE

Under Contract to B. P. SCHULBERG

"NAVY BLUE AND COLD"-MGM

Management STANLEY BERGERMAN, Inc.

Original Novel and Screen Play

Compliments of The Season

ARCHIE MAYO

"ADVENTURES OF MARCO POLO"

For Samuel Coldwyn
United Artists release

Season's Greetings

HARRY SHERMAN PRODUCTIONS

Producers of Clarence E. Mulford's "HOPALONG CASSIDY" Series

The Pacemakers for Outdoor Entertainment



Current Paramount Release

"THE BARRIER"

Now in Preparation

REX BEACH'S

``THE-NE'ER-DO-WELL''

HARRY SHERMAN, Pres. and Exec. Producer

J. D. TROP, Vice-Pres. and Gen'l Mgr.

WALTER

BULLOCK and SPINA

UNDER CONTRACT 20th CENTURY FOX

FROM WALTER WANGER'S "52nd STREET"

"I STILL LOVE TO KISS YOU GOODNIGHT"

No. 1 ON THE AIR

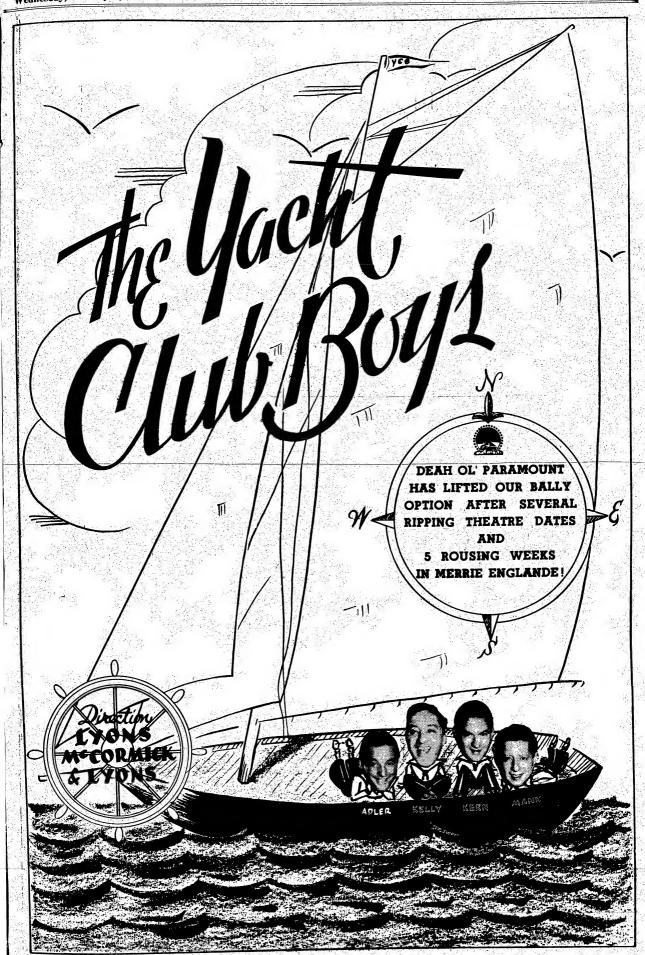
Season's Greetings

PRINCIPAL PRODUCTIONS

SEASON'S GREETINGS

BOBHOPE

UNDER CONTRACT TO PARAMOUNT



EDMUND GWENN

AS SAMUEL PEPYS

In the New Play, "Thank You, Mr. Pepys," Every Evening, SHAFTESBURY THEATRE, LONDON

FILMS

"SOUTH RIDING" for Victor Saville, at the London Pavilion, London
"A YANK AT OXFORD" for M.G.M.

Management MYRON SELZNICK AGENCY, Inc.

Congratulations to VARIETY

WM. ANTHONY McGUIRE

METRO-GOLDWYN-MAYER

WALDEMAR YOUNG

Under Contract to METRO-GOLDWYN-MAYER

Management
CHARLES K. FELDMAN

My Best Wishes

J. WALTER RUBEN

Meta Goldwyn Mayer

SEASON'S GREETINGS



LOU HOLTZ

JUST SIGNED FOR PICTURES

SELZNICK-INTERNATIONAL

(Starting in March)

Happy New Year

ROBERT Z. LEONARD

W. P. LIPSCOMB

SCREEN PLAYS*

"UNDER TWO FLAGS"* "A MESSAGE TO GARCIA"* "GARDEN OF ALLAH"*

MYRON SELZNICK, INC.

In Collaboration

GREETINGS



On Its 32nd ANNIVERSARY

MAJOR PICTURES CORP.

EMANUEL COHEN President

BEN PIAZZA Vice-president

MAJOR PRODUCTIONS



PARAMOUNT PICTURES

SEASON'S GREETINGS

Camel Program CBS

GEORGIE STOLL

Just Completed

"EVERY DAY'S A HOLIDAY, with MAE WEST

"DOCTOR RHYTHM," with BING CROSBY

JACK CUNNINGHAM

Starting Sixth Year With

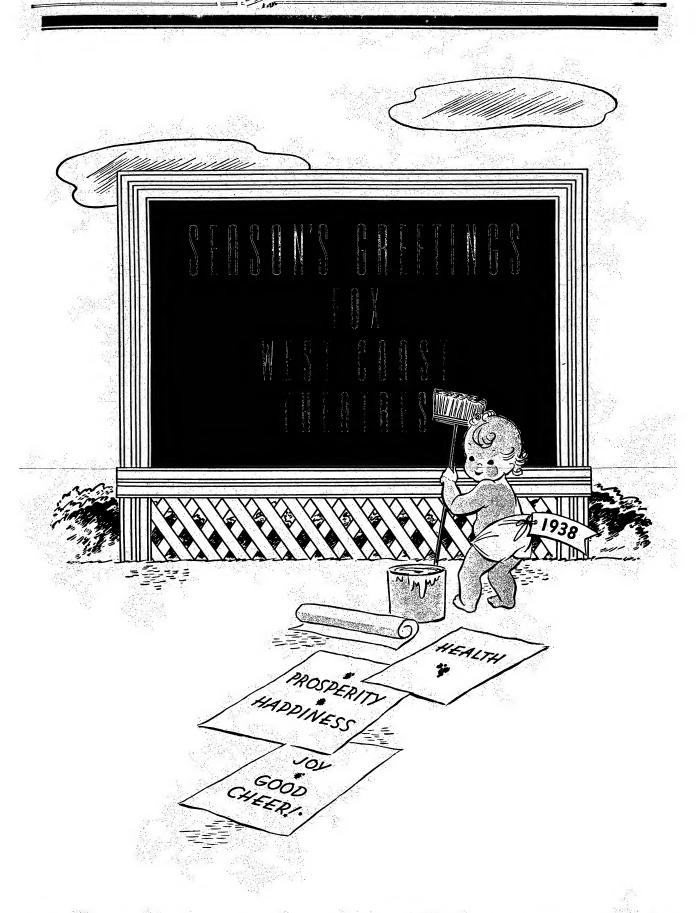


Personal Management: ORSATTI & CO., Inc.

DALE VAN EVERY

UNDER CONTRACT TO





Season's Greetings

HAROLD HURLEY

ANNOUNCING

For February Release

The Call

THE LIFE OF CHARLES DE FOUCALD

PLAYBOY

SOLDIER

CONVERT

PRIEST

THE AMERICAN PUBLIC WILL BE AMAZED AT THIS STARTLING PRODUCTION ONE YEAR IN THE MAKING

BEST FILM CO., Inc.

723 SEVENTH AVENUE, NEW YORK

일본 사람이 얼마나 이 그렇게 하나?

Realty Broker Loses Trans-Lux Lease Suit

A verdict in favor of Trans-Lux Daylight Picture Screen Trans-Lux Movies Corp., and Percy Neuron head of the two concerns, was handed up by a jury to Federal Judge Inch. Thursday (30) in the suit brought by Abraham Felt, attorney and real estate broker, who sued to recover \$85,509 in commission; the claim that he had obtained a theatre site in Washington, D. C. for the defendants.

lained a theatre site in Washington, D.C. for the defendants.

Plaintiff charged that he had been engaged in 1934 by Trans-Lux and Furber to obtain theatre, sites on long-term leases. He obtained locations in Baltimore and Pittsburgh and claimed he called attention to a site at 14th and H streets in Washington to Mr. Furber and other Trans-Lux officials. The latter turned down the site at the time: Later, he claimed, they secretly negotiated for the property with the owner, Mrs. Evelyn Walsh McLean, and in April, 1936, closed the deal with her behind his back; thus depriving him of a commission.

The defendants, through Attorney Harold R. Medina, convinced the jury that Felt had no part the Washington deal.

STUDIO CONTRACTS

Hollywood, Jan. 1.
Johnny Weismuller had his option lifted by Metro.
Connie Moore signatured for other six months at Universal.
Herman Pan pacted to new dafted director ticket at RKO.
Richard Landet Hunder actor, Richard Landet Hunder, Richard W. Landet Hunder actor, Richard W. Landet Lan

Quints' Featurette

Quints' Featurette

RRO-Pathe News will release a short feature of the Dionne Quintuplets this winter. Arrangements were made with Dr. Allan R. Dafoe and the board of guardians.

Fathe newsreet holds exclusive screen photographing rights on Quints, who will be four years old next May.

Season's Greetings

from

WALTER

ROY DEL RUTH

DIRECTOR

1937-1938 RELEASES

"BROADWAY MELODY OF 1938"

"ON THE AVENUE"

JUST COMPLETED

"HAPPY LANDING"

20TH CENTURY-FOX

UNDER CONTRACT - 20TH CENTURY-FOX

Season's Greetings

WILLIAM A SEITER

UNDER CONTRACT - 20TH CENTURY-FOX

ROBERT LORD

MICHAEL BALCON

METRO-GOLDWYN-MAYER BRITISH STUDIOS. LTD.

ANATOLE LITVAK AND

On a flying visit from the West Coast, director Anatole Litvak paused long enough to greet the press, and to launch the Tovarich Cocktail' at Radio City Music Hall's Studio Mr. Litvak's latest directorial effort is Tovarich' which may have had something to do with the creation of the new cocktail.

Mr. Litvak is an intense, blueved gentleman of medium height—

TOVARICH' COCKTAIL tion of the majority of people. Perhaps they are nearer to tears than to laughter. Therefore, it is far more satisfaction to me to make them

happy.'

His next scheduled picture is The Crime of Dr. Clitterhouse.' Mr. Lit-His next scheduled picture is 'The Crime of Dr. Clitterhouse.' Mr. Litvak, who retains more than a trace of his native accent, describes this as a 'criminal comedy.' He didn't care to go on record as disliking Hollywood, but said he liked to 'escape to New York whenever possible.'

EX-U CHIEFS MUST BE EXAMINED BY TIPPETT

Robert H. Cochrane, former president; Willard S. McKay, former vice president, and Charles B. Paine, former treasurer of Universal Pictures Corp., were ordered last week by N. Y. Supreme Court Justice Aron Steuer to appear Jan. 11 for the new cocktail.

Mr. Litvak is an intense, blueged gentleman of medium heightand the cocktail is said to contain
brandy, honey, lemon, lime and a
pinch of Tovarich. Most of those
who gathered to greet the director
were perfectly willing to take creato
Ogear of the Waldorf's word for the
drink's ingredients without investing
againg further.

An admitted fugitive from Hollywood, Mr. Litvak said he planned
to remain in New York for the opening of Wine of Choice' starring his
wife, Miriam Hopkins—then back to
the land of 'unusul weather,
Meantime, he's commuting to Philadelphia to see how Miss Hopkins
bad cold and new play are making
out. Both are undergoing extensive
treatment.

"Tovarich" Is Mr. Litvak's first
edmedy in many years and he hopes
it won't be his last.
"It is so much easier." he said, 'to
make people cry than it is to make
them laugh. That may be a commentary of some sort on the disposi
"Towarich" of the disposilaboration with the \$600,000 breach of conadjourned December quarterly
directorate meeting of Hays organigainst Universal and others by the
John D. Tippett Corp., dealers in
vany print stock. While restricting
to While may be a tession, with several
against Universal and others by the
John D. Tippett Corp., dealers in
vany print stock. While restricting
to work properties at session, with several
against Universal and others by the
John D. Tippett Corp., dealers in
vany print stock. While restricting
to the John D. Tippett Corp., dealers in
sainst Universal and other sy the
John D. Tippett Corp., dealers in
sainst Universal and other by on the
John D. Tippett Corp., dealers in
sainst Universal and ther sy or periodic starting the
John D. Tippett Corp., dealers in
sainst Universal and others by the
John D. Tippett Corp., dealers in
sainst Universal and other sy the
John D. Tippett Corp., dealers in
sainst Universal and others by the
John D. Tippett Corp., dealers in
sainst Universal and other sy the
John D. Tippett Corp., dealers in
sainst Universal and other sy the
John D examination before trial in connec-



Moving Picture Machine Operators Union



LOCAL No. 306 **NEW YORK CITY**

JOSEPH D. BASSON, President

HARRY SEGALL

NOW WRITING FOR RKO-RADIO PICTURES, INC.

HAPPY NEW YEAR!

TO THE WARNER BROS.-FIRST NATIONAL EXECUTIVES AND WORKERS WITH WHOM I HAVE BEEN ASSOCIATED FOR THE PAST 14 YEARS. I AM LEAVING YOU, BUT NOT FORGETTING WHAT OUR ASSOCIATION HAS MEANT IN MUTUAL HELP, KINDNESS AND FRIENDSHIP.

HAPPY NEW YEAR!

TO MY NEW METRO-GOLDWYN-MAYER ASSOCIATES WHOM I JOIN NEXT MONTH, MAY OUR ASSOCIATION IN THE FUTURE LEAD TOWARD FRUITFUL RESULTS FOR US ALL, AND MY HOPE IS THAT THIS AND SUBSEQUENT YEARS OF OUR CAMARADERIE WILL BE FILLED WITH THE SAME WARMTH AND CHEER AS IS BEING EXTENDED AT THIS, THE BEGINNING OF THE NEW YEAR.

MERVYN LEROY

Greetings

EDMUND GOULDING

Holiday Greetings

In N.Y. to Ease Jap Embargo on Pix \$

U. S.-Nippon Huddles

Hays office called a special meeting of major picture foreign department heads to confer with representatives of the Japanese government. Session was scheduled to begin yesterday (Tues.).

Confab will discuss two vital matters curriently troubling U. S. distribution reps in Japan. One is export of funds, already collected on rentals, from that country to America, Other is on the matter of lifting he present embargo against pictures going into Japan. Reported only about 80 unreleased, subjects in vaults of U. S. distribs in Japan. Japanese officials halted the shipping out of rental monies soon after the Sino-Japanese conflict started, but originally a percentage was allowed to leave that country. Soon afterwards it was clamped down in full, government feeling-that-everypenny should be preserved and kept in Japan.

Currently, the embargo on new

full, government feeling-that-everypenny should be preserved and kept
in Japan.
Currently, the embargo on new
product being shipped into Japan is
set to expire next April though there
are indications that the ban may be
continued for all of 1938. It is this
latter phase that most worries American film interests active in Japan
as well as inability to obtain benefit
of coin received in rentals.

The Argentine Situation.
Final conferences of major company legal representatives and foreign chiefs with Dr. M. Satanowsky,
attorney for Buenos Aires film board
of trade, on two vital matters concerning distribution in Argentine
were concluded last week. Satanowsky took a plane for Buenos Aires
Saturday (1).
During two weeks of almost continuous condabs, Satanowsky, who
also is Paramount's counsel in B. A.,
lined up the entire situation and
procedure that might well be followed in the anti-trust
and tax
matters. Case has been thoroughly
prepared and he will be able to
proceed in representing the industry
on his return.

In the texation division, the plan

proceed in representing the industry on his return.

In the taxation division, the plan of action was outlined on two matters pending. One is that in which Argentine government is seeking to impose a 20% surcharge on the value of imports. Other tax on alleged profits made by distribution companies.

Feteing Stan Jacques

Cincinnati, Jan. 1.

A testimonial dinner for Stanley
Jacques, dean of film row, will be
held Jan. 10 in the Netherland

Exchange manager for RKO Ra-dio Pictures, he has been with that organization steadily for 20 years; always in Cincy.

LISTEN TO "The Voice of Australia"



PRODUCTIONS PTV. LTD.

"The Voice of Australia"
HEAD OFFICE-STATE THEATRE BLDG., MARKET ST., SYDNEY, AUSTRALIA

SEASON'S GREETINGS

TED LEWIS

HOWARD EMMETT ROCERS

Under Contract to Metro-Goldwyn-Mayer

Star Everyone __

Musiculy speaking - Thay the New Yes, be a symphony of Health Happiness The Success. With works The music by Mark Lordon and

P. S.—Our Permanent Address:



SEASON'S GREETINGS

JOHN M. STAHL

PRODUCER-DIRECTOR

UNIVERSAL

SEASON'S GREETINGS

ALBERT LEWIN

PRODUCER

PARAMOUNT

SEASON'S GREETINGS

CAREY WILSON

METRO-GOLDWYN-MAYER



GEORGE KRASKA presents OUTSTANDING EXPLOITATION HITS

Record Breaking Weeks New York City and Still Going Strong

LIFE AND LOVES OF

BEETHOVEN

"Is easily one of the best to come out of foreign studios since the screen broke stience." The Film Daily.
"Never before equalled in sound motion pictures.

—New York Post.

Weeks Boston And Still Going Strong

MONASTERY

Opening Nite Grossed \$5,850.00 — Editorials every Boston, newspaper, Dedicated with permission to His Eminence William Cardinal Of Made Within Monastic Enclosures.

FOR TERRITORIAL RIGHTS - ROAD SHOWS PERCENTAGE ENGAGEMENTS
All Rights Controlled by

PICTURE CORPORATION

729 SEVENTH AVENUE, NEW YORK CITY

Phone February 3-2943

GREETINGS

HACKE

SUPREME PICTURES CORP HOLLYWOOD

Ali B'way Houses Upped New Year's Eve Admishes

A new high in the juggling of admission scales New Year's eve was

A new high in the juggling of admission scales New Year's eve was set up this year by the downtown Broadway theatres, managers in each instance scheduling prices for the maximum take possibilities. Scales were raised from early morning 25c prices to a-top at midnight of \$1.50 for Radio City Music Hall, Paramount and Roxy.

All houses set prices of 25c from opening to 12 noon Friday (31), excepting the Music Hall, which got 40c. Then prices were upped in two instances for the hour's period from noon to 1 p.m., Par and Straud jumping to 35c. Some houses scheduled new prices from 1 to 5, the State to 5:30 and others until 6 p.m., without change, while the Rialto and Globe, stuck at their morning mat 25c tilts until 5. Average for the 1-6 period was 55c, from then houses going to scales which changed at 7 and again at 8. From 8 p.m. to 1 a.m., aside from Par's, Hall's and Ray's \$1.50, the scales were 99c for the Rivoli, Criterion, Globe and Rialto, while \$1.10 was gotten by the Strand and State. The dip after 1 a.m. was-to 35, 55 and 75c.

Theatre Changes

Principal Theatres opened its new 500-seat Molina here on New Year's day. Policy will be first and second run of pictures.

Ralph Hintze, owner of the Gen. Sterling, Neb., opened a new house in Teeumseh. Neb. New Year's Eve. H's a 300-seater, opposition to F. M. Honey's Tecumseh.
Albert M. Bang has bought the 300-seat Bend, North Bend, Neb., from E. L. Jonson.
Joe Marion, former, head of the Federal Theatre Project in Omaha, has opened a booking office.

W. W. Troxell, manager past three months, out at Monogram exchange Jan. 1, succeeded, by L. O. (Bob) Ringler from Des Moines.

TITLE CHANGES

Hollywood, Jan. 1. Warners changed tag of 'Without Warning' to 'The Invisible Menace.' Warning to The Invisione Menace.
Republic has switched the tag of 'Born to Be Wild' to 'Danger Ahead.'
'Highway Pirates' at Warners goes on the marquees 'Daredevil Riders.'

iders.'

RKO's The Perfect Alibi' now lonikered 'Double Danger.'

20th-Fox has changed title of fark Hellinger's yarn from 'Sixilit's to 'Walking Down Broadway.'

Three Men in the Show Metro's 'Three Men in the Snow changed to 'Week-End in Paradise

DEANNA DURBIN

SINGING STAR

ON

TEXACO TOWN

STARRING

LN

UNIVERSAL PRODUCTIONS

THANKS AND BEST WISHES

RALPH RAINGER and LEO ROBIN

CREETINGS

MILTON SCHWARZWALD

RKO BUILDING RADIO CITY, N. Y.

GEORGE BECK

JUST COMPLETED ADAPTATION AND SCREEN PLAY "EASY SAILING"

CURRENT RELEASES ORIGINAL STORIES "EVERYBODY'S DOING IT" "THERE GOES MY GIRL

Management: LELAND HAYWARD & CO., LTD.

Congratulations! Fanchon & Marco * PARAMOUNT



SEASON'S GREETINGS

FRANK FOREST

Exclusive Management:
NBC Artists Service

DAVID BUTLER

JUST COMPLETED

"You're A Sweetheart"

(UNIVERSAL)

UNDER CONTRACT 20TH CENTURY-FOX

GREETINGS AND SALUTATIONS

EVERETT N. CROSBY, Ltd.

ASSOCIATES

LARRY CROSBY, JERRY HERDAN, GEORGE TOBIN, CHRIS HOFELD

CROSBY BUILDING

9028 SUNSET BLVD., HOLLYWOOD, CALIF.
CRESTYLEW 11171 WOODBURY 62771

PERSONAL REPRESENTATIONS AND COMPLETE MANAGEMENT

ATTORNEYS
O'MELVENY, TULLER & MYERS

TAX ATTORNEYS AND ACCOUNTANTS
JOHNSON & JOHNSON

PUBLICITY
TOM FIZDALE, INC.

EARL CARROLL

ASSOCIATE PRODUCER

TWENTIETH CENTURY-FOX

CHICO-GROUCHO-HARPO

ZEPPO MARX, INC.

GUMMO MARX Eastern Representative

MAX SCHMELLING German Representative SAM H. HARRIS Sepian Representative PAN BERMAN
Jap Representative

MAX GORDON Ethiopian Representative NORMAN KRASNA Southwestern Representative ALF LANDON
Maine and Vermont Representative

"ROOM SERVICE"

RKO

IF WE EVER GET AROUND TO IT

Season's Greetings

FRANCES DEE

Season's Greetings

B. S. MOSS

SEASON'S GREETINGS



M & P THEATRES

M. J. MULLIN
SAM PINANSKI

LEW LANDERS

DIRECTOR

Under Contract to

Exclusive Management
BACHMAN POLIMER, INC., AGENCY

HENRY

KING

DIRECTOR
TWENTIETH CENTURY-FOX

Personal Management - HARRY WURTZEL

London's Changing West End

By Joshua Lowe

London, Dec. 20. Frequent visits to London and in termittent residence during the past 40 years covers a period during which many changes occurred in the theatre map in the West End. This is brought to mind by the present reconstruction of Daly's theatre in reconstruction of Day's theatre in Cranbourn street, built for the late Augustin Daly just about 40 years ago. It is now being rebuilt as a cinema for Warner Bros.

cinema for Warner Bros.

In King William street, just off Trafalgar Square, stood Toole's theatre, where one of J. M. Barrie's earliest plays, a farcical comedy called 'Walker London,' was produced by the manager after whom the theatre was named. In the cast were Seymour Hicks and the Sisters Yanbrugh. This piece was afterward brought to New York, where it was presented at the old Bjou on Broadway near 30th street, with James T. Powers starred.

Curious how odd little bits of busi-

A. Fowers starred.

Curious how odd little bits of business stand out in plays seen so many years, ago. In this one the hero, while abroad, gets a cable, read; the and turns up the cuffs of his trousers, remarking. It's raining in London.

don."
Terry's theatre, a small house, was located on the Strand just off Wellington street, and the last lessee within memory was Albert de Courville. Prior to that it housed some very important plays, among them "Sweet Lavender." In the immediate vicinity stood the Opeia Comique, where the Gilbert and Sullivan conserve were retiginally produced. eras were originally produced.

where the Gilbert and Sullivan operas were originally produced.

In the immediate vicinity of the Strand was the locale of most of the best West End houses, where stood the old Globe, which originally offered Charley's Aunt' and afterward Pinero's The Gay Lord Quex, in which Sir John Hare scored's osuccessfully. He later took it to New York, where it was produced at the Criterion theatre. A daring experiment was tried on that occasion, when the prices for orchestra seats were \$2 and they were tilted to \$2.50, with the Charles Frolman management under whose auspices it was presented, very much perturbed over the experiment of such a drastic innovation. On the opening night Irene Vanbrugh, in the role of Sophie Fullgarney, shocked the audience for an instant when, on dressing to go out to meet the notarious Lord Quex, she raised herskirt well above her knees and pulled up her stockings.

Also in that neighborhood (it is sking too much to remember off-

Also in that neighborhood (it is asking too much to remember off-hand the exact locations) stood the old Olympic, a huge playhouse devoted to spectacular melodrama.

old Olympic, a huge playhouse devoted to spectacular melodarma.

The Oxford theatre in Oxford street and Tottenham Court road flow a huge Lyons restaurant), alternatively musical hall and legit, attained more fame in the former category, and was one of the landmarks of its day. Like the old Tivoli in the Strand, all the topnotch variety performers graced the boards. The rebuilt Tivoli is now a cinema under the management of Gaumont-British. Another famous music hall was the Empire, rebuilt and conducted by Metro, which was renowned for its ballet and prome nade, the latter being as notorious as it was famous. It then staged revue and musical comedy shows by Sir Alfred Butt, the last attraction to play there being Fred and Adele Astaire in 'Lady Be Good' in 1926. The Empire was the most famous of the men about town, who often dined well, and were sufficiently boisterous to have to be forcibly bejected. On the closing night an elderly, and distinguished looking gentleman, wishing to live once more the merry nights of his youth, apelderly and distinguished looking gentleman, wishing to live once more the merry nights of his youth, approached the doorkeeper, slipped a £5 note into his hand, said he was going in to create a disturbance, and would rely on the official to throw him out into the street for old-times sake.'

The Famed Alhambra
Another famous music hall was
the Alhambra in Leicester Square,
which housed everything in turn,
and was conducted in later years by
Sir Oswald Stoll, who sold it to
Oscar Deutsch for the Odeon circuit, and which has just been reconstructed and reopened as the key
house for his large cinema circuit.
The Princess's in Oxford street
was legit house where Charles

Kean appeared and Ellen Terry is alleged to have made her first appearance as a child. Wilson Barrett and Charles Warner played there for years, and in 1888 Joe Arthur and A. C. Wheeler's ('Nym Crinkle') American melodrama, The Still-Alarm, enjoyed tremendous success there through the introduction of a

tional appearance of the fire engine under similar circumstances. In both London and New York this was accomplished by reconstructing the stage doors to enable the horses to get a running start from the street outside. Shortly thereafter, B. F. Keith bought the house and a sign was erected on the front announcing it was the site of a new Keith theatre. The sign remained thereon for about 35 years, but never reopened, and the front was finally purchased by Woolworths. Then there was the Queen's in Long Acre, where Toole and Henry Irving appeared; and the Alarm, enjoyed tremendous, success Queen's in Long Acre, where Toole, there, through the introduction of a and Henry Irving appeared; and the fire engine with two fiery steeds old Prince of Wales, on the site of dashing upon the rostrum at full which now stands the Scala. The speed. No small measure of the success of the piece in New York, at the old 14th, St. theatre, was the sensal of Tom Robertson.

PARIS VAUDE DROPS OFF

By Hugo Speck

Vaudeville as such did a double backspring down its own throat and pulled the disappearing act in Paris the past year. Through the fault of no one in particular, but a great many in general, including the pay-ing public, high-class variety offering public, high-class variety offer-ings during 1937 did a floppero in grand style.

grand style.

From the foothold it had in 1936 and held at the close of the year, it appeared that music hall and variety entertainment had gained a great

many new supporters and was here to stay. At one time at the flush of the winter season as many as six houses were offering straight vaude programs, not including the three larger cases presenting revues of the music hall type.

larger cases presenting revues of the music hall type.

But not many months of 1937 passed before it was evident this town would never support the number of straight variety houses open with the types of presentations being offered. Managers and operators were in some cases responsible for that, but on their side was the arguing point of the cheaper frane making it impossible for them to pay the prices demanded by name acts, and the law stating that at least 50 percent of the acts, appearing on any stage must be French. The exposition also had a hand the affair for some operators preferred to run revues with a French name draw rather than attempt to get name acts booked throughout the season for the money they could reasonably afford to pay.

But that it went floodo was a cer-

ford to pay.

But that it went floppo was a certainty, for the end of the year found only Mitty Goldin's ABC offering anything like what could be called a presentable music hall program. And at this writing his plans are to put a revue back into this house before the close of the winter sea-

Yanks Dominated the Antipodes in '37

By Eric Gorrick

Sydney, Dec. 20. It's been a fairly good year for Yankee pix in the

Artips.

British pix, with a couple of exceptions, did not fare so well, but maybe their turn will come in 1938, providing the chatter is true that the British are out of a big biz buildup in the new period.

In the home field, Cinesound topped the poll with a series of well-produced and well-acted pix. The rest of the locals, with the exception of Charles Chauvel's, Uncivilized, failed to cop any trade worth mentioning. In fact, local production activities, excluding Cinesound, have been practically nil, this despite the operation of an alleged Quota Act. The only Hollywood players to come this way for pic work were Victor Jory and Lloyd Hughes. Plans are being made right, now to bring out other players next year if conditions in the local field build with governmental assistance.

tions in the local field build with governmental assistance.

In ace cities like Sydney (1,254,780 pop), Melbourné (1,000,300), Brisbane (306,200), Adelaide (315,130), Perth (210,380), Hobart (60,900), and Launceston (32,800), a coverage discloses that Yankee pix provided the major entertainment and brought in the best biz

for the year.

Figures gotten from the nabes and stix also disclose that the Yanks were first in favor and biz. This goes for the whole of the Commonwealth.

that the Yanks were first in favor and biz. This goes for the whole of the Commonwealth.

Of the distribs operating here it can be safely stated that Metro secured an edge on all opposition with the number of consistent hits clicked. In this respect Metro has the aid of its own chain of theatres in the principal city spots, plus a-big nabe and stix coverage with indic exhibs. Towards end of year this average dropped somewhat, but was sufficient to give top place. Trends

Trends

During the year it has been a tough job for the various managements to judge public taste. First it would be musicals; then comedies; after which the swing would go to sophisticated drama; then back to musicals; oit to out-of-doors, and finally back to the laughter stuff. Right now its musical romances similar to Maytime' that pulls them to the bo. To the managements next year is just a guess.

Although the government of New South Wales laid low during the year on Quota Act enforcement, it is learned on the highest authority that next year will lave under the proper of the proper of the property of the prop

draw from the territory if forced to go into production, by the government.

Walter: Hutchinson (20th-Fox) didn't make any drastic statements during his visits, but it its known that he had one or two huddles with the premier (Mr. Stevens) on the whole situation from an American viewpoint.

Only a few weeks ago, the Motion Picture Distributors' Association, which is made up of Americans operating here, informed the government that its members could not and would not produce locally, but were perfectly willing to assist the local men in any other way.

were perfectly willing to assist the local men in any other way. It is generally admitted throughout the trade circles that the Quota Act in its present form is, and has been, an absolute failure. It is also known that pressure is being brought to bear by local men interested financially in pic production to make the government live up to the letter its own Quota Act, meaning that the men with empty studios on their hands want the Americans to be forced into keeping such studios open through the power of the act. It has even been said that were it not for such pressure being applied, the government would be only too pleased to forget all about the present quota mess.

A month or so back a proposition suggested to Americans was that they subsidize dollar-for-dollar with Australian producers in the formation of a production unit in this state for quota purposes. Proposition was submitted to the moguls in New York and promptly turned down.

turned down.

Over the past year the Quota Act has been a fearful headache to the Americans. Next year it will be a darn sight worse.

darn sight worse.

British Pix Fared Poorly
In general, the going was tough for British pix in
all the big spots. 'Wings of the Morning' (G-B) came
in 14 weeks ago and is still pulling excellent biz in
Sydney. 'King Solomon's Mines' (G-B) and a couple
of other Britishers did, okay, but the rest didn't mean,
a thing at the b.o. 'Gracie Fields,' of course, remains
greaf Antipodean favorite.

For a long time talk of an Imperial Quota has been

in the air and it wouldn't come as any great shock were it introduced by the Federal Government into the Commonwealth early next year. There is also some strong talk that a 25% right of rejection in favor of British will be introduced here before very long. This means that the Yankees will not have everything their own way for the coming year.

This means that the Yankees will not have everything their own way for the coming year.

Plenty of Trade News

It has been a swell year for trade newspapermen. Mogul moves in the major sphere kept the newshawks on the jump daily from daylight till dark.

Began with the offer for 20 years to Join Hoyts-Greater Union in General Theatres on 75%-25%-profit ferms. Carried on from there with Stuart F. Doyle's fight for solo. GUT's board rejection proffer of American and British capital; inside bother within same chain between Doyle and Norman Rydge; Doyle's resignation; Rydge's announcement that GUT would go solo on local finance; Munro's capture-of major product in New York in behalf of Hoyts; GUT's hint that governmental assistance would be sought were supplies cut off; Munro's deal with Snider-Dean for theatres; resignation of Stanley Crick from Hoyts; Got offer to Dan Carroll, Birch, Carroll, Coyle, by Munro to join Hoyt's board; arrival of Walter Huchinson took at the 20th-Fox interests, plus Hoyts-GUT, tangle; Film Board of Trade's move to stop free gift: racket; move to stop further theatre erections in centers deemed over-seated; outcry against methods adopted y several American distribs; plenty of political inside pull instituted by the various organizations. The coming year promises to be just as swell for the newshawks.

Legit

Legit

Williamson Tait started off with usual revivals, but quickly, switched to the modern stuff and found a ready public. Shows like 'Over She Goes' and 'Balaika' clicked, and it would appear that next year will see big improvements in the legit field.

The big surprise was the A. B. Marcus show (American) brought out by Fuller-Snider-Dean. In Sydney the show played 11 weeks to top biz and is repeating the success in the other states. While A. B. Marcus is copping the major portion of the take, the importers will get theirs later despite the high overhead. Sir Ben Fuller is most anxious to build his own legiter in Sydney, and Snider-Dean say they would like to do similarly.

Vaude-Revue's Beem Year

Tivoli Theatres, Ltd., report a very good year with unit entertainment in Sydney and Melbourne. Frank Neil stated that the circuit hoped to expand further in the field next year, including coverage in New Zealand.

ren stated that the circuit noped to expand ultring in the field next year, including coverage in New Zealand.

American and English acts have found plenty of work over the chain, averaging 10-12 weeks, with option of longer. It's two-a-day with no Sunday toil, making a pretty nice engagement.

Sir Ben Puller brought out the Montague revue from England, but the unit struck the infantile paralysis in Melbourne and was forced to close because of low biz. Knight shipped the unit to New Zealand where success has been so-so, but a fresh start will be made in Sydney this Yuletide. Hoyts announce a readiness to bring big acts here to play with a pic policy in 200 theatres. It is honestly believed that 1938 will be okay for vaude and vauderevue throughout Australia and New Zealand.

Radio a la American, But Waxed.

Over the year a big uplift was noticed in program presentations by both government-owned stations and the commercials. American was is still tops and many of the ficsh-blood presentations are fashioned on American lines, especially Warch of Time 'Amateur Hour and the like. Nevertheless, the stuff aired has met with the approval of the fans in the main.

Outcry is still on for a reduction of license fee, which amounts to \$5 per annum. Government by the portal of the same charge will operate next year.

Of course Australian sponsors can't afford to run

of course Australian sponsors can't afford to run radio shows with imported stars, and programs not made up of wax use local talent at a nominal price.

Concerts OR

Covernment-owned stations imported concert stars of high calibre during past year for both concert and air work. Nice profit was clicked up and bigger and better stars will come here next year, including Richard Tauber.

better stars will come here next year, including Richard Tauber.

A survey discloses that American entertainment in general, pix legit and vaude-revue, pulled the biggest coin to the Australian box offices. From marble palaces in the city ace spots, to tin sheds away out in the stix, marquees generally showed that the American stuff was on tap.

With the bowout of 1937, insiders say that 1938 will probably be the same providing politicians do not interfere.

Good Start-Poor Finish

Year opened with the ABC and the Alhambra vying for first place with variety programs, with the Tri-anon, Robino, Europeen and several

with Variety programs, with the Trianon, Robino, Europeen and severaloutlying houses grabbing what they
could get. With these were the
Cirque d'Hiver and the Cirque
Medrano, both competitors, but on a
different tangent: February, however, brought the first real indication of how things were going when
the Alhambra, managed by KurtRobitschek, tried amateur nights to
drum up biz.

That was the beginning of the end
for that house, which closed in April
to remain, shuttered for months onlyto open towards the end of the yearto offer dual film programs. The
Colleanos, Walter 'Daire' Wahl, Fred
Sanborn, Vic and Lamar, Keene
Twins, Mary Hollis and CarolynMarsh were among the Americans
who appeared there this year, but
house never caught the swing it
sought.

To take the place of the Albambra.

house never caught the swing it sought.

To take the place of the Alhambra, the Empire reopened under the direction of Jules Marx with such names as Renlia Kramer, Max Herinann, Pils and Tabet. Elyane Celis, Walter Powell, Cecile Sorel and others appearing on early programs, but June, despite the tourist influx for the expo, saw the house shuttering. It has remained dark since. And like all other places offering amusements in this town, the music halls also came in for their share of the labor troubles. The rash of strikes which broke out in April, affecting all musicians and involving certain other classes of house employes, ended with higher operating costs for managers.

Although it was too late them to

ployes, ended with higher operating costs for managers.

Although it was too late then to hinder the houses still operating, the second devaluation after Camille Chautemps took over the government did nothing to add any hopes that the could be seen to b

ment did nothing to add any hopes that there will be any early revival of vaudeville in this part of the amusement world. It seems dead unless the very unexpected, happens. But while that did go completely under, revues flourished and their number increased. Longest run goes to Paul Derval's Folies Bergere with Josephine Baker, at the top of the bill. That revue had more than a vear's run. vear's run

years run.

Second in place was Henri Varna's
Casino de Paris with Maurice Chevalier the chief attraction. Opening early in March, that revie ran until-near the end of the year to be replaced by another with Mistinguett in the lead. At Varna's Aleazar arevue based on life in Marseilles held the stage the earlier part of the year to give way to a nude revue later headed by Lillian Ellis.

Even the ABC and the Trianon abandoned straight music hall during the expo to present revues. The

A survey discloses that American entertainment in general, pix, legit and vaude-revue, pulled the biggest coin to the Australian box offices. From marble galacs in the city ace spots, to this sheds away out in the stix, marquess generally showed that the American stuff was on tap.

With the bowout of 1937, insiders say that 1938 will probably be the same providing politicians do not interfere.

The British are angling for a chunk of the biz gotten by the Americans, and the locals are also crying aloud for a bigger share. Whether the Americans can keep their holdings only Father Time himself can tell.

Socialite Divorcees Budapest's Counterpart of U. S.' Blue-Blood Blues Singers; Magyar Stars

By E. P. Jacobi

Budapest, Dec. 20.

Three facts combine to open uponew fields for local stars in Hungary. First, currency restrictions, and since 1931, which do not permit guest performers to export money they have extraed here, have designated have extract here, have designated the ranks of visiting stars. This applies mainly to musicians operate stars, variety and circus acts. Second, language limits set by talkers naturally resulted in development of Hungarian pictures and have brought local artists into the limelight. Third, derman pictures, very much in evidence pre-Hilder days, now practically ruled out. Current German product is not popular and trers no. a single name among the players that has star value.

ers that hus star value.

Local picture production has taken a powerful stride forward in the past year and Hungarian screen favorites are definitely established. There is not a single woman among them, maria Lazan, Margit Dayka, Mizza Erdelyi, Ella Gombaszogi and one or two others are fairly popular, but they don't bring, the public into the theatre. Ace Hungarian screen actories Julius Kabos. He is a comedian of the first water, no slapstick about him but possessed of a human and the first water, in slapstick about him but possessed of a human and grouine sense of humor, versatile but keeping to an individual note of his sown. Although he never plays a principial part he is the chief. Itraction of most Hungarian films.

Second to him is Paul Javon, juve-

tion of most Hungarian films.
Second to him is Paul Javor, juvenile lead, Gary (Cooper type, butvery Magyer in character. He is the
one to gamble away paternal fortunes and smash Venetian mirrors
under the inspiration of gyrsy musc; in a word, the perfect lover. He
is a good actor and it will be the
fault of directors and scenario
writers it he goes stereotyped in the
pasteboard parts he required to
play. However, the public likes it.
Gypsy Music's Comeback
Gypsy music and warblers of folk

Gypsy music and warblers of folk sones are gradually getting back their old place in the public's favor, contested for some years by jazz. Imre Magyari's band is in the top-Imre Magyari's band is in the top-most rank. His gypsy orche's ran-d Paul Kalmar, who sings Magyar songs, are the only radi performers who can claim's star position. Ra-dio in Hungary is not the popularity vehicle that it is in America. Gov-ernment-controlled, semi-official and not open to compelition, it is a pretty conservative affair, highlights being 'transmissions of opera ner-

ermment-controlled, semi-official and not open to competition. It is a pretty conservative affair, highlights being transmissions, of opera performances, of high-class musical recitals, of concerts and gramophone records. The one man who has been made by radio. Pluhar, brilliant announcer who describes sport events. Everybody tunes in when Pluhar mates an on-the-spot report of a football match.

Total absence of foreign acts from variety and night club floor-show protrams has given new impulse to the sort of cobaret entertainment that has always been in vogue here and that is naturally inongly thick with local color. There are only two abaret theatres of this kind, but enbaret numbers: introduced in some of the night club s ws. From this, specifically, Budarest type of chortainment has developed an immersely popular star team. Hoeself and Saja, a couple of idiotic but shrowd blokes who meet at the cafe and discuss current events. Laszb Vadnay writes the dialog for this continuity which has become a byword, is welly imitted and has the most widesvered popularity among current events act. word, is widely imitated and has the most widesveraed popularity, among current entertainment ac. of any kind. It isn't the actors who are the stars in this but the char-acters they personity, the actors have become as sibmerged. The personality of Hassek and Sajo that me. people do not even know that their names are Herczeg and Kom-les.

Chanteuses Vogue

Chantenses Vogue
Incressing vogue of cafa-bars
where you can have drinks or a
snack, champagne or simply catc
boir, is a result of enforced economy.
Entertainment at these places conslit of a desuse—we call her a torte.
Inger for lack of a better term—accompanied by a plants. A good
discuse can make or mar a place of

this type. For the past year or two it has been the craze for young so-ciety divorcers to set up as discusses. For a time it seemed though a smattering of French and English smattering of French and English and a backless evening gows sift-faced to start one in this profession. Lately, however, amateurs have dropped out and several s'ars have arisen upon this newly developed sty. Foremost among them is Janka Solvem whose recitals of light chamistants. Solyom, whose recitats of fight chan-sons and of modern poetry set to mu-sic are of a high eristic der and have a note of their own. Terry Fellegi, who sings American, French and English chansons, is, another other deserted.

The Little Royal and Arizona

'I know exactly what I want to see' a visitor from Cincinnati remarked nixing offers of zealous travelnixing offers of zealous travel-ing companions to show, him around Budapest, and fished from his pocket a bedraggled piece of paper n which the man who had been here last year and advised him to come, had written two names, 'Kis Royal' and 'Arizona','

Kis Royal' (Little Royal) is an pensive restaurant with superlative food and gypsy music, Arizona is the acc night club, not only of Budspest, but some people say, of the continent. Both have been put on the international amusement map by the Windsors, on the occasion of previous visits, in the good old days when they were Prince of Walcs and Mrs. Simpson. Ex-Edward VIII has done as much toward boosting the night life of Budapest as did his grandfather, Edward VII, when he was Prince of Walcs 50 years ago. Then, as now, Budapest had the rep of being a light-hearted amusement city and the romance-center of Europe. Kis Royal (Little Royal) is a rope.

rope.

Be that as it may, it certainly is a reputation worth having because it is a good slogan to attract toursists. Number of foreign visitors is steadly on the increase. American and British tourist trade has creased about 30% compared to last year, taking into consideration number of days spent here. Next to the hotels, most of the profit accruing from this goes to restaurants and miteries.

Irom this goes to restaurants and niteries.

The latter have scarcely reaped benefits from London coronation or Paris: exposition trippers. They mostly came in conducted parties and spent little. It's the de luxe visitors that count, those who used to run down for three days from Vienna Salzburg and now usually tax loinger. Budapest's summer day-time attractions are the baths and swimming pools: at night it's the Gypsy kid orchestra, the native aprient brandy (discovered by H.R.H. of Windsor), and the night clubs. In midsummer the Parisen Grill, outdoors on fargrartel Island: the rest of the time Arizona, with floor shows on three tiers, boxes where you can watch the show mirror, beautiful girls and the proprietor's wife. Miss Arizona riding a camel, or come similar attraction. These five ful girls and the proprietor's wife. Miss Arizona, riding a camel, or some similar attraction. These two comes similar attraction. These two care doing big business with cliente's of foreigners. Three or four other clubs decend almost entirely on local support, do the numerous little bars with pinna and a torch singer—haunts of those who like to make a night of it on a limited income.

Vaudentile, thesetase.

Vaudeville theatres, va-riety, music halls are definitely dead Budapest. Even in night club floor shows, foreign acts, attractions floor shows, foreign-acts, altractions of international fame, are hardly ever, seen. All attempts to evive variety, ended in debacle in the course of the last 10 years. Currency restrictions make it almost immossible to, sign up foreign numbers! However, the need of them is scargely felt; Hungary exposits' a great jumber, of night, club-dancers and hore the enought and to space to the control of the course of the cours there are enough and to spare to put the Arizona the Moulin Rouge floor show among the best of their

esses overnight. However, the real countesses don't make it any too dif-icult to emulate them.

No Native McCoy

No Native McCoy

Tourists' perpetual complaint is
that nowhere can they see real Hungarian langing. Csardas has been
crowded off the floor. It still exists
as a ballroom dance, particularly in
the provi but more out of a
sense of duty to tradition. It doesn't
figure at all in exhibition dancing,
Foreigners in search of something
genuinely Hungarian are disappointde. No national dances, no Gypsy
bands at the night clubs, only in restaurants or cafes, and even there no
in the fancy dress that tourists expect to see, except the orchestras of
Gypsy boy prodigies that are all the
crace at present, turned out in flopping shirt sleeves and silver buttons craze at present, turned out in flop-ping shirt sleeves and silver buttous for the benefit of the tourist trade. Folk dancing ran only be seen on the stage in the second half of August, when the Pearl Bouquet, company formed of genuiue pessant lads and lasses who perform the old country lasses who perform the old country dances, come to town every year. Foreigners fall for this, but toutist trade is not big enough all the year round to warrant putting folklore dancing permanently on the program. Your sophisticated Budapester, he who the night clubs live by, fed in with it as he is with Gypsy music.

by, fed in with it as he js with Gypay music.

Another reason why niteries beneft by influx of tourists is that most of the time there are no musical shows the theatres; and, since straight plays and Hungarian thins are ruled out on account of the lingo, there is nowhere else for them to, smed evenings. Everybody

allms are ruled out on account of the lingo, there is nowhere else for them to spend evenings. Everybody doesn't care for grand opera; besides, the opera is dark from June to September, when most foreigners come. Much as tourist patronage is coveted, it is only in the few top notch interies Arizona. Grill, Moulin Rouge—and a few smart resturants—Kis Royal, Tanjan's. Palantinus, Kakuk—and, of course, the big hotels, that it really counts. It's the local patfons, those who live beyond their means, who really matter. Government and entire population are doing all they can to boost tourlist trade, and, of course, hight life is focused on a iourist boom, but it trade, and, of course, night life is focused on a iourist boom, but it trade, and, of course, night life is focused on a iourist boom, but it trade, and, of course, night life is focused on a iourist boom, but it trade, and, of course, night life is focused on the coming year, pected to bring 100,000 tourists to Hungary, is a religious occasion—the Eucharistic Congress—so this doesn't count from the nitery angle. On the whole, all things considered, business has been, and might be, far worse, than it was in 1937.

less has been, and migh vorse than it was in 1937.

Egypt's New **Nationalism**

By Arthur Settel

By Arthur Settel

Cairo, Dec. 20.

Self-conscious little Egypt, suddenly gone independent, is gunning for foreigners and everything foreign. It's got a long way to go, Egypt has, before it can Egyptianize business, but a lot is being done to show that they weren't only the Pharaohs who coulde do things. Discrimination, while not yet strongly felt, is doing awcy with a lot of chalky Englishmen in Government posts. And Missancy of the control of the Egyptian Service and Gozon agencies such as Misr Airlines, Misr Shipping, Misr Films, etc., has as its impacdiate aim the introduction of the Egypt-for-Egyptians, principle. The pits business, 78%, American will stay what it is for a long time unless the quota ruling is passed by the Deputies who, incidentally, are not sleeping on it. The infant Misr Films, now, producing its 12th all-Arabic speaking celluloid, what with a heavy government subsidy, couldn't ouch't the Hollywood product here. In any cas, the output prices are vers at a time of serious economic

touch the Hollywood product here. In any cas the output, pic a year at a time of serious economic depression, and picture houses would be in a bad way it they were limited to Arabic talters.

There has been propaganda against foreign pix in the Valley of the Nile except the boycott of Nazi films conducted, with success to date, by the Jews. Three German pix by the Jews. Three German pix were screened '36 and a half dozen in '37. There is, however, a close watch kept on all outgoing cel-

Infoid.

There are, all told, 106 pic houses wired for sound in the Valley, including 11 military, houses for the English tommies. The cythoor shops one closed in summer when the sunsizates.

The import duty has been lacked up on developed positive films from \$5 per kilogram to \$12.50. Scale is 10% on the amendment tax with a

London's Legit Highlights

Less than 100 West End produc-Less than 100 West End produc-tions recorded, being under the rate for the two previous years, in many cases because profitable hangovers from 1935-36 have taken up theature space, and accommodation has been hard, for meoming managements to procure.

procure.

Nothing of outstanding quality in either authorship or acting, and with no major discoveries in either sphere. J. B. Priestley heads the list with three plays, each produced within a few months of each other, and now running simultaneously. The first, Time and the Conways, due in New York, is likely to prove the most profitable; the second, J. Have Been Here Before, like the former, has an element of mystic-Have Been Here Before, 'like the former, has an element of mysticism, and for this reason was difficult to pigeon hole. Either might as easily have been failures; successes. 'People at Sea,' is neither original, nor distinguished enough to keep up with the other two, but may share in the author's present vogue.

vogue. Biggest loss to the stage was the death of Lilian Baylis, founder of the Old Vic. and Sadlers Wells as Shakespeareur and operatic centres. Tregically coincident with her demise was the fact for the first time both concerns were starting their new fluancial year free of debt. The Old Vic created many of the biggest angree of today, and stars like Sybil Thorndike, Glogud, Laughton and Maurice Evans returned to give their services there at nominal fees.

Biggest moneymaker has been the

Biggest moneymaker has been the ice skating-vaude combination. "St. Moritz, which Sir Oswald Stoll inaugutated at the Coliseum in July, and which shows every sign of continuing its prosperity well into spring. A similar spectacle, 'Rhapsody on Icc,' was essayed at Covent Garden Opera House, which only survived three weeks. 'Marina,' other show on the same lines, cently opened at the new Empress Hall rink at Earl's Court, with some of the stars from both other shows, and this looks like doing good sonal trade. Biggest moneymaker has been the

sonal trade.

Only two productions from C. B. Cochran in the early part of the year, the latter part of which he has spent in the U. S. His revue, Home and Beauty, bad in artistic, it not over-prosperous, success, running four months; while Paganini, the operetta starring Richard Tauber and Evelyn Laye, proved too expensive a proposition, and was withdrawn after less than two months.

American Productions sonal trade.

American Productions

American Productions
Of the American productions the
majority failed to get over. Post
Road ran only six days: Satyrince and a half weeks; On Your
Toes, six weeks; 'Yes, My Darling
Daughlen,' seven weeks, The revue.
Take It Easy,' booed unmercifully
on opening, closed fornight
reopened later, revised with equal
disaster. Revival of Sherwood's

minimum of 25c. Tax cuts in on the profits of the second-rate houses since 25c. represents a tax of 30%. Films here are 78% U.S. A. 10%. French, 8% British, 4% local and other places.

Local pix productions derive profits from long runs in other Arabic coun-tries. There five small studies

Local pix productions derive profits from long runs in other Arabic countries. There five small studies working intermittently Egypt, Equipment is unimportant. The Societé Miss pour le Theatre et le Clinema, has an up-to-the-minute plant but can't show a profit.

Youseof Wahbeh, director and staractor, told Vanters that the local theatre, bits only six months long on account of the heat, is on the upgred. Founded in 1923 when he got back from Italy, the drama biz here was launched with the Rahues troupe and Wahbeh at its head. The only precedents were some desultory playing by Syrian 50 years beef and Sheilth Abbany 15. years ago. Ramses, still going strong, has its own house in Cairo and a reperitory of 200 plays, 25 of which were home own house in Carro and a repertury of 200 plays, 25 of which were home-mad and show what great place Egypt is. One yarn, recently starged in the local Y. showed the sediction of a poor, poor peasant gal by a fellah.

'Cam'lle' Goes Double

Camille Goes Double
Both film and legit versions of CaBoth film and legit versions of Camille' currently leading hits of
the town. Gatho pic is chetring is
third month at the Ruentzien-palast,
while, the slage production, with
Kathe Dorsch, packing en jo af
the Klenes Haus.

London, Dec. 20. Road to Rome, survived a forthight, and Elmer Rice's Undgraph: Day for 1937 in London: Anner Hall Less than 190 West End productions and the staged curtained version of staged curtailed version of Mourning Becomes Electra at the Westminster but without much of cast, it attracted little attention. It a Wise Child just produced, looks like a winner.

like a winner.

Most prosperous of the straight shows have been George and Margaret, in its tenth month, Housemaster, now at the Aldwych accurates, in its sixth month in the West End, Victoria Regina in its sixth month. Walter Hackett's London After Dark and A. A. Milne's Saruh. Simple, both lasted months—latter at two-for-one prices. Other shows produced mid-year that look okay are 'Autumn,' Crest of the Wave,' Going Greek, Yes and No.' It's in the Bag,' The Phantom Light,' Robert's Wife.'

It's in the Bag, The Phantom-Light, 'Robert's Wife.'
Three ladies from Hollywood made London debuts; Ann Harding, in Shaw's 'Candida'; Ruth Chatterion in revival of Somerset Manchan's The Constaint Wife. Jean Mur in the third Priestley apus, People at Sea, 'None of them hand much stir, the first two running three months, and one month, spectively.'

Before commencing a classical season at the Queen's under his sown management, John Gelgad played in Emlyn Williams' costume play, 'He Was Born Gay,' which folded after three weeks. He has since staged Richard II' and 'The School for Scandid,' both successful. Sydney Carroll's Open. Air theatre season of Shakespeare and kided classics did comfortable business, the takings being partially guaranteed by subserptions beforehand.

Of Gilbert Miller's four produc-

dred classics did comfortable business, the takings being partially guaranteed by subseriptions beforehand.

Of Gilbert Miller's four productions, only 'Victoria Regina' made the grade.

'Yes, My Darling Daughter', and Old Music' wer disappointing, while the last, 'The Slient Knight,' a poetic adaptation from the Hungarian, ran only two weeks.

Robert Morley is the only prospect to stardom during the year, though his performance as Dumas in 'The Great Romancer' It attracted splendid personal notices, but only lasted all days. He has since been signed by Metro for seven years and will play Louis in 'Marie Antoinette.'

Of the musical shows, Ivor Novello's 'Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsody' the weeklos' Crest of the Wave' at Druy Laslie Henson', 'London' Rhapsod', 'Laslie Henson', 'London' Rhapsod', 'Laslie Henson', 'London' Rhapsod', 'Levies, 'Laslie Henson', 'London' Rhapsod', 'Levies, 'Laslie Henson', 'Laslie Henson', 'London' Rhapsod', 'Levies, 'Laslie Henson', 'Laslie

And On We Go and Floodlight not finding much public favor.

Newly reconstructed Prince of Wales' flourishing with a non-stop semi-French revue, despite picketing by Musicians Union, as the house or-hestra consists of non-union men. Windmill theatie still prospering after six years yon-stop revue. Andre Charlot's venture in this line did not stay very long at the Vaudeville.

Nothing of note from of the Sûnday night tryout societies or

Nothing of note from of the Sunday night tryout societies, or kindred breaking-in nurseyies like the Embassy, Q. Gate, Arts Theatre club. Only exception being Black-Limelight, which Jack de Leon transferred from the Q to St. James theatre, then to Duke of York's, where it is current after nine months.

Ruth Draper and Cornella Oi Skinner both had short seasons the main criticism beling they had little new to often. Various ballet companies have occupied different houses for a brief spell, with the insul patronge guaranteed by their lens. The Habima Hebrew Ployers also had a short season at the Savoy.

also had a short season at the yoy, Straight plays seem to have drawn most money to the box diffice, few farcical comedies being affered, and the light comedies and heavy pychological faring badly. Simple straight and workaday stories this year have scored most. Only exception was Dodi Smith's Bonnet Over the Windmill, which with three months, proved her shortest run to date.

inree months, proved her stiertest run to date.

General situation being as nearly dways, if a show gets over, nobody can get near the theatre—if it falls to register, cut-rai or wholesale-advertising won't bring them if at any order. any price.

No Viennese Gatety Today But Austria's Show Biz OK

Vienna, Dec. 20.
There's truth in the saying that Vienna is a metropolis by day and a village by night. Show business that have than the view of v

none to speak of. It's dead since the inflation period.

Several reasons for this: heavy taxes make night clubs expensive. Trauncar communication to the suburbs stops at midnight, taxi, fares and the hiking complex and goes excursioning on Sundays, rain, or shine, so the Saturday and Sunday bisiness at hight places is nil. (Theatres feel this, too.) Another characteristic quality: the Vienness aren't keen on luxury, they prefer their little genutich eateries, after-dinner suppers at the innumerable cates. Beisels, Kellers and Stuberl., where you can have a meal for 50c and can get as drunk as a lord it you spend three times that amount. Then there are times that amount. Then there are time, suburban wine gardens, of, motion picture fame, the Heurigers and the Buschenschanks, where wine growers sell their own vintage and you can absorb original. Vienness atmosphere to the sounds of a Schrammel hand a zither on a concertion. mosphere to the sounds of a Schrammel band, a zither or a concertina. This is what the foreign tourists

fall for.

There are few night clubs and bars, however, with floor shows and dancing. Cafe de Paris, Broadway, Schiefe Laterne, Schlusselloch are doing fairly well. Of the bars that bloomed on every street corner 10 years ago Renaissance, Eden, Kaiser, Melodies, Kaerntherbar have outlived the depression. There are two variety, thesters, having at present. average the depression. Increase two variety theatres playing at present: Ronacher's seating 1,600, with popular prices, and Femina, smart and expensive, with international attractions, catering mainly for visiting tourists.

King of the Niteries

King of the Niteries
The King of Austria's night lite, such as it is, is Hans Huebner, owners of numerous smart restaurants, cafe-bars and roadhouses all over the country. In Vienna he has Huebner's 'Kursalon in the 'Stadtpark, Schlosshotel Kobenzi on hiltop, Huebner Bar in Schonbrunn and Splendide Bar on the Stephansplatz. All these places are expensive—20 schillings (\$3.50) the average sum spent by one person for an evening's consumption.
Suburban variety theatres, with

Suburban variety theatres, with popular prices, are Margaretener Or-pheum and Favoritner Colosseum, Zirkus Busch also gives variety pro-grams twice daily.

grams twice daily.

Legit theatres: are doing fairly well. State Opera had a distinctly good season. Thirty per cent of the louse is sold in advance for the seato subscribers. There are no cut-rate agencies, but a number of clubs, societies, political and social organizations that supply theatre tickets to members at reduced rates, o hardly anyone excent foreigners. so hardly anyone except foreigner so narely anyone except foreigners pays full price for tickets. In the big theatres admission prices range from 1½ schillings to 18 schillings (5½ schillings to dollar). In the little theatres tickets are between 2 and 5 schillings.

little theatres tickets are between 2 and 3 schillings.

Opera, Burgtheatre and Akademietheater, are state-guisdized and government-influenced. Seventy percent of the seaf of Burgtheater are sold to advance subscribers. Volksoper plays musicals. Stadttheater and Komodie have just reopened after being dark for several years. Theatre in Der Josefstadt, Kammerspiele, Deutsches Volkstheater; Scala have prose plays. Theatre der Wien, once-famous home of classification of the seaf of the

In addition to these II big theatres Vienna is making a specialty of little ones, seating under 50 persons, thus avoiding high taxes and expen-

sive requirements demanded by the police. First venture, "Theatre of 49," was successful. Others that prompt-ly followed in the course of this year are Osterreichisches theater, Kleines are Osterreichisches theater, Kleines theatre, and finsel. Their premises are in basements or shops adapted for the purpose. Players are either young Austrian artists who can't get contracts elsewhere, or German emigrees. Play's are of the advanced modern variety or novel ventures in the staging of classics. These little theatres pay their way. community basis and represent a high standard of dramatic art.

Stars

Paula Wessely, of the Burgtheater, is the star of the first magnitude on the Austrian stage and films. Opera's sensation this year was Todor Masaroff, young Bulgarian singer.

Oft to Hollywood with Metric contracts Rose Stradner and Leo Royce, of the Josephetadter theatre, Arthur Riecke and Lona: Lonis, of the Scala, dress designer Erri Kniepert, and orchestra conductor Karl Guttmann of the Volksoper. Royce created a sensation as Kaspar Brandhofer, an unturiord Tyrolese peasant; genius; with a big beard, who took addiences by storm, Weeks, later, someone discovered that he was. Leo: Reuss, emitgrant. German Off to Hollywood with Metro conwas Leo Reuss, emigrant German actor, who couldn't get contract anywhere until he invented the trick of pretending he'd never seen the inside of a theatre before.

inside of a theatre before.

Salzburg Festival Weeks went off satisfactorily, in spite of steady rain and political discord between the two big aces, orchestra conductors Furtwaengler and Toscanini. In Salzburg, 36% in Vienna-as compared to the previous year—mainly consisted of Coronation and Paris, expo tripipers. There was also a 17% increasing popularity. Nearly everybody, and certainly all country and certainly all country and popularity in the previous was allowed to Vienna, but this has no dreet bearing upon Vienna's show business since everything is closed down in August.

Film Production at Low Ebb

Film Production at Low Ebb
Austrian motion picture production is at a very low ebb. Financially it is based on export possibilities to Germany, and since these are very much restricted by general contingent limits and by the Aryan' paragraph, producing in Austria has become gamble, with winning chances very small. Trouble is that production Austria is too expensive, as compared to that of, neighboring small countries. Lowest cost is approximately 300,000 schillings (\$55,000); with really good features like Burgtheater. Ernte or Premiere, up to 800,000 (\$145,000). That explains why only eight feature pictures were made in Austria during the 1937-38 (three more are now in the course of commore are now in the course of com-pletion) against 20 produced during

pletion) against 20 produced during the previous season.

Germany allows no more than 14 Austrian films to be imported annually, despite the fact that many German, actors and technical personnel (not emigrants) are employed in Austrian production. This quota is too small to keep three Vienna studios busy all the year round hence unemployment and a crisis in Austrian inclume round the composition of the compos

hence unemployment and a crisis in Austrian picture production.

Import figures for 1937 are not yet out; but they will be approximately the same as last year, when 126 German and 160 American pictures were imported. RKO does its dubbing here. Pictures dubbed in Vienna to date were 'Mary of Scotland.' Three Smart Gris, 'San Quentin,' A 100 Men and a Girt,' Fox dubs.' Germany to use up frozen Marks. Other companies are Fox dubs Germany to use us frozen Marks. Other companies as

Fox dubs Germany to use up foxen Marks: Other companies are still undecided because pictures dubbed in Austria can't enter Germany or Czechoslovakia. Expense of dubbinb: is about 5,000 schillings (\$800) per picture.

Greatest successes, among imports in 1937; were Mr. Deeds. Good Earth' (Luise Rainer being an Austrian also helped with this). Roman d'un Tricheur. Sach Guitty's French picture. This last was the greatest hit in years, running for more than six months in'a first-run theat: Tricheur has put French pictures into the limelight. Not exactly, grave melace to American pictures, thoy yet make Not exactly grave menace to American pictures, they yet make their popularity felt. In the Fall season, six French pictures were already shown in first-run houses.

more than Vienna formerly imported in a year, French language, acting and photography are trumps among just that class of intelligent picture-goers which is the staple public of American pictures, too.

bicture-goers which is the staple public of American pictures, too.

Preferred French stars are Annabella, Simone Simon, Sacha Guitry, Harry Baui, American stars, list is topped by Greta Garbo, Marlene Dictrich, Astaire-Rogers, Gary Cooper, Myrna Loy, Clark Gable, Shirley, Temple, Deanna Durbin, Spencer Tracy, Paul, Muni, Luise Rainer, Paula Wessely, is at the head of the local list, Traudt Stark, Austria's Shirley, the child idol.

Vienna has few modern de luxe picture theatres. Many first-run houses are adapted from silent days in basements down one or two flights of stairs, with no provision for lobby display of up-to-date advertising. There are few smart modern heatres in new blocks of flats in the suburbs, but none in the centre of the city. Foremost among the new theatres is Apollo Kino, also at some distance from the centre, showing almost exclusively Austrian and German films. Schweden Kino Metro's own theatre, does excellent business because it can keep successful films—such as Good Earth—on the program for any length of time, whereas the others must often take, good bets off after a week or two to make way for others on time, whereas the others must often take, good bets off after a week or two to make way for others on schedule. First non-stop newsreel theatre, opened last Summer, great success. The license for this belongs to Selenophon, company that have government monoply to here. has government monopoly to pro-duce newsreels in Austria. Seleno-phon turns out two a week, which all theatres in Austria are compelled

all theatres in Austria are compelled to show.

No Middown Deluxer

What Vienna lacks is at least one de luxe first-run house in the hub of the city where American films could be presented with adequate publicity. Opening of new theatres is made difficult, however, by the license system. Gremium der Lichtspiel-Unternehmer, the exhibitors organization; takes care that no new licenses shall be issued, as that would harm its members. Exploitation is backward. Metro is trying to put some pep into advertising, most popular form of which is arranging of various film contests. Gala premieres are a new thing here. Metro's annual publicity budget amounts to 50,000 schillings, more than anyone-ever thought of spending here before Metro appeared on the scene. Press criticism is slow, dull and not to be relied on. Reviews mostly, appear the papers when first-week run is pretty well over.

Dapers when well over.

Nevertheless, motion picture theatre in Vienna, but also in the provinces, is a safe and lucrative proposition. The average Vienness goes to the films once a week, and since the business is not overcrowded, those that inside can't go

wrong.
Uncertain political situation seems
to back small bearing on Vicinia's Unicertain political situation seems to have small; bearing on Vienna's show business. Austria has grown accustomed to atmosphere of uncertainty in the last two decades; young people, of whom the majority of theatregoers consists, can remember no other. It isn't a case of eat, drink and be merry, for tomorrow you may die; it is merely a question of habit. Besides, everybody in Austria, of whatever hue his political convictions may be, knows that the country's income depends largely on its tourist trade. The show business, being one of the fundamentals on which this is based, is cherished and supported accordingly.

Hibrow Mexico By D. L. Grahame

Mexico City, Dec. 20. Mexico City, Dec. 20.

Amusement tastes im Mexico, pix as well as flesh, fast veering to the Classical and high class music is in keen demand. The land has become opera famished. Native opera companies have sprung up and are going great guns; yet the public wants something a bit better than current domestic talent offers.

Pix such as those featuring Giace Moore and Lily Pons, are sockos, provided the gals stick to operatic and high class songs. There is a decided taste developing for first grade drama, the stage and screen, Comody is liked, but the standardized American type of fun-inaking isn't doing so very well.

Home nd international politics have little if any influence on the Mexican amusement seeking public. Change in lastes attributed to

English Legit Season

By H. M. Tennent

(Managing Director of H. M. Tennent, Lid., legit producing firm, and managing director for the Drury Lane theatre, London)

London, Dec. 20.

London, Dec. 20.

Last year the British. Theatre has shown strength and vitality greater, than at any period since, the war, All the country business has been consistently good in spile of such important events as the coronation of King George VI, Industrial disputes, European unrest and strikes.

In spite of the coronation, because a great event of that kind, bringing as it does tens of thousands of people into the metropolis, is not necessarily good for the theatres. There is so good for the theatres. There is so much going on the streets in the way of a free show that it lends to empty the theatres rather than to fill, them. Troops marching about, there are decorations and illuminations, foreign, notables and so much for the crowds to gape at without charge that it is, difficult for the theatre to compete.

the theatre to compete.

Deciding factor—the weather.
Fortunately for the 'heatre, coronation' day itself was wet, especially in the evening, and the 'heatres reaped a harvest. That also applied to its surrounding days, and consequently the theatres did well. Had it been fine weather, as it was during King George's silver jubilee and during the coronation of that same monarch, the 'whole entertainment business would have suffered.

Managers with short memories

business would have suffered.

Managers with short memories rushed into London and staged plays during the silver jubliee. Result was disastrous. Everyone was in the streets. It is interer ng to turn back to the newspaper. Bles dealing with Queen Victoria's diamond jubliee, one of the greatest events in the history of this or any other country. It will be seen that many of the more experienced managers closed their theatres on that day. They know that the diamond jubliee was a bigger attraction than they could stage, and los the weather was fine. Same thing happened during the coroniation of Edward VII. e thing happened during the nation of Edward VII.

Same thing appered that this year's coroniation of Edward VII.

It so happened that this year's coroniation coincided with a strike of the London buses. This would have been a serious thing for the theatres had the lube railways and trams struck as well. But they did not and the bus strike had little or no effect upon the theatres as a whole. People from the outlying districts who were prevented by the strike from traveling to town were counter-balanced by the abnormal number of visitors residing in and around the West End of London.

'Death of Theatre'

For many years past we have heard the old story about the death of the theatre—indeed, the statement age-old. It was probably started by some disgrunted Grecian critic who was shown into the wrong seat by a program firl of the period at the first performance of a play by Acistophanes.

by Aristophanes,

I remember many causes being
put forward for the death of the theatre. I remember the time when
the music halls were going to give
it its death blow. Other causes for
I's demise in recent times have been
lawn tennis, dog racing, cheap motor,
cars and dirt track racing, but the
most serious bogey of all has for
many years past been sound pictures. They wiped out the theatrealmost entirely in the smaller towns tures. They wiped out the theattre-almost entirely in the smaller towns in the Kingdom. These towns had been served by what we call No. 2 and No. 3 companies playing for one week successful and insuccessful London productions. They could not stand up against hims which brought stars into the smallest vil-

the modernization of Mexico and great progress the government, has made in educating the masses. Showmen opine that there big opportunity down here for really good circuses, like those that play the U.S. A. Radio is an increasing factor Mexican public entertainment. Home talent is liked, but only a very few listeners tune out when there is an ace foreign particularly American program on the air. Mexico's outstanding pic favorite is Deanna Durbin. She has only been seen two pix here, but she has whammed the land. Runners-up are Grace Moore and Lily Pons in operatic classical sonus; Caritin-flas-tramp comediant, Vilma Vidal, Constance Bennett. Cary Grant, Shirley Temple, Laurel and Hardy, Lupe Velez and William Powell.

lages. That situation still remains, It is doubtful if it will ever after.

It is doubtful if it will ever alter.

But pictures were not so successful in the larger cittes, chiefly because the theatres played them at their own game, and won. The firm with which I am connected the danger. Instead of sending round the ordinary fouring companies we prevailed upon the stars themselves to visit these cities, in new plays either destined for London production or following immediately ful. London. The public sponded. Flesh and blood, when it meets machinery equal terms, will always win.

Nowadays one hears the theatre.

Nowadays one hears the theatre and plays discussed on all sides. Business is better, interest is greater Business is better, interest is greater and runs are longer. Theatre in the provinces, such towns Glassow. Edinburgh. Newcastle. Manchesten. Birmingham and Liverpool is very much alive. It is no longer being starved—it getting real. London stratections and real London stars, and it responds.

Demig startue—It getting from the bear of the control of the contr

Much Talent

Much falent
There are more clever people
writing for the stage this year than
for many years past. There is more
talent shown amongst the young
generation, and the recent slump in
the picture industry has been
shock to many actors and actresses
who saw the Tom Tiddler's Ground
of the studios receding from their
grasp, and are returning to the theatre in a more reasonable frame of
mind.

sasp, and are returning to the theatre in a more reasonable frame of
mind.
Their Majesties the King and
Queen, Queen Mary, and other members of the Royal Family have resumed theatre-going, example
which is being followed widely.
A feature of the present year is
that the serious play is becoming
popular, one of the certain signs of
ternaissance in the theatre. At the
present time J. B. Priestley has two
serious plays running in London.
John Gielgud is drawing crowded
houses for Shakespeare: Dodie
Smith has a success with her most
serious play to date. Bonnet Over
the Windmill; Victoria Regina' is a
great success; St. John Ervine's play,
Robert's Wife,' a serious comedy,
has been welcomed in the provi
and we' can prophesy that London
will be keenly interested. Added to
this is the success of Autumn' at the
St. Martin's theatre.
Another feature of the present
year has been the success of novelty
in the form of skating as a theatre
entertainment. Pioneered by Sir
syreading all over the country. The
public is also responding to good
acting, and is taking a greater inter-

public is also responding to good acting, and is taking a greater inter-est in the work of actors and actresses than it has done for many

actresses than it has one a year.

It has been said that the heatre is supported by the middle-need. That no longer fact. Young people are coming back to the theatre. Glance at the sudience of any successful play today shows a high percentage of young people who, a few years ago, would have been at the pictures.

Vaude in England Has Its Pros And Cons: Name Units Clicking

London, Dec. 20, Vaudewille, that stubborn old lady, simply reflises to lie down and die. In fact, judging by its present viril-ity, it looks like it has undergroe some glandular treatment, and is now water seement.

some glandular treatment, and is now more peppy than ever.

There is still plenty of work for stablished homes, although there a few set-backs here and there.

Among the progressive strides wadeville has made in the last few years the healthy condition of Moss Empires. Since having gone to General Theatres Corp. coming the direct supervision of the direc

to General Theatres Corp. coming under the direct supervision of
Georg. Black, it has come back to
the dividend-paying side after being
in the red for some years.
GTC has always been a paying
proposition with its vaudeville policy, ranking only second to Provinral Cinematograph Theatres, another of GTC's healthy conferes,
and both part of the Gaumont-British circuit.

n erreuit.
The Stoll Circuit, which had prac-cally abandoned vaudeville for The Stoll Circuit, which had practically abandoned vaudeville for years, playing pictures in most of its houses, is gradually returning to its houses, is gradually returning to its first love, and doing very well in the process. In fact, there is talk in the trade of Stoll's returning to the dividend class before many years have passed, a thing it has not done in years.

But the future of vaudeville can-

But the future of vaudeville can-

But the future of vaudeville cannot be id to be devoid of heavy clouds, which may, or may not, have their silver lining.

Union Cinemas, which once had a very high ambition to include big vaudeville names in their picture programs, not keeping up to their anticipation. The recent deal with John Maxwell, who has already taken charge of the circuit, must spell practically the end of bigtime vaudeville for Union. Maxwell is not, and, never was, a great believer in this mode of entertainment as a boisteer or pictures. He believes in sanding or falling solely on the latter. The most he has conceded, where opposition has forced him, is of supplement his pictures with a few cheap-priced acts, ranging from \$75 to \$250.

Paramount Retrenching

Paramount Retrenching

Paramount, with its 16 supers, always a glutton for big vaudeville names, in support of its picture policy, is now doing a soft-pedal act, although it does occasionally book a big name such as Jack Hylton. But this, instead of being general as it was once upon a time, is now a rarivy. Par's oily albic is that the quality of its product is better than it has been, and thus has no need for vaudeville support.

Odeon Cinemas, the Oscar Deutsch ircuit, once had ambitions to enter the big time field, and went as far as to sign. Jack Payne, the English maestro, to take charge of the project. But with United Artists having since, acquired big slice in Odeons, the vaudeville idea is just cold mutton. The only thing that Deutsch has left is a pending breach of contract suit by Payne, with Deutsch obviously feeling that the suit will in the end prove less expensive than the vaudeville experiment.

periment.

The Hyams Bros, circuit, now an adjunct of GB, has also been told to go slow on vaudeville by Arthur Jarratt, the GB picture booker. Jarratt has never been a keen supporter I flesh contribution to his pietures.

vaudeville. These stay any length of time. Also, under the same category are placed acts that operate their own vatdeville units. These, by giving employment to operate their own varideville units. These, by giving employment to numerous local acts, are also placed in the indispensable class. Class B are acts that get around \$500 and have at least 75% of their time filled. The lowest classifications are those that have been here for a considerable time, and have been kicked around from pillar to post. These are now working for practically half the original salary—and in some cases—even less than the cally half the original salary—and in some cases—even less than the money they came over for the amount being just above the minimum, with the demand for their seventh of their

GT Opposes Broadcasting

GT Opposes Broadcasting
General Theatres still seems opposed to the broadcasting of acts, although the bar is often irregular. Many of the bigtimers still make their periodical appearances on the ether despite still being under contract with GT, while many a smaller act has been canceled through disobeying this ruling.

Although the British Broadcasting Corporation has helped to develop a number of vaudevillians by means of broadcasts, it seems strange's of the state of the seems that the seems that the contribution to vaudeville that can be claimed to have emanated from the BBC This despite the BBC having scouts all over the place. A very sorry state of affairs for such a huge organization.

Units Click
The most prevalent form of entertainment now is the vaudeville unitwhich has definitely caught on and
looks like ining its popularity
for some time. Idea is for standard
names to line up their own show,
and play theatres on percentage,
generally receiving 50 to 55 percent
of the gate, with the management
getting the balance. This in most
cases is proving a good proposition
for both the promoters and the theatre owners.

cases is proving a good proposition for both the promoters and the theatre owners.

Names heading these units are Gracie Fields, Mack Hylton, Henry Hall, Sandy Powell, Harry Roy, Will Mahoney, George Formby, Arthur Tracy, Charles Kung; Else and Doris Waters, Larry Adler, Stanley Holloway, Carroll Levis (the English Major Bowen), Bebe Daniels and Ben Lyon, Roy Fox, Jack Payne, the Great Dante; Four Mills Brothers, Stanelli's Stap Party, Alfredo, and Forsythe, Seamen and Farrell.

Agents, whose sole interests once upon a time was the getting of 10%, are now taking a keen interest in the operating these units. Among the prominent agents concerned in these ventures are Parnell & Zeill who are now operating one unit, and will have three before 1938 is far advanced. Charles Tucker has two, including one with Larry Adler, Tom Arnold, although strictly a product, but operates on an agent's items of units. moulting one with Larry Adler. Tom Arnoid, although strictly a product, but operates on an agent's dienes, always has trio of units dienes, always has trio of units advanced. Lamport have a couple, including one headed by Kay Bros, but now partly owned by the Charles Wooli interests, is yet another circuit that has been omitting acts from its picture houses. Although it is claimed the deletion of vaudeville is only a temporary measure, it has already lasted over a year, which is rather a longish spell for a temporary thing. A big, kick in the pants has also been delivered to vaudeville by the Knamentograph Renters Society via its rulling that pictures in future can only be booked on percentage, instead of a flat prental.

The new law being enforced by the ministry of Labor that foreign acts can only stay in the country for ix months at a stretch is another joil to vaudeville. This ruling operates under a somewhat strange classification. Acts coming over are given one of three classifications. They are placed in either AB or C profer. The first means they are in portant circuits, insist that fairing. The first means they are in portant circuits, insist that foreign makers. Total voulde be around by increasing the portant circuits, insist that foreign makers. Total voulde he around the Big time, and there are a batch of corder. The first means they are in portant circuits, insist that futile, and there are a batch of contract for both the Big and Small interesting the contract for both the Big and Small interesting the contract for both the Big and Small interesting the mouter of the contract for both the Big and Small interesting the contract for both the Big and Small interesting the contract for both the Big and Small interesting the contract for both the Big and Small interesting the contract for both the Big and Small interesting the contract for both the Big and Small interesting the contract for both the Big and Small interesting the contract for both the Big and Small interesting the contract for the cont ducer, but operates on an agent's license, always has trio of units

time, although in the case of the latter, operators are allowed to shave their overhead so as to have shave their overhead so as to nave a change of making some money, or at the worst to break even. But tak-ing it all round, unit operators make hefty bankrolls on these circuits de-spite experiencing some losing weeks.

spite experiencing some losing weeks.

Still Stealing
Two of the biggest hindrances to vaudeville are the chiselling habits among some agents and bookers and the wholesale material steal: In the first case it is not the principals of these concerns that are at fault; it is mostly their satellites. These disregard the stringent 10% ruling but expect something on the sde. This is either given in the form of presents' on, in some cases, actually in cash. Trouble with some of the bookers is that they are also agents, and with the many spits, some of three claim it leaves them nothing to make their work remuerative.

and with the many spirits, some othere claim it leaves them nothing to make their work remunerative.

Material stealing was consined to a few acts, mos.ly of the smaller caliber. But now the habit has become universal, with the big acts stealing on a bigger scale than the smallies. Acts, especially comedy talking acts, are finding that as soon as they have been here a few weeks their material has been lifted by droves of the locals, and when they finally reach the provinces, their material, which was new a few weeks ago, has been flogged to death by many there that preceded them. Heads of circuit are shutting their reyes to the situation, and in some instances re even encouraging this mode of thievery. mode of thievery.

SEEK GOVT 0.0. OF G-B-FOX **DEALS**

Government investigation into the affairs of Gaumont-British is being sought by a committee of stock-holders. Group has issued an appeal to other holders of stock to join in the demand to Oliver Stanley, presnoticers. Group has issued an appear to other holders of stock to join in the demand to Oliver Stanley, president of the Board of Trade, for the probe. In order to secure such investigation, demands must be supported by holders of not less than 10% of the issued capital. Committee seeks to ascertain by, this means the following items: How much of issued share capital is represented by net assets; how much has been paid or allotted for services rendered by any directors and members of their families and for what services; for what purposes

and members of their families and for what services; for what purposes and in what circumstances 'Isidore: Mark and Maurice Ostrer entered into an agreement in August, 1932; with Fox Film Corporation, and for what consideration did they, acquire and self to Fox a controlling interest the company from much revenue. and self to Fox a controlling interest in the company, how much revenue has been paid each year to Fox for film hire, and how does it compare, with prices obtained from other theatres by Fox; by what operations on the part of directors were reserves built up to \$12,500,000 in 1931 and reduced to \$425,000 in 1937, what payments have been made to directors since inception of the corporation, and whether any directors have been guilty of breaches of fiduciary duty.

Long statement issued by the committee supporting its appeal quotes

What's Wrong With Quota?

By Joshua Lowe

London, Dec. 20. the first quota was monted it is difficult to recall any time when there has not been controversy and criticism of it. Almost everybody, in fact, has squawk against it. Actual consideration of new quota measure will not be re-sumed until Feb. 3, with only 25 clauses passed on by standing com-mittee to date.

mittee to date.

Resigned to realization that the government lintends to maintain what is no more than an artificial stimulus to British production, most sections of the trade appear well content to temporize and compromise, but so far none of them has stood up to say: We don't want quota; we may have to take it, but we won't like it!

All the same, it's what many are

quota; we may nave to take it, out we won't like it!

All the same, it's what many are thinking. Opinion the business here, among people who matter, may be summed up in the simple slogan, 'Scrap the quota.'

Films Act, 1927, the name by which the present quota law commonly goes in this country, was planned and shaped frankly to help and encourage. British production, Quota system was working successfully in other industries and there appeared no reason then why pictures producers should not also enjoy such benefits. It was not easy at that time to foresee how the tree would blossom once the seed was planted. Some of its branches spread in unexpected directions and weaved a weird pattern. weird pattern.

Weirdest of all was a phenomenon Weirdest of all was a phenomenon which nobody foresaw—the quota quickle. It has been able almost of itself, to demolish the whole structure of the films act and the industry with it. Merely because nobody saw it coming.

saw il coming.

Those who assisted in shaping the quota attempt to sidetrack responsibility by blaming the American distributor—who, when one gets down to ease, is as much the victim of blind circumstances as themselves.

of blind circumstances as themselves. But because the American, the protection of his legitimate business, bought the cheapest market rather than backing British productions which might conflict with the selling of his Hollywood program (which is what he is here for), he is accused of making a monkey of the law. Observing the letter, but not the spirit, is the highfalutin way they have of putting it.

Quota Responsible

If accusations are to be thrown about, the quota itself is basically responsible. Distributors fulfilled the law, so did the producers—and the exhibitors frantically endeavored so to do. But the quota has still not worked; not, that is to say, in the direction if was intended it should. Clearly, then, it the thing, itself, that is all wrong.

But it is improssible to see a clear.

But it is impossible to get a clear expression of opinion along this line Instead of the various sections unit-ing to show that quota is fundamening to show that quota is fundamentally wrong, the whole of the fins and bother over the new bill is focused on the problem of how quality of British films can be standardized by law — that if it can be done. But between one and another of the interests working on the problem, and all the wranglings they bring in their train, it is noticeable how far from agreement are any of them on the basic question of just how it is to be done.

Producers split on reciprocity or twin quotas; exhibitors split on quality or cost; distributors split be-cause the British and Americans quality or cost, usarious cause the British and Americans could not align themselves together; even Labor split at one juncture on Commission or Film Couheil. And when the bill was drafted theresprang up a crop of 300-400 amendments, pulling all ways and iming to direct the functions of the law in every possible direction.

Frankenstein of frenzled finance

in every possible direction.

Frankenstein of frenzied finance that swept the British industry 12 months or more ago also is attributable to the quota act. It was only born during the lat. Ille of the act, as the quota percentage rose higher and higher, History of that reckless period, when hypnotized 'City' financiers emptied their pockets at the mere approach of a producer, is too recent to need repetition. Its repercussions have left great gaps in the fabrie of the British industry and shatiered the pressige of what remains. Twelve months ago British studies were buzzing; floor space

was at a premium—then the 'City' got the litters, and only fluke prevented the entire industry in this prevented the entire industry in this country collapsing like a pack of cards. Now it appears the storm has passed overhead, although rumblings are still to be heard in the city, where the chancy system of picture inancing has led to a long inquest and likely staggering legal, sequels. But it has left production materially weakened, depriving it of hope of turther money resources to aid it in its recovery.

Case of Exhibs

Case of Exhibs

Not considering the major producers who weathered the cris's, the section of the trade most directly and Jatally hit by the quota har he exhibiters—whom the quota har practically made criminals in the eyes of the law. Of leading exhibitors about the only one not yet been fined for showing under legal footage of British pictures appears to be Gaumont-British. John Maxwell's theatres have not been so lucky, even though, as the knockers gleefully point out, his organization is also in production on its own account. Hundreds of independent exhibi-

production on its own account.

Hundreds of independent exhibitors get caught every year; many others escape the penalty only by going cap in hand to the Board of Trade and pleading for exemption certificates for reasons outside their control—because, other words, there have not been sufficient pictures available they could put on their screens. Figures quoted by a B.O.T. official before the Moyne Committee showed a year by year record of defaulters well exceeding 1,000.

Whatever hannens the exhibitor

Whatever happens, the exhibitor loses out on the deal. If he plays his quota, he is apt to lose customers on account of the bad entertainment he account of the bad entertainment he is forced to screen; if he tries to duck, he is prosecuted and fined up to \$250 a time, plus whatever costs the court is inclined to impose. He can also be deprived of his theatre license if he commits a third offense.

license if he commits a third offense. Prestige of the industry must retreat in face of such facts. Small exhibitors on quota default charges have had to stand shame-facedly by while Board of Trade officials proved how they endeavored to cook their books, or how they blandly made false returns in the hope their error might be overlooked. While such stupidity unpardonable, it a human failing to try and circumvent, the law. the law.

In other instances, where law-breaking is properly frowned on, exhibitors are found adopting sub-terfuges which, while strietly within the letter of the 1927 Act, are certainly not in its spirit. Of such are theatres which play British pictures, deliberately refraining from drawing any public attention to the fact. There is nothing new in stories of pictures having been put on at West. End theatres early in the morning or late at night without being advertised. They can sometimes be found on the category, boards which the law compels all theatres to display, but yery few patrons take heed of those.

Aside from the manner in which Aside from the manner in which-exhibitors are penalized through default must also be considered the penality of having to fill the screen with less attractive local product when the theatre could be doing business with the latest big American release, and many an exhibitor has the galling experience of watching his opposition pulling in all-the customers with a 'Mr. Deeds' an Astaire-Rogers musical while he is struggling to make ur on his goods

doustomers with a Mr. Deeds' an Astair-Rogers musical while he is a struggling to make up on his quota arrears with the best British production his situation permits.

Evolucer Stant.

Evolucer Stant.

Evolucer Stant.

While exhibitors are in this dilemma, who is reaping the corresponding harvest? Is the Act helping conscientious producers like Korda, Erich Pommer, C. M. Woolf, Maxwell and others, who are in show business frankly to make pictures that will earn revenue on their entertainment alone? Pictures made by such producers bear no relation to the quota whatsoever, they self first in affiliated circuits and then in a wider market—entirely on the merit. For the most part they are big scale pictures made in the hope (often the necessity) of world approval; hey are lavish productions involving heavy backing, and have to click outside the U. K. if they are not to be written off the accounts as a loss. But with quotatific y will probably continue to stiffer from the stigma laid on all British is pictures by deliberate quickle production.

JAPAN ORIENTS ITSELF

By Walter R. Wills

Tokyo Dec 15. Tokyo, Dec. 15.

Japan's 1937 Amusement Year, in its early stages, looked like a smish and continued to show promise of hanging up records until the Japs and their brothers to the west decided to take time off for a little bit of old fashioned war, all of which had tendency to slap on the brakes from September. As it was, the amusement biz can't complain too much, considering results, for entire year. plain too much for entire year.

for entire year.

The year started off for the pix biz with a decided bang, grosses showing a healthy spurt during the month of January and continuing right on into the summer months; July and August, always bad here didn't tall off as much as expected, probably due to bang-up preduct and numerous refrigerator installa-

ti en came the war. This didn't be to touch the key spots until well into November but the sticks, where the army is largely recruited, showed a falling off of about 25% which continued right up to the end of the year.

Germanic Upbeat

European flickers showed a noticeable increase in batronage during the year and in several of the ace spots in Tokyo, showed their heels to the best the Americans had to offer. The Germans led the parade all the way, due no doubt to the extremely friendly feeling engendered by the political tie-up of the two countries in an anti-Communism treaty. Towa Shoji and Saneisha, principal importers of German subjects, reported best profits their history. French pix came next b. o. importance but exhibs complain that there was very noticeable letdown in qual-

very noticeable letdown in qual-ing a compared to previous years. My as compared to previous years. My and the prevail in all houses here. Several Italian pix reached the screens during the year but couldn't pull the customers in, even though both countries are unusually friendly due to Italy's gestures favoring Japan in the dispute with China.

Russian subjects have practically very noticeable letdown in qual-

gestures favoring Japan in the dispute with China. Russian subjects have practically been eliminated from the market, only one having been imported during 1837. Censor scrutiny was always so exacting that it often took months to secure a clean bill of health. Gaumont-British had its ups and downs getting a satisfactory distributor for Japan but finally made deal which enabled it to hit the screens during the last few months of the year. It's Love Again, first G-B release, went into Hibbya Gekio but had to have lots of help to make, a showing. King Solamon's Mines' fared a little better. November but still wan't strong enough to give the Americaus anything to worry about. American indies lost many chances to edge into favorable positions by

icans, anything to worry account. American, indies lost many chances to edge into favorable positions by not having their own representation here. Some Jap distribs tried to make deals but were scared off by ize of royalties asked and also inability to make arrangements for screening before, signing contracts. Some of the indies tried to make contracts too, not realizing that host operas, passed out several years ago and can't even be given away. Late in the summer, Grand National finally cooked up a deal with Roy Tanaka formerly with Par here, and made its first release in October, First Cagney for G.N. was expected in during the yeard by for tober. First Cagney for C.N. was expected in during the year but for some reason or other was held back. Republic stepped in last year by connecting up with. Jap distribut only one feature got as far as the screens. A Rep. serial was doctored up and got a release but fell by the wayside, All in all the indies can't feel very proud of the progress made in 1837.

The only Jap production which recated any stir during 1937 was The New Earth. made especially for export. P.C.L. Studio went overboard on this one, pushing the cost to an all time high for Japan.

cost to an all-time high for Japan. Flicker played to tremendous blz in Japan and with help of pa.'s in Germany of Miss Setsuko Hara, Jap star, brought in a flock of marks. However, as an opening wedge for Jap pix, the foreign mark the New Earth, has yet to prove its worth.

chains. This effectively destroyed the free market, which had previously existed and placed the distribes practically at the mercy of the two big exhibs. Rentals and percentages went down to a new low for Japan and choice play dates were bartered away for low percentages. Under original alignments Shochiku were assigned 20th-Fox Merko Saneiska. Towa Shoil ments Shochikir were assigned 20th-Fox, Metro. Saneisha, Towa Shoji and United Artists, while Toho took Warners, Paramount, RKO, Univer-sal and Columbia. In September this lin-sup was somewhat altered by RKO going over to Shochiku, playing some product in that chain, day and date with Toho houses.

\$15 000 Quickies

day and date with Toho houses.

Si5,000 Quickies

Production end of the biz, during 1937, howed considerable progress but still is on uncertain ground. By the end of the year, slightly over 450 pix of all kinds had been completed, but of that number only 10 or 12 were in the big money class. Most of them were of the quickie type slaped together to make release dates and coeting less than 135,000 each to make. Exhibs all swer the country frequently complained about the low quality of Jap productions and late in the summer served notice on the producers that if serious effort was not made to improve. Jap productions could not hope to fill the gap when foreign dickers are no longer available, as the result of the import ban. Squawks didn't have much effect as producers the main continued to turn out the same old tripe, up to the end of the year.

Censor activities, during 1937, were

Censor activities, during 1937, were Censor activities, during 1937, were rather mild with respect to foreign flickers. Mutiny on the Bounty' was the one-obtstanding turndown. As the result of the Sino-Jap fracas, authorities, during the last part of the year were not so lenient with Jap productions, however. Scissors were used quite freely and several subjects were ordered back to the shelves. As censoring is all done by the police, there no appeal, so when a pic is banned, it's banned.

\$350,000 U. S. Coin Frozen In

\$150,000 U. S. Coin Frozen In Governmental regulations and restrictions during 1937 were unusually severe and, as the hostilities in China became more aggravated, the lid was clamped down tighter and tighter. Foreign distribs were first hit by the Exchange Control Law in July, when the Department of Finance ruled that no pix coin of any amount could be remitted to home offices, without first obtaining a permit. Applications filed July 17 home offices, without first obtaining a permit. Applications filed July 17 had not been acted upon at the end of the year and all indications point to a continued stymie of all money until about the middle of 1988, Government has never rofused a permit but still, none has been, issued Amount of American pix coin tied was a more than 1937 was approximately 1937 was approximately 1939 was up at end of 1937 was approximately

Next hurdle placed in the foreign distribs was a Finance Office regulation calling for individual perforeign distribs was a Finance Office regulation calling for individual permits on all pix to be imported. Rule didn't even get well under way until government decided to ban all foreign pix importations entirely, for an indefinite period. This went into critect Sept. 24 and the prospects are for a continuance of the situash until the middle of 1938. Foreign distribs were somewhat surprised at the drastic measure taken but in prior anticipation of something unusual, ordered out all available product. With this in the vaults, most of the sompanies can operate, until the spring of 1938. Unless the government eases the present import ban foreign distribs will hove to fold as soon as present slock un out. This, of course, hits the Americans the hardest.

Japanese authorities frequently ve-

Legit Not Se Bud

The legit field here duting 1937, turned in a fairly satisfactory business. Both the Tolio and Shochiku opera troupes played to uniformly worth.

One of the biggest 1937, thorns,
One of the biggest 1937, thorns,
In the sides of the foreign distribs,
was the agreement effected early in
the year, by Toho and Shochiku,
Japans two great chains, whereby
America the past year, to study poocatch distrib was assigned to
Clustely service either of the two brought back, any ideas, the shows

so far don't indicate it. The revues continue to be jumbled messes of musical comedy, opera, and an occasional effort at drama set to music, all on one bill and offered as one production. Scenic effects continue to be tops and costuming beautiful but with that said, that's all, there just sin't any more.

Kabuki, for 400 years, the legit standby for non suppose how effects

Kabuki, for 400 'years, the legit standby for pop appeal, has started to hit the skids. System of develop-ing actors: plus, inroads of pix and other more modern types of amuse-ments, have all combined to put the old felolw in a bad way. Attendance, was so bad during 1937, that greatly was so bad during 1937, that greatly curtailed programs were offered its adherents, with the commencement of the new season in October. The future don't look any too rosy and its certain that 1938 will see many Kabuki spots grinding em out.

It's certain that 1938 will see many Kabuki spots grinding em out.

Missic

Music has had an exceedingly prosperous year, at least as far as the platter malters is concerned. Both Columbia and Victor passed into the hands of Jap capital during the year. Nippon Kogyo K. K. now owing both Outits. Discs of American bands get the big play, with the classicals running a strong second. Albums of the old masters were big domand toward the emd of the year, due to the suggestion of the police that because of the war, frivolous music should be shoved into the background. Indie record manufacturers did landolfice biz last, year, and all showed profits way out of proportion to the capital invested. This, no doubt was due in part to the practice here of everlooking the little farmality of paying royalt'; on foreign tures used. Sino-Jap scrap brought out a cycle of patriotic airs. Laster part of the year censor became increasingly strict and banned quite a number of lasters, batch of foreign tunes being among those frowned upon. Because of Finance Office indicating thumbs down on foreign talent entering the country until after the settle-Because of Finance Office indicating thumbs down on foreign talent enter-ing the country until after the settle-ment of the China trouble, music cir-cles expect a run on elassical num-bers during 1938.

Tuneful Racketeers.
Sheet music biz is never big here, but in 1937 it was worse than formerly, due to pirating of nearly, every new tune in the foreign market: Biz is in the hands of gangsters; and therefore diffeult to break up. Printing which was formerly done Shanghai moved to Tokyo in August. Intringement suits during the year intringement suits during the year were numerous and a large number were still to be tried at the close of the year. Until some inter-governmental action taken, pubs and composers in foreign countries can expect little or no protection from piratine.

Tuneful Packateer

pirating. Foreign bands were conspicuous up their absence in 1937, only two haveing been booked. Weintraub's Syncopators from Germany played the theatres as a stage band, but got little or nothing for their work. Colored comblo stuck it out for nine months. or nothing for their work. Colored combo stuck it out for nine months at the Florida Dance Hall, but Sino-Jap trouble killed all chances of an C'est la Guerre-Concert Alvo

Concert field saw a big season, and the upper crust turned out for a large number of foreign artists. En-couraged by the enthusiastic support couraged by the enthusiastic support given. A. Strok, local impresario; hooked up with the Tokyo Asahi Morning Sun), on a five-year deal to bring in foreign artists of note. Contracts were made with Cince: Moore, Lawrence Tibbett, Tito Schipa and others for appearance in 1938, but Finance Ministry in October, requested eancellation of all contracts in order to keep all coin at home, 1938 season doesn't look ouy too promising imless: Sino-Jap has too promising inless Sino-Jap hos-ultities come to unexpected early

1937 saw unusual number of focal expositions, for which Japan is famous, but none of them made, it a so financially. In almost every case foreign outdoor acts received bookings for short periods, but silaries were so low that performers had a difficult time even paying expenses, Many similar expos have been aunounced for 1938, and plans call for some foreign talent, but chances are such plans will be cancelled when government officials hear about

1916 Expo and Olympics
Japan's International Exp. skeded
for 1940, got under way during the
year, and committee in charge decided upon site and other major details. Government didn't come
through with expected coin, a same through with expected only a same hig show. The high archive had been supported with the pacific considerable enthusiasm during the unimals he early part of the year. China diffi- to hurdle.

Foreign Quotas Spreading

adversely affected foreign business of American niclure companies in 1937. Despite all of these, the growth of trade in England probably will bring U.S. picture companies an actual gain over 1936 from the foreign field. It is the threat of a harsh quota law in England, and workable Australian quota acts that will worky U.S. companies in the coming year.

Australian quota acts that will worry.

U. S. companies in the coming year.

Actually it was the spread of restrictions and the quota idea together with stricter enforcement that alarmed the American industry oficials as well as the threat to free Irade in England, Australia and New Zealand and Poland in 1938. Restrictive measures did more damage in the last 12 months than quotas, though the latter were blamed in at least one nation for starting barriers.

Doubtless the greatest increase in business for American companies was in England. Distributors operated under the old quota law which has been effect for nearly 10 years. Not only did, the American imports into Great Butain secure more choice bookings, but the returning out more of their product.

However, U.S. companies did not face any of the restrictive clauses and penalli being incorporated in the new English quota law being slowly readied for early in 1938. Quota eredits for the most part could be obtained on minimum cost or quickle product man all the mean small being enductive means and the mean small product when mean small

Quota credits for the most part-could be obtained on minimum cost or quickle' product which meant small outlay of eash in order to distribute their own. U.S. features.

Peculiar situation developed in Cermany where latest figures indicate: actual increase in the number of features distributed. Market in that country has been shot to pieces for American distributors by the multitude of limitations on flim imports. The only reason trade picked up in the latter part of the year was that exhibitors. reason trade picked up in the latter part of the year was that exhibitors in Germany had to have product and the bulk of this was taken from U. S. firms. All pictures must be dubbed. There is a quota which is based on the number shipped in. Complicated form required on each feature, depending on its type, subject matter, etc. subject matter, etc.

German Censorship

German Censorship.

It is no longer the German quota that hints; it's the censorship. But the quota measure is blamed for affecting trade in that country because it was the start of all the distribution staffs were trimmed, which made German operations more profitable, though only 30 to 35 films were handled.

Mild dubbing restrictions and a

were handled.

Mild dubbing restrictions and a small tax alone figure in an otherwis open mart France. Quota law does not affect the U. S. because operative only against quota nations. Dubbing setup is effective only after originals show in five Paris theatres and 10 houses in the provinces. Then it not severe. However, it does figure operations of companie

culty acted as a wet blanket, and to-ward the end of the year things had practically come to a standstill. Of-licials as late as November declared that the Expo would be held as skedded, but if the war confinues well into 1938, it wouldn't surprise arryone to learn of postponennen. 1940, Olympies, which were expect-ed to act as hypo for the amuse-ment big here isn't a certuinty, al-though officials claimed in December that meet will be held, even if cou-tailments become necessary. Up until the end of the year no construction

the end of the year no construction had been commenced Amusement had been comayoned. Amusement, blz expected to use Olympics as a wedge in prevailing up: police to let down bars sgarding cabarets, and night felible, which, of course, would create a market for consider.

would create a morket to com-able foreign talent.

Bell-Harmeston Circus, a pick-up outit, came to Japan early in the year, and apparently made money on its first stand in Osaka. Tokyo en-gagement went soin, and final report was that outfit quit the country with a loss. Foreign tent shows can't hope a loss. Foreign tent shows can't hope to make money here unless sponsored by some expa or the life. 1940. International Expo committee is inulling over idea of bringing in an American or British circus for the big show, if hyld. Long haul across, the Pacific offers a considerable hazard, and the feed problem for an intrals here would be a difficult one to hundle.

Quota laws and other restrictions | doing any considerable distribution doing any considerable distribution in France, making an additional dubbing cost, where the film goes to more than 15 houses. During the last couple of months censorship became more severe

Numerous barriers to free market, are raised in Italy. Aside from permission to show in one small theatre in that country, all product must be. in that country, all product must be dubbed in the Italian longue and the dubbing, must be done. Italy, Americans have to pay 30,000 to 110,-4000 tire be reature, based on the receipts, for the picture, though U. Schistibutors still are trying to acceptain how this receipt total is reached. The: are also customs duties, ceusorship tax and amusement tuxes. All of this is binding enough, but censorship still remains the toughest thing encountered. thing encountered

Russian market is practically nil, gove ment control only occasionally permitting an American subject to enter that country. U.S. companies insist in being paid in American dollars; hence no trade thus far.

Czecho-Slovakia offers excellent trade opportunities but brutal re-strictions hold back U. S. product Only a specified number of pictures are permitted to come in during a

Polish business is developing fairly well, but limitations are threat-ened. Rumania and Greece are only minor markets. Belgium trade minor markets. Belgium trade rated satisfactory, the country get-ting many films that U.S. companies produce France, and also in America. Austria and Hungary have restrictions, but permit a large num-ber of American features to enter for evhibition

New field developing into a fanavian countries. It is practically a free market, with U. S. companies permitted to release in original Eng-lish versions, plus sub-titles in the native language of the various nations.

Situash Down Under

Situash Down Under
Amaicans regard business in
Australia as unusually good, but
think it would be better if theat-e
interects would cease fighting the:
Here, too, there are rumblings of
strict enforcement of newly passed
quota law in New South Wales, and
ehanee that other states Australia will enact workable acts. Old
quota laws are regarded as not enforceable because there are not
enough domestic pictures in
culation and laek of local producing.
Sams situation prevails. New
Zealand.
Business in Japan is virtuality at

Zealand.

Business in Japan is virtually at a stands:ill because no more pictures are permitted to be imported into that country. And companies can't talk any money out. Distributors are hopeful that the present Sino-Japanese struggle's end will change this situation.

change this situation.

Conflict between Japan and Chirchas obvirusly impaired the Chines market, though a surprisingly larg number of cinemas still are operating. Bulk of those Sham indiare inside the International Settle-ment and open for business. The: also still is business at Hondiard, and Nanking and a few other spoist, and Nanking and a few other spoist, china's official censorship board, which had been transferred from Nanking to Shanghai, understood to be non-operative since the Janese took over Shanghai, Various itions, including. France, England, U.S. and Germany, operate, individual censorship on product, inside the Settlement area in Shanghai, but this means little on nothing.

means little or nothing.

Mex: formerly offered a fine market, but there have been so many market, but there have been so many labor limitations imposed recently that the margin of profit has been reduced materially. Distribution, still is worthwhite in bigger eities, however. Beddes taxes there is a hour lariff. But the labor laws which not a many choice. so many cheek, inspectors, etc. at work in exchanges, whether needed or not, is the big fly, in the ointment. South America now looms "I's new sore soot," Though tartiff it could the highest the prevailed most countries the new sore and the prevailed most countries the new sore and the prevailed most countries the new regime of Passition and the new regime of Passition and Pass censorship have prevailed most conntities, the new regime at Brazil constitutes the greatest threat to free mail. Severe restrictions appear in the offing for this nation with the always present possibility that neighboring countries may follow

suit.
Fre trade continues to exist in
South Africa though distribution
limited to only about seven sizable
cities. S. applies to East and
West Afric

NAZIS SHOW SHOW BIZ JUST WHERE TO GET OFF

By Claire Trask

Berlin, Dec. 20.

Berlin, Dec. 20.
Co-ordination, regimentation, collocation, whichever one of these grim looking articles it is called—the fifth year of the Nazi program has completed it. Today there isn't a stray film roll at loose end anywhere in the Reich. Everything that smells of the celluloid is tagged, filed and neatly pigeonholed, all under two paternal roofs, Tobis and Ufa.

The changes negan with Tobis crashing into January with the news that it had elected the actor-directors Enil Januings, Willi Forst and Gustaf Grundgens to work as advisory committee in conjunction with the various production heads on the artistic end of all Tobis-tradenarked pictures. Official plaudis, nisilly commended this move, Idadi't the films' patron, Dr. Jasef Goebbels, at least once a year stern-pointed out the way the film was to 30? But not until he handed out another unmistakable and peremptory nudge did the slothful Ufa follow the Tabis lead. But ther gurum another unmistakable and peremptory nudge did the slothful Uia follow the Tobis lead. But her quorum low the Tobis lead. But her quorum romained nominal only, for no Sam-son could shake down those bureau-cratic Ufa defenses, while the ner-vous shifting of the Tobis indicated that artists around the green table are no circle.

are no cinch.

Eavaria Films' hands-up came as the next jolt. This perfectly solvent Munich company held the unique but debatable position of being the but debatable position of being the only film producing firm not stationed in Berlin. Backed by the Bavarian state, it had just branched out to a spacious studio plant at Gej-sclgasteig. But it was doomed, regardless of success or failure, for it didn't fit in with official plans to centralize. Today all that's left of the debris is Bavaria's weekly nows-

Tobis Reorg

In the meantime Tobis had pitched in some more, doing internal reorganizing. Of the various production units being commissioned by the Tobis, it bundled the three important ones, Europa, Rota and Syndicat Pictures, under one releasing head, founded a new department which was to control all the individual production units, combined and knotted together the numerous scripting and casting branches. All with a view to simplifying, i.e., consolidating.

with a view to simplifying, i.e., consolidating.

But no such luck. It took months to untangle and retie. New departments sprung up and in the end nothing much was gained. It looks as if the only result of 10 months of the complete contagging of the as it the only result of 10 months of it is the complete caving-in of the centralizing system. Just now there's lots doing in the Mauerstrasse. The smoke screen is heavy, but it looks as if Tobis is reverting to a split, with Sound Patents on one side and Production looking at it from the other.

Production rouning other.
What the patents are to Tobis the theatre chain is to Ufa. Its most important recent additions were the Toliray houses, directly in the theatre hub of Berlin's West End, when the tolerand the tolerand the term of the tolerand Toling houses, directly in the the street hub of Berlin's West End, around the Kurfurstendamm. Here Uta took over the Capitol and the Marmothaus, both topnotch openers. To offset this Tobis contracted the nearby Tauentzien and the Alhambra as exclusive first-runners. But the single year's lease was not renewed. Tauentzien proved too l'mited and the Alhambra too far down Kurfurstendamm for the passing tree.

In spite of the fact that, twice in succession, Tobis has hauled in the annual film prize (both Jannings' pictures), production, activity and success breaks about even with both

pictures), production, activity and success breaks about even with both companies, particularly since Terramoved in with Ufa at Neubabelsberg. The biggest indie next to Bavaria, it fared better in the shuffle, being located in Berlin. It was plunked down at Ufa's table and, is placedly currying on its extensive production program here.

Export Trevait
The practical result of the various, deals made with other countries are nearly mil. Poland co-operated on one picture only, while the country did a lot of grumbling against the influx of German product. The one visible outcome of the Japanese greement was an arty picture which gave its diminutive Jap diva a chance at ra. Ing the Third Reich, At present, another technical setup is in Nippoland, and is expected to show up here some time in the spring with their film crop. It won't be a bumper. vals made with other countries are carly nil. Poland co-opera'cd on pe picture only, while the country id a lot of grumbling against the rightwo of German product. The one isible outcome of the Jupanese greement was an arty picture which are its diminutive Jap diva a honce at paring the Third Reich, to present, another technical setup is in present, another technical setup is in present, another technical setup is in the product of the p

are the pictures of Willi Forst. He remains obstinate about shooting them down there. For the rest, stringent racial rulings give entrunce to only a few Vionna-made flickers. I taly went 50-50 on the last Lúis Trenker. picture, and is doing the same with the latest Gigli opus. With the political tension getting tautier, Prague isn't exactly bustling to boost German-speaking flims in Czechoslovakia. The Hungarian consumption is also minimal.

Hollywood Supply

America, naturally, is continuing to not only in number head the list of foreign pictures shown here. Shirley Temple has become a fixed star, and since 'Fra Diavolo' it's a cinch for Laurel and Hardy. Garbo cinch for Laurel and Hardy. Garbo and Dietrich are the tops, and Claudette Colbert and Joan Crawford hold their marquee rating. Gary Cooper heads the males, and Robert Taylor's flying visit this week, with Camille' selling out days in advance, made Berlin papers give him a splash.

Metro. Paramount and 20th-Fox are continuing to sit tight. The past year brought no radical changes in the quota laws, though it's tough up-fill sledding all the time, mainly be-

the guota laws, though it's tough up-bell sledding all the time, mainly be-cause of the arbitrary handling of regulations and censorship. But there is no kick coming from, any of the three as far as the financial end is concerned. Competent changes, in staff and tactics has brought Par-amount up to the level of the other two in getting good spots for their

Other Foreign Product

Other Foreign Product
With the German film wearing out at an unheard-of speed, completely out of ratio to German production supply, foreign pictures are filling in a larger gap than before. But this is only partially responsible for the number of French films which turned up. The real reason is that a superior output of Gallic products has been brought in, practically all of the lighter calibre. Though politically not so compatible, the German understands his neighbor's pointed irony much better than the careless digs of the American. Strangely enough, English pictures are an absolutely negligible quantity. The digits of one hand already outnumber the English import of a whole year.

Legit Boom

Contrary to the trend in the States, the theatre is sailing the top of the waves while the film catches the ebb. Basic reason is the script difficulty. Backbone of the German stage still the charged between these the is the classical repertory, though the first three months of the new season have indicated definitely a veering over to surprisingly competent over to surprisingly competen lighter fare. Crop of new author

lighter fare. Crop of new authors begins to steady. The musical comedy has dropped out of sight completely. In its place the classical operetta is spreading a pretentious bulk, with a few contemporary models in the state of th poraneous melody scribblers like the first-rate Kunneke and Nico Dostal getting only an occasional chance. The rest have taken cover behind the

The rest have taken cover bohind the celluloid.

The practice of the old regime, of state and municipal subsidy, has not only been taken over by the new, but has been greatly enlarged upon. Berlin's State theatre has never flaunted costlier productions at any time before this. But that alone doesn't explain the sold-out-dayshead of so many Berlin legit houses. With their flare for organization, the Nazis have set about and built up the largest subscription body throughout the Reich, the National Socialistic Culture Community. This Jams the cheaper houses, which have less drawing power. But the tariffs of the individual ticket are so low that these continuous big houses do not spell big profits.

But this is all as it should be. The main thing in the Nazi state is to keep things moving.

Vaudeville Steady

a complete stranger around these parts.

Radio Fair

Radio Fair

German radio being no commercial commodity hardly falls under the heading of 'Entertainment.' It is a wolemn, state-owned institution, with the state extracting once a moon a mist of 50s for each radio box. This sum, mounting to several millions monthly, is sliced up peculiarly. Radio only is handed 15% to be expended on its program; 35% goes to the post office, which supplies the technical apparatus, and 50% is easy money for the Propaganda Ministry.

Television on the Upbeat

money for the Propaganda Ministry.

Television on the Upbeat
German television has already several years of public tryout to its
credit. Around 10 free television
rooms, mostly in the poorer parts of
Berlin, are showing current events,
lims and sketches. Practical experience was gained through the Olymties and the further arts. Days

rience was gained through the Olym-pies and the Nurnberg Party Day. With customary vigor the state is erecting three television transmitters at once, all under construction now. One on the famous Brocken moun-tain, in Central Germany, another near the French border, close to Baden-Baden, and the third in the Bavarians mountains. At present there is no indication that a reasonably priced machine is

that a reasonably priced machine is being put on the market. The cost of Telefunken and Loewe preclude a large sale. And it is doubtful whether the annual radio exposition will spring a surprise.

Daylight Saving Again Proposed for Aussie; Headache to Show Biz

Sydney, Dec. 18.

Sydney, Dec. 18.

Try is being made to re-introduce daylight saving in New South Wales. It was in operation in 1916, but did not prove successful. In the Dominion of New Zealand it is currently operating under a Labor government.

Sporting bodies here favor the idea, but theatre men are against any move for its re-introduction on any move for its re-introduction on the ground it would hurt biz. New South Wales is essentially a sport-minded state and any move made to provide longer playing hours would meet with the approval of the popu-lace. D.s. idea is being plugged by newspapers. Whether the govern-ment intends taking any action re-mains unknown until denutations

ment intends taking any action re-mains unknown until deputations from both sides have aired their views for and against. Presumed that the Film Board of Trade and the Exhibitors' Assn. will combine efforts to fight against d.s. stoppage. It's also presumed that backing will come from legit and revue operators. With d.s. in, nabe and stix manage-ments would be hit the hardest, es-pecially those operating theatres pecially those operating relations close to sporting arenas and beach

QUOTA WON'T BENEFIT BRITISH PIX, WOOLF

London, Dec. 30.
At the annual meeting of British

At the annual meeting of British and Dominion Film Corp., held to-day, Charles Woolf, who presided, said there is nothing in the presently proposed quota measure which will benefit the film industry here. In the meantime there are plenty of undercover moves, with film board of trade officials striving to secure co-concration, from conflictions. secure co-operation from conflicting forces before debate on the bill is resumed in the standing committee

O'Neill in Budapest

Budapest, Dec. 20.

Eugene O'Neill play: 'Days Without End,' in a fine performance at the Vigszinhaz, has called forth appreciative press notices, but will hardly penetrate beyond the thin stratum of highbrow theatreogers. O'Neill being branded as top literary value and a Nobel Prize winner, even the neonle who are hored even the people who are bored haven't the courage to say so. Nov-

haven't the courage to say so. Novertheless, bo. is weak:
Istvan Somlo and Zoltan Greguss, playing the two halves of John Loving's personality, make an excellent job of it. Double identity sunn was well solved by Tibor Hegedus, director. Margit Makay plays Elsa, Margit Beleznay, a new actress, has the part of Lucy, and Andor Ajtay plays Father Baird. They all make the best of a necessarily depressing evening.

Year in Hungarian Show Biz By E. P. Jacobi

Budapest, Dec. 20. Economic situation in Hungary as shown a slight trend for the Economic situation in Hungary has shown a slight trend for the better in the last year. Not a prosperity wave, but, at least it is no longer an unmitigated slump. There has been a passable harvest, fairamount of bouilding activity, increase in tourist trade, slight improvement in the foreign trade balance and in spite of chronic gathering clouds on the political horizon, some signs of refurning confidence. Show business, ensitive to the general economic atmosphere, accordingly has got along fairly well, without great catastrophes, although not what might be called a boom.

National Theatre's centenary is the

mgnt be called a boom.
National Theatre's centenary is the principal event of the theatrical year. Built from endowments and private contributions and government-sub-ridized to this day, National is a sort of patriotic institution and should be of patisitic institution and should be the nation's pride, which at the moment it inst. Changing managements of the last 20 years have been attacked from various sides, especially the present regime of 'Antal Nemeth but this notwithstanding, National is still going strong and has just reopened its own studio theatre, Kamara. Critics object to dull and concervative angle from which plays are chosen, say that style of acting and direction have deteriorated, classics are being neglected in the repertory, etc. Still, National is landled with reverence as the source from which Hungary's highly-developed dramatics have sprung.

Legit situation, critical a few years back, is now consolidated and back

veloped dramatics have sprung.

Tegit situation, critical a few years back, is now consolidated and back to normal. Budapest's 11 important, theatres are in strong hands, on a cound financial basis and are unlikely to encounter a grave crisis. Three of them: Opera, National and Kamara, are government-controlled; Imre Roboz, and Daniel Job manage the Vigszinhaz and Pesti theatre; Elemer Wertheimer and Paul Brody, control the Magyar theatre and Andrassy theatre; Arthur Bardos and Richard Herman handle the Muvesz theatre and Belvarosi, and Aurel Foeld have the Varosi theatre and Royal theatre. Two latter are the only ones that do not play permanently but are open only for the run of one play at a time, maintaining, however, permanent companies. Varosi is leased, besides, for recitals and occasional opera performances. In addition, there is Michael Erdelyi's chain of three cheap theatres in the suburbs, the only ones that play only musicals at present. This successful venture only ones that play only musicals at present. This successful venture shows that the Hungarian public is still crazy about the stage and glad enough to patronize it if only it doesn't cost more than going to pic-tures.

Atkinson Starts Something

Atkinson Starts Something
Brooks Atkinson's recent criticism
in the N. Y. Times against Hungarian
playwrights brought the entire local
press to their defense. Occasion was
the Broadway flop of 'The Lady Has
a Heart.' Bus-Feket's comedy. It
had been a failure here, too, but
local columnists indignantly hurled
at Atkinson-the charge that BusFekcie doesn't represent Hungarian
rama; it's all the fault of American
producers if they import trash
and encourage Magyar authors
to write it. American producers,
they said, won't look twice at plays
by real writers. There is something
in that, but it's an undeniable fact
that local producers are also at a that local producers are also at a loss where to find unconventional plays of literary value and promise of commercial success. Mostly it is the light, superficial comedies, precisely those to which Atkinson objects, that prove b.o. successes here and find their way to foreign

objects, that prove b.o. successes here and find their way to foreign producers.

Current season started well this fall, with an outstanding play of literary merit: Joseph Nyiro's 'Christ Carver' at the National (no export proposition), Molnar's 'Delila' at Pesti and Bokay's 'Rapture by Proxy' at Belvarosi theatre. Zilahy's 'Virgin and the Kid,' Stella-Bekeffy's 'Comeon the First' and Lozzlo's 'Perand the Kid, Stella-Bekeffy's Comeon the First' and Lazzlo's Perfumery' were the local winners of
last winter, but two foreign plays
had the longest run: Edith Ellis'
'Lady of La Paz, 'with Sari Fedak
'n the lead, and the Verre de cut,
'nistorical period play, starring Maria
Mezey, Other Anglo-American plays
produced in Budgest were 'Mourn
ing Becomes Electra' (so-so), 'Old
Maid' (flop), 'Whiteoaks of Jalna'
(ditto), 'Victoria Regina' (ditto),
'Monsignore's Hour' (great success)
and 'Women,' starting well at this
'Angle of the Company o

and 'Wo

public is theatre-conscious. Theatre gossip and personals in dailies and magazines are largely responsible for this. Although stage stars now gain additional popularity through the screen (stage and screen players being for the most part identical), the star cult as it used to exist in the days when actresses drove in carriages from which the horses could be unhitched has ceased to be. There are number of brilliant and popular actresses, but none whose appearactresses, but none whose appearactresses, but none whose appearactresses, but none whose appearactresses, but none whose appearactresses. are number of brilliant and popular actresses, but none whose appearance is a box office guarantee. Gizi Bajor, Lily Darvas, Lily Murati, Margit Makay, Elma Bulla, Margit Dayka are at the head of the galaxy. Eugene Toerzs, Antal Pagere, Paul Javor, Tivadar Uray, Arpad Lehotay, Imre Raday, Gero Maly, Julius Kabos, Arthur Somlay are some of the fames that should be mentioned among the men. Foremost among directors are Sandor Hevesi and Arthur Bardos. Latter is the man responsible for the discovery of almost every star during the last decade. He has uncarthed Francisca Gaal, Ilona Titkos, Lily Murati, Elma Bulla, Antal Pager, and a score of Gaal, Ilona Titkos, Lily Murati, Elma Bulla, Antal Pager and a score of others. At present he has Maria Mezey, Anna Tarnoczay, Maria Szende and Lia Szepes on hand.
On the whole, although the Hungarian stage is up against difficult economic conditions and has known periods of greater glory, it is very much alive and in evidence.

Magyar Pix Boom

much alive and in evidence.

Mayyar Fix Boom
Hungarian picture production advances by leaps and bounds, at least as regards quantity. Improvement of quality is less noticeable, but still, all things considered, it's getting on. Locally made Hungarian speaking pictures are neither better nor worse than the average product of other countries, made for a limited market with limited means.

Eighteen months ago, the Home Office, bent on promoting local production, decreed that at least 20% of pictures shown in Hungarian, theartens must be home-made. With the same intent, premiums are given to local production, decreed that at least 20% of pictures shown in Hungarian, theartens must be home-made. With the same intent, premiums are given to local producers in the form of import contingent tickets, reduction of studio rent, electricity, etc. Result of this policy is tremendous increase in production activities. Far more than 20% of pictures exhibited now are locally-mades.

Whereas a year ago every Hungarian picture was practically sure to pay its way because picturegoers who understand no other language gratefully lapped up anything as long as it was in Hungarian, at present, with a production of 35 features this year, the public picks and choses. Flops are frequent. This is a healthy state of competition and will eventually bring about improvement in quality but for the moment it means that financial returns are uncertain and producers who have no strong backing—and turns are uncertain and producers who have no strong backing—and very few have—very easily find themselves in the red.

themselves in the red.
Except for a few permanent producing companies—Budapest Films, Phoebus, Pless—independent producers start shooting a picture if they have 10% of the capital needed for completing it. An average Hungarian full-length feature picture costs from 100,000 to 140,000, pengoes (\$20,000 to \$28,000). Studio, phoebest redestributed for the production of the pengoes (\$20,000 to \$28,000). Studio, laboratory, electricity is on credit. Rest comes as an advance from the first week, sometimes from the subsequent-run exhibitors, who in this way naturally influence choice of scenario, cast, et .

Since Istvan Gero, owner of countiles and the second of the

Since Istvan Gero, owner of country's most important thealte chain and distributing organization, controls all but four of Budapest's firstrun houses; he has a dictatorial finger in almost every motion picture pie. It is due to this state of things that most pictures are cliche comedies or screen versions of stage successes, featuring acknowledged finesess. cues or screen versions of stage suc-cesses, featuring acknowledged fa-vorites in stereotyped parts. Taking no risks with novelties and keeping expenses down results in interior standard and ultimately in flops.

DIAZ'S EUROPEAN O. O.

Buenos Aires, Dec. 20.
Cirilo Grassi Diaz, general manager of the municipal-operated Colon opera house, has left for a quick round trip to Italy, Austria, Germany and France, Will look over stage improvements from a technical standpoint but here a inter-Accept of the first produced in Budapest were Mourning Becomes Electra' (so-so), 'Old faid' (flop), 'Whiteoaks of Jaha' ditto), 'Victoria Regina' (ditto), 'Victoria Regina' (ditto), 'Victoria Regina' (ditto), Monsignore's Hour' (great success) and 'Women,' starting well at this victing. Acting is on a high level and the charges during his absence.

Compliments of the Season to all my friends



JACK BUCHANAN

GENERAL FILM DISTRIBU

THE WORLD DISTRI

THE YEOMAN

THE FIRST

GILBERT and SU

TO BE PI



GENERAL FILM DISTRIBUTORS, Ltd., 127-133

TORS LTD. HAVE ACQUIRED

BUTION RIGHTS OF

OF THE GUARD

LLIVAN OPERA
CTURIZED

Wardour Street, LONDON, W. I.

Tel. Gerrard 7311

LARRY ADLER

—— Sends ——



GREETINGS FROM LONDON

To Friends In America and Abroad

CHARLES L. TUCKER

Sends Greetings to All His Friends

Both Sides of the Atlantic

Always Interested in NEW or ESTABLISHED ACTS
Sole Booking Manager for:—

J. LYONS & CO., LTD.

ROYAL BATH HOTEL BALLROOM, BOURNEMOUTH TROCABARET, LONDON

C. B. COCHRAN'S TROCADERO (CRILL ROOM) REVUE

"HUTCH," BILLY BENNETT, OWEN McGIVENEY UNIT

AND

Booking with all important circuits in England

Personal Representative for-LARRY ADLER, CHEVALIER BROTHERS, CYRIL FLETCHER, KEN HARVIEY, "HUTCH" (Leslie A. Hutchinson) HAL MENKEN, MAX WALL, NAUNTON WAYNE, 3 WHIRLWINDS

Communications DIRECT:-

17. Shaftesbury Avenue, London, W. 1.

Cable Address: "Vyolin, Lesquare, LONDON"



Sends Compliments of the Season to All Her Friends
With Special Greetings to:

GEORGE BLACK, VAL PARNELL, CISSIE WILLIAMS, JACK HYLTON, CHARLES TUCKER, HENRY SHEREK, THE BRITISH BROADCASTING CORPORATION, LTD., RADIO LUXEMBOURG, J. WALTER THOMPSON, RADIO NORMANDIE, MRS. TUDOR-OWEN, MONTAGUE LYON, COLUMBIA BROADCASTING CORPORATION, DICK HENRY, ERIC WOLLHEIM, MR. GILLOTT OF H. M. V. CRAMOPHONE COMPANY, AND FOSTER'S AGENCY

Who are responsible for her very happy TWO YEARS' stay in England.

CHORLES

The STAR OF
"HENRY VIII"
"RUGGLES OF
RED GAP"
"MUTINY ON THE
BOUNTY"
etc. etc.



MAYFLOWER PRODUCTIONS

"VESSEL OF WRATH"

with

ELSA LANCHESTER

ROBERT NEWTON

TYRONE GUTHRIE

Screen Play by BARTLETT CORMACK
Based on SOMERSET MAUGHAM'S Story

"ST. MARTIN'S LANE"

By CLEMENCE DANE

"JAMAICA INN"

By DAPHNE du MAURIER

"THE MAYFLOWER" PICTURES CORPN, Ltd.
DORLAND HOUSE, 14 LOWER REGENT ST., LONDON, SW1, ENGLAND

PRODUCED BY

Mayflower

PICTURES

CULLER

PRODUCER OF "METROPOLIS," "YAUDEYILLE," "THE LAST LAUGH," "The BLUE ANGEL," "FIRE OVER ENGLAND," "HOTEL IMPERIAL," "FAREWELL AGAIN," etc. etc. Season's Greetings to all my friends in Europe and America

Cinda Glenn

BRIAN DESMOND HURST

Sends Greetings to His Friends in HOLLYWOOD, LONDON and IRELAND and Is Glad to Announce That He Is Now Under Long Term Contract to ALEXANDER KORDA

LESLIE HOWARD

AND

GABRIEL PASCAL

PRESENT

TO THE WORLD

THEIR DISCOVERY



WENDY HILLER

AS

"ELIZA"

IN

GEORGE BERNARD SHAW'S PYGMALION

WITH

WILFRID LAWSON

ΛS

"DOOLITTLE"

NOW IN PRODUCTION AT PINEWOOD STUDIOS



PASCAL FILM PRODUCTIONS

LONDON, ENGLAND



TIM WHELAN'S

1937 PRODUCTIONS

HAVE BEEN ACCLAIMED THROUGHOUT THE WORLD!

FOR 1938

MERLE OBERON

IN

"THE DIVORCE OF LADY X"

IN TECHNICOLOR

for ALEXANDER KORDA

CHARLES LAUGHTON

IN

"ST. MARTIN'S LANE

for ERIC POMMER

ALL COMMUNICATIONS TO:

JOHN GRANT SAUNDERS

Canada House, Norfolk Street, Strand, W. C. 2 LONDON, ENGLAND

GRACIE FIELDS

STANLEY HOLLOWAY DUGGIE WAKEFIELD NORMAN EVANS

WHO HAVE ALL APPEARED IN

ROYAL COMMAND PERFORMANCES

ARE EXCLUSIVELY HANDLED BY

BERT AZA

22 Charing Cross Road, London, W. C. Cables: UNPITIED, LONDON

WE ALSO EXCLUSIVELY HANDLE NUMEROUS OTHER

JOHN C. WILSON

PRESENTS

"GEORGE AND MARGARET"

A Comedy by GERALD SAVORY

MOROSCO THEATRE, NEW YORK

"YOU CAN'T TAKE IT WITH YOU"

A Farcical Comedy by GEORGE KAUFMAN and MOSS HART

ST. JAMES THEATRE, LONDON

IN ACTIVE PREPARATION:

OPERETTE

By NOEL COWARD

FOR A LONDON OPENING IN MARCH

Greetings to My Friends Everywhere

JACK HARRIS CIRO'S CLUB

CIRO'S CLUB ORANGE STREET LONDON, ENG., W C. 2

Always Interested in New Attractions

JIMMY CAMPBELL

Extends Greetings to His Friends All Over the World

CINEPHONIC MUSIC CO., LTD.,
DEAN HOUSE
DEAN STREET,
LONDON, W. 1.

Put DASH in Your Programmes

A PROSPEROUS NEW YEAR
To All My Friends Back Home

RIDING HIGH WITH TWO HITS

GREATEST MISTAKE

)F MY LIFE

AND

THEY'RE TOUGH MIGHTY TOUGH IN THE WEST

I Hope All My Friends Will Make it a PROSPEROUS NEW

YEAR FOI JACK MILLS

By Helping Him Make These Two Songs Equally

As Big in the States

To GEORGE PIANTADOSI

"SAILING HOME"

IS A CINCH FOR ENGLAND
YOURS SENSATIONALLY IRWIN DASH

PARIS POINTS TO BRIGHTER EXPO IN '38

Paris, Dec. 21.

Although Parliament has not yet voted the necessary credits for the continuation of the expo for another year, officials have taken the backing given them by the parties making up the Chautemps government as sufficient grounds to start planning for another year.

Jules Graber, chief architect, has

Jules Graber, chief architect, has already completed a list of some of the improvements to be made before the opening next May. Among these are additions and changes in the lighting scheme to make the entire illumination system harmonize. Illuminated fountain displays will be enlarged.

enlarged.

Eiffel Tower lighting effects will undergo changes, and will be nugmented by the installation of huge on-flammers, which will be blown from the sides of the tower by compressed air. Further lighting effects will be installed on the right bank of the Seine, where there was a minimum of illumination last year.

General opinion of last year was that the expo was lacking in altractions at night, and it in hopes of drawing more customers for the after-Sundown show that so much energy being expended to improve the expo at hight. Huse field for presentations of various spectacles held in connection with expo is planned at Boulainvillers. Stauds seating 50,000 are now being considered.

To improve the carnival spirit usually found in shows of this sort but lacking last year, roving orchestras will be hired, and a larger number of fetes, spectacles and parades are to be given if the expo opens next year.

SEASON'S GREETINGS

To Our Friends
The World Over

PHIL SID MICK HYAMS

Creelings to All My Friends in

America and England

David Burns

Representing
HARRY REGENSBERG and
COUNT JOE FRANKENSTEIN PLOSKIE

"Hide and Seek," Hippodrome, London

BRITISH LION

THE LARGEST INDEPENDENT PRODUCERS AND DISTRIBUTORS IN THE UNITED KINGDOM

Highlights of the 1937-38 Programme:-

PAUL ROBESON

"BIG FELLA"

Elisabeth Welch

AMBROSE AND ORCHESTRA
"CALLING ALL STARS"

LARRY ADLER NICHOLAS BROTHERS
ARREN and BRODERICK - CARROLL GIBBONS ORCHESTRA
BUCK and BUBBLES TURNER LAYTON

HUGHIE GREEN GAND HIS AND HIS AND HIS

"MELODY AND Romance"

Jane Carr and Margaret Lockwood

Bernard Nedell and Jean Gillie

"THE LIVE WIRE"

IRENE WARE DAVID BURNS
ARTHUR WONTNER

HERBERT WILCOX PRODUCTIONS

RALPH READER

"NIPPY"

with GORDON HARKER and JEAN GILLIE

GORDON HARKER

"BLONDES FOR DANGER"

with ENID STAMP TAYLOR
Directed by JACK RAYMOND

SOLE DISTRIBUTORS FOR

REPUBLIC PICTURES

THE UNITED KINGDOM

BRITISH LION FILM CORPORATION, LTD., 76-78, WARDOUR STREET, LONDON, W.I., ENGLAND
MANAGING DIRECTOR — S. W. SMITH

FOSTER'S AGENCY

The Oldest Established Agency in Existence



WILLIAM MORRIS, Inc., New York DICK HENRY, New York CURTIS & ALLEN, New York

PICCADILLY HOUSE.

Piccadilly Circus, London, W. 1.
Telegrams: CONFIRMATION, LONDON

Telephones: REGENT 5367-8-9

Handling the Biggest Attractions in the World

MEX SHOW BIZ HITS NEW TAX

Mexico City, Jan. 1. Amusement industry here has almost deluged congress with petitions to nix a measure being considered providing an additional 5% impost on all paid public diversions in the

Federal District, which includes this town. Petitioners aver that if the new tax goes into effect any amusement centers, including theatres and cinemas, will have to shutter s their overhead, high from present taxes that run to about 15% of gross daily, will be too steep.

roposed amusement tax and a couple more on dwellings, land and documents, are planned to afford the city a \$700,000 annual boost in revenues to head off the necessity of borrowing for various public works under water than the country of the count

UFA'S '37 NET UP Expect Col-Hoyts Tie For '38: Universal-C \$13.000: **TOBIS IN RED FOR \$510.000**

Berlin, Dec. 23.
With the split between Tobis a With the split between Tobis; and its production, releasing and distributing activities now complete, the Tobis faces a deficit of over \$510,000. Tobis faces a deficit of over \$\$10,000. This debt was incurred to a large extent by the now cut off releasing and distributing departments which had been forced this last year to engage heavily in financing the production end, B.o. success of a few outstanding supers was not big enough to balance the budget.

Previous setum in the organization

to balance the budget.

Previous setup in the organization
was such as to leave the ultimate
financial responsibility with Tobis.
New organization Tobis Filmkunst,
state-owned company not yet
a month old; started out with a clean
slate. With sound patents and
licenses still under its thumb, incluthing studio property. Tobis

licenses still under its thumb, in-cluding studio property, Tobis -pects to pay off the debt within a reasonable number of years. UFA's annu-1 business report. shows a gain, in receipts of around \$4,250,000 against that of the pre-ceding year. But expenditures have jumped. \$2,000,000 and wear-and-tear deductions are also set at \$2,000,000 more than last year. Those and other costs leave a net profit of

000,000 more than last year. Those and other costs leave a net profit of \$13,000 which does not warrant paying out a dividend, a repeat of the UFA shareholder's lot in 1936.

Hoped, for improvement in foreign trade has not set in but, on the contrary, dropped still further. Devaluation of foreign currency and intensified transfer difficulties with other countries are partially response. other countries are partially respon-sible. Added to this is the palpable increase in the cost of internal pic-ture production due part to the ture production due part to the German film getting less playing

German film getting less playing time.

Theatre part, comprising 112 touses with a total seating capacity of 122,403, about matches size that of last season, Houses are located in 49 different key cities. Best bet still proved to be last year's acquisition of the Tolirag houses (13) of which two of the most important first-runs are situated in Berlin' theatre hub, the West around Kurfurstendamm. Upped attendance from 30,612,000 to 38,210,400, may be credited in the main to the Tolirag houses.

Total of 11 widely ranged companies, all tied to the UFA heading, include not only picture production, release thational and foreign), theatre park, film studios, but develop-

atre park, film studios, but develop-ing labs, music publishing house, sound license, photographic imple-

ments, etc.

Production list in 1936 included 20 features, 8 foreign language picture; 28 shorts, 21 German educationals and 18 foreign language ones, 136 newsreels and 134 commercial and advertising shorts, Preponderance it he latter is due to the radio banning all advertising on the air, foreing industr, to turn to pix for bally-hoo.

Thereased production planned for the coming season. Large syn-chronizing studio is already under construction, which points toward strong tackling of foreign outlet and the AFIFA film laboratories are being enlarged.

For '38; Universal-G.U.T.

r Or 36; Universal-t, U.T.
Sydney, Dec. 17.
Announcement is expected this week to the effect that the Columbia product will definitely go to Hoyts for 1938. Earlier it was thought that Col. would go to GUT, but now that's changed and Hoyts will handle, with Universal tipped to go to GUT stead of the opposition.
Nobody's saying very much about

Nobody's saying very much about product until the end of the year.

Films in So. Africa

Capelown, Dec. 11. Current bills here are as follows: Albambra, 'Let's Sing Again' (RKO); New Grand, 'Chaimpagne Waltz' (Par'); Royal, 'Night Must Fall' (MG); Plaza, 'Madame X' (M-G), (M-G); Plaza, 'Madame X' (M-G),

Johannesburg, Dec. 11. Johannesburg, Dec. 11.

Showing here are Palladium,
TJoast of New York' (RKO); Standard, 'Theodora Goes Wild' (Col);
Plaza, 'Queen of Hearts' (ATP);
Colosseum, 'Shall We Dance' (RKO);
Metro, 'Firefy' (MG); Prince's
'Case of the Black Cal' (WB); Bijou,
'Lady's Morals' (MG),

Durban, Dec. 11.
Local houses are now showing Princes, Elephant Boy (London Films); Criterion. 'Mad Holiday (MG); King's, 'Woman, Alone' (MG); Metro, Emperor's Canidlesticks' (MG); Playhouse, 'Stolen Holiday' (WB); Can,eo, 'Her Husband Lies' (Par.).

SZEKELY-AGAI'S U. S. PERSONALS WITH PIX

Budapest, Dec. 20.
Series of American personal, ap-parance dates are being made by-lesvan Szekely, Hungarian film di-rector, and his wife, Irene Agai.
They have just completed their latest pic, 'A Girl's Start, and figure the pa. dates with it in Hungarian film houses in the U. S. will hypo biz,

They've already started at the Modern Playhouse, N. Y.

Bebe-Ben to England

Capetown, Dec. 13.

Bebe Daniels and Ben Lyon finished their vaude tour Dec. 11 at the Alhambra, Capetown and sailed Dec. 17 for England. They will broadcast from London. New Year's day, followed by two television programs. Tour through, England, Scotland and Ireland will follow.

They will visit their home i Hollywood next June, then are due in London for another tour at the end of July.

ZELMA O'NEAL'S TREK

Capetown, Dec. 1.
Zelma O'Neal, here with the Daniels and Lyon show, is reported going to Lusaka, Northern Rhodesia, instead of returning to England with the outfit.

SEASON'S GREETINGS

To All Radio Advertisers from

LEVY'S SOUND STUDIOS Ltd.

Personal Direction — MORRIS LEVY

Now in Their New Studios at 73, NEW BOND ST., LONDON, W.1.

Greetings to All Our Customers

Mr. & Mrs. Sidney Fisher

75 77, SHAFTESBURY AVE. LONDON, W. 1

VOGUE FILM PRODUCTIONS, LTD.

32 ST. JAMES'S ST., LONDON

Having Produced in England Over the Past Few Years Many Pictures, Including

'THIS WOMAN IS MINE' 'FALLING IN LOVE'

Now Have Pleasure in Announcing That They Have Just Completed a Picture That Surpasses Any of Their Previous Efforts, Which Is Titled

'KICKING THE MOON AROUND'

Starring BERT AMBROSE and His BAND, EVELYN DALL, HARRY RICHMAN, FLORENCE DESMOND, ETC.

This Film Has Been Directed by WALTER FORDE, ENGLAND'S FOREMOST DIRECTOR, and Should Prove Popular Entertainment in America

It is believed by all who have seen the picture that it is up to the highest standard of American and English Entertainment.

SEASON'S GREETINGS

To Friends All Over the World

From

ERIC MASCHWITZ

METRO-GOLDWYN-MAYER STUDIOS
HOLLYWOOD, CALIFORNIA



GREETINGS SEASON'S

American Representatives
WILLIAM MORRIS
c/o ALL ALLEM

Personal Manager: C. J. AUSTIN

French Films in 1937 By Hugo Speck

Paris Dec 20. Beginning with menaces of new bringing limitations and

laws bringing limitations and restrictions for American film terests. France, the year 1937 comes to close with those same threats looming larger than, they have at any time since the Franco-American trade treaty came into effect in June, 1936. Although it could not be called exceptional or outstanding, taken in its entirety, business for the Yanks was fairly good considering the events which took place during the year that had both direct and indirect adverse consequences.

Fears that means would be found to get around the terms of the treaty and attack the Americans by a flank movement, a hangover of the previous year, were just one of the

Season's Greetings

LIME TRIO

LONDON CASINO ENGLAND

DAVID A. BADER, I. 10 HAVMARKET, LONDON, S. W. I

things that covered the outlook here to prevent the healthiest progress and best results.

Among the others were labor troibles with their attendant strikes; enlarging the application and enforcement of the 40 hour working week, upping production and operation costs; a well founded belief that the French Government itself was going into the pic biz, thereby bringing unfair competition; the naming of a Cinema Commission of the Chamber, believed unfavorable to American interests, created for the purpose of solving 'all, ills of the film industry' in this country.

Even the Exposition stepped in to

American interests, created for the purpose of solving "all ills of the film industry" in this country.

Even the Exposition stepped in to take a hand in the affair by attracting its share of the customers from the cinemas and at one time offered unwanted competition in the way of 25 cinemas showing free films to the public. With the resignation of the Blum Government and Camille Chautemps taking over the reins of power, Finance Minister Georges Bonnet showed through a new devaluation of the French franc which cut earnings and remained to grow into a stronger handieap for the Yanks throughout the year.

Bad taste lett by the hangover from the previous year came from the belief informed circles that those enemies of American interests who had been carrying on a campaign to sidestep treaty stipulations would be successful, at least to the degree of bringing irritating and unwanted restrictions, to say nothing of bold measures which might well spell the end of Yank business in this country. There was talk—and still is—of steps to reduce or bar dubbed films, increased duty on imported films, heavy dubbing tax, abolition by law of the double feature program, state controlled collections and almost as many more moves unfavorable to the Yanks which would choke off their business here.

Another distasteful potion left over from the end of Yank pusiness here.

Labor Pains

Another distasteful potion left over from the end of the year was the terms which employers had to meet in order to settle labor disputes which during the holidays had hirsatened to close every cinema in Paris. Quick compromise agreement kept the showcases from going dark, but when it came down to actual negotiati for a settlement practiculty the online personucl of cinema houses including the musicians.

had raised a howl for an increase in pay came out with a raise.

It was in February that the real intention of the newly formed Clinema Commission of the Chamber began to be known. Headed by Jean-Michel Renaitour, it was composed of some 200 Deputies and supported a similar commission in the Senate made up of some 40 members. By that time the commission had already interviewed many leaders in the French industry as a starter towards learning what was wrong with the film business in this country and what measures should be taken to help producers here. At that time Renaitour denied that the commission had any desire or intention of creating a state-controlled or operated chema industry.

September, arrived before it was

operated cinema industry.

September arrived before it was definitely proven that original plans had not worked out as contemplated. Writers, composers, actors and actresses failed to fall in line. Despite public pep meetings where members of the cabinet lent a hand, the public subscriptions did not come in as expected. expected.

in as expected.

Film is being produced. It was supposed to be ready for the opening of the Exposition to show all foreign visitors what the French film industry could do, but to date it has not yet been released. But its tumble from what ballyhooers first had, it to its present status saused no little amount of worry in American circles where at first in the French government actually was reasonable to believe that the French government actually was stepping into film production a large scale.

Spell of bad business next set in

large scale.

Spell of bad business next set in to keep the Americans in the dumps. Year-end spending had, hit new high but a stretch of bad weather, generally disturbing European political conditions caused by a tense international situation and internationatous controversies, caused the French to decide they would stay at home and save their sous until the atmosphere was cleared.

Censorine

Censorine

Censor ine

Censor brought its irritation that month by banning all films wherein gangsters bandits are shown. Cause of the new decree was said to be a new wave of armed holdups and robber throughout the country. Following three months, with the exception of some desultory aniping, brought no new outburst to add to the already concerted concern of the American group. To the contrary, and surprisingly enough, they did bring some heartening results.

First of these was the recent

they did bring some heartening results.

First of these was the reception by the Cinema Commission of the Chamber of a delegation headed by Harold L. Smith, Paris representatives from the Hays organization, and composed of leading representatives here of American film producing concerns. After the meeting delegation member stressed that the commission had intelligently listened to their views in a friendly manner as Smith gave review of the exact situation, of American companies trying to do business. France, They stressed that their views and arguments had been listened to in our amanner as to make them believe that the commission would not forget their interests, entirely—nor would the Yanks be shut out in the

operators, ushers and cashiers who had raised a howl for an increase in pay came out with a raise. **ENGLISH FILM PLANS**

London, Dec. 22.
Chaotic condition of England's film industry has temporarily caused him to forestall, product on here. Stuart Doyle stated shortly before leaving on a biz trip abroad. Uncertainty of the quota situation has been one of the main reasons for the letdown.
Doyle will discuss distribution and exhibition plans with United Artists execs in New York. He was mum on reported deal with N. Y.'s International: Casino. Hollywood, Australia and South Africa are other spots he intends covering during his litingary.

itinerary.

He expected to turn here at

cold completely. Noteworthy too was the fact that the American delega-tion has been the only one which the commission has thus far received.

commission has thus far received.

As was the case last year, and as has been the case throughout this year, the Americans are still bank ing on the treaty to protect their interests. That vital clause which takes. The French government will take no new measures which would have the effect of placing American thus in a position in comparison to French films or those of any other foreign country, less favorable than that which they now enjoy.

As long as that clause is in effect Americans feel they have a weapon with which to protect their interests. Effective since June 15, 1936, the treaty ined in force until July 1 of this year and shall remain in force thereafter until six months after either of the signatories significes that it has become inoperative.

AUSTRALIAN **FPIDEMIC**

Melbourne: Dec 15

Infantile paralysis outbreak is still bad here. One theatre, State, copped

bad here. One theatre, State, copped a take of only \$2,000 on the week. Rental alone amounted to \$1,800. In the nabes and stix the situation has been desperate one for considerable time. With the daily, crease of, fresh cases, parents will not allow children to attend shows and adults themselves keeping away from theatres, no only in the nabes and stix, but in the city, well.

Government is doing all within its power to check the outbreak, but appears to be helpless.

Old Fashioned 'Lady' In

SEASON'S GREETINGS

FROM

Mr and Mrs. CARDINI

Now in the Fifth Month at the LONDON PALLADIUM

DAVID A. BADER DENYS N. WATNEY

To Clients, Friends and Colleagues . here and abroad Charles Dickens, many years ago, wrote:

"A Happy New Year to All the World" We can think of nothing more expressive . . and we repeat it here with all hearts!

CREETINGS TO MY FRIENDS ALL OVER THE WORLD

EMIL REO

THE INTERNATIONAL STAR'

Now Playing at the New Prince of Wales. Theatre, London, W. 1., Indefinitely

RADIO'S FEVER CHART FOR 1937

During the calendar year 1950 the American proadcast industry was marked by the following classical activities:

Going places mostly to Hollywood, conventions and union

Doing things-mostly worrying,

Meeting people-mostly labor organizers.

The migration to Hollywood was new, the worrying was a carryover with bigger and better opportunities, and the labor organizers were former nodding acquaintances who moved in to join the family circle.

moved in to join the family circle.

To some degree the vexations of the stations were peculiar to themselves, just as the Hollywood thing was the private gamble of the sponsor-agency collaboration. But all of the various threads of the complex broadcasting industry, were as a symbol—the constantly growing production problem. Unionism represented the bearing down of social pressure upon the newest form of big business. The worrying shifted from the narrow question of order-getting and salesmanship to broader scale apprehensions that included:

(4) A nerve-upsetting possibility of an investigation of the

(a) A nerve-upsetting possibility of an investigation of the

(b) An increase of 25% (estimated) in operating ead by reason of musician, engineer and talent dema

(a) An indication, engineer and talent demands, lead by reason of musician, engineer and talent demands.

(c) An echo in advertising appropriations of similar head cost increases among sponsors.

Regardless of the arithmetic for 1937 (which will be good) there have been definite slowing-down omens. Spot broadcasting suffered. Station sales representatives have been equawking, especially since the summer slump turned out to be an autumn pace-setter. While there is as yet no reason to state that broadcasting won't snap back or can't continue its annual habit of fiscal irr-provement, certain adverse cross-currents have been felt.

Moving forward out of the dim background has been this provocative question: can a corporation that passes or suits provocative question: can a corporation that passes or suits provocative question: an a corporation that passes or suits provocative question: an a corporation that passes or suits provocative question: an a corporation that passes or suits provocative question: an a corporation that passes or suits provocative question: an acrops of the provocative question can a corporation that passes or suits provocative question: an acrops of the provocative question can a corporation that passes or suits provocative question: an acrops of the provocative question can a corporation that passes or suits provocative question: an acrops of the provocative question can be provocative question and passes or suits and provocative question and provocati

Secial-Political Highlights

Seela-Political Highlights

Reial-Political Highlights

Hints of some of the social-political implications that are beginning to swirl around and in radio advertising may be cited. Gen. Hugh Johnson repeatedly attacks, the Administration policies under Bromo-Quinine sponsorship. Boake Carter tears into union labor and union labor slaps back by passing the word not to buy Phileo sets. John Shepard, 3d, of the regional Yankee-Colonial networks in Baston, openly takes sides in a partisan municipal election and radie-editorializes for one candidate and against another, a clear cleavage with the more or less traditional neutrality of private station ownership toward political nomines. Mean-time President Rossevelt, Hugo Black and other New Dealers on several occasions during 1937 praised radio for not distorting or coloring official speeches, releases, etc. Thus radio becomes an instrumentality of ever-greater key importance in the football game between the lett and right, It has long been suspected and privately stated that many of those in radio broadcasting were remarkable for luck and connections rather than carefully-considered and soldly-built affluence. In 1937 events tended to make this suspicion semi-public. Out front in the displays of innate weakness was the National Association of Broadcasters. Trade asso-

By Bob Landry

ciation held its 15th annual convention in Chicago, it reached a new high in personal skylarking and official dullness. With all sorts of serious problems, including the menace of the Musicians Union demands, NAB, never really got serious. Vaniery published a daily newspaper at the convention and summed up on the final day with the streamer, 'Yawns Come in Like Thunder,'

Then the boys went home and waited for the fever to break out. A rude education in social realities, a frightening, exhibition of industry bickering and pettiness were driven home during the protracted siege against the A.F.M.

The Washington Angle

Panoramic photography of station developments during 1937 picked out a group of gentlemen who were fat with profits that had flowed to them more or less automatically by virtue of the license to operate, given by the government. All that apparently seemed important in such success stories, to the gravy bowlites themselves, was the means whereby the original license was obtained and the devices whereby its



renewal was protected. Cynical attitude of station men to-ward 'pull' and 'fix' and the funds earmarked for that pur-pose could not but produce a nuts-to-the-other-guy attitude. Every broadcaster played his own rather shady chess game

with the dramatic personal of Washington. Prosperity so auto-matic (once the license was obtained) could not but display, an inability to produce leadership.

What is apparent in station operation, as in agency production, is the gradual emergence of respect for confirmanship in contrast to the former disposition to regard the 'contact kid as the all-in-all. Socializing in Washington was, in station matters, the equivalent to socializing with the sponsor in agency practice. Both methods were practical, got sults, and were realistic in the sense that a quick profit promoter—not a builder—thinks and with the same time element—today, now, here. Tomorrow has started to arrive in gallo; 1937 showed that very clearly.

Meanwhile things have been going in Washington. It is to be hoped that one or more diaries being kept. Future historians will value them. Piquancy exists in the Sunday School sweetness and zeal suddenly adopted by the lads. Because Frank R, McNinch, the new FCC. chairman, is thought to be strict-laced, idealistic and a stickler forethics, tip, service to these things has become the fashion. It may be predicted that the boys will in due time tire of the effort.

The F.C.C.

During most of 1937 the Federal Communications Commission itself was in the doghouse. Valiant and clever politics may save this body from the probe, long threatened. Nor should the F.C.C be blamed entirely. Vakurryx anniversary issue of 1933 expressed the opinion, still valid, that the commissioners were always entitled to as much sympathy. Never were politicians under such constant, pressure for favors, such opportunities for missteps, and such certainty of criticism.

of criticism.

A good impression as to sincerity, determination and fact-finding zeal the part of the new chairman is reflected the growing willingness to let the FC.C. enjoy a period of probation. Washington was, and is, the roots of many of the evils and weaknesses that have grown up in broadcasting. Whole system with its innumerable political, social, religious, economic and ethical tangents is an accretion stemming from sloppily-drawn and hazily-interpreted laws. It is not therefore, bad behavior as much as a bad system encouraging bad behavior that has been at fault,

Uncompleted business of 1937 includes the campaign against the American Society of Composers, Authors and Publishers. Nebraska law was tossed out as the first step in a countercampaign.

recrision law was issued und as the instruction are compaign.

Television is also uncompleted—in a very real sense. There, have been several demonstrations during 1937 and some reports of progress from Europe. It is probable that if it were pre-1929 there would have been, a nice boomlet in television securities. Publicity has been bulliah, but the demonstrations have been bearish. Coaxial cable helps a lot, but the whole thing is still a laboratory proposition, and the lifting of the curtain seems to be a matter of pride and competitive publicity rather than anything else. This statement, word for word, could have applied for an annual story any year in recent trade history. It will probably be just as appropriate when 1938 is summarized. Under separate consideration elsewhere in this issue are the sundry and complex problems arising from the radio invasion of the film colony; the failure to bring forward new personalities; the can't-stop-it trend to increased talent budgets and other aspects.

MUM'S THE RULE ON TELEVISION AT NBC

Topic of discussi which has become taboo around NBC vision. Network personnel from the top down understands that it is not

top down understands that it is not to hold any conferences, make any studies or issue any statements on the medium, but to leave all this strictly to RCA.

Parent corporation feels that the NBC, exces have enough to keep them fully occupied. Feel, too, that it is dubious policy to divert advertiser attention from and satisfaction with sound horoactasting.

tiser attention from and satisfaction with sound broadcasting. It is generally agreed among the heavy thinkers of the industry that broadcasting as it is will have to meet its real test if and when visio materializes practically. Means will have to be found to keep the advertiser sold on and satisfied with the older medium and to keep the commercial phase of television, in the background as much as possible.

MAE MURRAY TEACHES DANCING ON RADIO

Mae Murray commenced quarter-hour program of dancing less fundamentals on WMCA, N. Y. Mondamentals on WMCA, N. Y. Mondamentals on Dance Arab. Dance Arab. Dance Arab. Dance Arab. Show airs weekdally at 3-45 p.m. Backing up Miss Murray's lectures on the art of legging is the Pedro-Cuban orch. Former picture, player has been ozoning on WMCA for the past two months, dishing out lovelenn advice for General Mills. Mae Murray commenced

BIXBY LOSES ANEW

Further Lawyers Fees /

In addition to affirming the findings of the lower court in the case of Carl Lyndon Bixby against Cole man (Nick) Dawson, actor, the Jergens Woodbury Sales Corp. and NBC the Appellate Division of the N. Y Supreme Court has ordered that

Supreme Court has ordered that Bixby pay the defendants lawyers \$1,500 over what they had previously been allowed.

Bixby, who had done the original scripting for the 'Dangerous Paradise' serial, suied after he had been fired. He asked that Dawson, the client and others be restrained from continuing the program under that title and using the names of the script's characters.

At the recommendation of Refere Daniel Cohalan the action was tossed out of the Supreme Court.

Segal Resumes Feb. 5

Washington, Jan. 1. Association between Paul M. Sega and George S. Smith, local barristers who recently were haled before the

who recently were haled before the Federal Communications Commission on charges of misleading the Federal agency, has been temporarily terminated, it was announced last week. Suspension of Segal for a period of 60 days was responsible for the separation, Vasinty was told, and all business contracted for by the firm will be handled by Smith until the bands off. Segal can't practice before F. C. C. again until Feb. 5.

Neil Norman In Crack-Up

St. Louis, Jan. 1 Neil Norman, program director and sports announcer of WIL, is: valescing from shock and bruises suffered last week in an auto crash while en route to visit his father

Want Wax Of Congressman? N.A.B. Will Fix

Washington, Jan. 1 Members of the National Association of Broadcasters last week were offered ground-floor opportunity to buy genuine recordings of Congres-sional speeches at bargain rates.

Electrical transcriptions of Senate and House spielers wil be made to order at NAB's Washington offices order at NAB's Washington offices in the National Press Building, with the Association's officials arranging appointments with the law-makers, NAB members were advised. Pricetag is the same for a speech by a Senator it is for an oration by your favorite Representative.

Coming in two sizes—16 inch and 10 inch-platters will cost \$2.70, plus postage, for the large size, and \$1.60 for the smaller. Recordings may be made on one side or both sides, cording to Managing Director James M. Baldwi

cording to Managing Director James
Maldwi
Ambitious legislators apparently
with have to wait to be asked, before
their voices can be recorded for
posterity. Rules are that only a
member-station may apply for true
scriptions. Possibility that generous
members of Congress might present
transmitters in their districts with
gift-platters apparently was stayed
off by the further explanation that
all recordings must 15 made at try
NAB members explains.
Director Baitwin 25 made at try
NAB members explains
Director Baitwin 25 made at try
NAB members while hadde
the Confressional recordings. No
mention with andre is socian
tions announcement as to whether
musical effects would be added or
whether branders fore would be permitted by induce solons to warble
tune for the edification of listener.

David Brown has joined Pedlar & David Brown has Joined Fedlar & Ryan Cxecutive capacity, quitting Loomis & Hall in Miami, after a stay of a year and a halt, to take the New York assignment.

While with McCann-Erickson Brown helped develop the Red Davis serial for Beechnut Packing.

RADIO CITY TOURS STILL BIG STUFF

Tourist paid admissions to Radio City studios of NBC will total around 650,000 for 1937, estimates in-dicate. This is around 110,000 more than tramped the halls and heard the page poy lectures in 1936. Tour will boost its price to 55 cents this week. Previously 40 cents, Nickel of the 55 is for Uncle Samuel.

Samuel Paley's Shares

Washington, Jun J.
Samuel Poley of Philadelphia father of the head of Culumbi Broadcasting System, said 5,000 of his Class A shares in the web during November, the Securities & Exchange, Commission in alled last week.

DAVID BROWN BACK IN N.Y. FITCH'S QUICK **GRAB OF 7:30 SUNDAY**

Fitch hair tonic has snatched in 15-minute period which the American Radiator Co. cancelled on the NBC red (WEAF) link. Withdrawal date (2) found the latter's musicale leading the weekly quarter-hour programs in documented popularity by a wide margin. Fitch's new schedule, will carry through from 7.30 to 8 p.m.

through from 7.30 to 8 p.m.

This half hour is rated, as one of the most valuable on either NBC or Chumbia since it serves span between the Jack Benny stanza and the Chase & Sanhorn Coffee show. Other accounts tried to get the vacated, 15 minute periods but Fitch has had option in for it since the tonic assumed the support of the provided the period of the provided the purpose of the period of

Jerry Belcher's house visiting.

American Radiator has dropped all advertising for the next nine months.

TONY STANFORD AHEAD OF VALLEE FULL WEEK

Tony Stanford, J. Walter Tony Stanford, J. Walter Thimpson producer, leaves for Ilollywood a week shead of the Rudy Vollice troupe to get the guest acts lined up for the initial stanza (13) from that point. Agency wants to avoid the headache it encountered on Vallectast trip to the Coast. The productr, of the show arrived but three does in indivance of the broadcast and had to work frantically to fill the bill. Vallectast of the coaten week.

Vallee going to work Warner Bros. Gold Diggers.

Shotgun Divorce

Of Press-Radio

although not immediate in political

Looks Closer

Washington, Jan. 1. Shotgun divorce of the press and broadcasting was believed inevitable

A Stopwatch-Watcher Sums Up

By Everard Meade (Young & Rubicam, Inc.)

Hollywood, Jan. 1.

Hellywood, Jan. 1.

He hurls a megaphone.

He yells 'quiet on the set!' An extra sneeze during a love scene, and he jumps from his canvas-back chair and tears his hair. If he is bald, he tears his assistant's hair. He tells a famous leading man how to bellow sweet nothings. He strides off the set after a day's work, his leather boots clicking in military precision, and goes out to dine with the stars. Life for him is just a Hollywood Bowl, of cherries,

Such is the layman's idea of a film director. Such is the confirmed confirmed

director. Such is the confirmed con-ception of cinema whip-snappers as conceived in the minds of John and Jane Public, of Cyclone Cellar,

Is it true? I wouldn't know. The

All true? I wouldn't know. The only film director I ever saw was at a preview. He was asking the usher when the newsrel went on True or false, the world has a definite notion of the picture director. But what does the world know of the radio director? Skitpping for the moment the possibility that the world may not give a hoot, let's pause for station identification long enough to say a word or two about this new species, the fellow who spends his life feeling the pulse-beat of a stopwards and glaring glumly from within the recesses of a glassed in control room.

from within the recesses of a glassed-in control room.

I speak with no small emotion. I'm a stopwatch-watcher myself. Back in the early days I gave up a per-fectly sane job to get up at 7 am, to put on an early morning program of cooking hints. Since that time I have had ample opportunity to ob-serve among my fellow workers the rise of the men behind the micro-phone.

Stooge Deluxe

Anything can happen in radio. And frequently does. That's the only thing I'm sure of. And when it happens, it happens to the producer. He is the go-between, the middleman, sometimes the guiding spirit, the stooge, the genius, the trouble-shooter, and the forgotten man. He can be one of these, or half of these, or all of these, or all of these, or all of these happens of the place of the place

there's talk of metamorphosis. There's talk that the radio director is There's talk that the radio director is beginning to carry a little more weight. Back in the old days a kid out of college got into an advertising agency, expressed a preference for radio because he'd majored in dramatics in school and felt sure he could handle radio shows, the company bought him a stopwatch a star, and hoped he'd get the commercials in hefers the station break.

pany bought him a stopwatch, a star, and hoped he'd get the commercials in before the station break.

Terrific competition put the kibosh on the sweet simplicity of radio-lide programs sprang up. Production technique lifted shows over one another. Big name shows died on the coast-to-coast vine and better shows with less expensive super-structure gathered in the listener. Clients began to worry if a door knock sounded as if the lad had rapped on the panel with a sponge. They fretted when the levels went off and their too-costly sopranfailed to make herself heard above the windy belief of the heard above the windy belief of the heard above the sounded as its infancy but it had begun to learn its ABCs.

Still, the stopwatch-watchers main-

begun to learn its ABUS.
Still the stopwatch-watchers maintained a stolid indifference to glory,
despite the new demands on their
ingenuity. Their salaries increased
but nobody knew whether they ate
with shoe horns or behaved like ordinary humans.

ordinary humans.
Then one night a radio man went
to a film and came back with a terrific idea. Hollywood was the place
for radio. Film stars were the lads
with the .b.o., in this case meaning
boxoffice.

Handling Stars

Handling Stars
The handling of big starts amounts
to a technique in itself. The clients
were to discover that it takes more
than the hierarchy of cinema great
more than their mere sport-coated
presence before a microphone to
make a good show. So the director's stock has now gone up another
and

Perhaps this is all too sanguinary Pernaps this is all too sangunary. Perhaps here: California where it's all so gay as we await the noturnal splutter of the fruit-saving smudgepot, we need the sobering influence of a New York sleet storm to make us see as through glass doubly.

A glunce at the facts might tell the story.

edy show. Everybody else picks on them, why shouldn't we? Here the director has a many-sided, job. The top-flight comedians build their own shows, though some comedians need the producer's help more than others. The 'top-flight' comedians—Bennys. Cantors, Bakers, Allens—build their own shows. But the less well established ones need help and need it badly. The radlo production man must provide a large share of that help. The experience and talents of a veteran radio producer can mean the difference between a middle-rank comedian who builds to the top and who doesn't. Comedians are paradoxical combination of are paradoxical combination of suspicion and faith. The better the comedians, the more they appre-ciate advice and constructive criti-

cism.

A comedian usually prepares his own script, either with the aid of his own writers or alone. He brings in his material three days ahead of the broadcast and the producer fits into the structure of the show. The producer also interprets the client's policy as to which "gags should be pruned.

chent's policy as to which gags should be pruned.

Names have to be cleared. Jack Benny wants to mention Lawrence Tibbett. The gag is so complimentary fibbett would blush to hear it among friends. Tibbett can't be located. He has gone hunting in a Carotina swamp in which there are no telephones. He won't be back until Monday. The gag comes out. We want to burlesque famous stage play. Its author has hidden himself away in some Southern pine jungle where three rows of rattlers, the stage of the s

'Here's your Georgia call!'
After the first rehearsal the script After the first rehearsal the script is ripped to pieces by star, writers, and producer. The producer rarely says anything funny. But he can help with analysis, construction, punching up pay-offs, clearing up gags, and improving continuity. He gives the comedian his cuts for time, suggests over-all playing tempo, keeps the writers from breaking one another's noses works closely, with another's noses, works closely with the musical director in the selection

informed on how the show is run-ning, watches the levels, ducks out to keep the east pepped up between comedy spots, reminds the star it's his wedding anniversary.

and in addition to all that a really crack radio producer contributes to tack radio producer contributes to every part of it. He gets no bylines, you'd be hard put to lay your finger on just where his contributions occurred, and may be he would be too. but the contributions are tions occurred, and may be he would be too, but the contributions are there. Imagination and creative ability are essentials for a top-rank radio producer. The chance to apply them is what makes the headaches endurable.

aches endurable.

Oh a dramatic show the producer (in Hollywood) starts his headache by setting out to sign his stars. Troubles come on apace. A studio doesn't care about its biggest maler star going on with a second rate actress from another studio. A great actress cannot be reached. She's in Beverly Hills and the client in New York wants an option—yes or no—by tomorrow. She won't answer the phone. Her maid says she's out-but we can hear her shoutfing at the maid. Desperation and blood presmaid. Desperation and blood pres maid. Desperation and blood pres-sure mount like Crossley ratings in our dreams. Someone gets an idea. Her agent is in London. Two mon in Hollywood claim they represent, her but admit at last that the only man she'll listen to is at the Ritz ni London. We call London. He is out. He calls back, We're out, We call back, tell him our plight. He phones Beverly Hills, gets the option via transatlantic caloling and calo via transatlantic cajoling and calls us back. We call Beverly Hills

via transatlantic cajoling and calls us back. We call Beverly Hills. Everything is fine.

In dramatic shows the star must okay the script. The star reads the script. It is swell, really father good. We rehearse two nights. Priday night is dress rehearsal. We make a record of the dress and the star hears the record. We leave the office at 8the next, morning after office at 8 the next morning after

star nears the record. We leave the office at 8 the next morning after rewriting the entite script.

The star has a cold. He will not be down until an hour before the broadcast. We rehearse an understudy, rewrite the introduction, calm the leading lady. The star shows up, does a beautiful performance. We use a story by a modern author. As first adapted it's all for the girl. The male star doesn't feel very happy. After all (shrug) why did you bother to hire him. We call New York. The author must be reached for permission to turn her story upside down. She is in Connecticut. Don't know. Operator, get me Connecticut, never mind, get it. the musical director in the selection of the musical director in the selection of suitable tunes to keep up the reached for permission to turn her pace and comedy mood, and stands should be the selection one from the other and serving as commercial for the weekend. Where in their viewpoints,

Miscellaneous Duties

He selects extra players, puts the show on the air, keeps the comedian Yes? Make mine aspirin!

CHARLES ALTHOFF

'As Great a Characterization A Ever Portrayed On Auy Stage.'

Enlygesal appeal backed by) show business. Have available five-a-week script lea built ound lovable home-

WIL, ST. LOUIS, **FORCING F.C.C.** ISSUE

Washington, D. C., Jan. 1. More legal fighting over decision-writing habits of the Federal Comwriting habits of the Federal Com-minications Commission, and regu-latory policies involved in the St. Louis Star-Times, case is in store. Stressing points overlooked in the original appeal, counsel for WIL, St. Louis, asked the D. C. Court of Ap-

peals last week to grant another hearing on the issues embodied in the tiff over establishment of a new transmitter in the Missourt metropolis and simultaneously let it be known that the hatchet will not be

known that the hatchet will not be buried without a Supreme Court re-view if the intermediate tribunal re-tuses to change its position. Reargument request was based on three-way contention: (1) that the appellate body obviously misunder-stood the F.C.C. refusal to reconsider grant of consent for the St. Louis rag's transmitter; (2) that damage was done to WIL because of the de-lay in handing down findings in support of the Star-Times plea; and (3) that the court falled of the ostensible reasons given by the Commish for allowing the press people to invade the St. Louis radio

field,
In emphasizing these issues, Louis
G. Caldwell and Donald K. Beelar,
counsel for WIL remarked particularly that there was no apparent
consideration by the Appeals Court
to the original squawk about the
Commission's finding that the StarTimes out to get a country to get a country to get a country
to the original squawk about the Commission's induing that the Star-Times ought to get an outlet because it would not carry network pro-grams. Repeating charge that this was arbitrary and discriminatory, WIL barristers asked for a decisive statement whether potential pro-gram service constituted adequate gram service constituted adequate reason for giving a newcomer the nod over an established transmitter. The rubber-stamp opinions of the F.C.C. were etted again in the rehearing petition. In answer to the Court's observation that WIL had not become the court of the Court's observation that WIL had not demonstrated any injury from the way the Commish handled the case, protesting station's lawyers declared the judges can't assume that the reasons given in the post-facto statement were those which influenced the regulatory body in deciding that public interest would be served by allowing another broadcaster in the St. Louis region.

St. Louis region, In the event that rehearing is refused, which usually happens, the WIL fight will be taken to the U.S. WIL fight will be taken to the U.S. Supreme Court on a petition for writ of certiorari. If this is granted, the entire record would be up for view, with a ruling by the final legal authority on the sufficiency of Commish procedure which has caused prolonged arguments between members of the bar.

Harry L. Goldman has been pr moted from the sales force WOKO Albany, to sales manager WABY, sister station.

although not immediate in political and industry circles again this week following renewed evidence that President Roosevelt is deeply tated by the way the newspapers treat him.

Although definite proof was lacking, recent blasts from the White House and other Administration quarters at the publishers were taken to forebook elgislation, which will prohibit rags from owning operating air outlets. Proposition was said to be getting thorough consideration from the President and his chief advisors, with prospect that some amendment to the Communications Act will be offered in the session of Congress starting Monday (32).

session of Congress starting Monday (3).

Feelers have been made among Schate members, with a bill almost sure to be introduced if the reaction is encouraging. Solons revealed they were sounded out by Vice-President Garnier, a development which tended to confirm reports that the Big Boss is pretty much wrought up by the

to confirm reports that the Big Boss is pretty much wrought up by the troubleing the publishers have been giving him in recent weeks.

While such a move has appeared unavoidable for more than a year, no action was believed imminent. This was particularly true when Chairman Frank R. McNinch of the F.C.C. gave Vantery an unqualified denial of reports that he has reached some conclusion about the desirsome conclusion about the desir-ability of either an anti-press regu-latory policy or a specific addition to the law which would disqualify publishers from engaging in broad-

Grave Matter

'I have read that I am supposed to have decided it would be wise to divorce newspapers and radio sta-lions. The F.C.C. broom-wielder-said. This is absolutely incorrect. I have thought about the matter at-various times since I was appointed chairman of the Communications. Commission but so far I have not been able to give the matter suffi-cient attention to develop any crys-tallized conclusions. I do not feel-that a matter of this gravity should be decided too fast, especially when there are important social phases to be considered. Social problem was raised squarely before the Commish last summer by Dr. Ivin Stewart, retired vice-chairman, in a vigorous dissent from a grant to the El Paso Times. Not-ling that all local transmitters in 113 newspaper - controlled, divorce newspapers and radio sta-tions, the F.C.C. broom-wielder

ing that all local transmitters in 113 cities ... newspaper - controlled, Stewart said it is contrary to the public interest to tolerate a monopoly on the means of conveying news and ideas to the populace. Numerous additional press-owned stations have been licensed in the past year, although the F.C.C. has given stronger tests of public interest whenever such an application has come up. Bulk of the applications from publishers destring to has come up. Bulk of the applica-tions from publishers desiring to build or buy transmitters have received favorable treatment, but now and then one has been turned down, and then one has been turned down, although not particularly because of the newspaper angle. Included the mass of examiners reports now awaiting action are several applications from publishers.

Dale Carnegie on Web

Chicago, Jan. 1.

Benton & Bowles of Chicago, has set deal with Dale Carnegle for a weekly shot on the NBC red for Colgate's whisker salve.

Starts Jan. 11. riding out of New York from 10:45 to 11 p. on a general how to win triends theme. Set by Ed Aleshire, radio twicker for B. & B. here.

Water Buggies Use Radio

N. Y. Motor Boat Show, which opens Friday (7), will ballyhoo with a broadcasting barrage locally on the two NBC stations. Talent will the Dandies harmony quartet

be the Dandies harmony quarter and a string ensemb. On opening evening of the wa'st-buggy display, WIZ will quarter-hour at 7:45 p.m. WEAF will oxone at 6:15 p.m. Jan. 10-11-12-13.

Standard Brands' Canadian Deals Cue Big International Expansion in 1938

By Morris Krushen

Montreal, Jan. 1

Standard Brands, via J. Walter Thompson Agency, is increasing its radio advertising appropriations in Canada by approximately 500% for 1938. Will go the Canadian Broadcasting Corp. network hookup of 38 stailors, with all pot its products. Broadcasting Corp. network hookup of 34 stations with all of its products. Standard Brands products have until now been on only two Canadian stations, CFCF, Montreal, and CRCT, Toronto.

Toronto.

Canadian Broadcasting Corp. from accounts, has quoted the Thompson agency figures which make the trans-Canada radio coverage very attractive; frequency, and regional discounts having been granted which bring the costs down considerably.

Key the First time, Cheen & Son.

bring the costs down considerably.
For the first time, Chase & Sanborn coffee (Charlie McCarthy) is on a 29-station hookup instead of on, only two stations. A special Chase & Sanborn program has been pro-duced to go over the French network of five stations on Mondays from 9:30 to 10 p. m., the McCarthy show being considered unintelligible to French listeners.

Special French shows for Thomp-son accounts include 'Dans Ma Tasse

five Standard Brands commercials because of the new development, relive Standard. Brands commercials because of the new development, retaining the Case & Sanborn show only because CBM, the CBC outlet here, has previous commitment, church service, between 8 and 9 p. m. Sunday nights.

CFCF, Montreal, and CRCT. Toronto, lose the following Standard Brands commercials to the Canadion Broadcasting Corp.: Tenderleaf. Tea. Fleischmann's Yeast, Magic Baking. Powder, Royal Yeast Cal:

Another Walter Thompson account. Kraft Cheese (Bling Crosby) has also switched to the CBC network.

Other commercials scheduled to go to the Canadian Broadcasting Corporation are Carnation Mills, General Electric. (Phil Spitalny's Hour of Charm), Jello and Johnson's Wax.

WDRC Bans Swing Music

Hartford, Jan. No swing by new house band at WDRC. That's the order from Studio Manager Walter Hanse. Latter feels that CBS basic station can get enough swingo from network.

Standard and light classic trend

Standard and light classic trend noted hitherto at other Connecticut plants that have fallen in line with new A. F. of M. arrangement. Studio orchestra at WTIC is strictly concertsting, and, organization. 3t. WICC. Bridgeport, will also retrain from riding

ADVERTISING AGENCY SHOWMANSHIP

Number of advertising agencies concerned with network radio took a decided drop in 1937, as compared to the previous year. More numerous than ever were the agencies with but one program, some with just enough billing for them to hold on to the franchise.

The year passed without the introduction of an The year passed without the introduction of an outstandingly new note in air showmanship, and despite the big stampede to Hollywood. Still responsible for practically all the clickeroos were the agencies which have maintained topline rating for two or three consecutive years. Of the flops none ranked in the big money brackets. Agency specialists in the low-priced novelty stanza scored nice averages from the angles of merchandizing and listance attention. listener attention.

Review of showmanship impressions made by some of the leading agencies during 1937 follows:

sonie of the leading agencies during 1937 follows:

F. Wallis Armstrong: Even with the heavy competition which sprang up last year along the Hollywood front, this Philadelphia outfit has maintained a high level of enterprise. It recruited Ken Murray and his stooge crew after their exit from the Lever Bros. payroll, put them their own for a while and then fitted them into a fixed niche on the Hollywood Hotel perennial. Surprised the trade by inducing Campbell Soup to step in as the successor-boss of Amos n'. Andy, with the buy generally thought to be smart one.

Aubrey, Wallace & Manage Still Administration.

smart one.

Aubrey, Wallace & Meere: Still showing em in its own quiet way how a dramatic conceit of seven years standing. First Nighter can keep on capturing major attention. Is also doing okay by 'Grand Hotel,' now rounding out its

fourth year.

N. W. Ayer: Developed Al Pearce-show for Ford Motors fato one of the sprightliest variety routines on the air. Dove-tailing in thought and disposition between agency and head performer has been exemplary. Agency also take bow on the continued class steering of the motor magnate's

tailing in thought and disposition between agency and head performer has been exemplary. Agency also talke bow on the continued class steering of the motor magnate's Sunday night musicale.

Batten, Barton, Durstine & Osborn, Kept. batting away with variety of shows; with the organizational polley depending more on production treatment than heavy talent payrolls. Steady upgrade taken by Duront's 'Cavalcade of America' in popularity. In the musical department, the standout observations have been the showmanly touches applied to Guy Lombardo's act (Bond Bread) and the marked contributions to the commercial career of Tommy Dorsey (Brown & Williamson), with the rewards for this faith beginning to show. Tried something different in the way of serious music for Coronet magazine, but with problematic results. There is still the 'March of Time.'

Benton & Bowless Becomes the center of attention when it junked 'Maxwell House Show Boat' after tun of five consecutive years to undertake what has developed into commercial radio's greatest struggle, the MGM collaboration. With the coffee roaster shelling out unprecedented money for the privileges of the picture lot, the latter show is yet to find its sock groove. Agency's other new, Hollywooder, 'Jack Haley's Log Cabin,' has so far rated as an entertainment in-and-outer, but there's a good possibility of its coming within reach of the brass ring.

Agency's efforts in behalf of Colgate-Palmolive-Peet during the past year have been see-sawish. Floyd Gibbons with his True 'Adventures' and the revived Beauty Box Theatre with Jessica Dragonette cach plodded through a none too simificant 26 weeks. The ex-deacon of McKeesport, Me.; Phillips Lord, is still doing well with his cops and robbers saga, "Gangbusters." Hilliof House' comparatively new indicates that it has the formula for housewife allure. Agency's other bow to italodia was the induction of 'On Broadway' for the Diamond Crystal Salf.

Blow Continuing to do a silck merchandising and entertainment job for Philip Morris cigar

Page News.

Blackett-Sample-Hummert: Radio's program mill held fast to the old stride and formulas, turning out some 70 programs a week from the New York end and some 60 shows in Chicago. While most of the script series are farmed out for production, they bear what has now become an easily distinguishable stamp. The one exception is Easy Aces (Anacin). Regardless of trade-financed polls and surveys, the B-S-H nuggets of entertainment and enlighterment continue to prove a hausfrau's source of romance, excitement and delight. They not only sell goods but keep trailing through the years.

through the years.

Blaker: Wound up Sunday (2) its unobtrusive Sunday

ning tonsil byplay, American Radiator's Fireside Recital. Quarter hour's best break was that it followed Jack Benny.

Brook-Smith-French & Dorrance: Credited with getting Hudson Motors benind Dave Elman's sideshow of daffodil behavourism, 'Lobby Hobby.' Novelty show's material has a consistent amount of tang and capitalizes shrewdly, our man's striving to escape boredom.

Buchanani With the master showman, Eddic Cantor, still there to shoulder its lone radio burden (Texaco), this agency rests its case.

agency rests its case.

Campbell-Ewald: Though the quality of the fare was up to the old level, the method of presentation of the General Motors concert series this season lacked on occasion sound showmanship and technical judgment. For the opening the program conjured with short wave and quick continental cut-ins, with the elements and the engineers combining to muddle things. This last season's was the shortest in the series' history.

est in the series' history.

Ceell, Warwick & Legler: Tried hard to do a Wayne King with Eddie Duchin for Elizabeth Arden, shifting recently, from NBC to Mutual with the hope of better luck. Smart steering indicated by the way it has kept Warden Lawes (Sloan's Linament) going for six years and Shorwin Williams' Metropolitan Auditions of the Air' for three seasons. Was the first to prevail upon a national account (G. Washington Coffee) to cosh in on the asis-me-another trend.

ington Coffee) to cish in on the ask-me-another trend.

Compton: Specialists in the domestic and lead-kindly-light stuff (Proofer & Gamble) with the scores pretty much in the agency's favor. Also accountable for the news pontifications of Dorothy Thompson (Pall Mall cirs) and George Rector's clowning over-the cookstove (Phillips Packing).

D'Arcy: It corruled for Coea Cola the type-of show that both agency and client had been looking for for years. Series started hopefully enough but the authority for making talent and routine changes as warranted wasn't there. Produced outside D'Arcy by Walter Craig. Spoisor very opinionated.

Erwin-Wasey & Co.: Ties its air fate to singleton warblers of all descriptions, founts of wisdom (Voice of Experience and the Lamplighter), and commentators of curious intellectual predilections. While the policy has been to keep 'em simple and fow-priced, the programs have consistently produced the counter results, considering the line of merchandise;

chandle.

William Esty: Heavy going this season with Jack Oakie's College' (Camel). Benny Goodman also hasn't been able to do much against the opposition of the Packard show, but the chances are that a different spot on the schedule will

the chances are that a different spot on the scnedule will aid.

Gardner: Gravitates between the pop musical stanza (Saturday Night Serenade and Marion Talley) and the horse opera (Tom Mix 'Straight Shooters), fashioning acceptable entertainment in either case.

Geyer, Cornell & Newell: Got an okay buy in Professor Quiz' and, even though the program losing lang the merchandising continues to fetch inside admiration.

Hays MacFarland: Lively orchestral revue headed by Horace Heidt (Stewart Warner's Alemite).

H. W. Kastor: Has its network all still tied to Irene Rich's personality and Welch's Grape Juice.

Henri, Hurst & McDonald: It's Sanlin' Ed McConnell in his fourth season for Acme Paint, with another holdover. Tea Time at Morrell's also doing a vocal hearth-warmer for Red Heart Dog Food. Fillers that pass quietly in the night.

night.

Arthur Kudner: Still doing passable duty by a couple it fetched away from Erwin-Wasey. U. S. Tobacco's Pick and Pat' and Macfadden's True Story. Linked Buick to a couple Joe Louis fights, with the air version producing more next-morning debate than the results of the bout itself.

more next-morning debate than the results of the bout itself.

Lennen & Mitchell: Accounted for dubjous scores with the Shep Fields-Frank Parker-Bob Hope combination and the Hollywood-originated series with Tyrone Power and Harry Sonsik. In either case material has much to do with the grounding. Has Winchell for Jergens and George McCall for Old Gold. Also a dramatic schnitzel: Follow the Moon (Elsie Hitz, Nick Dawson). Brought Doe Dafoe back to peddle the virtues of baby powder.

Lambert & Feasley: Handed Listerine a waydarer of the Grand Holel school, tagging it Grand Central Terminal, and the results have been NS.G.

Lord & Thomas: Gof off to a wobbly start with the Hollywood confection it sold George Washington Hill. After making the prolonged pulling power of Your Hill Paradér one of the wonders of the trade. Agency, Chicago division includes among its miscellaneous responsibilities Horlick's Lum and Abner and Quaker Oat's 'Kaltenmeyer's Kindergarten, and the moderately ingratiating 'Aunt Jeruima on the

McCann-Erickson: Floundered badly with the Hollywooder it brought in for National Biscuit, with Helen Broderick, Victor Moore and Buddy Rogers, but fared more show-

manly in the handling of Sheila Barrett and Joe Rines' orchestra for Gruen Watch. Snagged Jean Hershoit for on of those hearthstone aniflers, 'Dr. Christian of River's End' (Chesebrough), with the outlook not so doughty.

Maxon: Besides Phil Spitainiy, one of radio's more pleasant and showmanly musical interludes, this agency is allied to the Heinz programs, Channing Pollock and 'Carol Kennedy' Romance. Spitainiy's long-term backer is General Electric.

Morse International: Switched Vick's from Nelson Eddy to Jeantet MagDonald. Despite the latter's kitenish tendency at the start, the starta developed into a strong wooer of musically-inclinied managing nicely in the popularity brackets, against the apposition of Jack Benny. Same agency resurrected Tony Wons to peddle the same manufacturer's balm.

Needham, Louis & Brorby: Rang the bell with Fibber McGee and Molly, after tagging along with the team for some time Pair, still entrenched in popularity with the kudos doubly theirs because of the opposition, Lux Theatre. Newell-Emmett: Agency changes its Chesterfield casts so often that press, program listers sometimes have a tought im keeping up with it. Brought in Alexander Woollcott to chide and reminisce for 26 weeks under the Granger tobacco-banner and substituted Eddie Dooley for Paul Douglas on hashing over the sports columns. Reams of words but no bulls-eyes. Loose Wile folded 'Snow Villege Sketches,' following a moderately good impression.

Fedler & Ryan Contented ilself with putting a readymade garment. For Men. Only (WLW), around Vitalis and riding along on "Pepper Young's Family" its lone survivor from the Procter & Gamble menage.

L. W. Bamsey: From Jingles and hillbilly maunderings to Jerry Belcher's 'Interesting Neighbors', which proved a timely, smooth-handled and allaround good buy,
Reche-Williams & Cunnyntham; Went. down on its network threesome when Dick Himber and Studebaker parted. Holdovers and still the satisfactory popularity brackets are Lowell Thomas (Sunoco) and Old Dutch Cleanser's 'Bachelo

Reche-Williams & Cunnyrham; Went down on its network threesome when Dick Himber and Studebaker parted. Holdovers and still the satisfactory popularity brackets are Lowell Thomas (Sunoco) and Old Dutch Cleanser's 'Bachelor's 'Children Ruthrauff & Ryan; Had difficulties smoothing Levers' Al-Joison-Parkyakarkas-Martha Raye-Victor Young; show and the Edward & Robinson-Claire Trevor dramas. Agency, iried to get Edward & Robinson-Claire Trevor dramas. Agency, iried to get Edward & Robinson-Claire Trevor dramas. Agency, iried to get Edward & Robinson-Claire Trevor dramas. Agency, iried to get Edward & Robinson Claire Trevor dramas. Agency, iried to get Edward & Robinson Claire Trevor dramas. Agency, iried to get Edward & Robinson (The Shadow') for Blue Coal. Its piloting of Milton Eerle (Gillette Blades) put the agency somewhat on the debit side of the ledger. Lawton Campbell of General Foods is joining agency on radio end. Stack-Goble; This one is building itself quite a rep for associating its clients with novelty air fare that not only gets the audience but consistently steals newspaper space. General Hugh S. Johnson (Bromo Quinne) and Radio Newsrele of the Air' (Energine) are a couple cases point. Wallace Butterworth and Parks Johnson continue to make their sidewalk interviewing routine—potent selling agent for Molle Shaving Cream.

J. Walter Thompson: While it is credited with producing the year's No. 1 smash, the Edgar Bergen-Nelson Eddy, etc. coffee kiatsch, the agency has had no small number of misses. Last year's more or less quick puff-outs included 'Do You Want to Be an 'Actor' (Chase & Sanborn), Louis Armstrong (Fleischmann), Herrier Jansen (Fleischmann), Floyd Gibbons-Vincent Lopez (Nash.), Grace Moore-Lopez (Nash.), Dec Cook (Shell): and the various combinations that went to make the 'Scallest Party' (National Dairy). Despite this list of bad guesses, the agency is still away over on the laurel side, considering the Rudy Vallee hour, the Lux Theatre and the Bing Crosby-Bob Burns' it has done more than ke

Tulsa Talent Swan Songs Sponsor Barnsdall As Oil Series Conciudes

In a half page advertisement, the

In a half page advertisement, the following letter appeared under the heading—Is it 'Good-By-Tulso?'.

Next Sunday's FUN BUG broad-east is the last. Just as we begin to Tind our strength and hit our true stride, the contract with Barnsdall ends. The ninety-seven of us in the east are truly grateful to the Be Square outfit. We are going to miss the pay checks each week. Some of us will have to move elsewhere to find work.

...Tall buildings, and the title. Oil Capital Of The World, are things to be proud of, too. But that Tuts has some of the finer things, and a Soul, we hope to have shown the world...

world.

Barnsdall has been a wonderful
cellent to work with. It has given us
a free hand in building the radio
shows. Not one word of protest as
to expense was ever raised by the
Be Square people. They are fine

folks!

We in the cast have given our best work and enjoyed doing it! We have been grateful for the large and sympathetic audiences in the Akdar Theatre. We'll be glad to see you in our last audience and, we go off the air, to have join us in singing. Aklid Lang Syne.

(Shew: artificiated, such Sundaye.

HORRIFIED B.B.C.

Unwittingly Gave Britons Few Snatches of Advertising

Eddie Cantor got involved a British broadcast comedy, though he may not have known it. B.B.C. cach Monday puts over 'Broadway Matinee, by means of a book up with Columbia, and timed this from 8.30 to 9 last night, Greenwich time Program, radiated on the National system! wavelength, overlapped - key variety program aired from the Lonne pay checks each week. Some of use will have to move elsewhere to the air, to have join use in sing don Regional station from \$1 he air. Thanks afternoon via KTUL and was piped to ther indivest stations over CBs. Tulsa has become known to millions as a city that possessor the priceless to make acting Harmson by the possessor the priceless in the property of the possessor the priceless of artistic and musical talent.

Dersignaded Columbia so to arrange Cantor: time that listeners could pick him up after the other-program ended, announcing the fact on the Regional wavelength before the Gaumont show opened. Thos, who remained faithful the National program, however, witched to an American station and heard on advertising build-up coming over on a commercial program, but after moment heard a BBC. Storis Monday (10). The uniformed cut in with horvited polymy, stating the corporation had impaked-up. The companies of the companies

After brief pause, contact was again, made—with the same pro-gram, so B.B.C., giving it up as a bad job, amounced, poor atmospheric conditions made the relay impracticable and filled up the period with recordings. Listeners switching from Regional at 8.45 thought they were getting remarkably line reception from America-until the amouncer's roice put them until the announcer's voice put them

Basis of Olsen Rug Co. On Red Web Keynoter

First wax show to go on WEAF. First wax show to go on WEAF, N. Y. is a thrice-weekly (M-W-F). 745-3 o.m. period for Olsen Rug Co. Starris Monday (10). The prime fountain head of NBC-red recently relaxed its ban against transcriptions by permitting their use on the tatton before 9 a.m. Program will be musical, using Thesaurus service. Placement on WEAF is part of the rampaign Olsen is placing on early-morning periods through Presaments of the remaining through the control of the remaining through the periods through Presaments of the remaining through the periods through Presaments of the remaining through the periods through the period through the periods through the periods through the periods through the period through the period

Wm. Esty Co. signed to use WJJD. Chicago, five-a-week 'Court House Reporter to plug Baume Bengue.

Rehearsal Proviso Chief Adman Squawk on Unionized Actors; Standard Scale Not Unwelcome

Negotiations between the American Federation of Radio Artists and leading advertising agencies are getting under way New York. At ing advertising agencies are getting under way. New York. At Vanier's early press time for this issue it looked as if a series of amicable conferences would ensue rapidly. Advertising agencies such as Young & Rubicam, B. B. D. & O. N. W. Ayer, Lord & Thomas, J. Walter Thompson, Ruthrauff. & Ryan and others are understored to welcome.

ter Thompson, Ruthrauff & Ryan and others are understood to welcome rather than dislike the AFRA attempt to standardize componsation for radio actors. They are said to feel this will take a price-chiseling element out of the competitive arena. First get-together took place last Friday (31) norning, when AFRA officials and Young & Rubicam exces met. As a result of that session, the American Assn. of Advertising Agencies is expected to meet the Actors

AFRA Will Cite This

What little regard the d for a Radio City ad agency has for the time and energies of mike actors was energies of mike actors was keenly brought home through an incident which occurred last week. After keeping a player around for six hours, the pro-ducer decided that the part could be omitted and then dis-missed the actor without mak-ing any arrangement for com-pensation.

Producer involved is notori-Producer involved is notori-ous for the prolonged reheatsals he holds for a 10-minute dra-matic interpolation. In this case he summoned the actor from his home out in the coun-try, held him in the studio while the parts were being studied, had him come back for dress reheatsal and when it. dress rehearsal and when it was found that the sketch was running over the allotted time he told the actor he wouldn't have to come back for the broadcast.

breadcast.

Actor was not only taken back by the flip dismissal but got a stiffer surprise when nothing was said about his being paid off. He hesitated to squawk for feer that any future chance of work with this agency would be ruined.

reps in a chin-fest. Conferences are already scheduled with NBC, CBS and MBS. Meanwhile, AFRA locals in various parts of the country, nota-bly Chicago and Los Angeles, had made preparations to approach sta-tions in their localities for recogni-tion, wage agreements, etc.

Attitude of the Four A's, as ex-pressed by several exces of its mem-bers' agencies, is understood to be generally friendly toward the AFRA.

Many of the larger agencies al-ready pay wage scales could to the in various parts of the country, no

Many of the larger agencies al-ready pay wage scales equal to the AFRA figures, it is claimed. Only hitch is likely to be AFRA's schedule of maximum rehearsal hours, which agency men. consider too limited. According to AFRA heads, however, they intend to be reasonable and con-cluiatory in dealing with the agen-cies.

Reason advanced for the agencies' apparent friendliness to AFRA's campaign, is, the desire to work out some sort of yardstick of fair practice' and ethics for the talent-buying end of the business.

Current negotiations are covering principally the big network commercial shows. Locally sponsored shows will follow, with the sustaining programs coming in for discussion when the networks enter the picture. In connection with the separate camthe networks enter the picture. In connection with the separate campaigns of the different AFFA locals to win contracts from stations and agencies. In their own areas, it is stated by AFFA officials that all local contracts will be subject to approval by the AFFA national board. General terms of the local pacts will all cases conform to the standard agreement drawn up recently by the national body, however. Only variations from that outline will be in adapting certain flexible portions to local conditions.

Rirkman & Sons, Inc., started a five-minute transcription series five-times a week Jan. 3 on WOR, New York, N. W. Ayer is the agency

HAVANA PACT PLEASES

No Complaints Registered Despite Prospective Regilocation

Trespective Reallocation

Washington, Jan. 1.

General commendation of the radio industry for the agreement conference is seen in the lack of criticism since U. S. delegates arrived home with the pact splitting up the spectrum in the Western Hemisphere.

In the three weeks since the ture of the treaty has been known, there have been no audible bleats despite the prospect of wholesale frequency shifts and doubling up on certain channels. Federal Communications Commission has not heard any kicks, nor has the National Association of Broadcasters. Leading radio lawyers say they have received inquiries from station-clients about the particular effect of the accord but none of these indicate any serious dissatisfaction. Price paid for freedom from chiseling by other North American antions, notably Mexico, considered cheap by the U. S., according to consensus among industryess here. This also seems to be the

ing to consensus among industry reps here. This also seems to be the slant from the broadcasters who are most likely to be affected.

ENGLISH ACTS AIR ON HOLIDAY COMMERCIALS

London, Jan. 1.

J. Walter Thompson agency here had several the foliation prominent the factor performers were used:

Kraft Cheese Krazy Kristmas Show employed Flannagan and Allen and Nervo and Knox. Rinso had Jack Hylton band, Leslie Henson and Hutch and Eddie Pola.

A recorded interview of Connie Boswell by George Spelvin' was included in a Horlick broadcast.

Ed Dukoff at WOB-WBIL

Ed Dukoff became publicist at WOV-WBIL. N. Y., this week. Charley Berry, who has been doing the p.a. ing, has been moved into the continuity department of the twin stations.

Margaret Mulvey Writes Two

Margaret Mulvey Writes Two
Chicago, Jan. 1.
Two new shows, both done by
Margaret Mulvey, go to WHIP, Hammond, as sustainers.
Both kid appeal. One, Just Kids,
done by juveniles; the other, Proms
and Panics' gets adult performers.



SHEP FIELDS

And His Rippling Rhythm Orchest Now Playing Palmer House, Chica Featured Coast to Coast Mutual Networks

BOOK SPONSOR HOUR A DAY ON WQXR

Book of the Month Club will take to the air Jan. 15, affording high brow station WQXR. New York, its largest contract to date and most ambitious program; also. Contract calls for one hour daily at \$250 per. With frequency discount, if op-tions are carried out it figures

With frequency used tons are carried out it figures to run \$60,000 yearly. Will be heard from 10:00 to 11:00 p.m. and forces station to add another hour to its schedule, upping 'Just Music' hour to 11:00 p.m.

Thought behind carefully guarded to sell book reading to sell book reading

Thought behind carefully guarded program to sell book reading rather than books or authors. It is the biggest book campaign to take to the air so far. Might spread later to other indies of a net, depending on result.

Schwab & Beatty agency handled Book-of-Month account which has been carefully guarded to avoid cash-in by outsiders.

Meanwhile the 'Good music' program will be used exclusively for classic recordings. Will also include guest flesh for whom account is dickering. One is the Perole Ensemble, chamber musickers.

Kass-Tohrner Split

Kass-Tohrner talent and produc-ing agency has dissolved. Outfit was incorporated with offices in New York.

Sue Tohrner has personally taken over the performers who were on firm's list, Arthur Kass has no

ADMEN OPPOSE STAFF CREDITS

To the program producer the year 1937 will rate as a particularly pleasurable milestone. It will mark the period in which his element tore through the yell of anonymity. While the producer's status within the trade itself has substantially been on the upbeat in money and organizational importance for several years, his identity was kept under wraps until Bill Bacher made air billing a stipulation his contract and CBS started giving similar recognition to some of its staff men.

Despite the Bacher coup and the Columbia gesture, it will likely take another few years for the idea of the producer credit line to make appreciable headway in commercial radio. Precedent doesn't fall easily with the advertising craft. As the craft has become more closely interlinked with show business it has been forced to overhaul more and more of its established practices and preconceived theories, but there's one policy which will withstand lots of hard battering, especially among the bigger agencies. Ageacy Sells Self

Spotlight must not be focused on a

Spotlight must not be focused on a particular member of the staff. Agency sells itself to the client as a highly co-ordinated service, with cuch component part functioning expertly and no one man or team, except the bosses themselves, response to the for the success of ampaign.

The angle has been found a sound one. It keeps the client sold on the agency: a whole aind staves off the possibility of a staff man becoming so immersed in the creative end o the entire account that when he walks the account walks with him. That's one side of the picture. But there is also an encouraging side for the producer in the matter of air, which is a natural concomitant. The agency with several important programs is already knee deep in show business, and it is logical to assume that it won't take many more steps before this billing barrier gives way. If crediting the producer good enough for pictures and legit, it' good enough for pictures mid picture in in sin't a picture director brought in mostly for front purposes, might give the program an added bigtime flavor.

Agencies which maintain extensive producing staffs and do every phase

battering, agencies. Agencies which maintain extensive special agencies. The agencies of producing staffs and do every phase of producing staffs and do every phase of programs are preparation within the organization are still comparatively lew. Where they don't buy them from indie sources or farm them out they maintain a couple directors, one specializing in dramatics and the other him music; but with the actual details of knitting the thing together left to a german and the other production men.

..... ADV. AGENCY DAFFODILS

N. W. Ayer: Publicity releases from the New York office arrive as late as wisdom teeth. Firm's rule has the press department in the Big Burg ascertain facts on programs, carefully embalm them into copy and submit the stories to the toppers. After passing that muster, they are sent to Philadelphia headquarters, where bigger hats scrutinize them and ship them to the advertising managers of the accounts concerned. After okays there, the stories are ready for release, but by then they have already broken via the grapevine and are in print.

Badger, Browning & Hersey: There is a paucity of coat-hangers in most of the offices in this firm. Shortage is so acute that visitors have been known to be invited to deposit their overcoats on the floor when sitting in

William Esty: Everything pauses around the office each afternoon at 4:30 while tea is poured for all the employees. Girls around the place supply the chic and woman power for the pouring, the agency supplies the cups, saucers and hot water. The tea teaves are supplied by the Tea Market Expansion Bureau, an account on the company's list.

Compton: Official and stock answer to questions here is. The only news releases the agency gives are made through the National Broadcasting Co. That has long been almost aggressive attitude at the agency, but there are those who think it will be slightly qualified when a slice of Procter & Gamble business shifts to Columbia this month.

J. Walter Thompson: Female employees can't smoke.

Lerd & Themas: Female employees can smoke, but like the males they officially smoke Lucky Strikes.

Breeke, Smith, French & Dorrance: The Maine Development Commis Brooke, Smith, Frenen & Dorrance: The mainte Development Commis-sion is one of the firm's accounts. Dick Dorrance, exec on the account, does some first-hand direct propagandizing for the farm products of the state by keeping bags of potatoes and apples in his office. He presses visitors to take some of the vegetables and fruit away with them.

Batten, Barton, Durstine & Osbern: Per capita percentage of employees who voted in last November election in New York City greater than at any other agency. Bruce Barton elected to Congress.

Lawrence Gumbinner: Telephone operator refuses to reveal the name of the agency upon answering a call. She merely repeats the number one has already dialed. Which is one manner of identification, but leads persons to sometimes believe the same phone number is shared by several outilts.

H. H. Geed: This agency not only shares offices with its largest account, Carter Medicine, but also the telephone.

Blackett-Sample-Hummert: Mrs. Frank Hummert had a secretary named lorence Fick. Had the employee's label changed to 'Miss Dick' as a nom

Neff-Rogow: Most agency radio execs keep their quarters bared of re-ceiving sets on the ground that use of them might suggest lack of knowl-edge of what is transpiring on the airwaves at all times. Both Bill Rogow and Walter Neff work in revers to the procedure of their fellows each having their offices tuneful throughout business hours. When talking turkey, only concession made is to cut the volume.

English Notes

Ethel Levey will broadcast some of the songs in which she scored so effectively in 'Hello Ragtime' at the Hippodrome in 1913. The numbers will include 'How Do You Do, Miss Ragtime'. Waiting for the Robert E, Lee, 'Tm Your Tango Girl' and Some of These Days.'

B. B. C. cutting down on thei ight programs, allocating the differ ince to the development of television

Nelson Keys televised in short re-vue written by Keys Junior and John Paddy Carstairs

Barbara Blair will broadcast with Teddy Joyce's Band, starting after New Year's.

During November, 1.008.584 radio-receiving licenses were issued in the U.K. Approximate total number in force in Britain at end of the month w. 8.424.200, an increase during the 12 months' period of 526,682.

100% NEUTRAL, BUT CALLED PROPAGANDA

London, Dec. 20.

Just how careful British Broadcasting Corp. needs to be with its
programs. Illustrated with Revoorograms illustrated with new aired fution Russia, which was aired lution ' lution Russia, which was aired last evening. Straightforward dramatization of events in Petrograd in 1017, without attempt at moral or colorization, subject drew hundreds of squawks from listeners in following mornings mail protesting against what in their true-blue way they considered Bolshevik propaganda. Powerful right wing Daily Mail splashed, it as 'B. B. C. Play Lauds Reds.

Sol Chain Promoted

Sol Chail has been named as-sistant manager of Station WNBH, New Bedford, Mass. With staff since 1934. Inving Vermilyea remains mana-

OUTSTANDING STUNTS PICKED BY 'VARIETY'

(Special tie-ups, Lovi-getters or other radio coverts which singled out by VARIETY Shoumainship Column during 1937, for the 'outstanding stunts' box are indexed by publication date.)
Chocks to Advertising WMCA, N. X. J. J. 20.
Job-Getter, Commercial, KHJ, Angeles, 1.26.
Angeles, 1.26.
Station News Morgue, WHCA, Lymbhurg, Va. 22.
Station News Morgue, WHCA, Lymbhurg, Va. 22.
Station News Morgue, WHCA, N. X.
J. 20.
Station News Morgue, WHCA, N. X. (Special tie-ups,

2/16. Homicide Squad Jury, KGW, Portland, Ore, 2/23.

Ore. 2/23.
Dept. Store Customer. Ad. Lib. WDAS.
Philadelphia, 3/2.
Spring Training Discs. WXYZ. Detroit.

3 9. None, 3 16. Ohio Reports, WEN., Columbins, 3/23, January, Program, KSTP, 3/23, Reminder Leaflets for minder Leaflets for .

se, 1730. Artoons Radio Page, v. 4/6. None: 4/13. Reschall Ballyhon, WHN. Radio Page, Wift, Konses

26.
Boy. Scout. Program., K.J.R., Scattle, 4:
None. 4/27.
None. 5/4.
Blood. Donora. Club., WHE., Ruchester

Note: 5-18.

None: 5-18.

Ours: Station Days: Cleveland Sapa, 5-28.

Ours: Station Days: Cleveland Sapa, 5-28.

Ours: Station Days: Cleveland Sapa, 5-28.

Univella Court, KSTP, St. Pank, 1.

Transcribed Oblis, R. J. Methosb Co.

5.

Tail Corn Sweepstakes, Moines, 6/15, Salesman's Talent Folio, W.

Saiesman's Talent Folio, W.

"Covery Etgli, Momber a Tepporter, WANT
Chreimiti, 4020
Chreimiti

1974
Frogram chiedule, WSPR, Springfeld,
Mass, 197
None, 1974
None, 1974
Lord and Lady Elvin Over, Juste,
WHEN Stool Dances, WSHX, Springfeld,
VI 11, 2, 2 Tool Dances, WSHX, Springfeld,
VI 11, 2

Watter Tonogon WN 11 A. Market Tonogon Tonogon Tonogon WN 11 A. Market M

By Edgar A. Grunwald

By Edgar A. Grunwald.

Network even in my programing during 1937 be summed up as follows: it very much resembled the retwork evening programing. of Jan. 1, 1934.

There two exceptions to this statement, one big and one not so big. The not-so-big exception is that Major Bowes and his amateur that Major Bowes and his amateur.

big. The not-so-big exception is that Major Bowes and his amateuraze of a couple of years standing gave novelty a big nudge. The big exception that now advertisers have to pay more cash for something hey could have got pretty cheap, by present standards, in 1934.

Daytime network programing isn't changing much either, but the serials have been laying such a blanket of heart-throbs across the blanket of heart-throbs across the killed-off kid shows as leaders in 1933, that daytime network production at least looks very lively on paper. And as yet it doesn't involve the expense of moving, lock-stock-and-barrel, to Hollywood. In short, at still a lot for the money.

Radio, being young and filled with lots of people who got their production education in Siwash college dramatics, is particularly resentful of the accusation that its production standards are set in a rut. Newspapers, for instance, don't get sore when it's pointed out that copy changes over a period of years are few. But network radio can't be that smug. You can write newspaper sore in a rout he without the haystack. the haystack.

the haystack.

Always More Coin

A glance at the accompanying tables shows that 'network programing and production haven's changed much in the past two years (if more tables were appended back to 1934, they'd, also look about the same). The tables do show, however, that coin—and more coin—is the order of the day. (It should be pointed out here that in the tables for 1936-1937 the Mutual Broadcasting Sys-

out nere that in the tables for 1930-1937, the Mutual Broadcasting Sys-tem is included; in the 1937-1938 tables it is not included because preparation of its data was not com-plete as this is being written.)

Whereas in 1936—all of 1936—45%

of all variety programs originated in or an variety programs originated in Hollywood at some time or other, the figure has, in half of the 1937-38 season, and not counting Mutual, risen by 18%. Drama from Holly-wood has increased by 10%. In total

1. VARIETY

2. POPULAR MUSIC

3. DRAMA

NETWORK EVENING COMMERCIALS* (June to December, 1937)

Based on Variety Radio Directory Data

(Note: NBC and CBS programs only; evening time starts at 6 p. m. ex-

cept Sundays when it begins at 5 p. m.; a station hour is one hour over one station one time—thus a serial running five quarter hours per week over 12 stations would be counted as 15 station hours.)

a. Legitimate, and/or legit stars.
b. Popular serials and sketches.
c. Crime-detective-legal
d. Historical

a. Gossip b. General Comment 8. AUDIENCE PARTICIPATION

(Question-answer bees predominat; no other breaksdowns possible as yet)

10. NEWS COMMENTATORS ... 11. FAMILIAR MUSIC

12. SPORTS 13. BAND MUSIC

CHILDREN'S PROGRAMS

SHOWS WITH GUEST STARS.

HOLLYWOOD ORIGINATED SHOWS, 32

4. SEMI-CLASSICAL MUSIC

5. CLASSICAL MUSIC 6. COMEDY TEAMS

7 EVENING TALKS

9. AMATEUR HOURS

During 1987 there was more attention to studio set-ups. This meant better analysis and arrangement of microphones, placement of cacustics, etc., and important better technical. scoring for orchestra, singers, and bands.

and bands.

In the old days scorer thought nothing of inserting trumpet, solo into an arrangement, followed by quick trumpet counterpoint, and then, trumpet counterpoint, and then, say, a trumpet fro. It was obvious in actual practice, of course, that a solo trumpet can't run down front to the mike, then back for the counterpoint, and then down front again for the trio. But the scorer never thought of that.

Currently such scoring difficulties are largely eliminated by more "experienced production and multiple mike setups.

station hours per week, Hollywood is already surpassing, in half a season, all of the previous stanza.

That goes for guest stars, too. In the 1936-1937 season, 60 programs at one time or another had guest stars. During the current half-season, al-ready 50 programs have hired such single-timers, and pretty near half of these programs originated in Hol-lywood.

of these programs originated in Hollywood.

Dollar sign—and not production changes—are consequently the most important event in 1937 radio, network evening or otherwise. Lots of money always invites headaches, and radio will not be the exception.

For one thing, extra dollars, unless they can appreciably increase the aggregate of the listening audience (and they have yet to do that) are subject to the law of diminishing returns. In short, the last dollar piled on the heap doesn't produce the same results, percentage-wise, the first dollar did.

Reform Throfiled

Reform Throttled

For a second thing, the thinness of network radio production since 1933 is remarkably demonstrated in the is remarkably cemofistrated in the lack of kid shows. Four years ago juve fare was on top of the daytime heap. Then the women reformers doused it. And subsequently no one has ever figured out a lure for kids— despite all—the network promotion

> Number of Station hour per week 1304 Hrs

> > 132 Hrs.

131 Hrs. 71.5 Hrs.

(63% from

Hallywood

411 Hrs (40% from

Hollywood

185 Hrs

178 Hrs

144.25 Hrs (over 50% from Hollywood) 101,25 llrs

ver 50% fro Hollywood)

100.5 Hrs

76 Hrs.

32.75 Hrs.

83.75 Hrs

1205.75 Hrs.

·9 Hrs

29

21

Better Scoring

pieces on radio's suitability for lurpieces on radio's suitability for fur-ing kids a fuve can understand via the ear before he can read, can't he'). Last season there were ex-actly. 12 kid shows aggregating a puny 250 station hours per week. This half-season, and not counting Mutual. Here. only five kid puny 2:00 siation hours per week. This half-crosson, and not counting Mutual, there. only five kid shows, asgregating 84 flours per week. Add Mutual in and you still barely get over the 100-hours-a-week mark. This is probably the towest figure for kid shows in modern radio, and it makes anything but a netty voictore. dio, and it ma pretty picture.

Getting away from production es-sentials, and that means dollar signs, the following minor changes (often blown up falsely into trends, whereas they aren't such at all) are:

as they aren't such at all) are;

1. An appreciable emphasis drama considering that this is still only the half-way mark of 1307-03. This emphasis again, however, is largely due to the Hollywood intuence. It will be noted that drama involving legit plays or legit players is increasing. That's the touch of the dollar sign, Many of these programs are now hardly distinguishable, from the showmar's viewpoint from sheer, variety (as, for instance, the Lux Theatre). Popular serials and sketches are also increasing. Conversely that's due to the 'sonsors who want to save their money and not invest in a lot of production.

2. Sports, especially commentators,

2. Sports, especially commentators, are on the downbeat. Their figure are on the downbeat. Their figure is barely, more than one-seventh of what it was last year. Inasmuch as last year was Olympic year, however, and this year had, the further disadvantage, of a World Series which Henry Ford did not see fit to patronize, this toppling is somewhat dieter.

3. Talks are on the upbeat, largely due to the Hollywood gossipers, who are on the ascendant amid the high-

due to the Hollywood gossipers, who are on the ascendant amid the highbood pressure of film moguls.

4. There are two programs directly linked to film, companies—the Maxwell House stanza (produced by MCM) and the Lucky, Strike series (Warner Bros.). In so, far as headlines—concerned, this is a major development. Taken in the main, nowever, It, is a highlight more than anything else—and one loaded with dynamite. It represents money and money headaches, it is charged with exhibitor disastisfaction, so far as the film companies are concerned. And from an actual production stondpoint, it emphasizes—radio's willingness to dimp production cares into someone else's lap.

5. Daytime serials already have likede 1936-37- by a big margin, and should wind up the current season with astronomical totals. The tendency of some sponsors to put their season reverse in the correct season.

with astronomical totals. The tend-ency of some sponsors to put their serials on several networks simulta-neously has raised this total. Addi-tionally, the serial is still the best invention for free offer, contest, write-in gags, et. And it's cheap.

write-in gags, et And it's cheap.

6. Daytime talks—i., cooking, schools, inspirational stuff, beauty per talks, etc.—are registering a little lower than the previous scaon, but will pull up to par when Mutual, and the first few months of 1938 are counted in.

counted in.

7. Daytime serious music is 'way below par; because the Metropolitin Opera was as yet not sponsored when these flures were compiled.

these figures were compiled.

By and large, network-sponsored radio (evening) thus finds itself in a nosition where competition demands large money outlays, comparatively, without change of programming. This situation is potentially somewhat reminiscent of the state of the stick-paper magazines in 1932.

Magazine Comparison

Magazine Comparison
In that year, when advertisers were pulling in their cars, it was discovered that lots of coin was going into the magazines. What, asked the advertisers, were the returns? That noint stumped many an agency, and redounded to the bitter disadvantage of the magazines. For magazine pull robably somewhat like network radio programs, are easy to the other-hand, magazi ads. Bits network radio programs, are easy to those one to someone else. You get northist to draw pretty picture. Clean-shaven satesmen talke you out to a swantly dining place. And forth. And if the situation tan't exceptly as simple as that the advertiser. actly as simple as that, the advertiser actly as simple as that the advertiser is, apt to say so, anyhow, which is his prerogative because he is footing the bills. Network radio may some day see a parallel in these situations.

Local station production and pro-

More Sophisticated?

More sophistication noted during 1907 in programs. Thus words lik. Christ is a curse wyrd! used to be sawed out merculessly. Rudy Vallee used it unabashedly on the 'Of Mice and Mon.' yearn!

at unabased on the 'Of Mice' and Men' xeerpt.

Other 'must nots' of the past being gradually and discreelly tempered just as, 'round 1920, the lefit theatre graduated from Victorianism.

The local station has soaked into its cranium this one essential fact—to compete with the networks and its colleagues it must be local. This is being done-even if many a time the talent is chiseled out of house and home-with a fair degree of compe-tence, and the aid of the e. t. library The latter, however, may be less re lied on in the future if those union contracts turn out as expected.

Local station in 1937 made four Local station in 1937 made four specific program, changes. While three of these are old stuff nationally. at least, shows much originality. These changes were: (1) the trend to swing music; (2) the trend to Hawaiian and rhumba music; (3) the increase of question-and-answer pees; and (4) the great increase in forums on war and peace. The last development is one that completely escaped webs and web sponsors, for all its timeliness.

Another important point is that

All its timeliness.

Another important point is that
Canada—from the production stands
point—is walking up. A couple of
the smarter local stations are assiduthe smarter local stations are assidu-bully copying, and even improving on. U. S. methods. Less can be said for Latin and South America though a generally increasing weight on radio in these countries the countries for the banan republics are part of the world's great undeveloped frontier, and tadio will be one tool that won't be overlooked down there when rating in the dollars. Affording comparative stand for the accompanying charts (that bring the Jata un to December, 1987) the June, 1983, to June, 1987, data is appeaded herewith:

EVENING PROGRAMS

(Note Millial, NBC and CBS pro-grains are compiled in the aggregate; evening time starts at 6 p, m. except Sundays when it starts at 5 p. m., a station hour is. hour over one station one time—thus a serial running five quarter hours per week on 12 stations would be counted as 15 station hours.)

Number .	44.00	Station	
of pro-	Type of program. 1		
rams.	program. 1	er week.	
59	Variety	*1,774.5	
30	Popular music.	5.7.75	
.8	Drama:	1466.75	
11	e m i - classica	1	
110	music	. 336	
6	Sports	213.25	
3	music Sports Clossical music	168.50	
6	Audience partic		
100	ipation		
5	Comody teams.	142.75	
	Familier music		
	Amat u" hours.		
6	Talks	64.25	
3	News commen	1,15.	
	talors	60.5	
10-	Popular religion	44.25	
2	Band music	22	

12	Children's p.o-
4.	grams 249.7
32	Hollywood orig.
	inated shows, 1,212.7
60	Shows with guest
11 0 1	slars
真の調べ	Total number of
Sales Comment	guest appear.
1 - E F	2433.

*45% fr m Hollywood †30% from Hollywood ‡ Day and eve.

DAYTIME PROGRAMS

ances: 2,438 (made by 1,354 artists)

(Note : Mutual, NBC, and CBS programs are counted dayline runs to 6 p. m. except on Sundays when it runs to 5 p. m.; a station hour is one hour over one station one time—thus a serial running five quarter-hours per week on 12 stations would be counted as 15 station hours.)

.mber	The state of the s	Station
f pro-	Type of	hours
rams.	program.	per week.
5	D. ama and serie	1 1,344.75
4	. Talks and	
	struction	412.05
3	Classical music	274.5
	Variety	268
4	News commen	1
	tators	
5	. Popular music.	
2	Hymns	
4	. Song-patter	
	teams	30.75
2	. Familiar music	14.50
	Hallywood original	
	inated show.	
2.73	drie de la constante	the state of

NBC Doll Stunt Clicks Big

Washington Jan. 1. Final figures on the lost reported by National Broadcasting from its annual drive for dolls and toys showed a record-smashing collection of 28,700 playthings for Washington's poor children. Last year's top figure was only 5,000.

was only 5,000.

Besides supplying Metropolitan
Police Department Christmas party
with all the gifts it could dispense,
collection furnished three local tucollection furnished three local tu-berculosis hospitals with dolls and toys for small patients, with 22 taxi-cabs furnishing transportation for playthings for the largest children's sanitorium. Gifts were obtained through NBC's doll-house-erected on a busy down-town street, corner—where Announ-ter Corner Willemset and a busy

er Cordon Hiltonmark made his headquarters for a couple of weeks before Xmas. Hittenmark also broadcast his Timekeeper program daily from the doll-stand, contribu-ting to the interest of passersby.

SLIGHTLY IMPROBABLE

Japan Set-Makers Would Like Short. Wave Ban Lifted by Government

Tokyo, Dec. 19. Japan Radi Manufacturers Assn Japan Radi Manufacturers Asso-has inaugurated a campaign to have the Communications Ministry lift its ban the use of short-wave re-ceivers, idea is to create hom-market for that type of sets, to en-able manufacturers here to compete in the work markets. Movement shows little chance for success. With a war on keeping out all non-Japanese brondcasts is a first essential of official policy.

essential of official policy.

NETWORK DAYTIME COMMERCIALS*

(June to December, 1937) Based on VARIETY Radio Directory Data

(Note: NBC and CBS programs only, daytime rurn to 6 p. m. except Sundays when it ends at 5 p. m.; a station hour is que-hour over one station time—thus a serial running five quarter hours per week over 12 stations would be counted as 15 station hours.)

Number of Station hours

ne magazines. For magazine puil,	Type of program	programs	ner week	1
bably somewhat like network	1 TO AMA, AND CUBLATIC	44	1644 5 11	
o pull, is hard to measure. On-	1. DRAMA AND SERIALS.		1044-9-1118	
other hand, magazi ads, like	2. TALKS AND INSTRUCTION		296.75 Hr.	÷
work radio programs, are easy in	Cooking	64.75	Hrs.	Ĵ
ve onto someone else. You get an	b. Goscip	54.5	Hrs.	
st to draw pretty picture.	d. Others	177.	Hes	8
an-shaven salesmen take you ou!		A 2.113 2 50 1		-:
swanlty dining place. And	3 VARIETY	1.0	194.5 Hrs.	ì
h. And if the situation isn't ex-		. 2		
y as simple as that, the advertiser			159 Hr.	
pt to say so, anyhow, which is	5 HYMNS		72.75 Hrs.	
prerogative, because he is footing	6 CLASSICAL MUSIC		31.5 Hrs.	١,
bills, Network radio	7 POPULAR MUSIC	3 . 2	30.5 Hr. A	
some day see a parallel in there	8 SONG PATTER TEAMS			
ations.	OCONTROL TERMS	1	10 Hrs.	
ocal station production and pro-	[2] 그렇게 하게 되었다면서 그 나무 하를 받았다면	Carlotte St. A. S. Carlotte		4.
uming meantime is far healthier.	OHE GILVATORO GOOMATION	NYS 2	55 Hrs.	ď.
	(1) 25 기를 하다면 하는 기를 통해 있다면 하고 있어 있다.			

Thirty-second VARIETY Anniversary

F.C.C. Spanked by Appeals Court; Paul Heitmeyer's Petition Declared Spurned on Capricious Findings

Wachington Inn 1

Washington, Jan. 1.

Sound spanking was dealt the Federal Communications Commission last week when, for the first time in history, the District of Columbia Court of Appeals reversed a denial of permission to construct a new broadcast station because the action was not justified by evidence.

In a lengthy decision remanding the case of Paul R. Heitmeyer, applicant for local transmitter at Cheyenne, Justice Miller socred the Commish for making arbitrary and capticious findings, disregarding evidence, and not complying with provisions of law. This was the second time within a month that the D. C. tribunal has administered woodshed treatment for sloppy administrative procedure.

readment for sloppy administrative procedure. Aside from its important policy aspects, the concrete result of the ruling was to upset the denial of Heitmeyer's request and to instruct the Commish to consider his proposition a second time. Justice Miller noted that the court was not ordering favorable action but was instructing favorable action the statute and the testimony before making up its mind whether Heitmeyer, who manager of KLO, Ogden, Utah, should be issued a franchise for a Cheyenne outlet. Coming on the heels of a similar rebuke by Chief Justice D. Lawrence Groner, the opinion in the Heitmeyer case at the same time both partially intensified and partially clarified confusion about Commish procedure in deciding upon applications. Justice Miller strengthened the prior admonition that findings of fact amonition that findings of fact admonition that findings of fact and statement of reasons must be handed down whenever definite action is taken.

down whenever definite action is taken.

Decision emphasized that provisions of the Communications. Act are not entirely clear but did not absolve the Commish for failing to weigh evidence carefully and to issue explanatory statements in reaching conclusions. Furthermore, Justice Miller voiced the court's criticism of Commish policies and gave a thindy-veiled warning to write new regulations, which, will eliminate a good deal of doubt and uncertainty which now handicaps licensees, applicants, nd their attorneys.

Radio Is A Bis

Radio Is A Biz

nd their attorneys.

Radio Is A Bis

Boiled down, the gist of Justice Miller's opinion was a blunt ultimatum to the F. C. C. that broadcasting is a business and for the government to keep its nose out except when it comes to technical regulation. Combined with the Groner opinion three weeks earlier, the appellate tribunal now has directed the F. C. C. to establish some uniform yardsticks, stop Keeping broadcasters on the anxious seat about policy, and operate in a way which will cause the least hardship and injury to members of the radio business.

One important policy angle appeared to be settled in the Miller opinion. Taking direct issue with the Commish, the newly-appointed judge declared potential operators ought to be allowed to follow the usual business and financial practices, rather than be forced to comply with some unstated, vague, but more stringent standards.

In this connection, Justice Miller called for a definite regulation mak-

this connection, Justice Miller

stringent standards.

In this connection, Justice Miller called for a definite regulation making clear what is 'financial ability' of an applicant. At the same time he slapped the Commish idea that it is a violation of the statute for prospective broadcasters to make conditional plans to assign their licenses to corporations in the event their applications are granted.

The carlier declaration that the Commish must issue findings when deciding, conses was supplemented by Justice Miller's statement that despite-ambiguity in the statute, the Commish is required to 'publish something less than findings of fact previous to coincident with the entry of the decision'. He added that 'this can be accomplished by requiring it to file with its decisions the grounds therefor and 'brief factual statement of the reason relied upon.'

Considering the way the Heit-

factual statement of the reason relied upon. Considering the way the Heitmeyer case was handled, Justice Miller concluded that there were no adequate findings of the sort required and that some of the statements which might approximate findings were whimselal and unsupported by fact. Furthermore, some

of the conclusions reached by the Commish concerning. Heitmeyers, inancial qualifications were in conflict with uncontradicted evidence. Miller opinion enjoined the Commish to pay closer regard to the findings of exami While it is not bound by recommendations of the examining staff, the Commish would have profited from a more careful consideration of the report, Justice Miller commented tarily.

careful consideration of the report, Justice Miller commented tartly.

On Forming a Corporation
On the important point whether a prospective licensee can make lentiative arrangements to set up a corporation to operate his contemplated station, Justice Miller engaged in some highly important discussion. After reviewing the Commission's view that it is contrary to law to plan a subsequent shift of legal ownership, the Judge declared:

'If this contention means that the policy of the Commission is to fuse an application—in all other respects satisfactory—merely because an applicant honestly contemplates the formation of a corporation—in the event his application is granted

Judge a Digger

Washington, Jan. 1.

Appreciation for a judge who literally reads the record was expressed last week by radio lawyers after studying the decision of Justice Justin Miller in the Heitmeyer case.

Infusion of new blood into the District of Columbia Court of Appeals—President Roosevelt has named three of the five present members in a short period—was considered beneficial to the radio industry after the Miller opinion had been analyzed. Familiarity with details showed positively that the former special assistant to Attorney General Cummings, who was upped to the bench last summer, did considerable digging into the documents which were cited by both sides argument over the fairness of the Commish decision.

In the past, F. C. C. attorneys have felt they enjoyed a material advantage whenever, a radio case was lugged before the courts, since the appellate body is so rushed that its members usually content themselves with reading the briefs to round

body is so rushed that its mem-bers usually content themselves with reading the briefs to round out the argument. Pressure of work generally precludes ex-amination of the transcript made at F. C. C hearings, as-well as ogling of the original application and the examiner's

report.
Lengths to which Justice Mil-Lengths to which Justice Mil-ler went in appraising the criti-cism' voiced by Heitmeyer's counsel—James Gum and former Senator Clarence C. Dill —were regarded as evidence that the D. C. bench now has at least one judge who will delve into the background and take all pertinent factors into consideration when writing opinions on the soundness of F. C. C. actions.

to which, he will transfer the permit and license, with the consent of the Commission, it would seem to verge closely upon arbitrary and capricious action. It would seem to be a rather idle and expensive gesture to require the formation of a corporation for such a purpose before the securing of a construction permit, when a refusal to grant the permit would automatically about the whole occasion and purpose of the corporation. It would seem on this fage to be a rather severe rethe whole occasion and purpose on its face to be a rather severe restriction upon business enterprise and unnecessary limitation upon the availability of radio service in a particular community. Moreover, it would seem to be a particularly arbitrary and futile procedure in acase such as this where the applicant fully and fairly revealed his plans. Ordinarily, there would be nothing to prevent applicant from securing a construction permit and station—license; thereafter forming a corporation; and then requesting permission to make the assignment. signment.
'Should a penalty be placed upon one who has the foresight to plan



ROY SHIELD Musical Director, Chicago Division, N. B. C.

his project in advance and reveal its full details? If the applicant is confident that he can make such a showing as to secure the Commission's approval of subsequent transfer, should the Commission object? In fact, should not the Commission invite just such a revelation of plans that it can have that contingency in mind when passing on the amplication for construct on the application for construc-tion permit, rather than drive the applicant to conceal his plans until after the construction permit has been granted?

atter the construction permit has been granted?"

The other principal reason for which the Court spanked the Commish was the construction placed on financial relations between Heitmeyer and A. L. Glasman, publisher of the Ogden Standard Examiner and controlling owner of KLO. Evidence showed that Glasman was one of the backers of the contemplated Cheyenne station and that security for a loan was an agreement to turn over 49% of the stock in the unformed corporation. Commish concluded that Heitmeyer lacked sufficient resources with which to build and operate the proposed transmitter.

More Time Allowed For Debate on San Francisco Wavelength Trafficking

Washington, Jan. 1. Serious implications of the question presented in petition of Columbia Broadcasting System for authority to lease KSFO. San Francisco were recognized last weck when the Federal Communications Commission increased time for attorneys to argue against the unfavorable examiner's

With an adverse recommendation pending, the Commish agreed to allow counsel for the web and Associated Broadcasters, present licensee of the Golden Gate transmitter, an extra 30 minutes apiece to air their views Friday (7) as to the propriety of a rental pact which runs several times as long as the license. Last winter Examiner R. H. Hyde turned thumbs down on the deal because he considered it tantamount to trafficking in franchises. With an adverse recommendatio

ficking in franchises.

In, his findings, Hyde declared, there are no compelling reasons why the web should own or control the operation of the Prisco oudlet; termed the proposed rent exorbitant; and remarked that both the physical property and the policies, would be completely supplanted, thus bringing about a marked change in identity.

about a marked change in identity.

Taking issue, network presented five major arguments against Hyde's conclusions. Duk M. Patrick, a former general counsel of the old Radio Commission, contended the rental is reasonable, the public interest would, be served by hotter competition for NBC, the West Coast is entitled to improved service which is entitled to improved service which would result from web operation, and present owners are entitled to a decent return for working their way out of terrifying financial maze.

The question is deemed one of the most important to in a long while, and especial interest attaches in view of the repeated Congressional criticism that the Commish is wont to favor the webs and other big interests.

Jollytime Popcorn subscribing to weekly at WICC. Bridgeport.

Chi Whispers—Confidentially—That N. Y. and L. A. Are Both Psycophathic

Tibbett Agitates the Ice For New York Radio Eds

Though he's appeared unit in the control of the con Though he's appeared often on the

Quebec Sees English Shows

Quebec, Jan. 1.

Local French language Jack
Bennys and Phil Bakers, with hillbilly music and a barnyard atmosbilly music and a barnyard atmosphere, are the outstanders for pop air programs here and the props by which the local independent proadcasting stations figure to win out in a walk over the Canadian Broadcasting Corporation regardless of the latter's increased program and commercial activities.

Stations CHRC and CKCV, inde-

Stations CHRC and CKCV, inde-pendent broadcasters, set forth the contention that CRCK, the CBS out-let here, stands to lose rather than gain ground through the proposed increase in the use of NBC network programs, audience response having-proved about 95% in favor of French-

proved about 95% in favor of French-language; shows as opposed to even the finest of U. S. programs. Instance is related at CHRC, when this was the CBC outlet in Quebec, and the Commission at that time in-sisted on having Met opera-piped through here on time which CHRC, had sold to the Imperial Tobacco Co.

had sold to the Imperial Tobacco Co. for hockey broadcasts, Station found it was losing listeners, receiving plenty of squawks on account of the cancelled hockey broadcast and from the commercial account as well.

Although offered increase of power from 100 to 1,000 watts to continue as a CBC outlet, furnishing a considerable percentage of Englishlanguage programs, report is that CHRC nixed renewing with the CBC figuring that unless French-language programs were built and sold practically to the exclusion of English the station would lose out. And while the English-speaking population of the English-speaking population of the city of Quebec is approximately 5% of the total the country territory serviced by the local stations is 100%

One Good Fire Deserves Another in Washington

Washington, Jan. 1.

Outbreak of a serious fire, next door to WJSV studios, last week, enabled Jimmy Huribut, stations news editor, to even up an old score against his rivais, WMAL-WRC.

Christmas confiagration—occurring just as Huribut reported for work—gave the Columbia transmitter a good break over its competitors, with start-to-finish bulletins which scooped the rest of the town by half an hour.

Huge fire which occurred during the previous week found Huribut touring nearby Virginia in his automobile and left the ground clear for the NBC crew. First blaze was covered for several hours by the NBC transmitters before CBS chimed in with a late bulletin.

New Faces with Central

Omaha, Jan. 1.
Central States Broadcasting System Control States Broadcasting System Control States Control Sta Central States Broadcasting System Lincoin staff acquired W. O. Edholm as new member of its advertising staff last week. Recently operated his own agency and was formerly both radio and mespaner work. He began in radio at WJAG at Norfolk, Nebr. Omaha technical staff of the company gets a new member in Tony Church, effective Jan. 3. He will hold down engineers post at KOIL transmitter on Jowa side, of the

round down engineers post at Koll-transmitter on Jowa side of the river. Formerly was employed in radio department of Sidles Company in Omaha, which is parent comes of Koll.

By BALTIMORE DAN GOLDBERG

Chicago, Jan. 1.

Chicago. Jan. 1.

With all the talk about the growing importance of Hollywood as an originating point for radio shows, and with New York still running around with its nose lilted because of its complete self-assurance that it is the home of all the really important doings in show business (be it radio, vaudeville, musical comedy or hotel, room stag shows). Chicago finds itself in the usual position of the third part of a crowd.

pec Sees

agaish Shows

As No Threat

The Course Chicago is the stepchild of the radio business. Hollywood and New York radio lift a condescending eye-brow at the mention of the burg. Those farmers, out in Chicago. The step of the burg. Those farmers, out in Chicago. Cantor, Jolson, Major Bowes, the Chicago is the stepchild of the radio business. Hollywood and New York radio lift a condescending eye-brow at the mention of the burg. Those farmers, out in Chicago. Those farmers, out in Chicago

considered as just by-the-way when it comes to Chicago programming.

Cerny But Comfy
Of course, when it comes to the actual selling of goods over and vi the radio, Chicago is admittedly the op city in the field. Chicago programs actually make people send to the corner grocery store to buy the product, advertised. That seems to be the fundamental pin-pose of programs produced in the midwest hamlet. It's corny, of course but it's kind of comfy.

Chicago programs swarr. If over the ether during the morning and afternoon, during which hours it's the ether during the morning and afternoon, during which hours it's the ether during the morning and afternoon, during which hours it's studio audiences. But there are listening sudiences, and ready and willing buyers.

Oh no, there's little prestige to it in comparison with the 100-piece symphonies at night. No show out of Chicago costs \$25,000 or, for that matter, even \$10,000 or, for that matter, even \$1

Chicago will continue to sell goods to the public New York and Hollywood will continue playing to a handful of smarties who bought a package of Wheati their lives.

SWINGER JOE MARSALA TO ENGLAND VIA WMCA

British Broadcasting Corp.

British Broadcasting Corp. will pick up Joe. Marsala's orth from the Hickory House, N. Y. Saturday (8) for short-waving for airing in the Isles. WMCA, which regularly carries the band from its present abode, will feed.

The Marsala short-waving is in line with the policy of BBC to occationally pick up swing bands from his country. Idea was started last winter, after BBC heeded a demand. Columbia network has a thavay feed the swing sessions in the past, which were broadcasts designed for Britain and not carried in the U. S. BBC underwrites the costs, of cours

Neal Barrett Upped

Oklahoma City, Jan. I. Neal Barrett, manager of KOMA since 1932, will become director of Southwest stations of Hearst Radio. Inc. starting today under set in worked out by Elliott Roosevelt. Barrett will supervise KOMA. WACO KNOW, KTSA.

: Hollywood's Share of the Pie

Despite all the hullabaloo of the present season, Hollywood dues not dominate network radio either in dollar volume (so far as November, 1937, billings reflect prevalling conditions), or numerically in the total of sponsored network programs.

total of 162 commercials (bunching all quarter, half and full hour programs of both major webs, regardless of type of entertainment). New York City still has 84 programs to 34 for Hollywood and 33 for Chiand a scattering of 11 other

points of origin.

Breakdown of dollar volume shows that New York programs still represent 58.7% of Columbia's network billings and 40.6% of NBC. Hollywood, of course, has a dazzling list of big-name high-priced shows. Thus the Hollywood tradition of super

the Hollywood tradition of super colossal, is manifested anew to the realm of broadcasting.

It may even be true that the shows originating in Hollywood tend, as a group, to set the pace and give off the major headache shows because costing much they must click with unmistalcable dependability.

Elsewhere this issue Battalion, Commander Jack Hellman or the California (southern) Coast Defenders runs the chromatic scale on Shalf of the Hollywood viewpoint.

fenders runs the chromate scale of behalf of the Hollywood viewpoint. He is firmly pooh-poohed by Dan Goldberg, Baltimore-reared Chicago patriot, who raises the always em-barrassing question, 'But does it self-

soap?
Hollywood has thus far been no magic answer to the problems of sponsorship. On the contrary it has added to those problems, Such added difficulties stemming from the kind of place Hollywood is and the kind of happy daze cerebration the environment induces may in the end automatically limit the charm of Hollywood to the bill-payers in the East.

Hollywood to the bill-payers in the East.
Hollywood certainly did not shine brightly at the launching of either the Metro-Maxwell or the Warner-Luckies programs. The see were purely Hollywood productions. Chase & Sanborn's parade-leading smash nit among the Lig hours has been pouring money into the talent coffess in a lavish manner that only a few other sponsors, could possibly enuilate. Anything less than first place would be a dublous result. And it is this same bona fide smash hit of the new (this scason) Hollywood which is prestry good at giving outsiders the cod-eye does not like the implied hauteur of those stup that is responsible for the worst blunder ever made in broad-casting—Ma e West and Don Ameche's 'Adam and Eve. Final result of the Hollywood eyele. Hollywood statis to talk about short-term leases, in the control of the Hollywood eyele. Hollywood interpreteding relentlessly occurred as an entertainment since moving out there.

One costly clambake has strugted

all season with the brushoff irresponsibility of a film star, causing other agencies and the trade to wonder how to can be worth the trouble. In the East only a year very clever funnyman got himself more of less permanently crossed off the list because he was personally too difficult to be borne for the sake of his professional ability.

Dramatic shows such as the Silver Theatre and Tyrone Power have had apotty.

Even Lux, in the compelitive situation, has not held to foimer production finesse the playet portion of its hours.

competitive situation, has not held to former production finesse the playlet portion of its hours. Bing Crosby, Al Joshon, Burns and Allen, Jack Benny, Eddie Cantor, Joe Penner and others were established successes before moving to the film colony. Their, residence is a mere incident to film activity.

New York

Denth Bulley Day (Laurax)
Fluestile Rections (Am., Radiator)
Fluestile Rections (America) Denth Entley Day, (Bornel)
Denth Entley Day, (Bornel)
Pricotian (technic Day, (Bornel)
Pricotian (Bornel Ireane Wicker (Kellogg) Barry McKhiley (Griffin) Unisbands and Wives (Edmont, Grand Central), Histocchie, Zohn's Other Wife, (Londs (1911))

CRS

Tablin's Other Wife' (Louis (Philling)
CRS

Crs (int. Sanday' (Aliasolu)
Lokari (V. 1111) (Luckies)
M. M. H. dodchin's (Lored-Ga)
K. M. H. dodchin's (Lored-Ga)
K. M. H. dodchin's (Lored-Ga)
K. M. H. dodchin's (Lored-Ga)
Govern Amaleurs (Christ) ()
Lower Amaleurs (Christ) ()
Killy Crabbe (Cro Cala)
Hillion (Lored Colaster)

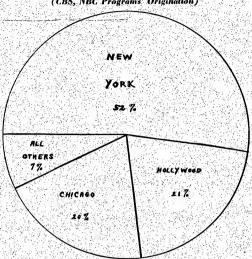
Hollywood

NBC
Irone Rich (World)
Irink Droyell (Jankless)
Irink Droyell (Jankless)
Irink Droyell (Jankless)
Irink Droyell (Jankless)
Irink Jankless
Iri CBS

Thatel (Campbelli, Jenn Hershild, theachruigh) for e-Kenja, (Checkerlie Q), Jon Hershild, (David Mills), July Emile (David Mills), Hall July (Georga Mills), Hall July (Georga Mills), Hall of Theory (Gulf), the Company of the Checkerlie (Gulf), the Company of the Checkerlie (Gulf), the Checkerlie (

NUMERICAL BREAKDOWN

(CBS, NBC Programs' Origination)



Chicago

NRC

Tom M(c. (Rubion).

Tom M(c. (Rubion).

Tomography.

Tomo

da Peckins" (Osydol) folay's Children" (Pillsbury Plous) vallenneyers, "Kindergarton" (Qualest atsi Droban Annie (Ovullue) Guiding Elght (White Naplin)

Gulding Clath (White Naphia)

CBS

Tholey There: GRIIInter)
Thoughte's Childrey (Childrey)
Thoughte's Childrey (Childrey)
Thoughte's Childrey (Childrey)
Thoughte's Childrey
Thoughte's Childrey
Thoughte's Childrey
Thoughte's Childrey
Arnold Critimit's Daughtius
Arnold Critimit's Daughtius
Thoughte's
Thoughte's Childrey
Thoughte's
Thoughte's Childrey
Thoughte's
T

Travel

Philadelphia

Philadelphia h (Banka co-op) CBS

Backe Carter Chillens

San Francisco

One Man's Paintly (Tenderleaf)

Detroit

New York_Never Heard of It!

By Jack Hellman

read 'Radio Stays West.'
Most important to the talent, of course, is that double crack at heavy sugar. Only Hollywood offers film coin and radio coin on adjacent premises so from the performer and production standpoint Hollywood has unimpeachable recommendations economically. All of the influence possessed by the actors and the builders of programs will be exercised in favor of the film colony as an origination point. Hollywood inds it impossible to believe that this influence, partly professional and partly personal in motivation, won't icep the sponsored, shows numerouskeep the sponsored shows numerous-ly represented out here.

neep the sponsored snows numerously represented out here.

The social side of the bix cannot be overlooked. It's behind the recommendations to sponsors. That going Hollywood fever has nipped quite a few ageing veces as well as the two-way stars. Those hilliop homes with tile syniming pools are lemanted by persons that never knew the meaning of joy. They laugh it off by saying that it's not costing them any more than an apartment in New York and Hollywood tells tistelf that living costs free are 25% under what it takes to keep up the jame from tor the other seuboard. And no snow or ice. Around Hollywood and Vine they, ow ask; Did you read about our party on the society page Sunday! You didn't the his.

Butlenbole and the short of the surface of the seuboard.

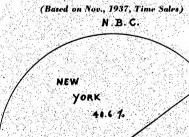
now are asserting will ultimately read 'Radio Stays West.'

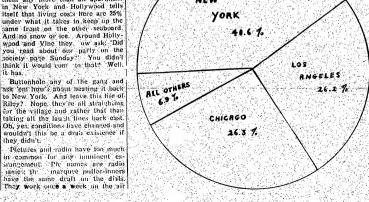
Most important to the talent, of course is that double creak at heavy condition obtain?

condition obtain?

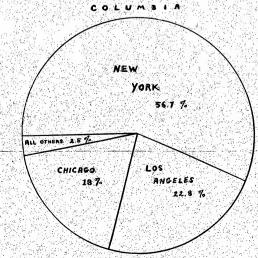
More to Come
After first of the year it's considered a safe bot out here that the arriving chain shows will far outnumber of departures. Dopesters ask why otherwise would Columbia and NBC toss millions into steel and cement on Sunset boulevard? The future of the west coast as a radio production center is pretty well assured. At least so say the network chiefs out here:

DOLLAR VOLUME BREAKDOWN





DOLLAR VOLUME BREAKDOWN (Based on Nov., 1937, Time Sales)



Aussie Rep, After 15 Yrs. with Variety, Discovers Radio. America and Football

By Eric Gorrick

Sydney, Dec. 2.

After weary months of saving, Vanisty's Antipodean mugg at last broke open his money-box and purchased a dual wave receiving set. Getting out of bed at 4:30 a.m., mugg fiddled with the dials and was astonished to hear an American voice, somewhat English-toned, announcing the station, as WIXAL, Boston, Mass, and that a description of the Harvard-Yale football game was in progress.

Knowing very 1882

nouncing the station as WIXAL Boston, Mass, and that a description of the Harvard-Yale football game was in progress.

Knowing very little about the American game, excepting that learned from watching one-minute-to-play college pix, the mugg stayed tuned-in and gathered at 5:45 am. that Yale was six points and Harvard similar. Second half an announcement was made that it was snowing, but the migg didn't care because the Antips the thermometer was registering summer heat At-7 am. the game concluded with victory to Harvard by 13 points to six. By this time the whole darn thing became so interesting to listen to that the mugg hastend to put on his of the same of Corbett, McDonald Foley, Wilson and Miller appeared to be playing a pretty good game, and the reception was wonderfully clear until within five minutes of the game's conclusion when fading began.

At 7 am. the mugg returned to be with the same of the same's conclusion when fading began.

At 7 am. Berlin short wave station is heard remarkably well here, and aside from propaganda aired, the muscal programs are pips. RMda stuff, as is JZJ Tokio, but the BBC in London, although on the high-brow side at times, generally provides corking entertains in the BBC in London, although on the high-brow side at times, generally provides corking entertainment for the mob. After listening to the BBC there's no doubt whatsoever that the Australian Broadcasting Commission las samilar to Australian commercial units in advertising presentation.

Columbia International short waver hits here splendidly and provides corking entertainment, excepting when a chatter splurge is introduced. One station sounding like WYXL), located in Boston, Mass, is worked several and their own in selling—mippy and to the point, whereas not a series of the point, whereas and the point, whereas not the point, whereas not the point, whereas not the point, whereas the point whereas not the point, whereas not the

worth listening to source, and produced by The Radio Guild.

American announcers have a method all their own in selling—nippy and to the point, whereas locals follow a rule that does not permit of such fast selling chatter. Announcers on the national chain fashion their talk like their British stothers and refrain from introducing any swift stuff. Here, in London, it simply isn't done.

ETPEL LEVEY 'Memories-of-Long-Ago' 10 Mins. BBC, London

Memories-or-Long-Ago 180 Miss.

BBC, Londea London, Dec. 20.

Ethel Levey scored the personality hit of a memories-of-long-ago program with the control of t

A VOICE AND A PIANO 15 Mins, 5 rat. Indig Sat., 5:-5 p. m.

Stat. Indig.
Stat. 5.16 p. m.
WHN-WLW Line, New York
Two boys and a piano one with a
pleasing bartone, the other tickling
the ivortes in no uncertain manner.
Team displayed an abundance of versatility when caught Christmas day
shiftin, from pop tunes to hymns,
then on to operatic selections.
Irving, Fields, piano half of the
duo, saled some particularly arresting keyboard, arrangements,
no Fly the Fox Hunt.

NORMAN W. ALLEY
Panay Photographer
10 Mins,
SANKA COFFEE.
Thursday, 1:30 p. m.
WABC-CBS, New York
(Young & Rubicam)
Universal Newsreelman Norman
W. Alley, who ground out a threereel newsreel during the Panay
Description of that mune on ranka
Coffee's We, the People.
Alley's description was compelling one though it perhaps suffered from having-had most of it
told in the press before. There was
not much inside stuff. He stated it
was the most crucial point in the
world to have been at that moment,
which it undoubtedly was.
From Alley's air talk, impression
serv serious newspaper worker, who
knew that this particular job was
taking pictures and that there were
no frills about either his job or him.
The romantic element of newsreel
photography, if there is such a thing
outside of fiction, was sidestepped by
both Gabriel Heatter, the announcer,
and by Alley. Treatment was very
serious, which was smart as was the
booking itself.
booking itself.
which was smart as was the
booking itself.

FRANK CRAVEN Harangue ROYAL GELATINE

Harangue
ROYAL GELATINE
Thursday, 8 p.m.
(J. Walter Thompson)
Frank Craven, author-actor-producer, tössed off an imaginary football coach harangue of his players between halves. It was tied to the Vallee hour (Thursday) with the pending New Year's day games: And it made a brisk and bright, if perhaps just an eenie bit over-long, dramatic novelty.
Craven did most of the talking. One of two remonstrances from the players. Latter were getting a tongue lashing that was artiste in its range of emotional appeal, its pride-burning invective barbed sarcasm and craven hopped himbly, from one player and one theme to another the brushing off stood forth over the loudspeaker as clever scripting and adroit under-playing. A successful stunt in make-believe. Land.

'ROSALIE' PREVIEW

adroit under-playing. A successful stunt in make-believe. Land.

**ROSALIE!* PREYJEW
With Nelson Eddy, Eleanor Powell
MGM Nelson Eddys voice does overtime
duty on the quarter-hour transcription sent to various stations by Metro-Goldwyn-Mayer as an advance
plug for Rosalie! The baritione sings
almost continuously. His only 'timeout' is during one vocal by Eleanor
Powell and during the heralding of
individual Cole Porter tunes: and
spieling on picture's merits by an
unnamed emcee (heard on previous
MGM dises). Apparently the idea is
oshowcase as many Rosalie' selections as possible within 15 minutes.
Individual surfers, Eddy's baritone
comes off the platter in ringing
style, but effect would have been
comes off the platter in ringing
style, but effect would have been
better if the orchestra (tip lop) split
up the chanting, with a spot of its
own. Male chorus backgrounds.
Herbert' Stoddard's music. is mentioned. Ray Bolger, tabbed as one of
the principals, has no part in the
transcription.

FOLLY MORAN, ALISON SKIP-

POLLY MORAN, ALISON SKIP-WORTH With Elza Schallert Interview

With Elzz Schauers Interview 15 Mins. Sustaining Thursday, 11:45 p. m. WJZ-NBC, New York Elzz Schallert's Jostessing of the new film comedy team was dull. Usual, questions were levelled, revealing such items as Miss Skipworth breaking into show biz as a Gayety (London), girl, and Miss Moran, as a spear-carrier a De Wolf Hopper musical. Failure to realize possibilities for a good program inherent in the idea of stanging the two comediennes visagements of the company o

Hip Injury Slows McLinn
Philadelphia, Jan. 1.
Stoney McLi WIP nightly sports
gabber, off the ether, due to illness.
Was out a couple months ago when
he dislocated hip on fall in his bathtub; and has been alling since.
Sandy Guyer, staff spieler, pinch
hitting on McLinn's two nightly airjugs.

Follow Up Comment

Horace Heidt's program for Alemite lacked the slick smoothness to which it has accustomed audiences hen last week (28) it moved over to NBC-blue for its weekly half-hour for the course of CBS. Heidt hen last week (28) it moved over to NBC-blue for its weekly half-hour after long tenure on CBS. Heidt seemed to think NBC listeners never cup the ear to Columbia, zeelous and comprehensive was he in making known his type of show and the specialists involved. And, in doing so, too much time was spent explain-ing and greeting the change of net-works.

ing and greeting use seems.

Top contribution of the show came midway when, from out of the orch, the guitar, piano, clarinet and fute zinged off. Rimsky-Korsakov's "light of Bumble Bee. The guitar effect was especially novel.

Larry Cotten's high-tenoring of Schubert's 'Ave Maria' was fair; ditto the 4 Kings' harmonizing. Yvonne Rey, program's personality chirper, was o.k.; soprano Elizabeth Hughes was too good to have as her effort only brief bit near the windup.

The band's bank of triple-tonguing

only brief bit near the windup.

The band's bank of triple-tonguing saxes, plus the sweet swing style of the arrangements continues to set off the crew from most of the others. The rhymig nattled off by Heid continues to be more or less good-naturedly atrocious, as do the length of the plugs. But those are must orders from the sponsor, the Stewart-Warner Corp.

Florence Turner, the original 'Vita-graph Girl,' awakened memories of old-time picture fans on 'Hollywood in 'Person,' with stories about her film debut at the Flatbush studios in May, 1907, and the skimpy produc-tion of the studies of the studies of when Edward Smith with Louis Gollier, was broadcast from Repub-lic's lot, Mentioned knowing Louis B, Mayer when MGM boss was New England exhibitor 25 years ago. The veteran actress told of 'L. B.'

England exhibitor 25 years ago.
The veteran actress told of 'L. B.'
warbling a song of freeting when a
group of touring exhibitors serenaded
he: at one time. Also of his kindness
in renewing a contract offer (accepted) with McM, on her return to
Hollywood for a cometack in 1935.
Miss Turner broke down in relating
an incident of kindness by the late
are the during the making of a
recent film.

Bob Hope guested on the Lucky Strike program produced by Warner's on NBC-red last Wed. (29), Using Dick Powell as his straight, Hope was the comedy core of the 60-min. spread, albeit he ran thin as well as thick on appeal.

Slipped in at two junctures, Hope did about four minutes each whack, which is plenty assignment for his fast flippancy. First whirl was swell material, but possibly too insidey for a radio audience. Gagging about, flims and the fashioning of them, the script was studded with sparkle, but much of it must have brighted the stript was studded with the script was studded with the script was reduced to the fashioning of them, the script was studded with the trade, it was rich fameliar with the trade, it was rich free lin perception of the possibilities inherent in the subject.

ties inherent in the subject.

Weaker material was unleashed on the comic's second slice, with most of his remarks in monolog and his subject race hosses, tracks and parimutuel mathines.

JACK BUCHANAN Chatter, Song BOYAL GELATINE Thursday, 8 p.m. WEAF-NBC, New York

(J. Walter Thompson) Sooner or later Rudy Vallee gets em all. This time (taking his annuncement literally, and with 'allee, statements are apt to be exact) the booking of Buchanan is aciieved after many failures to connect.

nect.

Buchanin is big stuff in England, both as a stage and screen star. He is big also in N. Y. But for the rank and file of radio listeners in the 'hich'e stops, it's not likely that he challenges Uncle Ezra' Smiling Ed 'Connell'. And he's way behind Charlie McCarthy and Mickey Mouse.

Charlie McCarthy and Mickey Mouse. Lightly spoofing routine of crossfer incorp. ated a production number out of the current Broadway musical P2: eer the Devil' and an interruption by a customs inspector, annut the actor. 42 trunks left unclaimed on the docks. It was diverting, and in ratiating. Because of curtain time at the theater, h: opened the show for Royal Celatine.

Buchann, is easy to hear and like

for Royal Gelatine.

Buchann is easy to heer and like on the radio. His singing voice however, would not be such on easy cuess. It's a kind of musical cornedy si "ing and voice with which the American air audience is, on the whole, unfamiliar. But that may not be a negative factor. His singing is part of his personality. Debonair and relaxed. Lack of strain or exertion kes the singing agreeable; eddly British though it may sound at the

A performer of such polish must always be welcome for occasional test shots.

Inside Stuff—Radio

With Harry Grabiner, vice president of the White Sox ball club, scooling out to the Coast to visit daughter, June Travis, of the Warner Bros. lot fur the holidays, the establishment of a 1938 deal on baseball broadcasts for local stations is stalled.

local stations is stalled.

Latest set-up under discussion is for a straight 100% increase in prices.

Common state of the com

Cliff Daniel, WCAE, Pittsburgh, program director, who once contemplated studying for priesthood, is now doing an unusual sustainer for his station, donning surplice and cassock once each week to broadcast descriptions of Catholic masses from the Secred Heart church here. Assisted by Engineer Walter Thompson, who also wears the clerical garbduring the services, they work from the sanctuary and can be heard only by the air audience. Idea originated with Daniel several weeks ago and program has been widely hailed by listeners, with hundreds of letters pouring into station praising the program director for his colorful and illuminating descriptions. Station turned over considerable extra time to Daniel last Friday (24) for special Christmas midnight mass.

A. E. Nelson, new manager of KDKA. Pittsburgh, turning in effective job, of making nation in general and city in particular conscious of world's pioneer broadcasting station again. Opening gun was recent anniversary celebration, tied in with dedication of new antenna, at which 1,000 civic leaders and national radio names were entertained at dinner party in William. Penn hotel. Nelson followed this up with dramatic window displays in town's leading department stores; broke news items in newspapers of 40 states as well as several leading national magazines; landed trailers in 18 local film houses and planted car cards, auto bumper signs and posters in large industrial plants throughout district, and staged several special broadcasts, culminating with gala coast-to-coast show.

Even if it is due to go off the air, WLTH, Brooklyn, must daub its towers pronto with the orange and black bands which will minimize possibility of trouble for aircraft. With finding that the antenna structure constitutes a menace to air navigation, the F.C.C. last week issued a peremptory order stipulating the steelwork must be splashed in accordance with standard code and that electric lamps will have to be attached in a manner that will provide infallible warning for aircraft pilots at night.

Tom Fizdale is claiming credit for the first clip sheet devoted entirely to one client's program. General press sheets have been common but this one is a printed seven-column page with cuts of the personalities connected with the single airshow.

Programs plugged by the Fizdale 'News Service' the handout labeled are Pillsbury Flour's 'Women in White' and 'Attorney-at-Law's sponsored by S. C. Johnson.

State of Maine program, which has been broadcast on two quarter-hour early-afternoon spots weekly from WAAB, Boston, over the Colonial and Mutual webs, will return to the air lanes next year, according to the hope expressed by Marjorie Mills, its pilot, and the announcer, in last week's signoff.

Pittsburgh newspaper columnist was offered fat contract for strict of broadcasts by beer concern at top money offered so far to a single individual in Smoky City but turned it down. Reason is his people are stern prohibitionists and newspaperman didn't want to embarrass the family by going on for the brewery account.

Member of National Broadcasting's studio tour staff who speaks Chinese, Paul Dilley, discovered two friends of his father in China by accident last week while on duty. Pair were visitors on the NBC tour for the first time when they recognized his voice. Both knew his father, an American medical missionary, in the Oriental land, 11,000 miles away.

M.P.P.A.'s Transcription Licensees

A. & W. Sound Service 138 West Fourth Avenue Columbus, O. (J. E. Anderson)

ssoilated Music Publishers, Inc. West 45(h Speet w York City (M. E. Tompkins) Atlas Radio Cor 1540 Brandeny New York City (Lou' R. Winston).

Columbia Transcription Service 952 North Michigan Avenue Chicago, III. (Girard Ellis)

Decca Records, Inc.
West, 57th Street
New York City (C. D. McKinnon)

Jenn V. Gromhach, Inc. 113 West With Street New York City (Joseph D. Corban). C. P. MacGregors 729 South Westeln Hollywood, Cal.

Mid-West Recording, Inc. 24 South Seventh Street Minneapolis, Minn, (L. M. Knopp)

. alignal Broadcasting Company, Inc. Red Bulling, Radio City New York ('Ity at', Libyd Egner)

Manufacturing Company, Inc. Camden, N. J. (II. C. Darnell) RCA Manufacturing Company, Inc. Morehandise Mart Sicago, Illi (Edwin G. J.

RCA Manufacturing Company, Inc. 1016 North Sycamore Avenue Hellywood, Cul. (Harry Meyerson)

155 East 24th Street New York City (Fran B. Walker)

Radio Features, Inc. 6404 Hollywood Honleyard Hollywood, Cal. (Gerald King

Radio Producers of Hollywood 539 North Western Avenue Hollywood, Cal. (Lou R. Winston) Radio Transcription Co. of 1509 North Vine Street Hollywood, Cal. (C. C. Pyle)

Radio Transcription Co. of Amer., Lid., 666 Lake Shore Drive Chicago, Ill. (Brunch Office)

Recordings, Inc.
5505 Metrose
Hollywood, Cal. (J. Pleiffer)

Standard Radio 6404 Hollywood Bonlevard Hollywood, Cal. (Graid King).

The Starr Company Génnett Record Division Richmond, Ind. (Recording Studie)

Transamerican Brindenstin Television Corporation 521-Pitth Avenue New York City (E. J. Rasenher

World Broadcasting System, 555 South Flower Street. Los Angeles, Cal. (Patrick W. Camphell).

World Broadcasting System, Inc., 301 East Refe Street Chicago, III. (A) Kendrick)

World Broadcasting , stem, Inc. 711 Fifth Avenue New York City (Chirles Gaines)

Sustaining Library Service

IMPORTANT

Aloye lists only companies at present actively engaged in the manufactured transcriptions. Companies making single or organism in conding the fact that such recording may be properly licens d. tom the above.

Critics and Criticism In Radio By Bob Landry

Fortunately for the sanity of those who attempt the criticism of radio programs, there definite balancing between the verdict of experienced judgment and the realities of popularity. Shows are not hits or nops because criticism either endorses or condemns them. But reasonably expert and plausibly quality and contact reasonably expert and plausibly quality or including the correctly. And for that reason alone from a progressive and money-saving standpoint, throadcasting the loser in that there is so little criticism. And there is volve little, worthy of the name because:

Most publications do not pro-vide the conditions indispensable to criticism.

b. There are no incentives to careful listening. The patience and time required, the boredom that must be endured would gain the average radio editor only trouble.

radio editor only trouble.

Radio programs, because they serve the interests of advertising, are commonly, considered outside, the pate. Radio just int art. At its best it's good vaudeville. At its worst it's terrible. Nobody much cares. Radio editors, in most cases, correlate the quality of the program the quality of the Scotch served during the opening night's festivities the studios.

And, meet of all, any oriticism is

the studios.

And, most of all, any criticism is rendered slightly ridiculous by the ostrich habit of refusing to mention Jello and Jack Benny together. Some Jello and Jack Benny together. Some newspapers with allow mild discussion in personal terms of a radio program. but its confined to the actors. In all newspapers the title of the show may never be mentioned. Thagine reviewing Alfred Lunf and Lynn Fontaine, but refusing to mention the title of the play because that would be free advertising.

Coddled Sponsors

One result of the fallure of radio criticism to assume importance is that radio sponsors have become the most guarded, protected and lett-down-easy group of entertainment producers in history. A conspiracy to pamper and coddle them exists. Scarcely a hiss reaches them unless they read Vauger (and the agencies are very disturbed whom they find.) are very disturbed when they

they do.).

General printed criticism would challenge the amateur status of radio's angels. It might burn down the schoolhouse, but it would get apprisors out of the third grade.

Trade paper criticism of radio programs this publication carries an average of 10 columns each issue?

average of 10 columns each issue) must necessarily devote some attention to 'inside' and special considerations that trade 'publications' could ignore it, fear of reprisals being conquered, the path were cleared for radio criticism. A result of such condition (wholly improbable) would be to beam the spotlight of derision.

would be to beam the spotlight of derision clumsy incompetence. And thus help end it.

For the essence of all the head-shaking is that radio programs continue to perpetrate commonplace, easily-avoided, well-known 'mistakes,' in the wider sphere of critisism there could be some debate. One man's judgment against anoth. But these silvi little bunders leave no room for two opinions. In the past criticism of radio programs was, in some respects, pseugrams was in some respects programs was in some respects programs was in some respects pseugrams was in some respects

In the past criticism of radio programs was, in some respects, peculially superfluous. In the first place, the businessman made great emphasis on his credo: I am not a showman! (as if he had to tell anybody). It seemed to him that by bravely out-shouting showmanship, by claiming immunity from theatrical standards in the name of advertising he justified anything and everyth!

Practically that was pretty nearly

everythi

Practically that was pretty nearly
the case. A mechanical system of
mass communication with cheap and
convenient pipelines into the parlors
and hall bedrooms of the idle the
immature, and the impecunious
opened up a staggeringly large audience, any fair segment of which constituted a good advertising buy and
could be reached more or less automatically by almost any kind of profram. So why theoretical sideline
blabbering about standards and
finesse? It just didn't rate seriously
Volunteer, free siyle, open field, outside worriers were upset while the
persons actually involved, agency persons actually involved, agency and advertiser, seemingly were composed and complacent.

Set Formula

Original idea that any orchestration any singer would reach the adio audience effectively.

outside the arc of the inguistry's needs.
Crificism is also weakened an influence of major importance because each broadcast is a separate production. Sometimes the premierie is the low, not the high. Sometimes it is a one-time flash. Thus a formal detailed review of the premiere broadcast may easily be at variance with the popularity decision 13 weeks later, when the option conies up.

up.
Familiar failure of costly show to

Familiar failure of costly show to be at their best the first time out is in itself proof that criticism or its lack does and should play a part. A big show is put together, rehearised, timed and brought forward without beneft of criticism; since radio has dog downs for its pretentious programs to try out on. Basic mistakes escape notice and correction, because no unbiased criticism is obtained. In its best and practical sense criticism is simply, the articulation by an experienced eye, ar and mind of the probable reaction of the audience itself.

That is to say, the 'normal' audience for its certainly true that the studio audience swavert by proximity, joilied along by advance warming up, placed infinite the studio audience swavert by proximity, joilied along by advance warming up, placed infinite friendly, relationship with the actors, directors, conductor, etc. is the most incompetent critical guide. It is wholly misleading. In some cases, studio audiences are deliberately exported by clever tricksters, actors or agencies, to make an indifferent broadcast seem like a glowing success. The sponsor in the soft chairs and the elegant privileges of his (or their) position is fulled into thinking everything is hotsy-totsy.

Radio's volunteer worriers, looking not more the sidelines meanwhile and

everything is noisy-tosy.

Radio's volunteer worriers, looking on from the sidelines, meanwhile are apt to feel that the sponsor exceeds the lawful limit on one-man dumbness. But this, of course, oversimpliness, the standard constitution of the standard constitutions.

the lawful limit on one-man dumb-ness. But this, of-course, oversimpli-fies the whole complex question. A sponsor is more often plural than, singular, and not necessarily of the masculine gender. Until quite, cently it was argued that he should get out and let the agency run the, show. Perhaps the best system would be a compromise between the famous eccentrics among spon-sors and the super-dopes among the agencies.

It is precisely because sponsor-favored patterns' are forced on cer-tain agencies that criticism becomes extremely difficult to a trade paper privy to at least the broad aspects of these embarrassments. Where does critical privilege stop? Should the

privy to at least the broad aspects of these embarrassments. Where does critical privilege stop? Should the sponsor be reviewed?

The sponsor is an unseen Indian fighting from behind trees, shy, non-quotable, governed by obscure motivations that frequently justify the original policy. In that case the blame may ping-pong back to the arcney that failed to adequately translate the idea into entertainment.

Those Daytime Serials

Those Daytime Sprials
In the matter of daytime programs, radio criticism, of course, collides violently with its greatest difeming. An arithmetic-verified defense of trash, turned out by manufal taborers at typewriters, seems to laugh in the face of standards, scorns the "theoretical" with bales of reasonably exact-facsimiles. In the daytime the advertiser gives full vent to the widely held notion that the LQ of Jane Q. Public cannot be underestimated.

Making due allowance for the

Making due allowance for the fundamental truth of the low ceiling of discrimination and the incredibly naive unworldliness of millions of devoted listeners, it still cannot be denied that there is a variance between one serial and another. All serials are not equally popular. Some flop quickly and badly. Others are big hits and run for years. There must, therefore, be a question of radio entertainment where it is commonly assumed standards never rise higher than a frong torso. However, it isn't the Doctor Trents. Mary Marlins, or Carol Kennedys of

However, it isn't the Doctor Trents. Mary Marlins, or Carol Kennedys of the sunlit hours that outrage persons trained in the criteria of the theatre. That's the small time. That's 10-20-30 in Pawticket, Okay for what it is. Hokey-pokey, laid on with the well-known trowel, geared to low-grade reflexes. Equally, the radio station

Don't Be Too Good

London, Jan. 1.
Collie Knox, the radio critic
for the London Dally Mail, is
out with a blast against the
British Broadcasting Corp, for
not developing falent.
He calls attention to the apparent efforts on the part of
the BBC to stiffe potential stars
on the radio. According to Knox.

on the radio. According to Knox broadcaster become popular he, or she, ceases to get engagements in this monopolis-tic country, for the reason the artist will undoubtedly ask for more money.

KRUSCHEN SALTS TO RECORD HILLBILLIES

Kruschen Salts goes transcription Kruischen Salts goes transcription Jan 9, using 12 stations for the start. List will be extended. February, with Transamerican continuing to oroduce and syot for Stack-Goble. Hillbilly-type entertainment.

57 REMOTES A WEEK

Indie WWSW, Pittsburgh Had 3,000 In All During 1937

Pittsburgh, Jan. 1.

WWSW. of town's two indie
stations, set an all-time record for
remote broadcasts during 1937, do naround 3,000 of them, an average
of 57 week. A lot of good showmanship demonstrated, the pickups, with most of them cons sting of aps, with most of them consisting of civic events, out-of-town sports broadcasts by wire, outstanding banquets, high-school wires and flock of man-in-the-street specials, One of year's most popular-remotes was daily broadcast from weather bureau by City Furcester W. S. Brotzman and times of unusual auxiety, during flood areas etc. frequent Brotzman airings.

Forbstein Off Luckies

Hollywood, Jan. 1. Leo Forbstein is bowing off Warners' Lucky Strike broadcast a music director due to pressure

nicture work Al Goodman may get the call.

'Dan Harding's Wife' Starts

Chicago, Jan. 1.

Dan Harding's Wife' script starts
this week on both NBC hook-up of
15 stations and some 26 spot stations

n platters. For National Biscuit Company hrough McCann-Erickson agency.

In Canada

Archie Wicks added to staff at CHAB, Moose Jaw.

Don Bassett, manager of Montreal office of Northern Broadcasting Co., back at desk after trip to N. Y.

King Cole tea placing transcribed eries, 'Home Folks,' on Nova Scotia

John Redmond, assistant director of CHNS, Halifax, recovering from serious illness,

Major William Coates Borrett, director of CHNS, Halifax, on 10-day biz jaunt to Montreal, Toronto and Ottawa.

Iz Eisenberg, sound effects engineer who free-lanced among all Philly stations has joined staff of WBBM. Chicago.

out in Arabella. Idaho, would be excused its one-tune hillbillies. That, again, is the small time. Most\of the criticism in radio has

again, is the small time.

Most of the criticism in radio has theatrical antecedents and criteria. Therefore, the thing that flaunts inbeed concepts of rightness is the small-timer on the big time. The choice evening spots nationally known trademark, big names, all combined amateuishly to give birth to a semi-coherent tamily apology.

The big time in show business, whether vaudeville, legit or critema, exacts, fairly rignorus, standard. The presence on Palace big-time in bill opening matine of an act that is didn't belong was a matter of consternation, not only to the booker and the manager and the other acts, but to show business itself. Such a miscue would be corrected by the even into performance. But radio's clambibates go on indefinitely

Small Budgets, Regional Problems, And You Know the Kind of Talent

By Showalter Lynch

Radio Director, MacWilkins & Cole
Inc.—Portland-Seattle

Scattle, Dec. 31.

First of all, what is a small budget. I remember read: an article in one of the trade papers in which the writer helpfully gave a few suggestions as to what could be done with a small budget of say \$4,000 a show.

In these parts if a radio producer gets allowance of one-tenth of that amount he teels like the man who broke the bank at Monte Carlo. Small budgets! Look, we've pro-duced shows here one hour in length duced shows here one hour in length with from 8-10 actors, 15-piece orehestra, guest artists and all the trimmings, yes, and we even hired a hall that seals 2.500 people, for a total nut of \$300 a show, including station time.

station time.
It is said that a Chinese family can live on what the average American tamily throws away. Likewise he largest show ever produced in the Northwest could be paid for out of the money the average network commercial wastes.

Yes, I said wastes; and I mean just that. We've watched two or three of the big-time stanzas produced here during the past year and they throw more money away needlessly than we need for an entire show at least by our standards.

at teast by our standards.

The remarkable thing not that so many local and sectional shows are weak, if not actually bad, but that withal, number, have been developed that hold their own in listener interest inst network competition.

In this classification I would put In this classification I would put, among others, Cayered, Wagon Days, one of the first and still one of the best liked hereabouts of the radio forse oprys. Northwestern Neight-bors, a localized version of the 'Hobby Lobby', now its fourth year, and own Homicide Squad police dramas and 'Montag Fireside Hour.

mas and Montag Firesice nour.

There are many other shows, of course, which have been commercially successful and have loyal audiences, both in Portland and Seattle, but these particular programs come immediately to mind

Area's Problems

The Pacific Northwest seems to have a number of regional problems peculiarly its own. Its major network stations are located in Portland. Scattle and Spokane, forming a triangle whose sides are approximately 200 miles long.

mately 200 miles long.

It is obviously impossible to cover this vast area by depending on programs released from stations in these three cities. In Washington, no Seattle or Spokane station effectively covers Wenatchee, Yakima, Walla Walla, Bellingham or the Gray's Harbor country on the Olympic peninsula.

pie peninsula.

Effectiveness of our Portland stations stops at about Salem to the south, leaving Eugene, Medford, Klaimalli Falls and Marshfield out of the picture. Likewise that great region east of the Cascade mountains which includes The Dalless Pendalton, La Grande, Balter, Bend and other cities is out of the effective service area of any Portland station. Please understand that I ampering in each case, to the primary service areas of the stations involved. Anyone, of our major stations will rive you some coverage throughout

anyone of our major stations will five you some coverage throughout Oregon. Washington. Idaho, and Montana, but not enough to do a thorough selling job.

Truc, most of these smaller towns have their local stations but due to

and the fishing is swell—when you can get the come from these output to the series of the come from these output come from the come from these output come from the come from these output come from these output come from the from t

that due to the comparatively absence of night life and the isolation of many of the outlying communities. listeners depend a great deal on their radio sets for the entertainment and contact with the outside world. Putting in another plur for the F. N. W. our per capita spendable income ranks among the nation's highest.

You.

tion's highest:

Talent.

You know the kind of talent!
Well, do you? Theje seems to be
an impression in some quarters that
everybody, xcept the citizens of
New York. Cheago, and Hollywood, everybody. Rept the citizens of New York: Cheago and Hollywood, was behind the door when the broadcasting brains and ability fo-entertain was passed out. In order to rest time the

entertain was passed out.

In order to get it into the minutes
Pm going to speak right up, in a
meeting and say it isn't so. The
stuff is here—right here in the sticks
where most big time tatent has atways come from. The title is to,
recognize talent and develop it al-

recognize talent and develop it. al-though the process is often painful for all parties concerned.

I don't mind saying that my big gripe, comes from the fact that we-are beset with an 'fi-ti-shree-ti-can't-be-good inferiority complex. I ask you, who knows what's good and what isn't, anyway.

Then the sevents have muffed the

what isn't, anyway?.

Even the experts have muffed the big chance plenty of times, I read just recently where Ray Long, as editor of Cosmopolitan, rejected Hemingway? 'Fifty Grand, 'one of the reatest short stories ever, written, Goodness, knows; it's worse with small town radio talent. We've had small town radio talent. We've hold all kinds of people around whom we couldn't sell to local sponsors for love nor money who are now doing right well for themselves on the big time, thank you. The point is that the locals lack

The point is that the locals lack the confidence inew people and new ideas. We have much better success with people who have had some network experience—not necessarily because the sponsor thinks that if the network hired them they must

the network hired them they must have something.

Outside Approval
As for Ideas, the customary procedure is to kick them around for several months and by that time they show up on the networks. Then, after the bloom has begun to wear off, the idea may be adopted locally, but not until it has received this stemp of outside annoval.

stamp of outside approval.

All this, of course, is psychological.

Our main trouble traces back to our
original thesis—lack of dough with
which to work. Rehearsals cost

which to work. Rehearsals cost money; special arrangements enst money; special material costs money. For something like six months we produced a half hour show, which included four or five dramatic episodes, an interview, from 20 to 30 orchestral cues, from four to five musical numbers, and from eight to 212 actors and did the whole thing in an hour and a half list for rehearsal time. 12 actors and did the whole thing in an hour and a half flat for rehearsal time. And don't get the idea it was a sloppy production.

This same shoe pinches also in gnother direction—we have to handle

a tremendous number of shows

other direction—we have to handle a tremendous number of shows order to come out at all. Our margin per show is very small, hence the necessity for mass production. This office—and by that I mean myself—has written seript, commercials; supervised casti g and production for upwards of 35 shows a week, with payroll running high, \$10,000 a month, believe it not. And these were live talent shows—not transcriptions or spot amouncements, although we have those, too. I have no intention of painting an unduly pessimistic picture of the plight of the radio producer the Paeific Northwest. There compensation that makes up for everything—it's a great place to live. And the fishing is swell—when you can get to it. You'll pardon me now. This is Saturday afternoon and I've still got three scripts to do for to-morrow.

L. B.'s Prophecy for 1938

During tug-o'-war between himself and a 42-pound (or was it 420 pounds?) sailight that struggled on the reel 36 minutes (or was it hours?), the absence landlord of Station WCKX, Clicimati, was interviewed by Vanery, remote control) on the subject: 1938.

was interviewed by Variety remote control) on the subject. 1938. L. B. was told to answer yes or no. He answered, Yes, If—
The year to come will be easy for broadcasters if they work hard, don't hold too many conventions, and learn to play B-flat saxoprone in their house orchestras.

The easy days are over, said L. B. illustrating his point by leaning back in his leather, chair, and munching a caramel while, the captain played around with the sailfab. for few minutes. We broadcasters have a lot of economic problems we never had before. How about drink? Champagne or gin?

FISHER OFFERS WRDO. Augusta Elecanse Renewal-Scheduled for Public Hearing STATION SALE **FORMULA**

Washington, Jan. 1

Middle course-between the ex uncontrolled profit and bare reimbursement for present physical valuation—should be fol-lowed judging form. judging fairness of price tags places on radio stations, Federal Communications Commission was told last week.

fold last week.

Outlining eight-point formula which may help the regulatory body out of one of its worst dilemnas, Ben S. Fisher, former general counsel of the old Radio Commission, declared licensees ought to be allowed compensation for original investment, exploitation and operating expenses, and various intangibles. This yardstick would prevent illegal litrafficking and air the same time avoid injuring pioneers who have sunk large wads in development of the U. S. Industry.

Supplementing plea for Commish

Supplementing plea for Commish consent to sale of KOOS, Marshfield, Ore., to local newspaper publisher Fisher, in memo describing factors to be considered in measuring sales to be considered in measuring sales prices, differed with both members of the industry and outsiders who have denounced any profitmaking on stations swaps. He conceded that the F. C. C. has legal power to pass on the reasonableness of the cash exchanged, but said the test ought not be too severe.

Four tangible and four intangible elements should be weighed by the Commish in deciding whether pur-chase price is fair, attorney said,

- Actual physical assets.
 Additional, sums expended for
- ation. Capital structure (if a corporate
- 4. Promotion and development ex-
- Return on investment

- the control of license renewal.
 Other purchase propositions.
 Improvement to public service.

With the element of public interest paramount, Tisher argued that broadcasters ought to be entitled to recoup all of their investments, in view of the hazardous nature of the business, the rapid rate of equipment obsolescence, and depreciation, the cost of complying with government regulations, and the fact that broadcasting is, in its final essence, a business. Original construction cost, not the present depreciated worth or the reproduction figure, should be the basic factor, he insisted, remarking that radio art has been from the outset one of ever-changing engineeting With the element of public interes

Touching on the delicate issue Touching on the delicate issue of capitalization on licenses, the KOOS counsel said à broadcaster who has operated in the public interest is entitled to place a valuation on the expectation that the F. C. P. C. will continue to renew the station franchise. Individual whose permit has been renewed in the past is entitled to feel confident the government will continue to let him operate, and this theory has been upheld many times by the courts. Fisher declared.

set 'one of ever-changing engineering requirements.'

by the courts; Fisher declared. by the courts. Fisher declared.

The ten-limes-earnings vardstick, which was used in the KNX and KMPC cases, is fair to the public and the industry, he concluded. Since rates of radio stations are not required, the expense of living up to public interest requirements is considerable, and operation is 'hazardous enterprise,' this return is not become

Washington, Jan. 1.

Repercussions from the sensational 640 case and the Segal disbarmen trial were picked up by industr listening posts last week when Fed eral Communications Commission suddenly ordered public héarings on application renewal WRDO, Augusta, Me.

WRDO, Augusta, me.

Exact reason for the citation was not indicated until several days after had been issued. It benot indicated until several days after the order had been jssued. It became apparent then that the commish had obtained more into than has been already disclosed concerning the interest of Henry P. Rines, Fortland capitalist, in the station and that it was determined to have every detail of stock ownership brought to the surface. Rines controls WCSM, Portland, and WFEA, Manchester, N. H.

N. H.

Through the order the commission is seeking to find out whether the station has compiled with the FCC's regulations' bearing on contracts that affect control, whether it had compiled with the terms of Broadcast Order No. 2, requiring a sworn statement about ownership and control and whether it had violated Section 210, of the Commissioners. tion 310 of the Communications Act which makes it necessary to inform the FCC of any transfer of control. It's the first case of its kind set for a

hearing.
Commish had on previous occasion

Commist had on previous occasion requested info supplementing that contained in the renewal, blank and the regular records already on file. Desired data—relating to Rines stock holdings and citizenship—was submitted in die form.

Link between the renewal hearing and the Scgal suspension was deemed likely because the maneuvers made to protect the Rines properties in fighting invasion of the Maine radio field by the Portland Broadcasting System. At the Segal trial, great attention was spaid to the Rines set-up, which includes remote control of the broadcast; ventures through the Eastland Co. holding firm,

SUN STILL RECEPTIVE

'Nero Welfe' Adaption Failed to En-thuse Oil Firm

Sun Oil is continuing its search for a weekly night-time dramatiza-tion series: Show is wanted to ride CBS as a running-mate for Lowel Thomas' commentating on NBC-blue

Thomas commentating on NBC-blue-for the fuel firm.

Month ago CBS prepared an audi-tion of a radiozation of 'Nero Wolfe-fictional detective character created by magazine author Rex Stout, Craig McDonald and Wallace Ford (currently on Broadway' in the legit hit 'Mcn and Mice') topped the cast. Transcribed audition sent to Sun-oco's Philadelphia headquarters did not impress jury.

oco's Philadelphia headquarters du not impress jury. Roche, Williams & Cunnyngham is the agency for Sun Oil.

Peterson with Mutual

Mutual network has enlarged its Chicago sales staff to three men with the addition of M. H. Peterson, for-

ure audition of M. H. Peterson, for-merly with Hearst Radio.

Web is now repped by equal ped-dling staffs in both New York and Chi, and the aggregate of six sales-men is as many as the network has ever had.

Arch McDonald's Award

Washington, Jan, 1.
Plumes for being the Best Buseball Broadcaster of 1937 awarded.
last week to Arch McDonald, WiSV sports commentator, by General Mills (Whcaties).
Presented a gold wrist witch by the porridge company.

WBRE Praised by P. O.

Washington, Jan. I.
Co-operative, spirit of WBRE,
Wilkes-Barre, drew orchids this
week from Postmaster General
Farley, whose annual report commended the coal town station for
helping prevent more fatalities
last year's Good Friday bombings.

Outlining work of the postal in-spectors in the fiscal year which ended June 30, Farley remarked that the local transmitter helped the government with its 15-minute warnings to possible recipients of paicel

CHI HOTEL ORCS **QUIT RADIO IN ASSN. PACT**

Chicago, Jan. 1.
Following a meeting of the Chicago Hotel Association, all hostelries, with the exception of the Edgewater Beach, have decided to go off the air with their sustaining dance orchestras on Jan. 15. On that date, local and network stations in Chi apply a \$100 weekly service charge on remote band pickups.

Patr of Andrew Karves hallrooms.

Pair of Andrew Karzas ballrooms, Aragon and Trianon, will sever from WGN, with the Tribune station carded to continue at this time with only the Blackhawk. Edgewater Beach will continue on WBBM with its bands on a non-service charge because of a previous contract which not expire until April, 1939.

WBBM will also keep such cafes as the Yacht Club and Harry's New York Bar. NBC will retain the Chez Paree, Grand Terrace and Oriental

uarden.

In lieu of carrying late dance music from Chicago spots, all stations here will concentrate on picking up bands from out-of-town, especially N. Y. Complexion change in this situation may mean the decline of Chicago as a builder of name bands.

Railroads Eye Radio Advertismg As Preparation for Pushing Rate Tilt

PETRILLO, NBC CONFER IN CHI ON AFM ACCORD

Chicago, Jan. 1.

James C. Petrillo, Chi musician union chief, and NBC were in conference two days this week, trying to effect some mutual settlement. to go into effect Jan. 15. Network is holding out against the clause which would prohibit it from feeding any station declared unfair to the American Federation of Musicians.

Meanwhile, Petrillo has practically concluded negotiations with downtown theatres whereby they would establish seven days pay for six days work. Musicians have been getting six for six in theatres, with the change in scale sought by Petrillo on the heels of his having recently established the seven for six scale in niteries.

IMPINGED ON LAW?

Bingo Variation Yanked Off WICC on Boston Orders

New Haven, Jan. I.
Radio number game, 'Ma-jic,' sponsored by Majestic Liaundry on WICC, cancelled with Monday's (27) show. Announcer stated program, 15-minute version of Bingo geared to New Haven dial telephone numbers, was pulled because of circumstances beyond control of station and sponsor.
Understood WICC sales department cancelled on advice from Shepard headquarters Boston. Whether the game lottery line has long been argued ever since introduction. Similar show has been underwritten in other New England cities by Kay Jewelry Co. WICC commercial was in its last contract month.

Dr. Walter Damrosch and baritone Glen Darwin guests on Magic Key program on NBC-red Feb. 13.

The Old Joke By Joe Laurie, Jr.

To start with, I may as well admit I don't know where I originally ca from. I have a very faint recollection of seeing an Indian and a man that looked a lot like Columbus: then

trom. I have a very faint récollection of seeing an Indian and a man that looked a lot like Columbus; then I recall being in a barroom with a couple of wisecracker's knocking me around, but, as I said before, I can't say for sure where I came-from or who my parents were. I kinda just happened, just like Topsy...only long before her.

The first thing I do remember is being in the smoking room of a rail-road train with lot of travelling salesmen. That's where I got my first big laugh; that's why I remember; it When I got off the train a minstrel man cleaned me up, and I trouped with him for a number of years and was a big hit in every town and hamlet in the country. When the lod minstrel man went to the Green-room Upstairs, his son took me, and we played the beer gardens and Variety Halls. I served him like I did his father, and even when he become a headliner in Vaudeville he would use me when his act was nopping he called me his Standby. Many of the acts on the bills would borroow me to bolster up their comedy, and you should have heard the lold guy rave when he would, hear about it ... he would write letters to the trade papers and accuse the acts of kidnapping me. He tried to protect me, even, going so far to get a passport from the Copyright Office in Washington. But it didn't help. He stopped working and lost interest, and I found myself in Hollywood. They were using me in titles in the Silget Pictures, and I got plenty of belly laughs, 'cause, you see, there was a new kind of a dudience, and they, thought I was a kid, with the nice printing they gave me and the lights." everything I did look young. Then I appeared for a long time in the better grade magazines, appearances in newspaper followed, and it was no time before I found myself in the Exchange. Columns of all the newspaper in the world. They translated me into all kinds of languages, i

t and I finally returned to this country and took up my residence in a Joke Book, where a burlesque comic saw me and took me for a tour on the Burlesque Circuits. I was getting big laughs, but didn't care much if or it because he dirtied me up and it reminded me of my kid days.

I got away from him and went into Club Life. I guess I was in every to club in America; some of the boys treated me swell, but the business; men at luncheons; and at banquets wore me out. I was getting a bit tired of people making funny noises wore, me out. I was getting a bit tired of people making funny noises wore me; some of the boys were calling, me moth eaten and said I had whistless with their mouths when they heard time; some of the boys were calling me moth eaten and said I had whistless; that isn't nice to treaf old age like that so I was kind of happy do when a little fellow with glasses who said he was a comedy writer took me in and gave me a home in his files. I spent many happy years there with fellows off would not bother us. Sometimes he would look us over and shake his head sadly and bother us. Sometimes he would look us over and shake his head sadly and the would send out to tab shows, musical comedies and cheap cabarets. Some of these birds would make me work plenty hard; they made me do doubles and fax me up into sketches and blackouts. I thought sure I was not before the same of the second of the same tree of the same tree of the same tree of the same work glenty did severy state to in the country. I have worked hard and often for every comic on the ir; sometimes worked for in and I made the rounds of every state in in the country. I have worked hard and often for every comic on the ir; sometimes worked for in and I made the rounds of every state to in the country. I have worked hard and often for every comic on the ir; sometimes worked for in and I made the rounds of every state to in the country. I have worked hard and often for every comic on the ir; sometimes worked for in different comics in one day, some of th

Association of Eastern Railroads is seriously considering invading radio for the first time. Heretofore all roads along the Atlant have refrained from ozone, blurbing by

radio for the first time. Heretofore all roads along the Allant have refrained from ozone blutbing by mutual agreement.

Priming of the pump for radio is being prompted by the general desire of the R.R. to get their rates hiked by the Interstate Commerce Commission. Roads would like to the control of the R.R. to get their rates in the control of the

ALL NORTHWEST LINES DOWN: SERVICE JAZZED

Seattle Jan I.
All radio network service to the Pacific Northwest was wiped out Monday when a freight train hit a slide near Longview, Wash. Two engines jumped the track and carried out all line facilities. Two firemen were killed. Wires were down 14 hours.

were allied. Wies were gown hours.
Radio engineers on th. local outlets lost plenty of sleep but mic the emergency with very few brealt KVI, Seattle-Tacoma reached out 1,300 miles to rebroadcast KNX, Hollywood, CBS key station. With permit of Columbia, James Wallace engineer of KVI at his salt water transmitter site pushed button which placed in operation a high-fidelity special receiver and carried good quality programs. This station also picked up KOIN, Portland, Columbia station.

also picked up KOIN, Portland, Columbia station.

KOL became the key station in fact with the wire break when this outlet originated and fed all the Northwest Mutuals in this state and Oregon local shows. Archie Taft, vice-prez of KOL, estimated that voer 40 programs were sent out of his studio to Northwest Mutual enhandering wire shutdown.

KOMO-KJR, NBC, and KIRO, CBS, alternated hourly on the wire opened for nets by the telephone people. Some of the listeners got quite a kick out of hearing shows from what they thought was the NBC over their receiver dialed for Co-

over their receiver dialed for Co-lumbia reception and vice versa. All net outlet engineers worked to-gether the 24-hour battle to straighten out the trouble with tele-phone people helping in untangling.

N.A.B. Convention Setup

Washington, Jan. 1 Washington, Jan. 1.
Arrangements for special National
Association of Broadcasters convention for discussion of proposed renovation of the trade body's structure
were completed Friday (30)
Ratifying recommendations of the
special convention held last Oetober,
President John Elmer issued summons for members to either at the

the smarter ones had my face litted between the company of the com

WHATIS GOOD RADIO?

A program must entertain, YES!. But even the most entertaining program is a "flop" if it doesn't sell merchandise

AST YEAR radio advertisers spent over one hundred million dollars to bring the pick of the world's entertainment into millions of American home

In their ceaseless bid for the attentive ear of the public, advertisers have searched every available field of amusement ... have combed every highway and byway of talent to assure their program a larger audience than their competitors'.

What is the result? Good entertainment, of course. But in their struggle to please, many advertisers overlook the fact that in radio, unlike Broadway, the measure of one's andience is not necessarily the measure of sales.

You've got to SELL them

Merely devising elaborate entertainment is no assurance that a radio show will "click" in a sales way. For people being basically the same—whether you write to them or talk to them -those factors that make printed advertising successful must also be present in a result-getting program for the air.

Whether an advertisement be splashed in printers' ink in a magazine or newspaper, or spoken by an announcer into the microphone, it must contain the essentials that engage attention, that whet the appetite, that make people want to buy.

This is the viewpoint from which this agency approaches the production of any radio program, large or small. For despite the glitter and glamor of radio's colorful entertainment features, it is still fundamentally true that unless a program sells merchandise ... unless it converts listeners into bivers — it is a luxury in which no advertiser can profitably indulge.

Mindful of this, our radio departments in New York, Chicago and Hollywood have special staffs of commercial writers whose sole job is to put "sell" into the radio programs of our clients.

With a skill and unobtrusiveness born of long experience in radio salesmanship, these writers weave into each program powerful, reason why sales messages that are calculated to create a desire and demand for the product advertised.

This is the kind of salesmanship that is achieving remarkable results for our clients. A salesmanship which, day in and day out, is actually moving merchandise off dealers' shelves.

Radio Specialists

Supplementing these creative efforts are the most complete radio facilities available. In this agency, more than half a hundred people devote their entire time to the preparation and production of radio programs. There are special directors for daytime shows, and special directors for evening programs. Each program has its own production staff, including script writers, commercial writers and production men.

Our offices in New York, Chicago and Hollywood are completely equipped to produce any type or size of radio program, from a "spot" announcement locally, to the most elaborate full-hour show on the networks.

Perhaps you would like to know more about our methods of radio advertising-methods which, though concerned with the most brilliant entertainment in the world, never lose sight of the most important thing in radio promotion-SALES.

RUTHRAUFF & RYAN RADIO PROGRAMS

NETWORK PROGRAMS

MAJOR BOWES' ORIGINAL AMATEUR HOUR Sponsared by Chrysler Carparation for Plymouth, Dadge Passenger Cars and Trucks, De Salo and Chrysler Motor Cars

AL JOLSON, with MARTHA RAYE, PARKYAKARKUS, HOLLYWOOD GUEST STARS AND VICTOR YOUNG'S ORCHESTRA
Sponspred by Lever Brathers Campany, far Lifebuay Health Soap

JOE PENNER, GENE AUSTIN AND JIMMY GREER'S ORCHESTRA Spansored by R. B. Davis Campany for Cocamali

EDWARD G. ROBINSON IN "BIG TOWN," WITH CLAIRE TREVOR Spansored by Lever Brothers Company for Rinsc

"THE SHADOW" MYSTERY DRAMAS Spansored by The D. L. & W. Caal Company for 'blue caal

"SMOKE DREAMS" VOCAL AND ORCHESTRAL MUSIC Sponsored by H. Fendrich far La Fendrich Cigars

"BIG SISTER" WITH ALICE FROST AND MARTIN GABLE Spansored by Lever Brathers Campany for Rinso

"AUNT JENNY'S REAL LIFE STORIES" Spansared by Lever Brathers Campany for Spry Shortening

EMILY POST IN "HOW TO GET THE MOST OUT OF LIFE" Sponsored by Florida Citrus Commission for Florida Citrus Fruits

"SPOT" PROGRAMS

CAMPBELL CEREAL COMPANY . . Children's Program for Malt O-Meal CHRYSLER CORPORATION.

"Spot" Announcements, Sparts and News Pragrams for Dadge Dealers DODGE DIVISION ...

"Spot" Announcements for Home Heating HOLLAND FURNACE COMPANY and Air-Canditioning Units

"30 Minutes in Hollywood," Also Sports, News and Musical Programs for Hyde Park Beer HYDE PARK BREWING CORP.

IRONIZED YEAST COMPANY ... "Whispering" Jack Smith and Orchestra for

Ironized Yeast LEVER BROTHERS COMPANY . . . Local Annauncements for Spry Shartening

"We Live Again" Program for Nature's LEWIS HOWE COMPANY

"Lam and Martha" comedy sarial far Oshkash Overall

PENN TOBACCO COMPANY Sports and News Brandcasts for Kentucky Club Pine Tahacca

> COMPLETE RADIO PRODUCTION FACILITIES IN NEW YORK, CHICAGO & HOLLYWOOD OFFICES

RUTHRAUFF & RYAN, INC.

NEW YORK

Advertisina

CHICAGO

ST. LOUIS

DETROIT

HOLLYWOOD

SAN FRANCISCO

가진에 살다. 지수의 하다는 내면 환경하는 과 시민들은 그들은 생생님은 생생님은 물을 다는 어떻게 하다운

OSHKOSH B'GOSH, INC.

LAKELAND, FLA.

SEATTLE



For the second consecutive year, COLUMBIA continues its leadership *in all three major phases* of network advertising:

IN 1937, Columbia carried the greatest dollar-volume of advertising of any network in the history of radio.*

IN 1937, Columbia was the choice of more of the country's leading advertisers than any other network.**

IN 1937, Columbia continued as the world's largest radio network.***

This record, of course, is not Columbia's alone. It was made by the most careful buyers of advertising in the world—who increased their average expenditure for Columbia Network facilities this year over last by 25.9%.

In the detailed record of these advertisers is the *answer* to every basic question you can ask about radio advertising: Does

^{*}And did so last year.

^{**} And has been for four consecutive years.

^{***}And has been for five consecutive years.

radio sell slow turn-over products? Does radio sell quick turn-over products? Is the institutional campaign effective on the air? Must it be a 'big' radio program to be successful? The answers to these questions at Columbia are not theoretical or academic. They are written by the advertisers themselves; advertisers who, in a single medium, bring everything to the nation—from banking to beans; bread to abrasives; cigars, cigarettes, candy and cars!

But this record tells less than half the story!

The record set by CBS sponsored programs is less than half the story of the Columbia Broadcasting System in 1937. Throughout the year, some 22,475 different programs were broadcast to the nation over Columbia. More than half of these were programs "by Columbia"—produced by the network in the living and challenging fields of Public Affairs, Education, Serious Music, Religion, Special Events and Sports. The variety of these programs on Columbia rounds out the schedule of the largest radio network in the world. It brings the world's voice, as well as its goods, home to the nation through each day of the year—wherever home may be.

COLUMBIA BROADCASTING SYSTEM

WOAU

announces the opening of a

NEW YORK SERVICE OFFICE

in the

CBS BUILDING

To better serve advertisers and agencies in the New York area

To facilitate contact a direct telephone wire to WCAU Philadelphia headquarters is available to all New York advertisers and agencies. Simply call Wickersham 2-2000

SEASON'S GREETINGS

RUDY VALLEE

RUDY VALLEE ORCHESTRA UNITS CORP

515 MADISON AVENUE

MANAGING

LEE DIXON CYRIL SMITH AL BERNIE BARON AND BLAIR

THE GENTLEMEN SONGSTERS

EDDIE LEONARD. JR.

VIC HYDE **IUDY STARR BANNY WEEKS** HILDEGARDE HALLIDAY

THE CONNECTICUT YANKEES AL ROTH AND HIS ORCHESTRA SLEEPY HALL AND HIS ORCHESTRA EOBBY WORTH AND HIS ORCHESTRA

HYMAN BUSHEL Secretary-Treasurer LESTER LADEN

To Our Friends of Radio, Screen and Stage

The Season's Greetings

and to the artists
 whose talents have helped build
 our present record in Radio

Thanks and Best Wishes



During October, November and December, 1937, four out of the six most popular hour programs on national networks were produced by the J. Walter Thompson Company.

Six times the J. Walter Thompson Company has produced a *new* radio program which has ranked ahead of all others as most popular on the air.

J. Walter Thompson Company

NEW YORK HOLLYWOOD CHICAGÓ SAN FRANCISCO LOS ANGELES ST. LOCIS SEATELE MONTREAL TORONTO LONDON PARIS

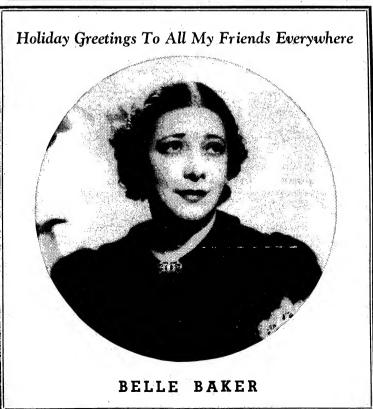
ANTWERP THE BAGUE BUCHAREST • BUENOS AIRES SÃO PAULO • CAPE TOWN BOMBAY • SYBNEY • Latin-American and For Eastern Division



AIR FEATURES, Inc.

Radio Productions

247 PARK AVENUE NEW YORK Wickersham 2-0077





compliments of the season

A.L.ALEXANDER

* * *



YOWSAH-My Good Frienas

The Old Maestro

BEN BERNIE

And All the Lads

are hollering Greetings at youse guys and gals and also salluting our new Alma Mater—Good Old U. S. TIRES—Starting Wednesday Night, January 12, at 9:30 P.M., EST, over dealh old Columbia.





Variety, Issue Oct. 6, 1937 SHEILA BARRETT

With Joe Rines Orchestra, Roy Camp-bell's Royalists, Graham McNamee 30 Mins. GRUEN WATCH

Sunday, 5:30 p. m. WJZ, New York (McCann-Etickson)

(McCann-Erickson)

Shella Barrett has lots to draw upon for radio. She is many things by virtue of her mimicry. With the magic touch of voice emulation she can reproduce known people or handle a variety of characterizations. Essentially a vaudevillian in the best sense of that tradition and word (although of late more identified with other branches of amusement). Miss Barrett is adept in more departments than one. She can thus be heavy or light, can talk or sing and can roam the range of methods from hokum to high satire.

She will need, as all artists need, intelligent spotting and handling and a sympathetic environment, but she herself can all the should be contributed much should be contributed to the should be contributed to th

To Sell to the Sell

Variety, Issue Dec. 1, 1937

variety, Issue Dec. 1, 1937

Sheila Barrett-Jos Rines-Graham Mo-Namee half-hom Sunday afternoon for the state of the state

Variety, Issue Dec. 8, 1937

Miss Barrett made it funny when she cast W. C. Fields as Hamlet and followed with an Othello rendered by Stepin Fetchit and Mary Boland. Droll idea to start with and the lines heaped up the giggles.

Variety, Issue Dec. 8, 1937

Variety, Issue Dec. 8, 1937.

'Let's Visit. Mimic came forward later with- an ultra-heavy one-gal story in which she projected a mood with 12 cylinders and one cartridge. Latter was the payoff as the love-daft dame suicides. It sounds like something most people wouldn't call entertainment as set down in print. But the lady knows her, stuff. And made it stand up and out.



ariety, Issue Oct. 13, 1937 At the Rainbow Room

Shella Barrett's new impressions are as unchy as Starter-offer is Fannie punchy as Brice as Scarlett O'Hara, opposite W. C. Fields as Rhett Butler, which in itself is Fields as thett butter; which in itsen is a funny idea. Nazimova doing "The Merry-Go-Round Broke Down; the strange-interludish m.c. (which might be kidding on, the square); the cavalcade in the nowder room of any nitery, and the spiffed Dixle-bells are all funny ideas and all strong attention-getters. Abel. all strong attention-getters.

Variety, Issue Dec. 8, 1937 Loew's State, New York

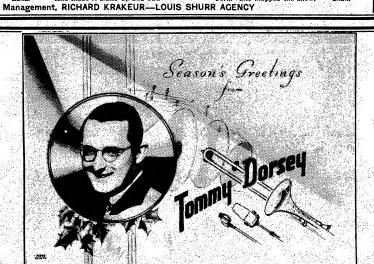
Shella Barrett, dressed elegantly in white, strides the heights of customer reaction with her sterling mimicry. A summate artiste, Miss Barrett excels in whatever she attempts. Her encore se-lection at the time the show was caught is that excellent takeoff of a southern belle doing the nite club rounds in New York. She stopped the show. Shan.

PORTLAND . Oregon

has for years maintained the largest vocal, instrumental, and production staff in the Pacific Northwest ... and is the only CBS outlet for Oregon and Southern Washington

for showmanship for prestige for audience for . results .

FREE and PETERS Exclusive Representatives



SEASON'S GREETINGS

ACK

PERSONAL DIRECTION HERMAN BERNIE NBC

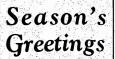




FIRST AGAIN!

enviable distinction. For the past ten years every authentic survey in the Twin Cities area has shown KSTP with over 50% of the listening audience. During the same time KSTP has been the preferred station by local and national advertisers. And now official recognition of leadership.

THE NATION'S CHOICE IN THE GREAT NORTHWEST



from

ferde grofe

- CONDUCTOR
- ARRANGER

Exclusive Management

CONSOLIDATED RADIO ARTISTS, INC.

Happy New Year Everyone

GABRIEL HEATTER

WSYR

ADVISES YOU TO KEEP YOUR EYE ON SYRACUSE

IN 1938

BURNET-KUHN Advertising Company

Advertising

Merchandising . . Radio

WALTER CASSEL

(BARITONE)

MAXWELL HOUSE SHOW-BOAT, SEALTEST "SATURDAY
NIGHT PARTY," GENERAL MOTORS CONCERT HOUR

SEASON'S GREETINGS

Season's Greetings

HOLLYWOOD HOTEL PROGRAM

CBS Friday Evening, 9 P.M. EST; 6 P.M. PCST

Jerry - - - - -

STARRED ON THE
CHEVROLET (WABC) PROGRAM FROM HOLLYWOOD AND
NEW YORK
PERSONAL REPRESENTATIVE
BEN R. LIPSETZ
607 FIFTH AVENUE, NEW YORK

Sports and Special Events Greetings from

DICK

SEASON'S GREETINGS



N. W. AYER & SON, INC

Philadelphia, New York, Boston, Chicago, San Francisco, Detroit, London, Buenos Aires, São Paulo, Toronto, Montreal

Holiday Greetings to Everyman's Family

From

ONE MANS FAMILY

J. ANTHONY SMYTHE.	Father Barbour
MINETTA ALLEN	Mother Barbour
MICHAEL RAFETTO	Paul
BERNICE BERWIN	Hazel
BARTON YARBOROUGH.	_Clifford
KATHLEEN WILSON	Claudia
PAGE GILMAN	Jack
WINIFRED WOLFE	Teddy
WALTER PATTERSON	Captain Nicholas Lacey
HELEN MUSSELMAN	Ann Waite
CARLTON E. MORSI	E, Author-Producer

And a HAPPY NEW YEAR

IN SOUTHERN CALIFORNIA

IT'S

50,000 watte

For All

NBC Red Network Shows

AND

K.E.C.A

5,000 watts

NBC Blue Network Shows

LOS ANGELES

Carthony. Inc.

Represented Nationally by EDWARD PETRY & CO., Inc.



The 302nd performance of the National Barn Dance takes place on Saturday night, January 1st, 1938. This program has been produced and broadcast on the stage of the Eighth Street Theatre for more than five years and nine months, played to a full house at each performance.

WLS has again proved its superior showmanship. In the past year

the WLS acts received more than a million letters from listeners in United States, Canada and other foreign countries.

Personal appearances of the WLS entertainers are always in demand. In the past year they played to record breaking crowds throughout the states in the Midwest area.

SEASON'S GREETINGS TO MY MANY FRIENDS

OSWALD

"ОН YEAH"

UNIVERSAL PICTURE
"YOU'RE A SWEETHEART"

CAMPBELL'S SOUP BROADCAST

HOLLYWOOD HOTEL BROADCAST

CONGRATULATIONS ARETY ON YOUR 32ND ANNIVERSARY

GREETINGS FROM

ELAINE STERNE CARRINGTON

PEPPER YOUNG'S FAMILY' - Sponsored by PROCTER & GAMBLE

NBC—BLUE NETWORK, 10:30 A.M. EST
Beginning Junuary: 11:13 ... RST
NBC—RED NETWORK, 3 P.M. EST

WOR-MUTUAL NETWORK, 1:30 P.M. EST

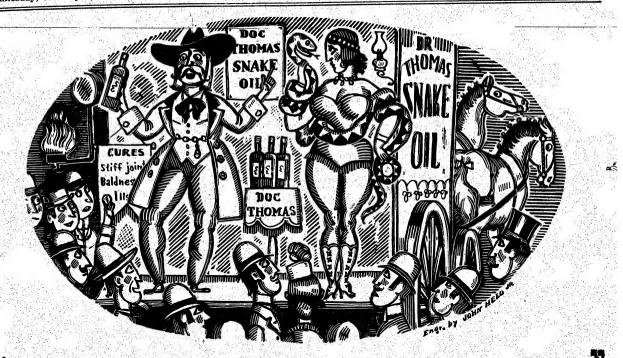
SEASON'S GREETINGS

GUY LOMBARDO

NOW PLAYING HOTEL ROOSEVELT NEW YORK CITY

AND HIS ROYAL CANADIANS
MANAGEMENT—MUSIC CORPORATION OF AMERICA

5:30-6 P.M., EST, Sundays Mutual and CBS Networks



STEP UP CLOSER, LADIES & GENTLEMEN

"See ZAZA, the Snake Charmer, handle six live rattlers!"

"See her tease them 'til their poisonous fangs reach out to sting her!"

"That's it... close in, folks! Make room over there for more, please!"

ND so Dr. Thomas, the horse-andbuggy salesman, put on his show and drew a record crowd. Grown-ups, old folks -all wanted to see ZAZA, the Snake Charmer—and Dr. Thomas wanted to sell them his Snake Oil, a cure-all for rheumatism, stiff joints, aching backs ...

Dr. Thomas had tried many acts before he developed ZAZA into his best moneymaker. He tried the shell game. It always drew a record crowd—of town dandies and kids-but they didn't buy his snake oill

Then he caught on. He built his show to suit his market. He attracted a record audience of people who could use his wares.

Every advertiser can draw a valuable lesson from Dr. Thomas. Will his radio show meet this crucial test:

"Is it built to suit my market? Will it attract a record audience of people who will buy my wares?

THE BIOW COMPANY INCORPORATED

dvertising

ROCKEFELLER PLAZA

Season's Greetings



KELSMAN WALDORF. ASTORIA, . PARIS EXPOSITION . MONTE CARLO SPORTING CLUB

SCHAEFER BEER-WEAF-THURSDAYS, 7:30 to 8:00 P.M. LUCKY STRIKE'S "YOUR HIT PARADE" - WABC VICTOR RECORDS

BERT LYTELL

UNDER CONTRACT TO

BLACKETT SAMPLE S **HUMMERT**

Greetings

Maestro BILL McCUNE

UNCLE DON

BILL TREADWELL

Production Representative

holiday greetings

earle ferris

radio feature service, inc.

420 madison avenue

new york

Season's Greetings

SCHWIMMER & SCOTT

ADVERTISING CHICAGO



TRIBUTE TO TALENT!

The Radio Corporation of America extends its thanks to the artists who have made the Magic Key of RCA one of radio's greatest shows

On the air two years—and one of radio's most popular programs! That's the record of RCA's Magic Key show.

Every Sunday afternoon, this program covers the country on the wings of NBC's nation-wide Blue Network And the Radio Corporation of America, for the past two years, has had the pleasure of bringing America's millions a parade of talent equalled by few radio programs. Talent that has broadcast from all over the world. Talent so varied that every type of entertainment has been enjoyed by listeners.

Talent has made this show what it is today. And so, as the Magic Key of RCA embarks on its third annual cruise of the air waves, the Radio Corporation of America warmly salutes and thanks the many stars whose 1937 appearances have made this program a weekly event in millions of homes.

ALL AMERICA'S YOUR AUDIENCE ON NBC PROGRAMS

The Red and Blue Networks of the National Broadcasting Company cover the country completely. NBC programs are heard by countless radio fans 35 hours a day. And artists appearing on NBC nation-wide network shows know the importance of this huge audience.

☆ NEW STARS ARE BORN ☆

NBC Artists' Service plays a unique role in radio. For this section of the National Broadcasting Company fosters scores of new stars each year. Many of the biggest names in radio began here.

These Are the Artists Who Appeared on the RCA Magic Key Program in 1937

Frank Black Max Reinhardt 'Fats' Waller & Orch. Max Reinhardt
Fats' Waller & Orch.
Ania Dorfman
Geo. 'Doc' Rockwell
Ezio Pinza
Lotte Lehmann
Tallulah Bankhead
Buck & Bubbles
Kress & McDonough
John B. Kennedy
Rene Maison
George Copeland
Ray Noble & Orch.
Lucille Manners
Reginald Gardiner
Lauritz Melchior
Andres Segovia
Tommy Dorsey
& Orchestra
Giovanni Martinelli
Gertrude Lawrence
Raya Garbousova
Fray & Braggiotti
Dr. Walter Damrosch
Kerstin Thorborg
Viscount Hidemaro
Konoye
Carlos Salzedo

Viscount Hidemaro Konoye Carlos Salzedo Gina Cigna Eddy Duchin & Orch. Frederick Jagel Albert Spalding George M. Cohan Maurice Evans Margaret Webster Abraham Sofaer Rufe Davis Henri Deering Bidu Sayao Jessie Matthews Richard Himber & Orchestra & Orchestra

& Orchestra
Josephine Antoine
Jean Sablon
Sara Allgood
Dudley Digges
Helen Traubel
Georges Enesco
John McCormack
Pacher Lewin John McCormack Robert Irwin Everett Mitchell Bruna Castagna Joseph Schmidt Wilfred Lytell Elisabeth Rethberg

Paul Whiteman Fernand Gravet Bartlett & Robinson Erna Sack Charles O'Connell Eugene Ormandy Jose Iturbi Leopold Stokowski Marian Anderson Bob Feller Leopold Stokowski Marian Anderson Bob Feller Tito Schipa Rosa Ponselle Kathleen Nortis Larry Burke Behrend & Kelberine Firem Zimbalist Noble Cain Sylvia Clark Vivian Della Chiesa Helen Jepson Charles Gourboin Yoichi Hiroaka Paul Draper Walter Hampden Marcel Dupre Phil Spitalny & All-Girl Orch. William Primrose Katherine Lock Jules Garfield Sandor Sved Bunny Berigan & Orchestra Margret Brill Wynn Murray Helen Hayes Southernaires Southernaires Southernaires Southernaires Southernaires

Southernaires Xavier Cugat & Orch. Margalo Gilmore John Charles Thomas

Margaio
John Charles Thom
Jan Peerce
Mischa Mischakoff
Sheila Barrett
Lucrezia Bori
Pavelers Quartet Revelers Quartet Edwin Franko Goldman & Band Bobby Breen Bobby Breen
Marion Claire
Irvin S. Cobb
Shep Fields & Orch.
Susanne Fisher
Fairchild & Carroll
Oliver Wakefield
Tex O'Rourke
Florence Easton
O'Zzie Nelson & Orch.

Gladys Swarthout Tony Russell Jesus Maria Sanroma Nat Shilkret & Orchestra Ionno Namokueha Serenaders

Serenaders
Robert Benchley
Walter Abel
Onslow Stevens
Whitney Bourne
Doris Weston
Frank Forrest
Marion Telva
Francia White
Richard Crooks
Doris Doe
Fiske Jubilee Choir
Gene-& Glenn
Orpheus Choir
Pedro Laurens
Orchestra
Queena Mario
Danielle Darrieux
Jolly Coburn Orch.
Mary Small
Tune Twisters
Laura Suarez
Elissa Landi
Vincent Price
Roy Shields
Worlitzer Plectrum
Band
Mme. Eve Curie
Gertrud Wettergren
Chicago A Capella
Choir

Choire A Capella Choire Marlowe & Lyons Lucrezia Sarria Victor Tipica Orch. Conrad Thibault Alexander Woollcott Virginia Rea Ernst Victor Wolff Vina Bovy Marek Weber & Orch. Edward Davies Golden Gate Jubilee Singers Alex Templeton Edward Vito Graham McNamee Linton Wells Moriz Rosenthal

RCA presents the "Magic Key" every Sunday, 2 to 3 p. m., E. S. T., on the NBC Blue Network



Radio Corporation of America

RADIO CITY, NEW YORK

RCA MANUFACTURING COMPANY, INC. NATIONAL BROADCASTING COMPANY RADIOMARINE CORP. OF AMERICA · RCA COMMUNICATIONS, INC. · RCA INSTITUTES, INC.



The Lone Ranger
New broadcast to 25 stations via special network (const to casst) ench Mon., Well., Frl., 7:30-8:00 F. M. basic time.

The Green Hornet

The original newspaper story that strikes at "law breakers within the law." Broadrast each Tuesday and Thursday, 7:30-8:00 P.M.

7:30-8:00 F.a.

The Factfinder
Little known facts about perwith orchestra and mixed quartet. Brondenst curb Monday
through Friday, 6:15-0:30 F.M.

mrouga Friday, 6:15-0:30 P. Hollywood Impressions
An innovation in exploiting taxe pleiares; Originating use the eatite Michigan Radio Nework webbed with more I troit stebleas. Half-niour brosches with rechestra and last variety eat.

Children's Theatre

of the Air

the Air
Musical comedy rails she
sented entirely by look at
aged 5 to 14: Forty-five
show from the stage
downtown: Broadway
(audience) 12:00-12:45 F.N
Sunday.

Junior Matinee
Teen age graduates of the dramatic school presenting and chatter with background. Previously three times weekly. No days only, 5:45-6:00 P.M.

Happiness House
Quarter-hour bronde
Monday through Frid
10:45 A.M.: Fenturidlets, menu sugges
hints for housewives

FIRST IN AMERICA!

STATION WXYZ HAS BEEN HON-ORED WITH THE SHOWMANSHIP AWARD FOR PROGRAM ORIGINA-TION FOR 1937. THIS "BLUE RIB-BON" CITATION TO THE RADIO STATION MOST SUCCESSFUL IN CREATING POPULAR PROGRAMS IS SPONSORED BY VARIETY, THE NOTED THEATRICAL WEEKLY.

KING-TRENDLE **BROADCASTING CORPORATION**

Basic Station NBC Blue Network . Key Station Michigan

RADIO STATION WSOC

December 15, 1937

just run something simple . . . on the general idea of ongratulations to VARIETY from the best darm station of s class in the nation.

Afraid you'll have a Prosperous Year



I HOPE, I HOPE, I HOPE!

AL PEARCE

Exclusive Management: FANCHON & MARCO

Season's Greetings

SHAW and LEE

Wm. MORRIS AGENCY

An Extra Happy 1938

G BRINKLEY



NEW YORK'S HIGH-FIDELITY STATION

The Only Station That Reaches People Who "Hate Radio

Owned and Operated by INTERSTATE BROADCASTING CO., INC.

> 730 Fifth Avenue NEW YORK



ED. CASHMAN

"Swing Session"



With Columbia Artists, Inc.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

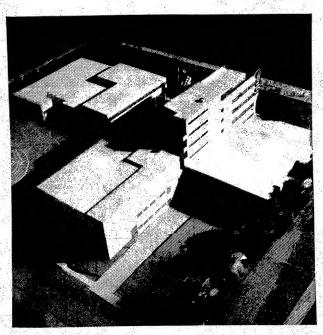
UNITED PRESS

within three months there will be a distinguished new address on the Pacific Coast—"Columbia Square, Hollywood."

A magnificent new studio and office structure, of modern-functional design, is now being completed for KNX and the West Coast division of the Columbia Broadcasting System.

New production facilities of unequalled beauty and utility will soon be available there to all CBS clients on the Pacific Coast. And from this address will speed programs for Columbia's millions of listeners from coast to coast.

"COLUMBIA SQUARE, HOLLYWOOD"





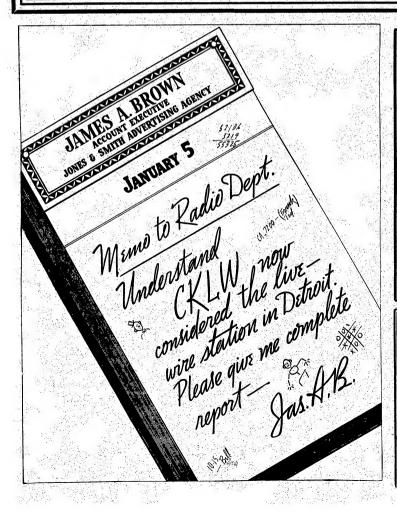
50,000 WATTS - OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM REPRESENTED BY RADIO SALES - NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO



JACK BENNY

MARY LIVINGSTONE

MANAGEMENT: ARTHUR S. LYONS LYONS, McCORMICK & LYONS



A MESSAGE TO ALI

merica, jurisdiction over all radio performers other than musicians is granted the American Federation of Radi Artists. Such performers should immediately contact either the national AFRA headquarters or a local office.

AMERICAN FEDERATION OF RADIO ARTISTS

(Affiliated with the American Federation of Labor) 2 WEST 45th STREET, NEW YORK, N. Y. National Officers

P. esident
LAWRENCE TIBBETT
Vice-President
NORMAN FIELD
Vice-President JASCHA HEIFETZ

EMILY HOLT Executive Secretary

PAUL N. TURNER

CHICAGO LOCAL 540 North Michigan Ave. NORTHERN PACIFIC LOCAL LOS ANGELES LOCAL 6513 Hollywood Blvd.

CINCINNATI LOCAL

MONTREAL LOCAL 3701 St. Andre St.

Musically Yours

JACK MEAKIN

Bughouse Rhythm'

"William Morris, still the directing dynamo of his beloved institution, beams to see that strong young hands and shrewd young heads are with him to preserve and perpetuate the spirit which from the first has been his inspiration."

Reprinted from YARRETY January, 1932,

For forty years the name of WILLIAM MORRIS has been preeminent in every field of public entertainment throughout the world. Today and during the years to come the glorious principles of work, service, helpfulness and integrity instilled by its founder will continue to be the guiding spirit of the organization.

*

Motion pictures, Radio, Vaudeville, Legitimate and Presentation Theatres, Authors, Publishers, Hotels and Cafes as well as every other form of public amusement enterprise—executives, sponsors, advertising directors and performers—all are encompassed in the far-reaching activities of the WILLIAM MORRIS AGENCY.

≈ :

More talent, from novice to established star, has been developed by this organization than any other agency in show business nurturing their talents, solving their problems, managing their affairs and presenting their potentialities in every direction an unparalleled service to the entertainment world.



ESTABLISHED 1898

WILLIAM MORRIS AGENCY

INC.

NEW YORK CITY

LONDON

PARIS

CHICAGO

HOLLYWOOD

WEEI

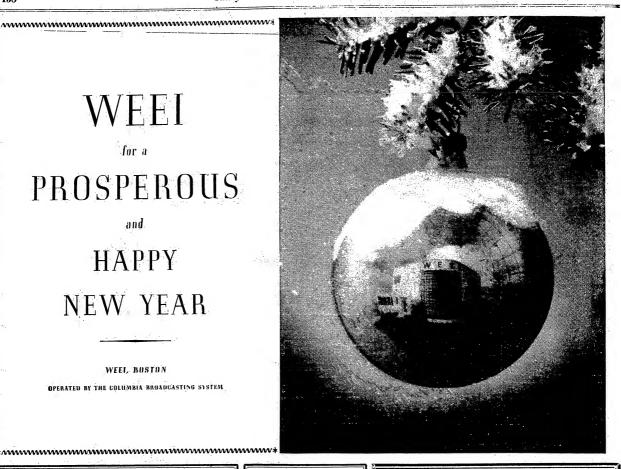
PROSPEROUS

and

HAPPY NEW YEAR

WEEL, BOSTON

OPERATED BY THE COLUMBIA BROADCASTING SYSTEM



SEASON'S GREETINGS

* MANAGEMENT TO THE TAXABLE PROPERTY OF THE PARTY OF THE

PICK and PAT

MODEL SMOKING TOBACCO PROGRAM 8:30 P. M., EST, Mondays, Columbia Network

You a Very Happy New Year

Transradio Wishes

We invite you to keep in tune with the infinite variety of world events by listening regularly to Transradio News broadcasts

TRANSRADIO PRESS SERVICE

NEW YORK CITY

"THE WOMAN IN WHITE" "GUIDING LIGHT" "ROAD OF LIFE" "ATTORNEY AT LAW"

WESTER

and Company

360 No. Michigan Ave. CHICAGO

IRNA PHILLIPS

Today's Children" "The Woman in White"
"Guiding Light" "Road of Life" "Road of Life"

HAPPY NEW YEAR

REED KENNEDY

Appearing on

"THE SONG SHOP" Sponsored by COCA-COLA

CBS-COAST-TO-COAST Fridays at 10 P.M. EST Season's Greetings

PHILIP LORD

CHICAGO

MILY EAR

WOR ARTISTS BUREAU

SEASON'S GREETINGS

ANN LEAF

WITH COLUMBIA BROADCASTING SYSTEM SINCE 1929

GREETINGS from

BUB IN "BELLY AND BUB" for GENERAL MILLS

Doctor in "Hope Alden Romance," Taystee Bread

WABC-CBS Network, Monday to Friday, 1 P.M. EST

Management BRISCOE & GOLDSMITH



DOES THINGS TO MANUALINATION TO MANUALIN



FOR YOU IN OKLAHOMA!

WKY · OKLAHOMA CITY

Representative - E. KATZ SPECIAL ADVERTISING AGENCY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

THE GREAT AMERICAN TOURIST

PHIL BAKER

NOW APPEARING FOR

GOOD GULF GAS

EVERY SUNDAY NIGHT, CBS, COAST TO COAST 4:30 P.M., PCST - 7:30 P.M., EST

Currently Appearing in the Samuel Goldwyn Production

"GOLDWYN FOLLIES"

EXTENDS HOLIDAY GREETINGS TO EVERYONE

Management LYONS, McCORMICK & LYONS



Together, they're a combination of audience getters that gives YOUR program the run of an open field for a commercial touchdown.

ADVERTISERS CHOOSE THIS

All-American Eleven

on the basis of RESULTS!!

- 1. The Kellogy Baseball Broadcast—
 The greatest sports broadcast ever produced in U. S. Radio History.
 2. The Chicago Safety Court—Chicago's largest daytime audience.
 3. The Courthouse Reporter.
 4. The High School Hour.
 5. The Women's Exchange.
 6. The Northwestern Football Broad6. The Northwestern Football Broad-

"The WJJD Sports Edition

201 N. Wells Street Chicago's Largest Independent Station

RESULTS—that's what counts!

We could talk about Top Sports Station in the Nation award—our abowmanship—our power—our coverage—our renewals until we're blue i the face—bub—its still results that count—so—lets read what a sponsor has to say about his results in the Chicage market over—



MARKS THE SP

TRADING POST, Inc.

Telephone Saginaw 5114 DUTH CHICAGO AVENUE CHICAGO, ILL.

December 26, 1937.

Mr. Hal R. Makellin, Sales Manager W. I. N. D. 201 N. Wells Street, Chicago, Illinois.

HMS.CB

Di N. Wells Street, Chicago, Illinois.

Dear Mr. Makelim:
You have certainly hit upon a radio idea that is building store itallic, and shows unusual sales results for the products that are featured.
As you know, we have been sponsoring two broadcasts each Monday, Wednesday, and Friday.
W-1-N-D, ("the tip-top spot on the dial") (500). On each of these days we announce over the radio only, three lious at a special price for that day only.

Brooks Connally emcess the Trading Post version of a "man on the street program," right from the aisles of the Trading Post and uses Trading Post customers as "ident" in mighty fine style. It's a lot of fun and draws an interested crowd.

Interested crowd.

AND IT GETS RESULTS: Here are some sales records.

		The second second		Jne Dav
The state of the s		The same of the sa	Average "Rad	io Special"
Date	Hem			Sale
Frt. Dec. 3	Marshall Milk			44
	Cudahy's Purltan			93 lbs.
	U. S. Grade No. 1		. 105,	29 108.
A. 1 - 1 - 1 - 1 - 1	Cobbler	Potatoes 8	00 11. 27	00 lbs.
Mon. Dec. 6	Pork Chops, Cente			21 lbs.
Wed. 8	Extra sweet and j	licy.		-1 IDS.
			32 doz. 1	28 doz.
8	Round Steak			63 lbs.
. 3	Marshall Plour		11 bowe	Carlotte Committee
Considering tha	t the program is o	nly two weeks old	and that th	ay Same
ware anyertised	in no other lav	the results to u		enal and
thought you wo	uld like to know th	ris.	phenon	chai ann

Yours truly, Harper M. Sowles, President

ain't that somethin'! We can do the same for you, too! Drop us a line

WIND NATIONAL SALES OFFICE 201 N. Wells Street, Chicago, Ill.

SEASON'S GREETINGS

USIC IN THE MORGAN MANNER



EXCLUSIVE MANAGEMENT CONSOLIDATED RADIO ARTISTS, INC. 30 Rockefeller Plaza, New York





HAPPY NEW YEAR

to my friends of the theatrefrom their ASTROLOGER

MYRA KINGSLEY

136 EAST 67TH STREET NEW YORK

Season's Greetings

TED WEEMS

AND HIS ORCHESTRA





Dave Elman on the are for The Hudson Motor Car Company

EASY ACES

Greetings From The Cast of

KALTENMEYER'S KINDERGARTEN

BRUCE KAMMAN Professor Kaltenmeyer
JOHNNY: WOLF Izzy Finkelstein
MERRILL FUGIT Percy Van Schüyler
THOR ERICSON Yonnie Yonson
CECIL ROY Daisy Dean
BILLY WHITE AS "Corny" Callahan
HARRY LAWRENCE, Script Writer

Sincere Thanks to
THE QUAKER OATS COMPANY
and LORD & THOMAS AGENCY
SATURDAY, 5:30 P.M., EST RED NETWORK - NBC

GREETINGS

JOE REICHMAN

MARK HOPKINS HOTEL SAN FRANCISCO

FOR THE



ANATEURS ON TOUR

The Record Speaks For Itself!

2,426 dates, totaling 5,035 playing days within the 38 months these units have been traveiling. More than 1,237 cities, towns, villages and hamlels have been visited by the units and there have been repeats galore. Chicago alone had provided 32 engagements; Detroit, Scattle and Fittsburgh 11; Washington 10; Denver, Indianapolis and San Francisco b—se the story goes, 17 units in 36 months. THIS WEEK MAJOE BOWES, UNITS ARE PLATING FROM CALIFORNIA TO MASSACHUSETTS. And the Wheel of Fortisse spins for theater operators as well as the amateurs.

Congratulations on your third year of traveling units. They are always welcome in Providence,

E. M. FAY

Congratulations on third year of the most consistent business getting units in show business. After ten units in two years we say no longer a freak, but, an institution.

SHERRILL COHN Orpheum Theatre Los Angeles Major units have offered moviegoers of this country a genuinely notable series of entertainments that they might never have been offered otherwise.

CABTER BARBON
Capitol Theatre
Washington, D. C.

We have played eight units over a period of twenty-one months and have found no other source of stage show supply with such a consistent record of profit making as that established by your units

CHARLES M. OLSON
Lyric Theatre
Indianapolis

The Michigan Detroit has played every Bowes unit to date and we hope to continue to play them.

GEORGE W. TRENDEL

Anticipate playing all your future shows Riverside Theatre, Milwaukee, to definite box office reaction as in the past.

ED J. WEISFELDT

MAJOR BOWES ORIGINAL AMATEUR HOUR
Thursdays, 9:00 to 10:00 P. M. EST Columbia Network
DIVERNITIE DODOE DE COTO OUDVOLED

Tyro Productions
1697 Broadway
New York City

SEASON'S GREETINGS

FROM

MARION AND JIM JORDON

FIBBER McGEE and MOLLY

Come to

Quality Broadcasting through the VERTICAL Wide Range Facilities of

WORLD BROADCASTING SYSTEM

711 Fifth Ave. . . NEW YORK

1000 N. Seward St. HOLLYWOOD

Season's Greetings

The King's Jesters

LANG

ORCHESTRA

Commodore-Perry Hotel. TOLEDO, OHIO

NBC Coast to Coast Network

Exclusive Management CONSOLIDATED

Radio Artists, Inc.

ARCH

Radio Playwright

THANKS, KIDS FOR A DANDY 1937!!! HERE ARE OUR **BEST WISHES** FOR YOU IN 1938!!! LEON & EDDIE'S MCO PAGE 33 W 52

Holiday Greetings m the Sweethearts of the Air MAY SINGHI BREEN THE UKULELE LADY

PETER DE ROSE COMPOSER-PIANIST

GREETINGS FOR THE NEW YEAR



ART JARRET

WEW

ST. LOUIS' LARGEST INDEPENDENT RADIO STATION AGGRESSIVELY MANAGED

GREETINGS

from

BERNICE CLAIRE

STAN LOMAX

SPORTS -WOR-7 P. M.



ASSOCIATED MUSIC PUBLISHERS, INC. 25 WEST 45th ST. **NEW YORK**



KSL

The Voice of the West Thanks You

For the greatest program schedule in its 17 years of radio history!

1938, on the basis of early commitments, promises to be an even more noteworthy year!

KSL

Columbia's 50.000 Watt Outlet in Salt Lake City GREETINGS FROM

MEREDITH WILLSON

GENERAL MUSICAL DIRECTOR WESTERN DIVISION NATIONAL BROADCASTING COMPANY

Conservative or Spectacular, All Religions Value Broadcasting

By Albert Scharper, Jr.

Among American activities radi-cally altered in form by radio broadcasting may be listed the old-fash-ioned religious revival. Today the camp meeting is held over the air and the collection is taken up through the mails.

It is of course difficult to obtain accurate data on the sums that reli-gious programs either subtly or otherwise obtain. Not too-rough estimate by an informed person puts the figure at \$2,000,000 annually.

There is, of course, a clear-cut dis-There is, of course, a clear-cut distinction between religious programs which profit through radio, and those which seek no contributions from listeners. Chiefly, the money-seekers one man religions or small groups within big faiths which independently seek funds for them-

selves.

No big religion in the U. S. is on the air with an 'official' contributionsoliciting program. The Catholic Hour' and the Mormon Choir programs on CBS institutionally plug themselves on free time. Lutheran League weekly hour on Mutual is on

GREETINGS

BENNY GOODMAN

Currently at the PENNSYLVANIA HOTEL NEW YORK

Broadcasting CAMEL PROGRAM Tues., 10 P.M., EST

Featured in Warner Bros. Picture, "Hollywood Hotel" To Be Released Shortly

> DIRECTION MUSIC CORP. OF AMERICA

bought time, over a bigger link of station of the Pillar of Fire Church, stations than any other MBS commercial, but no funds are asked for Keep the organization going. The Christian Science a bigger buyer of spot time around the land than any other religious organization, but the message shot at the public is to strictly get converts, not contributions.

Other stations owned by religious organizations don't ret enough from organizations don't ret enough from

tions.

On the money-collecting side, the programs are all on bought time, usually on religious rates (15% under-regular commercial figures because no agencies are in on the transactions). Programs are designed to get back in the mails twice the cost of producing the programs, and most programs average that much in the form of \$1 bills, the standard gift. Types of programs aired as religious out-and-out commercials are not varied. Greatest in number are

ligious out-and-out commercials are not varied. Greatest in number are couched in the oldtime—pulpit-thumping form. These are the one-man religions. All through the South these tilnerant preachers are studded on the stations; few are in the East, but the West sports many.

Rutherford Trouble

Butherford Trouble

Best known of all the one-man religions and the only to have scope greater than over a small area is the 'Jehovah Witness' belief headed by Judge Rutherford. Dies are placed on stations by Rutherford, on which he expounds his dogmas. What has been hampering the Judge's operations on the air is his habit of attacking other religions, notably the Roman Catholic. Because of that, about one-fourth of the stations in the country refuse to accept his transcriptions. Failure to get his discs on many

transcriptions
Failure to get his discs on many desired stations has lately caused the Judge to use sound trucks street corners, where members of his faith harangue, pavement, gatherings and discs of the Judge's spiels are amplified. Also being conducted, in lieu of radio time in areas where it cannot be secured, house-to-house tours.

Next to the one-man preacher programs rank dramatizations. Best. known of these is the 'Ave Maria Hour' over the Inter-City regional of 1 stations each Sunday, fed by WMCA, New York. This commercial, is reputed to have collected quite handsomely from voluntary gifts. Put on by the Franciscan Friers of the Graymoor Monastery, Garrison, N. Y., the programs dramatize lives of Catholic Saints. Talent and production nut alone for the last six months has been around \$500 per program. Appeal for money is made through the charity work of the Friers. Other similar programs around the country on single stations or regional hookups are patterned off the very successful 'Ave' show. Next to the one-man preacher pro-

Most of these use the same system of tipping the listeners that they want contributions. Letters from the public are often read out thanking the program for what spiritual consolation it offers. These missives all have in the lead paragraph: Inclosed and a contribution. That lets the listener know what is wanted. Number of broadcasters operated by religious groups or churches wanes each year, and of the number only one across the country seeks and gets profit from disseminating religious propaganda. WAWZ at

WAWZ at religious propaganda. Zarephath, N. J.,

Other stations owned by religious organizations don't get enough from listeners to pay expenses, and sequently look upon their air activities as proselytizing that must be

paid for from other income sources.

Commercial stations which carry religiosos exert restrictions on the wampum-inviting copy, taking their cues in the matter from the FCC, which twice monthly checks the production scripts and lines. Frowns from the Commission come when program makes a direct appeal for money, rather than through the sub-tle route.

FOR CLEAR CHANNEL COVERAGE

of the Nation's Fastest **Growing Market, USE**

WSM

50,000 WATTS

NASHVILLE, TENNESSEE

EDWARD PETRY & COMPANY, INC. National Representatives



NEW YORK'S No.1 SHOWMANSHIP STATION thousands of additional potential customers are dialing 1010 each customers are dialing 1010 each day for the extra big programs of ered by WHN. With the start of the new broadcasting season, WHN's shows are greater than ever!



Affiliated with Loew's Theatres and the Metro-Goldwyn-Mayer Studios

JOE COOK

SLEEPLESS HOLLOW

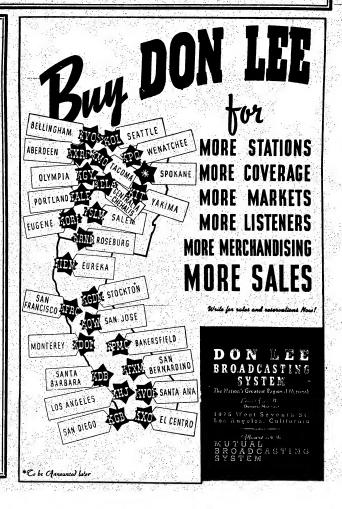
LANDING, N. J.

SEASON'S GREETINGS

GEORGE BURNS

GRACIE ALLEN

Exclusive Management Lester Hammel WILLIAM MORRIS AGENCY, INC.



Serving The Regional Advertiser

By George R. Nelson

(Leighton & Nelson, Schenectady, N. Y.)

Broadway wags have an old | what my business was, and I told him wheeze to the effect that what you can't see from the top of the Empire State Building the sticks, I've even heard it rumored that anything past Poughkeepsie past Poughkeepsie be reached only by a combination of pony ex-press to Hudson, and then north by dog sleds

Be that as it may I called on a gentleman in Albany. He asked me

SPORTS

* Newest member

of the WOW news

staff is Ralph Wagner, an Omaha

sports editor for 20

years. 'Wag' helps

intensify local in-

terest in WOW-

interest that means

RESULTS for ad-

590 KILOCYCLES

★ 5000 WATTS ★

Owned and Operated by the

Woodmen of the World

RUTH

CARHAR

Tuesdays, 6:45-7 P.M., Wed., Frl., 10:45-11 A.M.

"VARIETY" says-

vertisers.

what my observes was an advertising man. 'What of-fice are you running for?' he asked. All of which goes to prove that Bruce Barton not the Forgotten Man and there just ain't more sticks. They' been doing the Big Apple up here for 90 years—only they call it Sailor's Hornpipe.

they call it Salor's Hornipe.

Few products or services are designed for sale strictly metropolitan areas.
Rather, most are tashioned for regional national consumption. Where the manufacturer's main office located often has as little bearing on the case the shiny gadgets on the new 1938 gas wagons—dandy for looks, but adding nothing to the performance. A New York office may look better—often he slightly more convenient—but, infew cases does it change, the nature of the product the trend of the sales curve.

It all boils down to this Regard—

It all boils down to this; Regardless of main office location, regard-less of all else—service to the re-gional advertiser demands the same intelligence, the same hard work the same showmanship as is required in same showmanship as is required in serving the national client.

serving the national client.

A spade is a spade whether it is dealt from the deck or sleeve. We do not specialize in serving the regional advertiser purely from choice. Like any other asency in our position, we realize that efficient service to the regional advertiser will help that advertiser grow as we contemplate growing. In other words, the history of the present regional advertiser may well parallel the histories of the many regional organizations that grew into national comthat grew into national com-

panies.

Now this angle doesn't come out of our own hats. It's a topic that we hear over and over again from many advertisers. They tell us that many large agencies are not interested in handling small accounts, for the sane and simple reason that there isn't and simple reason that there isn't enough money in it.

enough money in it.

As a small agency, we are vitally interested in handling such accounts. These accounts are largely our bread and butter living. To them we must devote the same efficient, ice as the largest agencies devote to their top bracket clients. And you can make safe book that these smaller executes are just the ones that reaccounts are just the ones that re-

Where Have We Heard This?

To our way of thinking, Showman-ship is the most sorely needed ele-ment in the field of regional adver-tising. Where Showmanship is used intelligently it invariably results in increased sales and prestige for the object.

Showmanship has long been a by-word with Variety. But it has been the 'X'—the unknown—among most regional advertisers. They just don't understand it. They feel that it connotes something flashy—that it is an approach not entirely in keep-ing with the dignity of their com-nances.

One of our men went through this just the other day. A client told him frankly that he couldn't use show-manship in his business. When asked what he felt showmanship was, he stated 'Oh, leg art and things like that—just to catch somebody's attention.'

Which may give you a preliminary idea of how abused and misunder-stood the term 'Showmanship' is. Most people directly concerned with the advertising business at least

realize the elements of showman-ship. They know that one radio pro-gram clicks and another flops be-cause of the presence or lack of this vital element. They know one news-paper or magazine ad outpulls the other several times over, for the same reason. But what fogs up even the best brains of the business is the fact that in all advertising matter— radio, publication, direct mail, outlact that in all advertising matterradio, publication, direct mail, outdoor or what have you?—very often
corny presentations are the ones that
prove real sales
ampse of script
shows on the air today, many of
which he first draft scripts are prepared. Often there appears to be
little rhyme or reason for their
presence in Radioland in the first
pace. And yet, many of them have
done a bang-up job for the advertiser. And, too, all of us are familiar with the Borax type of newspaper advertising which often gets
truly amazing results.

Always Present

Always Present

Always Present
We see these things am once in
a while we're apt to lose faith in
the value of Showmanship. But ab
it of deeper, more concentrated
study usually dispels the doubt. We
find that no matter how poor the
presentation, how cheap and interior
its general make-up may be, there
is some element of Showmanship in
it. The problem, then, becomes this.
If, instead of burying that element,
steps were taken to uncover and steps were taken to uncover and polish it—would not the presentation be all the more compelling—all the more resultful?

more resultful?

Advertisers spend money to get results. Often, they too smugly satisfied with receiving creditable results. If a little more brains and elbow grease were applied to solving their problems and to selling their goods services, the results they now receive; and with which hey seem satisfied, might very well be increased.

To be specific if the turkey show

be increased.

To be specific, if the turkey show on the radio were fattened up and made to lay fewer eggs, we feel that even the present acceptable results would then be intensified. Doesn't it stand to reason that even more listeners would be induced to follow the feature—be inclined, to by the product? Isn't it equally obvious that a little smartness, originality, and production skill can be applied to all types of advertising?

The problem of Showmanship in

applied to all types of advertising? The problem of Showmanship in advertising is particularly acute among the smaller-budget group of advertisers. If they can't afford the services of the biggest agencies in the business, they at least deserve the same type and caliber of service these agencies could render. Instead, often they must be satisfied with the efforts of members of their own staff who are perfectly frank in disclaiming familiarity with one phase or, another of the complex advertising and merchandising business. and merchandising business.

and merchandising business.

To supply definite, intelligent agency service to the regional advertiser is one of our functions. And we really mean it when we say that the problems we meet every day sometimes put us on a merrygoround with a shortage of brass rings. Often, service to the smaller fellow is even less of a bed of roses than service to the large national concern.

service to the large national concern.

One of our accounts pointed out the other day that it is not so much the local advertiser as it is the regional outfit which is a step-child of advertisers. According to this man's viewpoint there doesn't seem to be any middle ground. He claims that campaigns come in two sizes:—biger than a film star's mansion, or smaller than a Chie Sale bungalow. He feels that there are plenty of campaigns laid on with a brush as wide as a house, spreading the gospel from coast to coast—and likewise, there are plenty of dandy little ideas and ways and means to put across Jimmy. Spinkle and his backalley barber shop. But in between the large and the small, it is his opinion that there many little lost lambs who are too big for local, and too small for national proportions. These in-betweeners can't use the Post and don't want to use country, weeklies. They have no need of a national network hook-up, and yet they shy away from less imposing broadcasting setups. Their distribution regional—their advertising has to be. This particular gentleman wound up by saying. Yes, there really is quite a problem attached to serving the regional advertiser.

advertiser.
He's telling us!

Doris Havens, organist at WCAU, Philly, who injured in auto-smash 10 weeks ago, back at the console. Again playing the armular an Alley pipings.

Political Biggies Broadcast Much And Often. NBC. CBS Records Show

NBC and CBS over which web can air the greatest number of nationally-important political talks, wound ally-important political talks, wound up last week with NBC far in the lead for the year. Constant procession of Washington big-shots trailed through WMAL-WRC studios during 1937, survey disclosed, while WJSV. Columbia's transmitter, scored only one direct hit over the opposish. Local broadcast of President Processualt's defication of the opposish. Local broadcast of President Roosevelt's dedication of the new Federal Reserve building gave WJSV 21 Presidential broadcast to 20 for NBC.

20 for NBC.

Secretary of Agriculture Wallace led all other official spielers, even including the President, with 22 broadcasts over the NBC system and two over CBS. Other cabinet members and their scores were as follows: Postmaster General James A; Farley, 16 appearances on NBC programs and one over WJSV; Secretary of State Cordell Hull, seven over WMAL-WRC; Attorney Gen. Cummings, six on NBC network, two on CBS; Secretary of the Interior Ickes, NBC.

While Wallace and Hull also snoke.

terior ickes, NBC:
While Wallace and Hull also spoke
over the CBS web; no figures were
available at the local studio on the
number of broadcasts, Secretary of
Labor Perkins spoke twice during
the year, over WJSV.

Officials at WJSV pointed proudly

BLACK, BBC PACTED; TO DO RADIO SERIES

London, Dec. 20. Bombshell has been exploded in the local show world by the signing of an agreement between George Black, General Theatres Corp., and the British Broadcasting Corp., call-ing for a series of broadcasts from the Holborn Empire, GTC house.

Black, prior to the pact, had been a bitter enemy of radio, excepting in instances involving charitable causes.

Washington Ode

This is the town,
Where the wheels go roun',
Where the deer and the ntelope
play,
Where radio, hey-de-ho,
And the heads fall where they
may.

The new Commish Has taken a stitch In the patchwork quilt of yore. And the old set-up, in the old get-

Is popular no more.

The gold-fish bowl,
By popular poll,
Has been given the right-of-way,
But we want news, to hell with the
britise
That may afflict our prey.

For this the song of the news-papermen:

Give us this day our story— The F. C. C., in its frenzy to be Co-operative, turns Tory.

WKY Launches KAXB

WAY Launches KAXB
Oklahoma City, Jan. 1.
WKY has a little brother now in
KAXB, its new mobile transmitter
which has just been put into service. It will be used to pick up important news stories at points distant from Oklahoma City as well as
within the city limits or impredist within the city limits or immediate vicinity.

Season's Greetings to BLACKETT-SAMPLE & HUMMERT, INC. HENRY SAXE

THE SMOOTHIES BABS - CHARLIE - LITTLE Second Year for Tums

WLW and Tues.-Thurs., 7:15 P.M., E.S.T.

Washington, Jan. 1. to a broadcast by Senator Carter Rivalry between local outlets for Glass, who is hard to snare for ether appearances. Also pointed out that appearances. Also pointed out that 1,300 news broadcasts of national events had been flagged through, during the year. This was answered by the WRC-WMAL brag that 141 Senators and 89 members of the House of Representatives used their facilities, and that 139 miscellaneous Federal officials had gone on the air, in addition to the Cabinet members and Congressional orators.



Radio Results

EVEREADY BATTERIES WRIGLEY GUM

MAJESTIC RADIOS
SHELL OIL
FITCH SHAMFOO
GILLETTE RAZORS

ddress: 4351 N. Paulina St., Chleage

BOB

Programs Over WOR

Mutual Coast-to-Coast Network

(Tuesday) Jazz Nocturne: 8-8:30 P.M.

(Friday) Pat Barnes Opera :30-10 P.M. (Saturday) Continental Varieties . 8:30-5 P.M.

WILLIAM NIRGES

Willys Radio Program

521 Fifth Avenue

Murray Hill 6-2370





TIN PAN PARADE OF 1937

Composers, Authors & Publishers, bogged down; again

Tin Pan Alley, alias the music biz, in 1937, as in recent years, continued to revolve about the American Society of Composers, Authors & Publishers. Again sheet music sales bogged down, again it became evident how ASCAP is the economic salvation of Tin Pan Alley.

In a business as colorful as are its personalities—song writers and publishers alike—lift but natural that everyanum must witness a cavalcade of interesting events. With sundry tifts between ASCAP and that Regislators; ASCAP and the SPA; ASCAP within itself—there's never a dull moment.

Hollywood versus Tin Pan alley situation was a major highlight. When it looked for a time that films would gobble up the music business, it still resolved itself down to the fact that the song's the thing. And songs tille Habor Lights, 'Vieni, 'Ueni,' Serenade in the Night,' Little Old Lady,' 'Chapel in the Moonlight,' Boo-Roo-Hoo,' Dream Boat Comes In, '469,600,000' copies, he year's high,' Sall Boat in the Moonlight,' Werry-Go-Round Broke Down. The Night is Young,' are vivid evidence that cinematic influence is by no means; needed to create popular song successes.

In fact, the die-hard Tin Pan Alleyste may point with justification to the fact that their song exploitation perhaps help carry many a film over the boxoffice hurdle. As witness, 'The One Rose,' which was bought for clusion film; or 'Springtime in the Rockies' or the manner in which 'I Still Love to Kiss You Goodnight' was made a hit despite its weak film source. 'S2d Street', 'That Old Feeling' which really helped Wanger's 'Vogues' Blossom On Broadway,' a hit despite its negative Bfilm source; or 'Remember Me' which celpsed its cinemationing; or 'My Little Buckaroo' ott of a minor Dick Forarow Be mustanger, 'Cherokee Strip'; or 'Roses in December from the minor Life of the Party film; or many other similar illustrations.

True, pro-Hollywood sources may well point to 'Sweet Lelani.' 'Grow Old Together' (although thi, too, was made a hit despite its film origin); 'Whispers in the Dark, 'Pennics From Heaven

where or When and Night Is Young, this trio from stage show sources, to prove their point.

Masteal Trailers for Mollywood

From the film viewpoint, the radio's usag of filmusical excerpts mat the tunes on ethereal trailer for the pictures. The publishers argue that if Hollywood wants to use Tin Pan Alley as a merchandising medium, let the picture business add an extra \$10,000 or \$20,000 per picture and the plungers will frankly go out and subsize major plugs. What's 10G or 26G added on to a \$750,000 to \$1,000,000 immusical production cost, they want to know.

But since the film bit doesn't see eye-to-eye on that theory, the eastern pubs are on the spot. Hollywood wants thanse made popular, or least well heard on the air. So do the Coast songsmiths. The songwriters, however, write first with a view to pleasing the film producer—situation's songs is the main objective—but, say the pubs, these aren't commercial potentialities. So it starts all over again.

This radio exploitation slant on behalf of a Hollywood product for a time embroiled the industry in bitter squabble and still is a major problem.

Some point to a new trend of having a N. Y. representative on the scene. Abe Frankl was, wisely moved from his professional managership of Famous Music (Paramount subsid) to sit in at the source in the Par studio, and try to coordinate both the pix end and the N. Y. end. Edwin H. (Buddy) Morris, the Warmer Bros. music head, is likewise sojoutning six months of the year at the Burbank plant for the same arguments, Loews-Metro acquiesced by Messignating its Louis K. Sidney as the picture company's song liaison, and transferred Jack Brogman to head Lee Fest, Inc. solely responsible for the song hit-making of Metro songs. Robbins supervises all these firms and is dively operating Robbins and Miller. At one time he offered to sell out to Metro, being piqued at the constant bickering.

Want Profits, Too.

But, despite that the film companies outing music free.

fered to sell out to Metro, being piqued at the constant bickering.

Want Profits, Too

But, despite that, the film companies owning music firms also want to see net profits every quarter. And that starts it all over again, because it's still axiomatic in the business that the music publisher bost knows what times have the best hit possibilities. However, since the studios are selecting songs, and songwriters collect \$750 to \$1,500 week-staff writers, the Tin Pan Alley consideration is the least important. None the less, these same writers, although in the big-money class, and apparently more concerned with studio income than Tin Pan Alley, still have the pride of creativeness and demand that their publishers get enough ASCAP performances on the air, etc.

ASCAP plugs charts, for a time, boomeranged when the indie publishers squawked at the Gargantuan copyright dynasty that Robbins-Metro was building up. They protested that Robbins-Metro was building up. They protested that Robbins-Metro was building up. They protested that Robbins was using the plug sheets as argument to film companies on how superior is the Robbins manner of song plugging. Thus a deal with 20th Contury-Fox and another with Universal was consummated. Robbins bought-Sherman-Clay for \$65,000—just the catalog, but not the hame, as S-C still is a big music jobber-manufacturer in San Francisco—and was on the verge of another dicker with RKO when circumstances placed a quictus on the Metro-Robbins gobbling up of firms. Another line of radio logs was the plug bribery it caused; an artificial hypoin of song exploitation just 'to get it into the first five.

Anent multiple publisher idea, three major groups now exist: the Warner Bros. string of Harms, T. B. Harms, Remick-and Witmerk; the Max-Dreyfus string of Chappel.

Crawford and Marlo (plus Dreyfus' own 'interest in T. B. Harms, with WB and Jerome Keru); and the Metro-Robbins firms.

bins firms. Bobby Crawford bowed out 100% from Tin Pan Alley, selling out to Dreyfus, and went into Hollywood agenting; and Larry Spier who, for a time, was gm. of Crawford's, decided hed rather work for himself aud is now independent publisher.

pendent publisher.

Dance Styles

On the question of sheet music sales, always the gravy of the biz, there were the usual albis. Jam was one. They protested Benny Goodman's continued swingo voque killing off the melodies; favored Tommy Dorsey's more moderated jambo; took delight in WLW's signal move banning Jimmy Dorsey's jam music, on the ground the audiences, prefer sweet, salon type music, but that didn't

deter the gators and the cats from jamming the Hotel Pennsylvania (N. Y.) for Goodman's continued S.R.O. In fact, with the comeback to 52d street of Louis Prima, Wingy Mannone and Stuff Smith, plus Jose Marsala's aiready strong hold, not mentioning the presence off and on of Bob Howard, the Six Spirits of Rhythm, Art Tatum, et al., the street is Swing Laue more so than ever.

Came the Big Apple, the Little Peach, the Buffalo Jeeperdancers, the shuffle-dance, the shag, etc., all having bearing on contemporaneous song styles. Came Swing-and-Sway-With-Sammy Kaye, perhaps the only new-style maestro this year—a year that's been clamoring for something new to assert itself.

There were saveral Big Apple songs but the dance Itself was more vivid than the accompaniment. Ditto Little Peach tunes, etc. Now Arthur Murray, the dance prof., prophecizes the shag—the noxt big thing.

times, etc. Now Arthur Murray, the dance prof., prophecizes the shag the next big thing.

Daffodils
Came, also, the usual screwball cycle of Tin Pan Alleyana ranging from the banal to the original. God Needed An Angel in Heaven So: He Took Jean Harlow Away' speaks for 'itself. The Ohio-Pennsylvania-Virginal floods were glorifled pop, 'Flood' Waters,' which didn't mean thing, Joe Louis was glorifled in a 'Brown Bomber' pop and others in a cycle that seems indigenous to the Jack Mills school of song publishing. MPPA put its foot down when Harry 'Pease and Jack Meskill sought, to register 'They Needed An Angel Heaven So God Took the Queen of the Air.' in before it was officially certain that Amelia Earhart had been lost to this earth,

Gerchwin's Passing
Trade at least had rospect for its own George Gershwin when the jazz genius met an untimely end at the age of the Mellywood in midst of composing the 'Goldwyn Follies.' The world at large glorified in gestures of respect. Memorial concerts in New York, and Hollywood were self-ults, Memorial radio tributes filled the air for weets (ter. His estate was estimated up to \$800,000 and his heirs finally decided that a curb be placed. Gershwintan the airwaves, and only on a fee basis, means of not overdoing matters.

Other Deaths

The Alley's casualties were several. Veferau Joe Keit

outs. Memorial vadio tributes filled the air for weeks first. His estate was estimated by to \$800000 and his heirs finally decided that a curb be placed. Gerahwiniana the airwaves and only on a fee basis, means of not overdoing matters.

Other Deaths

The Alley's casualtics were several. Veteran Joe Keit succumbed aged \$11. Leo Lewin, long with Berlin, line, nother vicilim of heart-diseass, aged \$0; Mr. Eddy Duchin at childbirth. Broots. Bowman, 24, brilliant Perinceton alumnus whose Triangle Club show songs, East of the Sun of Love and Done from Stags at Bay, fetched him Wanner Bros, contract at \$1,000 a week, was a victim of an auto crackup; four young Warner Bros, music company pluggers were killed outright in an auto smash, driving back from Albany, ages 22-43; Tell Taylor, author of Down by the Old Mill Stream, and other song hits, of feart disease, in Chicago, aged \$0; Alfred Solman, 50, capposed Stags and the season of the season of

ASCAP owes them more some times even retained counset threatening suit among them Joe Morris, Santly-Joy and E.B. Marks. Joe McKee, N. Y. political potentate, was payrolled at \$10,000 for a year as MPPA counsel, succeeding Gilbert & Gilbert, but that body no longer has him. McKee was put In by Julian T. Abeles, legalist to the Metro-Robbins, group and other publishers.

Schwartz & Frohlich, successors to Nathan Burkan, hopped all over the map contesting ASCAP's legal battles, in behalf of the Society. John Schulman, Hays, St. John, Abramson & Schulman, fought for the SPA. SESAC (the Society of European Stage Authors and Composers) won an pottant test against the Hotel Perusylvania's radio-in-the-rooms salesmanship, claiming that the merchandising of this feature constitutes a commercial use of music, and hence subject to another license fee. This, of course, also react in favor of ASCAP as the major unit owning copyrights.

In favor of ASCAP as the major unit owning copyrights.

Progranda

ASCAP. legally misunderstood, made futile goodwill effort some time ago vi the late Ivy Lee, but that publicist, obviously, didn't know the problems of ASCAP. Its current ASCAP Journal, house organ under Joe Flicsler's treatment, is a much more practical and meritoclosus approach. Other ASCAP propaganda took the form of special buttons for its members, a sort of Legion d'Honneur d'ASCAP; also essays the back of sheef music explaining to music buyers just what the Society stands for, etc. The MPPA and ASCAP joined forces the continued campaigns against the bootleg song-sheet salesman and met with greater success in hoosegowing the racketeers this year than ever before. Due to somehow better understanding on the part of the jurists.

Dumas Music Corp. was the only music jobbing casualty, forced into bankruptcy. Harold Stern, orchestra leader, altook

took bath.

As type, pop songs this year have been an excellent, crop of words and music, perhaps excelling in lytic quality what preceded it. Somehow the songsmiths have kept pace "the the intelligence of the public via literate lytics. On the other hand, the muidane, mugg publishers and old-time songwriters still point to the "Harbor Lights" and "Sailbout in the Mooillght" school of elementary songology as deuce that the peasants still buy most of these type corny numbers.

There was votuc also, in 1937, in the 'sophisticated' called excelled excelled.

numbers.

There was vogue also in 1937, in the 'sophisticated' niteries of called sophisticated lyries including low songs that wowed the high-hats. Dirty records also sold well in a certain sphere, principally, on the Coast, and Dwight Fiste has niche to himself. The coin-machines boomed and gave rise to 'operators' specials', usually licky but obviously ribaid blues. Performing Artists, agitated for fees. ASCAP protests this as the basic copyright owners; and Decca, in turn, states that if any fees are due it's to the phonograph companies. Decea, in turn, states phonograph companies.

Modern Music

The Reginalde Forsythe school of modern music (viz., Screnade to a Wealthy Widow, etc.) has given rise to similarly oddly titled compositions and, from last year's swings vogue for 'Stompin' at the Savoy, stemmed chain laudations as 'Riffin' at the Ritz', 'Midnight at the Onyx.' Scattin', at the Kit Kat, 'Rockin' at the Ralphow Room, etc. Why hasn't anybody thought of Truckin' at the Troc'. While on the Harlen idom, Duke Ellington's 'Caravan', and hi own brand of unique and extraordinary dansapation and composition continued apace. He was feted early December on h. 10th anniversary. Cah Calloway is still, hiede-ho click at the Cotton Club. And Jesse Owens, great Olympies sprinting champion, essayed maestroning as a career, but proved himself still a superb athlete.

Operetias and Old Copyright's On the matter of screen operetias, a basic argument between Jack Robbins and Motro was that that firm's filmiztions of old musicals have mostly all fallen to the benefit of G. Schirmer Inc., original copyright owner of the old shows, despile the fact that Motro is Robbins' music publishing partner.

This in turn cued the trade into recognizing the values of old song convirients.

of G. Schirmer Inc., original copyright owner of the old shows, despile the fact that Mctro is Robbins' music publishing partier.

This in turn cued the trade into recognizing the values of old song copyrights. After 28 years many of the best known oldies are expiring and a new competitiveness has arisen for renewal of these rights. Some of the original firms squawked, that it's unethical for contemporaries to the state of the state of the consideration for these rights.

From this also stemmed a new insurgent group known as the Association of Composers and Authors, Inc. despite the fact that the SPA was very vibrant at that time.

Further, in the 1937 cavalcade, was the upping of trene Gallagher to general management of Crawford by Max Dreylus when Larry Spier resigned, Al Porgie taking over the professional end. With Kathryn Joyce, for 17 years the only fewner.

The Pan Albey (Sam Fox), they rethe only two women officials in the business. Mrs. A. J. Stasty for a time was another.

International.

Francis Salabert, French publisher, is extending by becoming an international play broker, with Hollywood connections. British quota songs, a la the British film quota cropped up. Jack Hylton seeks another U. S. comeback. Ray Noble became an actor with Fred Astaire in 'Damsel in Distress' Bert Ambrose eclipsed Noble's previous standing with his distinguished. English recordings: there's talk lao of bringing Ambrose to America. Jimmy Campbell and Reg Connelly split, Campbell in U. S. for long stay. Campbell aligns with Mills Music in U. S. and concentrates his Cinephonic Music (GB). Reg Connelly, continues C-C ame.

Disc biz bad in Germany, Jack Kapp, of Decca, borrowed

his Cinephonic Music (BB). Reg Connelly continues C-C name.

Disc biz bad in Germany, Jack Kapp, of Decca, borrowed the film exploitation idea for his Decca records, via filpersonalities on wax, notably Bing Crosby. Kapp also talking going into music pub business as sideline. Radio protested there were no comedy songs around; all ballads. The battle of music idea was transplanted from the dance halls to presentation stages as good b.o. for theatres as well, in the ballrooms the crack white and colored bands 'battled', same idea a stage stutt.

Music Corp. of America extending its band bookings by invading' Hollywood talent agenting. Consolidated Radi Orchestrias (Charles E. Green) witnessed several shakeurs including an alliance with freving Mills bands, and lafe, spilt. Gus C. Edwards (Kennaway) quit CRA. Rockwell-O'Keefe, the third big-band agency latterly approached by CRA for merging purposes but deemed unlikely.

A Briton Sums Up American Music

By John Abbott

(Director, Francis, Day & Hunter Ltd.)

London, Dec. 20.

London, Dec. 20.

If comparisons can be odlous they also can be interesting and if I am accused of being presumptuous in daring lo express opinions on the pop music industry of America after a few weeks' slay please remember I ve been doing it for a good many years, and as a rule close observation conditions in the Western Hemisphere has today enabled me to fairly accurately forecast, what is going to happen in musical circles at home tomorrow.

On this visit I missed some of the cherry optimism that somehow always seemed part of the business in the worst slumps, and one had that magic half million copy hit and

the worst slumps, and one had that magic half million copy hit and the trade barometer index was un-

the trade barometer index was un-usually low.

Most of the trouble seemed, to start with something that was happening in Hollywood. The pop publisher who had an affiliation with a motion picture producer was apparently no longer the master of his fate be-cause he just had to take their song cause he just had to take their song product, good had, and try-to make them into hits, and as the publisher in most cases has no say the choice of the chanson warbled by the film stars he is not at all happy about it and his opinion of the genius who is responsible for the selection is usually somewhat terse and the reply of the studio attache has sometimes been forcible and torrid.

and torrid.

Song writer sitting pretty in Hollywood with a weekly drawing count for four figures from the picture end and perhaps a hundred dolture end and perhaps a hundred dollars or so from the music pub. Isn't going to quarrel with the folk who sponsor his swimming pool. If the film boss demands a song of a certain type, well, that's what he's there fore and if it isn't a good commercial proposition for his publisher that's just too bad. In addition to this hab he's he he's A fraing in the this he has his A.A. rating in the ASCAP, which is now fairly considerable, so, why worry!

Next Step

Trouble comes later when the mo-tion picture publicity staff demand the songs be given exploitation over the air to publicize the picture. Pub-lisher does his best trading upon the

lisher does his best trading upon the friendship and good will of all the orchestra leaders and artists who have air privileges and dig deep into the bank roll.

Film producers are, however, beginning to realize that a good commercial song never did a film any arm. Songs like 'Sonny Boy,' Wedding of the Painted Doll.' Pagan Love 'Song' certainly, must have helped and there does seem to be arising a closer spirit of co-operation between producers and publishers giving the latter the opportunity of passing judgment on the merit of a score before it is put into production.

What the film industry hasn't done the swing bands are trying to finish. Here again the music man has to follow fashion instead of leading. Young collegiates demand swing music and hot rhythm and go where they can get it in plenty. Truckin, Susy Q and Big Apple' have followed each other in qui : succession! I admire the pep and vitality of the dancers immensely, but I just couldn't se how it was going to benefit the music industry because no ordinary amateur could play it. If they were crazy enough to buy a copy.

If London Sees It

Incidentally I'm just waiting to see someone trying to do the 'Big Apple' in a decorous London (West End) club hotel with the lady in a full flowing evening gown. Another tough break for the music ex-

other tough break for the music ex-ploiter. is the penchant for playing hit revivals, again limiting the op-portunity of creating new songs. Hit song at the time of my usit was of English birth Harbor Lights, and the fact that an Ameriican firm of high standing recently contract running into five made: contract running into five fig-ures for the output of one English firm is a remarkable chang, in a po-sition where America has been mainly exporters and not importers

of song material.

English writers and publishers are watching this trend with considerable interest and only hope the dol-lar won't go too low before they

but all the same the British pub-lisher isn't free of headlaches. His worst trouble is not only the expense. What I did notice in America was of his professional organization but

lisher isn't free or neadanes. Instruction worst trouble is not only the expense of his professional organization, but the low price he gots for his material. Most copies of pop music are retailed at 6d. (12a') per copy, chiefly through the syndicate stores, with a discount of 50% to the trade, so that a 100,000 copy sale only grosses, p\$6,000—from which has to be deducted royalties, paper, printing and all operating costs, whereas on a similar sized hit the American' publisher would gross \$20,000—which is all right if you get enough of 'em. Also in order to get quick money too many folies are published in the publication by newspaper firm of a weekly album of . songs, complete words, and music, for 8 cents, all culled from the catalogs of certain pop publishers.

certain pop publishers.

Revenue from the royalties on the sale of phonograph records is still taking the downward curve and the past year has seen a further merging of companies so that the business ing of companies so that the business is now controlled by two firms; the Decca and the powerful E.M.I. group. On the other hand, in America the use of records in coin operated machines is leading to bigger

sales.
Chief and most welcome event of the year has been the substantial increase in the tariff that the B.B.C.

Society as the outcome of an arbitration between the parties.

What I did notice in America was the cordial relationship existing between the publishers' contact men fon longer called 'pluggers'), and the band leaders. In fact one leader went so far as to give a complimentary lunch to the boys hanging out the welcome sign, although at the same time he let it be known that he same time he let it be known that he same time he let it be known that he same time he let it be known that he same time he let it be known that he same time he let it be known that he same time he let it be known that he same time he let it be known that he same time he let it be known that he same since gesture. There is an easy manner between the ace contact men and the leaders and nearly every topic seems to be discussed except songs. That, I gathered, was usually done ov the telephone in the daytime of by the second-in command.

On the occasion of any opening or closing the professional men and the bosses put on tuxedos; make up a party, take their sweethearts or wilves to welcome or speed the departing leader, as the case may be, and the bigger the party the better, A good time is usually had by all except the cashier or accountant who carries the expense voucher, but doesn't go to the party.

Over here they don't move them around fast enough to acquire the party habit.

There's just one trait that remains constant with the American publisher; that is his hospitality and certain warm welcome. I guess it's one of the things that still drags me back nearly every year.

w pays to the Performing Right back nearly every year.

Screen Music In 1937

By Jack Jungmeyer

Hollywood, Jan, 1,

Music played a dominant role in screen entertainment during the year, Almost shellshocking themyear. Almost shellshocking themselves as well as the agonized audiences with their early groping efforts to integrate melodic sound with
the moving picture, the pionermusicians of the films were a rather
timid and tentative lot for years.
They regulated their contributions
so caretully that picture theatreauditors were scarcely aware of
tonal accompaniment. The song
writers of course, had no such
squeamishness about their worth to
the screen. For years, and even
yet, though lesser degree, the
moving picture virtually paused and
vamped while principals their
vocal support held the scene to
warble a cleffer's addition to the
transient best seller list. Justifying
his obscurity and the purely supplementary nature of his chore, the
composer-musician agreed that the
composer-musician agreed that the
songs, was the kind that was least
evident. No one asked who he was.
He was not rated important by the
studio. His name was nonparell in
the credits. Thus it was until about
a year ago.

During 1937, however, the creative selves as well as the agonized audi-

year ago. During 1937, however, the creative During 1937, however, the creative musical artist of the films had made a bold, bid for his deserved importance in this entertainment medium, which is now almost—aural as visual.

which is now almost sural as visual.

Industry's Biggest Year

The season just ending proved its promise as the greatest filmusical year in picture history. At its beginning, when the schedules and budgets were being arranged, it was realized that the popular as well as cultivated demand for music in the theatre would have to be more thoughfully catered to. Major studios had on their contract staffs creative musicians, theorists and practitioner, of highest calibre and repute. They were not content to play stooge to fellow creative artists in the other contributing branches. Their theories of musical function in first class entertainment had been more or-less proved by the bootest. Production designs made a more definite place for the composer's part. Technically and imaginatively, musicianship in pictures made big strides. And because of this excellence and the encouragement to the melody mykers and the orchestrators, the fear, among producers (with a lot of musician talent under contract) that the current surge in filmusicals might sudenly flaten like the first because of monotony, seems to have been tourder and the product of the experience and results and conditions.

able interest and only hope the dol-lar won't go too low before they cash in.

On the English side 75% of best sellers are of native origin, which is about the highest average for:

On the English side 75% of best sellers are of native origin, which is about the highest average for:

Under the energy, the expense of shows.

material preparation is going into the musical elements of screen pro-

grams.

Although there was no less of song writing and drop in the quality of song writing for films during 1937, much more of the sum total of screen music was addressed to at least a semi-cultivated audience ar than merely to the tribe which whistles and dances to the pop hits.

Composing for the Film

Composing for the Film
There were notable adventures in
nusic written directly for the
screen, like Alfred Newman's full
symphonic prelude to Samuel Goldwyn's "The Hurricane," in addition to
the running score; Herbert Stotha-tisymphonic prelude to Samuel Goldwyn's The Hurricane, 'in addition to
the running score; Herbert Stothart's
original short opera, 'Czartiza,' in
Metro's 'Maytime,' evolved from
Tchaikowski's Fifth Symphony—an
innovation marked by music lovers
as significant of genuine progress;
the musical showmanship in. Universal's 100 Men and a Girl', Grand
National's 'Something to Sing About,'
in which the original story as well
as the music and lyrics were written by 'Uctor Schertzinger and directed by him in a peculiar entertries at unity in a motion picture;
the delectable 'Donkey's Serenade
in Metro's 'The Firefly,' adapted
from a primitive Mexican folk song
by Stothart to become the dominant
note of the picture; interesting
scores for several of Paramount pictures and Warners, under guidance
of Boris Morros and Leo F. Forbstein, respectively.

stein, respectively.

or Borns Morros and Leo F, Forbstein, respectively.

At Metro, where Herbert Stothart is responsible for the sorre of every picture, it has become standard practice within the past year to start the filmusical's tonal pattern at the time the story is being constructed and the screenplay written. In these preliminary arrangements for the musical elements, Stothart and his staff consider the music from the presentation standpoint, as well as the quality of the songs and score per How will the music play in scenes? In the Donkey's Serenade, for instance, what started with a simple piccolo solo and a chanson-tie by Rudolph Firm! developed into major scenic action expanded through the romaint: sequences.

The screen has discovered, with a great deal of practical by affine and a great deal of practical by affine and a great deal of practical by affine and are at deal of practical process.

The screen has discovered, with a The screen has discovered, with a great deal of practical box office testimony and satisfaction, that music is the language which is universally understood. It can do what no amount of dialog or super-imposed titles may accomplish in supplementing the physical action with the mood necessary to complete the screen illust. screen illusi

Levin Freed in Philly

Philadelphia, Jan. 1.

George Levin, op of 31 Club, was freed by the Liquor Control Board on charges of presenting lewd and

Spot uses female impersonator type

Most Played on Radio

Due to the early press time of this issue, a complete recap of the most played on the air for the entire past week is not available. However, the following approximately occupy the

position indicated:

*You're a Sweetheart
(Robbins)

I Double Dare You

Once in a While *Rosalie

Bei Mir Bist du Schoen

*True Confession

Vieni Vieni (Wilmark) (Wilmark) There's a Goldmine in the Sky (Berlin) 'I Wanna Be in Winehell's Column

Sweet Someone

*Thrill of a Lifetime

*I've Hitched My Wagon

(Harms)
*Blossoms on Broadway
(Famous)
Sali Along Silvery Moon
(Seiect)
*Nice Work If You Can Get it (Chappell)
*Mama That Aloon Is Here
Again

Again
(Parumount)
*Every Day's a Holiday
(Famous)
*You Took Words Out of My

(Famous)
You Took Words Out of M
Heart
(Paramount)
You Can't Stop Me Dreaming

(Beinick)
Dipsy Doodle
(Lincoln)
*My Heaven on Earth

* Indicates film song.

RENEWAL YEN **UPS WRITERS'** TERMS

Competition among publishers for the rights to copyright renewals has become so tense that some of them are offering the writers 50% of all the profits accruing from the work during its second run of 28 years. Because of this competitive situation writers with renewals due are now automatically getting 50% of the mechanical royalties, even without the benefit of a new standard writerpublisher contract.

One publisher now rated in the

publisher contract.

One publisher now rated in the minor league is undertaking to build a catalog of old-time hits to major proportions by giving writers about to inherit such copyrights the choice of one of two deals; either half of he gross profits or I cents royally on sheet and orchestration copies. In the side of a number of the big music firms hereafte of the stores he has firms hereafte of the stores he has

the side of a number of the big music firms because of the success he has had in obtaining at least half the rights to an appreciable humber of important impending renewals.

One old-timer which drew some stiff bidding recently was Cecil Mack and Ford Dabney's That's Why They Call' Me Shine! Shapiro. Bernstei & Co. got the number, but not without having ito step up the terms of its regular contract as the result of handsome offer from Jerry Vogel. Both firms also went, after Down by the Old Mill' Stream! in bot and heavy fashion, but the rights Down by the Old Mill Stream in hot and heavy fashion, but the rights to the copyright renewal went to Vogel. Shapiro dealt with the late Tell Taylor, while Vogel negotiated with Earl Smith, whose name also was the tune's original copyright registration card.

Crawford's Successor Slated for Election

If the two publisher cliques on the board of the American Society of Composers, Authors & Publishers can get together on a candidate composers, Authors & Publishers can get together on a candidate meanwhile, it intended to elect a director to fill the vacancy caused by the resignation of Bobby Crawford some time ago. Board holds its regular monthly meeting Jan. 27.

It is also the custom on the board to feel out the other faction, writer or publisher, on its attitude however.

or publisher, on its attitude toward the prospective co-member before his name is officially presented.

GROUP IN UNION WINS BAN ON **MEMBERS**

As had been generally anticipated. As had been generally anticipated, the unemployed element the N. Y. Musicians Union put through their resolution banning a member earning \$54 a week or more on a steady job from accepting additional employment. The referendum on the question, held at Local 802 head-quarters, last Wednesday (29) showed an affrmative vote of 2,780 and 1,946 negative ballots.

negative ballots.

New regulation won't go into effect until the early part of February, as it must first appear in the local's monthly bulletin. January issue of the organ has just been put to press.

Under the resolution, name bands will have to get approval for any dates outside of regular stands from the union's executive board, prodates business of the union's executive board, pro-viding they agree to pay the standby charges. This is the only class ex-empted by the resolution from the one job—\$54 a week maximum.

Re-Vitalize Irv Berlin Subsid: Nucleus Is 396 Of Writer's Old Tunes

Irving Berlin, Inc., has decided to make an active firm of its subsidiary, ABC Standard Music Publications, Inc. Fran't Hennings will manage the revived setup. establishing

the revived setup, establishing branch offices for it in Chicago, Los Angeles; Cleveland, Boston' and Philadelphi, It will also have a new corporate lag, the ABC Music Corp. Nucleus of the ABC Catalog are the ABC setup. And the ABC catalog are the setup. The ABC will specialize in novelty tunes; the safe over two for publication, orie by Tommy Dorsey, The Morning After, and the other, You're Out of This World to Me. by Snny, Goodman. When I Lost You' will make the initial resurrection.

J. C. STEIN ON SHUTTLE SKED BETWIXT N.Y.-L.A.

Chicago, Jan. 1.

J. C. Stein, president of Music Corporation of America, has set himself on a regular transcontinental travel schedule to keep up personal super-vision of the MCA operations East and West.

and West.

Is now located on the Coast, but every four weeks will streamliner to. Chicago and New York for a sevenday visit to the Eastern offices.

Has his bookings and reservations made for several months in advance on the City of Los Angeles Streamliner. Next visit to Chi scheduled for Feb. 1. for Feb 1

Ubangi Club, in Philly, Has Hearing Postponed

Philadelphia, Jan. 1.

Ubang: Club, for third time last week, hel its hearing postponed before the Liquor Control Board on license revocation.

Club is charged

Club is charged with refilling liquor bottles,

Milton Weil Dead

Chicago, Jan. 1.

Milton Weil, 49, head of the Milton Weil Music Co., died Dec, 30, at the Grant hospital, Chicago, following an operation for gallstones. Among the tunes he was responsible for publisher were I'm Looking at the World Through Rose-Colored Glasses, 'The One I Love Belongs to Some One Else,' 'Ti Me to Your Apron Strings Again' and 'Spain'.

Weil allied himself with Mayor Thompson during the latter's regin as mayon, and turnet out such central manual control of the con

as mayor, and turned out such campaign songs as 'Big Bill the Builder and 'America First.'

He is survived by his widow. May-

15 Best Sheet Music Sellers

Week ending Saturday, Jan. 1)

*Rosalie	Chappell
*True Confession	Famous
There's a Gold Mine in the Sky	Berlin
Bei Mir Bist Du Schoen	Harms
	Miller
Once a While	
When the Organ Played O Flottilise Met	Paramount
*Ebbtide	Remick
You Can't Stop Me from Dreaming	Robbins
*You're a Sweetheart	Fomous
Bob White	Remick
One Rose	Snapiro
*Nice Work if You Can Get It	Chappen
*Mama I Wanna Make Rhythm	Santly-Joy
그 사람들은 사람들은 사람이 있는 사람들이 되었다. 그 사람들이 살아 나는 사람들이 되었다.	A C. C. C. C. C. C.

Indicates filmusical song. † Indicates stage production song.
The others are pops.

Disc Reviews

By Abel Green

Larry Clinion, newest Idol of Jam. gives out "Scrapi" the Toast" and Jubilec's a couple of nitries by Stanley Adams-Hoagy Carmichael, latter out of Per's Every Day's a Holiday, and done by Clinton in the 1938 manner. Bea Wain vocalizes, here as in The One Rose (Del Lyon-Lani Montine) and 'Oh. Lady Be Good' (Gershwin), faw with the swingsters. Rose' is one of those 'Tin Fan Alloy rartites in tune: that's lasted a lone time, taking leaf that and a result, faring best commercially through the stone of the swingsters. The control of the swingsters of the swingsters of the swingsters of the swingsters. The swingsters of the swingsters. The swingsters of the

Seattle Cafe Fracas

Seattle, Jan. 1. Battle has been stirred up locally Battle has been stirred up locally between theatre super tofficial name for censorship board) and Patrolman A. E. Dunn, who detailed to keep an eye on cabaret floor shows and dance, spots.

Censors have clamped down on a show Dunn says oke. The fight in the city council now.

Webb-Basie Battle

Chick Webb and Count Basic orchestras occupy opposing corners in a battle of swing Jan. 16 at the Savoy Ballroom, N. Y.

Latter crew is considered king of swing in the midwest.

Belle Baker Records

Belle Baker, Records her first Belle Baker, has recorded her first (disc for Brunswick, recording of Bei Mir Bist du Schoen.) Orchestral accompaniment under direction of Gehe Kardos.

William Axt scoring Everybody

Melissa Mason Sails

For Terp Date in Rio Melissa Mason, comedy dancer, sailed last Friday (31) for Rio de Janeiro and the Casino de Urça for an eight-week engagement with an option for eight more. She just completed a role: RKO's Radio City Revels.

Revels.'
Ted Adair, dancer, stays at the Casino for an additional eight weeks. He went down in October. Roberts and White, dancers, returned from there this week. Hal Sands booked als.'

MORE ABOUT AVAILABILITY

Appeals Board on Availability in the American Society of Composers Authors & Publishers has turned down the pleas of Miller Music, Inc. down the pleas of Miller Music, inc., and Irving Berlin, Inc., for increases in their rating. Board did vote that the publishers availability committee had gone too far when it reently clipped the points held by ABC Standard Music Publications.

ABC. Standard Music Publications, Inc., from 100 to 50 and that 30 of these points should be restored: This will give ABC, Berlin subsid, rating of 80 points.

For its major catalog Berlin has been confending that it should be given an availability of better than 500 points, its present level. Only catalog now pegged above 500 points is Harms, Inc. Latter's actual status to 500 points. is 750 points.

Revision for ABC is not expected to meet any opposition from the ASCAP directorate, before which it goes for approval.

H'WOOD RESTAURANT'S 77B PETITION GRANTED

The petition of the A. & U. Restaurants, Inc., for permission to reorganize the Hollywood Restaurant, under 77B of the Bankruptey Law, was granted last week by Federal Judge John C. Knox, who also directed that the present management continue in control for the coming month. The court in its order set Jah. 28 for a hearing of creditors and stockholders at which time it will be decided whether the current management continues or a frustee be appointed to take charge. Meanwhile the restaurant corporation is directed to file by Jan. 15 at full statement of the Hollywood's assets and liabilities.

The management will be under the supervision of the court and those in direct control during the coming mouth are ordered to file on Jan. 28 a report of the revenues and expenses for the month. Judge Knox directed the salaries of all employees be paid to date. All penses during the coming month unse be paid, in cash, the court directed.

DURING 1937

Of personalities in music during 1937. George Olsen, one-third partner in the International Casino, established some sort of cafe history on Broadway British band leaders decided to

on. Broadway.

British band leaders decided to unionize.

Ray Ventura, French maestro, on a visit to America, stated that US dance music has been standing still.

Marek Weber, Viennesc maestro, was NBC'd into buildup and is making his radio mark.

Sammy Kaye's swing-and-sway danceology asserted itself.

Bunny Berigan, leaving Tommy Dorsey, became a swing maestro of importance within a year of his graduation from the ranks.

George M. Cohan sued Paull-Pioneer to establish copyright rights to some of his old tunes, and he's still waiting for that Congressional medal in honor of his Over There; but amidst all the Governmental spending Congress states it hand the appropriation for the \$1.250 medded to press the medal.

Eddie Peabody, the banjo enfertainer, and Mrs. Peabody, who are frequent guests at the White House induced President Rossevell, to collab on 'Yellow Rose of Texas.'

Rudolf Frimi, Jr., became a maestro.

Clifford V. Herbert, also known as

maestro. Clifford V. Herbert, also known as

Clifford V. Herbert, also known as Victor Herbert, Tr., figured in a marital suit in Hollywood.

John Philip Sousa, 3d, decided to forsake bookkeeping for music.

Films ou the lives of Sousa, Herbert, Gershwin and Lehar in the works.

Franz Lehar may finally be induced to come over for Paramount.

Franz Lehar may finally be induced to come over for Paramount, which is filming his Count of Luxembourg. Adolph, Zukor personally discussed the matter with Lehar in Vienna this summer. Ted Snyder, vet songwriter, headed his Snyder's Hollywood catery. Ruth Etting's retirement, Irving Berlin was signally feted upon his 30th anniversary as American's No. 1 songwriter, 20th-Century-Fox will further honor him with a feature film titled 'Alexander's Ragtime Band,' a cavalcade of Berlimana.

time Band, a cavalcade of Burlinana.

Benny Goodman apologized to a flock of pluggers for not treating them with all the amenities.

Terry Blaine at the Park Central, N. Y. did a reverseroe and feted the pluggers, as their host, they in turn presenting him with a wrist watch. Raymond Soott's Quintet (nee Harry Warnew, brother of Mark) came to quick attention their swell Variety records: (Twilight in Turkey,' Toy Trumpet, Power, house, etc.) and established a new vogue of hot small combos on the disks.

disks.
Organists gone dance-band included the Jesse Crawford, Lew
White and Lindsay McPhail with
terp combos surrounding them.
Frank Kelton, Louis Bernstein's
son-in-law, Let Shapiro-Bernstein
when the Kelton's split matrimonfally
and became a Hollywood agent.
Will Rockwell left Miller Music,
when Feist-Robbins bought out, and
is, adio agent.

Will Rockwell left. Miller Music. when Feist-Robbins bought out; and is adio agent.

Mose Gumble quit Donaldson. Douglas & Gumble, to become the only saiaried employee of the Professional Music Men, Inc.

Sid Kornheiser became professional head of Famous when Abe Frankl shifted west.

Elmore White left Robbins to bead Paramount Music (nee Popular Melodies Corp.), a No. 2 Paramount Melodies Corp.), a No. 2 Paramount Pilets' subsid, under direction of Lou Diarnond.

Phil Kornheiser, veteran music man who has probably exploited more song hits than any individual in his long and brilliant dareer with Feist, during the original Leo Feist-Bdgar Bitner regime, did a smart comeback with Hollywood. Songs (Sam Fox subsid), but severed confections a couple of weeks ago.

Bort Kalmar, and Harry Ruby, of late more serven writers than song-writers started their own Hollywood

late more sereen writers than song

late more sereen writers than song-writers, started their own Hollywood, pub biz; as a means to maintain that ASCAP rating.
Billy Rose, in the front pages with the Fannie Brice-Bleanor Holm romance, when not producing out-door spectacles, took over the French Casing, and is a showman more than a songwriter of late, aithough he still keeps himself active with easional tyric. casional lyric

Brunswick s Offices

Brunswick Record Corp is opening additional branches in Detroit and Boston on about the 15th of this month.

Maye is part of the expansion plans that the emplany has for 1938. Dipsy Dondfe, "Midnight in a Mad."

Cassional lyric.

Joe Davis sold his Lincoln Music number. Maybe some producer will number and number some producer will number. Maybe some producer will number so

PERSONALITIES Tin Pan Alley, Strip-Teasers And The Great Outdoors-Kiddin' on The Square by a Mugg Who Gets Around

By Dan Goldberg

By Dan Goldberg

Chicago, Jan. 1.

Many music publishers claim that in a few years there won't be any professional contact men (song pluggers to you) feit in the business. Which, will mean (1), vocalists and hand leaders will have to pay for their own meals. (2) cafes won't be able to dress up, their poor nights with water-drinking pluggers, (3) relatives of the friends of pluggers will have to buy pinon copies. Once there was a song plugger who played golf with an orchestra leader and beat, him.

It's been proven that to be a successful cafe song plugger you need either a large capacity for beer or an unlimited expense account.

Band leaders used to buy suits, with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of pants, now they buy 'em with two pairs of largers who got 'em stuck in his buttonhole.

money nas a trophy room. On the walls are mounted thumbs of pluggers who got 'em stuck in his buttonhole.

One music publisher who used to have his office in his derby at the corner of Broadway and 48th has moved over to Fifth Avenue and bought a high-hat.

With the revolution coming in the music biz, pretty some radical will be writting a song without the word love.

What the songwiters need are more months in the year and more states; the nation.

It's reported that ASCAP is sending, lobby down to Washington to campaign for the 13-month year. Also will try to get 'em to split up the Carolinas and add a East Carolina and West Carolina. But things are changing rapidly in the music business. It used to be a matter of personal contact with acts in-the-waved-days of the business. Now it doesn't matter, how many performers you know, you have to know a Wall Streeter who's got a piece of a picture firm.

Here's the way the pluggers go about getting a const-to-coast spread these days. Get in touch with the Wall Street magnate who owns 51%, of the music firm. Tell him that it doesn't look like they'll be able to get off the nut for the first quarter unless they make a hit out of. Sweet Citronella and to do that they need a shot on the Tootsies' Hour of Joy over the Pink, network. Wall Streeter says, wait , insule while I look over my stock holdings. Reports back that Tootsies a subsidiary of the International Gadget Co, which, is in turn held by the Amalgamated who telephones chairman of the Dostie Co, who informs advertising manager to tell advertising president of Amalgamated who telephones chairman of the Tootsies Co, who informs advertising manager to tell advertising president of Amalgamated who telephones chairman of the Tootsies Co, who informs advertising manager to tell advertising president of Amalgamated who telephones chairman of the Dostie of the manual parallel who telephones the month of the parallel of the pa the board of International Gadget who gets touch with jrm of the Tootsies Co. who informs advertising manager to tell advertising resident to order account executive to tell the radio department there to give a plug to "Sweet Cftronella". And this is the way the orchestra leader introduces the song. In sonne to improduce the special plug to the product of the prod

and this is the way the orchestral leader introduces the song. In a sponse to hitmerous requests we will now play "Sweet Citronella."

Down the Runway.

In New York, builesque was having trouble because the cops came around tool often in other cities the trouble is nobody comes.

It begins to look if they we reached the absolute minimum of wardrobe for the teasers. In begins to look if they we reached the absolute minimum of wardrobe for the teasers. In order to wardrobe for the teasers, and reflect to make the gallongs and wardrobe for the teasers. In order they if have to use midget strippers. Had a terrible time reviving a customed at a burley house in Minutee last week. He fainted when he heard a new joke. From now on he maingaler is having the straight men, sten to the (ootlights and warn the audience to hold on; just be-

men step to the (cottights and warn the audience to hold one just be-fore the comic springs the new line. Audiences are beginning to thin! there's a burestque code ruling that every show must end with the Climbing Up the Ladder of Love number. Maybe some producer will be a pioneer soon and open his show with Ladder of Love?

Fable: Once upon time there was a stripper who could sing, the End.)

Notice how tall the standout strip-Notice how fall the standout strippers are? Short teasers snever got anywhere. The boys down front want plenty of body landscape for their two-bits. They measure their money's worth by the square yard. Cooch and grind stuff his passed out of favor. The boys get a better pun of the cooch at the nearest creep joint.

The Customer Soliloquize

The Customer Sollioquizes

Well, Fin glad I missed the opaning number. Just lot of costumes. I dight come to see costumes. Awnuts, here are those two comedians. Well, what's it going to be this time? Oh, the limburger cheese routine. Ah that's over. Who's this? Curmelitina. All right, come on, hurry up and get through, with, your singing. Got voice like the horn on a 1917 fliver. She's got a cute way of walking. But she don't jiggle as nice as Toots McGurk last week. She's got zippers. I like zippers better than books. They're faster. Aw phoocy the blue light, Just when it gets good they turn the light out on you, Oh, look, she wants to play hide-and-seek. Come ou outrom behind that curtain. Nuts, she turned away too fast. Well, no applauding any more. She's nutcoming back, I wish she'd camback, II, ain't fair. Maybe the next one will stay out longer. Phoocy, here comes guy to sing 'My Blue-Heaven.'

The Chorus Girl Sollloquizes

Things, are getting awful quiet around the theatre. I even wish the police inspector would come around. Can't understand why he's been away so long. Maybe he really loves his mile.

wife.
Could have dated that guy in the

blue pants in the third row. But he's a piker. Brought his lunch to stay through three shows. I sure put if over on the manager today. I stalled through all the today. I stalled through an en-routines, and he never even noticed

routines, and he never even noticed it.

T think I'll get married and get out of this business. I wish I could meet a good, hard-working fireman. But the only guys Lever meet are stage-hands and cops. Maybe I should have stayed in the hat factory. But I'll get some place yet. A gal with my figure has got to get there. I got to practice up a good stripping routine. I got plenty of opportunity to practice, but guys are always in such a hurry.

Out in the Open.

got to practice up a good stripping routine. I got plenty of opportunity to practice, but guys are always in such a hurry.

Out the Open
The carmivals are planning to enter a complaint with the Pederal Trade Commission that, exhibs, giving lem unifair competition. Squawking that the bank, nights if the theatres are ruining the wheels, and roll-downs.

But Light-Touch Harry, the last leathers he's lifted had folding money in em.
Pango, the glass ater, is high-natting, the rest of the troupe because he's gotten himself a spousar, the Owens Safety Glass Co.

Mickey is making sure the "gimmick on his, wheel don't get jamined again. It missed last week and chump won a blanket.

The new sword swullower is headed for nervous breakdown. Suffering from a bad case of interiority complex since watching the roustabouts stow a mess, of beans with their knives.

The sharpshooler is complaining about the poor quality of the largest these days the bricks are breaking before he pulls the trigger.

The Wild Man from Borneo causing considerable embadrassment to the show. Every time he goes into his native war, dance it hooks more and more like the Suzi-Q.

Legal Adjuster Harry the Fix has found that things go sacrother since he's been, bringing Fanya, the Pharaohr's Bride, down to meet the showing.

They're whispering around the lot that the pants part of the frijonal Half the other a child and shapped her wrist.

The sleightful and the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of the shaw who he of the poly member of

rain the service wrist.

The gleighten-lengt helds is the only member of the shaw when he at lost his consum salary at a transportation of the service with the

The Illustrated Song of Yore

By Epes W. Sargent

cong was brought to New York from California by Meyer Cohen, later professional manager for Charles K. Harris. Both have since died. Cohen stentorian voice and when he posed alongside the picture sheet and sang to the accompaniment of the slides, current critic was moved to remark that he probably sang so loudly because he was afraid to be alone in the dark.

the field pretty much to himself, but presently a perfect rash of song

For a couple of months Cohen had

The "TOPS" in Dance Music

ASSOCIATED RADIO ARTISTS

Exclusive Representatives of

LUCKY MILLINDER JOHNNY MESSNER **ERSKINE HAWKINS** JULIE WINTZ LEE ELLIOTT And Her Girls **DICK DIXON**

LEN LESLIE And by arrangement with Phil Ponce all dance tours of "FATS WALLER."

arrangement with Harry Romm southern dance tour
— WILL OSBORNE, also
MILT BRITTON.

ASSOCIATED RADIO ARTISTS

HARRY MOSS, Pres.

1650 Broadway, N. Y.

So far as facts show, the illustrated slides broke out on the publishing ong was brought to New York from business, and the publishers welcomed the idea as a means of getting their numbers sung. The song might not be so good, but if the slides were attractive, they could force the num ber Mostly they gave the slides to the leading vaudeville per-

formers, but lesser lights had to purchase sets to keep in the swim. Only the most important singers disdained the use of slides as not necessary to

the most important singers disdained the use of slides as not necessary to assure-their hits.

Small timers, unable to stand the cost of the slides, nad recourse to the stock slides sold by the McAllister and other companies. These roughly fitted the pictures to the song content, tossing in a landscape where it was not possible to locate an action picture. They also made a practise of buying slides discarded by the leaders, though most publishers required the recium of a set of slides against the issuance of a new song, these slides then being doled out to secondary singers and so on down the line, a single set of slides frequently serving half a dozen artists before they were finally too badly cracked to give further service. One could tell pretty well how an act was regarded by the condition of the slides they used.

Just about the time the fad seemed to be fading, the Spanish-American war came along, and started things all over again. Slides were in greater demand than ever, and such ditties as 'Just as the Sun Went Down,' Just Break the News to Mother" and kindred sobbies splattered theather curtains with dashing charges and pathetic death seems. Most of the fatalities of the war were due to 'embalmed beef' and Insaniary training camp conditions, but on the screen hundreds of blue-coated heroes gave their life blood for the Cuban sugar centrals while women cried and men applauded.

After the war the ill, songs died down for a time, to be revived by the sudden glut of motion picture store fitups. Most of these shows con-

down for a time, to be revived by the sudden glut of motion picture store flups. Most of these shows consisted of three reels of film and one song. Not all shows were able to afford a singer, but most of them could and the singer supplied the missing touch of personality. Sometimes the pianist did the signing. Hundreds of girls, found work in the neighborhood picture theatres and some of them—but not many—went on to professional careers.

Exchange System

Exchange System

Season's Greetings

JULIAN T. ABELES

745 Fifth Ave., New York

This led to the formation of com-panies to supply the singers with slides for a daily change, the charge

Lingering Fame

Pittsburgh, Jan. 1.

Just a year ago Makin Sullian, scpla songstress, singng for 'coffee and' here at the ing for Benjami Harrison Literary Society, a chartered social club in the downtown district. Since then she's become a bit of a 52d Sf. sensation at the Onyx

Old St. sensation at the Olya-Club.
Now at the B.H.L., they can't get enough of Miss Sullivan's records for the spot's nickle-in-the-sl music box. They out-sell all the others 10 to 1.

the sl music box. They outself all the others 10 to 1.

running from 25c to 50c. a day. Each morning a carrier would deliver a fresh set of slides and the professional copy of the song, and this mennt an enormous turnover. Most of the slide sets, unless for the product of the more important publishers, were pretty sorry things, but they had plenty of color and gave variety in the bill. If took hustling to provide the daily change, and even in the more important bouses dependence was placed on the supply service. Publishers would not go to all the trouble required for a daily change, and none of them had a sufficient supply of songs.

DeWitt C. Wheeler and Jean Acme LeRoy were the chief slidemakers, with Wheeler well in the lead. He had a studio in the low 30's, where most of the stuff was produced, only the more important songs being specially posed outdoors. The general procedure was to get a supply of landscapes and fill in the figures. In the studio the photograph would be held by the chief, artist, who would pose the models in the proper positions. Nice work was necessary to obtain the respective proportions, but these men, were skilled workers and would measure out the height of the figures necessary for each group marking a bit of folded paper. The models would be posed and the camera moved in or out until the figures on the ground glass were of the exact size, two or three plates being necessary where there were foreground and background figures. These figures would be cut out and pasted upon the background figures. These figures would be cut out and pasted upon the background figures. These figures would be cut out and pasted upon the background figures. These figures would be cut out and pasted upon the background figures. These figures would be cut out and pasted upon the background figures. These figures would be cut out and there players out of a job would pose for the outdoor stuff and sometimes a set would be produced with the singer as the central figure which was the last word in swank.

A few singers produced their own slides, or at least part of them, claiming superiority over the run of mill product through exclusiveness. One such team was Mr, and Mrs. Silver, with the wife presiding at the stereopticon.

A Neat Racket

A Neat Racket

Another pair of specialists were
Maxwell and Simpson, who put their
faith in fire pictures. Joe Maxwell
was a 'Buff,' a term applied to fire
enthusiasts who were known to the
professional department. Through
his acquaintance he was able to
build up a library of pictures of the
fire fighters which served as an excellent booking graft. They used a
special song, which was pretty much
junk, but at the end of the second

the melody while Simpson would project pictures of the local firement starting with Edward Croker, then the chief, and working down to the Buttalion Chief of the territory in which the theatre was located, the foremen of the various nearby companies, and then some of the local heroes.

It was great gag and the fire chiefs were their principal booking agents. A battalion chief would make a tour of inspection and then drop in on the manager with complaint of some infraction of the regulations; perhaps a pile of lumber in the fire alley, an unfilled extinguisher or whatever he could discover—and one could always discover some infraction of the stringent fire laws.

Onlite example he would ask when

Quite casually he would ask when Maxwell and Simpson would play the house, and the manager, respondthe house, and the manager, responding to the cue, would remark that
he had not booked them. 'I'd like to
see them agai.' I was talking to Joe
Maxwell the other day and he told
me he had the week after next open.'
So the manager would tell him to
send Maxwell around, and the team
had another date, with the violation had another date, with the violation conveniently forgotten.

conveniently forgotten.

The week the act played the chief would hang over the back rail and swell up over the applause which invariably greeted the projection of his picture. Maxwell and Simpson had a booking agent, but the entire fire department supplemented his efforts. When Simpson became ill, Maxwell changed over to heading a quartet with a firehouse background, but it wasn't the same, without the pictures, and the act died out.

One team Falke and Lillian (a

One team, Falke and Lillian (a man) used motion pictures instead of slides. They had a fine set of fire films, but they had no drag with the department and had to hustle for their dates. Several others were talk-ing about using films for illustra-tion, but film cost money, and could be used only for exclusive songs without going stale, so there were no other takers, though Joe How-ard, the songwriter, was full of ideas. Incidentally, Howard had the idea of using the motion camera for-judg-ing the finish of a horse race long before Santa Anita. The trouble was that he-had-to-wait-until-next day, for the developed film, so he never did anything with that idea, either. Nowadays the ill, song is used their dates. Several others were talk

Nowadays the ill, song is used chiefly in burlesques of the old-style shows, with the trick slides and all the rest, but for a number of years the slide industry was husky source of income. It may come back some day. The ventriloquists did.

Marvin Hartley assigned as musical conductor, with Arthur Morton making musical arrangements on Hal Roach's 'Swiss Miss.'

LARRY SPIER HOUSE

Harry Libman who used to be with Crawford Music Corp., is business manager for Lairy Spier's new pub-lishing venture starting this week. Spier was last g.m. of Crawford's, now a Dreyfus property.

Tommye Birch to L.A.

St. Louis, Jan. 1.
Tommye Birch, KWK songstres, who recently returned here after an extended engagement with Roger Pryor in Chicago and Cleveland, is going to Hollywood on Feb. 1 for screen tests.

Her husband, Dan Seyforth, is pro-gram director and talent scout for

"SWING TO LINCOLN SONGS" Larry Clinton Joins
Lincoln Music Corp.
With Season's Greetings

The Season's Novelty

"Dipsy Doodle

The Big Dipper

Standard Larry Clinton Hits "Satan Takes a Holiday" "Study in Brown" 'Midnight in a Madhouse' "Whoa Babe"

> GENE GIFFORD'S 'Goblin Band'

"The Campbells Are Swinging"

Sensational Dance Arrangemer

LINCOLN MUSIC CORP. 1619 Broadway, New York George Simon, President

GREETINGS

ROCCO **VOCCO**

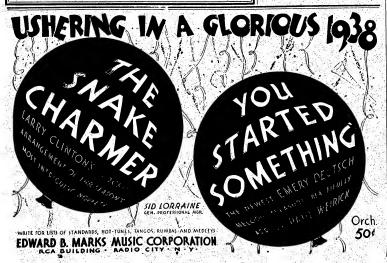
Holiday Greetings from

RALPH GINSBURGH

And His Palmer House Concert Orchestra

PALMER HOUSE

CHICAGO



Egypt on the Hoof

By Arthur Settel

Bad orchestras don't frighten the dancing public in Egypt, where fourth-class combinations compete with bad cabarets for the touristhekels just beginning to pour into the Valley of the Nile.

The writer asked a class dance.

the Valley of the Nile.

The writer asked a class dancer what he thought of Art Briggs Cubano-American Boys, a not-bad colored swing combination from Chee Florence in Paris. Before going into defails it would be well to bring to mention that Briggs (frumpet) was taken by Noble Sissle to Paris in 29 when he made his European debut in the latter's recording band as Sissle's right-hand man. Briggs and his waltz. In the winter season, when T

tenor sax. Fletcher, brought the band over here in November, '36, for a three-month engagement with the Egyptlan Hotels, Ltd., owners of the Continental Cabaret, classiest job in town. The band is still here, how playing at the Casino San Stefano, in Alexandria.

Dancer told your correspondent that the outlit was n.g.—they couldn't play a tango or Viennese waltz.

-Semiramia, Mena House, Shep-heards—cater for tourists, and dancing is the butter off their bread.

Winter tea-dansants were provided last year by Art Briggs and Joe Ranger's Hill Billies for Egyptian hotels. There's a tea-dance in every class hotel every day. Admish 50c, not including tea. Heliopolis hotel, swanky little dive, but a virtual graveyard in summer, admits you gratis for dancing, but tea is three shillings (75c), and its compulsory.

The Groppi Dance Place in Cairo-has a middling band, the Tibor Garay Mondial Boys, hailing from Buda-pest. Although weak around the bagpipes, it knows its gypsy-and at every special light pulls em

Tibor Garay, after 11 gilded floors.

the cash rolls in, the Egyptian hotels months in Egypt, gave way to a Viennese orchestra, whose playing is unprecedentedly bad. Playing for dancing in Groppi's Garden, it has added a good bit of territory to the Libyan Desert.

In Alex there are the Monseigneur, whose management escaped ruin by hiring the Lecuona Boys of Cuba last year (headed by the famous rhumba composer) and the Maisonette, Ernesto Lectiona stayed three months and finally hooked up with the Ford Motor Co. of Egypt. The Monseigneur is select and a paying proposition. Town has a goodly number of cabarets built out on the piers—a good stunt—but the best is the Monseigneur, with swimming nool. seigneur, with swimming pool, cabaret and dance hall. Situated on 15-mile-long seafront and has three

MARLO MUSIC

OFFERS THE SEASON'S GREETINGS

THRILL OF A LIFETIME

From the Paramount Picture

"Thrill of a Lifetime"

CAN **DREAM** CAN'T I?

From the New Hit Show "Right This Way"

MARLO MUSIC, INC. 1619 Broadway New York



A PREVIEW OF FOUR DAZZLING SONG HITS

From Warner Brus.

ellywood Hets Music by RICHARD A. WHITING

Lytics by JOHNNY MERCE

DICK POWELL

I'VE HITCHED MY WAGON





SILHOUETTED IN THE MOONLIGHT



PRANCES LANGFORD



I'M LIKE A FISH **OUT OF WATER**

Delighifully presented by Dick Powell and Rosemary Lane in garden see



LET THAT BE A LESSON TO YOU



BENNY GOODMAN & HIS ORCHESTRA

THE HOLLYWOOD HOTEL PROGRAM

with LOUELLA PARSONS

FRANCES LANGFORD - JERRY COOPER - NEN MILES UNAHE THOMPSON - RAYMOND PAISE & HIS DICHESTRA and

HOLLYWOOD HOTEL

DICK POWELL · ROSEMARY LANE HUGH HERBERT Glenda FARRELL - Loia LANE Johnnie DAVIS - Alan MOWBRAY
MABEL TODO - ALLYN JOSLYN - EDGAB KENHEDY

Happy New Year To All My Friends From Hawaii to Miami And Oslo to Sydney

SAMMY

(That Old Feeling)

FAIN



SHE'S TALL! SHE'S TAN! SHE'S TERRIFIC!

Harlem Bolero

THE GPEATEST MISTAKE OF MY LIFE

Carmen Lambardo's Latest
MY DAY

Sophisticated Swing MILLS MUSIC, Inc.

BUSBY BERKELEY CIRCL MATIONAL PI

Broadway 'Eve' Biz Comes Out O.K. With Fast Finish; Big Tourist Trade

Strong spurt towards the end sent the Broadway and fashjonable east side bistro bonifaces over the top for a good New Year's eve gross. The big spots, especially the hotels, weren't worrying, some in fact advertising capacity booking several days before the big ight. There was encouraging attendance in the lesser rooms but the side street joints were really concerned.

However, an almost record influx of fourists, and with the youngsters home from school, things started

looking up smartly for almost everybody.

The class spots had to let down their bairs a bit because the regulars seemed to want to do a Garbo on the Big Brawl eve, so the confirmed step-per-outers had to be replaced by the tourists, et. al.

Of the big hofels, almost every room, used for private parties, as, well as the grand ballrooms, were thrown open, and a graduating scale of tariffs obtained, depending on the type room.

Ritz-Carlton, N.Y., Sets Reprieve for Night Club

Ritz-Carlton, N. Y., was ready to close its Crystal Room on Jan. 4 and then decided to give it another chance. Will hang on for a spell.

chance. Will hang on for a spell. Marks hotel's second unsuccessful try to create nocturnal trade via entertainment. Last year, Clifford C. Fischer built expensive line shows which idint click. This season, house went for band, singar, et al. Understood that plenty has been lost on both ventures.

on bon ventures.

Reported light biz prompted dropping again but Freddy Martin band has been given a reprieve on a week to week basis, pending outcome over holiday.

Phonograph Records in 1937

By Ben Bodec

By Ben Bodec

Phonograph record business did a big nip-up during 1937. Compared to the previous year the output among the various companies ranged from 60% to 80%. What percentage of this derived from the spread of coin-operated machines and how much of it was due to counter sales remained moot topic to outsiders as the year ended. Possibilities are that the music trade will have the exact answer when the CPA's it engaged in November to pour through the books of certain of the recording companies turn in their certified reports to the Music Publishers Protective Association.

While the industry has staged an

tective Association

While the industry has staged an appreciable comeback from the production point of view, the recorders admit that they have made little headway in getting their product back into the home. The coin-machine, they readily agvee, holds no future for them, that is, unless it stimulates the appetite to the point where personal possession of the favorite recording becomes a logical sequence. Few company execs have any faith in that direction. Of pertinent significance to this same topic is the report that home record sales slid off badly during the last three months of the year.

Jitney Mechanisms

Jitney Mechanisms

Jitney Mechanisms

What set publisher-retained auditors aprowing through the books and files 'certain recorders was a little matter of arithmetic. Recording impanies boasted of prosperity trade papers estimated that there were over 250,000 coin-operated machines in use and music publishers sought for corroboration. Preliminary probing revealed that some of the labels were not only overlooking in their royalty riports thousands of records placed with machine operators but that were taking discounts specifically barred in their contracts with publishers. It is estimated that 60% of all pop records produced are consumed by the jitney mechanisms.

Only other notalle incident in the

produced are consumed by the fitney mechanisms.

Only other notalle incident in the discribed during the past year; besides the publishers probe, was the creation of separat, labels (Mastand Variety) by Irving Mills and their absorption by the Brunswich and V. Hon ands after but a few months of 'dependent listing and sales, All concerned soon found out that the major effect of Mills' maneuver was intro-corporation competition. What Master and Variety Pained in sales turned out to be Brunswick and Vocation's loss.

Discs still proved: a potent factor during 1937 in miking song hits and among the platt: names developed in the period were Ella Fitzgerald of Chick Webb's band (Decca), Raymond. Scott, ne Harry Warnow (Maste'), and the Andrews Sisters (Decca), the last appreciably responsible for the attention directed at 'Bei Mir Bist Du Schoen. Larry Clinton, Maxine Sullivan, Bobby Breene are among other new bo, on the wax. In addition to the latter.

Nevelist Vicki Baum gets question barrage fired by Janet Baird in a special NBC. Coast web broadcast from San Francisco Jan. 8. Miss Baird was set to interview piants Rúth Slenczyński last week but the girl's father nixed the cuffo broadcast at the last moment.

tune, discs had much to do in build-ing 'Bob White,' 'Sweet Leilani' and 'The One Rose That's Left in My Heart' to substantial sheetselling proportions.

Season's Greetings FROM

CHAPPELL & Co., Inc.

Offering

GEORGE and IRA GERSHWIN From the RKO Picture

DAMSEL IN DISTRESS Score by COLE PORTER

From the MGM Picture ROSALIE

The Smash Sam Harrie

I'D RATHER BE RIGHT core by RICHARD RODGER

Shubert's HOORAY FOR WHAT Starring ED WYNN Score by E. Y. HARBURG and HAROLD ARLEN

Score for the RKO Picture HAVING A WONDERFUL TIME

Ed Fox's "Grand Terrace Revue

A Great New Novelty Song WHY DO HAWAIIANS SING ALOHA?

In Preparation Score by GEORGE and IRA GERSHWIN Additional Music by VERNON DUKE THE GOLDWYN FOLLIES

An Outstanding Score by JEROME KERN and DOROTHY FIELDS or the RKO Picture Tentatively Entitled

THE JOY OF LOVING Starring Irene Dunne

A Great Popular Song By OSCAR LEVANT and STANLEY ADAMS THERE'S A STRANGE LITTLE CHANGE IN ME

CHAPPELL & Co., Inc. RKO BUILDING

1270 Sixth Ave. New You

May the NEW YEAR Cement the WRITER and PUBLISHER on a Friendly, AMICABLE BASIS.

"WOLFIE."

RADIO'S PRIME FAVORITE "TUNE IN ON MY HEART"

By Joe Sanders

By Jay Corney

PINKY TOMLIN'S BIG HIS WATCH FOR "NEATH THE MOON From the Conn Production
"Thanks for Listenin'"

AT SASKATOON" By Harry Akst An L. Wolfe Gilbert Lyric "MY PILLOW"

An L. Wolfe Gilbert Lyric

By Mana Zucca, America's Quistanding Woman Composer

"POP" STANDARDS

"MIO RIO DE JANEIRO" | "FAREWELL MALIHINI"

L. Wolfe Gilbert Music Publishing Co.

HOLLYWOOD NEW YORK CHICAGO JIMMIE BITTICK BENNY EDWARDS BORBY WOLFE Mgr. Mgr. Mgr.

SEASON'S GREETINGS-1938

TRUE CONFESSION

By SAM COSLOW and FREDERICK HOLLANDER FROM THE PARAMOUNT PICTURE

"TRUE CONFESSION"

Starring CAROLE LOMBARD and FRED MacMURRAY

EVERY DAY'S A HOLIDAY

By SAM COSLOW and BARRY TRIVERS

JUBILEE
By HOAGY CARMICHAEL and STANLEY ADAMS

FIFI

By SAM COSLOW

FROM THE PARAMOUNT PICTURE

"EVERY DAY'S A HOLIDAY"
Starring MAE WEST

TONIGHT WE LOVE

BLUE DAWN By NED WASHINGTON and PHIL BOUTELJE

FROM THE PARAMOUNT PICTURE

"ROMANCE IN THE DARK"

Starring GLADYS SWARTHOUT and JOHN BOLES

BLOSSOMS ON BROADWAY

By LEO ROBIN and RALPH RAINGER

FROM THE PARAMOUNT PICTURE

"BLOSSOMS ON BROADWAY" Starring EDWARD ARNOLD, SHIRLEY ROSS, JOHN TRENT, WEBER and FIELDS RUFE DAVIS and GEORGE BANCROFT

FAMOUS MUSIC CORPORATION 1619 BROADWAY, NEW YORK CITY



Publishers to Paramount Pictures

HITS FROM PARAMOUNT PICTURES

"BIG BROADCAST OF 1938"

Words and Music by LEO ROBIN and RALPH RAINGER
Starring W. C. FIELDS, MARTHA RAYE, DOROTHY LAMOUR, BOB HOPE, SHIRLEY ROSS,
SHEP FIELDS and his ORCHESTRA, and Many Other Radio Stars

YOU TOOK THE WORDS RIGHT OUT OF MY HEART MAMA, THAT MOON IS HERE AGAIN THANKS FOR THE MEMORY THE WALTZ LIVES ON

"EBB TIDE"

(A Paramount Technicolor Picture)
ring OSCAR HOMOLKA, FRANCES
FARMER and RAY MILLAND EBB TIDE

By LEO ROBIN and RALPH RAINGER

SPECIAL

To Motion, Picture Theatre Write for Prices Swell Give Away

POPEYE SONG FOLIO

SEASON'S GREETINGS

PARAMOUNT MUSIC CORPORATION

1619 Broadway, New York City



ROBBINS OFFERS

2011. Century Fox Greatest Picture and Grandest Score, SALLY, IRENE and MARY"

Songs by GORDON and REVEL

SWEET AS A SONG GOT MY MIND ON MUSIC

Songs by BUILOCK and SPINA

HALF MOON ON THE HUDSON I COULD USE A DREAM

> Hits from BUDDY DE SYLVA'S New Universal Filmusical "YOU'RE A SWEETHEART"

YOU'RE A SWEETHEART MY FINE FEATHERED FRIEND SCRAPIN' THE TOAST BROADWAY JAMBOREE

Hits by McHUGH and ADAMSON from RKO's "HITTING A NEW HIGH." Starring LILY PONS

LET'S GIVE LOVE ANOTHER CHANCE

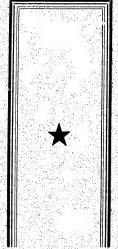
THIS NEVER HAPPENED BEFORE I HIT A NEW HIGH

ROBBINS MUSIC CORPORATION

799 Seventh Avenue

New York, N. Y.

MURRAY BAKER: Gen. Prof. Mar.



Compliments

Urging Support

Live Shows in Theatres



AMERICAN FEDERATION



MUSIC FROM MILLER

Here Are the Songs You'll Hear in 1938

You Can't Beat This One-By Bud Green and Isham Jones "MORE THAN EVER"

The Coast Hit

"DON'T CRY SWEETHEART, DON'T CRY"

By Ted Fiorito, Albert Von Tilzer and Harry Tobias

ONCE IN A WHILE" By Bud Green and Michael Edwards

Featured in Billy Rose's Casa Manana, New York production "Let's Play Fair."

"THE SUN WILL SHINE TO-NIGHT" By Ned Lehac, Billy Rose and Ted Fetter

From the New Universal Production, a Buddy De Sylva Musical . "Merry-Go-Round of 1938"

"MORE POWER TO YOU"

By McHugh and Adamson

"MAMMY BONG"

MILLER MUSIC, Inc.

WILLIE HOROWITZ, Gen. Mgr.

1270 6th Ave., N. Y.

BERLIM·BULLETII

The First Smash Hits of 1938 from Walt Disney's first full feature - - -

SNOW WHITE and The Seven Dwaris

WITH A SMILE AND A SONG WHISTLE WHILE YOU WORK ONE SONG

SOME DAY MY PRINCE WILL COME

(Some Day I'll Find My Love)

I'M WISHING HEIGH-HO-DIG-A-DIG-DIG

IRVING BERLIN, Inc., 799 Seventh Ave.

BEST WISHES FOR THE NEW YEAR

JACK BREGMAN

L E O F E I S T

A GORDON and REVEL SCORE

SWEET SOMEONE I WANNA BE IN WINCHELL'S COLUMN

BROADWAY'S GONE HAWAII

From the 20th Century-Fox Picture "LOVE AND HISSES". Starring Walter Winchell - Ben Bernie - Simone Simon

THE ONE I LOVE

MELODY FARM

From the M.G.M Picture "EVERYBODY SING"
From the M.G.M Picture "EVERYBODY SING"
With Allan Jones - Fannie Brice - Judy Garland
By Gus Kahn, Bronislaw Kaper, Walter Jurmann

JOSEPHINE The Novelty Hit By Gus Kahn, Wayne King and Burke Bivens

From Walter Wanger's "52nd STREET" I STILL LOVE TO KISS YOU GOODNIGHT By Walter Bullock and Harold Spina

ALWAYS AND ALWAYS
From the M.G.-M Picture "MANNEQUIN"
By Bob Wright, Chet Forrest, Edward Ward

IN OLD CHICAGO
From the 20th Century-Fox Picture "IN OLD CHICAGO"
By Mack Gordon and Harry Revel

IN PREPARATION—Welfer Donal LET ME DAY DREAM

By Walter Donaldson, Bob Wright and Chet Forrest

CHESTER COHN, Gen. Prof. Mar.

YOU CAN'T GO WRONG WITH A FEIST SON

WHEN AMATEUR NIGHTS WERE THE REAL THING

By Epes W. Sargent

Two old-timers paused for a moment beside the door through which wa streaming the audience at one of Major Bowes amateur broadcasts. Ap parently each read the other's mind for both shook doleful heads.

purently each great the other's mind for both shook deleful heads.

Dan, demanded one, 'how many persons in this mob ever a real amateur show, do you suppose?' Dan cost an eye over the rather youthful crowd. 'Mebbe two or three,' he offered. 'Mebbe four five. Not more,' That's where you're wrong, Grandpop,' interjected a bustling youth, I'm only 36 and I've been goin to amateur shows since I was a kid. Mebbe 25 years.'

25 years:

'And you ain't seen nothin' yet, growled Dan, fading into the crowd, leaving behind a much surprised youth.

But Dan was, right. No one whose theatre-going began only 25 years ago can recall the real amateur nights, which gave name to what has come to be a racket. Few of those who can go back 40 years really saw the shows, for only at a few spots, notably the Harry Miner houses, could the amateur show be seen in all its raw appeal to the inherent brutality of the mass mind which some centuries ago found outlet in the popular sport of tossing the Christians to the lions in the Coliseum.

Amateur night was without the blood-shedding of those and of the see and of

tossing the Christians to the lions in the Coliseum.

Amateur night was without the blood-shedding of those earli days, but the basic idea was about the same. The type of performance has disappeared, changed into the more polite and far less; interesting formula of today It may be that there are still some small theatres, unable to afford professionals, where the show is put on entirely by novices, but even here the second factor of Amateur Night—the audience—is lacking. The audience was as important a factor as the acts, and nowhere today can the same type of audience be found. Without the commentators the shows have lost almost entirely their chief fun, for it was the audience comment that made the show.

Not that audiences do not still talk to their measured states.

Not that audiences do not still talk to their supposed victims. They do.

But the barb of satire and the spearhead of wit are lacking. Today the
chant runs too much toward 'Get the hook,' which 'the old days was a
sentence of judgment and not merely a phrase.'

A Hard But Good School

A Hard But Good School

It was this feature which made Amateur Night of 50 years ago the kindergarten in the actor's training school; a hard, heart-breaking experience but one which, once surmounted, gave the actor a confidence and self-reliance that stood him in good stead in later years. More than one once-famous Broadway comedian owed his success to this early training and most of them realized it. Any man or woman who could eventually face down the jeering horde on the audience side of the footlights had nothing to fear from later and perhaps more critical, if less vocal, auditors. It was the finest training in the world for those who had the persistence to survive the ordeal. There is no such opportunity offered these days. Perhaps there never will be again.

If the act could eventually pass into the favor of those Friday night

haps there never will be again.

If the act could eventually pass into the favor of those Friday night tests, the next step was the smaller beer spots and lesser concert halls, and so to burlesque or the cheap time (this was before the phrase Family Time' had been invented), eventually to the Keith time and perhaps to the Broadway stage. It was a slow, hard progress, but the course turned out finished actors as perhaps no other system could afford.

out-finished actors as perhaps no other-system could-afford.

Miner's Bowery was regarded as the central spot in the old time amateur nights though the London, just up the street, also offered similar shows and Dave Posner's Galety Museum, just across the street from Miner's, was well patronized. It was strictly a house event, each staging, its own, and the only restriction was as to the length of the bill. If too many showed up, some of them had to wait over a week. There were no auditions to determine fitness; the worse the act was the better it pleased the mob. Most of the turns were singles, mostly singing and talking acts, the latter generally a hodge-podge of standard monologs Beried from the leading comedians of the day. No effort was made to give variety to the bill, but now and then a crude acrobatic act would turn up, with an occasional female impersonator, though the latter were not highly approved. Imps were further down the social and theatrical scale in those days. They had their own, resorts, generally on or just off the Bowery, and people who were interested sought them there.

There was always a master of ceremonles, generally the house stage.

who were interested sought them there.

There was always a master of ceremonies; generally the house stage manager, who merely announced, Myrtle Jones, a sing-shl, with now and then, for a variant. She says she sings. We shall see, 'Which was a tipoff to the crowd that Myrtle was not so hot.

None of the acts carried orchestrations and the shows were played by a planist. Costumes, when worn, were crudely contrived, but mostly street clothes were favored. It was an unwritten rule that every act would be given a fair start, unless some untoward factor provoked comment. As, on one occasion, when a man appeared in the uniform of a street car conductor he was not table to take his stance before the audience started to urge him to 'Ring up that nickel, your robber,' or 'Give the company a chance.' He never did get to the end of his first though his voice was not bad and he came back some weeks later in ordinary street clothes and got away with it.

Talking Back at 'Em

Talking Back at 'Em

It was this conversational trend that tested the acts and which also supplied a major part of the fun. The streets off the Bowery in those days were tenanted by quick-witted Trish, with a smattering of Germans, and an Italian colony slowly forming off to the west. The boys were quick of thought and acid of the reserved.

an Italian colony slowly forming off to the west. The boys were quick of thought and acid of tongue. One man who essayed to sing from a printed copy of his song was vociferously urged to Take down that fence, and 'Quit hiding.' He had to lower his music, though this caused him to fulf. the words.

Perhaps one of the neatest squelchers was administered at Posner's one ight. A young girl, a pretty little thing, made so good an impression that the crowd held its hands and permitted her to sing both yerses of her song in a childish tremoto. Some of the more kind-hearted even gave her a mild hand at her exit, which encouraged her to come back. She just reached the center of the stage when a huge man down front looked up. You here agains' he bellowed incredulously, and the scared child fairly ran for the wings.

ran for the wings.

Not all of the comment was by any means as mild. It was for the most part sharp and bitting and sometimes pretty hard to tak, but it was in spite of all, splendid training, for it was mostly based magnification of the cinarie faults. of the singer's faults.

spite of all, splendid training for it was mostly based magnification of the singer's faults.

The prizes were small. Miner's handed out one \$5 bill, which the winner was permitted to keep, and Posner, gave 'gold' watches. He would buy them back for two bucks which gave him a two-bit profit, for they cost but \$2.5 in dozen lots. A dozen busually lasted him all season.

Acts were razeed, but calls for 'the hook' were not merely conversational. They were heard only when the act was impossible and the audience demanded its removal. The hook, by the way, was not a hook, but a stout eight-foot pole, terminating in a heavy, wive loop, paided with cloth, large enough to be slipped the victim's head and down to his waist. The idea was that the actor was not supposed to know it was coming, but most acts worked with one eye on the audience and the other on the hook, when both eyes were not devoted to watching for the eradicator. Amateur nights were surprisingly popular and it was fashionable for a time to form parties, buy an entire box and go slumming in style. Some really big people were more or less regular in their visits and plenty of well known actors caught the shows when they were not working. There was something genuine about the entire event that possessed appeal.

So long as the shows were held to their natural habitat there was lack of inlent and the same people would come back time and again, upheld by their determination and an inherent belief in their ability to surmount all handlenss.

here teterimized and an armonic meaning the property of the wine a little girl, essaying to sing 'The Holy City', was drowned out by perfect flood of catcalls. After the show the late Morris Meyerfeld took the writer to the wine room where the youngstor, still, in stage costume, hanging around. He invited her, to our table. In reply to a remark she explained that she tried cycry few weeks, always with the same result, but she was bound to live down the jealous, opposition. She was firmly convinced that she was good and determined to prove it.

They all seemed to feel the same way about it. Adverse comment was ascribed to jealousy, and the acts came back time and again for more of the same, always with the hope of some night getting the breaks and winning success.

the same, always with the hope of some night getting the breaks and winning success.

No Ringers Then

There were few ringers. Now and then some minor actor would come back to his old stamping ground in the hope of picking up the fiver, but the audiences were quiek to spot—and discourage—professionalism.

On the other hand they did not always recognize talent when they saw. It. Bert Williams land Walker did a single turn on the Bowery one night without the burnt cork which, usually, covered his light brown complexion, No one recognized him and he was voted rotten. The same thing happened to James Thornton on another occasion, Thornton, for a lark—and a newspaper story—went on as supe for Charles Leonard Fletcher in the banquet scene in 'A Parisian Romance,' which Fletcher was playing at the People's. He was introduced under his own name, but the audience would have none of him. Jim Thornton always wore a grey trock coat. This man was in evening dress. It couldn't be Jim, so he couldn't be good.

A change came around the close of the century. The character of the street had been changing and there was a growing demand for amateurs from the increasing number of picture houses. There were not enough booked the same as professionals, though for only a couple of dollars a night. To get even it was necessary for these acts to give shows on other than Friday nights to spread the dates over the week. Acts were paid off in proportion to their ability to clown it and a little scene in the band room of Miner's Bowery one night, after the ams were on, illustrated the side. One of the women in the show paused at the door. You boys were not nice to me, she cried reprovingly. You didn't do a damned thing to crab my act.

One of the momen in previous considerations and the same cause they had all worked hard on a previous consideration.

not nice to me, she cried reprovingly. You didn't do a damned, thing to crab my act.'

One of the musicians explained later that it was because they had, all worked hard on a previous occasion, contributing sour notes, false starts and even tossing iron washers on the stage to encourage a flood of throw money. They put her over very successfully, but she left the theatre without even thanking them and the next time they left her flat.

Amateur night got a real start, but on the wrong foot, when Percy G. Williams put wheel burlesque into his Circle theatre, on Broadway at 60th street, to keep from opposing his own Colonial, further up the street, with another vaudeville show.

'It took' Broadway two, or three weeks to catch on, but after that the house was packed on Fridays. Presently the conversational habit, which was supposed to be confined to the amateurs, spread to the regular show and one night, a comedian lost his temper and came down to the foots. Tel like to tell youse what I think of youse, he shouted. Perhaps he did. No one will ever know. The burst of applause that greeted this speech lasted through two olio acts and the curtailed afterpiece. Stentor himself could not have made himself heard. It seemed impossible that the applause could be kept up for so long in undiminished volume, but somehow it did.

The Riat Sauad

applause could be kept up tor so long in ununimistic volume, but somehow it did.

The Rlot Squad

Williams thought quite seriously of sending for the police, but took a chance... Two weeks later he had to send for the reserves. One of the regulars in the amateurs was a woman of about 60 who thought she could do an imitation of Sarah Bernhardi in 'Hamlet', black tights and all. She fared pretty badly on her first attempt, but this was her third trip and the audience had grown more unruly each time. When they started throwing things and testing the stability of the seats, Williams sent for the coppers. Eventually he had to cut out the ams for the audience had gone entirely out of control.

Gradually the nights became standardized into a form of cheap amusement at the other houses. Today there is no real cleverness to the comments and not much comment. It is just a part of the show and regarded by the audience as such. All of the spontaneity, the eleverness, the lift, has gone out of the shows. No one who views a current performance has the slightest conception of what the shows used to be.

Them days are gone forever.

Them days are gone forever.

15 YEARS AGO (From VARIETY and Clipper)

N. Y. Women's Police Reserves offered to serve in pix theatres at special Saturday morning shows. Would make no charge. Wanted to keep the kids off the streets.

Circuits offering top prices for films. Feared the much talked about indie exhibs' booking combine would beat them to it. Fears were ground-less, but it helped the distribs.

Mollie Fuller playing the Palace in an act written for her by Blanche Merrill. No mention made of the fact that she was stone blind, the act getting over without that appeal. Did nicely. Miss Merrill not only wrote and staged the act, but paid production costs.

Bill at the Riverside, N. Y to pieces through changes due to doubling into the Palace and absence of Ruth Roye. Went over nicely with the rearrangement.

Blossom Seeley back Chi with Benny Fields. Had a small production number.

Eddie Leonard, at the Orpheum Frisco, and had practically the tire bill helping him out. Strong the ad lib stuff the Coast. Strong for

Champagne selling from \$105 to \$125 a \$85-\$95.

Lou Tellegen had been playing vaude since May without losing a single week. Something of a record

a craze and had the managers jit-

Trevor Bland, English actor, up against it in Kansas City and discovered selling Christmas wreaths on the streets. British consul got him a job as salesman in a dept.

Pantages circuit using a doctor build biz in sick houses. First to build biz in sick houses, spotting was in Kansas City, generally poor.

Irving Berli , Inc., suing Water-son, Berlin & Snyder, alleging lat-ter's 'Tomorrow' was a swipe from Berlin's 'Homesick.'

Barney Gerard's Follies' did \$4, 700 on New Year's Day at the Co-lumbia. That included a midnigh show N.Y.'s eve. The record.

Louis Mann in Aaron Hoffman's 'Give and Take!' Sam Shipman put up \$10.000 guarantee that Mann wouldn't bolt the show.

Most B.way houses did not do so well on the New Year biz, though a few made cleanup.

Dave Warfield was doing Shylock on B'way with Ethel Barrymore of-fering a not-loo-well-liked Juliet, Bullish on Shakespeare.

REICH CRIMPS MAGIS

REIGH CRIMPS MAGIS
German government, which recently banned the use of eggs or
livestock by magicians, has confiscated all secrets of the abracadabra.
Private records of magical
cieties as well as dealer's info on
the gimmicks have all been turned Dance halls hurling both the gimmicks have all been turn films and stage shows. Getting to be over to the government officials.

Agents Still Have Hopes

By John Hurley

By John Hurley
Agents, like actors, are eternally
hopeful. There's little hope for a
vaudeville resurrection, but they all
hope that radio, pictures and the
national growth and organization of
the nitery field, will pick up
riety where it was dropped.
Unlike previous years, they are
now hanging on to what talent they
have. Contracts are more closely
watched. The story books are filled
with acts and actors who dropped
agents at the first sign of success.
Clicks of the Ritz Bros. Edgar Bergen, Martha Raye, et al, all former
yaude standards, have made the
boys a little more carcful. There's
always the hope that a Shirley Temple is hidden on the list, or apt to
walk into the office unattached.
Therefore, eyes and ears are opened
wider than ever.

Some of the agents are faring bet-

Some of the agents are faring better than others via one or two creme properties located in pix radio. They also hold on to the lessers for vaude, but are actually eating on their biz acumen which prompted holding aces

their biz acumen which prompted holding aces.

A number of agents got out while the getting was good. Now they are independent of vaude and its head-aches. Of these, some connected with film companies scouts, in production, casting, etc. A few got info radio, Jerry Cargill started his own kind of show biz by building a firm specializing in Junior League Follies. Nets \$2,500 per show. Fally Markus, former booker, now involved in South American importing and radio enterprises. A few went wholeheartedly into nite club booking, while others spread thems shows the stinly in legit, club bookings and all else available. More just dropped out of the picture entirely and have entered insurance, theatre management, real estate, etc.

A number of those remaining are

and have entered insurance, theatre management, real estate, etc.

A number of those remaining are playing up to the advertising agencies. Success of Edgar Bergen, Tommy Riggs, Henny Youngman, Stroud Twins, Martha Raye, Milton, Berle, Bert Gordon, Shaw and Lee has done much to break down the agency stand-off attitude towards vaude people. J. Walter Thompson has opened its doors wider than any. Others also are seeing the light. Niteries still loom as the most fertile field. Of course, break-in-problem is still bad, but ability of agents to get around to cluby, parties, halls and benefits afford opportunities for acts. Use of standard acts interies has upped considerably over past year what with Sophie Tucker, Diamond Bor-Gaudsmiths, Benny Fields, Gracee Barrie, Paul Sydell, Jack Waldron, Lou Holtz, Belle Baker, et al, invading that bracket.

ing that bracket.

Chief contributing cause to all thi is that major vaude has divindled to a shadow. Loew has only New York and. Washington. RKO has Boston, Chicago, Cleveland, Columbus, Schenectady, Troy and occasional shots in Akron and Youngstown. Paramount offers N. Y., boston, Chicago and Detroit, while Warners have Washington, Philadelphia, Reading and Pittsburgh. Interstate and Schine offer some occasional dates.

TAFT, CINCY, REOPENS POLICY OF VAUDFILM

Cincinnati, Jan. 1.

First vaudfilm offering of the sea-son for this bailiwick got under way New Year's Eve at the indie Taft, with two performances on a reserved. scat plan.

seat plan.

'Waikiki Nights' on the stage,
linked with the Portia on Trial' pic.
Milford Unger is directing the en-Milliord Unger is affecting the en-terprise. He was manager for many years of the Grand Opera House, when it was the local Erlanger legit

NOBLE'S HOMETOWN HONOR

Oklahoma City, Jan. 1. Because he saved thousands of Because he 'sayed thousands of people considerable money by opening the 'State theatre and breaking the movie monopoly here and 'because he provided the best laugh of the year in sending legislators huge yellow complimentary tickes,' T. B. Noble, Jr., managing director of the State, has been nominated 'Oklahoma City's Most Useful Citizen of 1937.

VAUDEVILLE MEMORIES

By Joe Laurie, Jr.

By loe Laurie. Ir.

In this questionnaire to name the act they best remember and liked, during the old vaudeville days, it was very difficult for many to inake up their minds because there were so many we liked and remembered, and to be pinned down to one choice was pretty hard. The questionnaire did not state or complie the answer to any one field, hence the following gives one a pretty good idea of the type of act that, stood out in the minds of the persons asked.

Many of the following answers

pretty good idea of the type of acts that slood out in the minds of the persons asked.

Many of the following answers were received personally, and it was very interesting to me to watch the expressions of the people when asked point blank, Whal's the act you enjoyed most during the old vaudeville days, and why? Some would rattle 'off the names of a dozen acts before we could stop them, others would have to give the question few minutes thought, and many would hem, haw and hedge for fear of hurting the feelings of their triends. The answers by the ex-vaudevillians are especially interesting because the coinedians, rule, liked other comedianis, in fact the majority of all the answers run to 'comedy acts.'

There are thousands of great acts. There are thousands of great acts that would have been mentioned among 'the favorites' if the question wasn't limited to one pick, obviously done on account of space. But I am sure there is a space in the Memory Book of all vaudeville fans for the names of all the roupers who adorned that gone but never-to-be-forgotten, style of entertainment, that afforded a great deal of pleasure to a Nation far over a century.

Bert Lytell: 'I shall always remember Joe Jackson: When I just think of him just sticking his face around the first entrance and smiling at the audience, I get hysterical. Truly a great artist.

Burris Jenkins, Jr., sports cartoonist of N. Y. Journal-American: Of the-many vaudeville acts. that I recall from what I agree were the good old days't the one that most frequently brings a chuckle refrospect even now was an inarticulate juggler at a pool table in, an act billed; you may recall. The Silent Comedian.' I think even tien we in the audience invariably recognized great genius as we howled our approval at W. C. Fields, sticking a cue the in his white cotton gloves, throwing his wrist out of joint in a graceful gesture and climaxing the skit with a cue stabbed clear through the pool table. It was unbeatable humor even in those days before he opened his mouth.'

mouth."
James Barton: Edmond Hayes, in

those days before he opened his mouth.

James Barton: Edmond Hayes, in The Piano Mover, because of the many laughs in the act, because lie was a fine actor and comedian, and because of Bozo's partonnine.

Damon Runyon: I reckon the act hat gave me my greatest belt the old vaudeville days, and I am going back to the time of the Orpheum in Denver, when Otto Floto had his saloon in the basement was a nut comedian named Bert Fitzgibbons. He used to knock me-right out into the aisle.

Victor Moore: I think I used to get more enjoyment out of Mentyre and Heath in The Georgia Minstrels' than any other act in vaudeville, and Challel Case used to hand me more laughs, than any other comedian in his day. It was great to have lived and to have seen the vaudeville of the old days that will come again. It is entirely impossible for any other type of entertainment to take lits-place, and to have lived and Codee: My favorite act was Mason and Keeler, because of the originality in the ideas of their steeleds, which were so well written and so naturally played. Ann's favorite act was Mason and Keeler, because of the originality in the ideas of their steeleds, which were so well written and so naturally played. Ann's favorite act was Mason and Keeler, because of the originality in the ideas of their steeleds, which were so well written and so naturally played. Ann's favorite act was Hyams and Mentyre, especially for the gracefulness and smooth acting togethew the fine, elassy appearance.

Eddie Davis, the other end of Leon and Eddies. I'm my mind the outstanding name of them all is Billy K. Wells who did a famous ninonloy entitled You Can't Do It.' a conglomoration of nonesnes that kept the audience laughing continuously, and kept the audience informed of the important topics of the days in a comit oven. When he

and a derby hat, and a dialect, Later on, prior to his retirement as a writer, his garb consisted of a top hat, talls, minus crepe har and dialect. great artist.

Jack Haley: Td say the vautlev Me act I enjoyed most was Dugan and Raymond. Tom Dugan, the male member of the team, used to make me and the audience how! The highlight of the act was when Tom Dugan and Miss Raymond were sitting under the apple tree. The butter had already told Dugan that there was legend connected with the apple tree, to the effect, that he who dared tell a lie while under the tree would be struck by a falling apple. Dugan in his lety to impress the girl forgets the butter's

warning—then, the fun began. Durgan's reactions to the falling apples hitting him on the head, his slowly raising his eyes upward in anticipation after he told. He, to me were tops in 'deft 'womedy timing.'

Beatrice Lillie. 'Of course Fanny Brice is my high memories and comedy, great artist satire comedy and pathos.'

Jack Benny: 'The act I enjoyed most during the old days of vaudering the old days of vaudering the was when Jack Benny broke in his single and first started to talk on the stage. This was simmediately catter the war around 1918-19 and going back a long way, It was and going back a long way, It was and still is my biggest 'kick' in show business. Gus Bdwards: 'It's pretty hard to

and I do not think we missed a single performance of his:

Governor Harold G. Hoffman: I was a vaideville fan and a real one When I was a kid, through settling papers and divers other methods of muleting a few nickels from the citizens of South Amboy, N. J., I would cave: up enough money to make a monthly train trip to New York and would invariably wind up, the gallery of the lold Palace. It would would invariably wind up, the gallery of the lold Palace. It would be hard to tell you the name of my favorite. act. I loved 'em all—ever if they were lousy. Herb Williams used to double, me up worse than reen apples, but I guess my favorite if I must name was Eddi. Lennard, in his ministrel-black singing Roly Boly Eyes; Even in those days. I was infected with political streptosocci and my secret hope was that some day Eddie would run for President. I was sure that everyone in the United States would vote for him. My grandfather who died Iz years ago told me that his favorit act in the old days was Joe Laurie, Jr.

Julius Lenzberg, veteran musical filterity of the old Colonial theater.

Julius Lenzberg, veteran musical director of the old Colonial theatre: I enjoyed the old Avon Comedy Four, because they not only sang well-but their comedy handed me plenty of laughs.

James Conlin. vaudeville and screen player. Sam Chip and Mary Marble were my pet act; their sweetness, artistry, originality, made

sweetness, artistry, originality, made them a grand asset to our profession. MsIntyre and Heath were mybig moments for laughs.

George Jessel: The Avon Comedy Four, because it was human, close to your heart?

Sophie Tucker: 'My favorite act in the old days was Williams and Woltus. When playing on a bill with them I never missed seeing a performance from the wings. I loved their comedy, I loved to hear the audience shrick with laughter. They were clean, wholesome comice and a pleasure to work with on any bill.'

Roger Imhol: 'I can name many

bill.

Roger Imhol: T. can name many outstanding acts but my most liked act was The Exposition Four (3. Alexander Bros and Brady). They sang great. Played every instrument. Were dancers, roller skaters, trick cyclists. They did everything, and did it well.

and did it well.

Sam H. Harris: Regarding the big acts in the old vaudeville days, I find it almost impossible to list one in particular that I enjoyed most. All I can say is that I thought they were all great and enjoyed every one of them. I wish I could see all of them over again.

of them over again."

Pete Mack, pioneer vaudeville agent and now radio comic and agent: It. Impossible for me to select any one in particular. There were hundreds that I enjoyed. But back in my memory, there were a few that were outstanding. For instance, Nora Bayes, singing a song, Harry and Emma Sharrock, setting up their tent behind the grandstand, and a pair of kids who were billed as The Pint-Sized Pair', Laurie and Bronson.

and a pair of kids who were billed as The Phri-Sized Pair. Laurie and Bronson.

Rudy Vallee: 'Fred Allen is the one whose act I enjoyed most durthe old vaudeville days. At that time I enjoyed his restrained, clean, subtle, but effervescent, tongue-in-the-cheek, high twinkling type of the old the pair of the series of his unusual qualities.

J. Edgar Hoover, Director of Federal Bureau of Investigation. The vaudeville act which stands out in, my memory, as the most enjoyable was the act of Bill Caxton and Rudy Cameron. act that was billed 'Smiles, Soings and Stuff', at the old 'Ketth's vaudeville theatre here in Washington, D. C.

Jack Kelly, of the teem of 'Kelly' and Pollack 'Herry and John-Kernell' for their great talent. Ore a low comedian and their great art in getting camedy in different.

Jimmy Powers, veteran camediant The Clipper Quartette stands out my memory, as a mot only a gent singing quartet; but wonde-ful eumedy combination.

Fred Niblo: There comes rush, of memories to my mind of Exta Kendall, George Puller Golden, Jim Thornton, Lew Doekstuder, E. Zilie Leonard, Honey Boy Evans

(Continued on peg 180)

(Continued on peg 180)

VAUDEVILLE'S LAST GASP

By Joe Schoenfeld

Pushed out by sound, vaudeville was almost pushed back in by dirty burlesque in '37—but not even the official decree by Mayor LaGuardia of New York could put enough spark in the old, discarded bugg and, the comeback died aborning. If anybody retained any hopes for a brighter vaudeville future, then the events in the metropolitan fleshpots last symmer should have been the final convincer that vaudeville was colder than yesterday's by JaKfast.

But as in the past, vaude can again say it was not entirely its own fault. Given the best publicity breaks ever received by any branch of show business; supported by every righteous church and civic element in New York, and backed by the editorial support of the newspapers, vaudeville was pushed forth with kingly fantane, but in the costume of its hobb brother—burlesque. In the hands of the burlesque operators, producers and bookers, vaudeville was left strictly in the billing and publicity, and the shows emerged as nothing more than burlesque with its face washed, Dirty burlesque was bad enough, but the clean burley was even worse.

Dirty burlesque was bad enough, but the clean burley was even worse.

Result was that those unfamiliar with the real vaude-ville (either because of youth or due to vaude's terrific decline in the metropolitan area), saw this form of entertainment in entirely false frame and under the worst possible conditions. Innocent vaudeville thereby lost a host of possible friends and was spotted even further behind the eight ball. The burlesque operators lost their shirts through their own avarierous-mess and lack of showmanship—and poor vaudeville became destitute.

Ditto, Nationally

ness and lack of showmanship—and poor vaudeville became destitute.

Ditto, Nationally
Outside the pale of the New York burlesque purgevaudeville nationally either stood still or receded still further. Its crying need in the former years, names and attractions of established bo, power, became almost a scream of anguish "37. There just weren' any, and this was sadly reflected in the grosses of certain, spots where costly attractions had become practically habit with the patrons, notably the RKO house in Boston.
In '37, for instance, there was a noticeable lack of big productions that could be sold at popular prices, the fading French Casino in N.Y. and its counterpart in Chicago did not send out any road companies; few picture names of any consequence came east for personals; radio, had little to offer, and vaude's last maining headliner of consequence, Milton Berle, himself, drifted entirely away from the variety stage and into the more lucrative picture-ranedy up in the high percentage-for-the-Government brackets, the pic players in the majority ducked the stage offers on the ground that they would be working for Uncle Sam
rather than themselves. They preferred to take their
layoffs between pix in idleness rather than pay back
as high as 50-60% of the added income to the U. S.
and California's income tax rate, incidentally, is one
of the highest in the country.

Nothing From Radie.

year. California's income tax rate, incidentally, is one of the highest in the country.

Nothing From Radie

Radio in '37 again did not develop a single attraction of its own that could be counted upon as boa-draw in theatres, with the result that this field was barren hunting ground for the vaude bookers. It did build up acts from the outside, as for instance Edgar Bergen (Charlie McCarthy'), from unknowns to smash draws, but for some strange reason radio's terrific power was nutlified in building, it's own, strictly radio talent. It is not a flattering commentary, on the showmanship of the radio, chains, includy. NBC and CBS, and their action chains, which will be completed the substances, which supposedly have the full, selling power of the chains behind them.

Geeting back to within the vaudeville trade, itself, here also there was little effort at showmanship in '37. The stage shows in their few national positions were taken almost as matter-of-fact affairs. Necessary exils are what some of the theatre operators call em. They're held rigw as strictly competitive come-ons, used much in the same way in the key spots as are duals, in the nabes, only more dignifying for the houses and ellurer.

Bundshows

With almost the composite some and affairs.

Leon and Eddics. In my mind the oblusters than double pix programs outstanding name of them all is Billy K. Wells who did a famous monolog entitled You Can't Do It, a conglomoration of nonsense that kept the audience laughing continuously, and kept the audience had been considered to the important topics of the days in a comic vein. When he list did his act his garb consisted of less drawing power to go around. Most every show of a Prince Albert coat, crepe hair everywhere was featured by orchestra, the op-o-

sition in New York and elsewhere trying to achieve some measure of the success enjoyed by the N. Y. Paramount with its name pit-band policy.

Where the N. Y. Paramount uses only two or three specialty acts to augment the orchs, the other houses, using mainly less expensive crews, booked sufficient standard vaude turns to round out five-act layous. The vaude acts were chiefly far below the \$4.000-weekly, class (No. 2 acts became next-to-closers overnight) and the vaude layouts all began to take on a sameness outlook and routining that ruined the its two and three years ago.

Units \$4.00s.

Units, in fact, were almost a complete loss in '77, most of the producers taking it on the chin heavily. Two or, three of the productions imanged to break even show a small profit, but likese were comparatively inexpensive, shows. The higher priced tabs (\$3,300 to \$5,000) couldn't find sufficient time to pay off the scenery, costume and transportation costs. As the units went, so went the Maor Bowes amateur troupes. From sensational bo, successes in the keys up until a year ago, the Bowes units slipped to the point where they were relegated strictly to the point where they were relegated strictly to the higher price thad more than five higher than the higher price and the work of any stands. At one time Bowes had more than 20 units on the road and working at one dimen in 37 he never had more than five. Bowes, incidentally, also was credited with helping review variety entertainment by laking its ams into the steks, where stage shows hadn't been seen for years, but obviously the impression left was not years, but obviously the left failed to hold in the late, and the failed to hold in the late, and the sample had the hold to hold the producers of the producers farely sureage more than \$150 a week, at least the show they left had the hold to ho

Those Good Orpheum Days The Vanishing Am

By Epes W. Sargent

tage and clearly intended for the early days of fall. The winds whipped cruelly about the thin and somewhat frayed trousers. But there was a warm look in his eyes and a tender smile around the corners of tender smile around the corners of his mouth as he turned to his companion the Beach, in front of the Palace, and demanded, Clarence, how'd you like to play the Orpheum time? And Clarence's hard face softened a trifle as he urged, Don't break my heart? For a moment the two men forgot the cold and the discomfort of a gnawing sensation in the region of the stomach. They were back in the land of romance and sunshine; big timers playing the Orpheum time.

back in the land of romance and sunshine; big timers playing the Orpheum time.

And playing the Orpheum time was a gay adventure, back in the last days of the jold century and becore the fire. It was the none plus ultra of vaudeville booking, and it fell only to the better class of acts. The Orpheum circuit then had a practical monopoly of vaudeville on the Coast, with its chief houses in San Francisco and Los Angeles. No noe else could get a look-in and Alexander Pantages was still shining shoes further up the Coast. Buf Morris Meyerfeld was too shrewd to lake advantage of this corner and sell cheap acts. He wanted—and got Gustave Walter, the founder. There was a brief, renture in Stockton and another in Denver, but the Orpheum circuit was "Frisco and Los, with a stopover at Kanass City on the way back. Lafer, Omaha was added, and a spot in Indianapolis, but that was far he ever came to realizing dream of a solid chain of houses ton the Pacific for the Missistoni.

a spot in Indianapolis, but that was as far he ever came to realizing dream of a solid chain of houses from the Pacific to the Mississippi, Hz used no fillers and each act, in its turn, headlined its first week and then tapered off as new acts came in, most turns playing from two to four weeks, but always with some new material each Monday.

Playing the time meant losing two or-three-weeks in imms, but this. or three weeks in jumps, but this was taken care of in the salary paid. The house also paid was taken care of in the salary paid. The house also paid railroad fares. With this all taken care of, the date was a delightful experience and bookings were eagerly sought. More than one oldtimer still thinks tenderly of the booking. Some would give much to be able to repeat But repeats are no longer possible and probably never will be, for the Trisco of today is more staid-than the town of before the fire, and the Orpheum is just another picture theatre.

Orpheum is just another picture theatre.

The old place was a rattletrap of a barn which stood sadly in need of repair or replacement, but Meyerfeld did not dare shut down, even briefly, for renovation, and buildness of the same state of the control of the question. It would leave the old to a possible competitor. One of the most important and profitable of the old vaudeville-houses, it was also one of the most disreputable, even in a day when Keith's Boston was still the only de luxe theatre. The fire settled Meyerfeld's problem. He fire settled Meyerfeld's problem. He had to rebuild and there was no place for a competitor to locate. A new and handsome house was erected, profitable for a time, until the arrival of the picture theatres, but it was the old Orpheum.

A Lark All the Way

Most acts made a picnic of the three-day trip by train. As a rule two or three acts would be going out, and usually they got together. Sometimes, especially summer, hey used the tourist sleepen, a

out, and isually they got together. Smettimes, especially summer, they used the tourist sleepen, a single car on the end of the train, regarded as more comfortable because the upholstery was rattan instead of hot plush. The comoany was rather mixed, with an occasional Mexican, perhaps an Indian, and always a section of the great washed, taking the cheaper service through necessity instead of choice, but the actors did not have to mix and could have a wonderful time all by themselves. Many fast and lasting friendships were dated from the Orpheum tour.

Orpheum tour. The overland arrived in Oakland in early evening, in plenty of time to permit the travelers to select a hotel or lodging house. Some of the acts, put up at the Baldwin Hotel, then the favored theatrical house, where John Morrissey, general manager of the Ornheum made this ager of the Orpheum, made his

His overcoat was of ancient vinage and clearly intended for the
arry days of fall. The winds
whipped cruelly about the thin and
comewhat frayed trousers. But there
was a warm look in his eyes and a
render smile around the corners of
the month of the property of a Central
American republic until a revolution
—wis disappointed if the roll call of
new arrivals was not complete before noon.

fore noon.

After that there was nothing to do but to await the opening, and meantime visit the Cliff House, the adjacent' Sutro Baths, then the largest natatorium in the country, and make the trip up Mt. Tamilpais on the funny little trick, railway which crossed and recrossed its, own trail its efforts to find a surmountable, grade.

Diversions

This done, there were still the restaurants, and of these the supply was practically inexhaustible. There were a dozen of famous places, such as the Puppy Dog, but there were scores of lesser spots where the cui-sine was as good and the prices cheaper.

It was possible to play four weeks at the house never repeat an eating

sine was as good and the prices cheaper.

It was possible to play four weeks at the house, never repeat an eating place, and never to get a poorly cooked meal, either. With only two shows a day, there was plenty of time for leisurely dining between matinee and night shows, and plenty, of time-and attractions—after the show. There was the tour of the Chinatown district for one night, with the real Chinatown, that was wiped out by the fire to be replaced with the present synthetic product. There was even a leper to be seen, from a safe distance. Generally it was some poor devil in the last stages of syphilis, but the tourists watched with bated breath and felt safer when they had passed.

There was the show at the Midway to be caught, the direct descendant of the once infamous Bella Union, with Junie McCree and Matt Trayer as the stars and a burlesque show that was about as broad as it was long. Not even the Standard, in St. Louis, could approach the spot for downright filth. It would not be so much of a novelty these days, for some of the New York shows

for downright filth. It would not be so much of a novelty these days, for some of the New York shows have closely approached the old Standard for filth, and gone far beyond in nudity. That was one point on which the old-timers were adamant. The girls had to keep reasonably covered up, and not even the toughest house in the country would remnit hare. Jess

permit-bare legs.

Time passed almost too quickly and then came a more quiet week at Los Angeles, still nothing more than an overgrown willage trying very hard to act like a full-grown city, and inordinately proud of the fact it at last had a modern hotel, the Van Nuys.

L. A. Then, as Now

There was less night life in Los Angeles, and the chief dissipation was squabs after the show.

Angeles, and the chief, dissipation was squabs after the show. They called then 'doves' locally and aparently they raised them by the million, to judge from the flocks of birds to be seen almost everywhere. Then, unwillingly enough, the acts headed for Kunas City and home Generally the Santa Fe was the road employed, with the Harvey resturants dotting the plains. It was an odd experience to roll up to a station: consisting chiefly of three or four unpromising looking shacks and to be treated to as well-cooked a meal as could be had any good city restaurant. The water may have been brought 50 miles or more and no one ever figured out how they got the ice for the ice cream, but if was ice cream for dinner and supper, and the whole meal was only 50c or 75c.

Getting back to Kansas City was a sort of anti-climax. It was a return to the everyday vaudeville gai. The party-was over—but loga!

agai The party was over—but the memory still lingers on. Mention it at the Percy Williams home and see the old faces light up. Its of the things you cannot take from them. They played the Orpheum time when—

Weems' Chi Booking Is Advanced to Jan. 1

Chicago, Jan. 1.

Date of Ted Weems band and unit

By John Hurley

The 'amateur' business this past year was in a bad way, even the Bowes organization is feeling the pinch. The radio efforts of the Bowes shop, his own personality and

Bowes shop, his own personality and showmanship afforded an impetus that will, naturally, take more time to per out. However, this same radio invasion of the business, which brought amateur consciousness to every field open to exploitation, paradoxically brought it to its ultimate collapse. The once profitable business has reached such a point of saturation that its originators no longer use the label, preferring anything else. The b. o, has guided the ampurveyors in the Strand Theatre building, N. Y., in discarding the trite amateur tabel. These same bookers are now calling their shows, or what's left of 'em, Future Stars, Vaudeville Revues, etc. In N. Y., the once flourishing biz

their shows, or what's left of 'em, Future Stars, Vaudeville Revues; etc. In N. Y. the once flourishing bix salmost extinct. The Strand building has become a wailing wall. Livense department's nixing of all but two types of performers, musical and vocal, from performing at unlicensed theatres has added to the worry. Many houses have been lost, due to the lack of dressing rooms, stage space, backstage exits and the presence of fire hazards. Survivors are 'getting by' with revues, etc., but also slowly dying along with vaude, of which the racket is the half-baked, of which the racket is the half-baked, stepchild. Houses and bookers were unmolested under old political regimes, but the combination of technicalities, brought on by the resent N. Y. administration has proved too much to buck. The national picture for theatre performing ams is no better. There are sporadic revivals and copy-catting, but no degree of permanence or earnings. Where there were once a score or more Bowes units on the

or earnings. Where there were once a score or more Bowes units of the trail, there now only three. Country, as a whole, is pretty much fed up on the stuff, it seems. Bowes office brushes off, the decline with the statement that they have voluntarily cut down and are picking their spots. Inasmuch as the outfit is a business organization out to get all it can plus the fact that whatever time left is being played by somebody regardless of the take this doesn't ring exactly true. Percentage policy of Bowes troupes would certainly encourage playing all available towns in view of low nut of shows.

With the ams once having around 500 possible dates in N. Y. and its 500 possible dates in N. Y. and its senvirons, the total now is less than 20. Two biggest alleged simon puress are the Apollo in Harlem and fox theatre in Brooklyn. Remaining lot are spread all over the landscape and are not exploiting the tyroidea. They are using the 'professional' setup of revues and kindred talent' collections and are finding it still a hard job.

That the genuine am is now a vanishing American is proven in the SoS calls by the remaining programs and roaders to agents and bookers for talent. Part of the small-time bookers income is derived

time bookers' income is derived from supplying 'ams' for the current radio shows, Recruiting for road shows has not been over-looked eithe

shows has not been over-looked ither.

In the case of am units, it is known that acts were booked from the streets and offices, minus any radio time, and ushered into the stage oresentations for the road. This is a further indication that the am question has reached its natural end—the return to vaudeville for continued talent supply.

The am supply has not diminished, say's the Bowes office, claiming the books and files are filled. This is, any the supply has been labeled and nobody cares as long as they get a good show, the almost inexhaustible resources of regular and irregular theatricals are wide open for use. Everybody can get a chance. This means that it's not amateurs seeking a future, but pro vaude and nitery talent who are answering the call. These same performers are using theatres, radio programs and all else open to fox the wolf.

Salaries Cilipped

Salaries Clipped

Salary standards, generally, for the ams have dropped considerably and consistently. Acts formerly getting \$5 and more, depending on their \$5 and more, depending on their value, are now offered as little as \$1 for dates. Doubling dates have also increased, and the 'audition' gimmick is being worked ragged. Latter conager of the Orpheum, made his home. Most, however, selected lesser spots, recommended by friends bern spots, recommended by friends bern moved up six days to Jan. 1 for the Balaban & Katz Chicago has are now offered as little as \$1 and will run for 13 days in conjunct dates. Doubling dates have also made to eat around.

This shift hecessitated shifting the first order of business was to Georges and Jalna date to Jan. 28. Salaries in latter group have either.

Variety House Reviews

MUSIC HALL, N. Y.

The big Hall is presenting a fast, colorful 30-minute flash that essentially lives up to what expectations

are aroused by its title—Carnival?
Opens with Florence Roggeoutined ballet corps prancing through a number in which the lassies are supposed to be wheeling through tricks done by the four-leggers at a hoss show. Get ethis is that the tricks done by the four-leggers at a hoss show. Get eith is thirted next, backing up blues bawler Alice Dawn in a long vocal blending of Cole Porter's Night and Day' and Sawn highest more attended as a small, intime atmosphere. The boys, in just backing her up, take away most of the play.

On the heels of the vocalists, and against the same mirrored modernmotif setting, uave ballroom dancers. Georges: and Jaina, whip through a bair of routines. While both numbers are smartly executed, Georges is still a little too posturing for such a class nitery, but the focus is off when on so huge a stage. The finesse is lost in distance, with only the outlines apparent.

Paul Gerrit' smart skaling-monolog fits right into the mood of the how and meets the Music Hall audience recuirements. Turn has lately been brifting em in slicker after-dark snots. following long period of relative obscurity and unappreciation in hour of acts with merit and operative obscurity and unappreciation in Alled Calis went of the support through a number in which the lassies are supposed to be wheeling

upped or remained at a good average figure ranging from \$40 for uniteers and \$10 and up for radio bit. Bookers get \$5 per for spotting

these acts.

Brooklyn Fox theatre:WMCA arrangement is still the laugh-getting type of am show, and nearly completely alone. Like others around, it is probably carried along on the strength of Bowes' program and announcer Don Kerr's own local following, Same can be said of WNEW's Irish session, Jay C. Flippen on WHN and WMCA's lightweight colored show.

Foreign language stations, once hot

Foreign language stations, once hot on the am tieup, are all out. Film shorts of ams are now passe, as are contests, engagements, etc., once found flourishing from niteries to magazines. There is now only one network show—Bowes.

Bowes, dropping the 'insulf' theme entirely, has now built up a particular type of entertainment of no mean quality, which accounts for his continued popularity. Program has been improving steadily and is now pretty near pro air entertainment, although still, predicated on the am setup. Relegation of the gong and whistle is laid to beefs of friends of performers, but facts speak lounder than is laid to beefs of friends of per-formers, but facts speak lounder than hypothetical squawks of listeners. Bowes will not be buried along with his contemporaries for this reason and the added aid of favorable press' prompted by personal friend-ships and partly to heavy advertising in newspapers by his automotive sponsor.

sponsor.

How much longer any of it will last is still a matter of conjecture. Bowes radio contract was renewed last summer for one year. However, his is no longer for ever was altogether) a bona fide amateur show and now a specialized type that might continue longer than any can guess.

guess.
Radio elevated the amateur business to a more dignified plane and certainly hypoed it to a unique and profitable spot theatricals. Radio brought with it the prominence and conspicuousness that exposed the racket. Radio and attendant publishes meand it around until it was racket. Radio and attendant pub-licity spread it around until it was thin as cellophane, and radio has dropped it right back where it was picked up four years ago.

CRA-F&M Apart

Consolidated Radio Artists has secured a release from its associa-tion with Fanchon & Marco, because it was dissatisfied with the setup, al-though the deal had several years to go. Nature of the dissatisfaction or what directly lead Consolidated to break away from Fanchon & Marco, has not been made known. But the deal is now dead. secured a release from its associa-

in Blue, as an overture. Henrietta Schumann solos in the white spot through the pacing passages scored

through the pacing right of the control of the cont

PARAMOUNT, N. Y.

Here last year the year-end holiday show, Fred Waring and hi Pennsylvanians are back again. With 'Wells Fargo' (Par) on the screen,

there is a good chance that a new high may be set under the present pit-band policy. Fargo' was reviewed in Vanistry Dec. 8.

Because of the length of the feature, Waring is doing 53 minutes. Even then turnover is difficult, with the whole show, including organ interlude, newsreel and a Popeye carbon, running a little over three books and the common tending to the common tending tending the common tending tending the common tending tending the common tending tending tending the common tending t

STATE, N. Y.

With feature, 'The Firefly' (Metro), running 138 minutes, and quick turnovers required for the holiday throngs, stage entertainment this week is confined to a singe act, Jimmie Lunceford's band. When eaught

week is confined to a singe act, Jimmie Lunceford's band. When caught carly Thurs day evening, turn clocked only 17 minutes and, apparently, because a lot and the best had to be squeezed into this time; twas solid, speedy, clicksome diversion from start-to finish. Lunceford and this aggregation, Lunceford and this aggregation, and the starting of t

NITERY BIZ SPOTTY

By Abel Green

Night club business is spotty. Some flooping despite merit. Some clicking out of proportion to what they offer the public; some, despite quantity and quality, just can't caten to bus the some despite on. But that's an old story with the bistro bonifaces.

they offer the public; some despite quantity and quality just can't catch on. But that's an old story with the bistro. bonifaces.
One, in disgust, finally decided he'd make it as tough as possible for the suckers—they don't seem to appreciate a decent break. Whereupon he clied the topnotch class spots which, by design or circumstances estiting from bullish biz; get 'emcoming the more the more they make it tougher to get in.
For a new psychology has cropped up in a certain strata night life meaning, of course, the better-grade up in a certain strata night life meaning, of course, the better-grade laying ones. If they're not wanted, sounchow they push in all the more they dawn the waster and captains are openly on the take, and get 'it a-plenty, but did desart deter em.
But, apart from the Billingsley. Pre Jack and Charile, La Congalridium Room, Fersian Room, Rain-bow Room, Surf Room, Savóy-Dlaza Lounge and kindred-type boites, its been upone log fancy for some of the oilliers in the N. Y. sector.
Cassifities, have been starlling, spottighted of course by the French Casino's disastrous fold-up after three years of w business with Clifford in the Casa Manana.) Advent of that Gargantuan nitery the hew International claim, took its toll aphenial and the course of the disastrous fold-up after three years of w business with Clifford and som would feel like telons if cantilly the first provide the theatre, and a fater giving the International duffing som, they retired to their zebra-backed lounge-cushious and reverted to type.

Thus, the International kayoed the French Casino and the Harlem Uproari House, had the Hollywood reeling; had the Paradise goshdarning why its tiptop show (and it is doesn't command commensurate patronage; and everything from 20a street and all points west law stell it. The Hollywood finally had to ask for 378 to gain respite.

As for 52d street; Swing Lane started to wane, but is now staging a bit of a comeback. The Onyx moved into men bocation and the old Onyx club took five bankruptcy route. The return of Louis Prima to the new Famous Door is pepping it up again, although Joe Marsalasboys, further west of the Hickory House, have been solid all along Wingy Mannone, also new on the black; and Stuff Smith—due back. Crack which one nite club manager made, that the Broadway columns are chiefly house-organs for the interies; interpreted itself into a plea from all concerned 'time reher the standard our hallste opinions which, however mary in some respects, interpreted itself into not helping matters.

Canald Cameras

Manifestations in the year's caval—Manifestations in the year's caval—

Candid Cameras

of the Eddie Davis technique, it held its own.

But when hula started wiggling during the summer there was talk on steel guitars displacing bongos a salternate bands. But that didn't last long, for with the fall rhimpa rogue came back stronger than ever and the No. 2 band still gave ou the Latin terps.

That rhumba is bo, is well evidenced by the quick click as a society rendezvous of La Conga, otherwise long a flop site. Came the Hayna-Madrid and also all right with the Yumuri and the old standby. El Chico, plus other Village spots with Latin flavor, continuing to more than hold their own.

Harlem, as last year, moved down-hold their own.

Harlem, as last year, moved down-hold their own.

Harlem, as last year, moved down-house man de Cotton Club is still whamming 'em, also the Kit Kat as windup spot. The Harlem Uproar House was a major casualty, hower but credited also to the clean.

House was a major casualty, House was a major casualty, however, but credited also to the cleanup cue from Commissioner Moss.
whereas the others are either lavish
on show have peculiar latehour appeal. hour appeal.

whereas the others are client layers on show have peculiar late-hour appeal.

Bingo invaded the niteries and from it steamed other forms of competition, ranging from lucky numbers to rhumba contests and professional Sunday nights to bolster, the Sabbath b.o. Champagne and perturne to winners of dance contests invaded such heretofore sacred precincts, as the Rainbow Room, El Morocco and the Versailles, while the Slote tied up with 20th-Fox in a film-talent contest.

The Wall Street barometer and nite life are synonymous, that speaks for itself, it also explains the luckwarm outlook, for Florida in this writing, anyway), and brings up the saaronal hope by the Miami, Palm Beach and allice chambers of commerce and booster organizations to make the state and year-round resort. Has yet to happen, Meantime, they're buying talent catitiously for the Miami rates, what with the gambling of cuncertain, plus the eq. Canist less have been startling spottighted of course by the French Carino disastrous fold-up after three years of w business with Clifford C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose has sines taken it over and is calling it the C. Fischer (Billy Rose) has sines taken it over and is calling it the C. Fischer (Billy Rose) has sines taken it over and is calling it the C. Fischer (Billy Rose) has sines taken to the international dutiful glom, they retired to their zebrabacked lounge-custions and reverted to type.

But they're not the masses that count up the grosses. The bobooisis who patronize this or that yoot, itself the C. Fischer (Bottel C. Fischer

of the Eddie Dayls technique, it held its own.

But when hula started wiggling during the summer there was talk osteller guitars displacing bongos a alternate bands. But that didn't last alternate bands. But that light has been so by next Decoration Day. that'll be one of those things, prob-

From Minneapolis-St. Paul came word of Freddie Fisher and his corny-hot Schnickelfritzers band as a new cafe wow. Warners went for a \$25,000 picture deal on strength of their local rep and their Decea disks.

Ice skaters came into boom-mar-ket demand for interies.

ket demand for interies.

At one time there weren't enough name bands since they were either commercially tied-up for radio, or in Hollywood, so big names got extra-tancy coin as cafe altractions. But that's a standard story now; outside of the zarry Richmans, De Mar. Veloz and Volandas, cole stars are few and far between. Biggesters sock, up-and-comming attraction of stellar proportions, of course, has been Sheifa Barrett. There are a couple of others of hit utilizes.

Girls Must Mix
Summer depress, saw the usual

Girls Must Mix

Summer depresh, saw the usual high-pressure complications attendant to intery operations, when it's from hunger. Some joints insisted on mixing by the girls, some on even rougher tactics. Some of the clip and gyps in midlown Manhattan had a 25-59% spit arrangement with steerest effentee? Roadhouses ditto. But that didn't last long.

But lesging claim-down reflected.

But that didn't last long.

But lead to the interpret property in the

NIGHT CLUBS

to get you to your thestire Jestimation in time.

America's Jabor pains AFI, and CIO—reflected themselves in ufficie kitchen, catering, service, and other employees, including latent. It's common ery now of the bonifaces that Jabor will murder us. Meaning tough minimum wage and hous terms, without regard to the American tipping system, and other paculiar conditions of oilery deportment.

ment. The American Federation of Actors stepped in and stand up a flock of spots from N. Y. to Hollywood, calling for \$10 minimum wave to principals, if only a bit by a line-grit, closed, shop, etc.

Personalities

Among personality Items: John Steinberg (John and Christo) now owns the Victor Hugo, Hollywood, his ex-partice, Christo sells beer for Trommer's; Tools Shor boutent. The Tavern from Billy LaHilf, Jr.; Charlie (Broadway, Melody) King is doing a comeback at Bill's Gay Ninettes; after doing table-singing chore at an Halian-American bistro, Ann Pennington was heralded, as doing a strip-tease a 52nd street hole-in-the-wall, but it was merely her usual specialty, 2nd strip, and this another in the comeback trail cycle.

thus anounce cycle: Boom of fairs and expos this year and eafe acts in the cycle.
Boom of fairs and expos this year boomed nitery, and cafe acts in the adjacent restaurants and clubs on the grounds. Every pub and taycern fook on an ivory-lickler or an Irish tonor to amuse the customers. The chowmenory yellow peril' died but Lon & Eddic's rited five acts with at table d'hote tunch for, a spell, business hypo. Th American Music Hall on East 55th continues with its hybrid yesteryear meller-nitery atmosphere. Some of the 52d street spots have faded, others have falsen their place. Street now includes a kosher deficatessen and vodt' joint so the cycle is about 100% compliced. More than a score of spots ou one block clip and gyp, in all dialacts, cuisines and thouse and flavors.

'37 Paris By Night Very OK

Paris, Dec. 20. Year 1937 saw Paris again riding the high hi the gayest night spit in Europe. Taken as a whole, It saw more and better clubs, better and more name bands—mostly from America-a higher standard of entertainment, prices not too high and certainly a larger number of customers, although some of themmostly from America—were not as well behaved in previous years.

Consensus of opinion is that this

has been the best year this town has experienced since the days when tourists used 100-franc notes for suitcase stickers. And those same circles predict that unless there is a war the high horse is going to clear sime more tall hurdles during the

some more tall hurdles during the coming year.

Paris 2 stepped way out in froit because of two reasons. Exposition, which attracted more than 30,000,000 visitors, stands out head and shoulders. Other reason was a cheaper franc than has ever been quoted on the international exchange since the days whon Raymond Poincare put some stable legs under the nonex unit that was fast becoming warth less than the paper it was printed in Last stip which saw his Frenchman beloved train take the side to around 30 to the dollar came loo late.

Celebrations and revertires to eat

Calebrations and revelvies to en-Colebrations and revelves to eat out the old and drink in the heavilarted 37 off with the biggest band this flown had experienced in years. If even surprised itself, So operators, with an eye to the out-of-town investor expected with the open a of the expo, were ready with the welcome in the wholl the time came to toss it out.

welcome in the time came to loss it out.

January, February and Marchpassed without many ripples being
raises. Labor disputes becurred in
April, however, in the form of a musiciant strike, Gents manning the
instruments chose a Saturday night
homoure they taking the than nounce they taking the next Monday and every Monday taking the

thereafter off unless they were granted a 40-hour week.

granted a 40-hour week.

Operations argued, but the musticians walked out the first Monday, closing 26 spots for the night. Week's negotiations brought no finat solution so the following Monday the same thing happened. But the following week brought results and the boys, tentatively arranged to take their nights off in ones an twos instead of 8.1 beether. stead of all together.

Ambitious Plans

Late April also threw a little light Late April also threw a little light on what could be expected in the way of was hour entertainment during the coming expo season. Clifford Fischer first came out the open with plans for the Restaurant das Ambassadeur chie chib, man the Place de la Concorde: Willie Lewis and his band, the Profia Musette Band, the Abbott Dancers. Dario and Diane, George Carlon and His Cang were slated for openers there.

there.

In Montmartre, two spots that hadbeen open before amounced reopenings under new names. They were the Cabare de Monseigneur, where Raquel Meller and Opity, were to appear, and Bagatelte, openated by Max Spiro, where Haywood Powers Band, Don Bytnes and Alice Swanson, were scheduled to appear.

son, were scheduled to appear.

With these announcements others, were announced in quick succession. Brick Top, said that she was going to get, behind her own counter in a spot in the Ruc Pigalle, and a little further, up the street flear. Danjou was going to open a spot called the Cotton Club, where Leon Abbey's band was to play, Max Francesco stated in pening the former Choz. Josephine Befeer club. Out without, Jo1 and the Villa d'Este was being redecorated after a fug.

Musicians caused, more high poes

conunced work just the Wait-ers did strike, but that affected only a few of the night spots, mainly, restaurants and the larger boule-vard cafes being hit: continued work just the

spot in the Rice, Pigalle, and a little to mak an of late sulmore further up the street Riemi Danjou (closing) was going to dopen a spot called the band was to play, Max Francesco stated to pening the former and aind the greating smile little. There is Venus, Paradise, the control of the pening the former and aind the greating smile little. There is Venus, Paradise, the control of the little strength of the li

musicians forgot themselves and about the same set-up that has al-continued work just the Wait | ways existed.

musicians forgot themselves and continued work just the Waiters did strike, but that affected only a few of the night spols, mainly a few of places. Begatelle, with the figh of two a week for a time with most important going of Terre Sandrini with the Bal Moulin Rouge, a spot which Clifford C. Pischer, had teld to saare. Show which, went into place, however, was brought by Edmond Says; I was for the few of the nitre Cotton Club offering with Treddy Hill's Band which places and the Moulin Rouge from 11:30 onwands. This haunt, will the Bagatella, were the most important openers for the year. Harlenn Club, where Freddy Taylor is playing, along with the Cotton Club, are two others which the expo opened.

Expo itself brought two places worth mentioning. American bands were used to open both, One was the Club des Oiszaux in the Pacillion de Elegance, where Eddie Soulit and his band appeared—now moved over to the Ritz—and the other as Sayag's Monte Carlo Follies, where Leo Roisman did a short stand-biolog moving down to Monte Carlo Follies, where Leo Roisman did a short stand-biolog moving down to Monte Carlo Follies, where Leo Roisman did a short stand-biolog moving down to Monte Carlo Follies, where Leo Roisman did a short stand-biolog moving down to Monte Carlo Follies, where Leo Roisman did a short stand-biolog moving down to Monte Carlo Follies, where Leo Roisman did a short stand-biolog moving down to Monte Carlo Follies, where Leo Roisman did a short stand-biolog moving down to Monte Carlo Follies, where Leo Roisman did a short stand-biolog moving down to Monte Carlo Follies, where Leo Roisman did a short stand-biolog fo

Elysees are the Elorian, the Triomphe, the Colles, the Martgman
and Fouquets, On the left bank the
Dome, the Rotonde and the Cupole
are the three largest.

Bars a such, catching great
many visitors here without their
wives—and a great many with, 102—
are Harry's in the. The Daunou
where Clower Compton continues to
amuse with sonas, Fred Payne's,
which catches the English, and
Johnny's with sales of the
Champs-Elysees district.

But whicher it is in the snootlest club in town or the smallest in
existence, they all gree that 1927
has been their best year for much
longer than they want to remember
and all express the balled than next
year will be a repeater and especially so if the expo opens again.

TEXAS CAFE APPEALS INJUNCTION DECISION

New Orleans, Jan. 1.

New Orleans, Jan. 1.
Howard Dailey, attorney, of Dallas, Taxas, has filed an appeal in tederal circuit court here on a request of United States Judge William Atwell in Dallas to grant an injunction against members of the Taxas liquir control board from sitdown snooping in the Nile Snot, one of the targest and swanklest interies in

Dailey said that four operatives of the control board sit constantly, in the club every night to see that no-licutor is sold by the drink. One de-dail relieved by another every four hours, he reported.

Such action by the board. th torney confereds, violates constitu-tional rights of the owners. Loss of business as result is also claimed.

Ether Shutta Forsakes Vaude for Hotel Cafes

Chicago, J.

Ethel Shully has cancelled cande bookings, including date for the Balaban & Batz Chicago for Jan. 14. Instead will play; nitery circuit for the National Hotels for the next

Chicago, Jan. 1.

Vaudeville Memories

(Continued from page 177)

I can go on for hours. All great

artists.

Hiram Bloomingdale: James and Bonnie Thornton stand out my memory like the north star!

Cynthia White, writer and corner-stone of Greenwich Village: Four Mortons. Sam's condey, Kitty's sweetness. Clara's buck dance at the piano and Paul's dancing.

Tom McNamarra, creator of 'Our Gang' and the cartoon Skinny Shaner: The Three Keatons. I'll never forget when Joe would swing

never forget when Joe would swing the bag on long rope and try to hit Buster, who just escaped it.

Frank Moulan: Caron and Her-bert'. the greatest clowns that ever lived. They did things that others did, but so much better, and did, a lot of stuff that nobody ever even

Block (and Sully): 'One act Jesse Block (and Sully): 'One act remains in my memory as one of the funniest and outstanding acts in vaudeville. The Avon Comedy Four ... Charlie Dale's 'Don't aggravate me' and Dr. Kronkhite were two classics never duplicated by any-body for constant laughs. Revived today they would be tutte as his a hit.

body for constant laughs. Revived to-day they would be just as big a hit as they were years ago.

Governor Herbert H. Lehman; There were so many acts which gave me great pleasure that it is very difficult indeed to make any selection. I believe; however, that none stand out in my memory more distinctly than Weber and Fields... and their shows. I doubt whether there was ever brought together a greater collection of real stars and gave pleasure to so many thousands.

gave pleasure to so many thousands of people during the closing years of the last century and the early years of this.'

Parkyakarkus: 'I find it most

years of this.

Parkyakarkus: I find it most difficult to single out any one act. However, here is my idea of what a prety good vaudeville bill would be in the old days. I have not listed them in order because I don't want to get into any arguments about billing (Parky, Sen't a long-list, the beginning of which was Rath Bros, Dolly Sisters, Frank Tinney.

Ray Perkins: My bet is Nora Bayes and Jack Norworth for their rhythm, songs, personality and they were artistically mated.

Taylor Holmes: In trying to remember what act I enjoyed most in the regular vaudeville days my mind shaps at not just one, but a group, more less related by the one family quality of primitiveness, in other words, good old low comedy, bless its heart, and every slap it gave. Joe Jackson can make me a happy idot today just as he did years also. Murphy and Nichols, in From Zaza to Uncle Tom, were terribly upsetting with their fine fun. I think the reason broad comedy acts are so satisfying is because they ask nothing of one, but just give you their old fun. Yours with a bladded.

Joe E Brown: My Javorite act in

ladded... Joe E. Brown: 'My favorite act in old-time vaudeville was Willard Simms and Co. The Paper

Frank Crumit: 'Charles Withers in

Frank Crumit: 'Charles Withers in his Opry House act, where he worked the soap for the paint and got all the props wrong. Thing. I shall never forget.'

Charles J. Freeman: 'One-time booker of RKO, and Orpheum Circuits, now booker of Inter-State Circuit. 'You have handed me a tough question. If I remember rightly when I was on 'Vanier' we figured there were between 4,000 and 5,000 vandeville acts. That greatly increased in later years so that when I was in charge of the RKO booking office there must have been from was in charge of the RKO booking office there must have been from 8,000-10,000. Out of these I probably saw at least 95% of them so you see it would be pretty fough to piet one act out and say I liked it better than any other. You know I married Caire of Fell and Caire and it wouldn't do for me to say I liked any other act better than that. I may say I liked them all, the good ones and the bad ones, simply because I liked the whole setup of vaudeville.

cause I liked the whole setup of vaudeville.

Walter Winchell: I can't think of any act that gave me the biggest thrill, but the act that gave me the biggest laughs was the Avon Comedy Four, which was always hilarious even up to the time they appeared at the Casino de Paree. Of course, I refer to the restaurant scene and Dr. Kronkhite.

even up to the time they appeared I at the Casino de Paree. Of course, I refer to the restaurant scene and Dr. Kronkhite.

Arthur Hopkins: It is always difficult to say which vaudeville act seemed best, since there was such a variety of differing, but genuinely good artists. However, if you are

going to pin me down to one act it will have to be McIntyre and Heath in any of their acts. I still consider them two of the greatest artists of our day, either in vaudeville or in the legitimate theatre.'

Joe Cook: There were so many grand acts. Joe Jackson gave me my heartiest laugh, Frederick Hawmy heartest laugh, received may be yeard to the Five Juggling Mowatts. (I shways did like jugglers.)

Earl Benham, retired minstrel man, now a foremost N. Y. tailor: 'Haines and Viodoo, for being so great on timing."

and Viodoo, for being so great on timing.

William Morris, J.: Sir Harry Lauder, when I heard him first stry Lauder, when I heard him first stry William Gaxton: The Drums of Oude' which was written by David Belasco and played at my home town of San Francisco for three weeks, thrilled me more than anything I have ever seen since in vaudeville. I even remember one of the lines, India is a strange place, Hartley. My second and third choice, if, I had hem, would be "Laskys Piano Phiends' and Violet and Kelly. Mr. Kelly wore a blue, full dress suit, the first one I had-ever seen.'

Julia Sanderson: Willard Simms in his paper-hanging, act, when he sang

Julia Sanderson: Willard Simms in his paper-hanging, act, when he sang T Did Not Dream—" then he went off into a comedy yodel. That remains tops with me."

Nate Leipzig, 'America's foremost magician: The Ten Ichi Troupe, because I was interested in magic and their thumb, like and water trick were

their thumb-tie and water trick were the greatest I had ever seen. Louise Gunning, the little Scotch girl with the fine voice, was also my favor-ite.

the nie voice, was also my lavorite.

Hy Mayer, who was cartoonist on the N. Y. Times, editor of Puck and creator of 'Worm Eye Views'. The Russell Bros. for their satire. I remember when one of them lett the stage—the other, would turn, to the audience and say. I'm glad she's gone. I want to talk about her, she's an awful deceitful woman.

Harry -Wr-Comn-Rooney, and Bent in their newsstard act. Pat's dancing and brilliancy of their work. Hoey

in their newsstand act. Pat's dancing and brilliancy of their work. Hoey and 'Lee for their topical parodies would be my next choice.' Jack Norworth of the famous Bayes and Norworth team: Willie, West and McGinty—the time of their comedy, not a wasted movement. Their bit with the electric light in the pants has never been equaled as a fine bit of comedy. Roger Imhor when he used to say 'Violet is a pretty name, Violet sounds like a tollet—water.' The pause he made and the look he gave between the words. Tollet and water. Roy Cumnings is my third choice if I was allowed a second and third.'

Tom Philips, now executive secre-

mings is my third choice if I was allowed a second and third.'

Tom Philips, now executive secretary of the B. A. A. Gladys Clark and clever, swell light comedians and clever, swell light comedians and song dance people. Eddi Girard doing the Irish Policeman is my second outstanding memory.'

Ruth Morris, of the Wm. Morris Agency: I shall always remember Charlie Chaplin's antics in 'Night in an English-Music Hall'.

Harry Talmadge, owner of Bridgeport Times-Star. Victor Moore and Emma Littlefield, for their human interest and grand fun. Little Elsie delisity, a marvelous minnic and

(Elsie Janis), a marvelous mimic and entertainer

Fred Hillebrand: I shall never for Fred Hillebrand: 'I shall never for-get the opening days at Hammer-stein' of Joe Jackson who was the biggest laughing hit I have ever seen and of Al Jolson who was the biggest applause hit I have ever

Jack White: The act I enjoyed most of all was The Avon Comedy Four (Smith and Dale) for those old-fashioned Belly laffs and some darm and singles.

fashioned Belly lafts and some darn 30od singing."
Sam Lyons, 'It would be little difficult for me to tell you which act t Lenjoyed most during the old vaude-ville days. For me to do so would be sacrilegious. Because, I "cally loved and enjoyed them all, even the toughest, who were Juns and Whalen.'

toughest, who were Juns and Whalen.

Nils Thor Granlund (N. T. G.): When I was an 18-year old critic in Providence I looked forward every year to the coming of Pat Rooriey and Marion Bent, who to me and to many others in the city were the greatest vaudeville act of the time. I venerable interviewing Pat Bronze. remember interviewing Pat Roones

Veloz. Yolanda Hold Off Vaude for Nitery Work

Veloz and Yolanda holding off vaude tour to finish up nitery engagements running through to June gagements running unrough to June. Following current date at the Statler, Cleveland, they go to the Persian Room of the Hotel Plaza, N. Y., on Jan. 20, following Eddy Duchin orchestra. Set through Music Corporation at price reported at \$1,750 weekly.

Saranac Lake

By Happy Benway

Harold (WB) Rodner, reindeered up here a la Santa Claus and mitted every one at the Will Rogers. Ditto for Jerry Vogel. Your correspondent played Santa Claus at the Ditto for Jerry Vogel. Your correspondent played Santa Claus at the Will Rogers. Dressed up with the long beard and everything, when Ben Schaeffer ups and cracks: You can't fool me. That guy playing Santa is Sir Joseph Ginsberg! Mark (VARUEY!) Vance, who tops as a comebacker, agog over the unanounced visit of his frau. Policeman's ball here get Bob Crosley and his band, featuring Connie Russell and Nermy Seigel. Town hall, was packed to S. R. O. with a mess of peeves when it was discovered it wasn't Bob Crosley. Marie Phillip, dancer, new arrivel at the Will Blogers, halls from N. Y. Mary Kelly, formerly connected with the WB music department, N. Y. also here for a looksee.

Bob Faricy, who saw mess of piano playing with Helen Morgan and made the grade here, is now at the Mariboro, St. Paul, Minn. Felix A. Lesser, formerly on the sports staff of a Baltimore daily, who came up here in 1930 as a health seeker, is now an official of the N. Y. State Dog Sled Assn. Three years ago. he cogsledded Lowell Thomas from Lake Placid to the former N. V. A. sanatorium. Jack Early, St. Louis night spot worker, stopped off here-longenough to ogle the Will Rogers, hand a few laughs to the Actors' Colony, then to Ottawa, Can. Out of 15 night; spots, one now survives, the Mount Baker Club. It has a four-piece orchestra and a singer. Among those of the Actors' Colony who are on WNBZ are Russ Kelly, twice a week, Arthur Alverez six times a week, Lee LaMarr twice a week, Curley LaRue once a week, Theatre and Art Craft once weekly. At the Olympic Arena, Lake Placid, Col. Vonce and the covered king of winter and Lisa Sergia queen. The

currey LaRue once a week, Theatre and Art Craft once weekly. At the Olympic Arena, Lake Placid, Col. Stoopnagle will be crowned king of winter and Lisa Sergia queen: The ice carnival will feature Vera Hruba, figure skater.

(Write to those you know in Saranac and elsewhere who are sick.)

and elsewhere who are sick.)

Barnes, Henry E. Dixey, Collins and Hart, Van and Schenck, There are more, but these are the high gints group on the walls of my memory. Brandon Walsh, oldtime song writer and creator of Little-Annie Rooney: Whiting and Burt-they had originality, dignity, artistic delivery plus the necessary sock. Their act was always a perfect example of big time vaudeville. As a dclineator far was always a perfect example of big time vaudeville. As a dclineator of any type song, Gcorge Whiting remains unexcelled. Sidney H. Piermont: "My vote, without any hesitancy, goes to the original "Avon Comedy Four," with Smith and Dale. My reason for this is that not only, was it a great comedy laughing act, but unlike so many other great talking acts, the boys had a great finish due to their excellent in singing voices. And, I daressy that in all the years that I saw them they never failed to be anything short of a sensation.

Danton Walker, columnist of N. Y. Daily News: The act I enjoyed most during the old vaudeville days, Hert Williams.

Maury H. B. Paul (Cholly Knickerbocker): When I was 18 or 19 at the University of Pa. a group of us would never miss a Friday, night at Keith's Chestnut St. in Row A. It twas tritual with us. My favorite act of those days was the Russell Bros. They did an Irish servant girl act that was the grandest camp I ve zever seen.'

act that was the grandest camp Ive
ever seen.

Fred Astaire: 'The Kitabanza'
Troupe of Japs stand out in my memory as the greatest act and thrill I
received from old vaudeville.

(More of Joe Laurie, Jr.' symposium on Vandeville Memories in some future issue, Joe hasn't missed anybody, it seems, and this serial must be continued.)

BERLIN'S NITERY BOOM

Berli , Dec. 20, Germany has become tourist-conscious. She is doing everything to encourage influx of foreigners. Not a week goes by that doesn't see a festival somewhere in the Fatherland. As for Berlin itself, the big exposition hall (Messegelaende) is housing one grantic show after another with new wings to the building constantly under way. Feverish work is being done on the famous auto highways. The Berlin-Munich road will be finished in the spring and those bringing their cars across the frontier will not only be able to go from here to the Bavarian Alps less than nine hours but will have some mighty swell scenery in the bargain. And, it's free of charge. What brings 'em to Germany? There are two big reasons. First is the money question. With the registered mark, one gets for his dollar anywhere from one to one and a half mark extra. Spread over days and weeks, it makes a whale of a diff. Incidentally there is a third reduction on the railways—not a bad inducement either.

But important factor, No. 2 is pure, unadulterated curiosity. This form of government, is still a novelty and whether Nazi-minded or not, folks cross the border to see what makes if tick. "Fur or agin" it, it's an adventure. land. As for Berlin itself, the big exposition hall (Messegelaende) is

it tick. "Fur or agin" it, it's an adventure.

Besides enjoying a fruitful season on her own, Germany cashed in iticatiously on the celebrations of others. The Coronation, in London, shoved biz here on the upward curve at a spanking rate, aided and abetted by the Paris Expo. and continued its crescendo till September.

The expo. at the Messegelaende, "The Hunter's Exhibition," is drawing foreign neighbors in 'swarms. Germany was the first to arrange exhibitions not only for the benefit of the specialized man but for the general public—and she still tops in them. Incidentally, 27 countries are represented in this saffair.

The lobbies of the international hotels look for all the world like those in 'Switzerland' at the height of the season. If it's the old German aristorracy and the new political world you're in search of, you must go to the Kaiserhof; or if it's the exclusive foreign element, you drop in at the Adlon bar or restaurant; while at the Eden you find the aforesaid exclusives, with a dash of the artistic thrown in. Of course. rant; while at the Eden you find the aforesaid exclusives, with a dash of the artistic thrown in. Of course, those in the know don't stay in their swank hotels for dinner but do their grubbing either at Horcher's next to. the Scala Peltzer's in Wilhelm street. Here the gourmet can included, and get out for around \$30, but if not bent on rarties such as humming bird's wings on toast, he can make a fiver do the trick.

Class Joints

Class Joints

Class Joints

When the elite wants to trip the light fantastic in fish and flaps, it generally does so either at Ciro's or the Quartier Lati, known to have the jazziest music in town. These clubs pay their bands the highest salaries and first-rate dinner for two, with champagne, comes to around \$8, but, of course, it you can steel yourself to the waiter's hovering meanigly about your fable, you can nurse a gin rickey all evening long for four bits. Besides these, there are bars and petites boites plentiful as mushrooms. But they are the same as millions of others spread all over the world except that the music in most cases is more subdued. The former jazz and Negroid music has given way to a more Germanic type

former jazz and Negroid music has given way to a more Germanic type—the waltz as well as the tungo being very popular.

Among these spots the oldest is the Koenigin, with the most exclusive rep and still sought out by the elite tetrangers. Kakadu, with the largest bar in Germany and bevies of girls around, as well as a floor show, draws plenty of the foreigners. The Jockey, McIodie, Rio Rita, Dschungel, Atlantic and Roxy, where the sports world hangs out, are all dance bars on or near Kurfucrstendamm, in easy, reach of those not knowing their

on or near Kurrucrstendamm, in easy, reach of those not knowing their way around so well.

But all these places belong to the international side of things. It's not Berlin. The fun of this fown is that it's chockful of nutty places to go, to that are quite different from those in other countries. Befeeding next international side of things. It's not Berlin. The fun of this lown is that it's chockfull of nutry places to go to that are quite different from those in other countries. Refreshing party is that they are not booby traps or gyp joints rigged up to separate a chump from his wallet; they're the old whoopee spots of the middle-through the he hough the class German that have been here generous.

since Hector was a pup—and go right on flourishing.

The tops of these is the New World.
If you're with a crowd and in a slumming, holiday mood, this establishment is good for a flock of laughs. Here is the Munich style in the Ber-Here is the Munich style in the Berlins were it is gigantic in size and has two floors, but you don't bother walking downstairs—a shoot-the-shoots sprawls you to your destination. Besides Bayarian food, beer and music, there's a huge stage where an honest-to-goodness Bayarian, show is put on with yodeling, fancy-socking and all the hoke that these folk are famed for. Then there are shooting galleries, a metry-go-round and unlimited other divisions including a rapid-fire artist who does profiles in rapid-fire artist who does profiles in black and white in less time than nothing.

nothing.

Resi is the frolic fav of the great white, but unstarched, collars. Mirrors in the ceilings, mirrors in the lamps, and dazzle everywhere. Over each table is an illuminated number lamps, and dazzle everywhere. Over each, table is an illuminated number to facilitate postal and telephonic communications. Through the tubes you can send billet-doux to anyone striking your fancy, the only catch being that it goes first through the censorship department and if there's anything wrong or obscene about it—in the basket it goes. Femilan, in the West End, is of the same type but more elegant and not the same laughs. They are both strong on the terp end.

Haus Vaterland we have always with us. The various rooms a lacowboy, gypsy, harem, etc., will all cowboy, gypsy, harem, etc., will all cowboy, gypsy, harem, etc., will all cowboy, gypsy, harem, and it is here that the big floor show is put on his house catches a lot of try-outs but features names as well.

Greenwich Villagey

For those who like their fun in efficience with faille and, furbelous.

but deatures names as well
Greenwich Villagey
For those who like their fun in settings with frills and furbelows, St. Pauli, a club reminiscent of the kind of hangout once popularized in Greenwich Village by Dor Dickerman, is a good bet. Only if's minus incut hair and flowing neckweat. It's a remake of the dock-joints in St. Pauli, a suburb of Hamburg, and features the songs of the old salts with a c'co'r dio n accompaniment. There are also 10 dancing gals who perform between kidding along the rubes at the bar. It's a gay, peppy place and always packed.

Of the many foreign spots here, the Hungarian probably have the biggest draw. Zigeuner Keller, in the midst of the busy West End might life, and situated in a cellar, as the name states, is in the lead. It's cellent gypsy band, Hungarian deor and costumes jam it to capacity all the time. Food good at the price and open wine is only a few ceuts a carafe.

Although police regulations say

and open wine is only a few cents a carafe.

Although police regulations say three o'clock in the morning, there are still some wee hour spots around. Henry Bender, the Taverne and Dinsel close officially at three bells and reopen then as a private club, while all three do hefty biz, the latter has the most atmosphere and is the only one with a band. The walls are hung with modern paintings, after the fashion of the Cafe Rotonde in Paris, that never seem to move on to a permanent home. Girls

Rotonde in Paris, that never, seem to move on to a permanent home. Girls play a big role in bringing whoopee-bent customers here from the other places when the key is turned. Kunstler-Eck, tucked away in cellar, is the only spot of importance to do its real unshuttering at three. There is only a piano, the guests, be-ing mostly artists and pundits, are able to amuse themselves till the, crack of dawn.

As for the Jews, they have pretty As for the Jews, they have pretty well oriented themselves, having picked out three four of the smarter cates along Kurturstendamm where they foregather and are quite alone. The best of these is the Cate Wien, which serves an excellent dinner reasonably priced. It has one of the most charming, interiors in the city and features, light concert music in the evenings.

Not only has there been a boom in tourist trade here this season but

Not only has there been a boom in tourist trade here this season but the localities themselves are freer with the wampum than in many a long moon and have taken to nocturnal ramblings agal with zest. That they are much looser true enough but the good old days, when the hord locates set.



JENNY FIELDS

Just Established Record-Breaking Engagement of 12 WEEKS AT CHEZ PAREE, CHICAGO

America's Smartest Theatre Restaurant

Week Dec. 24-RKO Palace, Chicago Week Jan. 13, '38-Loew's State, New York Week Jan. 20, '38-RKO Keith's, Boston

Extending The Season's Greetings and

THANKS A MILLION

Direction: WILLIAM MORRIS AGENCY



"ME TOO-" **BLOSSOM SEELEY**

Season's Greetings to 'All

FRED SANBORN

Speechless?? Except to Irene

Scason's "ANN" Anavan Dancers ANDREASEN

DAVE APPOLON'S

Personal Direction
MAX ROTH, CURTIS & ALLE. AGENCY



Season's Greetings

ON TOUR WITH DAVE APPOLON'S UNIT

Personal Direction MAX ROTH, CURTIS & ALLEN AGENCY Holiday Greetings

RECENT BOOKINGS

SONNY KENDIS

At the GLASS HAT MONT PLAZA, NEW YORK Starting January 5th

MICHAEL ZARIN

and His Orchestra

Now at the COPLEY PLAZA BOSTON, MASSACHUSETTS

SAMMY WILSON

and His Orchestra

At the CORONADO HOTEL

ST. LOUIS From December 25th

Offices:

NEW YORK 221 West 57th St

PHILADELPHIA

WASHINGTON

Season's Greetings

FOURSOME

On Tour with TED LEWIS

Direction MAURICE GOLDEN ENTERPRISES

SEASON'S GREETINGS

OF ALOHA

HAWAIIAN IRISH TENOR

NOW IN SIXTH MONTH

HOTEL LEXINGTON, NEW YORK

ROCKWELL O'KEEFE

HOLIDAY GREETINGS

SAM ROBERTS

-ARTIST REPRESENTATIVE-Booking Exclusively with RKO and Western Vaudeville Managers' Association Suite 818, State ake Bidg. Phone State 7118-7119 CHICAGO

Jones, Linick & Schaefer

Still Think ARIETY Is

The World's Greatest Trade Paper

Holiday Greetings

GEORGE BEATTY

Direction

PHIL OFFIN SIMON AGENCY

Season's Greetings

AL TRAHAN

Go to Town With *Mr. Leeds

> *Clothiers To Show People-The World's Best Dressed Men

Wishing You a Very Happy New Year



CLOTHIERS 166 W. 46th St. Season's Greetings

ANTON SCIB

STAGE ATTRACTIONS

1937-38 "WAIKIKI NIGHTS" "BROADWAY PASSING SHOW"

Greetings

Season's Greetings

Chapman Custom Tailor

GASTON PALMER

PICCADILLY, LONDON, ENG

Season's Greetings

WEEK DEC. 30

METROPOLITAN, BOSTON

Sailing January 15th — Extended Tour Major European Circuits

(THIRD RETURN ENGAGEMENT)

BEST WISHES FOR A HAPPY AND PROSPEROUS NEW YEAR

ESSANESS CIRCUIT of THEATRES

540 No. Michigan Ave.

CHICAGO

THIRD RETURN ENGAGEMENT PARAMOUNT, NEW YORK, NOW

SEASON'S GREETINGS

HELEN MORGAN

WITH MANY THANKS AND SINCERE WISHES TO ALL MY TRUE FRIENDS

JACKIE GREEN

8 Weeks-YACHT CLUB, CHICAGO. Week Dec. 31, ORPHEUM, MEMPHIS. Week Jan. 7, STATE LAKE, CHICAGO
Western Representative: MARTY WHYTE



SEASON'S GREETINGS

"32 YEARS OF LAUGHS"

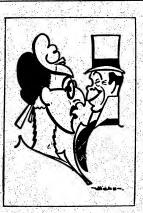
(And Still Married)

CHIC ROSE
YORK AND KING
"The Old Family Tintype"

-DIRECTION-

CURTIS & ALLEN

WM. MORRIS AGENCY



WE EXTEND TO YOU AND YOURS

W. S. BUTTERFIELD THEATRES, INC. BUTTERFIELD MICHIGAN THEATRES CO.

AND AFFILIATED COMPANIES

E. C. SHIELDS Vice-President E. C. BEATTY

L. E. GORDON

JACK POWELL

THE ORIGINAL RHYTHM TRICK DRUMMER

Wishes All His Friends the World Over
A HAPPY NEW YEAR

London: ERIC WOLLHEIM

New York: LEDDY & SMITH

CLIFFORD C. FISCHER

SENDS SEASON'S GREETINGS TO HIS FRIENDS AND ENEMIES

ARRIVING FROM PARIS IN NEW YORK, JANUARY 11

Holiday Greetings

MORT H. SINGER THEATRES

Chicago Offices—716 State Lake Bldg.

190 No. State St., Chicago

CIRO RIMAC'S

SENSATIONAL

Going Strong in Their

Second Triumphal European Tour

Wishing All Our Friends A HAPPY NEW YEAR

Month of January, 1938, RONACHER, VIENNA

DIRECTION HARRY ROMM

RHUMBA BAI

Best Wishes for the New Year

BEN MARDEN

SEASON'S GREETINGS

PAUL GORD

THE PRINCE OF WHEELS

Direction, ED REILLY

Season's Greetings FROM THE

"HOME of

THE FAMOUS

THREE DEUCES CHICAGO

Season's Greetings

FROM

LITA GREY CHAPLIN

SEASON'S GREETINGS

AND HER CHAMPIONS

Feature Attraction of THEATRES - HOTELS - NICHT CLUBS

Booking Through F & M Stage Shows, Inc.
Personal Rep.: Ben B. Lipsetz, Inc.
607 FIFTH AVENUE, NEW YORK
PL PLAZA 3-6268

Season's Greetings

ADA BROWN

GRAND TERRACE CAFE

CHICAGO

Season's Greetings To All My Friends

NTERNATIONAL CASINO

Falkenstein Brothers HI HAT CLUB CHICAGO Season's Greetings

George A. Hamid, Inc.

1560 BROADWAY

NEW YORK, N. Y.

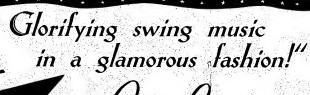
Suppliers of Novelty and Stunt Talent to Motion Pictures, Vaudeville, Radio, Legit and Nite Clubs

P.S.: ALSO FAIRS—AMUSEMENT PARKS—EXPOSITIONS
CIRCUSES—TARNIVALS—AND ALL OF TROOPS

INTERNATIONAL STARS, Formerly of the FRENCH CASINO, NEW YORK

Direction: PAUL DEMPSEY, MILES INGALLS

Late of LONDON and PARIS



HUTTON

and her MELODEARS

that blonde bombshell of rhythm with America's most famous all-girl band!

This Week
ORIENTAL THEATRE

featuring

THE WINSTEAD TRIO

ELAINE MERRITT

MILLS ARTISTS, Inc. • IRVING MILLS, Pres. • 799 7th AVE., NEW YORK, N. Y. • CABLE: JAZZ

Compliments of the Season

Management of

SOPHIE TUCKER

AND ME, TOO, TED SHAPIRO

Best Wishes of the Season from

JOE MARSALA and his Chicagoans

now 11th Month HICKORY HOUSE, NEW YORK

SEASON'S GREETINGS

OTTO A. ROTH

CHICAGO, ILL.

'WAIKIKI NIGHTS' UNIT TO OPEN EASTERN TOUR

First midwestern produced unit to be booked for eastern time this season is 'Waikiki Nights.' Show, which gets \$4,500 a week, makes its first Atlantic stand at Fay's, Philly, week of Feb. 4. 'Nights, produced in Chicago by Anton Scibilia, has been playing in the west for several months.

norths.

In other seasons, since units emerged in vaude back in 1933, midwestern shows always invaded the east by the half-dozens each year Chief reason which kept them at a distance this semester was the altered policy of many of the big stands east of the Ohio river. The Hipp, Balto; Capitol, Washington, and the Warner houses reverted to steady diets of vaude. Added reason was the fact that several of the units produced in N. Y. early this autumn proved clickers and sopped up much of the eastern playing time which might have been absorbed by Chi shows.

Season's Greetings

GEORGE CORTELLO

And His HOLLYWOOD MIMICS

Featured with "WAIKIKI NICHTS"

WEEK DEC 31. AFT AUDITORICA CINCINSATI SEASON'S GREETINGS

HERMAN STARK

and the

COTTON CLUB

48th Street and Broadway, New York
Featuring

BILL ROBINSON CAB CALLOWAY

SEASON'S GREETINGS

MYRTILL and PACAUD

"Grace in Silver"

appearing nightly
INTERNATIONAL CASINO — NEW YORK

SEASON'S GREETINGS

EMELIE GREGOIRE

PRIMA DONNA

Now Appearing
INTERNATIONAL CASINO, NEW YORK

SEASON'S GREETING

NICHOLAS

BABES IN ARMS" "COTTON CLUB" On the Air with BEN BERNIE Wed., Jan. 12 CBS - 9:30 P.M., EST BROS

Personal Management HERMAN STARK

A BOX-OFFICE CERTAINTY

ANN CORIO

OPENING THE MIDDLE OF JANUARY WITH

MY "TIMES SQUARE FOLLIES" UNIT

SEASON'S CREETINGS

Mgt. EMMETT R. CALLAHAN

GREETINGS

to all

Beauvell and Tova

SEASON'S GREETINGS

RAY and GERALDINE

HUDSON

(THE HUDSON WONDERS)

SEASON'S GREETINGS

SARA ANN McCABE

Direction
MILES INCALLS

Season's Creetings

HENRY BUSSE

And HIS ORCHESTRA

CHEZ PAREE — CHICAGO

Season's Greetings

ANN PENNINGTON

HI-HAT CLUB, CHICAGO Week December 24, STATE LAKE, CHICAGO



"Artists of The Dance"
Greetings!

Now Appearing Arendi International Restaurant Philadelphi Penna.

Broked for Two Weeks, Held Over Indefinitely, Just Completed 10d Weeks Club Denuville, Sau Francisco. Direction — M. C. A.

Season's Greetings

HOTEL EDISON

NEW YORK'S NEWEST AND MOST MODERN HOTEL

SITUATED IN THE

47th Thru 46th Streets West of Broadway, New York

Booking Direct

D'ARTEGA

AND HIS

ORCHESTRA

Admiracion - Sunday 6:30-7:00

-- M B

1441 B'way CH. 4-5155

WILLIE

Danding-Singing Comedian
HI - HAT CLUB, Chicago
list, Central Booking Office, Inc.

Christmas Card Agents

Farge profits easily aroun selling dew 21 Folder Assortment Sells on sight for \$1.00, Other Holday as germents, Write for particult

DOROTHEA ANTEL

The THEATRE of the STARS



160 WEST 4614 ST. NEW YORK

Bryant 9-7800

J. H. LUBIN
SIDNEY H. PIERMONT

Season's Greetings

BASIL FOMEEN



MANAGEMENT MUSIC CORPORATION OF AMERICA

GEORGE MacKINNON

the Gay Blade Who Writes the "WISDOM BOX"

in the Boston Daily Record Wishes the Season's Best to His Many Friends in Show Business All Over the World

(I'd like to hear from you—and I don't mean somebody else!)

THE DANCERS

In the Current Twentieth Century Fox Picture

"LOVE AND HISSES"

CAROL ARE

MACEO

CHILTON and THOMAS

Sole Direction-WM. MORRIS AGENCY

Variety Bills

NEXT WEEK (Jan. 10) THIS WEEK (Jan. 3)

Numerals in connection with bills below indicate opening day of show, whether full or split week

RKO

HOSTON
Memorial (6)
Ethel Waters Co.
(30)
Schichtl Co.
3 Gobs.

Schichti Co.

§ Gabs
Harry Burns Co.

Harry Burns Co.

Harry Burns Co.

Harry Burns

Harry Burns Palmon Mann. Dupree & Boy For Carl Freed Co. M. Deen & M. Blue 3. Stoogen Harriet Boctor F. M. Rowyettes York & King. George Prentice Jano Pickens

COLUMBUS
Palace (31)
NTG Revue
PROVIDENCE
Albee (30)
12 Adistocrats
Blobby Short
Slbyl Bowan
Howard Finn &

Robby Short Sibyl Bowan Howard Fin & I INDIANAPOLIS Lyrie (31) Ernie Young Co 4 Ortons William Ebs Allan & Hoover Nara Williams Easter & Hazeltor (7) Ted Lewis Orc

Ted Lewis Orc
SCHENECTADY
Proctor's (6-8)
Fabins Co,
Cass Mack & T.
Raynor, Lehr
Flo Mayo
Dorothy Hes
Proctor's (7-16)
World Fair Folics

Metropolitan Boston WEEK JAN. 6. CHEZZIS

ALLEN and KENT MARION DANIELS

Via LEDDY and SMITH

Loew

NEW YORK CITY State (6)
Liazeed Arabs
Bobby Pinkus Co
Eddie Peabody
W. & E. Howard
Harrison & Fisher

RICHMOND Harry Rose Co WASHINGTON Cupitol (7) Eddie Peabody
W. & E. Howard
Harrison & Fisher.
EVANSVILLE
Majestic (6-8)
Hilarlies of 1938

Eddie Peabody
Le Lage
Lage
Harriet
Elliarlies of 1938

Eddie Peabody
Le Cupitol (1)

Le Lage
Harriet
Harriet
Elliarlies of 1938

Eddie Peabody
Le Cupitol (1)

Le Lage
Harriet
Harriet
Elliarlies of 1938

Eddie Peabody
Le Cupitol (1)

Paramount

W. MORK. CITY.
Standout (7)
Fred Starting Orc.
HOSAN
Metropolitin (7)
Allen' & Kent
Whitey & Ford
Marlon Daniels.
Chezzis
Ella Logan

Ella Logan
BUFFALO
Buffalo (7)
Major Bowos Co,
ChicAgo
Chicago (2)
Ted Weens Orc.
Oriental (7)
Rigoletto Bros.

DALLAN MARANA MARANA MARANA MICHIGAN Detroit, (7)

T. Reddingtons Stoone & Collins Mills, Kirk & H. Schichti Co. Major Flowers Co. Major Hower Co. Raito (11)

Major Hower Co. Raito (11)

Major Bowes Co. Raito (11)

Warner

PHILADELPHIA
Earle (7)
Hal Kemp Orc
(31)
Runny Berigan Orc
Collins & Foderson
Sylvin Frods
Batto & Mann
T Oucons

Harto & Mann
3 Queens
PFFTSBURGT
Shulley (7)
Diamond Boys
3 Orchids
Pansy Nanborn
Reynolds Skades
Mary Brian Co.
Bert Frohman
C. & J. Prei

M Decs & Blue Boy
Louise Massey Co.
Louise Massey Co.
Louise Massey Co.
Lowe-Hile & S.
WASHINGTON
Enrie (7)
Louise Massey Co.
Louise Massey Co.
Louise Massey Co.
Monroe (31)
Nick Long, Jr.
Nadinc Giy
Silvertones.

Nadinc Guy Silvertones Michon Bros. Bert Frohman Gay Foster Girls Frakson Teddy Eddy

London

Week of January 3 EAST HAM
Granada
olse Mandollers Canterlury M. H. 1st half (3-5) 20 Singing Scholars David Stone 2nd half (6-8)

Troise Mandollers
f. Cleveres
Marion Navarre
Premier
Lucille Benstead
Roy Bros.
Anita, Chas. Jack
GREENWICH
Granada Frikson K. & J. Winnen

Fritson
Dominien
Ax Gonells MAN
Ax Gonells MAN
Ax Gonells MAN
CAMBER MAN
BARRES MAN
BARRES MAN
BARRES MAN
BARRES MAN
BARRES MAN
CLAPHAM
Michara Troups
Jullo-San
CLAPHAM
Michara Stanley
Grey Sig.
Jindorrs
Kafka. Stanley
Kafka. Stanley
Grey Sig.
Jindorrs
Kafka. Stanley
Kafka. Stanley
Kafka. Stanley
Kafka. Stanley
Kafka. Stanley
Grey Sig.
Jindorrs
Kafka. Stanley
Kafka. Stanley
Kafka. Stanley
Grey Sig.

GREENWICH
Gramadelier
HAMMERKSHTM
HAMMERKSHTM
HAMMERKSHTM
Brier troupe
Charmaine & Julian
Ralzer Sis,
Thalero's Dogs
Herniton & Coc. Jone
Blie Hall
1st half (3-5)
Frikson
K. & J. Winnon
Single Scholars
David Stone

LEISHAM
Morry Palice
LEY LOANTONE
EXISTED
ROBBY Howell Ed.
Robby Howell Ed.
Robby Howell Bd.
Robby Howell
E way It's & Brenda
MAIDSTONE
Grannda
SAUSHERROS
SHEFFROS
LUSH
LUSHION

Barney Gallant's Claudia Coralli Elsie Carroll 3 Blades

lune Carroll tine White Little Sachs

nra Denne

Catlente Cabelleros
Chatens Moderne
Bert Mann
Billie Blue
Dot Wexler
Connie Maxwell
Bobble Faye
Madame Jean
Carolyn-Potter

Chapple Durante Gail Carroll Francine Lang Jean Parker Jack Laurie Marie Doherty

Anck Leurie

G. And cowo Ore
Lack Miles

G. And cowo
Lack Miles

G. And Cowo
Lack Miles

G. And Cowo
Lack Miles

G. L

Anita Velez.
Club Normandle
Buddy Wagner Orc
Joan Hill
Club Yunuri
Eliseo Grenet Orc
Amando ('astro Orc
Rosita Ortega
Manchito
Teddy Rogers
Rosita Rodrigo

Rosia Rodrigo
Cato Club
Cab Calloway Ore
Hill Robinson
The Robinson
Trans Cos
Trans Bu
Voler's Jubileers
Chocalateer's
Teddy hale
Tondeleyo
Tynnante Hooker
Teddy hale
Tondeleyo
The Teddy hale
The

El Chice
Don Alberto Oro
Nuci Sis
Jose & Patricia
Sevillanos
Rudolf 224

Hembree's Ore selo's Rhu'ba Bil Cole

Pavillen
4 Urbanis
Tellefson
STRATFORD
Brondway
Lucille Benstead Bobby Howell Bd, Ronald Chesney B'way Boys & Br'ds

Cabaret Bills

NEW YORK CITY

Jose Manzaneres Marita Ellin Mercedes Co

Antonita
Juan Martinez
7 Senorita
Jeronimo Villar
Jesar Tapla
Carlos Vivian
Castro Sis

Illekory Hones toe Marsala Ord 2 Peppers Adele Girard Blue Drake H'lyw'd Resigne

Roy Bros.
Anita, Chas., Jack
STREATHAM
Pulace
Morels & Cowley
dose Blank Co.
TOOTING
Graunds
Smiths
Dray & Ramond
Meivilles Australia WALTHAMSTOW

Almany Kelly Joe Capiello Orc Allan Small Sm

Kit Kut Club Maurice Rocco O Dorothy Salters Dorothy Rhodes Hotcha Drew Salty Gooding Elash & Jash

Larue

Eddle Davis Ore.
Joseph Smith Ore.
Joseph Smith Ore.
Graziella: Parrdigs
Julie Gillesple
La Conga.
Geo: Olsen-Ore.
Fanchita Ore.
Hilda Smiazar
Havaha 3
Panchita Riser
El Caneys
La Marquise

El Ciness
La Marquille
Karul Kane
Frink La Sila
Maria Toobes
Frank McFarlane
Dolores Toogts
Cela Lee
Consuelo Flowerton
Laure-lit-the-Pines
(Lakewood, N. J.)
Jerry Levinson Occ

Le Mirage

Dougherty ry-Go-Round

Al Apollon Oro Leo Desiys Demar & Ivena

Mirador
Johung Powell Ore
Jerry Baker
Judy Lane
Pinky Lee
Jean Scott
Ann Page
Julia Gerrity
Carrolf Sis

Mon Paris
Oscar Calvet Or
Charles Murray
Jim Miller
Al Glasser
Johnny Adams

Morl's

Lon Ferris Ore

H'lyw'd. Resinura Leon Navara. Orc B. Jelesnick Orc Jack Waldron Arthur Tracy. Billih Roark NTG Rev. Mella, Kirk & H. Hotel: Ambanado Wm Scotti Orc Adelaide Moffett J. & E Vernon Polemo J & E ve.... Polemo Jack Kerr Pat Rossi Le Coq Rauge Hotel Astor

Sande Williams Orc Hotel Belmont-Plaza Val Olman Orc Mary Jane Walsh Bachelors

Hotel Buimare
Horace Heldt Ore
Bob McCoy
Larry Cotton
Lysbeth Hughes
Art Carney
Jerry Bowne
4 Kings

Hotel Bosse (Brooklyn Will McCune Orc Tommy Dorsey Oro Edythe Wright 3 Esquires Jack Leonard Loc Castaldo Allan Storrs

Hotel Edison
Billy Swanson Ore
Hotel Essen House
Richard Himber Or
J. E. Vernon
Alice Marion
Elise Graves
Stuart Alien
Rollini 3

Hotel Gov. Clinton Edule Lane Orc Hotel Lincoln Isham Jones Orc Noll & Nolan

Noll & Nolan

Hotel McAlpin

J Messner Oro

Jeanne D'Arcy

Gonzales & Menner

Gonzales & Mennen
Hotel New Yorker
Glenn Gray Orc
Roberts & Farley
Russ Jones
Dorothy. Wilkens
Hotel Park Central
Jerry Blaine Orc
Theod're & Denessa
Phyllis Konny
H. Rosy
H.

James Penman

Hotel Piccadilly
Jeno Bartal Oro

Hotel Pierre
Nat Brandwynne O
Betty Bryant

Boiel Plaza

Dochin Oro

Duchin Orc. Paul Draper Hotel Ritz-Caritor Freddy Martin Ord Holland & Hart Hildegarde

Hidegarde Hart Hidegarde Guy Loimberilo Cre Eukewela Orc Eukewela Orc Hatel State Hard Gerry Morton Orc Mitzi Allyfair Alfredo & Dolores Don Alfonno Orc Hotel St. George Hotel St. George Morrill Tulphes Orc Wynne Rolph Hotel St. Moritz Rolph Gorizales Orc Wynne Rolph Gorizales Orc Balb Gorizales Orc Morrill Tulphes Orc Wynne Rolph Gorizales Orc Balb Gorizales Orc Balb Gorizales Orc Morrill Tulphes Orc Mynne Rolph Gorizales Orc Balb Gorizales Orc

löss & Patricla Seyllianos Rudolf d'Avalos Faustó Alugrez El Borado Cass Hagen Ore Freildy Bernard Carters Stanley Burns Stanley Burns Barbar Ateynolds El Turendor El Turendur
Don Juan Orc
Pansto De Igado
Teddy Radriguez
Cortes & Malda
Ricardo De Caro
Funous Door Raiph Gonzales Orc. Basil Fomcen Orc. Claire Verhionts Betty & F Itoherts

Fumous Door
Louis Prima Ord
Art Tatum
Greenwich Village
Cusino Hotel Ms. Regie
Emil Coleman Oro
C Codolban Oro
Lois Elliman
Tana
Hotel Taft Casino

Ray O'Hara Oro
Affeen Conk
Chiriulta Venezia
Dolores Farris
Frank McGormack
Ruth Kidd

Havana-Madrid

Gao. Hal) Ore Dolly Dawn Motel Waldorf-Antoria Navier Cugat Orc Maxine Sullivan Leo Watson

J & L Seller Gower & Jennne Hotet Wellington Ed Mayehoff Oro Hotel White Jacques Krakeur Rhodie Chase Naney Noland Faradise

Jay Freeman Ore
Bello Baker
Terry Lawlor
Jert Withee
Walter Long
Lee Suffixan Rnode Chase
Nancy Noland
International Casine
Yascha Bunchul Or
Jene Fossilck Ore
Capinary Bross
Admin Devereaux
Maurice & Crance
Jacqueline Mignac
Emille Gregoife
Jimmy Kelly
Joe Chailelo Ore Malter Lo. Walter Lo. Lee Sullivan Helen Dell Cynthla: "avanaugh Cannon Dean

Willie Palorno Hill Farrell Helen Cagle Jack Itoso Toto Canglosl Mario Basini Mario Basini
Plantation Club
(Vie Alsten Ore
Loc Simmons
Stream-Lined Sue
slump & Stumpy
Barrington Guy
Jean Daniels
Avon Long

Acon I banton

Queen Mary
Joe Webb Ore
Yruhn Hall
Ray-Jones
Las Witner, & Merano
Fill Rocker
Ttalubow Grill
Eddy, Rocker
Glove & Ladwa
Ratiflaw Homm
Ralithany Bonn

Ralithany Bonn

Ralithany Bonn

Ralithany Bonn

Raillieuw Reemen Control of the Cont

Gypay Nima
Russian Art
rasha Patako Ore
rana Kouznotzova
Mara
Sinda Voella
Alex Bolshakoff
Edelar Martinoff
Russian Bear
Yurly Rutin Ore
Costya Krumia
Karlo Karlova

karlo Jonya Kalbouss Elena Slavnala Sleholai Grushko Julian Altman Van Kornlioff

Ivan Korniloff
Russlan Kretchma
Nicholas Matthey Or
Michel Michon
Daria Blerse
Nadia Sokoloskaya
Marusla Sava
Simeon Karavaoff
Micha
Slock Class

Stork Club Robby Parks Orc Nilo Menendez Orc Swing Club Wingy Mannoue Or Wille Smith Versallies

Larry Siry Orc Gus Martel Orc Corinna Mura Cross & Dunn

Takee
Little Old New York
Joe Howard
Eddle Leonard
Lea Barbary
Arthur Behin
Beb Millikin
Chet Dougherty Cross & Durater Street Street

Wivel
Bob Asen Bd
Arine Whitney
Jola Marine
Bob Lee
Ginger Sutton
Lontinental 3
Dorothy Wenzel

Dorothy Wenzel
Yachv Club
Raiph Watkins G
Frances Faye
Inn Healy
Bea Saxon
Ploria Vestoff
The Gliberts
Johnny & George

Al Lambs Orc. Tommy Lyman Genc Archer Ony's Club Stuff Smith Orc LOS ANGELES

GELES
Famous Door
Eddie Beal
Pats Waller Ore
Hawalian Paradis
Sol Brights Ore
Princess Lubuia
Eddi Bush Ore
Satin Tuni Loa
Lattic Melintyre
Satin Tuni Lo
Little Club Hall George Millor Bruz Fletcher Beverly Wilshirs

Nick Cochran J. Debutantos Muzzy Marcelleno Ted Figlito Orc

Muzzy Marcelleno
ed Finking Orce
Billmane Bow
Billmane Bow
The Stapietona
3 Trojiana
A Trojiana
A Trojiana
Nelkon a Martonet
Jiekt Websta
Robert
British Martonet
Jiekt Websta
Jiekt

Leon Monlika
Cafe La Slave
Park Ave Boys
Stan Clare Gre
Chib Marti
Vera Lang
Coconnul Grove
Joe Releman Orce
M Ruy & Naldl
Larry Stewart
A Murray Dancers

Little Club
Jame Jones
Paul Kendadl
Gladys Bagwell
Rose Valvda
Thiy Mercilth
(Mair's lume
George Redman
Chas-Earle
Low-Lemen
Rathlyn Miller
Seunles & Loilo
Aylens Linde
Facille Sanset C Aylene Linde
Pacille Sunset Clul
Biorge & Nanette
Annabelle Lee
Pergy Pago
3 Bards
Kay Cameron
Dulgres Del

Palamir
Inn Garlier Orc
Mary & Ruberla
Tony Allen
Johnson, Dove &
Heverly & Rauel
Terry Green

Dominic Columbo Ren. Henriyson
Moreno & Nulencia
Rudy La Tosca.
Holen Golden
Henry Monet
Marguerite Lewin
Henry Monet
Marguerite Lewin
Henry Monet
Late of Marthia
Seren Seus
Lilly Gispon
Honotulu Dancers
Jimmy Lawel Co.
Sometret: Figus

Kay Kyser Orch Loyanne & Renard Jo Andrews

Ches Parce Benny Fields Georges & Jaina Gracie Bierrie Dolly Arden Sunny Rice Rosita Royce Maurie Stein Orc

Columna Henri Gendron Ore Faith Bacon Cliff Minchell Zee-Zee Lyala Harris Auburn & Dodge Don Donna & D Lois-Morse Costellos Club Alnham Harriet Norris

Club Alnham
Harriet Norris
Skippy & Marle
Eme Barton
Chet Robinson
Dave I nell
Eddle Petry
Paramount 3

Paramount 3
Club Puraniount
Harry Vernon
Mile Jeanne
Sonia
Rose Calalina
Haxton & Harrey
Mildred Kelly
Joe Mussi 885 Club

B85 Club
Covert & Reed
Belva White
Fay Sheron
Suganne.
Kina Rinalto Orc
Gay 90's
Lew King
Marno'
Marlon
Colleen

Cansinos

Hotel Blamarch
(Walnut Room)
Eddle Varzos Oro
Ruth Pryor
Oxford Boys
D & S Jennings

Hotel Brevoort Jaros Sis Earl Smith

PHILADELPHIA Naislie Gilbert Margo Green 15 Club Eddy Nalice Martinelli Magic Reggy DuVan Misa Sunnybrook Hilly Frances James Hull

Anchorage Barrle Joan Burrle Windsors Paul Rich Sally LaMarr Johnny Graff Oro-Betty Noian Judy Shinn

Judy Sninn

Arcadia Int'l
Barbara Blane
Chaney & Fox
Simpson Marioneta
Leighton Noble Orc
Edith Caldwell
Don Renaldo Orc

Bula Manny LaPorte Or Milt Sigmund

Milt Sigmund
Bellevue-Stratford
(Planet Room)
Meyer Davis Ore
(Burgundy Room)
Frank Jucio Orei
Georgiun Room)
Leo Zollo Ore
Ben Benny the Bum's

Deloyd McKay Benny's Swingstere Betty Henson, Baye & Mine Olive White Itoss Lewin Vern Niva

Yern NIVA 2 Mystles Winfred Bryant Cafe Metrojule (Camder) Bernie Berle Orc Cedarwood Jon (Mulaga, N. J.)

(Mulaga, a., Clarence, Mich. Pat. Purcell Kay King Kay Morrison

Marjam Lindsley
Embassy Club
Rene & Jerry
Jouise Carr
Jouise Tonnon
Bert Clemoux
Dorothy James
Elleen Mercedes
Vera Dunn
Pedro Blanco Orc.
Wanwick: Sla
Cluff Hali arwick Hali

Evergreen Castno Henry May Orc Tom Barry Lynn Kirk Florios Jack Newlon Zolora

Swing Club

Jean Kirk James Negra Orc Russian Kretching

flurold Beswick
20th Century Dolls
Fairlisk Cafe
Frankle Fairfax Or
Patty Evans
Shin Bones & F.
Butthin's Rathakelle
the Mayons
Plorence, Harton
Jovenell, Sis
Jewell, Ehlo
Lola
Victor Nelson Ore
Tank Ponti

Swing Club
Reich Ning
Nan Blackstone
Jial Brown
Frankie Gellagher
Frankie Gellagher Minra Tumanova
Olga Timidihov
Oypsy Rita
Gregory Dhestroff
Teva Gorodetsky
Silver Laks Inn
(Clementon) Rill Honey Ore Mary t'tifford Tony Senna Shaw & Mead Peg & P Matthe Mildred Tollo Mildred Tollo 20th Century Tavern Lou Longo Ore Mimi Reed 1tick Ware Hurold Beswick 20th Century Dolls

CHICAGO

Commodore Due Hotel Congress (Casino)

Jimmy Dorsey Ore

Bob Sherle .

Drake Hatel .

Gold Coast Room)
Paul Whiteman Ore Judy Starr .

Grand Terrace .

Ada Brown .

Eart Hines Ore .

Ceo. D Washington .

Al & Anise .

Edgewater Beach .

Hatel . Columnos

Al & Anise
Edgewater Beuch
Hotel
(Marine Room)
Orville Tucker Ore
Balley Sis
Bunnie Baker
Hotel Tuner House
(Emple Room)

Hotel Sherman (Callege Inn)

(Callege inn)
Frankle Masters Or
Jackle Hellar.
Itoma Dae
Altean Bros
Chas Carrier
Jimany Aladreas
Rotel Stevens
(Continental Room
Music Rall Room

Continental Room Music Hall Boy Pierre & Temple Covert & Reed Carlos Molina Ore Jerry McGinty Herbert Dexter Jirene St. Clair Marya & Martin marya & Martin Old Colony Club Gus Van

Gus Van

Royale Froiles

Mark Fisher Oro
Sid Tomack
Rels Bros

Karre Le Baron 3 Karre Le Baron 3 Ann Lester Abbott & Marshall Ilita Ray Jack Hilllard

Jack Hillard
The Rose Bow
Bernard & Henri
Dixie Painter
Joy Glynn
Ann Bolen
Billy Scott Oro
Three Deuces
Roy Eldridge Or
Cleo Brown
Gladys Palmer
Fred Reed
Monette Moore
Vacht Club

Yucht Club

Hugo De Paul Orc Jackie Green Toby Wing Robinson 2

1523 Locust

Frank Carroll
John Gorman
Evelyn Bradley
Doloren D'Nelli
Pepper Garat
Donnie Kay
Helen Turner
Vinnie Moore
Jana Furness
Connie Powell
Swing Kinga Ore

Hetel Adelphia (Cafe Marguery)

(Cate Marguery, India Marguery, India Matter, Jac Fragetto Ore Jone Fragetto Ore Longuery, Company of Marguery, Cate Marguery, Cate Marguery, Cate Marguery, Cate Marguery, Smith Marguery, Sm

Lamba Larry Mell Orc

Lillie Rathskeller lack Griff Ore Mires & Kent P.a. Raymond Bennard & Blah Beth Crivert

New Ox throak Villa Pranklin Richardstr Sugar Norlon Clarke La Mour Eddle Shepherd Or

Palumbo's

Palumbo's
Eddle Tromas
Marionetics
Hothy-Morro Ore
3 Itan monds
Palmer, & Dorine
Capiella & Maria
Willia & Jeine
Kendervous
Ross 3
Yoons Monnoff
Midgle Pellower,
Les Barriny
Milray Girls (6)

Pat Perry Jerry Marcelle

(Hook Casino)
Enery Deutsch Orc
Enrico & Novello
Club Continental
Johnny Howard
Minnie Stewart
Vers Dunn
Ruth Martin
Jinnny Nolan
Orc

Phil Skillman Orc Frontenee Cashe Lee Waiters orc Rosemary Calvin Curley Budwin Ken Conroy I Norman Pricat Helen Burbour Hotel Statler (Terrace Room)

Paul Pendarvis O Veloz & Yolunda Howard Nichols

Vernen Rickard Burns & White Frank Gillen Ore Dorothy Muyo Billy Snyder Burnette & Wait Nelle Nelson

Tanles Cellis Marie Drummone Teddy Moore Riose Venuti Vlata Klaiss Oro Ned Welsh alane Patterso Fay Ray

Welter's Hot Brau (Camden) (Cameley)

(Loundey)

Viking Cife
Teoman Condes
Teoman Condes
Teoman Collina
Viking Benuties (4)
Danny Shenker
Jilly Callahan
Al Shoemaker
Tunny Shenker
Frankle Springman
Arkanaus Hevelers
Writtey Varallo Ore
Yorktown Tavern
Jill Illiger Ore
Lou Poster

ROSTON

Jimmy McHalo Ord Buddy Walker Helene Wyane Lester & Danielson N Sherman Gls (10) Ing Benson

Club-Mayfalt Joo Smith Orc Gnyle & Lloyd Misco Hazel Harmon Rodrigo & Francis

21 Club Mitzl O'Neill Helen Reath Richard Bach Jay King Orc Joun Hill

Rodrigo & Francine Coconnut Grave Lew Conrad Oro Lambertons (2) Jean McCuiy Evclyn Wallace Gertrude Reynolds George Rand Gla & Famous Door

George Rand Glass Famous Door Bernie Whyne Oro Dick Stutz Helen Devlin Aunt Jonney Powers & Moss Hotel Bradford

Hotel Bradford
Frankie Ward Orc
Carmen Trudeau
Billy Paine
Raymond Pike
3 Whirlwinds
Liwen Marlowe
Line (10)
Hotel Brunswick

Hotel Hrunswick | Stauben's |
Yaukina Monco Or Jake Fisher Oro |
Itotel Copley Pinna | Marie King |
Gheraton Roum |
Michael Zarin Orc |
Hotel Copley Square |
Vin Vincent Oro |
Radio Reckets' (1) |
Hotel Rith-Carlion |
Jack Marshard Orc |
Gen Nickerson Ore |
Gen Nickerson Ore |
Hotel Rith-Carlion |
Jack Marshard Orc |
Jack Marshard Orc |
Jack Hotel Rith-Carlion |
Jack Marshard Orc |
Jack Hotel Rith-Carlion |
Jack Marshard Orc |
Jack Hotel Rith-Carlion |
Jack Marshard Orc |
Jack Hotel Rith Fisher |
Jack

DETROIT-

Book-Cadillac Hotel (Hook Casino) 4 Debutantes Emery Deutsch Orc Ruby Orc

Ten-Forty Club Billy Lankin Adorables (6) Coyle McKay Oro

Colstans Georgia Lee Larry Funk Ore Buddy Hayes

Pittsburgh, Jan. 1. Stanley, WB deluxer, unable to line up enough name bands for its needs, going in for succession of straight vaude sessions. Current layout is headed by Mary Dees, Monte Blue, Johnny Perkins, Preisser Sisters, Boy Foy, Lowe, Hite and Stanley and Louise Massey and her Westerners, with show headed by Mary Brian, Diamond Bros., 3 Orchids and Fred Sanborn coming in Friday (7). It's Miss Brian's first visit locally in almost three years.

Viking Cufe

Brown Derliy Hotel Sonierset Hotel Stutie Nye Maylew Ore Linda Keene Hotel Westminster Murray Suck Ore Scott & Touglas Merrivilles Itla Bell Tom Harty

Levagus a Ted Reynolds Orc Katileen Quinn Corbett & Trian Paul Duke Joan Murman Lou Walters Co

Joan Matrinian Joan Matrinian Matrinian Will. Observe offer Pranses of Pranses of Matrinian Matr

Plantation Leonard Reed
Julia Hunter
Lon. Chancy
Raiph Brown
Pearl Balley
Spark Plug George
Cecil Lee Orc

Onels Art Mouney Ore Dick Bohi Tweedy Schwartz

Saks

Variety Boys
Lee & Roule
Betle Thomp
Jane Thomas
Eddie Bratton Ore

Webster Hall (Cocktall Grill)

IF NO BANDS, STANLEY. PITT, PLAYS ST. VAUDE

visit locally in almost three years.
Last time she played Alvin, which
has since gone straight pix.
Following week it will be another
vaude setup topped by 3 Stooges.
After that house goes back to orks
for couple of sessions, Hal Kemp,
coming in Jan. 21 and Ted Weems
the next week.

WORK IN PROGRESS

By Hallie Flanagan

(Director Federal Theatre Project)
A trip surveying Federal Theatre | Smithsonian, ava students. Projects can never be in any sense

triumphal tour. All Federal the atres are theatres in the making active, ambitious, necessarily nervous. poised on the brink of insecurity. Many of them need better directorial and design skill than we can send then; some of them suffer from lack of equipment and proper housing. of equipment and proper housing. Yet no-one can spend a month seeing Federal theatres in Detroit, Chicago, Seartle, Portland, San Francisco, Los Jángeles, San Diego, Denver and Des Moines without feeling the growing strength of these theatres, their development in planning, in standard of production, in retional awareness, and in national solidarity.

solidarity.
Each of these Projects differs from

Each of these Projects differs from the others, depending upon its size, available talent and local situation. Los Angeles, second to the New York Project in size, comprises every type of theatre activity: musical comedy, new plays, classical repertory, a newly formed stock companying commercial successes, children's plays, living newspapers, and the printing of programs. All of these shops are complete even to the making of shoes and jewelry, and the printing of programs. All of these shops serve not only Los Angeles but the entire region west of the Mississippi, sending out actors, designers and equipment on loan.

directors, designers and equipment on loan.

Audience support on the West Coast is growing rapidly. 'Readyl Aim! Fire!', a revue satirizing dictatorship, book and music written on the Project, is being held over. The dance group, opening last July to an enthusiastic press and public, after touring the northern part of the state, returned to play before audiences which rose and shouted bravo after the stirring 'American Exodus,' a symphonic dance drama of the trek of our forefathers across the southwest. Seventy thousand chilidren are patrons of the Los Angeles theatre which includes in its repertoire 'Pinocchio,' 'Hansel and Gretel,' as well as several marionette shows.' 'Alice in Wonderland,' 'Rip Van Winkle' and 'Twelfth Night.' Most ambitious of the Los Angeles offerings are the plays in the International Cycle, which has this season presented Giacos's 'Falling Leaves,' Capek's. 'The World We Live In.' Show's Captatin Brassbound's Conversion,' Hauptman's 'The Weavers,' to be followed by 'The Little Clay Cart.' 'Mourning Becomes Electra' and 'Roar China.' The Negro company is full bodied and amusing against the Aztec architecture of the Mayan the Aztec architect

Chicago, No. 3

Chicago, No. 3

Chicago, our third largest project, offers only premieres and classics. By the excellence of such productions as "The Lonely Man." Within These Walls, and 'Oh, Say, Can You Sing,' it has won over a formerly hostile press. I saw there' the spectacular 'Monesh' at the Great Northern, and at the Blackstone an extraordinarily moving production of Northern, and at the Blackstone, an extraordinarily moving production of Eugene O'Neill's. 'The Straw.' A new play of Negro life, 'Big White Fog,' is in rehearsal; 'Midwest,' the symphonic drama being compiled by Susan Glaspell and other midwest dramatists, is to be the big event of the swring.'

Susan Glasperl and other midwest dramatists, is to be the big event of the spring.

Our Seattle company is established in its own theatre, expanded to accommodate administrative offices, seens and costume shops, radio and photography. Help Yourself has been popular there; also 'Androcles and the Lion,' done by the Negro company. The new venture is an ambitious entry into the field of Children's theatre with an operetta. The unique achievement of the Seattle Project is the making of a series of historic theatre models, with the sponsorship and under the direc-

series of historic theatre models, with the sponsorship and under the direction of the University of Washington. Sixten large models, meticulous as lo scale and craftsmanship, including commedia dell. arte. Greek, Japanese, Chinese, Renaissance, Shakespearan, Restoration. 18th century French, and modern German re now on exhibit at the University; eventually, they should be in the

Smithsonian, available to all theatre

On the Pacific Coast

Portland professionals, trained chiefly in vaudeville, have developed through a year's steady work into a company with a strong community tollowing. Supplemented by the loan of actors, directors and designers from California, this theatre now offers, in addition to a new vaudeville bill, a rather remarkable repertory: The Taming of the Shrew, making we of acrobatics and vaudeville technique: The Pursuit of Happiness: Anton Chekov's The Boor, done with a bill of Russian's song and dates: and a highly modern dance drama. Bonneville Dam, written on the Project. Three additions to this repertory are under way: Pinocchio, Eugene O'Neill's Welded' and a 'Living Newspaper on Lumber'. In San Francisco the rod, white and blue work flag flies over one of our most complete theatre planis, the Alcazar. Successful with Battle Hymn, "Power," and 'Eeyond the Horizon,' the San Francisco company is now playing in 'The Warrior's Husband,' and has in preparation Calsworthy's 'Justice.' Here we saw imaginative marionette productions, 'The Emperor Jones,' Alice in Wonderland,' with 'Twelfth Night' in rehearsal. The theatre is activity from floor to floor: scene shop, costume shop, radio division and dance studio. Extensive research on the early history of the theatre of the southwest and on the Chinese theatre in San Francisco is to be published.

Two of our smaller companies established in their own theatres are San Diego in the Savoy and Denver in the Baker, each company playing to 'Hoppiness,' 'Ahr Wilderness' and 'Anna Christie.'

Eactivation

Re-Training

...One striking thing about all these companies is the increasing interest in re-training. Actors are learning to dance, dancers are learning to act; classes in fencing, voice, makeup, are in demand. Members of a company pool their talent and teach

others. Each company, having attained the first objective of Federal Theatre, that of giving work to unemployed theatre people in the field for which they had been trained, now wants to make itself a necessity for which people will be increasingly willing to a company.

willing to pay.

Looking at the whole picture of
Federal Theatre, I am reminded of a
scene in Iowa's new Living News-

aper; The Englishman; But your Govnment can't go on paying farmers.'
Loudspeaker: 'Can't? The Gov-Loudspeaker: Can't? The Government paints its battleships to keep their steel from being destroyed. The Government protects our trade in foreign lands. And how much does that trade amount to? A mere fraction of the value of the rich Iowa soil that is washing away every minute and can never be replaced.

The Government has taken the position that the talents of theatrical people, like more tangible assets

people, like more tangible assets such as battleships and midwest soil-must be protected and developed as a part of the national resources.

Pash Play Wildcatting Small Towns Reported Spreading Nazi Ideas

A wildcatting group of indie play ers offering a so-called 'passion play has been trying to promote local auspices in some of the lesser cities That it asks for a guarantee of \$90 first money gives an idea of the coffee and cake type show it must be.

fee and cake type show it must be.
What's aggravating this seemingly
negligible situation is that certain
local auspices at first book the show.
usually a church social group, but
when later learning that the type of
play may, stir up racial animosity,
there arise complications about cancultations of previous contracts.
One of these groups is reputedly
headed by an individual of German
extraction, which has brought up an
angle of alleged Nazi fecling.

igle of alleged Nazi feeling.

Gellendre, Pitt, Slates Play for Fall Product

Play for Fall Product
Pittsburgh, Jan. 1.
Herbert V. Celtendre, who resigned as director of the Pittsburgh
Playhouse last spring after serving
for two years, is at work on a
dramatization of Henry Handel
Richardson's novel, a trilogy published in 1929 under the titles of
Australia Felix, 'The Way Home'
and 'Ultima Thule.'
Play will be colled 'Way Home'
but won't be ready for production
until next fall,

Whither Federal Theatre?

By Hal Halperin

Chicago, Jan. 1.
Is Government show business really show business? Show business is the display of exhibitionistic talents as entertainment, for profit. Take that for a definition and see what happens. It must be admitted that the Government is in the business of exhibiting talent as entertainment. Whether the talent is good or bad, entertaining boring, is merely personal opinion. If the statement of years ago is true, that no act was too small or too bad, not to be playable somewhere, it is still true today. So the Government is exhibiting talent and for entertainment.

able somewhere, it is still true today. So the Government is exhibiting talcular and for entertainment. Government's system for the exhibiting of talent has been criticized, and severely so. Openings have been announced and then postponed, not just once but four or five times in the matter of a single production. Rehearsals have been notoriously overlong. Wrong theatres, have been frented, wrong actors cast, wrong plays produced. Actors have had and certified. As far as over-long rehearsals are concerned, the WPA theatre cannot be condemmed. It was established primarily to give work, so all other purposes must take second place. With that in mind, what difference can it possibly make whether these people spend their time in rehearsal or performances, so long as the secondary purposes are on hindered to any disastrous degree?

But the WPA theatre is a political setup. And as long as people are human they'll be more apt to do things for their friends or their friends friends than for strangers, no matter how needy the strangers may be. But politics cannot fairly be made to take all the blame. Since the project was put into effect primarily to furnish work for unemployed people, it is still a form of public charity, and, as such, the sponsoring government must have some check to prevent the entire citizenry from leaving regular jobs to satisfy a behind-the-footlights urge. Government must hake it all the lough of the project days much of the political red tape and helb-my-friend

urge. Government must make it allittle-tough to become a member. In the last year much of the political red tape and help-my-friend political red tape and help-my-friend politic has been eliminated. At the present time, it is: far easier for a deserving performer to get work in a WPA' theatre than in the preceding two years. By deserving is meant one who can hurdle the hars set in two years. By deserving is meant one who can hurdle the bars set up deterrent on any great onrush citizen

Then, there's a large enrollment of

youngsters who haven't had too much professional experience. Com-mercial show business didn't want them until they were ready, and commercial show business couldn't commercial show business couldn't take care of the on-the-edge per-formers, writers, designers, and directors, nor the stagehands, p ess agents, ushers, business executives, and scenic artists. There are too many of these for the size to which show business has shrunk.

show business has shrunk. Certainly, then, the Federal Theatre has been profitable to the trades and professions and to the people in them—personally. Maybe that's a weak excuse for the existence of this huge Project, and maybe it isn't. That depends on personal opinion opinion.

Theatrical system of today has just as intricate a political setup as any Government ever had. Not only is it with extreme difficulty that a beginner gets his start, but it is even more difficult for him to get the experience, the buildup, the training and the breaks which will develop his native talent and then place it at its

native talent and then place it at its peak.
This the WPA theatre does—again to the profit of the individual. With directors for teachers, publicity men for build-up, and good, solid experience in the background, the novice and the experienced alike are to be better for their WPA engagement.
How about commercial show business? Won't experience in the WPA develop a much-needed host of talent for commercial show business and

develop a much-needed nots of tailent for commercial show business and bring it to the attention of those who dominate and direct the affairs of the cutertainment business? More than one success already is evidence that the answer must be yes.

the answer must be yes.

Look at the WPA audiences. One night last summer a poll was taken of the respective audiences going into three 'Chicago WPA theatres. Results were most surprising. 'Ot those attending the Negro unit production of 'Mississippi Rainbow,' 96% had never seen a legitimate show before; at the Blackstone, where 'The Lonely Man' held forth, 12% had never seen a legitimate show before, and on that same night 83% of the 'O, Say Can You Sing?' audience were attending the first musical of their lives. their lives.

No B. O. Opposition

No B. O. Opposition
That is interesting. It proves a number of things. First, that the Federal Theatre is not in competition with the commercial theatre. Second, that the Federal Theatre is altracting a new class of people to entertainment. Why hadn't these people been inside a legitimate theatre before? Why was a stage play just a vague, blurred idea of something unreal in the minds of most of these people?

Because the commercial theatre

people?

Because the commercial theatre had fostered that condition. It hadn't fulfilled its function. Commercial show business has done noth-

hadn't fulfilled its function. Commercial show business has done nothing to develop audiences during the entire last decade. More—commercial show business had actually hindered progress in that direction. Federal Theatre is doing for the commercial theatre exactly what the picture business did for itself. Federal Theatre is building future audiences. What difference does it make it the acting is bad? People still go to and enjoy program pictures, don't they? And after they've seen a flock of programers, don't they, go to a class house and see a real one? So the Federal Theatre, instead of being in competition with the commercial theatre, might become a definite recruiting device for it.

As a matter of fact, it already is big aid. Federal Theatre for the last Is months has been developing a research laboratory for the rest of show business—something which every other industry has had except the theatre. General Electric. General Motors, Zenith Radio, and other commercial firms spend as much whow business hasn't spent a dime for that purpose.

that purpose.

Having almost unlimited capilal Having almost unlimited capital whose employment need not show a pecuniary profit and with real showmen coming in to head various critical offices, the good which the Federal Thetare cur do as a research

tention has been paid to the road.

(Continued on page 201)



IN THEIR BEEKMAN PLACE STUDY, NEW YORK CITY

Hollywood Needs Broadway

FUTURE OF MUSICALS

What's happened to the musical shows on Broadway?, asks the visitor who formerly selected his own or took the word of his ticket broker as to the merit of eight or a dozen such attractions. The answer is several-sided but principally that men producers and authors are necis several-sided but principally the new producers and authors are nec-essary, if that type of attraction is to be anywhere as generously pre-sented as it was a dozen years ago.

sented as it was a dozen years ago. Hollywood now has the writers and composers who formerly supplied the material for musical comedy. Wall Street or the hereafter have taken most of the producers that were or who aren't in Hollywood also. Here and there are exceptions, show makers and talent who resist the lure of the West Coart but judging from the dwindling number of musical shows of the pas! number of musical shows of the par seasons, that type of theatrical is sorely ir need of replenish-

ment.

Benkrolling is perhaps the most vital requisite. The record of the past two years indicates that Broadway must bow to Hollywood when it comes to spending real coin. Nearly every costly musical in those two years went overboard in production outlay and ended in the red. In most instances the producing end was new to the field and all were perhaps too pretentious. Ventures such as: Jumbo, 'White Horse Inn,' The Eternal Road, 'Uriginia' each cost over a quarter of a million.

cost over a quarter of a million.

In the boom seasons it was claimed that that kind of money was spent on revues, such as the tops in the Ziegfeld 'Follies'. When the showman died it became generally known that he had downtown backing in addition to the support of the Erlangers. It is also not denied that some of the longest run favorite tune shows on Broadway then, ended in the red. Same may approximately be said of some filmusicals of the present.

Films' Competition

Old line musical show producers still in the field are having a tough time. For them the filmusical is real competition. With most of the popular melody makers of the stage in the studies, their problem is not one of selection but of discretion.

Last summer one of the most am bitious invical show schedules in seasons was indicated, but it has broadway up to Dec. I, and three more were in sight. Result was that New York is rather a musicomedy

Sahara.

Talent held up some of those proposed productions, without, doubt, and when Wall Street bogged down it accounted for several more-scratched. Pictures and radio have absorbed so many song and dance personalities that few are apparently available. Yet there is much talent wasted on the Coast awaiting the alert stage showman.

Intimate Musicals

Less costly musical shows are indicated in Broadway's crystal ball. Return of the intimate type of songand-dance shows should be the answer. Some of the most favored musicals of the past few seasons were really of that type and cost one-third that of the touted fortune-makers in the past.

makers in the past.
It is unlikely that the Rockefellers will again embark on musical show production, atthough it had been hoped to establish their own show making organization with 'Virginia' as the starter. It is true that they earned back their investment in 'The Great Waltz' but the problem of the Center, Radio City, is still unsolved

plays has been more easily obtained or the stage. Fragile plays of the type that got

for the stage.

Fragile plays of the type that got by formerly have little chance, that being one result of complex-competition. The musical formulas of recent mcmorp have no c'ince today. Some managers using the operetta diea now have succeeded moderately, at best, for such shows are dated. Only new faces and voices have diven such attractions any lure from the present theateragoer. But filmusicals of recent release have shown no special development in background and are saved principally by the ingénuity of the score writers and composers.

Cohan and Wynn

The two current leading musicals. Td Rather Be Right and Hooray or What, owe most of their boto to strength of the performances. George M. Cohan and Ed Wynn are the respective sparkplugs of these

the respective sparkplugs of these shows. Both stars are top flight comedians, and fortunately for producers neither has a hankering for

comedians, and fortunately for producers neither has a hankering for Hollywood.

It is clear that high priced musicals are out and perhaps permanently. Only attempt to top a ticket scale at \$5.50 in recent seasons was found to be a mistake, from which the show never recovered. Geared to charge that rate, one musical's management this season decided it was against the trend of the times. If the five buck musical is out, so are of course the \$6.60 and \$7.70 affairs. Of the five musicals for the New York boards, three are topped at \$4.40 and two at \$3.30. First musical of the season expired while the sixth is due in this week.

Frogressives In Equity Saddle; Balk Dullzell

Equity's council at last week's session declined to name an assistant to Paul Dullzell, asking for more time to consider the matter. Dullzell had proposed Robert T. Haines for the post, but it appeared that he was not acceptable to the opposition group, having been identified with the Gillmore administration. Decision is dated for next Tuesday (11). Haines is a Broadway actor recently occupied with radio. He agreed to give up all professional engagements to take the Equity job, which calls for a salary of \$75 per week. Is a member of the association's council.

Checkup on Equity's office staff was ordered. Burgess Meredith, new first vice-president, who succeeded Frank Gillmore, now honorary president, said the purpose was to account him with the duties of account in with the duties of account him with the duties of account h

dent, said the purpose was to ac-quaint him with the duties of each

ember. Meredith has named a committee Meredith has named a committee to advise him on various matters. It consists of Philip Loeb, George Heller and Edward Fielding. First two are of the opposition or progressive group. Latter lost the vice-presidency appointment by one council vote.

FREDRIC MARCH OKE: 'HUSBAND' NEXT WEEK

dropped a chunk in Jumbo, would take a lot of convincing before participating again, while picture people are woosed back, they would probably steer clear of musicals. Elernal Road' was more spectacle than musical and it drew the type of backers who may never again venture into show business.

Outbids on the Talent
Actually filmusicals are not so much opposition to Broadway in direct competition but more because they can se easily outbid managers for talent and material. Several showmen went to Hollywood on a hunt for people but the trips were available. Picard is also a Britisher. Still, as higher than on the raceptable replacement was shown and the properties of the still be a sound to the still be a sound postponement. The properties which stipulates a six months a direct competition but more because they can so easily outbid managers for talent and material. Several showmen went to Hollywood on a hunt for people but the trips were available. Picard is also a Britisher.

By Jack Pulaski

I course, be no comparison between of course, be no comparison between the motion picture industry and the legitimate stage. That goes in who'e or, part, taking in theatres, studies and productions. As for the latter the lowliest 'B' picture from a major studio' represents a heavier outlay than say the major musical comedy of the stage. of the stage.

But there is an affilition between

But there is an affilition between the stage and creen, whether the major studies say they are off the legit, or not. It is a natural affi ity that does not only include tale-t and material. Actors seem to realize it more than executives.

To get back on the stage and appear before me ropollian audences, after long sojourns in Hollywood, seems to be an elixir to most of the stage stars who went west and received the golden kiss of Southern California's miracle-make s. If Hollywood had no other reason to support the stage, that ought to be enough.

The drama has a way of pulling surprises; enough so to keep Hollywood's eye on Broadway. There are plays put on the stage that carnot be used on the screen while some of be used on the screen while some of the stage hit's are reproduced in filtre that are far superior entertainment in the estimate of many people. But colluloid does not replace real persons. Sound and color have helped and television may aid the illusion further but nothing can approximate

further but nothing can approximate the living.

And the Theatre Needs Hollywood The theatre needs Hollywood morally and financially, in what appears to be a transition period—the development of a new era of showmen—producers and directors particularly. There are stalwarts among the pre-depression managers who still demonstrate their managerial skill, despite the fact that so many stage authors lured west by the coin. stage authors lured west by the coin have caused a dearth of likely have caused a dearth of likely scripts. But those showmen cannot click indefinitely and within a few seasons show business will be in the hands of the present, up-coming

seasons show business will be in the hands of the present, up-coming crop.

Likewise, the group of authors who prefer the stage to the studio and are delivering, cannot be expected to be fectual indefinitely. Furthermore, they cannot additor enough material to fill the demand. Within the past year, several movements to encourage new authors were started and favorable results are quite possible. Still, there would be more production now if the Coast provided support for the presentation of what are known as borderline plays; scripts which call for me preduction outlay than usual, or those discerned as being too hazardous, without outside backing. It is clear that Wall Street, previously looked to for financing, is in no position to supply the want left when Hollywood took a walk.

There has been no attempt to patch up the quarrel between the picture producers and the Dramatiss Guild over the contract which roused the Coast. Some majors out there appears inclired to sit down

Guild over the contract which roused the Coast. Some majors out roused the Coast. Some majors out there appear inclined to sit down and talk it over but others want no part of legit financing, principally because chances of profit do not measure up to picture proceeds oft n enough. Probably the fault is that ople in show business are individ-

East Recognizes Value

The eastern end of picture business clearly recognizes the value of the stage as an adjunct to the studios, and for that reason the break should and for that reason the break should come within a reasonable time. On the talent end that is economically required. There are many types of players needed on the Coast, these who compose the numerical proportion of film casts. That talent comes largely from the stage and, if not developed, Hollywood may find itself in the lurch, it would seem that bank-roll-off-legit policy shortsighted.

'No Children Wanted' Rears Legit-Indifferent Generation By Dan Goldberg

Chicago, Jan. 1.

Chicago, Jan. J.
Many, many years ago (even before Max Reinhardt or Norman Bel Geddes had thought of it) a mountain opened and into the mountain marched the Pied Piper, followed by all the children of the town of Hamelin. The Pied Piper realized the worth and might of children, and he took them away to punish the people of Hamelin town.
The Pied Piper was a smart man. Pictures hail his wisdom. So, too, does radio. But the legit, ignoring the child, and therefore the family, has narrowed the circle of its appeal appallingly.
Good-will and the acquisition of an increasing circle of patrons, well-

Good-will and the acquisition of an increasing circle of patrons, well-wishers and friends are the essen-tials of any business. Men and wom-en were not always men and wom-en. Once they were children—and not so many years ago. The proverb says as the twig is bent, the tree grows!

not so many years ago. The provers says 'as the twig is bent, the tree grows.'

Motion picture theatres everywhere make special concessions for children. In the vast, vast majority of houses children are admitted for 5c, 10c or at most 15c. (The few spots that may charge more than 15c are only the New York downtowners and should not even be considered in the situation when it is realized that there are more than 12,000 picture houses operating in the nation today). In the bulk of the houses the price for children is 10c, even in houses where the adult admission runs 'ar, fa, higher. Assume the adult price at a theatre is 40c. That makes the children's admission just 25% of the adult admission picture house the children's admission for the children's admission just 25% of the adult admission picture. What legitimate theatre offers of the adult admission picture? On the contrary, the legitimate theatre actually discourages children's patronage, even though the show itself may be quite suitable for the self may be quit

aire actually discourages children's patronage, even though the show itself may be quite suitable for youngsters. The legitimate theatre simply can't be bothered.

These operators have no thought of any future of the business. They care nothing for building up a trade and a patronage for the legit theatre of the years to come. The attitude

agers are more discerning as indi-cated by fewer early season flops. Theatregoers, too, are more discrimi-nating but there are plenty who will purchase tickets even in the face of highly unfavorable business con-ditions

ditions.

At this time showmen are in the midst of developing new talent by means of auditions and private permeans of auditions and private per-formances. That, indirectly, is doing a service for Hollywood, because most of the newly developed players will eventually land on the Coast, if not Jured there after their first pro-fessional appearances. Talent seouts complained they found so few new faces in the sum-rice theatres a few months and that

mer theatres a few months ago that it was not worth the effort. Perhaps it was not worth the effort. Perhaps they will find a more fertile field among those being groomed by the American Theatre Council's hustling committee.

The Broadway Showcase

Broadway as a show-shop for pic-ture jobs is becoming more and more recognized by the rank and file actors. Hundreds on the Coast, unactors. Hundreds on the Coast, unable to get planted in the studios, have returned to the stage on the theory that they have a better chance of obtaining the objective than by waiting around month after month for the telephone call of an agent. Often it works. Some are bound by household responsibilities to such an extent that they cannot leave the Coast. Others are asking for six and eight week guarantees, which is reasonable, no matter what the manager's idea is.

bank-roll-off-legit 'policy' short while is reasonable, no matter what sighted.

There are picture executives what the manager's idea is.

Players are brought from London under guarantees, extending for at Certain, it is that the legit because of the more modern diversions, has profation. The same will apply for the road. Yet hits are severed with the road. Yet hits are severed with out Hollywood aid, and Hollywood and to anything about it.

The present season belond the present season belond the proportions may be reached in sight at this time, unless flere is a midseason spurt.

Still, the number of successes is as high now than a year ago. Man-

is grab while you can, and huts to tomorrow. And how bitter they are when the tomorrows turn out to be less and less profitable, because fewer and fewer people even have the legitimate theatre in their consciousness. They had, never been faught to think in terms of the legitimate theatre.

laught to think in terms of the legitimate theatre.

WPA federal theatre projects reveal that the vast majority of the public has never been to a leitimate show. Why? They had all been to the picture shows. Why? Much has been said and written about the treatment of adults at legitlmate theatres. But consider why, the children all grow up to be steady and ready patrons of the motion pictures, while only a few of them ever bother to wisit the legitlmate the wisit the legitlmate of the drinking fountain is an indication of the opposite viewpoints of motion picture and legitlmate operators. Motion picture theatres have little steps alongside the drinking fountain to reach the water spout. Legitlmate theatres haven't even thought of that little item. To the mighty legit man, such considerations are too picayune, to bother his great head about. Many picture houses run special to bother his great head about.

to bother his great head about. Many picture houses run special matinees and shows for children, organize 'kiddie clubs'. They don't ma'te much money on these affairs, but the theater man realizes that the children are his lifeblood. Not only will they grow to be adult customers in a few years, but they are a terrific influence in the home.

influence in the home.

Radio Found Out

Radle Found Out
Children are the great exploitation
people in the world. They can and
do sell items more quickly than any
other human beings. This has been
discovered by radio program spon-sors, who have found that the kids
can sell almost any item if they resold on the program sponsored by it.
They force the control of the control of the control

They force the program sponsored by it. They force the family to buy product, because they like the pro-gram. The kids are loyal to the last

Motion picture theatres and radio Motion picture theatres and radio sponsors do their best to encourage family audiences. They know that if the kids want to go to a particular picture or listen to a particular pro-gram the parents usually do just

gram the parents usually do just that.

In most families it's the children who say 'let's go to a show tonight.' This suggestion is usually made at the dinner table. Mother turns to dad and says, 'Yes, Harry, let's go around to the Imperial, the new Deanna Durbin picture is playing there.' The thought and sales impetus was started by the kids, 'The theatre man realizes thi and appreciates it to the point of making real cash concessions for the kids' favor. Box offices in the motion picture houses are built low so that the smallest kid allowed to go to the theatre alone can reach up and purchase a ticket. Notice how high the legit box offices are built.

Many, motion picture theatres have

legit box offices are built.
Many motion picture theatres have
kiddle rooms, in which children may
play while the parents can watch
the show. In other theatres there
are glass-enclosed soundproof rooms,
through which the picture can be
watched by the parents. Kids can
yell their heads off without disturbing the regular audience.

SPECIAL 'REGINA' SET FOR NEWSMEN IN CHI

Chicago, Jan. 1.

With an almost complete sellout for the eight-week engagement of Victori Regina, maki g pres ducats an impossibility, a special newspapermen's matince has been arranged for Friday (?). Grup f: Illinois, Indiana, Michigan, Wisconsin, and Iowa have been invited. Excepting for Helen Bayes, the actors are paid, as are stagglande, musicians, and house staff. Baleeny will be sold to the public. This is the second of such matinces, the other have g hove given by same show in Boston lest Sentember. Possibility that a third well be done when show grees to Coast next Spring.

Holiday Biz Booms B'way Legits, Midweek Mats S.R.O., 'Hooray' 43G, 'Right' \$35,500, Lunts, 'Susan' 25G

Visitors thronged Broadway during unristmas New Year's week and most of the legits thrived, some go-ing to new highs. Wednesday (29)

most of the legits thrived, some going to new highs. Wednosday (29) matinee was cupacity, for, nearly every show on the list and that went on the legits and that went on the legits and that went on the legits and the legits are in not inserting a performance. Agencies complained that the safe of New Year's ew was under normal, customers either calling for the best in the house or for cheap tickets. Claimed that prices were too high, although scales were under for mer seasons. However, indicated grosses backed up claims that many tickets were being sold at box discovered by 'Hooray Form \$26,000 to \$43,000, and self-a matinee and the larger capacity of the Winter Garden over the Alvin accounted for 'Ed Rather eapacity of the Winter Garden over the Right' taking the runner-up petition. Latter show was the most solid solon, highest price on New Year's eve.

around \$35,500, helped by an. \$8,500 top, highest price on New Year's eve.

Some groses more than doubled the previous week. That was five of "Bother Rat," which got around \$11,000, or nearly \$6,000 over the preceding stanza's \$4,500. Figures of the leaders. "Amphitryon 36, \$25,000; "Susan and God, \$25,000; "The Star Wagon," over \$17,500; "The Women, \$17,000; "You Can't Take. It With You." \$16,500; "Oldme Boy, \$16,000. Father Malachy's Miracle, \$17,000; "Room Service, \$14,000. Several grosses were anticipated figures but there was little doubt about most others, judged from advance sales at press thine and barring bad weather Saturday (1).

Christmas period starters brought.

press time and barring bad weather Saturday (1).
Christmas period starters brought in nothing of socko rating, but two new musicals appear to have a good chance. Between The Devil, Imperial, figured to approximate \$23,000. While 'Three Waltzes' got around \$22,000 at the Majestic. A Doll's House' drew a mixed press and the indicated takings were \$12,000. One thing After Another Struke Waters, and the control of the control

Obedient Husband, Broadhurst: The Housemaster, probably at the Long-acre; also Spring Thaw, Beck, Last-named show may not come in until Jan. 17, however, which is also the date, set, for Wine of Choice, at the Guild.

Estimates for Last Week

Estimates for Last Week

'Amphitryon 38, 'Shubert (10th
week) (C-1,387-83,30). Jumped to capacity again and without an extra
performance the gross pointed to
over \$25,000; best figure to date
helped by New Year's eve.

'Barchester Towers,' Beck. Closed
Saturday (1) after five weeks of mild
business; 'Spring Thaw slated in
soon.

soon.

Between the Devil, Imperial (3rd
week) (M-1,468-\$4.40). Agencies report good lower floor demand; attendance picked up during first full
week with takings pointing to

*Brother Rat.' National (56th week) (C-1,164-\$3.30). More than doubled pace of previous week, gross approximately \$11,000; played nine times.

gross approximately \$11,000; played nine times. 'Gradle Will Reek,' Windsor (1st week) (C-969-82.20). Had been done at special performances; now presented regularly by Sam Grisman, pop prices. 'Rather' Miracle.' St. Jarreted holiday visitors and takings jumped to around \$17,000; should hold part of gain. 'Ghoet of Yankee Doodle,' Guild. Closod Saturday (1). after playing six weeks; slipped to around \$17,000; Wine, of Choice' due Jan. 17. 'Golden Boy,' Belasco (10th week).

"Golden Boy," Belasco (10th week) (D-1,000-\$3.30). No extra perform-ance, but takings improved with the gross around \$16,000; used \$4.40 top New Year's eve.

yew. Year's eve.

'Greatest Show On Earth.' Playhouse (1st week) (CD-878-\$3.30)
Presented by Bonfils and Somneswritten by Vincent Duffy and Irene
Alexander; due to open today
(Wednesday).

(Wednesday).

"Having Wonderful Time," Lyceim
(47th week) (C-961-\$3.30). With
Stop Over, staying out anothe; welk
"Time" continues this week and then
may move; approximated \$10.000.
"Hooray for Whal," Winter Garden

maintee, were sell-outs; \$6.69. New Year's, eve.

40 Rather Be Right, Alvin (10th, week) im. 1.355-\$4-30. Tooped by 'Houray' because of Winter Garden's larger capacity, and extra matine; eight times here but \$8.80 holiday eve too; \$35.500.

4 Many Mansions, 44th Street (11th, week) (D. 1.223-83.30). Has been improving and winter's stay indicated, business estimated around \$7.000.

4 Of Mice and Men, Musis Box (7th week) (D. 1.223-83.30). Has been improving and winter's stay indicated, which were the second of the second stay holiday eve scale.

5 One Thing After Another, Fullon (2nd week) (C-913-83.30). Panned by reviewers, but backers intend adampaign house on rental basis chances should be indicated this week.

Challes Show of the State Weeks (M-1,375-\$3,30). Presented by Alice Alexander; musical on road twice with varying reports; scheduled to open last night (Tuesday).

'Room Service,' Cort (34th week).

'Room Service,' Cort (34th week).

'Room Service,' Cort (34th week).

'C-1,039-33-30). Much improved as expected; in nine performances the Saves of the Saves of the Saves of the Saves.

'Susan and God. Plymouth (14th week).

'C-00-\$2,20). Opened late last week: Lacing from critics.

'Susan and God. Plymouth (14th week).

'C-00-\$2,20). Opened late last week: Lacing from critics.

'Susan and God. Plymouth (14th week).

'C-00-\$2,30). Indications were for better than \$25,000, played nine performances; eve. top was \$5,301. Star Wagon.' Empire (15th week).

'C-01-1,06-\$3,30). Victual: capacity the rule last week, but no extra matinee, quoted at \$17,800.

'The 'Women.' Barrymore' (54th week). (C-1,048-\$3,30). Came back as expected with the gross going around \$17,000 mark; no extra matinee, but holiday eve price thaden. Mansfeld (4th week). (C-1,048-\$3,30). Came back as expected with the gross going around \$17,000 mark; no extra matinee, but holiday eve price thaden. Mansfeld (4th week). (C-1,048-\$3,30). Presented by Somewhat last week, but not up to expectations; midications were for \$3,000 or slightly over.

'Time and The Conways,' Ritz (1st week). (C-1,073-\$3,30). Strong call in agencies during first week indicates favorable, chances; starting business fairly good at \$22,000 estimated.

'Tortilla Flat.' Miller (1st week). (C-1,048-3,30). Presented by Som B. Grisman and Jack of John Steinbeck's novel; scheduled to open tonight. Wednesday or comorrow. (Thursday).

'Those one sond.' Forrest (21th week). (C-1,107-4,153). Helped by cleanup Wednesday takings last week went to \$8,000 or better, very good for this show. And approximate gross went over \$9,000; no extra matinee; several capacity performances.

'You Can't Take It Wills You.' Booth (56th week). (C-708-\$3,30). Presented by Some went over \$9,000; no extra matinee; sev

hurst. Premiere set for next Mon-day (10).
"Western Waters, Hudson. With-drawn Saturday (1) after adverse-press and little business; seven per-formances.

at \$12,000, which was under foad pace.

'A Shoemaker's Hollday and Julius Cassar, Mercury (Comedy); repertory doing big business.

'The Fireman's Flame, 'American Music Hall, old type meller.

WPA

'One-Third of a Nation,' Adelphi; due this week.

'Processional,' Elliott:
Eugene O'Neill playlets; Lafayette, Harlem.

MAYBE GRAVET, GARAT FOR 'MARRIED ANGEL

Dwight Deere Wiman is considering Fernand Gravet and Henri Garat for male singing lead for his forthcoming T Married An Angel. Part calls for a foreigner. Producer for a time was mulling. Jean Sablon, also a French singer, but finally decided the NBC ace would be suitable for legif.

All in the Family

John Drew Colt, son of Ethel Barrymore, expected to appear with his mother in "Ghost of Yankee Doodle," at the Guild, N. Y. Part wars given to his cousin, John Drew Deverdaix, however. Later friend who had seen the show remarked to Colf that it was too bad he hadn't gotten the part.

Oh well, "cracked the young actor, the Drews never could act," anyway." John Drew Colt son of Ethel

RIGHTTHISWAY WEAK IN HUB. \$5,000

Boston, Jan. I.

No. sockos on local boards, but a
good assortment of entertainment,
ranging from a musical to Abbey
Theatre Players, gives the customers
plenty to choose from. Result is divided coin among the various stands
'Housemasten', reopened after a
week's layoff, moving from the Wilbur to the Plymouth, and is still
getting handsome biz. Leaning on
Letty', starving Charlotte Greenwood, doing olday at the Wilbur; and
the Abbey Players with Fat Off
thilk getting satisfactory trade althe Copley.

Right This Way. -vamped musical starving Tamara and Guy Robertson, is pale.

His Wife Edna, Cornelia Olis
Skinner vehicle, opens Monday (3)
at the Colonial.

Estimates for Last. Week

at the Colonial.

Estimates for Last Week

"Housemaster (Plymouth) (1,480;
\$2,75) — Popular comedy finished fourth frame town with okay \$12,000.

\$12,000.

Leaning on Letty (Wilbur) (1,227; \$2.75) (1st week)—Carnered estimates \$10,500 for first frame.

Far Off Hills' (Abbey Players) (1,055; \$2.20), (1st week)—Always popular, the Irish players took, olay \$8,500 for opening stance, took olay \$8,500 for opening stan

Rising of the Moon next week.

*Right This Way,' (Shubert) (1,590:
\$3.30) (1st week)—With help of midnight show at \$4.40 top, will hit around \$5,000, very weak. Got divided press here.

'Mulberry' \$4,000, Balto 'Stop Over' Weak \$3,700

Baltimore, Jan. 1.

Max Gordon's pre-Broadway try.
Spring Thaw with Roland Young,
is currently at Fords. Last week,
with both legit houses open, biz was
just fair. Stop Over, preem at
Ford's wobbled under the going-over
by local crix, marking up \$3,700 for
the week. Moon Over Mulberry
Street' at the indie Maryland played
an extra midnight show New Year's
eve, which helped toward a final
count of \$4,000.

Estimates **Control of the control of \$4,000.

Estimates for Last Week

Estimates for Last Week

Stop-Over, Fords (1,900; \$2.20).
Good cast headed by Arthur Byron,
Sydney Blackmer and Muriel Kirkland couldn't help this preem's weak
book; wobbled in to \$3,700.

Moon Over Mulberry Street,
Maryland (1,750; \$2.20). Put onextra midnight show New Years eve
and got away io \$4,000.

Rainbows Light Up Loop's Legiters; 'Victoria,' \$28,000; 'Tayorich,' \$16,000

'ROOM SERVICE' ROMPS TO \$15,000 IN CINCY

Cincinnati, Jan. 1.

Doubtle performances, New Year's
Eve assured by advance sale of
pulling better than \$5.000 on eightday run of Room Service at the
Cox, ending Saturday (1). Show
opened Christmas, with a maline,
Members of the company were
tendered a dinner-party that, night,
by the Variety Cub. Ten No. 3.

and Plaza. following an annual
custom of the org. in guesting visiting troupers at a Noel celebration,
Doc Serv. New Year's Eve perform.

For first New Year's Eve perform-ance the scale was upped 50 cents on all seats.

on all seats.

Noel Coward's cycle of nine short plays will be unfolded at this house for the week beginning Jan. 3, at \$2.75 tops.

Shubert booking of Maurice Evans in King Richard II. will transfer setting from the Cox to the twice-aslarge Taft auditorium for a two-day cngagement Jan. 14, and 15 at \$3.30 tops.

CHI WPA PLANS TO TOUR SHOWS

Campaign being mapped out by WPA officials, which will put several Project play companies on tour Army, navy, marine, and CCC base will be included.

will be included...
While no definite decisi have, been reached as yet, it is thought that each company will have a repetoric of three bills, and will stay from three nights to a week at each each.

will play in their sector.

Chi WPA Switch

Chi WPA Switch
Switch in policy of Federal. Theatre insofar as choice of plays is concerned to go into effect immediately, according to enders received by Harry Minutrin, head-of Illinois project, from Mrs. Hallie Flanagan, national chief.

Mrs. Flanagan feels that the government project should be a research and developing laboratory for the theatre, and that in producing classics, its purpose is being defeated. She signified that the division here, as well as those in other parts of the country, should concern itself only with new bills, preferably by new writers. It is expected that three or four new plays will be selected to go into rehearsal next month.

They've finally succeeded in fluc-ing a closing date here for 'You' Can't Take It with You.' Show will scram the Harris on Jan. 15 after 49-weeks in the loop. It will be followed on Jan. 16 by 'Babes in Arms.' On Jan. 10 the Grand will relight, with 'Stage Door, 'which' is figured for about a month's gallop, leaving after that time to make room for Maurice Evans in 'Richard II.' Business' at the houses last most

that time to make from remaining Evans in Richard II.

Business at the houses last week on a boom, with even You Can't Take It' zooming upward nearly to capacity. And actually hitting capacity were Troatish in the Selwyn and Victoria Regima in the Edinger.

Despite this great biz, the locally produced When Chicago Was Young flopperoo. Some society patroning trom people wanting to see their friends on the boards, but not a chance for coin here. Expected to call it quits at any moment.

WPA brought 'See Naples and Die'

when the control of t

Victoria Regina, E-langer (1,400; \$3.30) (2nd week). Walloping \$28,000 and should continue pace for weeks.

and should continue pace for weeks.

When Chicago Was Young," (1.409; 22.20) (2nd week). Lucky if this local effort is open by the time this issue is on the stands. Panned and business brutat.

You Can't Take it with You, Harris (1,000; 32.73) (48th week). One more week and out. Upping considerably last week to nearly \$12.000, excellent.

'Devil's Disciple, Great Northern, 'See Naples and Die, Blackstone,

EQUITY PLANS TO ASK FTP **INCREASE**

Application to Washington for an increase in the complement of pro-fessionals the Federal Theatre Project is proposed by Actors Equity

ressionals the rederal Theatre Project is proposed by Actors Equity Assn.

Bid-would be made on the ground that the theatrical branch of the work relief program should participate in the recently ordered boost in the number on the payroll. That move calls for adding more than 350,000 persons for the duration of the winter. But the chances are the theatre end will not be included.

Heads of the project in New York have made inquiries along the same lines to WPA administrators, but with negative results. Stated that when the WPA was cut last summer the theatre project was less affected than some other projects, but that was not realized by those who protested the decrease. Administrators, however, said that because of a liberal interpretation of the order to cut, the theatre project would not be included in the current increase. Equity council will ask the Four A's to press the matter. Figured that as that organization is representative of all branches of show business the appeal should come from there.

'SHADOW' \$8,000, PITT; NOT MUCH SUBSTANCE

Pittsburgh Jan 1
Laugh shows should be the menufor a holiday; and 'Shadow and Substance' wasn't in that category, so it took a pretty bad benting last week at the Nixon. Mixed noilees din't help it any, either. Eddie Dowlind 18,000 mark inding up just short of \$8,000 mark inding up just short of \$9.000 mark inding up just short of \$0.000 mark inding up

This and Needles: Labor Stage (Princess), revue with amateurs attracting attention in 299-seater.

A Doll's House, Morosco; notices not up to expectations; business fair at \$12,000, which was under road pace.

N. Y. Concert Biz Continues to Soar;

Menuhin SRO at \$8,000, Met Boon Menuhin SRO at \$8,000. Met Booms

Concert biz in N. Y. continues on the upbeat with the pre-holiday slump safely under the bridge. Indications generally are for healthy grosses for the next three months. Last week's holiday boom was felt all along the line, but was particularly notable at the Metropolitan Oper; with eight performances including two benefits?.

Yehudi Menuhina violin concert at Carnegie was. certain sellout on Monday 63).

Estimates for Last Week Metropolitan Opera Co., Met Opera House 13:580; \$77-\$4) 15th week. Settling into normal stride for the senson. Anticipated bettering \$55.000 for the previous week and \$31,000 for the previous week and \$1,2000; \$3.301 Monday (3) eve, final in series of six Bach piano recitils. Thursday eve. Friday att. Salurday. All the series of six Bach piano recitils. Thursday eve. Friday 4th. Salurday eve. Sunday 3ft. (30-2); John Barbirolli conducting. Expected to be plenty, good. Previous week also head of the series of the ser

YEAR IN THE LEGITIMATE

By Jack Pulaski

Broadway realized at midseason to 1936-37 that legit could support more hits. Late January had a list of 23 shows, among them 12 heavy grossers, plus four holdovers. Showmen thought that 15 more shows were needed and that as attendance was up 10% over the previous seavas up 10% over the previous sea-on, New York could maintain 20

was up 10% over the previous season, New York could maintain 20 hits.

It proved a mild, wet winter, holding many at home who normally vacationad in the South. End of the season, estimates, were that during 1936-37 Broadway had drawn a total take of \$14,000,000. Early in March there were 27 shows operating, eight of which grossed \$20,000 apiece the first week of the month, while 17 got \$15,000. It again was notable that laugh plays held the edge. Attempts to speed production were not successful, however, and a dearth of product was clearly indicated.

By April 15 the checkup showed that only five out of 30 new productions during the winter clicked. First quarter of the current season moved more slowly than any on record. Up to the end of October only productions had arrived as account of Suvince a similar vestor.

Up to the end of October only 13 productions had arrived as egainst 26 during the similar period of 1836. However, the quality was better and the scarcity of new shows greatly added the holdovers, most of which still running. November was much more prolific in incomes. List of 184 new plays was compiled, but it is doubtful if more than half will reach presentation.

Censorship Attempt

Affairs within the stage unions became turbulent during the year, particularly Equity and the Associated Actors and Artistes of America ciated Actors and Artistes of America (Four A's). Same went for the WPA theatre project. An attempt at one-man censorship roused showbusiness to a high pitch. So-called Dunnigan bill passed both houses of, the New York legislature before its intent was recognized. Result was that, for possibly the first time in the history of the theatre, all its various factions and unions were united for single cause. Every daily in New York editorially opposed the measure, which Governor possed the measure, which Governor posed the measure, which Governor. Lehman vetoed, Only dissenter to the protest was the Knights of Co-lumbus, indicating the source of the

lumbus, indicating the source of the bill.

Year witnessed one of the most control failures in the history of the inge when Eternal Road closed at the latter of the red. In the spring it was certain that another expensive show would have recapture its cost. White Horse Into the bag for about \$160,000. This season's first offering, Virgi also at the Center, closed in a short time with a loss of \$250,000, leaving the future of costly productions doubt.

the future of costly productions-doubt.

Eternal Road was geared entirely too high. Authors and others were down for royalties of 15%, which they are said never to have been paid. It was possible for the ligious spectacle to gross \$56,000, and it had weekly operating nut of \$31,000, but the gross reached that amount only once. Expenses were ut and was the ticket ale, Equity made a concession by permitting. Sunday performances sans double pay, but no amount of effort could save the spec.

Agitation in Equity started at the turn of the year. Younger group, once called the Actors' Forum, was supposed to have dissolved, but opposition to the administration continued just the same. First move of the group, for secret elections, and that way eliminate 'retribution' that way eliminate 'retribution' from the administration (Courtell

group for secret elections, and that way eliminate 'terribution' from the administration. Council from the administration. Council from the suggestion 22 to 2. Then it did an about face and ruded the secret ballot would apply at the annual election.

There were three tickets in the field, but only two nominated a candidate for president. Opposition for council, while a third party had council candidates and ran E. J. Blumkall against Frank Gillmove for Rader. Gillmove, Paul Dullzell and other officers and council candidates and ran experienced by the secret ballot method. However, five of the regular ticket's council candidates had been endorsed by the opposition, who could not land any of its nominees in that body.

Changes In the Four A's setup, meanwhist and the setup.

but to retain the title. He was made our groups. Only faction cool to the the executive-director of the Four ATC was the Dramatists Guild. As, with Paul Dullzell taking Duuring the convention the critics over Gillmore's Equity assignments, were attacked and they answered Gillmore was taken, all, sailed for back, our saying the only type of the coast and returned in good health or title harmful to the theatre is one Gillmore was taken in, saccessive goals and returned in good health several weeks later to face the resignation of Dullzell. Latter resigned and also fell ill but at the request of Council; later reconsidered.

Last month Gillmore turned in his

Council, later reconsidered.

Last month Gillmore turned in his resignation intending to sever himself from Equity completely, giving as reasons his health, the pressure of duties and his new Four As assignment. The move created a situation within Equity's strained council which prevailed upon Gillmore to at least be honoracy president to which he assented, Council then, by a close vote of 14 to 13, elected Burgess Meredith as first vice president, succeeding the late Osgood Perkins and in that post, Meredith is presiding at council meetings and will have the chair at general meetings.

Meredith was endorsed by the opposition when he ran for council and sidistinctly connected with the antiadministration group which is garded as having the edge on issues which will arise. He will serve until this May, at which time, at the annual meeting, a president will be balloted, for to fill Gillmore's unexpired term which has two years to run.

Other Union

In another direction there was union activity of a lesser rating. Theatrical Managers, Agents and Treasurers Union became active Theatrical Managers, Agents and Treasurers Union became active fifter, being dormant eight years. Company mainagers and agents who had dropped out rejoined in part, while boxoffice people rushed to join. With many ticket sellers in legit theatres out of work because of the decreased number of such flouses, it was thought the union would help. Its plan has been to come in under the IATSE (stage hands international tunion) and, through such backing, gain recognition from managers. One of the objectives is to establish a minimum of \$75 weekly for treasurers and \$50 for assistants. ssistants

TMAT started picketing theatres TMAT started picketing theaties, seven or eight houses being named for the protect action. Several are operated by Sam H. Guisman who was reputed at first to have told his Iront-of-the-house staffs not to join the-union. He stated, however, that he had no objection to the union and after urging the men to join, the pickets were withdrawn. They continued to walk in front of theatres in which Theates Guild attractions played, because girls engaged by the Guild invariably replaced the regular box office staffs when that groups attractions were booked.

group's, attractions were booked. Managers' answer to the TMAT was that managers (company and house), agents and tresaucer are executives and should not be unionized. Guild, however, stated it had no objection to its bo, people joining TMAT's problem appears to be that there are not enough jobs for nost of its members. of its members.

there are not enough jobs for most of its mombers.

While that activity was going on the press agents of Broadway shows formed the New York Theatrical Press Agents association, condagents and the matter is still being argued. NYTPA adopted a minimum of \$100 weekly and \$150 for exclusive services. P.a.'s contained the TMAT does not represent the craft but considered plan to join if they could have autonomy—same idea going for TMAT if joining IATSE. Managers refused to enter into an agreement with the union and the New York press agents are watching developments. NYTPA thought the managers would give its members a working agreement, but the IATSE jammed that by warning the League of New York Theatres that the TMAT should be recognized as the collective bargaining bddy. That question is now before the National Relations Labor Board.

Theatre Convention

for council, while a third party had council candidates and rai E. J. In May the American Theatre Council candidates and rai E. J. In May the American Theatre Council candinates and other officers and council candidates had been endorsed by the secret ballot method. However, five of the regular ticket scouncil candidates had been endorsed by the opposition, who could not land any of its nominees in that body. Chonges In the Four A's setup, meanwhile, called for Gillmore to relinquish his duties as Equity head, squabbling case between the

critic harmful to the theatre is one who praises every show. Hollywood actor and author-grabbing was the chief complaint, however.

Yet during this fall, there was a trend back to Broadway of a considerable number of players who desired to return to the stage, at least temporarily. Reported too, that a flock of authors were centering their attention in writing player for least attention in writing plays for legit usage. There seemed to be little doubt but that the lack of coast coin doubt but that the lack of coast coin was responsible for the currently backward season but there were no concrete indications that the picture and had changed its mind about laying off Broadway.

Battle of Hamlets last season, won by John Cielgud, had the latter moving from the Empire to large St. Lames: where even

moving from the Empire to large St. James, where grosses were evin higher. That surprise success was supped later by Mauvice Evans in reviving 'King Richard II' in the same theatre where grosses often reached topoed \$21,000 weekly. This season 'Shalespeare is again figuring. Richard, which had no been seen here for 50 years, was brought back this fall for a limited stay, but one of the most costly revivals, that of 'Antony and Cleopatra' flopped fast and lost nearly \$100,000. Modern dress 'Julius Caesar' of the Mercury Theatre, was a surprise hit. a surprise hit.

Season Recapitulation

Season Recapitulation
There were 90 plays, not counting revivals, produced during the 1936-75 season, as against 99 the previous, 52 soon and 120 two seasons before. Hits numbered 14, but there were eight moderate successes for a total-02 shows in the money. Holly-wood bought the rights to 17 plays and also purchased eight from the season of 1935-36.

Robert Coleman, of the N. Y. Mirror, won Variety's critics box-score with a percentage of 914. Gilbert Gabriel, who won three or four times but is no longer a reviewer-since the New York American supended, finished second with a percentage of 2982 John Mason Brown, of the Post, who copped several times was third with 887; Brooks Atkinson, Times, 847 and John Anderson, Journal, 828 following, proving that most critics were more accurate in predictions.

Their Circle wanded the best play rize to High Tor' by Maxwell Ander, whose Whiterset won the season provious, Pulitzer award went to the comedy smash. You Cant. Fewer runal summer since that you was the complained that little material nor telent was uncovered. About 60 strawhats had Equity rating, principally, for stock, Others were semi-pro or dramatic school and college enterprises. Washington's order than a tany time since that you should be supplied that little material nor telent was uncovered. About 60 strawhats had Equity rating, principally, for stock, Others were semi-pro or dramatic school and college enterprises. Out of the tryouts, 18 plays were rated having some chance on Broadway, but while several bave opened, more clicked, which is, not unusual. Washington's order of a 30% cut in the WPA Theatre Project started a war. Professionals demanded that amateurs be weeded out, all stage unions forming a committee in an attempt to protect members on the relief theatre payroll. It was decided, however, those per, not having relief rating had to go. Nonrelief quota of 10% was halved, charges of radiells running WPA were flung and denied. There were flung and denied. There were flung in the felter theatre proje

Some localities in various parts of Some localities in various parts of the country were dropped by the project but some of those dismissed were reinstated, others finding res-tilar jobs. Early this season there were many changes in the executive end of the project, new heads being brought in from out of town.

Anti-Alien Moves

Anti-Alien Moves
British actors long resident in this
country started applying for citizenship as a protective measure when
the Dickstein "sclusion bill again
cropped up. Equity favored the
measure some respects. When
alien actors do appear here, it was
avgued, they should be required to
return immediately after the first
engagement. But the Dickstein bill
was defeated ngai. Federal tax de
partment charged ticket agencies
had not paid sufficient ticket admis-

Playwrights Made 1937 A Significant Year

By Hobe Morrison

For playwrights and play writ-ing, 1937 significant year. There were a number of develop-nents that promise to have important consequences.
It might be termed a year in which

tant cons. quences.

It might be termed a year in which the playwrights got down to earth. More, than for several se.sons, they, attender to the business of writing plays. There was a larger than usual crop of new works by established authors, many of whom hadn't written for the stage in year.

More significant, perhaps, was fix unprecedented samer in which the authors began to show concern in the husiness—and of their work and the skill they showed in doing so. They took se'eral hitherto untried steps to prote their interests. And they at List noved toward actual solution of the problem of helping the promising, but unrecognized playwright.

Urged by their Dramatists Guild-which saw conditions in legit more promising, than for many seasons, a

p. omising than for many seasons, a number of leading playwrights went intensively to work for the stage Notable that connection was the

sions taxes and many were handed heavy assessments. Cases are lyet to be settled. Agents also arrested brokers for failure to stamp tickets with the price received. Some pleaded guilty and were fined \$50 for each such ticket offered in evidence. Fines ranged from \$100 to \$250 per agency, with other cases to be disposed of. Government also claimed gratuities paid by agencies to biosoffice treasurers is really excess and under the law the government is entitled to half. Such coin is called tied show business. Number of treasurers were also handed heavy assessments and have applied for treasurers were also handed heavy assessments and have applied for abatement.

Chilection of 40e, on each pass stopped when the government demanded 30c of such money, claiming its right to 10% of the full price of the average ticket, which is \$3.30. American Legion convention was a bust for theatres, but bars and hotols cleaned up. Air cooling of the attes gained much impetus.

Obite

Richard Boleslawsky, former legit stager, latterly a film director, died

atres gained much impetus.

Obits

Richard Boleslawsky, former legit
stager, latterly a film director, died
in Hollywood, Jan. 17. He came
to America with the Moscow Art
Theatre.

Samuel Shipman, 54, died Feb. 8
in New York, He collaborated in a
number of Broadway hits writing or
collaborating in at least 30 plays.

Ed Davidow, 67, legit casting agent,
died in New York, Feb. 14. In addition he formerly booked Sunday
nights at the Winter Garden.
Leonard Bloomberg, 58, died in
Philadelphia, March 10. He represented the Shuberts there for many
years.

years. John Drinkwater, 54, died in Lon-don, March 25. He authored Abra-hain Lincoln' and other American

william Gillette, 82, died at his home in Connecticut, April 29. He created Shorlock Holmes and in addition to creating many other roles, was a wealthy author. Henry Dazian 83, died in Miami Beact. May 6. He was a costumer from the days of the 'Black Crook' to the 'Folics'.

to the Follics."
Harry L Cort. 48. son of the late John Cort, died. May 4. He figured in producing 'Sbuffle Along,' which statted a Negro revue wave.
Sir James M. Barrie. 77. died in London June 19.
Osgood Perkins. 45. died suddenly in Washington, Sept. 21, three hours after opening in a new play. Was. first vice-president of Equity and a popular Broadway player.

inst vice-president of Equity and a popular Broadway player.

Ray Heuderson, 48, one of the best known piess agents, was killed in a plane accident near Athens, Oct. 1.

Edward Belasco, 63, brother of the late David Belasco, did in San Francisco. Oct. 10. He produced on the Coast and many. Broadway players he engaged entered pictures.

Winthrop Anns. 68, died-Nov. 3 in Boston. He was formerly one of the most prominent Broadway legit producers.

Thomas M. Love. 67 died in Phila-

ducers.

Thomas M. Love, 67, died in Philadelphia, Nov. 10. He was farmerly general munager of the defunct legit mr of Nixon and Zimmeman.

Mss. Lesile Carter, 73, died in Callorna Nov. 13.

percentage of those who had been lured away from legit by Hollywood offers. Eithe "acation from film scripting" with the intention of a permanent return to Broadway, a respectable number of such nam dramatists again began writing for the stage. the stage

Reclaimed to Broadway.

Among those who hadn't been represent. Broadway for one on, ore seas. In the following completed at least one play (several came forward with two or more pieces) or were intensively at worth: Owen Davis, S. N. Behrman, Amer Connelly, Berman J. Mankiewicz, Joseph Mankiewicz, Rachel Crothers, Clare Kumme, Irving Caesar, Melvin, Levy, Helen Jerome, Cifford Odets, Jules Eckert Goodman, Louis Weitzenkorn, A. E. Thomas, Ben Hecht, Sidney Howard, Francis E. Faragoh, Rifa Weiman, Robert E. Sherwood, Philip Dunning, Lynn Riggs, Arthur Richman, Edwin Justus Mayer, Bella and Samuel Spewack, Edward Childs Carpenter, Morrie Ryskind and Philip Barry.

From that list three hits have alread con. (Behrman's Amphilityon.

From that list three hits have alread, cor. (Behrman's Amphituyon 28. Miss Crothers' Susan and God, and Odets' Golden Boy'). Also, it must be conceded, have come several flops. While not all of those listed above had plays produced during 1937, a number have works being readied for rehearsal as the year ended and still others have plays nearing completion.

As further evidence that the dramatists were once more thinking

atists were once more thinking chiefly of the stage in their writing, ther than working with one eye on Hollywood adaptation of their plays, it Holly wood adaptation of their plays, it was increasingly noted that Broadway, productions were being found the broadway, productions were being found the condition developed that as the year closed not a single play produced in the full of 1837 had been bought by film companies, although the 11st contained six out fight hits and moderate successes.

esses. Far from being alarmed at such a

six out right hits and moderate successes.

Far from being alarmed at such a condition, the Dramatists Guild generally took the attitude that there was greater percentage of hits than normally and that picture sales would surely follow in due time. Even without film buys, however, it was figured the higher percentage of successes more than warranted any possible loss of Hollywood money.

Dramatists Guild has steadfastly refused to consider revision of its basic contract with the Broadway, managers, now in effect for about a season and a half. Despite constain opposition from Hollywood and, intermittent criticism from certain legit production from Hollywood and, intermittent criticism from certain legit production and picture saies.

In that connection the statement of Sidney Howard, as retiring president at the annual meeting last No-wember, contained ample evidence of the Guild's stand. Pointing out that there had been fewer arbitrations, better collection of royalties, better arrangements for options, more profitable disposition of submissions profitable disposition of submissions profitable disposition of royalties, better arrangements for options, more profitable disposition of financing for legit production. Howard flatly declared. The contract has stood the test of enforcement;

Dramatists Plays Service.

One of the most significant de-

test of enforcement.

Dramatists Plays Service
One of the most significant developments of the year was the formation of the Dramatists Plays Service, cooperative venture of authors, agents and managers. With the idea of spreading interest, in the theatre and of obtaining the greatest possible royalty return from the little theatre, school and college, and stock rights to plays, the Service aims to cut out the middlemin, publisher. While the project is still in its infairey, hundreds of performances of member, dramatists plays have been arranged and royal-ties collected.

plays have been arranged and royal-ties collected.

Under the terms of the agree-ments the author gets 40%, the manager 40% and the Service 20%, for administrative expenses. After five years the manager ceases to share in the return. Such air ar-rangement, it is hoped, will prove more advantageous to playwights than dealing through a commercial publisher, who frequently buys (Continued on page 200)

Inside Stuff—Legit

'One Thing After Another' which opened last week at the Fulton, N. Y., is backed by Detroit money. Group of business men connected with Campbell-Ewald advertising agency (Chevrolet, Coca-Cola, etc.) put up \$15,000. Walter Craig, who directed and presented, is a freclance radio producer (Chevrolet, honce the connection). He was lukewarm on the show, having been in legit for years prior to radio, but the origings of the Detroiters prevailed. show, having been in legit for years processions, having been in legit for years processions, having been in legit for years processions, and the Detroiters prevailed.

Besides using spot announcements on New York radio stations the show has been pushed by excess of Campbell-Ewald circularizing their friends to buy tickets.

show has been pushed by each of the friends to buy tickets.

Dan Leonardson, Hollywood story agent and personal friend of Craig, was originally set to come east on leave of absence from Orsatti to handle the biz details, but this deal fell through.

Understood that differences between Eddie Dowling, prod

Understood that differences between Eddic Dowling, producer, and Peter Godfrey, director, during the 'Shadow and Substance Pittsburgh tryout last week resulted in the latter's withdrawal, with Dowling himself taking over the staging. 'Godfrey was the second director on 'Shadow,' which was originally Produced by the Abbey Theatre, Dublin, a year ago. Arthur Shields, of that group, was first engaged but constant run-ins with Sir Cedric Hardwicke, the star, forced him out. William Post, Jr., who had been rehearsing in the play for two weeks, withdrew just before opening in Pittsburgh, remaining with 'Many Mansions,' current in N. Y. Lloyd Gough stepped into his role at the last minute.

Although he is operating five theatres on Broadway, Sam H. Grisman booked 'Tortilla Flat' to open at the Miller this week. All the Grisman houses were tenanted last week, but new shows in two of them were panned. One, 'Western Waters' (Tough 'T' Chaw,' 'etc.') 'stoped at the Hudson Saturday (1). But at the time his new show booking was made, the closing of 'Waters' was not certain and the manager protected himself by taking the Miller.

Contract calls for notice to move 'Flat', but reabelies of view of the contract of th

Contract calls for notice to move 'Flat', but probably not before Gilbert Miller's 'Half a Loaf' is ready.

June Walker, who injured her knee last scason, is still an invalid. In-fection set in and she was under the knife several times. Actress is in Switzerland visiting the sister of her husband, Coeffrey Kerr, Hopes to tegain her strength before undergoing another operation.

PLAYS ON B'WAY

One Thing After Another

One I hing After Another
Farrieal moltoms in three acts presented at the Putton, N. Y. Dec. 28, '37,
ly Walter Cruix, Written by Sheldon
Noble: staged by producer: 43-30 lop.
White Butts. Chuler Lawrence
White Butts. Chuler Lawrence
A Walter on Bates Smith
Harry Dill. Stephen Kent
Loos Glitay Kichard S. Bishop.
Michard S. Bishop.
Mi

Young son is with her.

Current Road Shows

Week of Jan. 3 Abbey Players, Copley, Bos-

in Arms,' Forrest. Bahes. Philadelphia.

'Brother Rat,' Locust, Philadelphia

'Brother Rat,' Lyceum, Minneapolis (3-5); Aude, St. Paul (6-7); Parkway, Madison, Wis.

'Having Wonderful Time,' 'Housemaster,' Plymouth,

Housemaster, Plymouth, Boston.

'If I Were You' (Constance Cummings), McCarter, Princeton, N. J. (8).

'Lady Precious Stream' (Clarence Derwent), Curran, San Francisco

San Francisco.

'Leaning on Letty' (Charlotte Greenwood), Wilbur, Boston.

'Old Maid,' Werba, Brooklyn.

'Richard II' (Maurice Evans).

sicnard II' (Maurice Evans).
Cass, Detroit,
'Room Service,' Hanna,
Cleveland.

Cleveland.

Room Service, Bijou, Knóxville, Tenn. (3): Plaza, Asheville, N. C. (4): Carolina,
Charlotte, N. C. (5): Victory,
Charleston, S. C. (6): City
Aude, Savannah (7): Carolina,
Columbia, S. C. (8).

"Edna, His Wife' (Cornclia
Otis Skinner), Colonial, Boston.

ton.

'S pring Thaw' Roland
Young), Ford's, Baltimore.
'Stage Door' (Joan Bennett),
American, St. Louis.
'Shadow and Substance'
(Cedric Hardwicke, Julie Haydon), National, Washington, don), National,

'Tobacco Road,' Aude, San Bernardino (2); Aude, Santa Barbara (5-6); Aude, Long Beach (7); San Diego, Cal.

'Tonight at 8:30,' Cox, Cin-

cinnati.

'Tovarich' (Eugenie Leontovich), Selwyn, Chicago.

'Victoria Regina' (Helen

'Victoria Regina' (Helen Hayes), Erlanger, Chicago.

'Wine of Choice' (Miriam Hopkins), Chestnut, Philadel-

phia.

"Women," High School Aude,
Little Rock (3); Convention
Hall, Tulsa (4); Shrine Aude,
Oklahoma City (5); Majestic,
Et. Worth (6); Melba, Dallas,

Yes, My Darling Daughter,

Yes, My Darling Daughter,"
Billmore, Los Angeles.

You Can't Take It With
You, 'Harris, Chicago.

You Can't Take It With
You, 'Nixon, Pittsburgh.

You Can't Take It With
You,' Paramount, Alexandra,
La, (3); Paramount, Texarkana,
Tex. (4); Strand, Shreveport,
La, (5-8), Paramount, Monroc. (5-6); Strand, Shreveport, (5-6); Paramount, Monroc, (7); Saenger, Vicksburg, (8).

Abigail Maxine Stuart
Abljah Plummer
Davis
Dannylimmle Lydon
PenelopeJohn Wheeler
Jacques Pitou Robert Shrewsbury Granny Mabel Paige
Granny Mabel Paige
Josiah Cutier Thomas Chalmers
Gramp
Rev. Barnahas Hurpe S. Thomas Comez
Jabe Knuckles, Morton 1. Stevens
KaintuckVan Hellin

The should be a certain-amount of atmospheric charm in the adventised by the should be a certain-amount of atmospheric charm in the adventised by the should be a certain-amount of atmospheric charm in the adventised by the should be a certain-amount of atmospheric charm in the adventised by the should be a certain-amount of atmospheric charm in the adventised by the should be a certain-amount of atmospheric charm in the adventised by the should be a certain-amount of atmospheric charm in the adventised by the should be a certain-amount of atmospheric charm in the adventised by the state of the professional control of the should be a certain-amount of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of the professional control of atmospheric charm in the adventise of atmospheric charm in the adventise of atmospheric charm in the adventise of atmospheric charm i

vious 'title and 'You've Got. Something There' another, so the present label is more adequate.

It is some an elegant to here, seems trange states subject matter, although it was used to fair purpose in 'Post Road,' which later appeared on the road as 'Leaning on Letty.' Plenty of money, appears to have been spent on the new piece, coming from motor car people in Detroit. First scene is the well opported to the policy of the seems to the policy of the seems to happen.

Characters, generally as shallow as the story, come to life only through the porsusaiveness of the actors. As played by Van Heffin, the blow-hard riverman at first has the story, come to life only through the porsusaiveness of the actors. As played by Van Heffin, the blow-hard riverman at first has the story, come to life only through the persusaiveness of the constant here on the well-person of the constant of the constant

STRAW HAT Comedy in three acts, presented at the Bayes, Dec. 30, '37, by Nat Burns, Written by Kurt Unkelbach; staged by Burns; \$2.20

ion.
Madame Karnoff Esther Leeming
Louise
Mary
Belty
Tillie Frances Clay
Johnny Louis Schulla
Denny
Joe William A. Torry
Ossie Prederick A. Bell
Mac Bodeen Nat Burns
Laureen Lee Barbara Combes
Leslie Arnold
Lu Miller
Anthony Marks Melbourne Ford
Mrs. Marks Ruth Thane-McDevitt

Straw Hat' has no place on the Broadway list. It is as amateurish as the Broadway list. It is as amateurish as the Broadway list. It is as amateurish as the Broadway list. It is as a mateurish as the Broadway list. It is locale is supposed by a comedy about rural summer theatres. Its locale is such, but once it gets started, story resolves itself into romance of one aspiring actress and a young farmer, described as an apprentice actor. There is one set, a shabby living room of the rural manager, who conducts a drama school. On a curious kind, for instance, the remark of a moonstruck hiek—that-chickens don't mind being plucked because they know that women will later pinch their naked bodies.

Cast is about to appear in some-

thing called 'The Livid Sin,' written by a nit-wit. Into the gathering of Eagle Beach, N. H., Players comes a Hollywood talent scout, who seems to like visiting the summer, hide-aways, called straw hats, a Variety coinage for the rural theaties.

It is no boost for summer stock and will not do even with cut rates. Show is rightly spotted in the Bayes, which has been virtually abandoned

Now Paul Moss Controls Leases: 'Siege' Incident

New regulation issued last weck by N. Y. License Commissioner Paul Moss requires lessees of theatres to have the house license transferred to them before assuming operation of the premises. Move tightens inrisdiction of the license bureau over those who rent theatres, Power previously applied only to lessors who hold the license.

Discovery that the jurisdiction of the license bureau did not extend to leased houses was made only last month. It grew out of the refusal of Nicholas Holde, general manager for Norman Bel Geddes to return to a Mrs. D. Behrens \$5 she had left to reserve 14 tickets to Bel Geddes' recent production, 'Siege.' Tickets were to have been for New Year's eve, but show folded a few days after it opened early last month.

Complaint was filed with the li-cense bureau by Mrs. Behrens, re-sulting in the discovery by Moss that his jurisdiction was only over the Shuberts, operators of the Longacre, N. Y., where the show played. He had no authority over Bel Geddes, the lessee.

the lessee.

Hearing in the matter was held Dec. 21 before J. M. Rainey, of the License Commission office. Holde was ordered to return the \$5 deposit. To date Holde has not done so, in-sisting that a principle is involved. Moss has indicated he may ask the Shuberts to return the money.

Guard Against Diggers

Holde's story is that Mrs. Behrens appeared at the boxoffice before 'Siege' opened and asked for 12 tickets for New Year's Eve. He told her he had just 14 tickets at \$1.50 earth; and "she "said she -would leave" a \$5 deposit for them. Holde states he told her she would have to pick he told her she would have to pick up the tickets before the opening or forfeit the moncy. Said his idea was to prevent the possibility of giving a batch of tickets to a 'digger' or speculator who might be gambling on the notices. States Mrs. Behrens didn't show up, but requested a refund, after the show closed.

tund, after the show closed.

His contention is that all other money was refunded on advance sales, but hers was not, as it was in the nature of an 'option.' He claims he is willing to return the money after receiving a written apology for the abuse he says he required from the abuse he says he required from the abuse he says he received from Mrs. Behrens. Letter must be

Mrs. Behrens. Letter must be triplicate, one copy for him one for the Shuberts and one for the License Bureau, he insists.

Matter at present is in abeyance, but the text of the new regulation issued by the License Commissioner follows:

Whenever a licensed premises is leased by a licensee to a second party under such terms that the licensee surrenders control and responsibility over the operation of the premises and for the sale of tickets the license for the remises until the license for the remises with the the license for the premises must be assigned to the lessee, who shall apply for and receive a transfer of such license, or obtain a new license in his rown name, before assuming operation of the premises.

ENGAGEMENTS

ENGAGEMENTS

Robert Thorace, Elorence, McGee, Ross Matthews, Julia Fosset, Eula Guy, Frank Mannine, James Todd, Nat Mintz, Bobby White, 'Sunup to Sundown Price, Roger McGrath, 'The Wild Duck'.

Jeanne Dante, John Craven, Everyn Varden, Jay Fasset, 'Our Town, Margaret Perry, John Alexander, Dorothy Patten, Edgar Stehli, Alice Belmore Cliffe, Anthony Ross, Gertude Barlon, Frank Lovejoy, Alan Handley, Jack Davis, William Whitehead, Arthur Griffin, Shritey Poiret, Junior Eric Burtis, John Gerard, 'The Greatest Show on Earth' (complete east).



SEASON'S GREETINGS ALFRED LUNT and LYNN FONTANNE

-and mine too

Levye. M. Cohan

Season's Greetings

- FROM -

GEORGE ABBOTT

Producer of TWO HITS

- AND -

TWO FLOPS
- In 1937 -

The ONLY Theatre Ticket Service in New York with a uniform price policy

BOX OFFICE PRICE Plus 75c and Tax

WHY PAY MORE?

TYSON
OPERATING CC., inc.

SULLIVAN
THEATRE TICKET SERVICE, Inc.

Main Distributing Office

1531 BROADWAY

at 45th Street

BRyant 9-9000

CONNECTING ALL OFFICES

The visitor to New York can avoid paying all the traffic will bear by using our service in the following hotels:

AMBASSADOR BARBIZON-PLAZA BARCLAY BELMONT-PLAZA BERKSHIKE

GLAUSTONE
GOVERNOR CLINTON
LICENINGTON
LINCOLN
NEW YORKER
Brondlyn Office: HOTEL ST. G 30RGE

PENNSYLVANIA PRINCE GEORGE. RITZ-CARLTON ROOSEVELT VANDERBIL

SAM H. HARRIS

GEORGE M. COHAN

as PRESIDENT ROOSEVELT

in the Sensationally Successful Musical Revue

"I'D RATHER BE RIGHT"

By GEORGE S. KAUFMAN and MOSS HART

Music and Lyrics by

RICHARD RODGERS and LORENZ HART

ALVIN THEATRE — NOW PLAYING

"A Masterpiece and Perfect Work of Art"

BROOKS ATKINSON—The Times.

"OF MICE AND MEN"

JOHN STEINBECK'S

Dramatization of His Own Best-Selling Novel
Directed by GEORGE S. KAUFMAN

THE MUSIC BOX - NOW PLAYING

The Pulitzer Prize Winner of 1937 and the Most Popular Comedy of This Generation

"YOU CAN'T TAKE IT WITH YOU"

By MOSS HART and GEORGE S. KAUFMAN

Now in it's 2nd Year at the Booth Theatre, New York. Finishing it's 1st Year at the Harris Theatre, Chicago. Two other companies touring the Middle West and the South.

LAST SEASON'S MUSIC BOX SUCCESS
"STAGE DOOR

A Comedy by GEORGE S. KAUFMAN and EDNA FERBER

JOAN BENNETT
NOW ON TOUR

GREETINGS

SAN CARLO OPERA

FORTUNE GALLO
Managing Director



Mgt.: LOU CLAYTON
Columbia Studio, H'wood

GOOD WISHES

FOR

1938

Kitty Carlisle

Management—A&S LYONS, Inc., New York
LYONS, McCORMICK & LYONS, Hollywood

WITH THE BEST WISHES OF

Leblang-Grays

S. E. corner Broadway and 43rd St.

(In the heart of Times Square. Entrance thru Gray's Drug Store)

Telephone BRyant 9-1000

Tickets For All Theatres, Concerts, Opera and Sports Events

For over 40 years one of the largest purveyors of tickets to New Yorkers and visitors to New York.

JOHN GOLDEN

WISHES

GERTRUDE LAWRENCE

THE HAPPIEST OF NEW YEAR'S

MAX GORDON PLAYS and PICTURES

INCORPORATED

First Production
"THE WOMEN"

Harry M. Goetz President Max Gordon Vice-President and General Manager Marcus Heiman Secretary and Treasurer

Season's Greetings

Dennis F

Arthur F.

Edward C.

O'Brien

Driscoll

Raftery

PLAYS OUT OF TOWN

When Chicago Was Young

Chicago, Jan. 1.

n three acts, prologue and epi-Alice Gerstenberg and Herma esented at the Studebaker, Chi-26, 27, Staged by Garrett H. music, Stanford R. Espedat

non; music, Stanford R. Espedal;
Mary Hayden: Theodore Wagner,
Weines Richard Ide. Fr. Mary
Williams, Jack Discoll, Jaines
Warrien Raeburn, Jack Piescoll, Jaines
Warrien Raeburn, Jack Piescoll, Jaines
Warrien Raeburn, Jack Piescoll, Jaines
Balley, Sr. William Booth, Charles
The Ward, Tom: Foot. Antia, Faker,
The Ward, The Ward of the Morrow, Lia
Sullivan, Harold Dols.

After overcoming many difficulties this pseudo-historical play unfortunately got under way, It offers nothing in the way of entertainment. This is the story of a boy and a gid who are in love. She marries someone else to save her family from financial rule, so he waits 22 years, hopping for a chance to sake

her to run away with him. The chance comes, but she refuses. He then puts up his money to help her husband.

husband.

Acting and direction is bad. Only
two performers show any signs of
solid characterization: Jack Driscoll,
as a real estate agent, and Tom
Post as a shoemaker. Elaine Williams, as Mrs. Leslie, the lead, and
Charner Batson, as her husband,
dounce about with bad effect.

Despite the specially written. When Chicago Was Young, theme song being included with the program and the properties being credited to the Congress hotel, theatre would have been better off if this play had been kept in manuscript.

Metro Renews Fitzpatrick

Hollywood, Jan. 1.

Metro handed a new contract to James Fitzpatrick, producer of Travel Talks shorts. He sails next week for the Far

PLAYS ABROAD

ME AND MY GIRL

London, Dec. 20, sical comedy in two acts, by L. Arthur and Doigins Furber, Music by New Advances and customers, and customers of the Community of the Communit

archester	Wallace Lupino
ord Jasper Tring	Micky McConnell
acqueline	Betty Frankies
he Duchess	Dorls Rogers
ir John	George Graves
ill Snibson	Lupino Lane
ally	Teddy St. Denis
liarles	Norman Greene
100	2.0
	10 to

The show looks like it will yield a comfortable little fortune.

Picture to yourself the story of a cockney bookmaker's tout being brought to the ancestral hall off the late Lord Hareford, and informed he is heir to all of it. His slang and rawness in the matter of civilization are in constant conflict with the conduct of safish nobod with the common than the control of the safish or the safe when this comic character takes a

tin platter and slaps a young lady on her rear, you can imagine there is a panic. Again, when Snibson, the aforesaid cockney, is asked: Would you help the Old Ladies Home?, and he replies: Have they got far to go? Well, there is not much more need for citations. They even get away with You think you would like to take me to Panis.

The 'business' and staging are equally familiar, in fact, the entire liminity is old fashioned in its lidicrois attempts at humor. But there is no gainsaying the fact the audiences 'lift the roof' and feet they are getting their money's worth.

Jolo.

Fivent' for Chals, who shows the

BENJAMIN DISRAELI

Disraeli's career in its later phase as so bound up with the course of British Empire that only superlative writing can des

incident.

There are wide gaps in the life of Disraeli as it is presented here. There are abrupt jumps, from youth for the are abrupt jumps, from youth for the author is summing up the man's career. Role of Disraeli used to retell a chapter of history. Remaing characters are treated with lifter on consideration.

Except for Chaifi, who plays the part of Tita, Dizzy's loyal servant, once of the actors gives a good account of himself. Barban, who entrusted with the title role, also falls, short.

For Jews abroad, particularly in

For Jews abroad, particularly in America, the play's the thing, But not in the way Ohel plays it.

Emanuel Cohen Readies Eight for Major List

Hollywood, Jan. 1. Emanuel Cohen is readying five pictures under Major trademark on the New Year's schedule.

In the lineup are 'Call Back Love 'Hold That Kiss,' 'Eight Hours,' Free Woman' and 'Man Evenin

DWIGHT DEERE WIMAN Announces the Following Productions for 1938

"ON BORROWED T

By Paul Osborn

From the Novel by LAWRENCE EDWARD WATKIN

RICHARD BENNETT

DOROTHY STICKNEY — FRANK CONROY Staged by Joshua Logan — Settings by Jo Mielziner.

MARRIED AN ANGEL"

A Musical Comedy by

RICHARD RODGERS and LORENZ HART

NOW ON TOUR

RICHARD RODGERS and LORENZ HART



SEASON'S GREETINGS

VERD

Sam H. Harris' "I'd Rather Be Right" Starring George M. Cohan ALVIN THEATRE, NEW YORK

GREETINGS

LEONARD B. McLAUGHLIN Operating and Booking Bultimore's Leading Theatres

MARYLAND — AUDITORIUM
(Capacity 1750) (Capacity 1750) (Capacity 1575)
Western Electric Sound and Projection
Address: Maryland Theatre, Builtimore, Md.

SAM H. GRISMAN

Savs:

FORREST THEATRE

49th Street, West of B'way
In Association with JACK KIRKLAND

JAMES BARTON
"TOBACCO ROAD"

By JACK KIRKLAND
Based on Erskine Caldwell's Novel

WINDSOR THEATRE

48th Street, East of B'way SAM H. GRISMAN

The Mercury Theatre Production of

"THE CRADLE WILL ROCK"

By MARC BLITZSTEIN

HUDSON THEATRE

44th Street, East of B'way

presents

"WESTERN WATERS"

By RICHARD CARLSON

BELASCO THEATRE

44th Street, East of B'way

GROUP THEATRE

"GOLDEN BOY"

By CLIFFORD ODETS

FULTON THEATRE

46th Street West of B'way

WALTER CRAIG

"One Thing After Another"

By SHELDON NOBLE

ON TOUR

"TOBACCO ROAD"

with JOHN BARTON

Savoy Theatre, San Diego, Cal., Jan. 8-9-10

IN REHEARSAL
KIRKLAND and GRISMAN present

"TORTILLA FLAT

By JACK KIRKLAND
Based on JOHN STEINBECK'S Novel

Cable Address, London and New York GILRELLIM

GILBERT MILLER

Henry Miller's Theatre

New York

St. Jame's Theatre

London

GILLMORE TO AID **AGMA IN MET PARLEYS**

When the American Guild of Musical Artists moves to seek recogni-tion from the Metropolitan Opera Co. Frank Gillmore, president of the Associated Actors and Artistes of America, will be chief spokesman AGMA is a subsidiary union holding

AGMA is a subsidiary union holding its charter from the Four A's.

While no definite date has been signed to appear as for a meeting with Mct excess, it is understood the initial prownow will probably take place this week. AGMA officials would not confirm that report, however. In addition to recognition, the Guild will seek wage minimums and working standards from the Met management.

Contract was signed by AGMA last week with Fortune Gallo, for the San Carlo Opera Co. Pact contained the standard AGMA terms for pop-price opera companies, including recognition, wage scale, re- With You.

Alfer bringing Joan Bennett in for the Chicago engagement of 'Stage Door,' P. A. Tom Kane will leave the show and take on 'You Can't Take It extends the standard and the standard AGMA terms for pop-price opera companies, in contract was also and take on 'You Can't Take It with You.'

hearsal rules, travel and working conditions, etc.

San Carlo company leaves this week, on a nationwide tour, to last two months. Chicago, San Francisco and Lox Angeles are included on schedule. Troupe will include approximately 25 principals and 51 others, including chorus and ballet Estimated AGMA pact will mean an increase of about \$300 a week in the artist payroll. In this councetion, it is pointed out, Gallo has always paid alberal salaries for a pop-price manager, so the boost is not as great as it might otherwise be.

Maxine Stellman Dated

Maxine Stellman, Union, Jan. 1.

Maxine Stellman, winner of 193637 Metropolitan opera national radio contest, has been signed to appear as guest artist with Tulsa Symphony orchestra when. it opens its season here Jan. 10 at the Akdar theatre.

Jerzy Bojanowski guest conducts the outfit. He comes here after batoning the Illustration.

PRODUCTIONS BY

JED HARRIS

Ruth GORDON Paul LUKAS

Dennis KING Sam JAFFE

In Theon's

"A DOLL'S HOUSE"

MOROSCO THEATRE, NEW YORK

(Due in London in the Spring)

Thornton Wilder's

"OUR TOWN"

with

FRANK - CRAVEN

Due in January

In London A New Play By RODNEY ACKLAND Due Late in February

St. Louis, Jan. 1:
Average attendance for the weekly
pair of concerts given by the St.
Louis Symph in the Municipal Auditorium during the current season is
4,530, a drop of 675 from the average this time last year, according to
Arthur J. Gaines, manager. He attributes the falling off to the lack of
parking facilities near the building.
In letter to Mayor Bernard F,
Dickmann last week exes of the

In letter to Mayor Bernard F. Dickmann last week, execs of the symph society threatened to find a new home next season unless some legislation is passed that will permit multiple parking on streets.

Shows Out

Three shows, one a new entrant, left the Broadway boards Saturday (1). "Western Waters," Hudson, first called "Tough T Chaw," stopped at the Hudson after perform-

WESTERN WATERS
Open Dec. 28, 27, Critics
rejected this folk-comedy. Coleman (Mirror) said, 'Laudable attempt that misses fire.' John
Mason Brown (Post), 'Trash.'

"The Ghost of Yankee Doodle was withdrawn from the Guild after a mild six weeks: Show was supported by subscriptions principally. Without that assured coin, business dropped to \$7,000 last week.

GHOST OF VANKEE DOODLE Open Nov. 29, '27. Consen-sus of first-stringers' opinions sus of first-stringers' opinions ruled this out. An derson (Journal) said, 'No feather for (Journal) said, 'No feather for page of the first said, 'No feather for page of the first said, 'No feather for said, 'No feather

Barchester Towers' closed at the Beck after playing five weeks. Had number of theatre parties and an angency bity, which provided fair takings, then slipped down around \$7,000. Better last week because of \$7,000. Bett New Year's.

BARCHESTER TOWERS
Open Nov. 30, "27. Reviewess didn't care for this. Mantle
(News), 'Not much comedy and
even less drama,' Waits
(Herald-Trib), 'Little more than
a handsomely dressed bore.'
VARIETY, 'Too light to capture a
following for more than limited
time.'

No 1937 Pix Via B'way

pictures. In all recent years several Hollywood deals have been con-

reasons the film end has been usually slow in purchasing legit material this season.
Has been a feeling among a few dramatists that Hollywood is deliberately holding off for the purpose of tossing a scare into the authors to bring about changes in the contract which caused them to 'lay off Broadway' so far as the backing of productions is concerned. There appears to be no basis for that belief. Eastern representatives of the studios say the is cothing to it. Dramatists Guilla 'so sees little reason to credit the story.

Coast needs too much story material to pass up Broadway successes. But the rare hazards concerning some new stage successes, particularly on the question of how much is censorable. High prices asked is another sarele. That particularly pertains to Of Mice and Men' rights for which are reported set at \$200.000. As for "Golden Boy," it is expected that play will eventually reach the studios.

"Susan and God," for which a high picture material."

Not one show produced on Broad-, a/, ing pric is mentioned, is regarded way this season has been sold for as a sure thing for pictures, but the pictures. In all recent years sevichances of T'd Rather Be Right' being bought are comparatively slim summated by Jan. 1, but for several unless the title alone brings a sale, reasons the film end has been - There is talk in picture circles about unless the title alone brings a sale.

There is talk in picture circles about securing 'Of Thee I Sing,' figured to be better for the screen than 'Right,' I cal fo. 'Sing' has been hanging fire

some time.
"The St some time.

The Star-Wagon.' first. click, is likely to be accepted, but there were murmurs of a suit against ie show to a first against it is sim! to a film threeted by Edgar Sclwyn some time ago called Turn Feck the Clock.' Maxwell Anderson, author of 'Wagon, however, has a valid defense. It is stated he could easily prove that a number of works used the same idea of reversal of time.

time.

'Amphitryon 38' another standout which has puzzled picture heads. They are not certain how much would have to be deleted and which a consent usage. Stated early this week that there are several picture deals in negotiation but that consummation was unlikely before the turn of the new year. There have been few musicals presented so far of likely indivise magnetial.

BONFILS AND SOMNES

LITTLE THEATRE

244 West 44th Street

New York

JOY HODGES

Featured in Universal's "MERRY-GO-ROUND OF 1938"

NOW PLAYING INGENUE LEAD IN "I'D RATHER BE RIGHT"

ALVIN THEATRE. NEW YORK

Direction, CHAS. D. FELDMAN, Beverly Hills, Cal.

SEASON'S GREETINGS

PAUL HAAKON

"HOORAY FOR WHAT"

WINTER GARDEN, New York

MARY JANE WALSH

FEATURED IN
"I'D RATHER BE RIGHT," ALVIN, NEW YORK

DOUBLING AT "THE CLASS HAT," BELMONT PLAZA, NEW YORK

Direction - RICHARD KRAKEUR, LOUIS SCHURR OFFICE

Love To All

Always-

Mitzi Green

Personal Representative

Abe Lastiogel

William Morris Agency



Holiday Greetings

MARION PIERCE in "THREE WALTZES"

MAJESTIC THEATRE, NEW YORK

Management: LELAND HAYWARD



ALFRED de LIAGRE, Jr.

Yes, My Darling Daughter

Comedy Hit by MARK REED

LUCILE WATSON FLORENCE REED SYBIL THORNDIKE

LOS ANGELES



Presents

Alfred LUNT and Lynn FONTANNE

'AMPHITRYON 38'

Adapted by S. N. BEHRMAN

WINE OF CHOICE

By S. N. BEHRMAN

MIRIAM HOPKINS LESLIE BANKS **ALEXANDER WOOLLCOTT**

Greetings from

MARC CONNELLY ARTHUR KOBER **BELA BLAU**

AND THE CAST OF

'HAVING WONDERFUL TIME'

Dramatists Guild Prize Play 1936-37

NOW IN ITS 46TH WEEK AT LYCEUM THEATRE, NEW YORK

2ND COMPANY ERLANGER'S Phila., NOW



produced.

DELOS CHAPELL

ST. JAMES THEATRE NEW YORK

Season's Greetings

"FATHER **MALACHY'S** MIRACLE"

AL SHEAN

Photography Revises Publishing: 1937 Ins and Cuts Hit Dizzy Pace

By Robert Reinhart

It's been year of shakeups and heavy mortality the new spaner and magazine publishing fields. Folds inergers and the disappearance of , as well long established publicat: as the appearance of many newcomers have marked the past 12 months in the publish. trade Among the newcomers there have been quick e folds and several sensational successes. Latter have been in the picture mag field.

Intensive shakeup of Hearst prop-erties was led off with the folding of the N. Y. American in June. The Journal and Daily Mirror absorbed many of the American writers, with merging of International News Service and Universal Service following later in the summ

later in the summ.

Other shakenps took place in Rochester and Albany, with Hearst folding the Rochester Journal of American, Frank Gannett givint up the Knickerbooker Press in Albany and publishing only the Times-Union as part of a deal: Later in the summer Hearst also dropped the Omaha Bee-News.

Basically the reason the reor-ganization was the snare which Hearst ran int when he tried to issue \$35,500 000 worth of debentures

issue \$33,500.000 worth of debertures; Application was registered with the Securities Exchange Commission, but withdrawn when chances of getting the otay looked hopeler. In the news-weekly field the decline in yearn tyears of The Literary Digest feel to its eventual sale to Albert Shaw and the Review of Retains the State of the Shaw and the Review of Retains the State of the Shaw and the Review of Retains the State of the Shaw and the Review of Retains the State of the Shaw and the Review of Retains the State of the Shaw and the Review of Retains the State of the Shaw and the Review of Retains the State of the Shaw and the Review of Retains the State of the Shaw and the Review of Retains the Shaw and the

That they couldn't make th's That they couldn't make this former giant a successful proposition was quickly evidenced and resulted intresses five months-later-to-George F. Havell's corporation. At one time the mag had a monopoly in the newsweekly field, and circulation nearly 2,000,000.

Previous'y Vincent Astor's Today menged with News-Week, which ap-parently entimes to experiment as-long as Astor is willing. Mag has had freduent personnel, shakeups. One bright idea was the importing of Sinbright idea was the importing of Sin-cial: Lewis to 60 book reviews and George: Jean Nathan for the drama criticism. Lewis first crack at criticism drew considerable at-tantion and caused talk. Toward the end of the year, Samuel T. William-son, first editor of the; mag, was dropped and followed. By Rex Smith

In the rest of the mag field, folds include New York Woman, Ring-master, Financial Observer, Mid-Week Pictorial, Hard-Boiled, Char-acter Reeding, Contest Review, Westacier Resding, Contest Review, Western Beauty, Shop, Personal Astrology,
Still others included Cinema Arts,
Re Vue, Bachelor, and possibly
Cavalcade, which has swipped an
issue, Julae chánged hands and was
sold to Monte Bourjaily, who also
published Mid-Week Pictorial. It was
recently bount by Harry, Newman,
In the publ field, principal stateruo look place at Street & Smith, with
that firm dropping wine magnice.

up took place at Street & Smith, with that firm dropping nine, mage nes and bringing in new exect to bolster up the staft. Dropping of these magaceduced their list from 26 publications to 17.

Trend loward the pocket-size mag continued and there are currently about 40 of the silp-in-the-pocket type on the stands. All these may be attributed to the specess of the original Reader's Digest.

Big Sellers Year also saw the developing of a new type of that devoted entirely to pix. In this field Life and Look to the two leaders, the latter being a highly successful ven-

latter being a lightly successful venture.

Both of these mags have developed sensational circulation, Liz hitting around 1.500,000 and Look 2.000,000. These p.x mags together with the minor leaguers such Pic Foto and See take more money off the newsstains than any other type, and offer serious, competition to every other type of publication. There are nine such at the present time.

More and more pictures are the thing in publishing today and in, all probability the visual type of news is going to mean even more in the future. Press associations such as the A. P. with its Wirephoto Service as

well as all daily newspapers which are on the ball are giving the matter attention. In some cases, such as the Salt Lak City Telegram and Tribune, reporters become photogs, learning to handle the minicams.

A. P. last week paid a reported \$10,000, highest ever, for pics of the Panay bombing to Universal Newsreek. Life bought mag rights for

\$15,000.

Another new publication of the year which appeared last month is the magazine Verve, published by Esquire, Inc. Billed full page

year which appeared last month is the magazine Vérver, published by Esquire, Inc. Billed from the membrager and sa the most beautiful of magazines' it is an art quarterly retailing for \$2.50 and published in Parl., Cover of the first issue is by Henri Matisse. It contains full size portfolios of, both contemporary and museum, if pieces with considerable text by leading French writers and some of the best known contemporary photographs as in important part of the publishing biz is also reflected in the multipleation of mags connected with the subject and appearance of such publications catering to a hobby public. Popular Photography one of these and Minicam another, latter pocket; size. Thaff's where the future seems to lie, in more and more pix. Vantery, however, goes along in its old-fashioned, way of dishing out the news sans illustrations. news sans illustrations.

Spokane Raps Bedtime Stories Mrs. Mabel Hoover, Spokane news-stand dealer, was fined \$25 police court this week on charge of selling

cont in week on charge of selling indecent and obscene literature. Mag in case was Bedtime Stories. P.T.A. expected to follow up with other arrests if lewd mags are not removed.

Suspense

Exec at the Look offices took quite a ribbing from a friend last week in connection with series of Biblical pics the mag

has been running. Replied:
'You'd be surprised how
many thousands are waiting to see how it all turns out."

Albany Guild Charges
Heatings on the complaint, filed by seven leading members of the Tri-City Newspaper Guild aradinst the Gannett Company and the Press Company, charging discrimination in the lopping off of editorial employee heads at the time of the consolidation of the Knickerbocker Press and the Albany Evening News Solidation of the Knickerbocker Press and the Albany Evening News Hast July, will be resumed before Examiner George Bokat of the NRLB, Jan. 17, in the State Office Building, Albany.

It is said that of the 30 dropped in the merger, 28 were Guild members Four of the Officers seeking reinstatement, Austin Scannell, former city editor of the News, John Wanhope, Henry E, Christman and Jack Andrews, nave testified. A fifth, Richard Jackson, will take the stand when the hearing is resumed.

when the hearing is resumed,

Siff Binding, Stiff Salling
Upton Sinclair fouding with
Irita Van Doren because she as
editor of Herald-Tribune 'Bools'
brushed off his 'Flivyer King' with;
out a review, arguing that so many
of Sinclair's vols being printed in
any sense of the word.

Fact that Paul Douglas, professor
in the department of economics in
the University of Chicago, reviewed
The Flivyer King' for the Saturdey
Review of Literature didn't impress
Miss Van Doren enough, Sinclair
went to town on the issue of what
constitutes a book.

He told, here that 'The Flivyer
King' has 72,000 good words which
make it book in the trade sense,
but the reason he didn't release it

to the trade was because 'Co-op' which has nearly 200,000 words only sold 5,000 copies at \$2,50 a throw, and his idea of circulation is several nundred thousand.

The only way he can get that, he argued, is to put his books in paper binding and sell them cheaply.

It is a great injustice to literature, he told Miss Van Doren, to accept the compercial definition of a hook—

he told Miss Van Doren, to accept the commercial definition of a book— something which allows, 30, or 40% discount to bookstores, 15 to 20% royalties to authors and enough margin of profit to publishers so they can maintain an office in New York. This system, argued Sinclair, has made America, the worst book buy-ien nation in the world.

ing nation in the world.

Proof that his system has its points. he informed her, is that CIO took 200,000 copies of The Fliver King, meaning a gross of \$50,000 opposed to 12, G's grossed by 'Co-op under \$2.50 imprint of Farrar &

Quebec Seizures Returned Quebec newsdealers report that all a series of raids conducted recently on the grounds of immorality have been returned to the stands by police authorities following threats of action against the municipality. It is reported that the newsdealers demanded and received payment for all copies of magazines missing or damaged because of the seizures.

for the past six years, and most of his funds had been spent on medical his funds had been spent on medica attention. His second wife, Marjon Vonnegut Marquis, an actress, dies

vonnegut warquis, an actress, died, last year.

Two of his three plays were The Old Soak, which brought him \$85,000 and The Dark Hours, latter ansuccessful. He conducted 'The Sim Dial,' a column in the N. Y. Sun, and Dia; a column in the N. X. Sun, and was the author of man, short stories, and books, one of the best known of which was 'archy and mehitlabel.' A benefit performance by his friends or the Players Club had been planned for next month to 'assist him financial the state of the players.

CHATTER

Lawrence Watkins, playwright, in Y. from Richmond, Va.

Pearl Buck's new ofh titled 'This Proud Heart' set.

in U.S. A. Edwin Duerr, head of the drama department at the U. of California, has been in N. Y. for the holidays. Glenn Hughes: N. Y. last week with his wife, left for Scattle. Wash. Has written a new play titled 'Swift Movement.'

Movement.'
Covici-Friede issuing

history of the war in Spain tilled Death in the Making, by Robert Cape, Due out next month.

Playwrights

(Continued from page 191)

(Continued from page 1913).

plays outright and rarely offers such a high royalty as 40°. Where the sale is outright, in royalty whatever is forthcoming.

Most spectacular of the efforts I behalf of the young playwright during the year, was John Golden's contribution of five \$1,000 fellowships for unrecognized, but deserving dramatists. Producer's action came as a result of a statement by Sidney, Howard at last spring's American Theatre Council convention. According to Howard, the legitimate must do something to encourage and help young playwrights trying to get started on Broadway. Uuless such writers are aided, Howard said, they will continue to gravitate to Hollywood for salf-preservation, leaving the stage without writing talent.

Financial Aid.

Financial Aid.

Enancial TAId.

Besides the five \$1.000 fellowships, which a committee is now preparing to award, the Dramatists Guide, is taking other stops to help it young playwrights. It has placed number in jobs to keep them in New York and It is mow obtaining-freetickets to Broadway shows, so the authors can see the work of other (and successful) dramatists.

In addition to the Coldeit awards various other, playwrighting private and fellowships include the International Ladies Garment Worker Union award of \$2.000 and the annual Guggenheim Fellowship of \$1.000. Latter, particularly in the lass several seasons, has shown an increasing tendency to recognize and reward the more practical and commercial dramatic efforts rather, the mercial dramatic efforts rather, the mercial dramatic efforts rather, the the theoretical and so-called artistic

works.

During the year there have continued to be runors that the picture companies would withdraw financing from their Bureau of New Plays. No such action has been taken, however, and the Bureau has continued to function, although without tangible result. Indication that the Bureau was not a dead is sue came at the annual Dranntiss Guild meeting however, when members presented resolutions from the floor proposing action against

members presented resolutions from the floor proposing action against fellow-members who cooperate with the Bureau or to bar from future (guild membership persons who do so or to proceed against managers who deal with it.

But if 1937, which was dentally the Guilds-25th aminversary year, was significant in the field of legit authorship, indical as the year came to a close wee that 1938, would be even inore potent. Encouraged by their success in protecting their interests ind putting their work, from busitent. Encouraged by their succession of potential their work. From business basis, the dramatists showed signs of intending to carry their gains even further. Additional developments in almost every one of the above directions seemed likely.

Radio Orch, Corp., still handling Skeet Palmer, Blauchie Calloway, Ted Black, Erskine Hawkins and Charlie Armstrong bands. Manuscr Norman Campbell personally ass clated with Islam Jones Enoch Light, Al Kavelin, nd Paul Tro-

Murray Griss band returned to the Belmont Manor, Hamilton, Bermuda, for the winter season.

MSS. and Press Copy With Union Label

continues the most outstanding single trend among employees in the publishing-fields-today, A few years ago

trend among employees in the publishing fields today. A Tew years ago it was considered incredible that these while-collar boys would ever joi hands with mitt-calloused workers. Not that the boys and girls have all gone Red, but in newspaper and publishing circles they have alixed themselves with John Lewis' CIO. That, incidentally, includes Mrs. F.D.R.

Literati laborers made big news this year in several instances. Bigness tingle news item in connection with soribblers was the Supreme Court's decision in the Mortis Watson case, which was one of those in which the Justices upheld the constitutionality of the Wagner Act. Second biggest news was the switching over in June of the American Newspaper Guild from theh A. F. Li to the CIO. The method in which the convention was not, however, acceptable to all Guildsmen and protests by several locals resulted in antional ceferendum. Vote sustained the convention. Almost at the metime as the Guild went CIO, the both the convention. Almost at the metime as the Guild went CIO, the both was done at the forming of these groups have been formed. The A. F. L. has helped the forming of these groups first of which was local local in California at the Los Angeles Examiner and the second in Boston. A nother group

Augales Examiner and the second in Boston. Another igroup the American Pre Society moving spirit of sehich is Oliver Holden of the N. Y. Times. Latter is a professional society, however, and not a union. Profests were made to President Roosevelt Legause of his joining the Press Society and also to Chief, Justice Hughes. Latter signed to avoid being dragged of a controversy, when the Guild objected. President Roosevelt Luckhowever, his secretary. Stephen-Bank declaring that since the aims. jectrd. President Roosevett tuck, however, his secretary. Stephen Early declaring that since the aims of the society were to raise the leve's of journalism, it was oltay. Society has branches in New York. Washington, Pittsburgh and Chicago.

Bumps Ahead

As for the Newspaper Guild, its future is, not strewn with roses, it has just concluded a bitter strike against the Brooklyn Eagle in N. Y., a three months struggle drawn out since September. Strik was settled

Unionization of literati laborers by mediation. In connection with this strike, Eagle employees picketed have a mong employees in the publishing fields-today. A few years ago the was considered inoredible that have allowed with the sewhite-collar boys would ever by the Shuberts. There was also of hands with mitt-calloused workers. Not that the boys and iris have all gone Red, but in news, as the attical; and film press agents, and read themselves with John was allowed themselves with John was Co. That incidentally in-

Lost in Decatur

There have also been other strike which have been an expensive drain on the Guild's treasury and on the which have been an expensive grain on the Guild's treasury and on the nublishers' finances as well. One of the quickest, however, was that in Wilkes-Barre. Pa, where iminers turned out in cupport of the Guild which won its demands on four, newspapers in a week. The Guild also lost its first and only strike this year in. Decatur (III.) at the Herald and Review. Walkout which took place in July resulted in the suspension of the newspapers, am and pim for four days, after which the strikers returned to work without having won their demands.

Guild has grown this year particularly through admitting of commercial employees under the CIO ruling. In N. Y. City alone there are leastly 1,000 mombers of the newly

Some editorial men object, however, to being outnumbered by the commercial employees in their units. In the book business there is also a union, the Book and Magazine Guild. It is the publishing local, of the United Office and Professional Workers of America, and affiliated with the CIO white collar international in July. It has about 1,000 members in New York City. There is al: a local Boston. Has secured Guild contract in several firms but a closed shop only at Modern Age Books and the Dauber and Pine Bookshop in N. Y. Guild presently has contracts with Vanguard Press Covici-Friede Booksing a Russian bookshop and is, in

niga, a Russian bookshop and is in process of negotiating several others. David Zabladowsky president of the N. Y. local.

who averred he was discriminated against for union activity, was instated. Press Agente Union

Press Agents Union.

No discussion of the organization
of literati jabours can omit mention
of the New York Theatrical Press
Agents. To date this organization
which first thought are would line up
with the Newspaper Guild, has no with the Newspaper Guild, has ininternational or any other affiliation.
It has first of all to work out a furisdictional dispute satisfactorily to
prevent its being included in that
of the Theatrical Managers and
Treasturers Union, an A.F. of L.
union, which is claiming jurisdiction
over the p.a.'s.

1937 marked the close of the 25th
year that the Authors League
America, Inc., has been in existence.
This is the parent organization t.
which the five subsidiary writers'
Guilds belong. Mare Connelly is
president.

president

president.

The year in the Authors' League saw the formation of the new Radio Writers' Guild, a separate administrative unit to deal specifically with

sow the formation of the new Spapers, a.m. and p.m. for four days, after which the strikers returned to work without having won their demands.

Guild has grown this year particularly through admitting of commercial employees under the CID ruling. In N. Y. City alone there are nearly 1,500 members of the newly formed group, who have been members less than six months. Total membership of the Guild throughout the country is estimated. The neighborhood of 14,000.

Some editorial men object, however, to being outnumbered by the commercial employees in their units alm the book business there is also a inion, the Book and Magazines and include in the Local Boston Has secured Guild Contract in several firms but a closed shop only at Modern Age Books and the Dauber and Pine Bookshop in N. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in Age Books and the Dauber and Pine Bookshop in N. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in S. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in S. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in S. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in S. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in S. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in S. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in S. Y.

Guild presently has contracts with Vanguard Press, Covict-Friede Boots, in S. Y.

Guild presently has contracts with Vanguard Press, President of the N. Y. local, First National Labor Relations Board, case was brought by the Boot and Magazines Guild this year when a remployee of Standard Magazines, covered heretofore with business problems rather than editorial matters.

Broadway

Bessi Clayton received kangaroc as gift.

Ben Griefer's mother, laid low with pneumonia, is now out of dan-

phenomena is a constraint of the constraint of t

was with You Can't Take It With You."

Ed Gallier, who's on the road for UA, is in a Providence hospital, following an operation for acute appendictis Thursday (30).

Viul-Anne Hid Sweden for a decide the control of the Sweden for a decide the control of the Control of Sweden for a decide the control of Sweden for a decide the control of Sweden for a decide of the Control of Sweden for a decide of the Control of Sweden for Sw

s crew. What he calls 'Hallelujah Broad-de' has been written and printed on side has been written and printed or parchment paper. Iribute to the lite Dexter Fellows by Charles B Driscoll, editor of McNaught Syndi-cate.

Driscoll, editor of McNaught Syndicate.
Cliff and Alyce Fischer due from Paris next week, thence to Mismi, with the showman communiting back and forth to Broadway to set future nitety plans. Also has a picture proposition.
Joe Moso of the Hollywood and Joe Moso of the Hollywood and Joe Moso of the Hollywood and Joe Misson of the Hollywood and Score of the Misson of the Hollywood and Ceorge Olsen, opened the International, Bit probably didn't visual ze it would help drive the Hollywood into 77B.

Pittsburgh

By Hal Cohen

Joe Feldman's parents here from

Joe Feldman's parents here from N Y Jackie Hellers' parents leave next week for Florida wintering.
Joe Stabile's Xmas gift to Paula Kelly was a beautiful solitaire. Art Rooney has taken the family bear of the winter. Art Rooney has taken the family bear of the winter. Art Rooney has taken the family bear of the winter. Art Rooney has taken the winter of the winter

from Boston for huce dates. Johnny Mitchell deing delly organ simt at William Penn, new cocktail

Johnny Mitteres in the cockial derived the light back in town again beating the light back in town again beating the druns for Room Serbest back and the light back in Playhouse's Accent On Youth.

J. Weißling has taken over Logyiew Farms, once one of burg's swankiest roadhouses.

Jill Stern, daughter of the publisher, understudying Valerie Cossart in Shadow and Substance.

When Jack Sherr pulls out of White Mansions, Irene McKenna will accompany him as soloist. When Jack Sherr pulls out of white Mansions, Irene McKenna will accompany him as soloist. The same band has a whon heas a femme band has a who heas a streamline diet and doing nicely. Ted (Stanley house band) Rufa's brother, Armand, is first trombonist with Toscanin's NBC symphony.

Sydney

Heat causes biz slump.
Stunt F. Codde doing splendid exploitation for 20th-Fox.
Mark Hellinger is doing a second-series of yarns for the Argus.
Far's 'Souls at Sea' is the Xmas attraction at the Prince Edward.
Uni's The Road Back is going very could here and should turn in a nice grant of the property of the country of the property of the country of the property o

Victoria Regina' continues successfully for W-T in Melbourne with Fay

road with family. Back to .nip-

Ping.
Williamson-Tait will produce Okay for Sound early in the year, with Sydney probably the premiere

with Sydney probably the premiere spot:
Sino-Jap war stuff holding up well as biz puller to State newsreeler. Clips of Duke Windsor also goof for lineups.
Orrie Perry, manager State herz recovering from illness. Tom Casserly has been in charge of the acc for GUT.
No deal has yet been made between British Empire Films and Gordon Williams for the distribution of the Maxwell product next year.
Two local pix, Typhoon Treasure (Commonwealth) and The Avenger (New Era) are near completion and

(Commonwealth) and 'The Avenger' (New Era) are near completion and will be released with the New Year. Two show boats are running from here Sunday nights to good trade. Boats cruise about three hours and carry a nice bunch of local performers.

Williamson-Tait appear to have

Williamson-Tait appear to have a pretty good hit here with 'Swing Along,' starring George Gee. Other players include Donald. Burr and Billie Worth.

A London report states that Par has purchased Cinesound. Tail and the property of the property of the control of

throughout the Commonwealth by U. A. Looks as though Snider-Dean will import further overseas shows early in year to play the acc spots throughthout the Commonwealth. Boys control a very Juicy city, nabe and six chain with pic policy, but are not afraid to take a fiyer in the legit. Beld, and may. If present conditions improve, build a theatre of their own for legit and revues.

Chicago

Dave Lipton through town Jean Hersholt Centuried through Charles Carroll in for some radio

Victoria Regina' continues successorily for W-T in Melbourne with Fayy Comp' 1.

Whisps have it that Stuart Doyle's nroposed break into South Africa is now definitely, off.

Strand. Newcastle, has been completely renovated by the City Fathers for Icasim to GUT.

Jane Withers quite a rival to Shirley Temple in these parts and sorving a solid box bet.

Noel Bennett, circuit manager!

Jyls, nome after three months visit to Hollywood and N. Y.

George (Doo) Halley to Kansas strong as solid box bet.

All Keehn and Markaret Heckle. From Kansas City for some hometown holidaying. Clearly Hoffman cocktail party dishibition of Some for the City for some hometown holidaying. Charles Hoffman cocktail party dishibition of Charles Hoffman cocktail party dishibition of Cleveland to see wife and aughter.

Trisong of Zenda (UA).

Frank Hoffman cocktail party dishibition of Cleveland to see wife and aughter.

Clarence Badger dogs a nightly in session over commercial unit hile awaiting nic assignment.

Clarence Carewell O'Reg a nightly in session over commercial unit hile awaiting nic assignment.

Carewell Cressell o'Reg and the bit of the completing for the completing for

London

Joe Friedman, Columbia, to Buda pest for Christmas.

Pop Goodman, joint partner in Buddy Bradley hoofing school, in hospital.

hospital.

Eighty five technicians laid off at
Pinewood Studios just before the
holiday.

Betty Bruce at Cannes for a week
with more weeks on the continent

th more follow.

to follow, The Diffins out of the Jack Waller Palace show, Oh, You Letty, due to overhead slicing.

Falls, of Falls, Reading and Boyce, in private life Mrs. Reading, in hospital for operation.

Gabriel Wells, of N. Y. bought MSS of Peter Pan and Wendy for \$2,800 at sale of J. M. Barrie's library.

States of Feer Fan and wendy 167

States of Feer Fan and wendy 167

Harold Schuster paid \$220 in fines and costs on charge of a tempting to a camera and color filter.

Mayflower Pictures' first, effort, The Vessel of Wrath, gets its world's premiere at the Marble Arch Regal, Jan. 27.

The Four Franks back to America after three years in Europe. Turned down years work at the Folies Bergere, and open at Loew's State, N. Corge Hale, producer of the Glamor Grils, was to have sailed to put on a new revue at Miami nitery, but had to postopen at last moment owing to illness.

George Black traveled to Sunderland specially to take a look at Sue Ryan. It is now likely that she will be in the next August. As well as the world of the control o

Berlin

Wilhelm Kempff to Athens. Gerhart Hauptmann to Vienna. Viktor de Kowa on the sick list. Annual film ball skedded for fifth of March. Primanetin' has passed 200th per-formance.

Oparamerin' has passed 200th performing.
Jack Hylton to the Scala, Berlin, in February.
Gieseking giving a recital at the Beethov-passal.
Elly Ney, pianist, giving a Beethoven concert.
Gerard ballet doing a three-week engagement in Rome.
Don Kosaken choir giving a benefungagement in Rome.
Don Kosaken choir giving a benefungagement in Rome.
Poul Wegner in Milet passing in Strindberg's Death Dance.
Berlin Philharmonic in Florence under the baton of yon Benda.
New production of The Bat' at the Deutsches opry New Year's Eve.
International hooters competition to be held in Hamburg on Jan. 16.
Lida Baarova in the title role of 'Josephine', play by Hermann Baht.
Karl Hasselmann at the camera on the new Negri pic, The Weak Ex-

cuse.

'Always When I'm Happy' is the tag of the next Marta Eggerth vehicle.

vehicle.

Anna Dammann in the title role
of Turandot! at the Deutsches
theatre.

A week will be devoted to the
works of Gluck at the State opry

theaur.

A week will be devoted to the works of Gluck at the State opry here next June.

Dorothes Wieck making a tour of Germany in the lead of 'Love' in Major and Minor.'

Marcel Pagnol planning to make the revue at the Admirals-palast Today. In in Love.

Certrude Pitzinger giving recital at the Singing Academy prior to the States, in "the Tallor. Wibbel.' a comedy of the Rhine country by Muller-Schlosser. Werner Krauss to the Burg theatire, Vienna, until the middle of May, when he returns to the State theate Hanis Kessler a newcomer, signed

here.

Hansi Kessler, a newcomer, signed by Heinz Hilpert, director at the Deutches theatre, for a role in 'Cas-sendra'.

sandra.'
Maria Koppenhoefer as Kunigunde in the premiere of 'Kathehen from Heilbronn' a tihe State theatre, directed by Jurgen Fehling.

Paris

Ketty Gallian in from London, Jim Witteried back from America. Don Byrne and Swanson in town. Joan Warner in and off to Brus-

- A-mos recovering from auto acci-Claire Francony married to Henri

Claire Francou,
Geix,
'Nus 38' new revue at Concert
Mayol Nus as new Mayol.

Alice Tombroso recitaling at Salle Pleyel.

The Harmony Ki at the Big at the Big

Apple ogues 1938' (UA) hailed by crit-

Vogues 1938" (UA) hailed by crities hers,
CinefFrance' celebrating first anniversary,
Gretl Vernon broadcasting over
Radio-Cite,
Pierre Dac heading new revue at
Chaparet de Deurs-Anes,
Raymond Rouleau signing to take

principal role in 'Les Indifferents' by Paul Vialier at Theatre de l'OEuvre, Doris Niles and Serge dance récitaine at Sulle Pleyo, and 'Slim' West of Sulle Pleyo and 'Slim' West of Sulle Pleyon (Sulley Sulley S uary. Paris-Soir publishing long blurb on Greta Garbo as Seen by Her

Paris-Sour Description of Creat Garbo as Seen by Uncle.
First film of radio star Jean Lumiere 'Chanteur de Minuit' at Paramount.
Michele Morgan, thru with 'Orage, starring Charles Boyer, to make Quai de Brumes. with Jean Gabin, before going Hollywood.

Baltimore By Howard A. Burman

Lou Shecter up to ears new

play. Ike Furman recuping from serious

play.

Ike Furman recuping from serious illness.

Leo Fields in from Coast on visit to brother Joe.

Izy Rappaport contemplating South American cruise:

John Charles Thomas on board of local Civic Opera Company.

Cus Kleimm tune featured on program by Martinelli at Lyric.

Max (Oasis) Cohen planning forthcoming campaign for sheriff.

Harvey Rivkin airing experience on inaugural flight to Bermuda.

Sam. Lampe lining up names for Two O'clock Club floor shows.

Fred C. Schanberger, Sr., receiving concerns and the serious production of the control of the cont

rollies. Hope Barroll, Bob Maslin and Purnell Gould took off for duck

Purner Good shooting. Bernic Seaman getting prize win-ning candid camera shols backstage at Hipp. Rita Swann airing views on 'Hurri-cane' after special preview arranged by Bill Saxton.

Whither FTP?

(Continued from page 188)

research laboratory -work. WPA theatre heads are le

This is the research laboratory at work. WPA theatre heads are learning lust what is the most effective kind of exploitation; what is the most popular type of play and musical production; at what cost can such things be done; how will the road audience react to certain type shows; and will this that style directing, lighting, scenery and acting furnish the best effect per dollar spent.

At the same time, with this purpose at work, directors, actors, scene painters, electricians and musicians are all getting more waried and sounder experience. In this duty alone, the Federial Theatre important to commercial show business should make plans to take it over should the Government project ever be in danger of ceasing operations.

should the Government project ever be in dangkr of ceasing operations. It wouldn't be hard to make money with the Project; and, in doing only one thing is the competitive spirit among the workers, especially the performers. Nowhere les is that spirit. keen. Every role is covered by three or four performers, all up in the part, the best to do the show. Naturally, since every actor has but one desire—to get behind the lights—this system really develops actors.

has but one desire—to get behind the lights—this system really develops actors.

Otherwise the WPA theatre could make money and lose nothing. Since the project has the giving of work as its primary object, more money is being expended than is necessary. Then, because of its —competting policy, it cannot take an advertisement as large. that of any commercial theatre production; it must, not tie, up, with any commercial firm, lest that firm feel it has government sanction; and it must employ those who too old, too young, and those who can't find other work to the exclusion of all others. Commercial show business could make changes somewhat to dilute and quality, these policies, should it take over the WPA business.

ness.

Performers and every branch of the craft benefits personally by the Federal Theatre, audiences benefit by it, and the commercial theatre certainly does. Therefore the Federal Theatre must be operating for most.

Minneapolis

CHATTER

By L Rees

Max Roth, Republic district man-

ager, a visitor.

Harold Wise, RKO booker, Chicago for holidays.

Charles Weiner, Monogram, back at work after illness.

Joe Fieldman toastmaster at Uni-versal's Christmas purty.

Warner Bros, and Metro exchange leams to clash on bowling alleys. Dorothy Kielty, Metro inspector, ne of city's champion ice skaters.

Ella Herrod, National Screen of-fice manager, visiting at Como, Wis, George Hinton, Paramount branch manager in Omaha, here for Christ-

Al Stern, RKO city salesman, pent holidays with parents. Chi-

Seven-pound girl at home of Walt McKeen, Metro salesman Bird's een, M

Maury Abrams, Metro exploiteer of to La Crosse, Wis., Rosalie

Maury Abrams, Metro exploiteer, off to La Crosse. Wis. Tiosalle' assignment.

John H. Burke, father of Tom, and Ed of National Screen, passed away at age of 79.

Harry Hirsch, burlesque impresario, in Denver with Bronko Nagurson, and the server of the control o

Hollywood

Lou Gehrig due in for his film

Lou Gehrig due in for his film baptism. Dunlag on the mend Irom auto injuries.
Peter Mile had his orb scorched in a yule mishap.
Kenneth Weaver, assistant caster at Republic, has left.
William Ludwig now journeyman writer at Metro.
Marvin Stephens, newsie, given an Misch Auer, east for six weeks of personals, opening in Boston.
Joe Rivikin formed agency partnership with Walter Batchelor.
C. E. Yaeger, bank night prexy, here from Denver for holidays.
Edward Sedgwick made a lieutenant colonel on Texas guv saff.
Edward Sedgwick made a lieutenant colonel on Texas guv saff.
Ed Beck, Metro exploiter, cook-

Metro added Anthony Ward, Fed-eral Theatre player, to the stock list, Ed Beck, Metro exploiteer, cook-ing up campaign at studio for Pete Smith's Candid Camera Maniaes: Harold Lloyd twisted an ank'e playing squash and hobbied through his pic rather than stall production.

Des Moines

Drake Us holiday offering
Winterset;
The Variety club sponsored a
Christmas party at the Paramount.
The Iowa Federal Theatre Project
is v. shed up after Jan. I because of
excessive man-month costs.
Tri-States bank night purse renched
\$2,500 and the independent theatres
had \$500 for Christmas week.
Katherine Marlowe, Hollywood,
nown as Kea Rea in Iowa, is visiting her parents in Centerville, Ia,
for the holidays.
The city has leased one noor of the
Ford Motor Co, building for a free
roller skating rink to open soon
after New Year's.
County Attorneys of Iowa have gone
on record as opposed to bank night
and favoring an act to prohibit bank
night and so-called gift enterprises.
Mr. and Mrs. A: H: Blank will
cave about Jan. 15 for a two months
vacation in Hawaii. The trip was a
gift of Tri-States managers and cmloves.
Some 1,000 shutting attended th

innees. Some 1,600 shutims attended the Varicty club's annual party at the Paramount for a three hour show, gifts and prizes. The club is also planning to sponsor two more charitable events annually on its cavic program.

'Let's Have a Celebration!' New Slogan In Exposition-Inoculated Chicago

By Ray Wilson

Chicago, Jan. 1. Since the last Chicago, World's Fair ran two years, the town has believed in showmanship to an ex-tent unknown by any other city of the United States. This belief is not altogether an abnormal tendency to

altogether an abnormal tendency to-ward flag-waving; instead, it is founded on pocketbook truth that showmanship by a city is, in every case, conducive to the business prosperity of that city.

This year's 'exposition' is typical of Chicago's showmanship. The boys wanted a show, but no excuse could be found for one except that 1937 marked the 100th anniversary of the granting of Chicago's charter. But that was enough, more than enough. It became the reason for

Jagar marked the 100th anniversary of the granting of Chicago's charter. But that was enough, more than enough. It became the reason for a seven months elebration.

And, lest it be thought that much of the celebration was meaningless waste, an understanding of the city's unique class consciousness is necessary. Chicago is not a town: it the loop and 71 towns within the corporate limits. If the loop does anything, all 71 of the little towns outside give a great big aspiberry and say nuts-to-the-capitalists. If the 71 little towns outside sive a great big aspiberry and say nuts-to-the-capitalists. If the 71 little towns outside sive a great big the first of the first of the first of the first of the little towns outside sive a great big aspiberry and say nuts-to-the-capitalists. If the 71 little towns of anything, the loop goes into a quiet, dignified sneer, not too noticeable, for fear it will give the little fellow recognition.

To overcome this obstacle, plans for this exposition called for 171 separate community events in addition to the stellar attractions. These smalless began early in the spring, and continued throughout the summer, drawing some 1,304,250 spectators. Some were held, in neighborhood parks, and a few, such those honoring leading nationalities, had their incommended the cashook is concerned.

in Soldier Field.

All were important too as far as money in the cashbox is concerned. For example, the Polish Pageant drew slightly over 60,000, with 5,000 of that number coming from out of town. With 5,000 Poles coming in, a lot of money is, left in a town, yet, these nationality days are done with the nut down to an almost zero.

City Hall Barnums

City Hall Barnams
Thus is Chicago's showmanship
mart, and credit for building success out of problems must go to
Mayor Kelly and Corporation Counsel Barnet Hodes, and the men the
selected to carry out the work.
Credit is given to these political
officials without holding any illusions. It is common knowledge that
civic showmanship is the greatest
stooge game in the world. But
Mayor Kelly and Barnet Hodes
picked-the right stooges to make the
affair successful.

Their executives combined business and political worlds. Kelly himself became honorary chairman, and John MacKinley, an impeccable business man, was drafted. executive chairman. Between them, they selected James R. Leavell as treasurer, the aforementioned Barnet Hodes as secretary, Irving Levy as chief executive, Captain Jack Riley as production manager, plus an executive committee of 42, hand-picked from among spots which could do the most good.

These men raised the money, when money was tight, they stretched it farther than it had any right to go, and they made the exposition successful.

In judging success, business statistics only are the rule of measure. Department stores are probably least effected by expositions, yet Chicago's department store business showed a gain of 13% during the celebration—at a time when the average gain throughout the country was only 9%. And civic showmanship must be responsible, for the two cities showing the highest gains. Cleveland and Chicago, were both holding expositions.

This 13° is really a tremendous figure, when it considered that the entire seven months of events had to be run off for a total of \$134. Their executives combined busi-ess and political worlds. Kelly

ngure, when it considered that the entire seven months of events had to be run off for a total of \$134. 000—which is \$13,000 less than Kan-sas City spends for her single event, the Jubilesta.

John Rockwood, baritone, signed for ether buildup by Columbia Artists, Inc.

Priscilla Holdbrook, formerly of WOW, WMCA, and Jerry and Baby Grands, added as WJJD, Chicago, staff pianist.

All Four Quads

Detroit, Jan. 1. Besides James Melton, Detroit's Little World Fair Jan. 21-30 will highlight appearances by Michigan's famous quadruplets, the Morlok kids. Will mark .rst appearance of all four girls, quads engagement last year being cut by illness of two of

Fair, to be cld Convention Hall, will also include appearances by local radio artists for first three Hall

COLLEGE GRID B.O. 4% OVER '36

By Morrie C. Guss

Salt Lake City, Jan. 1.

American colleges cut a \$22,000,000 melon during the 1937 football campaign. While not exceeding bo, receipts of pre-depression years, the 1937 figure is noteworthy. It was the largest gross for outdoor events dur-

largest gross for outdoor events during the autumn months,
Statistics collected by authoritative sources (A,P. and U,P.) disclosed 8,000,000 fans witnessed 391 games, compared to last year's attendance of 7613.786 at 397 games.

Representative colleges and universities in the six officially designated grid regions of the country numbering 390, show a 4% increase in bo, and attendance over last year.

Notre Dame was probably the top

Notre Dame was probably the tor name the gridiron marques realizing about \$1,250,000 at home and intersectional contests. The realizing about \$1,250,000 at home-and intersectional contests. The Fighting Irish led all of the eastern teams, with Yale, Army, Pennsyl-vania and Pittsburgh all reporting over \$250,000 gate receipts per game. The Bulldogs' home games were all \$BO.

S.R.O. Ohio State enjoyed a boom season

S.R.O.

Ohio State enjoyed a boom season to lead the midwest teams, with Minnesota and Michigan, whose powerful teams were responsible for the six figure receipts.

Southern teams lead, the entire nation in attendance records, although lack of seating facilities, robbed them of new turnstile marks. Tulane drew the largest crowds, with Duke and Louisians State closely behind. The south reported a 16% gain over last year, as did the southwest. Nearly 1,000,000 fans saw games below the Mason-Dixon line, 200,000 more than in 1936. About 450,000 witnessed frays in the southwest, compared to 350,000 in 1936.

Rocky Mountain conference teams rode the crest of the greatest popularity in the leagues history, probably due to the sensational performances of Byron 'Whizzer' White,

Colorado U quarterback, who made more All-American teams this year than any other collegian. R.M.C. colleges attracted 195,000 persons in 18 home games, exceeding last year's mark by 43,000.

18 home games, exceeding last year's mark by 43,000.

Allabama, opposing California in the Rose Bowl New Year's Jay, gets about \$85,000 as its share of the gate receipts, California a like amount. Nearly 90,000 fans see this classic, always a sellout.

This year's Army Navy game attracted the largest crowd when 102,-300 persons attended.

Practically all of the college teams in the east got a hefty chunk of coin for broadcasting rights. Taboo of grid etherizing was in effect in the Rocky Mountain and at several southern and midwest schools.

The newsreels shot a record footage during Saturday afternoons of the past three months.

Pro Football Influence

Pro Football Influence

Pro Football Influence

Lure of professional football induced a great number of collegians to play a better type of football, in hopes that their reputations will spave the way for contracts.

Increas of post-season games extended grounds of popularity of colleges, 'Lius, realizing additional ceipts and fame on the football map. Popularity of 'bovic' contests in various sections of the country this year was another interesting development during the current season. There's the Sun Bowl, 'Cotton Bowl, Gugar Bowl, 'Orange Bowl, and, officurse, the pap of them all, the Rose Eowl. The 'bowl' epidemic even invaded the frozen griddens of Alaka, where a Snow Bowl will be played between 'two Eskimo teams, coached by missionaries.

Mere a Snow Bowl will be played between two Eskimo teams, coached by missionaries.

Bookmakers all over the country, tho used to confine their repsstrictly on the ponies, enjoyed a record clip season. Popularity of football pools everywhere accounted for millions of collars changing hands every Saturday, night. Colleges introduced numerous showmanship stunts to entertain patrons during intermissions. Most unique was cellophane-wrapped not dogs, which sold like hotcakes on the Coast.

Hostler's 20 Years

Lynchburg, Jan. 1.
Frank Ferroni, who followed the 101 Ranch and other wild west outlits as a brone tamer, under the name of John Beasley, has been senenced to 20 years here for the murder of an electrician in a pre-repeal

speak three years ago.

Ferroni skipped town after the knifing, but was jailed in Boston six weeks ago when a cafe waiter rec-ognized him from a pic in a who-dunit mag. Ferroni said he's spent the three years touring with wild west shows.

Charged with Manslaughter

Charged, With Manslaughter
Charlotte, N. C., Jan. i.
Frank C. Monaghan, Pennsylvania outdoor showman, was served with a warrant at Raleigh charging him with manslaughter in a highway death of Harry L. Davis, Winston-Salem and Lumberton tobacco warehouseman.

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. Variery takes no credit for these news items; each has been rewritten from a daily paper.

East

Two Brooklyn boys came to N. Y. last Wednesday and bought some materials for chemical experiments. Then they went to see the show at the Newkirk theatre, in their home town. The stuff let go, with a terrific debonation, scattering fragments of the bottle and nearly precipitating a panie. Audience was quieed by Hyman Arnick, who sent the two lads to a hospital.

Graham McNamee, charged with leaving the scene of an accident, sprung by the court last week when he protested he was merely looking for a policeman. He hit William-Gahr Nov. 24. Gahr was in court on crutches.

Body of Jean DeKoven, Brooklyn dancer killed in Paris by a gang of "Bluebeards," arrived in N. Y. last Wednesday aboard a liner.

Mercuty theatre went double fea-ture Wednesday when audience was told it could return and see a pre-view of "The Shoemaker's Holiday," an El: Zabethan comedy. Latter will alternate with Julius Caesar.

alternate with 'Julius Caesar.'
Radio fascimile used last week to transmit from Berlin to Boston paris of the score of Sibelius choral symphony, 'Ukko, the Fire Maker.' Had been lost in the malis and duplicade via ether for Boston Symphony,

which had it programmed for two days later.

N. Y. World's Fair to set up a rogue's gallery as a precaution.

Special matinee of Susan and Coo Friday World's Fair to set up a rogue's gallery as a precaution.

Special matinee of Susan and Coo Friday World's Fair to Susan and Coo Friday World's Fair to Susan and Coo Friday World's Fair to Susan and Coo Friday World's Wednesday. Drastic cuts for standard brands.

John L. Baird, London television inventor, announces his device has transmitted pictures in color.

Pennsylvania establishes 13 traffic courts to handle auto cases. Chiefly simed at speeders.

Juillard school extend, its orchestra compositions contest to Feb. Living the standard world with the composition contest to Feb. Living the standard world with the composition of the present the conduction to permit him to finish a Negro folk opera.

Long Island R. R. trying out double dec'p passenger coaches. Each car will seat 136.

First Lady swamped with queries on whether the Big Apple would be hopped at White House party New Year's Eve.

First Lady swamped with queries on whether the Big Apple would be hopped at White House party New Year's Eve.

Teached as host and dining and dancing partner of Ann Corior burley queen currently appearing in Washington.

N. Y. dailies running accounts of audience reaction to Panay bombing films.

films.

Hotel in Trenton, N. J., switches title and decorations of dining and dancing room from Jap to Chinese.

OBITUARIES

MILTON WEIL

Milton Weil, 49, head of the Milton Weil Music Co., died Dec. 30 at Grant hospital, Chicago, following an oper-ation for gallstones. Further details are contained in a story in the music

section.

HENRY TAYLOR

Henry Taylor, 52, managing director of the Metropolitan theatre (M&P), Boston, died Wednesday at midnight (29) in his hotel suite across the street from the theatre. He survived Ly his widow.

Mr. Taylor began his theatrical career about 30 years ago. as usher at the old Hollis Street legit house demolished two years ago. Under the Shuberts, he became treasurer, house manager and finally city monuser. For several years he was associated with RKO-Keith and was divisional director in New England for the Keith circuit during the prosperous era of that company. He had been with Publix and M&P, for the past five years, having been managing director of the Mettwice and manager of the Paramount in between.

ROBERT W. BENDER
Robert W. (Bob) Bender, 41, of
Seattle, died Dec, 27- from a hent
attack in Phoenix, Aviz, where he
had gone for his health. He had
been ailing for the past year. Interment took place in Tacoma, where
he was born.

In 1921 he handled adv, for Columbia theatr in Tacoma and latelumbia theatr in Tacoma and late-

lumbia theatre in Tacoma and later became manager. For a time, he became manager. For a time, he was in Ohio as a divisional theatre

manager.

In 1931, he returned to Seattle and for one year was Northwest Div. manager for FWC. Then he became editor of Daily Empire in Juneau, Alaska, paper owned and published by Gov. J. W. Troy, his father-in-law.

Bender married Helen Troy, after college romance, in 1922. No chil-ren. Wife survives.

MEYER COHEN

Meyer Cohen, 65, ploneer film man, died in Dallas, Texas, Dec. 28. He was covering that territory exploiteer for RKO-Radio.

plotteer for RKO-Radio.

Early engaging in the state rights
field, he later became Pacific Coast
representative for George Ricin and
afterward branch manager in Los
Angeles for Selznick's Select pictures. He was director of Coast publicity for the war films, under
George Creel.

He had been ill for three years,
but about a year ago recovered and

but about a year ago recovered and since then has been doing exploita-

GEORGE H. LANCEY

GEORGE H. LANCEY

George H. Lancey, 67, who sang
the lead tenor most of Victor
Herbert's operas 25 years ago, died
Dec. 27 in Henry Ford Hospital, Detroit, following a month's illness.
Formerly with the old Bostonians,
he had conducted a 20-voice chorus
over WMBC, Detroit, for the past
six years and conducted the Lancey
School of Singing in Detroit Bons

six years and conducted the Lancey School of Singing in Detroit. Born in England, he came to this country at the age of 10 and has lived in De-troit 16 years. Survived by widow, and three daughters.

ALMA TELL
Alma Tell, 39, stage and film actress, died Dec. 30 at San Fernando, near Los Angeles. She started on the stage at 16, appearing many Broadway plays, and went to the Coast 12 years ago for film work. Survived by husband, William Blystone, actor, and sister, Olive Tell, also stage and screen player.

FRANK SPEARMAN
Frank Spearman, 78, novelist and
playwright, died Dec. 29, in Hollywood. He was prominent in Calt ile circles and received in 1934 to
Lactare medal, one of highest honors
Cetholic Jaymen and Catholic laymen can ive this country. Widow, three sons, survive

JOHN DILLON

JOHN DILLON
John Dillon, 61, stage and screen
character actor, died of oneumonia
Dec. 29 in the Soldiers Home, Sawtelle, near Los Angeles,
Started in pictures with D. W.
Griffith and recently, worked at
RKO, Widow survives.

FRANK W. R. WHITE
Frank W. R. White, 52, manager of Royal Cinema, Cape Town, died suddenly Nov. 30 In his office

at the cinema, during the perform-

Brother of W. F. White, a director of African Consolidated Theatres, Deceased was for 15 years touring manager of J. C. Williamson companies in Australia.

Widow and two children survive,

CLAYTON ANDERSON

CLAYTON ANDERSON
Clayton Anderson, 46, stage actor, died in General Hospital, Los Angeles, Dec. 28.
Toured for many years with stage attractions and lately with the deval Theatre Project, Parents in Detroit survives. deral Theatre Detroit survive.

BENJAMIN HARTMAN

BENJAMIN HARTMAN
Benjamin Hartman, 67, for 20
years stage carpenter at the Hartman
theatre, Columbus, O., and later employed at the Ohio, died Dec. 27 at
his home in Columbus, O.
His wife, a daughter, two brothers
and a sister survive.

HENRY TAYLOR
Hedry Taylor, managing director of the Metropolitan theatre, Boston, died in that city Dec. 29.
He was well known in both the legit and picture fields.

(Miss) Georgia Butler Griffin, 47, died in Los Angeles Dec. 30 of pneumonia.

Monia,

She was the aunt of Bebe Daniels,
former film star, and author of several books for children and Who's
Who in Movies.

CONCESSIONAIRES TAKE SOCIAL SECURITY BITE

Washington, Jan. 1.

washington, and ...

Status of carnival concessionaires, who lease space for their enterprises from owners of midways, county fairs and other movable fun-spots, was decided last week by the Iuternal Revenue Bureau.

Carnivals are not responsible employers for payment of old age pension tax for individuals hired by lessors of concessions, the Burcau ruled, but latter must put up their share of the tax which is required under the Social Security Act.

No Snow, No Ski

Salt Lake City, Jan. 1.

Drug stores report a booming bit in aspirin to operators of winter sport havens in Utah and adjoining Intermountain states.

Salt Lake City, and environs—including easily accessible ski spots—basked summery-like weather during the inolidays.

The annual New Year's ski tourney to Ecker's bill a world renounced

at Ecker's hill, a world-renowned site, failed to attract the 1936 turn-out of 15,000, when insufficient snow caused skiers to consider their safety in preference to the possibility of shattering existing records.

Transportation systems are left holding the bag. Most of local rail-roads and bus companies had planned to make a killing over the holiday week-end hauling skiers to mountain

Salt Lake Bettors

Salt Lake City, Jan. 1.
Attorneys for a clique, allegedly controlling horse race 'books' in Salt Lake City, are studying Chicago's newly-enacted ordinance legalizing and licensing operators of horse race betting establishments with an eye of proposing a similar artifurness. of proposing a similar ordinance

his burg. Salt Lake proponents, materially aided by Coast nag angels, have trained their legal guns to attack the present ordinances governing horse race wagering.

Franco with DeLuxe-

Clifford Franco will be new can-tracting agent for the DeLuxe Shows of America. He is now in New York City getting ready to go out on booking trip with S. E. Prell, owner

booking trip with S. E. Prell, owner and managing director of the sline. Prell will stay out with Franco for two weeks; then will take a trip to the West Indies for three weeks, and then go back to Lancaster, S. C. where the show is winter quartered. The show will open early Anat in North Carolina. It will have 12 rides and 10 shows with 50 conessions.

BIGGEST NAME

Superlative quality . . . not now and then, but steadily throughout the years . . . has made EASTMAN the biggest name in motion picture film.

Eastman Kodak Company,
Rochester, N. Y. (J. E. Brulatour, Inc., Distributors, Fort
Lee, Chicago, Hollywood.)

BASTMAN FILM

Congratulations!

Variety always was and always will be the champion of show business.

EDDIE CANTOR

"Texaco Town"

Every Wednesday Night-CBS

And His Associates

DEANNA DURBIN
"PINKY" TOMLIN
VYOLA VON
(Fifi)

BERT GORDON

SIDNEY FIELDS (Actor-Writer)

WRITERS
SAM KURTZMAN
JOHN RAPP
BOB ROSS

VICK KNIGHT

Producer

of

"TEXACO TOWN"

ANNOUNCER
JAMES WALLINGTON

MUSIC BY
JACQUES RENARD

WALTER SCHUMAN'S
GLEE CLUB

B. F HOLZMAN
GEN'L MGR

15¢

Published Weekly at 154 West 46th Street, New York, N. Y., by Vari Entered as second-class matter December 22, 1905, at the Post Office iption, \$6 Single copies, 15 cents. inder the act of March 3, 1879. COPYRIGHT, 1938, BY VARIETY, INC. ALL RIGHTS RESERVED

NEW YORK, WEDNESDAY, JANUARY 12, 1938

64 PAGES

RADIO'S HOME-TOWN FOE

Adding Sound, Light and Props to Make MAY CREATE MANY At 64, Showman Krupa, Who Sold Out Civil War Painting More Showmanly ANTI-AIR LAWS For \$500,000, Fireman in Old Theatre

Atlanta, Jan. 11.

Herbert A. Kliegl, representative of N. Y. theatrical and art gallery lighting concern, was here last week examining huge Battle of Atlanta panorama painting for purpose of drafting plans for machinery to produce special lighting effects for famous work of art.

mous work of art.

City is going to spend \$37,000 to give showmanship touch to painting, which is housed in octagonal-shaped structure in Grant Park and visited annually by thousands, who pay two bits per head to see it. Margaret Mitchell's 'Cone With the Wind is credited with having doubled box office take by renewing interest in painting.

In addition to lighting which we have the same property of the s

In addition to lighting, which calls In addition to lighting, which calls for fleecy clouds to roll overhead, and dust to fly as northern and southern calvarymen wheel into battle action, boom of cannon and rattle of musketry will be heard from sound effects.

sound effects.

Painting is an awesome thing and, with lights and sound, should prove really exciting, as spectators, who stand in center of structure to view canvas, which stretches in 500-foot circle around him, will find himself right in middle of a first-class, bloody battle.

Burt Wellborn, lighting techni-cian, is in charge of work. Kliegi will return late in February to work with Wellborn on project.

SCALPERS' \$25-\$35 FOR TOSCY'S DUCATS

Demand for Arturo Toscanini radio concert tickets each Saturday night at NBC is increasing. Broad-cast last Saturday (8) night kept ticket staff frantic to keep pace with

requests.

Ticket scalpers were reported offering \$25 a pair for the Toscanini tickets, indicating they counted on getting at least \$35 for two coupons, NBC ticket department protected itself against ducat chiselers and possibility of them getting into scalpers', hands by issuing them late-changing color for each concert and writing in the name of each ticket holder. Each ticket also had two other secret checks to insure genuiueness.

Though Toscanini has played to

incress.

Though Toscanini has played to absolute capacity of the largest studio at Radio City in first two appearances, additional chairs were necessary to care for overflow last Saturday. Doors are shuttered 15 minutes before 90-minute broadcast goes on air instead of usual five-minute leeway period.

Resides much extires cityleness.

Besides music critics, students of music and minkermi society crowd, representatives of foreign governments stationed in N. Y. and Washington were guests at the New Yar's Day roadcast.

Rewriting Nijinsky?

Hollywood, Jan. 11.

Sam Goldwyn is mulling over the life of Nijinsky for a special. So far he has consulted with Mme. Romola Nijinsky, wife of the crazed dancer, and Eric Charrel, who has: a version derived from Mme. Nijinsky's biog of the ballet dancer.

Goldwyn has told them both that he wants a strong story but with a happy ending. Having got that out of the tragedy, he now wants the leading character to be a woman.

KATE INVITES MAE TO GIVE HER SIDE

By way of a publicity stunt for Kate Smith, identified as the sweetness and light girl, Ted Collins is talking about wiring Mae West an offer to pres at her side of the controversial 'Adam and Eve' skit. Several 'ife' include: whether a hond fide offer has or will be made; or Miss West would accept; or General ods and Standard Brands, who coperate in such matters, would lie it; or CBS would permit broadcast. Collins' idea is that everybody his

it; or CBS would permit broadcast. Collins' idea is that everybody has denounced Mae West, many not having heard the broadcast and none having heard what she has to say about it all.

Miss West got \$4.000 from Chase & Sanborn. Kate Smith progra: likely would not pay over \$2.500, about top for the Swansdown account for a guester.

Amusing Garbling Of Bei Mir Bist Du Schoen' in Orders

Way some of the small retailers in the hinterland refer to 'Bei Mir Bist Du Schoen' in their orders has Bist Du Schoen' in their orders has become source of much anusement for the music jobbers. One dealer wrote in for 10 copies of that new French sond, another spell it out as 'Buy Beer, Mr. Shaine' and a third polished it off as 'My Mere Bits of Shame.' But the transcribed bit that topped them all was one that came from a Pennsylvania steel town. It gave the tune as 'Mr. Barney McShane.' Market on 'Bei Miri broke in a big may Monday (10), with Harms billing 18,600 copies for that single day Music business at the same time found itself undergoing the biggest order boom in many months

Local Partisan Politics, Re

form Campaigns, Danger of Libel and Slander Occasioning Many Headaches for Broadcasting

AD LIB STUFF

States and municipalities seen ripe to break out in a rash of legislation seeking to curb, regulate or re-clarify existing laws in relation to radio. Regulation of stations is to radio. Regulation of stations is a Federal matter, but libed and slander responsibility for ad lib stuff, and the new habit of radio licensees intruding their own partisan views into state and city politics, has plenty of retaliation threat-

ened.
Currently there's a great ado in Massachusetts over the Colonial network's attacks on its own initiative and in an editorial capacity on alleged underworld connections and bad ethics of legislators. In the same state measures pend that would define libel responsibility, set

(Continued on page 40)

Canadian Border Towns Report Okay B. O. on Banned 'Zola'

Montreal, Jan. 11. The Life of Emile Zola' may be the best picture of 1937 for the rest of the world, but it orly so by the best picture of 1937 for the rest of the world, but it orly so by hearsay in the province of Quebec. Press, pulpit, etitizens' bodies and other organizations in this city urging for reasons why it shuld be banned here, thought they had won out last week when it was stated in the papers that, with some more on less innocuous cuts, it would be shown here in the near future. Then there came, an official notice that (Continued from page 63)

BALANCING THE BUDGET

Govt. Will Spend \$2,200,000 on Fairs in '38-'39

Washington, Jan. 11.

Government spending for thirs and expositions during the fiscal year opening July 1 will set a new record for recent years.

The 1393 budget which President Rosewelt sent to Congress. Wednesday (5) outlines \$2,00,000 in probable expenditures if such activities. Biggest outlay will be by the commission preparing the U. S. exhibit at the New York exposition, which is counted on to consume \$1,200,000. San Francisco, group will unpeel \$300,000, while the other \$100,000 is earmarked for the Tampa expo.

Rehearsal Gag

George Heller, treasurer and associate executive-secretary of the American Federation of Radio Artists, is intensely union conscious. His latest plan is to organize professional wrestlers. They may not be able to agree on a minimum wage scale, Heller says, but he thinks they'll go 100% for maximum rehearsal hours.

LEHIGH R. R. TO **BOOM B'WAY SHOWS**

Wilkes-Barre, Jan. 11. Wilkes-Barre, Jan, 11.
With no flesh shows in this city.
Easton, Bethlehem, Mauch Chunk
or Allentown, Lehigh Valley Rail,
road has inaugurated an 'after theare train' from New York to take
persons in the five towns off a
steady celluloid diet. The r.r., however protests that publicity men for
musical comedies, vaudeville houses
and other flesh spots in Gotham are
missing a good chance as the line
has been doing all the buildup.

Persons in the mentioned towns

Persons in the mentioned towns actually asked the railroad for such service, it not being an original idea with rail news sleuths.

with rail news sleuths.

The schedule is O.K. because persons are in the big city only one day. Other schedules nearly made it necessary to plan for two days in going to New York to see a show. The 'atter-theatre' coal burner leaves Pennsylvania Station cach night at 11:45, except Sunday,

Lancaster, Pa., Jan. 11. Lancaşter, Pa., Jan. II.
George Krupa has made a fresh
start show business: At 64, the
man who rose to be this city's outstanding operator; and then sold out
to Warner Bros for \$500,000, took a
job last week fireman at the fireman at the

job last Capitol.

Capitol.

The Capitol once was one of Krupa's string of houses. It represented the high spot lof his career and was everything the emigrant boy had dreamed of as beautiful. Its opening only few years ago was one of the town's motion picture highlights and Krupa, proud of what he considered his crowning achievement, gave full credit from the stage, to his family who had helped him make the grade.

A son and two daughters had

A son, and two daughters had been his whole musical staff as his string of houses grew and when it was no longer popular for the U.S. Marines to come over the ridge in the hick of time to piano accompaniment, the children became organists.

Stock market reverses however, cut a deep hole in the tidy nest-egg and bank failures took the balance.

Chi Trib Pans Pix Biz For Delayed Releases

Chicago, Jan. 11.

Chi Tribune took an editorial crack at film bookings whereby pictures are released in this city long after showings in surrounding towns.
Took producers to task for not premicring 'In Old Chicago' here. Went
to town in an editorial, biting with
sarcasm.

sarcasm. Editorial writer remarked that Chicogo may be alive with the spirit that forged a great city and a nation, but in the distribution of Hollywood products Chicagoans are the only hicks in the only sticks known to the nation today.



Cohen Follows Schulberg Off The Paramount Lot; Studio Now Chilly on 'Outside' Unit Prods.

Hollywood, Jan. 11.

Paramount and Emanuel Cohen were expected to reach agreement this week on settlement of producer's contract, which still has 18 months to run. Matter of \$150,000 stood in the ticket conformity with Paramount's policy to keep production within its own studio gates.

Those on the inside have insisted

amount's poincy to keep production within its own studio gates.

Those on the inside have insisted on no bow-out by Cohen would be agreed to until after the first run returns on Mae West's Every Day's a Holiday' and Bing Croshy's 'Doctor Rhythm,' but if is cleenly indicated now that the washup will come within the next 10 days.

Banking interests, and those running the studio, are said to be opposed to farming out product to such independent producers as Cohen and B. P. Schulberg. During the 18 months that he has been releasing through Paramount. Cohen's Major Pictures is reported to have set back Paramount more than was anticipated.

Paramount more than was anticipated.
Aiding Cohen in making his Par deal were his personal contracts with Mae West, Bing Crosby and Gary Cooper. All have worked out tending the contracts but Cooper. With Bchulberg's producing deal recently terminated, and the likelihood of Cohen following suit, the only remaining outside producer will be Harry Shermain, who lately signed for anothereight westerns, six Hopalong Cassidys and two Zane Greys.
Cohen recently told friends that when his deal with Par was concluded he would negotiate a releasing arrangement with another major outfit. Cohen holds a number of personal contracts, including one for 70 vectors more with Ben Piazza. Insidese possible legal complications the offing, unless the studio and Cohen get together on a final figure this week.

Sherman's Plans
Unless unexpected obstacles arise
to halt negotiations now under way
in New York, Harry Sherman, producer of the 'Hopalong Cassidy
series for Paramount, will shortly
undertake the most ambitions film
production schedule of his career.
Under plans already developed,
Sherman, who came on from the
Coast to sit with Paramount home
office execs, will not only continue
the bronc operas, but will deliver
group of other features as well.
Final 'Hopalong' of current pro-

group of other teatures as well.
Final 'Hopalong' of current program, 'Gunsmoke,' directed by Les
Selander, is now being edited, Sherman has already been granted increased budgets for his future Bill
Selection of the current of

LE ROY STARTS METRO PROD. DEAL IN MARCH

Hollywood, Jan. 11.

Mervyn LeRoy has set first week
of March for checking in at Metro
for start of his new producer-director
deal

deal.
With final scenes for Food For
Scandal, his final pic under his producer-director pact at Warners, completed, LeRoy has signed Bill Holmes
to assist him with the cutting chore: ist him with the cutting ch he hopes to complete

He plans month's vacation in Arizona before moving to Culver City.

SAILINGS

Jan. 15 (New York to London) Fernand Gravet, Francis Salabert. Irving Asher, John Sloan, Herman Maier (He de France).

Jan. 12 (New York to London Ivor Brown, Irene Hentschel (An

Jan. 12 (New York to London Stella Andreva, Tamara Geva, Henry Holt, Robert J. Erlanger, Alexander Korda (Aquitania).

Jan. 8 (San Francisco to Honolulu) Howard Dietz (Eurline).

Jan, 8 (Los Angeles to Honolulu), William Boyd, Grace Bradley, Mr. and Mrs. Samuel Goldwyn (Lurline)

Jan. 5 (New York to Hamburg) Mr and Mrs. Jus. Bjoerling, John T Benson (Hamburg).

Hollywood, Jan. II.

Discounting reports from Stockholm that Greta Garbo may not return to this country. Salka Viertal,
who is familiar with the Swedish
the Metro star has two pictures to
make and will return here as soon
as the scripts are ready.

Miss Viertal figures that Garbo
will start her first picture, a light
comedy to be directed by George
Cultor by early summer. Garbo
is said to spend from six to nine
months on her trips to the homeland and her current absence from
the studio will be of approximately
that duration.

Charley Moskowitz' 25th Anniversary in Show Biz Rolls Around on Jan. 20

On Jan. 20 Charles C. Moskowitz can observe his 25th anniversary with Loew's. Today, as general the-atre representative of that firm and one of the leaders in the industry, Moscowitz is counted among the few who have enjoyed such a long and uninterrupted service in the indus-

try.

Moskowitz started as an account-ant in January, 1913. He had in-serted an advertisement, under Sit-uations Wanted' in the classified sec-tion of the old N. Y. World (morn-ing). In that, advertisement Mos-

tion of the old N. Y. World (morning). In Intat, advertisement Moskowitz made his youthful plea that a junior accountant be granted the opportunity to show the world what he can do. He was hired by Dave Bernstein, company treasurer.

Leopold Friedman, even then, was already—company attorney, and Joseph M. Schenck was in charge of the company's booking office.

A short time later People's Vaude purchased the William Morris there in terests and chain became known as the Loew Circuit. And Moscowitz rode along, keeping books by day and ambitiously looking into operation of the theatres evenings.

Brother Joseph H. Moskowitz is a key executive with 20th Century-Scand assistant to Joseph Schenck, chairman of the board of that firm.

L. A. to N. Y.

Irving Asher.
William Baker.
Claudette Colbert.
S. Charles Einfeld.
William Harrigan.
William Hawks. Fernand Gravet. Herman Maier. Harry Maizlish. Margaret Matzenauer. Lela Moore.
Sam E. Morris.
Eleanor Powell
Benny Rubin.
J. Robert Rubin.
Grad Sears. Grad Sears. Murray Silverstone.

ARRIVALS

Stella Noble, Merle Crowell, Enid Szantho, Poldi Mildner, Birger and Sigmund. Ruud, Nathan Milstein, Gregor Piatigorsky, Trudi Schoop Ballet, Albert Leveque, Bene Le Roy, Monty Banks, John Carol, George, Hale, Jack Barnstyn, Tullio Carminiti, Stell Andersen, Ernst Lush, Paul Leyssac, Eleanor Powell, Mr. and Mrs. Domenico Savino.

SPRING CLEANING

Universal Wades Through Files for Hidden Yarns.

Hollywood, Jan. 11.
Convinced that gold is where you find it, Universal has set an added force at work under Julian Blaustein, story editor, to dust off and catalog more than 6,500 yarns stowed away in story department files, hopeful of uncovering a score or more that will serve as vehicles for future product.

Blaustein is hopeful bunt will add at least \$2,000,000 to Universal assets.

ALPERSON COIN HEARTENS GN

Wave of optimism swept over skeleton staff still holding the fort at Grand National studio when the transcontinental grapevine brought a report that Edward Alperson, prexy, had emerged from Wall Street confabs with a \$1,000,000 treasury reglenishment. Belated Christmas gift is said to have been the result of exec's turn-about from former stand against sharing board chairs with financial crowd.

James and William Cagney now holding daily sessions on lot pre-liminary to start of 'Angels With Dirty Faces,' star's final production for GN. on which his brother has been set as producer. Cagney then returns to Warner Bros. Hollywood, Jan. 11,

Burbank, Jan. 11. James Cagney and Warriers have buried the axe after more than a year and a half of newspaper and court battles, with the actor returning to the Burbank fold for lead in 'Boy Meets Girl'. Previous to hiking back to his old lot, Cagney will do 'Angels with Dirty Faces,' final committeent to Grand National.

Attorneys for Cagney and War-

mittment to Grand National.

Attorneys for Cagney and Warners are currently framing new pact,
with studios chiefs assuring more
coin than he received before walk-

out.

Path to peace pipe puffing was paved in San Francisco last Monday (3), when California Supreme Court, acting on joint plea of principals, erased from docket appeal from Los Angeles Superior Court decision holding Cagney's former pact invalid. Move followed two months of huddles by mouthpieces of opposing forces and drew final ok, upon forces, and drew final o.k. upon actor's return from eastern vaca-

Shearer Again Works

Hollywood, Jan. 11.
Metro's long-planned 'Marie Anloinette,' which marks Norma Shearer's return to the screen, got under
way with W. S. Van Dyke replacing Sidney Franklin, originally set
to direct, two days before the start-

ing gun.

Franklin's withdrawal was due to a nervous illness and doctor's order that he rest.

N. Y. to L. A.

Hary Brand. William Dover. Alice Faye. Sandra Gould. Otto Harbach Jean Hersholt.
Jane Jonson. Frank Lawton, Harry Leedy, Anatole Litvak Mary Pickford Gregory Ratoff. Joseph M. Schenck Rudy Vallee. Lou Wertheimer. John Hay Whitney, H. J. Yates, Darryl Zanuck

Other News of Pix Interest

Bert Wheeler-Helen Twelvetrees unit folds	Page	5	
Japs squeeze on Yank pix	Page	13	
Probe into G-B	Page	13	
Metro in the red on Maxwell radio show	Page	29	ä
Radio reports on Paul Whiteman-Fernand Gravet	Page	34	s
Music men pan Hollywood for song plugging corruption	Page	45	
Big film and concert names for Shrine benefits	Page	49	
Star • first pic buy	Page	54	1
Fredric March-Florence Eldridge's 'Yr. Obed ent Husband	1000		,
opens on Broadway	Page:	56	١
Sonja Henie wows Detroit	Page	61	ż
	2.41	1	

B.O. Tax Notes for 1938

Washington, Jan. 11.

Drop in theatre patronage was seen last week by the Federal gloom-spreaders who make up the annual budget.

Advising President Roosevelt that 1928 business conditions probably won't be as healthy as 1937, the Treasury Department statisticans forecast a slump in receipts from admission taxes in the fiscal year which opens July 1. Also revised guesses about the yield from the 19% bile during the present fiscal period.

After steady rises for several years, the Government prognositeators warned the President that the haul in the year ending June 30 is likely to be nearly \$250,000 under the take in the previous annum and the total for the 1939 year will be down another \$31,00,000.

\$1,100,000.

Receipts of \$19,740,191 for the 1937 period were unveiled in the annual budget which went to Congress Wednesday (5). The forecasters hit this right on the nose since last January the President was advised the haul from box offices would be \$19,700,000. Actual grab is more than \$2,500,000 better than the year which closed June 30, 1936.

Smallish drop for the present fiscal year, which runs until next June 30, was expected; but the following period will see a material slump, providing the official guessers are as good as they were last winter. Estimated yield for 1938 is \$19,500,000, with the 1939 figure placed at \$13,400,000.

Albany, Jan. 11.

The motion picture tax is expected to net New York State \$300,000 during the fiscal year 1938-39, according to figures listed in the executive budget presented by Governor Herbert H. Lebman to the Legislature. This is the same as the figure estimated for 1937-38. In the fiscal year 1938-37, 2863,395.60 was collected on the film tax. From the trade angle, the most important recommendation by the Governor in the new budget, calling for an expenditure of \$395,824.459 (\$15,000,000 less than in the last budget), is for modification of the capital gains and losses' provision of the state income tax law.

Slow Progress on RKO's 77B Reorg Brings Inside Stuff Into the Open

Hollywood, Jan. 11. Irving Trust Co., as trustee, s o dominate the confahs on RKO now being held here. Bank now has been in over-all control of RKO since receivership in 1933, five years all-told.

There is no telling by current happening in RKO, when Irving Trust can step out of RKO, although a reorganization plan has been pending for many months.

From the east come indications that certain creditors, in view of the situation, may seek to alter the plan and press additionally for a change in trustee, in order to hasten the firm's emergence from 77B. If the bigwigs have decided on a successor to Nate Blumberg, as chief operator of RKO's theatres, it has not been indicated.

First it was Pandro Berman to head all production, but the latest to take the pole position is Ned Depinet, whose name has been tossed in by the trustee, with Berman's approval. Depine: has the fullest confidence of the bank. He is head of RKO sales. But whether Depinet favors such an elevation is something else, and friends out here think not

That's presumably because the bank originally had higher plans for Depinet and seemingly compromised same by nominating him for the top studio berth, although he has had no studio experience. However, the bank's maneuverings in behalf of Depinet have come out into the open

Definet have come out into the open. Still another rumor centers about Dave Selznick, now that his Metro deal has gone cold, although not taken too seriously. There a strong move under way to watt Peter Rathvun, associate of Atlas Corp., and Floyd Odlum into the chairmanship of RKO. Rathvun seems alone in the running for that job.

Pruning

Meanwhile the financial barons with Leo Spite have been doing considerable ogling and quizzing at the studio. The axe has been swung. First to feel the effects of the hatchet slingers are players. Eleven have been lopped off the payroll.

These include Joan Woodbury, Harriet Hilliard, Dorothy Moore, Maxine Jennings, Marie Marks, Cyn-thia Westlake, Preston Foster, Helen Broderick, Lorraine Kreuger, Wil-liam Brisbane, Crawford Weaver and Ann. Sothern.

Several of the players who have been dropped were hired by RKO during the company's present bank, south, with the ruptcy period in the administrative White sisters.

tion of J. R. McDonough and M. H. Aylesworth, under supervision of

Despite numerous preliminary sions the parties didn't come down to cases until the arrival in Holly-wood of Floyd Odlum, head of At-las Corp., from his Indio, Calif., ranch

ranch.

The Atlas-Lebman group has never had control of RKO, and has been in RKO for around a year. The recent confabs were tended to straighten out as much of the company's situation as possible with a view to hostening the firm's emergence from its 77B stuation.

firm's emergence from as situation.

The trustee which has had the over-all say-so in RKO has been wielding a strong negative influence the company on operations and political situation in the firm of in the company substantial proportions, therefore,

What happens now remains to be seen. Further contab in the east are expected, as the Atlas-Lehman group has been anxious to speed up the firm's reorganization, with Leo Spitz, holding company reins, under the trustee to pave the way.

under the trustee to pave the way.

Sam Briskin, who was put in charge of the studio several months ago, resigned at the insistence of the trustee, and the only superior official of the company nominated by the bankers has been Leo Spitz. Operating control, however, has mained throughout the Inving. Trust Co., as trustee.

Call for operating retrenchment

Call for operating retrenchment. far mostly confined to studios, but recently affecting Grand National offices in New York and its distrib branches, has reached RKO in the east with departments being trimmed of what they can stand but so far not approaching major proportions.

on Friday (7) around 20 were given notice at the RKO ho, in va-rious departments including sales, foreign distribution and publicity. Those out included George Gerhaid and Fred Hodgson of the publicity department.

Recently RKO called in all its field exploitation men, dropping them just before Christmas. Meantime the before Christmas; Meantime the company is on a Ned E. Depinet sales drive in a push to increase playing time and bring in cash.

Kent and Kane to Fla.

Sidney R. Kent, president of 20th Century-Fox, left yesterday (Tues.) for Florida, where he will remain

Bob Kane, head of the company's British production, accompanied Kent south, with their wives, the former

SEE SELZNICK STAYING UA

DeMille For Higher Rentals WITH WHITNEY,

Cecil B. De Mille jiggled the hornet's nest when he declared in New Orleans, to group of Paramount theatre partners, that exhibitors must pay higher film rentals for their pictures. Never one to pull his punches, De Mille let loose and told the boys that they must stand their share of increased Hollywood picture making costs.

The holler from theatre men that they are overpaying already, and that Hollywood can well absorb increased costs if it will get down to brass tacks and cut off needless waste in production, emphasizes the point that De Mille touched a tender spot of the film industry's commercial machinery. Regardless of whether he is correct in his remedy, he has rendered a service in tossing the subject on the table for general discussion.

De Mille is right in his facts that picture-making has become an increasingly expensive operation. There is nothing new in this information. For more than a year nearly every item of contributing expense has risen appreciably. The totals show that costs have stepped up between 40 and 50%. That is to say, the \$1,000,000 negative of a year ago would cost nearly \$1,500,000 under present manufacturing conditions, and the ceiling has not been reached yet

On the other hand, cost of theatre operations has increased also. De Mille says the theatres are earning three to one over production. If he means by this that all theatres in the U. S. have earned three times as much as all producers, the theatre earnings are not out of line, considering the capital investment. If he means that, per dollar, the investment in theatres returns in profit three times as much as per dollar investment in production of films, then there is something on his side of the argument.

De Mille is not likely to get very far with exhibitors on the theory that rentals must go up just because costs are going up. It is true that there is a relationship between what a film costs to make and what it earns at the boxoffice, but just as many expensive pictures have flooped at the b.o. as some reasonably priced films have developed into smash hits. Business of showmanship has never been able to work out a set of graphs and charts that will guide a producer to financial success with the public.

The production dollar is the speculative dollar. If a film fails, the return is small; if it hits, the profit is high. In between is the industry's block-booking machinery which keeps the profit down a little, but which also holds up losses.

De Mille and other Hollywood producers have a better argument for increased rentals that the rise of production costs in their determination to get higher film rental returns. That is, to awaken theatre operators to the ills of present exhibition policies, including double bills, giveaways, prize nites and lotteries.

Too much exhibites are located as a contraction of the production of t

prize nites and lotteries.

Too much exhibitor effort is directed to supplementary showmanship and not enough to film exploitation. In some sections of the country exhibition, as carried on by both affiliated and independent theatre operators, is a racket. The time is coming when two features of combined negative cost in excess of \$1,000,000, a newsteel, travelog and Mickey Mouse cannot be delivered for a 20c. admission ticket.

When theatre operation returns to the exhibition of good, single-billed features and strong supporting reels there will be adequate rentals for successful pictures whether their costs are \$500,000 or \$1,500,000.

COL. PRODUCER LIST TRIMMED

Columbia studio has revised its A' producer roster, with only two execs surviving. They are William Perlberg, suddenly summoned home from a European vacation by Harry Cohn, and who will functon in the future sans supervisors, and Everett Riskin. Frank Capra bears title of producer-director.

Sidney Buchman and Nat Perrin, formerly on 'A' producer list, have returned to exclusive writing chores. Bobby North, who returned as a producer several months ago, has checked off the lot. Columbia studio has revised its

Chaplin Takes On Help To Pelish Goddard Script

Hollywood, Jan. 11. Charles Chaplin, after extensive solo labors on vehicle for long-promised Paulette Goddard starer, has signed Tim Durant as collabor for final polishing.

Pair hied to Pebble Beach to dodge interruptions.

Cokell's Further Axing

Hollywood, Jan. 11. Walter B. Cokell, Paramount treasurer, has resumed production cost trimming task at studio after holiday jaunt to New York.

He plans to remain here indefi-

LaCava Dickering With Max Gordon To

Max Gordon, producer of 'The Women,' at the Barrymore, N. Y. is dickering with Gregory LaCava to direct the pic version of the Clare Boothe play. Deal is virtually set, but being held up because Gordon can't find a second story to film and both he and the director want to make it a two-picture agree-

Direct 'The Women'

ment.

Walter Wanger was all steamed to buy the pic rights for the show, but Gordon wouldn't sell, since he yens to make it the first production of his Max Gordon Plays & Pictures, Inc. Darryl Zanuck was also ported interested in the play, but didn't it on his visit to New York last week, Mrs. Zanuck, did, however.

Understood the pic will go before the cameras in Jine, with release set for August. Nobody is set for the cast.

SELZNICK RESTAURANT

Uncle of Film Brothers to Invade Hollywood with Cafe

Cleveland, Jan. 11.
Capitalizing the family name
Phil Selznick, uncle of Myron and
David Selznick, is quitting his Wonderbar nitery to open a Creole cafe
in Los Angeles next month.

in Los Angeles next month.

Former film salesman intends to build a 'Gone with the Wind'-crinoline atmosphere around spot. Partner is 'Mammy' Louise, famous here for her spareribs and chicken gumbo soup. Promoter says his two, nephews have promised to give it a typical Hollywood premiere.

MAY BUY FIRM

Collapse of Metro Deal with Selznick International Starts Another Cycle of Ifs and Buts-Hitch Was Over Distributing Niceties

POSSIBILITIES

Hollywood, Jan, 11:

Hollywood is in the midst of fever-ish speculation as to the next move by David O. Selznick. Three best guesses are:

(1) Continue with United Artists as the dominant figure;

(2) Affiliate with RKO as produc-

(3) Head Paramount production

Only thing certain Selznick won't rush into any deals as John Hay Whitney has taken a home here for three months, and remaining here with him is L. F. Alstock, comp-troller for Selznick International.

for three months and remaining here with him is L. F. Alstock, compituler for Selanick International. Insiders are stringing along with the hunch Selanick will stick with UA, backed by the strong possibility that Whitney and Selanick may buy out Samuel Goldwyn and Alexander Korda's UA interests, running outfit themselves. New York money, outside-of-whitney, understood to be available for such deal.

David O, Selanicis, releasing deal with Metro went officially cold Monday-night (10) due to failure of parties to agree on the method of distributing films to have been produced—by Selanick. Following—anal-day session, a statement signation of distributing films to have been produced—by Selanick. Following—anal-day session, a statement signation of Selanick and John Hay Whitney was handed out.

Statement read: We have tonight definitely terminated "negotiations with Metro-Goldwyn-Mayer and Loew's, Inc., for releasing affiliation for Selanick International, due to undamental differences principally concerning sales policies in regard. Oselanick International, due to Undamental differences principally concerning sales policies in regard. Oselanick International, due to Undamental differences principally concerning sales policies in regard. Oselanick International, due to Undamental differences principally concerning sales policies in regard. Oselanick International, and Edward Mannix. Al Lichtman and attorucy Edwin Loeb for Metro.

Meanwhile, Sclanick is going ahead on two pictures he still owes UA.

Only one disputed point had yet to be ironed when the deal went cold completely. Sclanick and Metro were practically set on terms that would have put Leo's possible prints on 18. pictures to be produced by S-I during 30-month period starting in the spring. The remaining obstacle was Sclanick's demand that would have put Leo's granization tops holding out for switching on the spring. The remaining obstacle was Sclanick's demand that would have put Leo's produced by S-I during 30-month period starting in the spring. The rem Loew-Metro as the Broadway show-

case.

Because far bigger stumbling blocks had been successfully hurdled by negotiators during daily confabs of last fortnight, representatives of both sides were sat in the belief that this fone barrier: could readily be eleared and documents inked.

Under the terms already sarried

inis ione barrier could readily be cleared and documents inked.

Under the terms already agreed upon, the ideal, had, it been consummated, would have provided Stituth heaviest percentage ever granted a producing firm, which is real reason for Selanick's insistence that the Music Holl be permitted to continue marqueeing his film. He pointed out that the Rodo City auditorium checked up an average of 583.796, with a top of \$123,700 for his Prisoner of Zenda, while the average weekly take at the Capitol. Lower's prize N. Y. house last year, was only \$27,000, its highest stanza (Continued on page 10)

Sulking in UA Tent Sets Partners **To Wondering Where Pix Are Coming** From; Goldwyn's 'Sit Down' Strike

Blocked in his efforts to remodel inted Artists from a five to a two-addle mount, with Alexander Korda and himself in the stirrups, Samuel foldwyn is en route to Honollul for nextended vacation. Goldwyn's claway Saturday (8), followed jithin few days of owner corda's homeward getaway, which was marked by his threat to ditch is IIA deal and file suit for dament, as marked by his threat to ditch United Artists from a five to a twosaddle mount, with Alexander Korda and himself in the stirrups, Samuel Goldwyn is en route to Honolulu for condwyn is en route to Honolulu for on extended vacation. Goldwyn's getaway Saturday (8), followed Within few days of owner Korda's homeward getaway, which was marked by his threat to ditch his U.A. deal and file suit for dam-ages, against the other partners, charging that they failed to keep their promises to him.

Such a suit, entailing alleged damages of around \$10,000,000, it is had might be started in London by Korda. Latter sails today (12) for

With David O. Selznick almost se to switch to Metro after delivering two more films, until suddenly changing his mind Monday (10) night; Korda hiking in high an-

London Hears-

London, Jan. 11.

Samuel Goldwyn here is reported contemplating possible action against the Chaplin-Pickford - Fairbanks interests in United Artists, charging that their inactivity makes them a liability to the company and consequently they she in the consequently th

ger; Goldwin off on what the Coast lads humorously referring to as Sam's sit-down striker; and with Mary Pickford, Douglas Fairbanks and Charles Chaplin too long inactive from the production standpoint; it began to appear that Walter Wanger, a franchise holder, but not partner, is U.A.'s only hope as an Immediate source of saleable wares. Chaplin has whispered that he is putting the finishing touches on the final draft of the script for a Paulette Goddard vehicle, but his fellow board members are not yet listing it, knowing bers are not yet listing it, knowing that Chaplin too frequently changes

KOENIG-METRO PATCH UP DIFF

Hollywood, Jan. 11, William Koenig-Metro contract fueding has been patched up following series of huddles between Koenigs attorney, Mendel Silber-berg, and company tops, with Koenig set to remain in studio manager chair for remaining four years of his five-year contract. Job pays \$2,500 weekly.

Difficulties behind Koenig's threat-Difficulties behind Koenig's threat-ned walking out are said to have-had inception when he learned exces-considered him plant boss in name only, and ignored him in passing out ediets to underlings. Accord is based on agreement that all orders to department heads will be routed. via Koenig's desk.

SWING TO TEXAS

Interstate Circuit house Jan. 10. Louise Fazenda will head group of Warners' Swing Your Lady troupers on trek to Dallas for personal at Interstate Circuit house Jan. 20.

Weaver Brothers and Elviry, ether hillbillies, will be in the party.

Metro, after fulfilling U.A. allotment, basing plea on argument that heavy overhead of his London plant made it impossible for him to operate at profit without greater number of American releases.

While the Pickford-Fairbanks-Chaplin faction was willing to give its Butish brother the nod, Goldwyn uttered a loud no. Before pushing off not the Pacific, Goldwyn issued a formal statement in which he said he was now willing to give his approval to contractual changes sought by Korda, providing similar rewrite was given his own pact.

ing similar rewrite was given his own pact.

Goldwyn Finds an Out
Goldwyn's Ilyear deal a owner-producer, which still has seven and one-half stanzas to go, specifics that he is to furnish United Artists with all pictures he produces up to 12 annually but sets no minimum. There no obligation on his part, therefore, to turn out any pix whatsoever, and it is that point that Goldwyn is using as his weapon in his current campaign

that point that Goldwyn is using as-his weapon in his current campaign to bring his mates into line. Meanwhile, the latter three are reported canvassing the field for production names and brains, plan-ning, it is said, to use U.A. profits for the financing of new units on which they could depend for a steady flow of product.

INDEX	
Advance Production Chart.	19
Bills	53
Challer	60
Concert	59
Dance Tours4	6-48
Exploitation	27
15 Years Ago	50
Film Booking Chart	17
Film Reviews1	4-15
Foruin	63
Girl's Eye View	6
House Reviews	52
luside—Legit	58
Inside—Pictures	23
International News 1	2-13
Joe Laurie, Jr	6
Legitimale5	1-58
ilerati	59
Music4	5-48
New Acts	51
News from the Dailies	62
Nite Clubs4	9-51
Doituary	62
Osterman	, 4
Outdoor	61
Pictures	2-27
Radio2	8-44
Radio-International	35
Radio Reviews	-34
Radio Showmanship	36
Units	51

Stuart F. Doyle in N. Y. Setting U. S. Alliance for Aussie, South Africa

Stuart F. Doyte, formerly an important figure with Greater Union. Theatres and Ciresound productions; in Australia, in New York seeking to line up distributors for his contemplated independent production. Present indications point to als entering the South African territory, probably owner or operator of film theatres. There he will be in direct competition with several cirfilm theatres. There he will be in-direct competition with several cir-cuits and the South African Theatres, for years the dominating figure of that country's amusement field.

that country's amusement field.

Recent conversations were with
United Artists and a couple of other
major companies relative to distribution. Doyle will leave N. Y on Jan.
22 for a visit to South Africa to
check all conditions before finalizing
a deal with an American distributor.

He will visit Australia en route.

This will have been Doyle's first is to South Africa apparently, ny South Africa with U.A. is visit to South Africa apparently. Any South African deal with U.A. is looked upon as a very remote possibility by the trade, and Doyle is understood to have indicated as much. U.A. presently, cannot finance construction of a theatre in South Africa and if it could, Doyle cannot be assured of enough product.

Present indications are that Doyle will produce 10 to 18 features in Present indications are that Doyle will produce 10 to 18 features in Australia during the coming year, these being available to U. S. and other foreign nations to apply, on quota credits in England as well as Australian states having quota measures. Plans include making films up to the standard turned out when he was with Cinesound and employing Hollywood talent, directors and scripters in some instances.

Doyle pointed out that he always Doyle pointed out that he always has been able to produce pictures in Australia without the benefit of a workable quota law, and consequently counts on being doubly successful under the New South Wales quota requirements and in states that may adopt similar measures. Doyle will set up an independent producing unit on his return to Australia.

Not Ouitting

Not Quitting
When Doyle left G.U.T. it was figured he had definitely quit the theatre end of the business. However, recently he has indicated some interest in exhibition and while in London made arrangements for a new theatre which may become the ace show palace of England's capital. Doyle denies any deal to transport the International Casino (N. Y.) shows to London.
While in N. Y. the arrived from

shows to London.
While in N. Y. (he arrived from
England late in December). Doyle
closed for radio transcription product wit; A tlas Radio Productions for
his extensive radio interests in Anzac. He is chairman of Commonwealth Broadcasting Corp., largest
chain of stations in Australia and is
top man in Fidelity Radio, Ltd., z
distribution corporation.
Producing field apparently appeals
to Doyle in the picture business now.

Producing field apparently appeals to Doyle in the picture business now, with the new British quota law likely to include stipulation that features made in Australia be included as quota credit films for U. S. and other foreign distributors. This fact, plus the now effective law in New South Wales on quota pictures and chance that other states in Australia soon will adopt a similar quota statute, makes the production end of the business appealing to skilled producer with American connections.

One of Doyle's pictures, Tall Timbers, was taken by Paramount, for distribution in England as a quota film. His contemplated indie producing set-up would make other features available to several U. S. distributors.

STUNTERS AND STITCHES

Casualties Pile Up in WB Dave-devils Holiday

Hollywood, Jan. 11,

Hollywood, Jan. 11.

Warner's. 'Adventures' of Robin Hood,' which has been a gold mine for Hollywood stunt actors, has also swelled income of catgut stitchers, and hone setters, two more names having been added to casually list Friday (7), when Clay Delroy and John Roy were carted off to hospital with serious hurts. Former sustained a broken leg 25-foot lean, while latter suffered back injuries when tossed and trampled by a steed.

Wore than \$100,000 has been doled

More than \$100,000 has been doled out to stunters to date, with pic still two weeks from final fade.

Literary 10%er

Hollywood, Jan. 11. Hollywood, Jan. 11.
Script-writer who, had been out of circulation for months learned from a young author that the y.a. had got rid of several hundred copies of his tome by sending autographed copies of the first edition to various top names in the industry and sending them collect. Most of them were flattered and

paid off.
Scripter figured to top that and went to bookstore and promoted \$500 worth of autographed, books of well-known authors. He sent these around to various actors and producers with his compliments. Several were fetched by the flattery

with his compliments. Several were fetched by the flattery the scripter got several offers, and took the best. Bookstore had to threaten-suit before he paid off. Now he wants to deduct if from his income tax as an agency fee.

FIRST KEY DATES SET FOR 'CHI' ROADSHOWS

The first key dates set under extensive roadshowing plans of 20th-fox for 'In Old Chicago' the Four Star, Los Angeles, Friday (14); Mayfair, Miami, Jan. 18; Apollo, Chicago Jan 27: Colonial Boston Feb 13. and the Nixon, Pittsburgh, Feb. 13. In each case the top will be \$1.65 with the exception of L. A. where a \$2.20 price will prevail, as in More Vonle

New York.

Picture opened Thursday (6) at the Astor, N. Y., 20th-Fox withholding any other dates until after this premiere and the reviews, well as other opinion, had been checked. Plans now are to give 'Chicago' a wide roadshow spread throughout the country. Claude Saunders, formerly with Ross Federal Service, is in charge of the roadshowing.

charge of the roadshowing.

'Chi' is in the Astor, N. Y. for eight
weeks and options, 20th figuring on
a likely run of 15 weeks or more,
Opening strong, first week will be
around \$20,000, close to capacity. As
scaled, without standing room, house
can do \$20,700.

EARL OF WARWICK LOSES

Must Pay His Own Fare Back to England.

Hollywood, Jan. 11.

Hollywood, Jan. 11.

Michael Brooke, in private life the
Earl of Warwick, who deserted London tea parties for a fruitless whiriin the American film mill, will have
to transport himself and his valet
back to England sans financial assistance from Metro. Brooke went
into L. A. superior court last
Wednesday (5) to push his \$7,604
suit charging Metro with violation
of his contract, only to have hizzoner rule in favor of the studio.

zoner rule in tayor of the studio.

Title wearer was brought to America in October, 1936, by Louis B.
Mayer and, despite asserted disappointing screen tests, was kept on payroll at \$750 weekly until Feb. 22, 1937.

Brooke announced, on departure for home, that he would come back in a year for another crack at cel-luloid fame.

Lubin's U Moveout

Hollywood, Jan. 11. With one picture to go on his di-rectorial contract at Universal, Ar-thur, Lubin has effected release after two years at the studio.

He is expected to return to War-ners on a term deal.

RKO's 91-Day 'Baby'

Hollywood, Jan. 11; RKO's 'Bringing Up Baby,' with Katharine Hepburn and Cary Grant's names lighted, was wrapped up Fri-day (7) after 91-day run before the cameras. Hollywood, Jan. 11.

Howard Hawks directed.

Artists Mgrs. Guild To Rattle Income Tax Move

Hollywood, Jan. 11.
Setting aside a war chest of \$5,000, Artists Managers Guild has voted to carry to the floor of Congress, if necessary, its battle against proposed provisions of the new federal income tax laws that would eliminate right to divide community property for U. S. levy purposes in Callfornia and other community property states. Cash will be expended for lobbying at committee hearings and in drive to line up solid front among Callfornia senators and representatives should matter finally succeed in reaching senate and house. good in reaching conste and house

ceed in reaching senate and house.
Byron C. Hanna, president of L. A.
Chamber of Commerce and attorney
for the Guild, will shove off late this
month to launch the program.

A BROADWAYITE ON BROADWAY

By TACK OSTERMAN

By JACK OSTERMAN
Well, it's all over, we mean the
holidays; now everyone can go back
to normalcy...those who slapped you
on the back and wished you a happy
New Year can start using the knife
again for the same back...or are we
getting too cynical?

Mayor LaGuardia gave New York

getting too cynical?

Mayor LaGuardia gave New York a nice New Year's gift... no parking any place in the Main Stem area... 46th street looks like a strip-tease, but we can't help wondering who's got a piece of the parking lot concession. Nice work if you can get it! Outstanding hit today, Pins and Needles,' written by a guy who has been sitting on pins and needles for years trying to get a break, namely, Harold Rome. Now he is sought after by many producers, proving again that Rome wasn't built in a day! And come to think of it, why should Kome have been built in a day... what city was? This particular show is the Garment Center's masterpiece. In fact, we learned they have understudies to stand, by in case a girl gets a hemstitch. One in case a girl gets a hemstitch. One girl rushed in last night for a kid who got a run in her stocking.

A Day With Vallee

A Day With Vallee
Rudy Vallee, prior to his departure
to the Coast, where he is to appear
in Warners Gold Diggers in Paris,
took us to the Yale Club to watch
him play squash, explaining he always exercises before he goes on a
long trip. We saw him have medicine balls thrown at him, and, naturally big outdoors Osferman, who
tired himself out years ago from
lifting up dice, got thrill. The
nearest we ever got to Yale was the
Shubert theatre, New Haven.

It Happened Last Week
The opening of In Old Chicago.
a grand picture with Alice Brady
leading the cast by two lengths, although the cast by two lengths, although the entire cast is swell, but
it was swell to see her doing the
kind of a part she can handle o
perfection...odd that some people
were surprised that she was dramalic or possibly they don't remember
Mourning Becomes Electra...he
fire sequences are so terrific if makes
Hurricane look like a sprinkle, Ben
Hur's charlot race a foxtrot, and The
Big Parade' an atternoon stroll! Then
to Right This Way...no cover...no
minimum...no book...but a flash of
that fine trouper, Blanche Ring.
the lovely Tamara and our old pal,
who does a swell job, Joe Lewis.
allright. we left the 'E' out...a
haunting melody by Sammy Pain,
I Can Dream, Can't I?' with Jyric
by Irving Kahal...if we had the
money Alice Alexander's boy friend
has, we could have done a revue
with the same cast. Sunday afternoon, Hollywood theatre, preview of
Jerry Wald's 'Hollywood Hote!'
very entertaining but made us feel
pretty blue due to the fact that a
swell guy, steals the picture... whatever lines he reads you can lay 10-1
he put them 'himself...gives the
hest performance of his career...
looking at him and laughing at him
didn't quite make sense that we'll
never see him again. Ted Healy.
Thoughts While Thinking
Attention Rose Bowl...if, things
keep up this way on 6th avenue, a
headline football attraction would be
Pedestrians vs. Rossoff.

There's a Ziegfeld Girls in,
want. Al Goldman has given them
his Fu Mar Chu restaurant and a

his Fu Man Chu restaurant and a lunch on the house Jan. 18, 'Greatest Show Earth' tries

Art's Labor for Naught

Hollywood, Jan. 11.

Paramount exploitation lads are tearing grey hairs they gathered planting biggest single bellyhoo of past year, only to have it go for naught when Producer Harlan Thompson, after three sneak previews of Romance In the Dark, red-pencilled scene where Gladys Swarthout's chin serves as target for tomato barrage.

Actress spurned offer of double and took the jolt herself, drawing big yarn-and-art play from deilles and mags, but gag was scissored when it failed to click in recapitulation of audience reaction cards.

KANIN GROOMING OVER. Saenger Org. Richards GETS PRODUCTION SPOT

Hollywood, Jan. 11.
Garson Kanin, whom Samuel
Goldwyn has been grooming for
production spot since he joined the
organization last spring, has been
moved into berth of associate producer vacated by Merrit Hulburd
to rejoin Satevepost editorial staff.
Kanin was associated with George
Abbott in New York as stager and
director of latter's shows.

Republic Closes Deals

Late sales contracts negotiated by Late sales contracts negotiated by Republic include a deal with the Paramount Minnesota Amusement chair in 15 Minnesota, Wisconsin and Dakota situations.

Other deals just made are with the Randforce circuit in Brooklyn and the Lam chain in Georgia and Alabama.

Alabama
The Schine circuit in Ohi and
Kentucky towns, as well as the G.
Settos chain in Indiana, have also
been sold by Rep for this season.

Philadelphia, Jan. 11.
Harry Lavine, local manager of
Republic Exchange, will be upped
shortly to district manager. Salesman for of the majors in town
heing groomed for Lavine's spot

Gensler Readies Four At Par; Going Abroad

Hollywood, Jan. 11.

Hollywood, Jan. 11.
Lewis E. Gensler, Paramont progducer, will shove off Feb. 15 for a
three-months' European vacation.
'Meanwhile, he putting finishing
touches on treatments for four pictures to be filmed during summer.
They are 'Big Broadcast of 1938,'
starring Jack Benny; 'Follow the
Sun,' with Bing Crosby and Burns
and Allen; 'Havana,' a musical to
feature Burns and Allen and George
Rigaud, and 'The Captain Needs a
Mate,' with Jack Benny and Carole
Lombard.

Dietz in L. A.

Hollywood, Jan. 11.
Howard Dietz, Metro ad and pub-licity chief, flew in Thursday (6) for week of conferences with studio

week of conferences with studio heads.

While on Coast Dietz will map campaigns for Everybody Sing, "Test Pilot" and 'Girl of Golden West."

Gehrig in H'wood For Camera Debut

Hollywood, Jan. 11.
Lou Gehrig, Yankee first baseman temporarily turned thesp, is here to shake off camera jitters before donning greasepaint for first picture role in Principal's western, Rawbide.

Smith Ballew tops cast with Ray Taylor directing from Dan Jarrett's yarn.

Roadshowing 'Tom'

Hollywood, Jan. 11.

Adventures of Tom Sawyer' will be released as a roadshow attraction, Decision to road film was made by David O. Selznick, and John Hay Whitney following audience and exhib reaction at a sneak preview.

mals, but 'Chanticler' with Maude

inals, but 'Chanticler' with Maude Adams was much better, .can we help it if we have a memory?). Congrads to Bing, Crosby on the mew, arrival, . if it keeps up there's the making of two teams—Cantor's. Co-Eds vs. Crosby's Crooners.

Wish that first blizzard would arrive, this suspense is killing us. . and Harold '('Hooray for What') Arlen gives out, with some good advice.

lunch on the house Jan. 18.

'Greatest Show Earth' tries hard, with the cast impersonating an Many Thoughts!

Family Plenty Busy in N.O.: Wedding, Preem, Rally

New Orleans, Jan. 11.
Saenger organization, E. V. Rich-

ards and his family, are getting back more or less to normalcy now that the visiting filmites from New York, Hollywood and points all over the compass have returned to their respective headquarters. A flock of pix, people converged on NO all last week for the triple purpose—to attend the wedding Jan 3 of the Richards' oldest daughter; to be present at the world premiere of Paramount's 'The Buccaneer,' and to attend the Paramount regional sales conference stemming from the Cecil B. DeMille film's opening.

Ilmost every Bernsented by its top excess at the Richards wedding celebration at the Orleans Club, followed by a gala reception for over 180 at the local Intole Roosevelt, Richards took the occasion all. visiting filmites from New York.

bration at the Orleans Club, followed by a gala reception for over 150 at the local Hotel Roosevelt, Richards took the occasion all through the week to pep-talk the Saenger theatre managers, operators, publicists, et al., also present on the seene from the widespread Saenger theatre map. Then, with the advent of the DeMille party, Neil Agnew, Eugene Zukor, Joe Unger, trade press editors from New York and Hollywood, plus other, Par film and theatre exects, the week's activities weered, towards the tag end, towards the Buccaneer preem.

Zukor, in New Orleans, sat in on Par's regional sales sessions, returning to the Coast thereafter.

Bill Pine, DeMille's aide-de-camp, had been steaming things up for the fortnight preceding, and Bob Gilham, Par pub and ad chief, came down early in the week for the final push, so that N.O. saw its first Hollywood-type preem in all its pristing lory—kelegs, broadcasts, much milling and crowding and, more important, a socko bo, tee-off.

Reports of Darryi Zanuck cocktallery and dinner, in New York, the 'In Old Chicago' premiere, etc., had percolated south and was quite a topic of local discussion.

Among the week's casualties, in the excitement, was the accident to Rodney Toups, Loew's State manager, who slipped and broke two fingers, attending the 'Buccaneer' preem with his arm in sling.

Cécil B: DeMille is on three weeks' tour in order to give southern and eastern key city audiences a preview peep at his new Paramount epic, The Buccaneer, in order to garner bird's-eye of public reaction before general release in February. New Orleans witnessed the world premiere Friday (7).

Accompanying DeMille are Hugh Sothern, actor; Gladys Rosson, retary: Eugene Zukor, and praise agent, William Hebert. Margot Grahame, flying from New York, joined the party in New Orleans.

Route of preview tour calls for Atlanta, Jan. 11; Washington, 13; New York, 16; Boston, 18; Chicago, 20, and Kansas City, 21.

During travels, producer-director will participate in Lux broadcasts by remote pickup.

A luncheon tendered to Cecil B. DeMille this Friday (14) at the Waldorf-Astoria, N. Y. being given by the Division of Film Study of Columbia University to signalize the film director's 25th anniversary.

Dr. Nicholas Murray Butler, president of Columbia U, will be principal speaker, and Will H. Hays will loastmaster. Cecil B. DeMille is on three weeks'

Panay Reels in London; Americans Applauded

London, Jan. 11.

London, Jan. 11.
Newsreels of the Panay incident' arrived here Jan. 6 and were shown in theatrees on the same night.
Reels elicited murmurs of horror and applause for the American participants in the affair.

FILMS SEE GOV'T RESPITE

Selznick Seeks Injunction Agamst Film HUDDLES WITH Travelog of 'Gone With Wind Country'

Atlanta, Jan. 11.

Plans of Ted Toddy, Hollywood indie producer, and associates to film a featurette titled Gone With the Wind Country' dealing with locale and terrain of Margaret Mitlocale and terrain of Margaret Mil-chell's Pulltzer prize-wining book, struck, a snag when Selznick International Pictures, Inc., went into Fulton Superior Court here and secured an order temporarily enjoining and restraining Toddy from using the words Gone With the Wind' as the name or title of any motion picture. Order was signed Wednesday (5) by Judge Paul S. Etherlidge.

Paul S. Etheridge.
Selznick's legal reps, Spalding, Selznick's legal reps, Spalding, Sibley, Troutman and Brock, set out in their petition that Selznick Pictures held 'exclusive and complete motion picture rights' to the famous ome and title when they were purchased from the Atlanta authoress: They also contend that Toddy is now engaged in producing a travelogue which will show various scenes in and around Atlanta. Court's order gives Toddy until

scenes in and around Atlanta.
Court's order gives Toddy until
Jan. 14 'to show cause why the
prayer of petitioner should not be
granted. Toddy has retained firm of
Alston, Alston, Foster and Moise as
counsel to defend suit.
While all this is going on locally,
Wind' is storm center in Holland
court proceedings. Writer is seeking to block alleged piratical publication of her book by Dutch publisher sans her permission. Case
went to a lower Dutch court and is
now on appeal, with State Department officials aiding Miss Mitchell
in her fight.

METRO'S TEST LAB IDEA FOR 1939 FAIR IN N. Y.

Metro, which for years had a trackless train touring the country, making tests in big towns as well as small ones covered, may open a testing studio at the N. Y. World's Fair in '39. This would supersede the trai idea which has been a exploitational feature for Metro for many years.

exploitational reature for metro. for many years.

James Carrier, who has been in charge of the trackless train-testing stunt for MG, would undoubtedly supervise any test laboratory which the company would set up on the fair grounds next year.

Zanuck Party Returns

In Manhattan for the \$2 Astor, N. Y., opening of 'In Old Chicago,' cocktail parties, dinners, etc., the Joseph M. Schenck-Darryl F. Zanuck party pulled out for Coast, Saturday (8), Group included Alice Faye, Jean. Hersholt, Gregory Ratoff, William Dover, Harry Brand, Lou Werthcimer, Sid Grauman and others.

In addition to a cocktail party during the past, week hosted by S. R. Kent, the 20th-Fox group was dined by Kent, with many notables, including from banking circles, among the guests.

Kaufman Leaves Metro

Hollywood, Jan. 11.

Wolfe Kaufman has completed his contract at Metro after overstaying his original term by several weeks. Writer has a deal cooking with another major studio.

With Pen; Not About Pen Hollywood, Jan. 11.

Hollywood, Jan. 11.

Frnest Booth, whose writings on penitentiary life and disciplinary topics during his sojourn in San Quentin, won him parole and scribbling pact with Warners, has been set to script Penrod's Double Trouble, which Bryan Foy will produce.

duce.
Parole conditions forbid work by Booth on prison life yerns.

Tuned Right for B.O.?

Hollywood, Jan. 11.
Donald Ogden Stewart, still convalescing from a concussion of the brain brought about by

of the brain brought about by being cracked by a car while, out for a walk several weeks ago, was ordered by his doctors not to do any talking that re-quired any thinking. Since word got around that his dialog hasn't an idea to the barrel, Hollywood wags are say-ing there's been a rush of pro-ducer propositions to buy his stuff verbatim.

Condor Offers 25% Payoff In Cash: Amb Sked

Hollywood, Jan. 11.

Creditors of Condor Pictures, Inc. would receive immediate cash pay ment of 25% under a reorganization plan submitted by Harry J. Rothman, chairman of the board and executive committee, Payment of 100% also would be guaranteed through subordination of preferred claims to all creditors.

claims to all creditors.

Tentative plan provides for resumption of production under supervision of George Hirliman. Reorganization plan of Rothman was concurred in by Max Forst, secretary of the executive committee, and Albert H. Lieberman of Philadelphia.

H. Lieberman of Philadelphia. Reorganization would be accomplished by taking funds on outstanding pictures and about \$100,000 to be advanced by Automatic Products Co. of Chicago. Creditors deferred action until meeting next week to give Rothman opportunity to present a positive plan.

sent a positive plan.

Appointed by Federal Court as assistant to Trustee Clinton E. Miller in the reorganization of Condor Pictures, currently involved in bankruptey and other proceedings, George A. Hirlman last Thursday (6) moved into Miller's bungalow on the Grand National lot, where daily confabs are being held in attempt to litt organization out of financial and legal morass.

Harry J. Rothman, chairman of exec committee of Condor, also sitting in on sessions.

Ambassador Pictures schedule of liabilities and assets, filed in Federal Court here under 77-B, lists outstanding debts at \$414,896.98, with assets at \$514,289.08.

with assets at \$14,289.08.
Petition breals down claims as \$79,980.63 ansecured, with \$80,757.34 secured. Notes and bills are put at \$49,597.13. accommodation paper. \$183,678.98; taxes, \$11,919.14, and accrued salaries to studio personnel and players, \$8,963.76.

WHEELER-TWELVETREES UNIT FOLDS IN PORT

Portland, Ore., Jan. 11. Bert Wheeler's personal appear-ance tour with Helen Twelvetrees, folded cold Portland (Ore.), its third stand out of L. A. Show had bookings lined up for Scattle, Ta-coma and several other northwestern

U.S. WELGOMED

It Indicates That the Ad-ministration Is Willing to Play Ball to Aid Recovery and Reemployment-May Even Lead to Upping Admissions, Amusement Tax Breaks, Etc.

BUT NO NRA IDEA

Administration's move to get busi-ness leaders to huddle with Govern-ment officials in improving the trade

ment officials in improving the trade situation and cut unemployment was viewed this week as highly constructive by film industry leaders.

While announced plans partially smacked of a revival of a modified NRA, formerly active executives in the old Blue Eagle setup were certain that there would be no attempt made to return anything closely resembling the old NRA. They felt no return was certain because results in the first Blue Eagle regime were unsatisfactory. They also believe that the public never could be sold again on such NRA alignment.

that the public never could be sold again on such NRA alignment.

Former NRA chieftains envisioned a revision of the anti-trust laws so as to permit concerted action of some kind, subject to a degree of regulation and supervision. Concerted action, plus supervision, plus staken to mean that present all supervision, confronted with a mass of anti-trust litigation instituted by so-called disgrunted exhibitors. Film business also sees in this new administration move a chance for boltsering the admission price structure at theatres, whether the present session of Congress changes the schedule designating where the tax starts or not. Long a crying need for exhibitors because they thus far have failed to lift scales, uniformly in anything like a ratio with rising prices in production, distribution and in other lines of business.

ness.

Some hope that it might enable some agreement on price scales in certain localities without fear of a crack-down via the anti-trust law. Others see in it a chance for setting

Others see in it, a chance for settling stipulations on certain product, even if only to keep some pictures from going on double programs.

The admission tax was one of several taxation matters considered the special session of Congress in the fall of last year. The subject has been before a committee, but no public hearings have been held as yet. A favorable report from the committee on the federal ticket tax starting this fee admissions at 45c or 50c instead of 40c, would go far toward insuring its passage by Congress.

The industry believes that such a

ongress.

The industry believes that such a chance would definitely tend to stiffer the entire admission price structure. Even theatres currently following 40c houses it would have a tendency to raise the scale all down the line, especially in competitive locations. Of 17.00c film theatres in the U.S. it is estimated that less than 1.00.

The charging more than 40c. While many of these 16.000 are smaller type theater: even a 6 hike would figure to brister business and make other elements in the industry happy. industry happy.

The Lad's Doin' Alright

Philly Exhibs Tacitly Agree Not To Pay 50% to RKO for 'Snow White'

Hollywood Routine

Hollywood, Jan. 11.
One of Hollywood's more successful agents now out to memorize the names of his clients. Inviting a director out to lunch, he spent an hour trying to impress upon his guest that he was not drawing down enough money because of improper handling. 'Well.' shot back the director, 'Your office is handling me!'

Amusement Stox Among Those On Upbeat Since '38

Picture company issues were in the van of the smart stock market recovery last week, initial 615 days trading of new yeat. Loew's common of Universal preferred were constanding in the advance, with formation of the preferred to the stock of the stock o

nearly 2 points.
Prospects for improved business early this spring along with usual January rise were regarded as responsible for enhancement in stock values. In the case of picture is sues, especially those with theatre affiliations, the holiday week's big box office and tendency of receipts to hold near the new pace as good product continued were additional factors forcing the upswing.

Change in top executives and departmental heads, together with reported excellent business on its Panay short feature, were heavy contributory causes to the brisk upturn in .Universal issues. The sensational gains by Universal preferred were all the more startling because these shares have been beating a retreat downwards for many weeks, with hardly a cessition of the decline,

SUSPEND STANWYCK FOR NIXING RKO PIC

Hollywood, Jan. 11.

Barbara Stamwyck's name was chalked up on RKO's suspended list Friday. (7). as result of actress' thumbing-down the lead in forth-coming Distant Fields'.

Payroll-offing followed a stormy session between thesp and Jesse Lasky, who will produce pic, former arguing that the role was unsuited to her, after her work in 'Stella Dallas'.

Benchley All the Way

Hollywood, Jan. 11.

Robert Benchley's new contract with Metro, inked last week virtually converts him into one man production organization. Document covers his services as actor, narrator and writer, and provides that he will scribble on everything from adaptations to final scripts for both shorts and features.

Erstwhile stage-flim citile is 1. New York on annunal 1011ths leisure spell.

Philadelphia, Jan. 11.

Philadelphia, Jan, 11.
Indie exhibs here up in arms
against RKO's demand for 50% on
'Snow White.' As a result, cartoon
is getting practically no bookings
from the nabe houses. Although no
concerted action is contemplated, indies have long tacitly stood together
to fight attempts at 50% levies in
the territory, and successfully.

united Motion Picture Theatre Owners is planning to send letters to all members this week warning them of the dancers they face by taking the pic at the high figure, especially in view of RKO's strictly take-it-or-leave-it attitude.

Exhib leaders point out that anyone playing 'Snow White' at 50% is
immediately going to be faced byreps of other majors demanding
similar rake-offs. As evidence of
what they term the linequity of
RKO's demand, they point to the
fact that 20th-Fox, for instance, provides strong bo, pix at the usual
55%. And they don't want RKO to
put any ideas in the Fox noodle.
First 50% er over which Philly ex-

put any ideas in the Fox noodle.
First 50%er over which Philly exhibs did a fiare-up was Gold Diggers three years ago. Fight didn't begin until about half the city was booked, but indies were successful in retting an agreement from Warner-Bros that exhibs didn't have to play the pic to get the remainder of their product, and if they didn't play it WB couldn't sell it to the opposish. Warn re later made-individual deals, when the exhib-ban began to pinch, and the film was played at 40% and less.

Next nic about which operators.

Next pic about which operators showed their distinct aversion to 50%, levies was Chaplin's Modern Times. That likewise came down to 40% and below when the exchange found itself with a toss-up on the lower figure or nothing.

So, confident that they've done it before and can do it again, exhibs ar looking for a better break on Snow White.

\$50,000 Contract Suit Vs. WB Starts in N. Y.

The \$50,000 breach of contract suit The \$50,000 breach of contract suit of William LaVarre, scenarist, against Warner Bros Pictures Corp., went to trial Monday (10) before a jury and N. Y. Supreme Court Justice. Timothy J. Leary, LaVarre claims that in 1922 he was orally engaged by Warners to write two original stories. They were rejected but, he avers, the corporation later produced them under different titles.

produced them under different titles.

La Varre told the jury that in 1982 he was directed to write a story for Warren William, the actor. He authored and submitted a tome he titled 'Bedside Manner.' [WB officials turned it down, but later William was starred in a picture called 'Bedside' which La Varre avers was offspring. The second story he did for Warners, the plaintiff claims, was one he called 'Fated Woman' intended for Ruth Chafterton. This was also rejected and later rewritten and produced as 'The Gambling Lady,' starring Barbara Stanwyck. The trial is expected to last several days.

Edgar Kennedy Slated To Make Vaude P.A.'s

Edg Kennesy, screen comic, wends east end of this month for some vaude p.a.' Fanchon & Marco will book; no dates set as yet.

Season before last, Kennedy, who

works as a single, was east for some warner time.

2. & M. also has a dicker on to bring east. for vaude personals wayne Morris pie juve under contract to warners.

Morris would be teamed in a comedy turn with Charley Foy and two stooges, with asking price \$2,500 a week for the act.

Indie Pix Salesmen Must Take Courses in Hypnotism, Sez Lefty

By Joe Laurie, Jr.

Coolacres, Cal., Jan. 11.

Coolacres, Cal., Jan. 11.

Dear Joe:

Well, the holidays are all over and how I can put most of my mind on fixing my books for the income tax in March. Aggie has been keeping them and the way she's figured it, they look like she's trying to help President Roosevelt balance the budget. She mixed up the dancing school, theatre and her house money and now I got to unscramble it and put the losses in their proper places. Aggie can add up a column of figures and get more different answers to it than a comic gives to his straight man. When we used to play in vaudeville we never kept books; at the end of the season we figured profit or loss by the size of Aggie's grouch bag. It was what they call single entry. Now we got two sets of books which we call double entry and what gets me is one shows a profit and the other; a loss. My job now is to cut down the one with a profit to meet the one with a loss, because the past year the only thing I can put down to profit is my experience.

One of those independent alm

one put down to profit is my experience.

One of those independent film salesmen dropped in on us the other day and asked me if 1 Was in the market for a sensation. He said the had a standout picture, so I told lime claimed his production would pack our house for three straight weeks and Aggie cracks, What with creditors? Well, he lets that one hounce of him and gets very on thusiastic which made me suspicious, so I asked him what the name of the picture was, and he says. Did you ever hear of the Lost City? and aggie see, Why man, you are standing right in the middle of it.

You know, Joe, since Aggie's got Well.

You-know, Joe, since Aggie's got the kid, she's softened a lot. Well, the guy sold me a bill of goods, he didn't want much dough for the spools so I took a chance and booked it. Well if that's a good picture I don't want to see any bad ones. It was an insult to any audience even if they ain't particular. It started off pretty fair but it looked like budget allowed for it ran out in the middle of the picture. It was a 10-reel short. Those film salesmen must take a course in hyportism.

I wish you could take a gander at the carriage acterization that can't make both ends meet."

our kid. He's growing every day. Our bathroom looks like a flagship witen all his diapers are hanging up. Aggie is stre muts about the kid and is fussier with him than she was with the first plush drop we bought when we thought we were gonns play New York. And the kid is got her readiny looks and magazines. Everything with stuff about bables in it sheeds. You know, Aggie never did much reading before; in fact before we got the kid she was just caught up with Mutt and Jeff. I was telling a set of the Book of Knowledge, so when the kid asks me things like. What happens to the day time when right comes?! and things like that, I'll be able to answer him. But Aggie that I'll be able to answer him. But Aggie that look of knowledge, so the the kid grows up and is able to ask questions I will have the wrong answers.

he time the kid grows up and is able to ask questions I will have the wong answers. We still haven't tagged him with a front handle, just ad-lib mames for him, like 'Slaks', Junior, and Muge. Our customers have sent in over 100 names for him, and you coughta get a load of some of 'em. One guy sent in Montgomery, which sounds very legit, but it's got too many letters for an electric sign. I know the kid's gonna be an actor, 'cause everytime we put on the light he takes a bow.

Jr. Shilling for the John The Chamber of Commerce gave him a beautiful baby carriage and on it in gold letters, not too hig, they got, Presented by the Coolacres Chamber of Commerce.' Aggie has the kid in the carriage outside of the show-shop every day and he has ambb around him, Only a little over 6-months-old and already shilling for the joint! I was gonna put a sign on the carriage advertising coming attractions but Aggie stopped it with a look. Personally I can't see no harm in it, but I telt her have her way because she does seem to have a mother instinct and knows, what's good for kids.

Give our best to the lads and

A Hideout

Hollywood, Jan. 11. Nobody knew where Dudley ichols was. In his absence e was re-elected prez of creen Writers Guild, but pals ne was retrieved fulld, but pals couldn't get congrats to him. Checkup revealed his idea of a hideaway was the Beyerly Wilshire Hotel, Nobody thought of looking there.

Star's Lament

By RADIE HARRIS

God, how I'm fed up with this eternal sunshine with Hyman Fink my soup . . . with Tuesday nights at the Cocoanut Grove and Friday nights at the Legion . . . with my business manager, who bawls me out for the two grand I dropped at the Clover Club with 'dl Frasco's parties' ... with 'm' personal press agent, who thinks whether I like my eggs hard boiled or soft is a momentous headline ... with gallery portraits and publicity stills ... with Thursday nights at the Brown Derby and Sunday nights at the Troc ... with slacks and berets. ... with dashlight premieres and lousy previews with visiting correspondents and the 300 other local scribes ... with Junching at the Derby and dining at Sardi's ... with dark glasses and autograph books ... with bowing to the 'right people' with visiting firemen ... with celebrity othersers ... with 'immine naries' of hosers ... with 'im out for the two grand I dropped at

guasses and autograph books ... with bowing to the 'right people' with visiting firemen ... with celebrity chasers ... with 'intimate parties' of 400 blue-book listed 'friends' who know you for your salary check ... with betting on the wrong horse at Santa Anita and tossing the wrong dice at Palm Springs' ... with swimming pools and little ermine jackets up to here with talking shop, shop ... God, how I'm fed up! Jenkins, pack my bags and serve me a sleeper on the American Airlines. ... Tomorrow we breakfast in New York!

God, how I'm fed up with this cold ... with traffic congestion and noise ... with the Lambs Club and cold ... with traine congestion and noise ... with the Lambs Club and none of the old gang around ... with my business manager bawling me out for my \$303-439 suite at the Waldorf Towers ... with Elsa Maxwell's parties ... with seeing the same gang at '21' that I just said good-bye to at the Cock and Bull ... with blondes at the Paradise and brunets at the Hollywood ... with press agents who assure you how at the Hollywood ... with El Morocco every 3 a.m. with Helen Hayes on the road and Katharine Cornell in between productions ... with sift collers and 'soup and fish' ... with interviews that ask if you prefer Hollywood or Broadway ... with Reuben's 'spe-

that ask if you prefer Hollywood or Broadway with Reuben's 'specials' and slumming in Harlem with running into people who knew you 'when,' and dare you to be different. with Sunday nights at the Sfork with seeing Hope Hampton, Jules Brulatour, Lucius Beebe and Peggy Fears at every first night with the Hampton of the Hampton, with runnbaing at La Congo and Big Appleing at the Kit Kat with dirt and soot with autograph hounds with saying 'please God' getting into a taxi, and 'thank God' getting into a town with saying the press of the two good shows in town with Sixth avenue torn up, and trying to get crosstown in a hurry with touches' from the relatives and friends who have you confused with John D. Rockefeller, Jr. with Jown D. Rockefeller, J Broadway with Reuben's spe-cials and slumming in Harlem

Broadway: columnists who 'romance' you with someone you've sat next to once, while the real heart, 3,000 miles away, wants to know what in it's all about . with scripts cluttering up your desk, although you've assured every manager you are still under long term contract in Hollywood . with penthouses overlooking the slums . with hangovers and 'Columbus' circles under your eyes . with celebrity chasers, ... with le haute monde at the Colony and the hol-polloj at the Cotton Club ... with the view from the Rainbow Room and spaghetti at Sard's swith talk of shop, shop, shop if God. how I'm fed up!

'Jenkins, pack my bags and reserve me a sleener on the American Airlines. Tomorrow we breakfast in Hollywood!'

The Girls' Eye View

By Marian Squire

'In Old Chicago' a Super-Colossal

In Old Chicago' a Super-Colosal

Undoubtedly the season's most colosal disaster is presented in 'In Old Chicago'—a combination of 'The Hurricane' and 'San Francisco' blown up together. It is almost impossible not to compare 'Chicago' with 'San Francisco,' since both feature a holocaust that purges a wicked city. The Chicago episode, of course, did not have the happy political ending implied in the film, and the picture hasn't the stirring finish lift of 'San Francisco.' But it has the distinction of having about the most satisfactory array of performances ever to come out of Hollywood.

Whether credit belongs to Director Henry King or to Alice Brady, the lady sternly puts aside her usual inclination to overact by screaming and excessive arm waving, and becomes the Widow O'Leary—with just enough brogue to be natural.

brogue to be natural.

lady sternly puts aside her usual inclination to overact by screaming and becomes the Widow O'Leary—with just enough brogue to be natural.

Tyrone Power, heretofore a pleasant enough juvenile, manages to be a good enough heel for the audience to applaud when righteous brother Don Ameche bops him—and still make his reform plausible.

Alice Faye, as a saloon entertainer of the eighties, wears curls, feathers and hoop skirts of the period as though they belonged to her. She's considerably slimmer than the favored ladies of the time, but with all her streamlines, she has enough curves to get the hour-glass impression over. Starting in pictures as a pouting blonde warbler, Miss Faye has consistently showed more stuff with each film. (If she made up her mind she might seven do Scarlet, given enough time on the accent.) But must she pull her pretty upper lip down so unbecomingly when she sings?

June Storey an engaging Gretchen for ingenious Tom Brown, Rondo Hatton is what is technically known as an 'edge' man. With a face like that he has an edge on anyone else aspiring to sinister parts.

The miniatures in the fire scene aren't too obvious and although it is of necessity a noisy affair, it isn't kept going until you get a headache.

There a vague feeling of being let down right at the finish, but the old town's famous bondre is probably hard to follow.

Opening Night Crowd

In Old Chicago' can safely claim a record of sorts for riotous openings (6) at the Astor. One officer, exhibiting a pocket completely torn from his heavy service uniform, explained admiringly—'It was Alice Faye that done it. The guardian of the law didn't mean to imply that Miss Faye had personally torn his pocket. Her entrance on the scene caused the tumult in which the uniform was torn.

Miss Faye, wearing a sweeping white brocaded taffeta gown and fluffy white fur coat, entered with Gregory Ratof. Eleanor Holm Jarrett, looking like a sunburned ghost of her former husky swimming self, wore black taffets and bright red flowers in her hair. She c

'Tovarich' OK for Sound, Also Boyer, Rathbon

Tovarich' OK for Sound, Also Boyer, Rathbone

Hewing close to the lines of the original play, Tovarich' makes very satisfactory picture eintertainment. It also brings a renewed conviction that magnetic Charles Boyer lends something special to any part he plays. His comedy is delightful; and a rare exhibition of flawless manners under trying circumstances, by Boyer and Basil, Rathbone, is one of the film's high lights. The boys make a corking team.

Despite Claudette Colbert's French origin, she has a thoroughly brisk-American aura, for an exiled Russian grand duchess. For that matter, there is no Latin flavor about the 'French' family—Anita Louise, Isabel-Jeans, Melville Cooper, and Maurice Murphy—but they are not required to fake accents, and do a nice job of work.

Miss Colbert, relegated to poverty, consistently, wears the same plain dark suit throughout the early scenes. Only one glamour gown graces the superior Colbert lines... a beaded white evening gown with yoluminous dark cape caught at the throat with a short rhinestone chain.

Anita Louise, daughter of the French household, has a number of flatering gowns, all bourfant with girlish ruffled or puffed eleves. Miss Jeans sweeps about in swirling chiffon and satin evening dress. One has a long train and wrapped bodice, to which she adds a Russian wolfhound for atmosphere.

a long train and wrapped bodice, to which she adds a Russian wolfhound for atmosphere. Miss Colbert wears her hair dressed neatly close to her head, with bangs and a small roil at the nape of her neck. Miss Louise's blonde locks fall softly in a long bob.

The cast, as a whole, is in the upper classes, but somehow Boyer and Rathbone are always a couple of grades ahead of the rest.

Music Hall's Rief of Color

The Music Hall outdoes itself in color scheme this week, both for the corps de ballet and the Rockettes. The former, in a 'pony' ballet, wear tiny ruffled white frothy skirts, heart-shaped red bodices and tall gold hats with green fez and long brown ostrich 'manes.'

Jalna, of Georges and Jalna, dances in white rhinestone short-bodice, and a skirt of one of the lovelies' shades of red ever concocted—yards and yards of floating chiffon in a sort of soft-flame red.

Tops with the audience are the finale dresses. The Rockettes in can-can costumes of satin in various ice cream colors, worn over ruffled flouncing costumes of satin in various ice cream colors, worn over ruffled flouncing

costumes of satin in various ice cream colors, worn over ruffled flouncing petticoats and long black stockings with Rockettes showing between hose and ruffled panty. Small hats with bobbing ostrich plumes at one end and colored satin slippers at the other—and a whole Music Hall stageful of them makes a gay picture.

Eleanor Powell Over-Frilled

If Eleanor Powell had had her: y in Rosalie, it's even money she would have stuck to the simple tailoring which has always distinguished her film attire. But Hollywood is apparently a stubborn place when it comes to making a gal glamorous. She'll be exotic — or else. Miss Powell achieves the latter.

Make-up magicians have lavished curls and false eyelashes on the dancing star, and the wardrobe wizards have smothered her in frills, ruffles, romantic hats and trailing frocks for Rosalie. The doll baby frou-frou only tends to make wholesome faced Miss Powell look uncomfortably out of her sphere. She seems to be peering wistfully out among the finery, looking for a neat pair of slacks so she can go into her dance.

She is best and happiest, hoofing in the trim West Point uniform. Her most becoming outfit is a simple white costume of shorts, hip length jacket and small beret. A trailing gown with long fitted basque only emphasizes the fact that Miss Powell hasn't the undulations required by such femiline frocks.

emphasizes the fact that Miss Powell hasn't the undulations required by such ferminine frocks.

Blonde Ilona Massey, one of the season's crop of foreign finds, has dazzling white teeth as her greatest asset. She sings in a black, short costume over which she wears a trailing transparent skirt. She lets down her back hair for this number and her long blond locks are crowned with a Juliet cap.

Miss Powell sings with a season of Miss Powell sings with a season of the season o

with a Juliet cap.

Miss Powell sings with a group of MGM chorus 'Vassar' girls and dances with mob of the same which are now 'peasants' and wearing most unpeasant-like wardrobe.

West Point uniform is a natural for attractive Nelson Eddy, Henpecked 'King' Frank Morgam, 'Queen' Edna May Oliver and Ray Bolger provide most of the film's gay moments.

In case there was any doubt about where the song 'Rosalie' came from it is played, sung, whistled, hummed and danced to, throughout the picture.

'Holiday' and 'Awful Truth' in Cohn's 80G

Pkge. Buy from RKO Hollywood, Jan. 11.

In mass buy of story material from RKO for \$80,000 Harry Cohn found Philip Barry's 'Holiday', which he will give a class production, with George Cukor, on loan from Selznick, directing.

RKO chuckled at its good fortune In unloading a flock of literary tur-keys until it discovered 'Holiday' was included in package buy.

Another windfall for Col. in the RKO package buy was The Awful Truth, its current b.o. smash.

Beebe's Top Hatter As Par Pic for Barrymore

Hollywood, Jan. 11.

Paramount has set John Barry-more for featured spot in 'Cafe So-ciety,' penned by Lucius Beebe, New York socialite-columnist, against a background of night life Manhattan glitter spots.

Dorothy Lamour and Bob Hope will head the supporting cast, Jen Lazarus producing.

Sylvia's Pic Starts

Hollywood, Jan. 11,

Hollywood, Jan. II,
Sylvia Sidney's vacation came to
an end yesterday (Mon.), when she
before the cameras for opening
s of Paramount's You and Me,
original by Norman Krasna,
with Fritz Lang doubling as both
p ucer and director.

ucer and director,
vd. Nolan, Robert Cummings
Roscoe Karns top supporting

BILL CUNNINGHAM PIC ORIGINALS FOR PAR

Bill Cunningham, Boston Bill Cunningham, Boston Posts, sports scribe and radio commentator, has been contracted by Paramount to do a story for a musical Bogart Rogers will produce. It will have a football background. Deal made with Cunningham also calls for his services in an advisory capacity on a story built around the annual ice carnival at Dartmouth college.

No Sugar That Way

Hollywood, Jan. 11. Geraldine Spreckles, San Fran-cisco sugar heiress, who has been seeking film carreer under tag of Anna Johns, was dropped from Warners' stock roster Tuesday (4) by mutual consent because of ill-

Socialite neophyte had previously bowed out of Universal deal with-out getting before cameras.

Crouse, Lindsay At Par for Script Job

Hollywood, Jan. 11.
Howard Lindsay and Russell
Crouse hit Coast Thursday (6) to
start screen play for Paramount's
'Artists and Models of 1938.'
Arthur Hornblow, Jr., will produce.

OFF TO BLACKWELL'S

Having completed scripting of My Bill for Warners, Lee Katz has been assigned to do scribbling on Blackwell's Island, which Bryan Foy will put into production March 14.

John Litel heads cast.

Writers, Directors Ballot on Actor Academy Award; Courtesy Swap

Two Burnies Now

Hollywood, Jan. 11.
Billing of Love and Hisses, on this Coast at least, has Simone. Simon above the title and double talk for the fact that in this one she sings. Walter Winchell and Ben Bernie are not even mentioned in some of the 24 sheets.
Switch in emphasis has lad

Switch in emphasis has led

Switch in emphasis has led story minds to considering that the next might take the phoney Bernie-Winchell feud and build it up to the pair setting their difference and ganging up on the producer over the way they have been played down in the billing.

Coin There in 19 Yrs.

Based on deals obtained in Canada, mostly with independents, and on the rentals computed to date on four new season's releases in dates above the border. George J. Schaefer estimates that United Artists will take more money out of the Dominion this year than it has in the 19 years' existence of the company.

WB PROD. PARLEYS

END ON THE COAST

Marner Bros. production parleys break up this week with most eastern execs returning to their bases. Hauling east today are Sam E. Morris, Irving Asher, English production chief, followed on Friday by Grad Sears and S. Charles Einfeld, Group wound up several weeks' product talks with Jack Warner and Hal Wallis.

talks with Jack Wallicr and Hal Wallis.

Joe Bernhard WB theatre head, also came west for the powwows.

Sullavan Yarn Hunt

Universal has started search for vehicle for Margaret Sullavan, fol-lowing Inking Thursday (6) of new deal under which she is set for picture, with company, holding op-tion for two more.

Deal ends found actress.

Universal has started

Deal ends studio and actress.

Hollywood, Jan. 11.

Hollywood Jan. 11

UA Sold Away From FP in Canada. Sees Top

Hollywood, Jan. 11.

Hollywood, Jan. 11. Threatened row over procedure of balloting in annual merit awards of the Academy of Motion Picture Arts

balloting in annual merit awards of the Academy of Motion Picture Arts & Sciences has been ironed out through tentative adoption of a plan submitted by the Screen Actors Guild which permits writers and directors to vote on achievement awards for actors.

Guild's new plan calls for nominations for the four actor awards to the nade by members of the senior SAG. Balloting on final selections will then be confined to the Senior and Junior Guild, directors and writers. The Guild had originally insisted that voting in its division be confined to film players, and the Academy General committee headed by Prank Capra, had urged balloting on the final selections be opened to all participating crafts.

Agreement to include writers and directors was a courtesy gesture by the SAG to the Screen Writers Guild and the Screen Directors Guild since the SAG has agreed to refrain from voting on the directorial and rectors desire, it is believed the SWG and SDG will return the courtesy by not balloting on the actor awards.

tesy by not balloting on the actor

tesy by not balloting on the actor, awards.

Such move would leave supervision of the actor awards entirely in the hands of the Guild. Members of latter organization would then ballot only for their own awards and for the best picture of the year. While formal action has not yet been taken on the SAG proposal, members of the Academy General committee have been canvassed by telephone, and a majority, including the writers and directors, agreed to okay it.

okay it.

Local constitution and by-laws for the Screen Writers Guild is being drafted by Attorney Leonard S. Janofsky and a writer committee headed by Tristram Tupper. Tenative draft of new constitution will be presented to SWG board of directors at meeting Jan. 5. New constitution was made necessary by granting of local autonomy to SWG by the Authors League of America.

FILM EDITORS AGREE ON ACADEMY ENTRIES

Hollywood, Jan. 11.

Hollywood film editors have elimi-nated all slack from the rules gov-erning forthcoming scissoring awaren by Academy of Motion Pieture Arts and Sciences. Under new deal, perand Sciences. Under new deal, per-fected following a series of commit-fected following a series of commit-tee confabs, each editor will be per-mitted to nominate five productions, but only one picture-from his own cutting room. Statuette will be passed out on re-sult of count to be made by commit-tee composed of five members of the film editors section of the academy and five from Society of Motion Pic-ture Film Editors.

ture Film Editors.
Uncle-Sam joined the list of candidates for Academy Oscars Saturday 13 when Government-made three-reeler. The River, recapitulating flood history of Missispipi for last century, was entered in short subject

division.
Pare Lorentz wrote and directed.

Rose Parade Queen Lands Par Contract

Hollywood, Jan. 11. Cheryl Walker, Pasadena Com-munity player, who ruled as queen over 1938 Tournament of Roses, will repeat role that won her spotlight and Paramount contract for her pic debut, having already been assigned to festival throne in 'Stolen Heaven,' which features Olympe Bradna and Gene Raymond

Gene Raymond.
Paramount also passed out a term contract to Dorothy Howe as result of handling of first dramatic role in Her Jungle Love?

Ameche Bracketed With Crosby in Par Turf Yarn

Hollywood, Jan. 1 Hollywood Jan 11.

Don Ameche, borrowed from 20thFox, will share post position with
Bing Crosby in Paramounts Harmony for Three, which Wesley Ruggles will produce and direct from
Claude Binyon's script. Opus, which
has race track background, is set
for Feb. 28 start.

Ameche, originally set for Paramount's Tropic Hollday, which gets
away Jan. 20, will be replaced by
Ray Milland.

Ray Milland.

Nine to Starting Line at Republic In Three Months

Hollywood, Jan. 11.

Nine pictures will roll in the next three months at Republic, bringing sked ahead of 1937-38 production plans. Studio plans 50 films for scason, To date 19 have been com-pleted, including 10 features, eight vesterns and a serial.

Sked calls for 30 features, 16 wes

westerns and a serial.
Sked calls for 30 features, 16 westerns and four serials by Sept. 1.
end of production year. Slated for January are Hollywood Stadium, with Armand Schaefer producing, and David Howard directing: King of the Newsboys, Bernard Vorhaus producing.

"Prison Nurse" is next to go, with Herman Schlom producing, to be followed by Washington Cowboy, a Gene Autry starrer. Fifth picture will be an untitled western of the Three Mesquiteers series.

For February and March four pix are slated including 'Wagons Westward,' which Harold Shumate will broduce. Others include 'Honolulu Hollday,' with John Auer handling: Stormy Weather, an Alison Skirjworth-Polly Moran comedy, and Come On, Leathernecks,' a Marine feature. Dominion this year: than it has in the 19 years' existence of the company.

Unable to get together this season with N. L. Nathanson's Famous Players-Canadian chain largest Canada, Schaefer sold away from this circuit in all situations to independents with the exception of Toronto and London, where the account has always been Loew's. Getting the terms FP would not agree to, UA is behind the accounts oppositional to FP in every possible way. Three special exceptions of the season of the se

FINEMAN AT RKO TO PRODUCE DEWEY YARN

Hollywood. Jan. 11.

Bernie Fineman has checked in on RKO lot as producer, with untitled gang-busting yarn as first stint.

Studio has inked Forrest Davis. cx-NY. World-Telly scribbler, to write Fineman vehicle, which will be based on District Attorney Dewey's special prosecutor experiences.

'Merrily' Washes Up On Longest Roach Shooting

Hollywood. Jan. 11.
With 'Merrily We Live' in the
tins and 'Swiss Miss' reaching its
final week of filming. Hal Roach
has set Eric Hatch and Arnold Belrard at scripting job for 'Road
Show.' Production goes before
cameras within four weeks.

'Merrily' rated a 74-day shooting
schedule, longest in Roach history.

Knight Leaving Par

Jack Knight, in charge of con-

Jack Knight, in charge of construction, maintenance and engineering for Paramound, with which he has been associated at the home office for many years is reported resigning from the commany to accept on outside position. The future councition is not mentioned. Recently on the road lot in supervision of remodelling construction, installations and other work, which he is acknowledged nert in pictures Knight af preemis out of town for two weeks. His restration will probably become official on his return with his new connection then annument.

connection them as Before coming Knight was an U.S. army. into pictur for the

Brown's Nag Hunt

KEIGHLEY RESTS UP
Hollywood, Jan. 11.
Forced to withdraw from Kay
Francis' noxt picture because of illness, William Keighley, Warners director, sailed Wednesday (5) for Honolulu to recuperate.
Plans return via China Clipper in three weeks.

Studio and actress.

Beatty's WB Pic
Hollywood, Jan. 11.
Because Joe E. Brown Is eager to be off for two months' vacation in South America, producer David L. Loew will send 'Doubling for Cupid.' at Warner Bross before goings on the low will send 'Doubling for Cupid.' at Warner Bross before goings on the Comedian's compellance of this month. Kurt Neumann will probably direct:
Bryan Foy has a big cat yarn in mind for the whip tosser with whom the studio is, now negotiating.

IA Demand for Charter Clarity At Miami to Force Jurisdiction Over Pic Actors; Move Bioff to Quiet Critics

Hollywood, Jan. 11, Transfer of William Biofi, Coast head of the International Alliance of Theatrical Stage Employes, to Wash-ington headquarters was quickly fol-

Theatrical Stage Employes, to Washington headquarters was quickly followed by an announcement that I's IATSE still was determined to extend its jurisdiction to actors and other workers in the film industry. IATSE leaders p! to move into Miami-Jan. 27 for meeting of executive council of the American Federation of Labor with a demand for clarification of IA charter, which clarification of IA charter, which clarification, they insist, will enable them to take over actors and all workers in industry. Attack will be lead by George E. Browne, vp. of the AFL and international president of the IATSE. Browne is now in the east for preliminary conferences with other AFL moguls before heading for Miami. He will be joined this week by Bloft, whose transfer Browne ordered to stop criticism of IA through personal attacks on Coast leader.

IATSE claims its charter, which has been in existence about 50 years, gives it jurisdiction over all theatriel workers, whether they are em-

has been in existence about 50 years gives it jurisdiction over all theatrical workers, whether they are employed on a stage, in a theatre, in a picture studio. Move against actors is said to have been prompted by invasion of the radio field by the Associated Actors and Artis: of America, through organization of the America, through organization of the America, strough organization of the America, strough organization of the America, strough organization of of the America. Federation of Radio Artists, sister unit of the Screen Actors Guild.

artists, sister unit of the Screen Actors Guild.

Will Feel Out IA

The Screen Actors Guild has already taken cognizance of the situation, and will send representatives cast to determine if the IATSE is serious in its latest announcement to expand its jurisdiction. Kenneth Thomson, executive socretary of the SAG, will be designated to confer with AFL tops prior to the Miami session of the executive council.

Shorily after the IA announcement, it was disclosed that SAG hind sassed its membership by 3,500, from a high of nearly 12,000 when the Guild shop contracts with producers became effective on June 1, to total of less than 8,500 today. The entire cut has been in the junior division, composed of extras and lower-bracket players. There has been a decided increase in the sanior ranks result of membership campaign directed by Pat Somerste. The first substantial reduction was made when producers and the SAG, agreed that children need not have Guild membership cards in order to go before the camera. Between 800 and 900 juvenile players were dropped. Initiation foes and dues were refunded, but the SAG agreed to continue to look after the screen affairs of the youngsters.

The biggest part of the remainder were removed from the rolls in last low weeks when producti in the major studios reached the lowest active service of the youngsters. The biggest part of the remainder were removed from the rolls in last low weeks when producti in the major studios reached the lowest law of the power out for a lark or pin money, and other occasional players. Many of these rushed into the Guild in the belief they would immediately secure employment. Few received calls for work and many of them never had their names listed at Central acting Bureau, which emologs all carris for the studies. When assignments to udios failed to come through most of them dropped their SAG membership.

Better Break for Freelancers.

Better Break for Freelancers

Recommendati for improving working conditions for freelance players will be submitted to the board of direct of the SAG. Suggestions were prepared by a still committee of the Guld and through recommendations made by individual members a questionnaire mailed from SAG headquariers.

Two of the main complaints of reclancers is failure of players, to get definite work commitments from studios, and practice of producers hiring a player daily rate and then switching to the weetly scale, when it become apparent player would be employed more than three days.

days.

The Guild certain to ask that Dartmouth with air Paramount and Studios be required to give freal-nec players a definite date on which they will be employed and to amend con-ling change, is featured.

tracts to provide if player is hired on a daily scale he must be paid on that basis regardless of how long he employed. The Serven Cartoon Guild, which

The Screen Cartoon Guild, which claims to represent 90% of 1.500 cartoon animators, artists, et al. in industry, is now engaged in 19th with producers for recognition. Studios have refused to deal with Guild in the belief that organization plans to affiliate with the Committee for Industrial Organization, which has so far been unable to gain, a foothold in the film industry. Complain to Labor Board

Complain to Labor Board

Fight was brought out into the open last week when the SCG filed a complaint with Dr. Towne Nylander, regional director of the National Labor Relations Board, Guld claimed that Leon Schlesinger and

claimed that Leon Schlesinger and other producers of animated cartoon had refused to negotiate with workers. They asked that election be ordered to select a bargaining representative.

Dr. Nylander will confer with producers and representatives of the Guild Jan. 19 in an effort to iron out the differences without the necessity of a formal hearing. Ted Pierce is president of the SGG. If formal hearing becomes necessary it. formal hearing becomes necessary it.

probably will not be reached before
March, as 45 film industry complaints are now pending before the
NLRB, with protest of Screen Directors Guild, having priority over

March, as 45 film industry complaints are now pending before the NLRB, with protest of Screen Directors Guild having priority over others.

Fox West Coast Theatres and the Building Service Employes Union have inked new working pact, giving janitors and other maintenance workers wage tilt and day week, Negotiations were handled by Charles P. Skouras, F.WC. prexy, and Charles Hardy, vice president and western representative of the BSE. Hardy came here from San Francisco to direct the negotiations. Drive-In Theatre, which has been operating under alignment with Committee for Industrial Organization, has switched over to the American Federation of Labor. Theatre signed contract with R, L. Haywood, business representative of Motion Picture Projectionists Local 150 of the IATSE.

Republic studio has signed contract with the Society of Motion Picture Film Editors, being the first indie to come into 701. Pact calls for \$100 weekly minimum for editors of shorts, same scale paid by the majors. Committee headed by Felix M. Cunningham, attorney for Society, now negotiating with Monogram, and a contract probably will be signed this week.

Ask Cutter Classification
Editors filed their first complaint this week, demanding that film li-

will be signed this week.

Ask Cutter Classification

Editors filed their first complaint
this week, demanding that film librarians be classed as assistant cutters instead of clerks. Producers
inxed the demand and the question
probably will go to arbitration.

The Black Cats, an organization
composed of IATSE members loyal
to international officers of the oranization and against local autonomy for the studio locals, now
has a membership of more than
1,000. Cats was formed shortly after
four studio locals voted overwhelmingly against local autonomy and
in favor of the international officers
retaining supervision over affairs
of the studio technicians and other
workers.

Road Show Entries

Hollywood, Jan. 11.

Hollywood, Jan. 11.
Two possible entries for Carthay
Circle theatre following current run
of Walt Disneys. Snow White and
the Seven Dwarfs are Sam Goldwyn's 'Follies' and Wanners. The
Adventures of Robin Hood.
Goldwyn and Fox West C ast exces
already are conterring on two-a-day
run.

BIG GREEN ICE PIC

Holdovers Clutter L. A. but Trade Mostly Good: 'Gangster' Okay \$25,500 'Fargo' Firm, 'Snow White' 13G

Los Angeles, Jan. 11.

Smart trade over most of the town, considering that many pix are holdovers, and only four new features in three houses moving in Predicted post-holiday slipoff failed to materialize, to any marked degree and the bulk of the far runs stanza. Damssel in Distress and Tovarich' are off the most.

Of the newcomers, Loew's, State and Chinese day-dating with Last Gangster' and 'Youre Only Young Once,' are gathering top coin, Other two new arrivals, Daughter of Sanghar and '90, aughty Girde Town are playing to satisfactory returns. Daughter of Sanghar and '90, aughty Girde Town are playing to satisfactory returns to satisfactory returns of the Paramount. Tovarich' holds for five days on its second week at the day-date Hollywood and Downtown, Carthay Circle, with 'Snow White and Seven Dwarfs,' continues to hit hot satisfactory (Free Fox) (1,51s; 55-83. List Salay (Gree Fox) (Gr

around. Last week. Love and Hissaces (20th) and Checkers' (20th), good \$14,500.

Downtown (WB) (1.800; 30-40-55-65) — Tovarich' (WB) (2d week).
Second stanza of five days looks like about \$5,700, oke, following big initial week of \$12,700, which andided New Years, opening. 30-40-55-1601) week of \$12,700, which andided New Years, opening. 30-40-55-1601, which are clied to the standard of the stan

40)—Tovarich' (WB) (2d rum) Doing inicipy at \$3,200. Last week Wells Fargo (Par), holdover session, good \$4,200.

Gircle (Katz-Dolle) (2,800; 25-40) [Thrill of Lifetime' (Par) and Clyde McCoy band plus Don Bestor: band on stage. Looks dandy at \$14,500. Last week Tovarich' (WB) good \$7,600; Katz-Dolle) (3,100; 25-40) [Thrill of the session of the ses

PACE B'KLYN BIZ

Brooklyn, Jan. 11.
Downtown de luxers shifted opening dates the eck considerably, but
that didn't dent b.o.'s at all. Biz
particularly healthy at Fabian houses,
including Par., Fox and Strand,
Loew's Met, with Robinson flicker,
Last, Gangster, 'also strang Fox including Par, Fox and Strand.
Loew's Mek, with Robinson flicker,
Last Gangster, also strong, Fox
came in Monday with 'Submarine
D-1, and 'Portia on Trial' and got off
to fine start. Par opens tomorrow
(Jan. 12) with 'Wells Fargo' and
First Lady,' Weekend, vaude at
Strand and flesh acts at Fox definitety bringing downtown loss of nabe
moviegoers.

movingoers.

Estimates for This Week
Albee (2,500: 25-35-55)—Hitting a
New High (RKO) and There Goes
Groom' will, bring in passing \$14,000.
Last week 'You're a Sweetheart' (U)
Lord 'Dinner' at Ritz' (20th) got okay

\$17,500.

Fox (4,000; 25-35-55)—Submarine
D-I' (WB) and Fortia on Trial'
(Rep) arrived Monday, Last week
Grace Moore in I'll Take Romance:
(Col) and Daughter of Shanghai'
(Par), plus vaude, received splendid.
\$21,000.

\$21,000.

Met (2,400; 25-35-55)—Last Gangster' (MG) and 'You're Only Young Once (MG) anticipate nice \$18,000. Last week 'Firefly' (MG) and 'Beg-Borrow, Steal' (MG) got good \$19,000. Paramount (4,000: 25-35-55)—Wells Fargo' (Par) and 'First Lady' (WB) arrives tomorrow (Wed.) Last week 'True Confession' (Par) and 'Missing 'Witnesses' (WB) excellent \$24,000.

\$24,000.

Strand (2,000: 25-35-55)—Expensive Husbands' (WB) and 'The Shadow' (COI), plus weekend vaude, will give house first-rate \$9,000. Last week 'Sh! the Octopus' (WB) and 'Swing It, Professor, blus holiday vaude, snared good \$0,000.

First Runs on Broadway

Week of Jan. 13 Astor—'In Old Chicago' (20th)

Astor—In Old Chicago' (20th)
(2d wk).

Capitol—Man Proof' (MG);
(Reviewed in Vaniry, Dec. 15,
Criterien—She's Got Everything' (RKO) (14);
(Reviewed in Vaniry, Dec. 22),
Globe—Tarzan's Reven ge'
(20th), (2d wk),
(Reviewed in current Vaniry,
Musje, Mall—Show White and
7 Dwarts' (RKO)
(Reviewed in vaniry, Dec. 20,
P a r a m ou n i—Wells Farge'
(Par) (3d wk),
Riatto—The Spy, Ring' (U)
(14).

(14).

Rivoli—'Hurricane' (UA) (15),
(Reviewed in Vanery, Nov. 10.)

Roxy—'I Met My Love Again'

Rivoll—Fullicane
(Reviewed in Vaniery, Nov. 10.)
Roxy—I Met My Love Again
(UA) (14).
(Reviewed in current Vaniery)
Strand—Hollywood Hote!
(Reviewed in Vaniery, Dec. 22.)
Week of Jan. 29
Astor — In Old Chicago (20th)
(3d wk),
Capitel—Bad. Man. of Brimstone' (MG).
Globe—Boy of Streets'
(Mono) (22).
(Reviewed in Vaniery, Dec. 1.)
Music Hall—Snow White and
7 Dwarfs' (RKO) (2d wk).
Parmount—Wells Fargo
(Par) (4th wk).
Rivall—Hurricane' (UA)

Rivoli-'Hurricane' (UA): (2d wk).
Strand—'Hollywood Hotel'
(WB) (2d wk).

Round of 1938 (U) and Sinking of Panay (U); \$5,000, big.

Keith's (Libson) (1,500; 25-40)—
Love and Hisses' (20th) (2d run).
Average, \$4,500. Last week, 'Bad Man of Brinstone' (MG), \$11,000. tremendous:

(Irl' (RKO) Poor, \$3,000. Last week, 'Bed week', Wells Fargo' (Par), (2d week'), \$6,000, very good.

Palace (RKO) (2,600; 35-42)—(Vou're's Sweetheart-(U), Pleasing, \$10,000. Last week 'Love and Hisses' (20th), \$15,000, except.

Thus the state of the state

Pitt Pix Doing Okay As 'Stand-In'-Brian Set Pace, \$20,000

Pittsburgh, Jan. 11. New Year's flush dissolved in a hurry, but, considering usual post-holiday recession and bad break in weather over weekend, takes generally aren't bad. Stanley pacing the field again as a result of 'Stand-In,

weather, over weekend, takes general Touchers (1860), and the week weekend, takes general bases and the weekend of the weekend

Mpls. Still Chilled: 'Rosalie' 10G. 'Submarine' \$6,000, 'Navy Blue' 3G

getting the expected big money here, Looks like this one will have a job on its hands getting \$15,000, all right but not important dough. Last week 'Rosale' (MG) holtest thing in a year, pulling up just short of \$28,000.

Stanley (WB) (3,600; 25-40-60)—
Stand-In' (UA) and stage show, Sticking right in there, and prospects are for all-right \$20,000 or better. Gets big break Thursday night (13) with two-hour stage show at upped 83c. prices. Should help and may mean possibly a grand better. Last week 'Last Gangster' (MG) and stage show years at \$28.250.

Warner (WB) (2,000; 25-40)—Rosalie' (MG). Moved here after great week at Warner and doing just fair for ho. Looks like \$6,500, not tup to recent Penn smashes, which have come over to this site. Last week: 'Barrier' (Par) and 'Fli for a king' (RKO) got little holiday gravy, only around \$4,800.

BALTO DROPS: 'ROMANCE' 121/2G

Baltimore, Jan. 11. Rather spotty doings here after bullish holiday grosses. 'I'll Take Romance,' coupled with 'Hollywood Romance, coupled with 'Hollywood Bandwagon' on stage, is sushing the combo. Hipp into the week's lead, with a rosy \$12,500 in sight. Last Gangster, 'at Loew's Century, started off slowly but took a promising spurt over the weekend, indicating a fairish \$8,000. Extra New Year's Eve perform-

ances at all local de luxers sent last week's figures up in boom style. Turnaway biz all over town. Estimates for This Week

Sub-zero weather continues, and grosses continue to stay down.
Divided critics' opinions are not pre-Divided crutes opinions are not pre-venting Rosalie from making a spectable boxoffice showing at the Minnesota, for an exception to gen-eral trend. Picture has golten away

eral trem.

Icely,
Only other important newconers.
Submarine D-l' and 'Victoria the
Great,' at the Orpheum and World,
respectively, also holding up
moderately well.

Estimates for This Week

"Workly-Singer) (900; 15-25)

Great, at the Cripteum and Woring, respectively, also moderately well.

Estimates for This Week

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

**Danger, Lowe at Work' (20th) and Madadame X (MG) dual) (2d, runs).

**Expensive Houblands (WB) and Great Runsh, Looks like mid \$800. Last tweek, "Ougues of 1938' (UA) (2d run) split with "Blossoms on Broadway' (Par) and Trapped by G-Men. (Col.) (dual), \$800, mild.

**Century (Publix-Singer) (1,800; 25-35-55)*

**LTrue Confessions' (Par) (Confessions' (Par) (Confessions' (Par) (Publix-Singer) (1,800; 25-35-55)*

**Dan't Cry' (MG) \$3,000, light.

**Minnesota (Publix-Singer) (4,200; 25-35-55)*

**Gratie (MG). Reaching toward good \$10,000. Last week, Cry (MG) \$3,000, light.

**Minnesota (Publix-Singer) (4,200; 25-35-55)*

**True Confessions' (Par) big \$12,500.

**Orpheums (Publix-Singer) (1,800; 36-35-55)*

**True Confessions' (Par) big \$12,500.

**Orpheums (Publix-Singer) (1,800; 36-35-55)*

**Male sex much inservence at this-inees; pretty good \$8,000 in prospect. Last week, on 5½ days. You're Sweetheart' (U), \$3,600, oke:

**State (Publix-Singer) (2,300; 25-35-40-55)*

**Weeklers (Publix-Singer) (2,300; 25-35-40-55)*

**Judge Priest' (20th) 'reissue).

**Rogers' revival hitting profitable pace to \$800. Last week, Billy the Kld' (MG) (2d week), \$700 plenty okeh after big \$1,000 first week.

**Uptown. (Publix). Li200; 25-35 —

**Yevp Blue and Cold' (MG). First Mindeson (Steffes) (302; 25-35-40-35)*

**Victoria the Great' (RKO). Corking attraction for this house, which caters to the carriage trade. Acclaimed by the local crities and \$400 first weeks.

**Gril Said Word (GN). On the Hill of the final mine days. Averaged around \$2,000 a week for the run.

FRR TIDE

DAMSEL

**True Confessions' (Par). On the Hill of the final mine days. Averaged around \$2,000 a week for the run.

'EBB TIDE,' 'DAMSEL' 3G. TOP SO-SO LINCOLN

'Manhattan Merry-Go-Round' goes a second week at the Kiva for the lone feature of the New Year, aftermathing exceptional biz for the week past. 'Wells Fargo' bruised all rec-ords for 1937 at the Stuart, when its

Five Hot H.O.'s Thaw Chi Frigidity; West's 'Holiday' Move Aids It, \$5,500; 'Fargo,' 'Sweetheart' Warm Up B.O.'s

Chicago, Jan. 11.

Weekend bumped into the first ero weather of the year, causing a larked slip for pix from the prejous week.

Chicago.

vious week.
Chicago, Palace, Apollo, Garrick
and United Artists playing h.o. stuff.
Only the Roosevelt, Oriental and
State-Lake come forward with a
tresh slate.

tresh slate. Holdovers are reaping the coin, sepecially Every Day's a Holiday, which moved to the Apollo; Wells'argo, 'You're a Sweetheart,' and Submarine D-1.' Mae West flicker was a boxoffice disappointer for New (ear's for the Oriental last week, hough profitable. Continuing at the ipollo, it is likely to stay two or hree additional weeks. Femmes are taking in 'Fargo'. It of a great kid play during the holiay school layoff.

Estimates for This Week

got a great kit play-during the following school layoff.

Estimates for This Week

Apoile (B&K) (1,200: 35-45-565)

Every Day' (Far). Second week
in loop for Meek Wister and doing the
week. True Confession' (Par) respect
doin on the New Year's boom, taking \$7,000.

Chicage (B&K) (4,000: 35-55-75)

Wells Fargo' (Par) and stage show.
(2d week). Show and picture held
for additional week and should do
well at \$30,000 for the \$4,30 as week
well at \$30,000 for the \$4,30 as week
well at \$30,000 for the \$4,30 as week
evel at \$4,000 for the \$4,000 curently. Touched \$10,000 last week.
Orientar (B&K) (3,200; 35-55-55-75)

Thrill of Lifetime' (Par) and vaude.
Mild' \$13,500 on nameless setup this
well play, around \$6,000 currently. Touched \$10,000 last week.
Orientar (B&K) (3,200; 35-55-65-75)

Thrill of Lifetime' (Par) and vaude.

Falace (RKO) (2,500; 35-55-65-75)

"Sweetheart' (U) and vaude.
Truning in fine \$17,000 for second week
after garnering bangup \$25,000 here
last week on \$2.0 New Year's shows.
Rossevelt (B&K) (1,500; 35-56-65-75)

"Sweetheart' (U) and vaude.
Truning in fine \$17,000 for second week
after garnering bangup \$25,000 here
last week on \$2.0 New Year's shows.
Rossevelt (B&K) (1,500; 35-56-65-75)

"Sweetheart' (U) and stage show the second week
after garnering bangup \$25,000 here
last week on \$2.0 New Year's shows.
Rossevelt (B&K) (1,500; 35-56-65-75)

State-Lake (Jones) (2,700; 25-35445-55)—Living on Love' (RKO) and
wade, House steadies to neat \$12,000

currently. Last week was a big winently stage week was a big winently first the stage of the st

vaude. House steadies to neat \$12,000 courrently. Last week was a big winner at \$18,000 for 'Women Men Marry' (Col.) United Artists (B&K-UA) (1,700; 35-56-55-79-)-Rosalie' (MG). Into third and likely last week with Hurricane \$50,000 collow, finishing the \$16,300 last week.

L'ville Hits Climb, 2 H. O.'s; Mae West 7G, 'Hurricane' \$13,500

Louisville, Jan. 11.

With two holdovers, local downtown houses are saling into the newyear under the saling into the

Estimates for This Week
Brown (Fourth Ave. Loew's) (1,500; 15-30-40) — Rosalie' (MG),
Moved over here after booming big
week at Loew's State, and looks set
to cop okay \$3,500. Last week 'Love
and Hisses' (20th) and 'Prescription
for Romance' (U), dual, fair \$2,500.
Kentucky (Switow) (900; 15-25)—
All Baba Goes to Town' (RKO) and
Breakfast for Two' (RKO), dual;
solit with Lancer Spy' (20th) and
Perfect Specimen' (WB), dualsolve average \$2,400. Last week
Sagg Door' (RKO), and 'Annapolis
Sagg Coor' (RKO), and 'Annapolis
S

Bove average \$2,400. Last week lage Door (RKO) and Annapolis alute (RKO), dual, good \$2,300. Leew's State (3,000; 15-30-40)—furricane' (UA), dualed with All merican Sweetheart (CO). Indiations, are for a take of \$13,500, well, and giving promise of topping st week's Rosalie' (MG), which cuttured mighty \$12,000. 10,000; drawy Anderson (Libson) (1,000; drawy Anderson (1,000; dra

Drummond Escapes' (Par) and 'Mountain Music' (Par), dual, split with 'John Meade's Woman' (Par) and We'ne on the Jury' (RKO), dual, average \$1,300. Last week Love is News' (20th) and 'Polo Joe' (WB, dual, split with 'Fly Roads' (Par) dual, satisfactory, \$1,400. Relate (Pourth Ave.) (3,000; 15-30-40)—'Every Day's a Holiday (Par) dualled with 'Bulldog Drummonds', Revenge' (Par). Mae West opus pulling satisfactorily, but not in the smash class. Should wind up with \$7,000, profitable. Last week 'Wells Fargo' (Par) and March of Time well on the okay side at \$9,000. Strand (Fourth Ave.) (3,000; 15-30-40), and Panay bombing pic. Pulling consistent profitable trade currently, and looks like good \$3,500, following initial stanza's big \$6,000.

SEATTLE NICE, 'HURRICANE' 10G

Seattle, Jan. 11:
Holdovers are getting nice grosses this week: Rosalle's benefiting from great radio and the seat radio and th

the Music Box. Style of the Music Box. Estimates for This Week

Blue Mouse (Hamrick-Evergreen) (900; 32-37-42) — Great Garrick
(WB) and On Such a Night (Par) dual. Look for okay \$2,700. Last week, Submarine D-1, (FR) and High Flyers' (RKO) dual, oke \$3,100.

High Flyers' (RKO) dual, oke \$3,100.

C 9 11 s e u m (Hamrick-Evergreen) (1,900; 21-32)—Dead End' (UA) and Sophie Lang Goes West' (Par) dual, four days split with Vogues (UA) and Charlie Chan' (20th) dual, three days. Nice \$3,800 on week Last. (20th) dual, \$3,000, okay and Borneo (20th) dual, \$3,000, okay and Borneo (20th) dual, \$3,000, okay and Gomer (20th) dual, \$3,000, okay and Gomer That Kills' (Rep) dual, expected doikay \$2,400. Last week 'That's My Story (U) and 'Devil's Saddle Legion' (WB) dual, \$2,800, good.

Fifth Avenue (Hamrick-Evergreen) (2,400; 32-37-42)—Rosalie' (MGM) (2d week). Indicated fair \$6,000. Last week, sme film, \$15,000, mary (1948).

12d. week). Indicated fair \$6,000. Last week, same film, \$15,000, marvelous.

Liberty (JvH) (1,800; 21-27-42)—
Hurrical (JvH) (1,800; 21-27-42)—
Hurrical (JvH) (1,800; 21-27-42)—
Hurrical (JvH) (1,800; 21-27-42)—
Hurrical (JvH) (JvH)

mense.
Roosevelt (Sterling) (650, 21-32)—
Perfect Specimen' (WB) and 'Manhattan Merry-Go-Round' (Rep) dual. Anticipated \$2,800, good. Last week 'High. Wide and Handsome' (Par) and 'It. Happened in Hollywood' (Col) dual, \$2,800, big.

'Sweetheart' \$4,600, Fair; Okla. City About Norm

with 'Partners in Crime' (Par), Should do average \$2,500. Last week Panay films (U) with 'Prescription for Romance' (U), floppo at \$1,025, jerked day early. Second half, 'Judge Priest' (20th) with 'Border Cafe' (RKO), average, \$700.

Midwest (Standard) (1,500; 10-20-40)—'You're a Sweetheart' (Standard) (1,500; 10-20-40)—'You're a Sweetheart' (MGM), good at \$5,050.
State (Noble) (1,400; 10-25-40)—'The 'Awful Truth' (Col). (2d week). Will' do \$4,000. Last week broke house record with \$7,950, which was \$4,000 era average week for house. Tower (Standard) (1,100; 10-25-35)—'Rosalie' (MGM) (2d week). Wells Fargo' (Par): (2d week) 'dd \$3,500, very good.

HUB CHEERFUL; 'SWEETHEART,' **VAUDE 27G**

Boston, Jan. 11.

'Rosalie' holds over at the Orph and State after a sensational opening frame that broke attendance records, at the former stand. Love and Hisses, with stage show is an exception; but the stage show is an exception; and the former stand. Love and Hisses, with stage show is an exception; and the stage show policy plus. You're a Sweetheart, is clicking handsomely at the Memorial.

Newsreel theatre, adjacent to the Repertory, uptown, opened last week, under Liberman ownership.

Estimates for This Week.

Boston (RKO) (3,200; 25-40-55).

Damsel in Distress' (RKO) (2d run) and Tarzan's Revenge' (20th), dual. Very promising at \$10,000 pace. Last week, 'Crashing Hollywood' (RKO) and stage show topped by Phil Regan, okay \$20,000.

week, 'Crashing Hollywood' (RKO) and stage show topped by Phil Regan, okay \$20,000.

Fenway (M&P) (1,400, 25-35-35)—
Missing Witnesses' (WB) and 'Love on Toast' (Par), double, Flunking out at \$4,000. Last week, 'Thrill of Life-time' (Par) and 'Night Club Scandal' (Par) and Night Club Scandal' (Par) and Night Club Scandal' (Par) and Night Club Scandal' (Par) and stage show starring Ethel-Waters.

Inaughtales on the Starring Ethel-Waters.

Matropillan (M&P) (1,200, 25-30-46, 25)— 'You're a Sweetheart' (Uh) and Stage show headed by Damset in Distress' (RKO) okay \$20,000.

Metropillan (M&P) (4,300, 25-36-65)—Love and Hisses' (20th) and stageshow headed by Ella Logan.

Looks \$18,500 (ps, disappointing, Last week, 'Wells Fargo' (Par), and stageshow big \$31,000, with aid of capacity midnight show at \$1,65 (Love and Hisses' preem) (2-3-35-40-50) (Love and Hisses' preem) (2-3-35-40-50) (Love and Hisses' preem) (2-3-35-40-50) (Love on Toast' (Par) dual, displaying attendance record.

Faramount (M&P) (1,800; 25-35-50-Missing Witnesses' (WB) and 'Night Club Scandal' (Par) dual, 'Map' (1,90) and 'Night Club Scandal' (Par), double, mild \$8.00 (M&P) (2,700; 25-35-40-50)—True Confession' (Par) and 'Map' (Par) a

\$\$,000.
Seollay (M&P) (2,700; 25-35-40-50)
— True Confession! (Par) and Manhattan Merry-go-Round' (Rep) (Mothol 2d run) dual n.s.h. \$6,000, Last week; Sub' (WB) (3d run) and Adventrous Blonde' (WB) (1st run) dual.

turous Blonde' (WB) (1st. run) dual very good \$8,800. State (Loew) (3,300; 25-30-35-40. 55)—Rosalle' (MG) (2d wcck) Alming at good \$12,000 after booms \$18,000 for opening frame.

DENVER H.O.'S STRONG; 'HISSES' HEFTY \$9,000

Denver, Jan. 11.

"Wells Fargo', at the Denham is close to the opening week, with crowds holding up and the figures reeping closer every day to the gross for the same day last week. Film may stay three weeks if it continues as strong until Friday (14). Rosaile is strong on the tallend of its 11-day stay at the Orpheute Denver and moves to the Aladdin for a second week. Tovarich is fair at the Aladdin and moves to the Riatu for a third week.

Estimates for This Week.

Aladdin (Fox) (1.400; 25-40)—Tovarich (WB) (2d run). Fair \$2.500.

Last week, Til Take Romance (Col. 2d run), good enough at \$3.000.

Broadway (Fox) (1.500; 25-40)—Totacke Romance (Col. 2d run), good enough at \$3.000.

Broadway (Fox) (1.500; 25-40)—Totacke Romance (Col. 2d run), good enough at \$3.000.

Broadway (Fox) (1.500; 25-60)—Benham (Cockrill), (1.392; 25-35-40)—Wells Fargo, (Pun) (2d week.)

Holdovers Best as B'way Eases Off; 'Wells Fargo' \$50,000 2d Week, 'Tovarich' 80G, 'Chicago' Starts SRO

After a strong Christmas and New Year's play. Broadway theatres are receding somewhat. Only exception is the Rialto, which will do more this week than it. did over New Year's, when getting but \$5,500 with You're Only Young Once, a stab in the back. This week the small seater will do \$5,000 or over, just fair, however, with 'Crashing Hollywood.'

the back. This week the small-seater will do \$5,000 or over, just-fair, however, with 'Crashing Holly-wood.

Most houses are current with hold-overs from New Year's. Best of these is the Paramount, where 'Wells-Fargo,' study grosser throughout the country, supported here by Fred Waring's band, means a \$50,000 second the second of the se

be enticed.

Except for the Rialto It's All Yours' at the Criterion, which is doing well, and "Inzan's Revenge" at the Globe, the only new picture of 38 is 'In Old Chicago'. Last mentioned opened a twice-daily sint at the \$2 Astor Trursday night (6), and has been virtual capacity since, getting \$14,300 the first four days, this not counting the invitation premiere. Seats are being sold eight weeks in advance, length of time, not counting options, 20th-Fox has the house.

'All Yours' is better for the Crit-

options, 20th-fox has the mouse 'All Yours' is better for the Crit than it's fall average had been look-ing a possible \$10,000. House is now under sole operation of B. S. Moss. 'Revenge' is drawing, youngsters to the Globe, and may get to good enough \$6,000 or better.

Estimates for This Week

Estimates for This Week

Astor (1.012; 55-\$1.10-\$1.65-\$2.20)—
In Old Chicago (20th) (1st week).
Premiered Thursday night (30 d) at a constant of the constant

Criterion (1:662: 25-40-55)...'It's All Yours' (Col). Business comparatively better here this week than in most

"Hosalic' (MG) and Danger Patrol' (RKO) (2d week). Good enough \$8. B00 in prospect. Last week, Rosalic' (MG) and 'Danger Patrol'. (RKO) came close to former house record with \$14,000.

with \$14,000.

Paramount (Fox) (2,096; 25,40).

52d. Street. (UA) and When Thief, Meets Thief, (UA). Very sour \$1,500 is apparently all. Last week, 'Alcairaz, Island.' (WB) and 'Borrowing Trouble' (20th), good \$3,500.

other houses, maybe \$10,000, good, Over New Year's Manhattan Menry-Go-Round (Rep) went to around Good of the State of the State of State o

Paramount (4,664; 25-35-55-85-99)

Wells Enggo' (Par) and Waring orchestra (2d week). Drove
through (1o smashing \$70,000 first
week, indicating further public
going more for spectacle productions,
and on second week still very potent
at \$50,000. Show goes a third week.
Radio City Music Hill (5,500, 4000-25-99-31:65)—"Townshif (WB) and
stare show 2d and week,
\$114,000, but off sharper than expected on second (current), at around
\$80,000. Doesn't go a third week,
as planned, Snow White (DisneyRKO) to open tomorrow (Thurs.).
House hopes for four weeks on this
one.

ist manned, snow white (OlssieyRO) to open tomotrow (Thurs.).

ROBE hopes for four weeks on this

Rialto (750 (25-40-55)—Crashing

Höllywood: (RKO). Appears no

stronger than about \$6,000 or bit

over, just fair. Last week, New
year's mean nothing at all to You're
Only Young Once' (MG). \$5,500, bad.

Rivol! (2,092; 25-57-5-5-50)—

Wise Girl. (RKO). Brought in

Saturday (B) RKO). Brought in

Saturday (B) RKO). Brought in

Saturday (B) RWO). Brought in

Saturday (B) RWO).

Wise Girl. (RKO). Brought in

Saturday (B) RWO).

Wise Girl. (RKO). Brought in

Saturday (B).

Roxy (5,836; 25-40-55-75)—Love

and Hisses; (20th) and stage show

(2d-final week)—Got-an-excellent
S59,000 last week over second of the

Xmas holidays but suffering from

onst-New Year backfree at \$3,000 or

both of the strong of the strong of the

My Love Arain' (UA) Friday (14).

Strand (2,767; 25-57-57)—Sub D-1!

(WB) (2d-final week). Closed 14
day run last night (Tuesday) to very

brought of the strong of t

17½G 'Hurricane' Blows Over K.C.. 'Confession' 8G

Kansas City, Jan. 11.

Hurricane' at Midland is blowing up a sbeckeroo b.o. currently on a dail bill. Weeken the common was to a second the common was to be common to be comm

Downtown Philly Hits Near Records, Kemp-'Sh,' \$28,000; 'Rosalie,' \$16,000

Philadelphia, Jan. 11, Although nabes and indies are do-ing heavy sob act over what they term lowest grosses four years, downtown deluxers are spinning to

downtown deluxers are spinning to be figures that several cases come near breaking house, records. Some near breaking house, records. Some near breaking house, records. Simp hash turned out for pre-holiday slump release, while gross-shattering midtowners have ultra-strong lineup this week. Good weather over the week-end also partially responsible

midtowners have ultra-strong lineup his week. Good weather over the week-end also partially responsible or gains.

Mathematically responsible of gains.

Mathematical stress with Hal Kemp and band drawing heavily on the collegiate trade. Pic, 'Shi the Octopus,' providing little of the fire that's heating the gross to a nitty \$22,000. Other powerhouse in town is 'Rosalie' at the Fox, which appears destined for \$16,000' in this, its second week after hitting \$24,000 last sest under \$16,000 in this, its second week after hitting \$24,000 last sest under \$16,000 in this, its second week after hitting \$24,000 last sest under \$16,000 in this, its second week after hitting \$24,000 last sest urm as a result, fart pic to achieve this at the Fox in months. Only disappointer this stanza is "You're a Sweetheart,' at Stanley, which is amazingly dismal at \$11,000.

Estimates for This Week Aldine (WB) '(1,200', 40-55-75).

Hurricane' (Goldwynd) '(1,200', 1,200') of the second week. Especially good in view of four weeks' road-showing it had here.

Boyd (WB) '(2,400', 40-55-65)—

this session after a mighty \$13,200 for the second week: Especially good in view of four weeks' road-showing it had here.

Boyd (WB) (2,400; No.60-55-65)—
Man-Proof (MG). Nothing to rave about, just oke at \$15,000. Last week Tovarich' (WB) nice, but not terrif with \$13,100; (3,000; 25,40-55)—Sh the Octopus' (WM). Hal Kemp band pushing this to near record of \$28,000; exceeded in recent years only by p.a.'s of Joe Penner and Eddic Cantor. Holiday trade swelled last week's figure to \$26,900 with Thrill of a Lifetime' (Par) and Bunny Berigan and Sylvia Froos fleshing:

Fox (WB) (2,300; 40-55-65)—Roallof (MG) 26,000; exceeded in recently are some straight by 1,300; 40-55-65). Roallof attraight by 1,300; 40-55-65). Roallof (MG) 26,000; exceeded in the straight by 1,300; 40-50)—The Contession of this session. Last week Rosale' garnered fine \$26,000 for opening turn.

Keith's (WB) (1,00; 40-50)—True Contession (Pan (2d run), Another Lody' (WB) (2d run), nothing ulfra considering holidays at \$5,400.

Keith's (WB) (2,400; 40-50)—Tovarich' (WB) (2d run), nothing ulfra considering holidays at \$5,400.

Keith's (WB) (2,400; 40-50)—Tovarich' (WB) (1,700; 30-40-50)—Towarich (WB) (1,700; 30-40-50)—Padd Man of Brimstone' (MG) (2d week), Going ilke a proverbial house in fiames at \$5,500 with the practically unheard of procedure 4 mendous \$11,900 in opening period last week.

MAN PRAMP (WHTT CF.

'MAN PROOF' SWEET 6G: PORTLAND, ORE., OKAY

Portland, Ore., Jan. 11, 'Man Proof' has a runaway break this week as the only new pic open-ing in the burg. Great biz held all others for second stanzas at major spots. 'Hurricane' at Parker's Broad-way in its third week and still mop-

corners for second stanzas at major spots. 'Hurricane' at Parker's Broadway in its third week and still mopping up.

'Rosalie' moved from Parker's UA to the Mayfair. 'Tovarich' holding strom at the Ornheum, and Wells Fargo' ditto at the Hamrick-Evergreen Paramount.

Britishate of the 'Hamrick-Evergreen' 2,000: 30-55.

—Hurricane' (UA) and Prescription for Romanee' (UA) (3d week). Going strong at \$8,700. Second week, knockout \$7,200, after first pilled up a terrific \$12,000.

Mayfair (Parker-Evergreen) (1,500: 30-55)—Rosalie' (MG) (3d run, Swell \$2,500. Last week 'High Flyers' (RKO) plus 'Panay Bombing' (U) ran weak \$1,800.

Orpheum 'Hamrick-Evergreen' (2,000: 30-55)—Was \$1,500. The strong of t

WELLS FARGO' \$21,000, 'HURRICANE' 19G, WASH.

Washington, Jan. 11 Post-holiday letdown gave the boys slight sinking spells and grosses didn't come up to hones. Surprise was Fred Astaire's 'Damsel in Dis-tress,' not doing so well around the land, but opened New Year's Eve at

tress, not doing so well around the land, but opened New Year's Eve at Keith's to capacity, held up and now is retained for second stanza.

Trains-Lux, newsreel house, had a bit of a boom, too, with Panay news recls. Among others, Earle did best comparative biz with Towarich.

Estimates for This Week.

Capitol (Loew) (3,424; 25-35-40-66).

Bad Man of Brimstone (MG) and Jack LaRue and Vince Barnett, pa. 2000.

Last week. Last Gangster (MG) finished at \$22,000, n.s.g. for holiday week.

Columbia (Loew) (1,583; 25-40).

Man Proof (MG) (2d run). Heading toward neat \$5,000.

Last week, Total Cangster (Nothing Sacred' (UA) (2d run), still potent after two weeks at Palace, did nice \$5,500.

Earle (WB) (2,244; 25-35-40-66).

Wells Farge (Par) and wostern revue on stage. Opened socko and \$21,000.

Earle (WB) (2,244; 25-35-40-66).

Reproductive of the control of the control

\$21,000.

Keith's (RKO) (1,830; 35-55)—
Damsel in Distress (RKO). Started off with a bang New Year's eve and made holidays happy days with \$14,000.

Held second week and hoping

000. Held second week and hoping for \$7,000.
Met (WB) (1,853; 25-40)—'Dr. Syn' (GB), about to die on its feet with sad \$4,000. Last week, 'Submarine Dr! (WB) (2d run) held up to hopes and finished \$6,500.
Falace (Loew) (2,363; 35-55)—'Riurricane' (UA). Opened strong and looking to hlow itself right up to \$1,000.
Stew (MG) (2d week), held up to \$10,000.

Providence In 'n' Out: 'Hurricane' Huge \$16,000

Providence. Jan. 11.
So-so entertainment fare this week and grosses are sure to be spotty. Lull has set in after swell holiday biz. Top grossers are Hurricane on dualer at Loew's State and "Wells Falbee is grad back in straight-pleture fold after one week fling at vaude. With Empire going it second run, Fay's is now the only combo spot in town.

Estimates for This Week.
Albee (RKO) (2.200; 25-35-50)—She's Got Everything' (RKO) and Wild Innocence (Indie). Tepid 85-700. Last week Wise Girl' (RKO) and vaude, with the Three Stooges. holiday prices and midnight show sli 2000 house swell break; great

\$12.000.

Carlton (Fay's-Loew's) (1.400; 25-50)—Rosalie' (MG) (2d run).
Fairly good \$4,200 in brospect. Losts week 'Man-Proof' (MG) and 'You're Young Once' (MG); nifty \$5,100.
Fay's (2.200; 25-35-50)—Tarzan's Revenge' (201h) and vaude. Alone in stage show field and making the most of it; swell 87.400. Last week (Girl with Ideas' (U) was tops, too; \$7,700.

Girl- with Ideas (U) was tops, too; 57700.

Loew's State (3.200; 25:35:50)—

Khuricane' (U) and Paid to Danee' (Col). Sizzling to terrific \$16,000.

Last week Rosalle' (MG) sent house records toppling: beenot \$16,000.

Majestic (Fay). (2.200; 25:38:50)—

You're Sweetheart' (20th) and Prescribtion for Romnnee' (U). Should finish around \$8,500; oke. Last week, O'Teelly (Glasses Stand (Indie) (2.200; 25:35:50)—

Wells Fargo (Pan). Only stand with ingle nicture, but going well; hoks like \$10,500. Last week 'True Confession' (Par) and 'Boy of the Streets' (Mono) \$13,00) for nine days.

'Sweetheart' Sweet \$8,200, 'Specimen' \$5,000, Omaha

Omaha, Jrn. 11.

Picture row news is headed by the hiddwer of Wells Fargo at Omaha, find over of Crime (Far) (2d week), \$7,00 individual find over of Crime (Far) (2d week), \$10,500, heaviest Last week, \$10,500, heaviest of Thursday as opening day.

Porpheum (Blank) (2,100; 10-25-40)—

You're a Sweetheart (U) and Gratick' (WB) twinned. Marks house return to film doubles to come out ahead of Omaha. Bran 517,000.

Clever, Those Javs

Hollywood, Jan. II.
To get the name of Suraina Asmara, Javanese actress, affixed to term contract for Paramount, Clyde Elliott, producer-director of company's Booloo' in Malay wilds, had to sign on entire family of 18-year-old girl, including uncles, aunts, nephews and cousins, totalling 30.
Trained Javanese dancersinger will be brought herewhen Booloo' is completed, but family will remain in Oriental home. They draw down communal salary in the current jungle pic.

BUFFALO BRISK; LOY-BOWES, 20G

Buffalo, Jan. 11.

Business is moving along at a good pace at downtown box offices, with Man Proof and Bowes Collegiate Ams topping the list.

Tovarieh is showing nicely at the Lakes although short of expectations. All houses are back on their regular schedules following disarrangements due to the holidays.

Estimates for This Week

Estimates for This Week
Binalo (Shea) (3,600, 35-40-60)—
Min Proof (MG) and Bowes unit
Myna Looy jie getting an one pay
Min Proof (MG) and Bowes unit
Myna Looy jie getting an one pay
week. Rosals (MG) and Nick Lucas
in person. eight days and extra midnight show skyrocketed takings to
swell \$22,700.
Century (Shea) (3,400; 25-35)—
'Alcatraz Island' (WB) and '40
'Alcatraz Island' (WB)
'Alcatraz

(20th) slipped a notch but still okay
at \$10,000.

Hipp (Shea) (2,400; 30-50)—Wells
Fargo (Par) (2d run) Slow start
and indications around \$4,500. Last
week, That of Lifetime (Par) down
to Lifetime (Par) down
to Lafayette (Ind.) (3,400; 25-35)—
You're a Sweetheart' ('U) (2d week)
and 'Dangerous Adventure' ('Col.)
Six days for this should mean nifty
\$3,000. Last week, 'You're a Sweetheart' (U), bumper holiday crowds
sending gross up to over fine \$11,000.

May Roadshow 'Gold'

Hollywood, Jan. 11.

After glimpsing rough cut of Warners Gold Is Where You Find It.
Grad Sears, sales chief, temporarily
quartering, at studio, is considerily
roadshowing it at the Hollywood
theatre on Broadway. National
lease is slated for Feb. 12.
Pic, in Technicolor, was produced
by Sam Bischoff.

Huebner Breaks With Yates, Exits Rep Berth

Terminating an eight-year asso-ciation with H. J. Yates, Herbert A. Huebner, Republic story editor, last Thursday (6) turned in his resigna-tion effective Jan. 26, and strode off lot, declining to reveal his reason Post will remain unfilled until after arrival on Coast of Yates, due in from New York next week.

from New York next week,
Huebner 'Wested last Spring as
general counsel and vice president
of Consolidated Film 'Industries,
Yates organization, He was also
president of Columbia Phonograph
Company and exec of Cinema Products.

deis seeing more than average biz with Perfect Specimen.

Estimates for This Week
Brandeis (Singer-RKO) (1,250; 10-25-35-40)—Perfect Specimen (WB) and 'Crashing Hollywood' (RKO) tloubled. Opened Thursday (6) and stepping along to satisfactory \$5,000.

Last week, 'Submarine D-1' (WB) in duo shewed heavy drawing power, and iumped to top draw when Panay bombing films were added Saturday (8), \$5,750.

Omaha (Blank) (2,100; 10-25-40)—Wells Fargo' (Par) and 'Parthers in

'Fargo' Strong 17G, 2d Week, S. F., 'Brimstone' Also Powerful, \$20,000

Layoffs Still Grip Det.; 'Damsel,' Vaude, 14G

Detroit, Jan. 11.

Biz continues in the doldrums as auto plant. layoffs row stronger. Both first-tunners and nabes are taking a bitter pill with grosses down 25-30% almost everywhe. Not much to choose from for top coin knoners currently, with "Damsel in Distress", and Dorothy Stone top-ping vaude at the Michigan going sour.

in Distress. and Dorothy Stone topping vaude at the Michigan going sour.

Estimates for This Week
Adams (Balaban). (1,700; 30-40-50)
—Love and Hisses (20th) (2d-run), plus 'Westland Case'. (U) dual-Bernie-Winchell opus moved here after nice session at the Fox; looks like \$4,300. normal Last stanza. (20th) and 'Big Town Girl' (U) Dius Vincent Lopez band on stage.

Fox (Indie) (5,500). 40-50-75)—'You're a Sweetheart' (U) plus Vincent Lopez band on stage. At \$21,500, not what it should be. Last week. around \$2,6000, nice on 'Love and Hisses' (20th) with Ted Lewis band on stage.

Madison (United Detroit) (2,000, 40-50-75)—'Birding of Carlothell (1,000, 1,0

Last session good 100 ***Confession** (Par) (2d um) plus 'The Barrier' (Par).

United Artists (United Detroft) (2,000: 40-50-75)— Man-Proof (MG).
Fgures to get \$7,000. oke in view of things. Finished up with \$8,500. good. on second session of 'Rosalie' (MG), after nice \$12,500 first stanza.

Blondell-Flynn Paired

Hollywood, Jan. 11. Hollywood, Jan. 11.

Joan Blondell and Erfor I Flynn will be teamed for top billing in Warners 'Romantic Adventure,' an original by Jerry Wald and Maurice Leo, with authors also set for screenplay.

Scripting will get under way as soon as scribblers complete toil on 'Garden of Moon'.

Selznick Staying

(Continued from page 3)

touching \$62,000, and that with

Camille.

Feb. 15 has been set as the date for resumption of operations at S-I studio, first to get signal being Merry, Merry, Maidens, one of two pix marking Selznick's farewell to United Artists.

Retakes for 'Adventures of Tom Sawyer' having been completed, and with no adventurences for the set of the se

Sawyer having been completed, and with no other productions set for immediate start, Selznick-International studio's personnel has been trimmed to the bone. Only department heads and a couple of assistant directors have been retained. Full blast resumption is expected around March 1.

John Hay Whitney, Selznick-International board chairman, planed Wednesday to Chicago, where he took the tunit to the Coast. Will be on hand when Gone with the Wind' begins rolling at the end of the month.

month.

Also expected to take in the windup of the Santa Anita race meet, in which several of his horses are en-

Selznick-International has closed Selznick-International has closed its eastern talent and play scouting departments, effective list weekend. Explanation given is that the studio has sufficient plays and talent on hand to meet its needs for some

nand to meet its needs for some time.

Those dropped include Miriam Meredith, play scout; Dorcas Ruthenberg, play reader, and Anton (Tony) Bundsmann, talent scout. Report that the last-named would join the Jed Harris tlegit) staff is denied by that office.

Elsa Neuberger, for nine years with Universal's story department, has moved over to Selznick as assistant to Kay Brown, eastern story head. She had been out at Universal since last fatt.

San Francisco, Jan. 11.

Sensational business is being done here by Wells Fargo' and 'Bad Man of Brimstone.' Former broke all records since F-WC took over the operation of the Fox during, the early strain of the Faraman and the properties of the Faraman had a surprisingly big opening.

Estimates for This Week.

Embassy (Cohen). (1,512; 35-55-75).

"Sheik Steps Out' (Rep): and 'Boots a' dir \$5,000. Last week (2d). Nothing Sacred' (UA): n bbed \$5,000.

Fox (F-WC) (5,000: 35-55-75).

"Wells Fargo' (Par): 'C2 week). By the second week cybolic picture to play Fisco in a Dilowed right shouse. Last week, terrific \$34,000, a record-breaker.

Golden Gate (RKO): 2,830; 35-55-75).

"Wise Girl' (RKO) and vaudes will. Although competish negligible, comedy will do average \$14,000. Last week, 'Hitting a New High (RKO) and vaudeville did sweet \$2,000.

"Good \$10,000. Last week (4 days), Panay Bombing' (U) and Some Blondes Are Dangerous' (U) sank to new low at \$3,000.

"Par: aunt (F-WC) (2,740; 35-55-75).

"The Roman of Brimstone' (MG) and 'Brimstone' (MG) and 'Brimstone' (MG) and 'Some Blondes Are Dangerous' (U) sank to new low at \$3,000.

"Par: aunt (F-WC) (2,740; 35-55-75).

"The Sand Man of Brimstone' (MG) and 'Brimstone' (MG) (2d week) grinered sweet \$12,500.

"Nerseas (Brimstone' (MG) (2d week). Claudette Colbert-Charles Boyer comedy is holdine' up remarkably well'should for Shangfani (Par) (3d week). Claudette Colbert-Charles Boyer comedy sholdine' up remarkably well'should a week' (24), 33-55-75).

"Nothing Sacred' (UA) '3d week). Claudette Colbert-Charles Boyer comedy sholdine' (F-WC) (2,680; 35-55-55).

"Love and Hisses' (20th) and Thank You. Mr. Moto' (20th) (2d week). Will fold after two weeks; the second of which will do Tairish' \$9,000. Last week's \$16,000 was good,

Schnoz with Shirley

Hollywood. Jan. 11.

Jimmy Durante is first name player to get nod for Shirley Tennile's supporting cast in 20th-Fox 'Little Miss Broadway.'

Director Irving Commissioned Sound of the Sou

Director Irving Cummings set to ound starting whistle Jan. 24.

Scripts in Hopper, WB Clears Decks

WB Clears Decks
WB Clears Decks
Hollywood, Jan. 11.
Warners washed up number of scripts last week to clear decks for the new year. Those compeleting assignments were Bert Hall with screenplay on 'Winged Adventure,' first of series of aviation pix,' flower of the property on Private Defective, and John Huston on 'The Amazing Dr. Clitterhouse.'
Julius Epstein has been set on screenplay for 'Sister Act,' which Henry Blanke will produce.
Robert Buckner is finishing an original at Warners on the diplomatic service, first contemplated film of activities of government training school and hot spots envoys occasionally get into.
Lou Edelman will produce.

Par's Gingery Ingenue

Hollywood, Jan. 11. Ginger Manners, Paramount enue recently signed to stock pact, genue recently signed to stock pact, gets first pic assignment in comedy spot for 'Highway Racketeers' Harold Hurley production, directed

by Louis King.
Cast features Lloyd Nolan, Mary
Carlisle, Roscoe Karns, J. Carrol
Naish, Anthony Quinn, Harvey
Stephens, Benny Baker, Larry Crabbe and Barlowe Borland.

War Newsreeler Teching

Hollywood, Jan. 11.
Leonard Hammond, 20th-Fox, newsreeler in late Ethiopian fracas, has,
been dotted by Metro as technical
adviser on forthcoming Too Hot to,
Handle, saga of the current events
filmers, which will have Clark Gable
as cast topper.
Larry Weingarten will produce,
with starting date depending on completion of Gable's toil in Test Pilot.'

Prof. Quiz of Radio Adopts Stunt For Theatre Use; Forms Sales Org

Imitations by film exhibs of radio's question and answer programs, in picture houses has caused Professor Quiz. of the CBS Nash program, to start his own theatre contest offering \$10,000 in prizes as the comeon. Contest will be launched this month more that 100 houses throughout the country. Quiz has set up his own organization to turnish questions to the house operators and has formed a corporation named Quizzical Questions, Inc. President is Craig Earle (Quiz); v.p. his personal manger, William Gernannt, and William Rhinehart, see'y and treas. Latter is Earle's attorney. Walter Price is general sales manager, and Alan Macdonald, pa.a. for the outfit.

Werks Up, To A Trip
Setup has Quiz drawing on his own collection of 500,000 questions which will be furnished simultaneously by registered mall once a week to the theatres subscribing Contest as planned will run for 26 weeks on an elimination basis with 0 finalists from all regions being given a choice of whether they go to N. Y or Hollywood for the last hurdle.

First prize will be \$5,000, second

to N. Y. or Hollywood for the last hurdle.
First prize will be \$5,000, second prize \$2,500 and the other \$2,500 divided among the remaining eight. All traveling expenses, board and lodging will be stood by Quizzical Questions, Inc. The Professor himself, it is stated, will conduct the final contest.

I. Q. game has already developed to some extent in picture houses, stimulated by the weekly airings. Reported last month from Chicago that the stunt was growing fast in the midwest houses being a skull practice game and having no legal hurdles such as bank nights.
Cost to the operators is nominal, it being about two cents per person in the house, but at a minimum of \$7,50 a, week. Over 26 weeks, with 100 houses this means a take of about \$200,000, but nobody knows yet what expenses there will be.

PAR READYING APPEAL VS. N. D. DIVORCEMENT

Minneapolis, Jan. 11.

Depositions are being taken here to be used in connection with the sult brought by Paramount, et al. to test the constitutionality of the North Dakota law requiring producers-distributors to divorce themselves from ownership or operation of theatres. The law, which becomes effective March 15, would require Minnesota Amus. Co. to dispose of its North Dakota theatres.

Plaintiffs claim that the law is unconstitutional and they have made the governor, attorney-general and other officials of North Dakota defendants in the action. They are prepared to carry their fight against the law to the U.S. Supreme Court, if necessary. Minneapolis, Jan. 11,

If necessary.

Among those who have made depositions are John J. Friedl, general manager of Minnesota Amus, Co., and managers of all the major film exchanges here. The hearing is scheduled for Fargo, N. D., late this month. The N. D. attorney-general's office will be assisted in its defense of the law by J. P. Devaney and L. B. Schwartz, counsel for Northwest Allied States.

Stoky Conducts, Scores Disney Feature Cartoon

Hollywood, Jan. 11.

Leopold Stokowski has checked in at the Walf Disney studio to start scoring 'The Sorcerer' Apprentice,' which Disney will cartoon from Paul Dukas' tone poem. his next feature length cartoon. He will also aid with script and conduct orchestra.

Maestro starts eastern concert tour

Andrew Bryne Expands

Andrew Bryne, formerly of Signer Andrew Bryne, formerly of Signer & Bryne, producers of commercials, has organized Cavalcade Pictures. Inc., as a distributing company for full-length films of educational or institutional caliber.

Offices have been opened in New York

2d Hand Dresses

Hollywood, Jan. 11. Current wave of economy in ollywood has even goth to

Every A pic's wardrobe has to do service now in a B later.

CALL 'BALTIC **WORTHY BUT** PA. BANS IT

Philadelphia, Jan. 11.

Members of the Pennsy Board of Censors were forced to appear in Common Pleas Court last Friday (7) by Amkino to explain why they had barred the pic, Baltic Deputy. Mrs. A. Mitchell Palmer, chairman, declared on the witness stand the acting was the most magnificent she had ever seen, but I don't like Communism so the picture is not the type I want to see shown in Pennsylvania.

sylvania. Testimony was heard by Judges Curtis Bok, Gerald Flood and Louis E. Levinthal after Francis Biddle, counsel for Amkino, read aloud a passage of the State law requiring the board to record its reasons for nixing the pic. Mrs. Palmer admitted reasons for the ban were not included in the Board's minutes.

included in the Board's minutes.

Mrs. Hester M. Fye, secretary, and
Patrick A. Duffy, vice-chairman of Mrs. Hester M. Fye, secretary, and Patrick A. Dufty, vice-chairman of the Censors, testified the picture tended to incite people to destroy government. Biddle denled the falm was revolutionary and asserted it has been shown in New York and other states without causing undue excitement. Court reserved opinion pending

excitement.

Court reserved opinion pending filing of briefs, Judge Levinthal recently handed down a highly-liberal opinion okaying "Spain in Flames" over the board's veto on the claim the pic was a newsreel and is thus uncensorable.

UNIVERSAL'S NEW V. P.'S

Seidelman, Scully, Fox Elevated in Exec Realignment

Joe H. Seidelman, foreign manager for Columbi Pictures, last week was signatured to a term contract by Universal to be general manager of all foreign sales activities. He is now winding up contract with Columbia. Previously, a vice-president of Paramount for many years.

Seidelman was one of the three Seidelman was one of the three new vice-presidents set at director meeting of Universal Pictures and Universal Corp. last week. Other two are William A. Scully, general sales manager; and Mathew Fox, assistant to the president, Nate. Blumberg, newly named president of Universal Pictures, also elected to directorate of the two companies. Ottaylo Prochet, already a member of Universal Corp. directorate, added to Universal Pictures board of directors.

bee of Universal Corp, directorate, added to Universal. Fictures board of directors.
Joseph A. McConville, who has been national sales supervisor for Columbia Pictures Corp, under Abe Montague, has been named general foreign sales manager of that firm by Jack Cohn to succeed Seidelman.
Gus Schaefer, boss of Universal's foreign end for the past year, has served notice that he will serve out his contract. Schaefer has a five-year deal under which the company holds cancellation privilege on one year's notice, according to accounts.
Schaefer came to U from Paramount, which firm he represented in Paris. Seidelman also a former Raramount executive.

Paramount executive.

Hollywood, Jan. 11. Nate Blumberg, new Universal rexy, is slated to visit studio

will be his first official inspection of property.

BARKER HEAD MAKEUP

Hollywood, Jan. 11,
James Barker new head of
RKO studio make-up department,
vice Mel Burns.
Burns has moved to 20th-Fox.

CAN'T TAKE IT

Congressmen Squawk Against Pathe

Washington, Jan. 11.
Outraged members of Congress
are preparing to chastise Pathe for
recent newsreel release indirectly recent newsreel release indirectly accusing legislators of petty graft.
Movement to urge Speaker of the House Bankhead to make a formal protest against misrepresentation and maligning of Congress was started last week after the issue wes the start of the same was the start of the same was started as the same was same s

and maigning of Congress was started last week after the issue wes unreeled local houses. Loud squawks were heard in lobbies and cloakrooms, while several members ganged up on Representative Charles Kramer of California, who claims to be the film industry spokesman at the Capitol. Kramer was blamed for inspiring the shots but disclaimed all knowledge or responsibility. Indignation results from the fact hat most lawmakers in the House get very little gravy aside from their mileage pay, clerk hire; nd stationery allowance. Must pay, and pay plenty, for grub consumed at the House restaurant, and are nicked for shaves, shines and haircuts. Pathe is accused of giving very-erroneous impression to the tax-payers.

UNITED ARTISTS PIC DATED FOR ROXY, N. Y.

United Artists has sold a picture to the Roxy, N. Y., the first from this distributor to go, into the theatre in a long time. If Met My Love Again, a Walter Wanger production; became available to the house after negotiations to place it in the Music Hall flopped.

Hall flopped.

Goes into the Roxy, N. Y., follow-

Par Releasing Gratis U. S. Flood Control Pic

Hollywood, Jan. 11.

Paramount is tossing a straw to Uncle Sam, who ignored that old axiom of the film industry, get a release before you shoot, and will distribute the three-ree! Farm Security Administration film, The River, to theatres without cost Approximately 100 prints will be available.

Picture, which shows flood trol and conservation methods along Mississippi and its valleys, was di-rected by Pare Lorentz. Narration is by Thomas Chalmers.

SAG's Or-Else Edict East, Unless Dues Paid

East, Unless Dues Paid
Eastern division of Screen Actors
Guild is no longer permitting players to work unless dues are paid up.
Deadline was last Monday (10), and
was set in notices mailed out Dec. 31.
Guild had been permitting players to
appear if they'd signed membership
application blanks and was not enforcing the dues requirements. Idea
was to give the players a chance to
pay up. Now felt that any further
delay would be an injustice on the
members who were paid up to date.
Estimated the total paid-up membership the east is now about 400

be date. The manufacture of the total paid-up membership the east is now about 400 and that it will stay about there. Figured that about 150 of that number paid up in a rush when the dead-line was set.

Selling Nat'l, L'ville

Louisville, Jan. 11. Sale of the National, 2,400 seat house, which has had an open and house, which has had an open and shut policy for the past two years, was set for Jan. II by Nat C. Cureton, referee in bankruptcy, in liquidation of the estate of Abe Bass. The sale order was asked by D. A. Sachs. Jr., attorney for Morris W. Jones, trustee for Bass, with approval of the Title Insurance & Trust Co., trustee for holders of about \$250,000 in bonds on the building. Bass' bankruptcy petition was filed under the new law providing for time to reorganize or liquidate. By reason of the fact that Bass was unable to present an acceptable plan of reorganization, action.

Simone Doubles Back

Hollywood, Jan. 11.
Recovered after a flu attack,
Simone Simon has gone before the
cameras for her initial scenes for
20th Century-Fox, Josette.
Director-Allan Dwan shot around
the actress for more than a week.

Par's Int'l Sales Drive March 5 'Til May 28; Theatre Convention in L. A.

Settle for Half

Hollywood, Jan. 11. Hollywood, Jan. 11.
Add to 'super-colossal takes
a cut' this evidence of thinking in reduced terms since the
recession set in.
They now speak of 'cool
half million.' Which a 50%

N. Y. CENSORS' **IDEA TO DUCK** PIX JAMS

Albany, Jan. II.

The Board of Regents (12 in number, one of whom is Owen. D. Young) of the University of the State of. New York, or a commission of five appointed by it, will review all future appeals from decisions of the State. Department of Education's motion picture division (censor), it was learned Monday. Since regulation or films was placed under the department's jurisdiction on Jan. I. 1927. The Board of Regents chief executive officer. Commissioner Frank Pierrepont Graves, has ruled on appeals made after rejections by the picture division's director (at present Irwin Esmond).

Dr. Graves has viewed the films under debate, usually at special showings in Albany theatres. Under the new arrangement he will be rejeved of the sole responsibility.

sinowings in Albany theatres. Under the new arrangement he will be relieved of the sole responsibility of deciding whether a license shall be avoided, it is expected. The change in policy will not, according to information available, be retroactive, i.e., affect pictures on which Commissioner Graves has already ruled. Reported, for instance; that a group of medical men would appeal to Dr. Graves to reverse his recent decision denying a public exhibition license for 'Birth of a Baby,' and that the Brocklyn Legion of 'Decency had protested against this.

'Spain' at Own Risk

"Spain at Own Risk
Philadelphia, Jan. 11.
Theatre owners were warned by
the Attorney General's office last
week that they would play "Spain in
Flames' at 'their own risk,' despite a
decision in Common Pleas court here
overruling State Board of Censors'
ban on the film.

Pic has been in litigation in courts
since official or lers nut the pix on it

Pic has been in litigation in courts since official oo, ers put the nix on it more than nine months ago. Judge Louis E. Leventhal recently ruled that film was category of a newsreel and under freedom of the press and speech clauses of Constitution wasn't censorable.

Deputy Attorney General Maxwell F. Seidman, representing the Censor

Deputy Attorney General Maxwer. E. Seidman, representing the Censor Board, declared last Thursday that the Board had appealed the court decish to the Supreme Court. No date has been set for argument yet, but the writ of certiorari filed by the Censor. Board has the same effect as an infunction. an injunction.

an injunction.

Europa theatre, which has advertised Flames in dual bill with Spanish Earth, opened with Earth as a single feature. Jerome Harrison, manager of the house, said he would wait for the court ruling before play-

Court of Appeals in Albany yester-day (Tuesday) denied the motion of the Eureka Productions to appeal the decision of Appellate Division which upheld Commissioner Graves' denial of a license for much-litigated film, 'Ecstasy.'

Ecstasy.

Sensational film has been banned in several states by censors and license commissioners. N. Y. littration, for this district, is latest in the collection opposed to semi-nucle.

Stay a While Longer

stay a While Longer
Hollywood, Jan. 11.
Albert Lewin, producer Paramount's forthcoming version of 2aza, has secured extension of loanout on Jules Furthman, writer, of from Metro to script that picture.
Furthman is currently finishing.
Spawn of the North, also a Lewin production.

An international sales drive, first ever to be held by any film company, is being planned by Paramounthis spring. It would extend from March 5-May 28 and involve the various U.S. and Canadian branches under home office supervision, plus every territory throughout the world which Par markets pictures.

write write par markets pictures.

The drive to be known as 'Pariamount on Parade World-Wide', was
discussed in preliminary way at
last week's district managers' sales
meeting in New Orleans and on return to New York of Joe Unger late
this week and Charlie Reagan about
three weeks from now, will be further outlined. Neil F. Agnew, who
remained over in New Orleans for
meetings with E. V. Richards and
others, returned to New York yesterday (Tues.), while Unger, who
went to Dallas for a few days, is dueback the end of the week. Reagan
is on a tour of western exchange
points.

Large cash prizes w be offered

points.

Large cash prizes w be offered those participating in the drive throughout the world, probably largest budgeted on any sales campaign. For the first time, thearte managers and advertising men will also be eligible for prize awards. Amount to be spread around to persons getting best results over both hemispheres and manner in which awards will be set up are among matters still to be set.

Last winter and spring Par but

awards will to be set the are among matters still to be set.

Last winter and spring Par put or its Adolph Zukor Silver Jubilee drive, but this campaign, as with all thers, was restricted to the domestic market. Difficulty in the past on a world-wide drive, as probably with other companies, is that pictures ordinarily available on drives have included too many that did not suit foreign markets. Par feels that the releases it will have over the period from March 5 to May 28 will be decidedly suitable for foreign as well as domestic marketing.

Setting Theatre Conclave.

Setting Theatre Conclave

well as domestic marketing.

Setting Theatre Conclave
Believing it highly valuable and practical, it. view of its far-flung the atre operations and its many partners throughout the country, to hold an annual theatre convention. Paramount is laying plans for a conclave the last week in April or the first in May. Sessions would probably be spread over the greater part of a week, with distribution as well as production executives attending for open discussion : I theatre problems affecting their branches.

While this year's convention may be held elsewhere, the present preference is Los Angeles, partly because of the fact that holding it there would enable theatre men in Par to look in on studio operations, see new product and meet production executives not only in Par, but other companies as well. A second choice is New Orleans, home territory of E. V. Richards, a director of Par, and more central for Par operators, majority of which are in the 'east' or south Par, last week held a mid-season's sales convention in II. O. with a number of theatre partners, notably from the south, attending.

Although back in the palmy days of Publix, which went out of existence in '32, annual theatre conventions were held, the first under the present Y. Frank Freeman regime was last March's onclave at Miamidated concurrently with the convents of the Motion Picture Theatre Owners of America. Not only Par executives, but partners and operators, as well, were so impressed with

tors, as well, were so impressed with the results obtained from this meeting that it was urged the convention of the theatre branch become an an-

Cinecolor's Stock Issue

Washington, Jan. 11.

Washington, Jan. 11.
Securities registration of Cinecolor, Inc., of Los Angeles, was revived, Friday (7) when new permit
was asked for proposed issue of
\$250,500 worth of common stock.
Company which engages in processing of tinted pi wants to offer
the public 111,173 shares: worth
\$166,759. Already held by insiders
are 55,827 tickets with face value of
\$83,741.

\$65,(41).
Purpose of the issue, which will be underwritten by G. Brashears & Co. of Los Angeles, is to raise money for equipment and working capital.

Egypt's New Censorship Edict; Just About Everything Banned

BY ARTHUR SETTEL

Cairo, Jan. 1 Ministry of the Interior has just Ministry of the Interior has just issued an order creating a committee under the presidency of Dr. Ahmed Farid Rifa Bey, director of the press bureau, with Achiles Sekali Bey, Mohammed Abdullah el Arabi Bey, Mohammed Farid Abu Hadid Bey and Ahmed Salem Effendi, as members. Its job will be to suggest

and Ahmed Salem Effendi, as members. Its job will be to suggest measures to encourage film production in Egypt. general and the Misr Society in particular.

New rules governing censorship in this country and the list of Hollywood productions which were barred (with reasons) follow.

Freliminary censorship committee consists of five women, one of whom has been on the job 18 years. Much of the squawking is over French films. Hollywood pix which were banned include Green Pastures (likely to stir up religious controversy); School for Romance' (immoral); Eife of Christ' (likely to make trouble between Christians and Jews)—pic, was screened and when make trouble between Christians and Jews)—pic was screened and when the fireworks began was withdrawn: Laughter in Hell! (too hard on Egyptian nerves); 'Black: Legion' (likely to start riots); 'British' Agent' (propagands for bolshevism).

Authorities are plenty tough on foreign films these days, when the country's nerves are jumpy and almost anything might start a cloud-burst. Pix hawks are on the lookout for anything which might hurt the

root anything might start a cloudburst. Pix hawks are on the lookout
for anything which might hurt the
feelings of (a) the 25,000 Italian residents; (b) the 65,000 Italian residents; (c) the 65,000 Italian residents; (c) the 65,000 Italian residents; (c) any one of the other numerous communities co mp rising
Cairo's 1,000,000 population.

New set of rules governing imported films which will go into effect
fan 1 are divided under seven headings, as follows: film plot, religious
matters, political matters, social matters, sexual matters, social matters, sexual matters, trimes, cruelty.

Object of film censoring, states
the circular issued by the government Department of Press, Publications and Culture, should be based
on the principle that nothing will be
passed which is 'calculated to demoralize the public, extenuate crime
or vice or shock the just sensibilities of any section of the public.

'As the subject matter and merits
of any one film may differ from
those of any other film, it is therefore not possible to lay down fixed
rules for censorship. For guidance
however, the following are examples
of films that are forbidden, provided
always that discretion, intelligence
and common sense are used in each
case separately.

Film Crede

Under film pild; the Ministry of

Film Credo

Under 'film plot,' the Ministry of Interior jumps on these of which the sole or main interest is that of evil

sole or main interest is that of evil or immorality without any redeeming moral element.

Pix which 'represent the power of God by means of material things such as the human body, etc., etc., also pictures of the prophets' are out. as are 'religious rites or ceremonies, especially the Islamic.' Quoting verses of the prophet in comic scenes or to 'mordure comic effects' are force to 'mordure comic effects' are force. or to 'produce comic effects' are for-

or to 'produce comic effects' are forbidden.

Of particular interest are the four prohibitions under the subtitle of 'political matters.' They cover 'subjects or scenes offensive to any nationality; subjects which may offend the feelings of Egyptians or foreign community. The covers practically every foreign community in the world); 'subjects or scene of a Bolshevic nature or of propaganda against a monarchy or an established order'; and 'subjects or scenes which are calculated or may lead to social disorder.'

Nude body in actuality or shadowgraph, titles or subtitles of 'vulgar words or of vulgar meaning, scenes of debauchery, subjects and scenes which bring into contempt men of importance in social life, such as ministers, magistrates, administers, come for the censor's axe.

Embraces and kisses which over-

law, doctors, etc., come for the censor's axe.

'Embraces and kisses which overstep the limits of affection and become lascivious,' persons with clothes objectionable from the moral point of view, 'scenes of immoral gestures and suggestive or indecerous dancing,' subjects or scenes which may lead or urge to or bring about national and religious antagonism,' are tabu. onism.' are tabu.

Under 'sexual matters, crimes and cruelty come the following gems: Outside of the Subjects or scenes suggestive of perfectly okay.

Kellner, Levy Visit N. Y., Metro's Prize U.S. Trips

A. H. Kellner, manager of Adelaide, and G. Levy, Perth manager for Metro, arrived in New York City Sunday (9) for a one-week visit. Pair already have been a full week i Hollywood. Visits both spots and trip to U.S. was at company expense, being in nature of prize for high distribution showing for their respective branches during fiscal year.

COMMENT

Copenhagen, Jan. 4.

Change in the government's policy of licensing exhibs is causing considerable comment in trade circles here and may have widespread result. Immediate effect of new ruling will be the erection of 13 new houses in Copenhagen during 1938. Will the a break for foreign distribs, since they'll now be able to get sufficient and prompt playing time for their product.

Occasion for turning the form. Copenhagen, Jan. 4.

and prompt playing time for their product.

Ocasion for surprise has been the issuance of a license to a newspaper man, Carl A. Anderson, to operate an all-day newsreel house in the best location in town. Besides being a writer for the government paper, Anderson is the brother of the minister of war. It had been expected that the choice newsreel permit would go to a former scribe, Kaj Holbech, who started the first Danish newsreel. He was figured to have the inside track with King Christian since producing the film last year based on his reign, in connection with the king's Silver Jubilee.

Exhib, situation in Copenhagen is unique in that the number of cinemas is so limited that all houses are appointed by the State, Generally, the recipients are retired actors or simply poor actors, who thereby earn more than the successful CANENDONE NEW

CYRIL CAMPION'S NEW LONDON PLAY NO HIT

London, Jan. 11.
This Money Business, Cyril Campion's comedy, bowed at the Ambassadors, Jan. 6, to a friendly audience. Show is an extravgant comedy but will probably just miss

sadors, van.

ence. Show is an extravgant comedy but will probably just missclicking.

Daniel Mayer presented, Henry
Kendall plays lead and directed.
Show is getting some air time via

Engel Back in U. S.

Hollywood, Jan. 11.
Samuel Engel, producing for 20thFox in England, is at the studio for condabs on forthcoming pictures.
He recently made 'He Was Her Man' abroad.

incest', subjects and scenes of women sacrificing their chastity', 'scenes demonstrating the methods of crimes which might lend themselves to imitation', 'scenes of hanging, execution, lashing or torture', 'stories calculated to give an air or heroism to criminal characters, the story being told in such a way as to enlist the sympathies of the audience with the criminal whilst public security of ficers are held up to contempt as being either unjust, incompetent or ridiculous.'

scenes of suicide are also banned as are those showing cruelty to children, animals, wom an 'and' 'scenes or incidents of quarrels in which excessive cruelty is displayed such as plucking eyes or breaking teeth, etc.'

Outside of that almost cruelty Scenes of suicide are also banned

Outside of that, almost anything is

Mexican Legit Hypo

Mexico City, Jan. 6.

Plans to bring back the decadent
Mexican theatre are being made by
the National University of Mexico,
North America's oldest educational
institution, which dates from 1553.
Program calls for federal government financial aid and the organizing

of legit audiences.

Government sponsored stock companies to play here and on the road are being considered.

WANT OUOTA TO OPEN U. S. FOR BRITISH PIX

London, Jan. 5.

London, Jan. 5.

Mark Ostrer fold stockholders at the annual meeting of Gainsborough that unless the new quota measure made some provision for giving British producers a look-in on the American market, there was small hope for the future.

His statement apparently supported the idea that it is as essential for producers of quality films here to have an outlet in America as it is for American producers to recover a large proportion of their products cost by selling films freely in this country. Advanced the thought that it was not unreasonable to expect the government to take thought that it was not unreasonable to expect the government to take steps necessary to enable British producers to secure a fair show for English-made films in that important territory. Figured industry here will otherwise continue to be profitless.

AUSSIE EXEC CHANGES: M-G'S EXPANSION YEN

Sydney, Dec. 22.
Herbie Hayward, Greater Union Theatres advertising chief, has resigned to accept a position with Hoyts. Hayward is credited with the introduction of many novel exploitation ideas under. Stuart F. Doyle, whose aide he was up to the time Doyle quit the unit. Teddy Lane, GUT's Brisbane rep, will be brought to Sydney to replace Hayward.

brought to Sydney to replace Hayward.

Myron Lustig, who originally came to Australia to take care of exploitation for Mono through Film Distributors and later was with Metro, has been promoted by the latter to take charge of exploitation. Bernie Freeman, Metro boss, recently decided to split the advertising department into two sections, one to take care of theatre coverage on behalf of Metro-Goldwyn-Mayer Theatres Pty, and the other on pic Theatres Pty, and the other on pic exploitation, for Metro-Goldwyn-Mayer Pty., Ltd.

Although under the one roof, both

Mayer Pty, Ltd.
Although under the one roof, both are 'nun separately, with Hal Carleton in sole-charge of the 'theatre end and Lustig taking the pic.

Mill timeler will handle special exploitation in conjunction with Lustig.

With the opening of an acer in Brisbane recently, Metro now controls five theatres and is on the make for more. Two are located in Sydney, two in Brisbane and one for a lease of Hoyts' Regent in Perth.

Western Australia, and another deal on tap may place Metro into Adelaide, South Australia, Metro is also interested with Par in the Victorian habes and in general desires to build up a bigger theatre chain next year throughout the Commonwealth.

Jack Harris Clicks in London Vaude Debut

Jack Harris and his augmented band, from Ciro's, made their vaude-ville local premiere Jan. 3 at the Holborn Empire. Band and the rest of the vaude bill were splendidly received.

Bill included with

Bill included Elsie Carlisle, Dinah Bill included Elsie Carlisle, Dinah Miller and Jack Woodruffe. Latter broadcasts regularly with Harris. Burton Pierce doubled into the house from the Grosvenor.

Maestro Harris ranks third on British Broadcasting Co.'s band list and despite obvious debut nervousness will prove a welcome topnotcher to vaude ranks.

GRACIE OPENS ONE

Capetown, Dec. 30. Savoy Cinema, in Rosebank, Capetown suburb, opened Dec. 22 by African Consolidated Theatres. It has

1,000 capacity.
Queen of Heart, with Gracie
Fields, was the initial pic.

W-T Moves Presage Legit Splurge; Aussie Boom Could Hypo B'way

Milan's New Deluxer

Milan Jan 3

Municipal Council has decided to raze the 3,000-seat Dal Verme the-atre to make way for a new house designed to seat nearly double that

designed to seat nearry unage mounder.

Building will contain a picture theatre on an underground level, while theatre proper above will be used for concert and sundry enter-

BRITISH FILM **PRODUCTION UP IN '37**

London Jan 4

Despite slump talk and alleged col-lapse of British production, figures quoded by Oliver Stanley, president of the Board of Trade, in the House of Commons indicate more British features were registered in the 12 months ended Nov. 30 than in the

months ended Nov. 30 than in the previous year.

Total number registered, he stated in reply to Col. Day, was 447, of which 232 were of feature length, He had no information as to num-He had no information as to num-ber financed by foreign capital for purpose of meeting quota require-ments, but of the total, 173, including 137 features, were acquired by lead-ing distributors of foreign films.

In the equivalent period to Nov. 30, 1936, 222 British features and 196, local shorts, were registered.

local shorts were registered.

B&D'S \$30,000 LOSS: \$476,700 NET FOR P.C.T.

London, Jan. 2.

London, Jan. 2.

Net profit of \$476,700 for the year ending Sept. 30, 1937, is reported by P.C.T. Construction Co., Gaumont-British subsid operations of theatres. With balance from the profit of the

U. S. Pix Top So. Africa

Capetown, Dec. 28.

Capetown, Dec. 28.

Local film lineup is again topped by U. S. product. List at the moment is as 40llows: Alhabma. Let's Sing Again (RKO) and 'Day at the Races' (Cal): Royal, Day at the Races' (MG); Capitol. Theodora Goes Widd (Cal): Adelphi, 'Storm in a Tea Cup' (London Film).

Johannesburg, Dec. 28.
Current pix showing here are: Palladium, "Shall We Dance' (RKO);
Standard, "Let's Make a Night of It'
(A. B.); Plaza, "Texas Rangers'
(Par); Colosseum, "Prince and Pauper' (WB); Prince's, 'Give My Life'
(Par); Bijou, 'Man' of the People'
(MG); Metro, 'Firefly' (MG).

Durban, Dec. 28.
Local houses are showing these films: Prince's. Sing Me a Love Song. (WB); Criterion. 'Strike Me Pink'. (UA): King's. 'Old Hutch'. (MG); Metro, 'Firefly'. (MG): Playhouse, 'Prince and Pauper'. (WB); Cameo, 'We Have Our Moments'. (U).

Sydney, Dec 21.
Clinching of deal by Ken Asprey, whereby finance was obtained from New Zealand interests for control of Williamson-Tait is looked on as a definite move to build up the legitimate stage in Australia as well as New Zealand by presenting new shows, name artists and at a reasonable fee, Sir George Tallis and Arthur Allen sold some 200,000 common shares; with J. Mason and C. McKellar along with Asprey heading the syndicate responsible for the buy-in.

Interests held by Frank

Interests held by Frank and J. S. Tait may be sought by the syndicate though it is reported to have enough shares now to give full control. Legit stage has been virtually dead here for quite a while and the new syndicate is out to whip things into shape while the iron is scorching. After playing all the revivals, Williamson-Tait met immediate success with 'Balalaika' and 'Victoria Regima,' both English productions, New syndicate figures stage is coming back slowly. 'Okay for Sound' was set to open in Melbourne last week, Interests held by Frank and J. S.

Australians in the snow business in Australians in the snow business in New York believe the attempt to revive the Australian legitimate stage by new interests in Williamson-Tait hold real promise for U. S. legit, Legitimate theatre was big at one time in Australia and New Zealand, Success was built up on American productions more than anything else. Consequently, any sustained development of the stage in latest move might in time again lean on the New York stage.

might in time again lean on the New York stage.

At one time there were six theatres playing legitimate productions in Sydney alone. That was when Williamson-Tait had Harold Bowden as its representative in N. Y. He attended all shows to ascertain if suitable for Aussie production, At that time, critics more or less appraised new Broadway shows as to Australian possibilities. Stage production deemed suited for Australian was tabbed as definitely then for such foreign rights as legit productions currently are for film rights. Tormer Australian showmen say legit died down under because of inferior cests and wrong plays, to-

ferior casts and wrong plays, to-gether with the transition when Sydney was rebuilt. This recon-Sydney was rebuilt. This reconstruction work resulted in some houses being torn down; some of these theatres never were rebuilt because of decline in legit attendance.

\$1.500.000 EXPENDED ON STATE IN LONDON

London, Jan. 2.

Lurgest motion picture theatre in Europe, but still a long way behind New York's Music Hall, Gaumont-British State, scheduled for opening tonight (20), has 4,000 seats with total construction cost set in excess of \$1,500,000.

Location is at Kilburn, downtown section three or four miles from the center of activities. Opening ceremony set for broadcast on national hookup, with Gracie Fields, Larry Adler and Vic Oliver included in three-quarter hour presentation. Theatre feature is monster entrance foyer, extending 230 feet, from street to auditorium, impressively treated in marble, with gold leaf decoration, Huge candelabra, in centre of ceiling, is exact replica of one in the ballroom at Buckingham Palace.

Waiting rooms provide accommodation for 4,000 additional customers. Auditorium is claimed capable of handling 1,000 standing room patrons. London, Jan 2

MEXICO SEEKS TO NIX FOREIGN LANGUAGE PIX

Mexico City, Jan. 9.

Law to restrict radically the showing Mexico of all foreign language pix, particularly those in English, is sought by the Nationalist Assn. Ban would be aimed specifically at Hollywood. Law to

According to the association, the showing of foreign films is implanting alien customs and thoughts in Mexico.

JAPS SOUEEZE YANK PIX

Individuals' Profit, Maxwell Says

London, Jan. 5.

Plain words from John Maxwell marked the annual stockholders meeting of Union Cinemas. In a full statement, he declared the properties of the company had been written up to the extent of \$11,000,000. Also suggested full consideration of the accounts left no room for doubt that the share inflation of about \$10,000.000 ast December was entirely unustified either on capital value or earning capacity.

On taking office in November, said

the share inflation of about \$10,000, o00 last December was entirely unjustified either on capital value or earning capacity.

On taking office in November, said Maxwell, the new board found certain transactions had taken place between the company and some of its subsidiaries and certain of the former directors and a salaried official of the company whereby assets were transferred to or from the company resulting in large profits or advantages accruing to these individuals to the detriment and at the expense of the company.

I do not wish at this meeting to go into details in regard to these transactions, as I am advised first that fuller investigation than has been possible in the time at our disposal will be necessary and secondly that the transactions themselves may have to form the subject of legal proceedings at a later date.

Maxwell added that construction had been stopped on all but nine of the company's new ventures, in view of the severely restricted finance available to the company at the present time. On taking control, the new board had found conditions of management left much to be desired. Efforts had been made to reduce day to day expenditure by cutting salaries and restricting expenditure advertising and lighting. Salary cuts had resulted in unrest among staffs, while other economies were alre business.

It was perfectly obvious, he said, dividends on preference and ordi-

are ousness.

It was perfectly obvious, he said, dividends on preference and ordinary, shares would be out of the question for some time to come and until a capital reconstruction scheme, which appeared inevitable, had been carried through.

Maxwell accented

carries through.

Maxwell accepted a proposition
from stockholders for a committee
to be appointed to represent them,
which would work in concert with
the board on the proposed reconstruction.

BIED Now Controls Sound City Distribs Or Vice Versa; Mystery

London, Jan. 3.
Sudden developments in the Britsh indie exhibs' franchise matter Sudden developments in the British indie exhibs' franchise matter have the trade mystified here. What the boys can't decide is whether the moves mean the washup of the whole scheme or if a cagey tactical maneouver has been pulled to put the plan back on the map. Occasion for the scalp-scratching is the official verification of the report that British Independent Exhibitors Distribution Co. has taken over control of Sound City Distributors, handling product from the indie Sound City studios at Shepperton.

ton.

Norman Loudon, chairman of Sound City, joins the board of B.I.E.D. which has acquired fresh capital through the interest of A. A. Zatouroff, who recently came into the company. Setup can mean, therefore, an absorption either way, although the franchise group claims its hand strengthened, guaranteeing a lineup of product for the new year.

Combination unites Sound City and Rock studios, with total floor space of 140,000 square feet. Meanwhile the distributing combination, plans five immediate, titles to head its 1938 releasing program, and has also tied in with the lwerks Studios in Hollywood for a series of Techniculor carbons featuring 'Grandpop,' chimpanzee creation of artist Lawson Wood.

Report \$500,000 Loss For ATP Last Year

ror ATP Last Year

London, Jan. 5.

Basil Dean's Associated Talking
Pictures concern, operating the Ealing studios, returned a net loss of
nearly \$500,000 in its report and accounts for the year-ending June 30.
Debit balance on profit and loss account now stands at \$1,117,000.
Among liabilities appear an overdraft with the National Provincial
Bank of \$1,306,000, and it is indicated
the borrowings authorized by the
articles of association have been exceeded.

Board report

ceeded.

Board report refers to the past year as a period of difficulty for the entire industry and indicates that, due to decreased general production.

Jamende for floor lettings have dedemands for floor lettings have de creased. On the production side, the occased. On the production side, the company has concentrated on a minimum of pictures with assured box-office stars—George Formby and Gracie Fields.

U.S. AIRS QUOTA PEEVES IN D.C.

Washington, Jan. 11.
Chance to beet to the Government about British film; restrictions was granted U.S. producers Friday (7) when the State Department issued formal notice of intention to nego-

formal notice of intention to nego-tiate reciprocal trade agreement, with the United Kingdom. Head-on-collision between Holly-wood and the Britishers loomed with the Government's warning that Eng-lish films included in the 500 articles which American duties may be sliced under the pact. Inclu-sion of both negatives and positives was regarded as a means of getting the film issue before the London delegation, rather than as serious threat that our tairff walls may be delegation rather than as serious threat that our tariff walls may be

threat that our tariff walls may be lowered.
Supplementing informal warning which went out in November, Secretary of State Hull invited all persons interested in possible concessions by either country to submit their views, to the interdepartmental Committee for Reciprocity Information. Deadline on both written briefs and requests for time to often oral testimony is Feb. 19. Public hearings start March 14.

The list of commodities which will be scrutinized by the American and British negotiators did not alarm film industry watchers here. There was no assurance that the U.S. will grant lariffs among the duties which we may consider reducing in return for British favoritism toward our products was considered merely a means of bringing up the stringent English quotas.

In the absence of definite knowl-

of bringing up the stringent English quotas.

In the absence of definite knowledge of the tariffs and other restrictions which the English may consider modifying, it was assumed the State Department wanted to make sure that the question of limitations on Hollywood product came up. This can be quaranteed only if U.S. lists pic duties with those which Government might be induced to cut. Possibility of any cut in American film tariffs is deemed so remote as to be non-existent. The English have had no difficulty coming in over the

tarins is deemed so remote as to be non-existent. The English have had no difficulty coming in over the wall whenever they had a picture worth exhibiting U.S. theatres. Duty is laughably low-2c a foot on undeveloped negatives, 3c on developed negatives, and 1c on positives. This fact is denonstrated by import figures, which show British distributors have been sending 40 to 50 pix over here annually the past few years. No statistics yet for 1937, but Commerce Department, records show that shipments from England to this country aggregated well over 1,000,000 feet for all types during calendar year 1936.

Three-Way Threat in North China Results from Present Warfare-U.S. Funds Tied Up in Tokyo Increasing — Foreign Film Tabu May Be Extended-Censorship May Be Intensified—Expect All Control to Rest in Nippon

CURRENT NEGOTIATIONS

Continuation of present Sino-Japanese struggle in China looms as a three-way threat to distribution of U. S. film product in all territory dominated by the Japanese. First is that coin collected in rentals by American, comnanies can't be re-moved from Japan. Second is that the ban on U. S. picture imports into Japan may be extended past April of this year while the third is that con-trol of North China and other sectors captured by Japanese armed forces are expected soon to be restricted in the same manner as is Japan.

are expected soon to be restricted in the same manner as is Japan.

There also a chance that the Manchukuc monopoly may be extended to the Chinese land conquered by Japan's militarry or a strict censorship set up. Chinese situation is not as bad as Japan's because entire film business in Chinais rated only 12 to 15% of total derived in the Nippones homeland.

With some form of financial control existing over distribution of American films already in Germany on a drastic scale.) Brazil, Italy, Uruguay and Chile, prohibition on export exchange of money in Japan was further complicated by the proposal of Japanese group headed by H. Kubo made last week in N. Y. to foreign department representatives.

Japanese plan for setting up three-year promissory notes to cover money collected by U. S. companies in film rentals in Japan was regarded by many foreign division spokesmen as establishing a vicious precedent and extending the control system prevailing in five countries already. Reasons given were that the only money which American distribution companies would receive for product shown in Japan would be the inter-est on these notes until the end of the three-year period. Also that dur-ing that time, expenses for foreign branches in Japanese cities would be continuing. Japanese plan for setting up threecontinuing.

Japanese proposal is a govern Japanese proposal is a government proposition only a fashion. Spokesmen for Jap group that conferred at the Hays office with film company foreign department heads claimed their proposal was official only to the extent that if approved, it would have the sanction of the Japanese government.

It would have the sanction of the Japanese government.

Though distributors are anxlous to resume the flow of pictures again into Japan, they do not like the idea of, having, all their rental coin tied up in Japan. Hence, any agreement with the Japanese group will be reached only after extended argument and offer of counter proposals lasting three or four weeks.

Bain on imports of foreign (U. S.) product into Japan now extends to April, with chance it may be lengthened for all of 1938. Typing up of funds already collected in film rentals is an indefinite affair which probably will extend until the end of the present Sino-Jap hostlities. Estimated that there are less than 75 unreleased American Les turbes in Japan at present time.

Aside from the fact that home of fices here report that all business in North China is greatly restricted. Situash ir considerable to fices here report that all business in North China is greatly restricted by the present time.

Aside from the fact that home of fices here report that all business in North China is greatly restricted by over was big at Tientsin and Peipling, now in Japanese hands. Exhibitions in China depend on the trade of Occidentals and foreigners because the majority of Chinese are unable to pay fees at good draw theatres.

One company said that its biggest in this market for product.

\$11,000,000 Writeup of U. C. Assets, BAN IMPORTS, N.S.W. 'Workable' Quota 3% Vice 10%, 121/2% Rejection; Gov't in Middle

London Winter Garden \$58,100 Loss for Year

\$58,100 Loss for Year
London, Jan. 4.
Winter Garden theatre, which has been dark for long periods with only spasmodic shows, reports a loss of \$58,100 for the year ending last July 7, compared with a loss of \$52,800 for the previous year. With a debit balance of \$196,370 brought in, the forward debit now stands at \$254,470. Members of the board again waived their fees.
Theatre, which is exclusively legit, is slightly outside West End beat.

PROBE OF G-B **LOOKS CERTAIN**

London, Jan. b.
Application forms for a government inquiry into the affairs of the Gaumont-British Picture Corp, have been returned to the shareholders committee in such numbers that a probe by the board of trade seems assured. Norden & Co., solicitors to the committee, claim more than 3,000 forms representing 1,000,000 shares, or more than the statutory 10% reor more than the statutory 10% required for such board of trade in-

quired for such board of trade in-quiry.—Solicitors—say they had nore shares but there have been some large withdrawals. Norden declares the committee will hold a meeting next week. Board of trade has power to investigate any public correction. to investigate any public corporation upon application from 10% of share-holders.

METRO'S NEW S. A. HOUSE

Sao Paulo, Brazil, Jan. 3.
New 2,000-seat house, called the
Metro, will be opened here by M-GM about March 15.

Theatre is now virtually completed, except for installations.

come is derived from houses inside the International Settlement at Shanghal, though trade is reported good at Hong Kong.

Indication of the type audience in China's cinemas is shown by the fact that one major company only recently started superimposing titles in Chinese on its product. And this was done only for pictures going to Hong Kong. Spotting of titles is done in N. Y. office. Otherwise, pictures of this firm have been regular U. S. sedtions.

editions.

With war-time conditions existing, with war-time conditions existing, supervision by Japanese military on amount of product and expected, impounding of money collected in film rentals. North China, American companies may more or less ignore this market until a demand is made for product.

Ior product.

Tokyo, Dec. 27.

Squeezeout of foreign films from the Chinese market is expected as a result of Japanese control in North China. Just what form the Jap drive to gain monopoly the territory will take is not known, but it's figured the Manchakuo monopoly may be extended or pressure may come through stricter censorship. Territory, has been serviced from Shanghai in the past, but with the Japs in the driver's seat, the attempt may be made to control distribution at this end.

Situash in North China is causing considerable anxiety to foreign distribution at this end.

Situash in North China is causing serviced by the Manchukuo monopoly Indicate that all spots are having a tough time getting along without. American product. Nik-katsukan, the town's leading house complains that business has dropped 60% since the withdwawal of American pix. Exhibs may appeal to the authorities to relax the restrictions.

Printed copies of the New South Wales, Australia quota law, and ad-ditional data received in New York city yesterday (Tuesday) make the revised statute more drastic for U. S. revised statute more drastic for U. S. distributors than originally indicated. Though printed copies of the proposed quota contained no mention of a viewing committee, American foreign departments subsequently have learned that such an arrangement has been incorporated. Another phase that does not make distributors happy that all must lay full plans and intentions before the South Wales government on before Wales government on March 31 of this year.

March 31 of this year.

Submission of such plans by distribs is definitely outlined to clude (1) what arrangements have been made to carry out quota obligations for year starting Jan. 1, 1938, and (2) any ideas outlined for improvements to aid Australian film industry. This phase of the Australian state's revised quota merely will speed action of distributors here on lining up production for the Aussistate arrangements for having films made.

Viewing committe idea is rated by

state arrangements for naving films made.
Viewing committe idea is rated by American film executives as a drastic, unworkable proposal. As foreign division exec pointed out, no sane producer be expected to complete features and then have them subject to last-minute rejection by such a body. 'Moves doublessly, will be made to have a government official or compittee nase optimized.

them subject to assume the subject to assume the subject to have a government official or committee pass on original scripts of features, with the reviewing committee plan eliminated.

South Wales regulations, make it necessary for foreign distributors to produce or get another firm to turn out an additional feature when the 3% stipulation works out on the total number of films sent to that Australian state slightly over the one or two picture quota requirement. Thus, a U. S. company distributing 45 features would actually have only 1.25 pictures to produce to comply with equota pictures must be produced. Another stipulation is that one film can't be taken for distribution by two companies.

As interpreted in N. Y. yesterday, however, an American company which takes an Australian-made feature for distribution in New South Wales and abroad toutside of Australia the U. S. company must guarantee a minimum of \$50,000 rental on the picture outside of Australia. Another sticker is that half of this amount must be paid within 6 months to the producer.

Sydney Dec. 27.

Sydney, Dec. 27.

Failure of Australian distributors to get any definite promise from U.S. distribution company representatives that they would live up to quote obligations (under old law) in New South. Wales is now generally known to be back of the government action in passing a new and admittedly workable quota statute for this state.

for this state.

New quota is 3% as compared with 10% in the old law and the exhibitor rejection is 12½% instead of 25% demanded by certain factions in the trade. While both are concessions, the new law has feeth if the cause the old word 'acquire' has been removed and the wording changed so as to leave no doubl as to what the government means about quota. Little question but that the government was under tremendous pressure to revive the quota and male it

ernment was under tremendous pressure to revive the quota and make it a workable one. Local producers had empty studios and no pictures in work. Motion Picture Distributors' Assn. Intimated to the premier that the Americans would do all within their power to put the local dustry on its feet except to swing into the production field. It now appears that when no further agreement was reached act was revised. Rejection of pictures right for exhibitors was toned down from original 26% to 12½°. This lets local theatre operator, refuse 12½% of films offered by American firms.

THE BUCCANEER

THE BUCCANLER

New Orleans, Jan. 11.

Paramoint release of Voil it. De Allie
conclusio. Guarl. Akim "Tamiforff. Margot
ratham." after Inchmin and Jan. Keith
fee ted by feed. R. De Allie. "Associate
before A. Home. However, issert, admetinies." Hardan. "Screenings by follow, Jossus
age. Harda faunt and a startler Smith
seather Alarquereyor, equiving. Vertor Milmer,
social, effects by Spariol, Colomic and
sexus Welgiev, annabal discretion, inchellmedical, the second of the second colors. The
land of the second colors and the
sexus Welgiev, annabal discretion, inchellin editor, Arms blancheries, albus superlain, Edwin Alexweik. World op mier
amenger, New Grivens, Jon. 7, 28. Runrandar, New Grivens, Jon. 7, 28. Runrandar, Sex Grivens, Jon. 7, 28. Runrandar, Sex Grivens, Jon. 7, 28. Provide March
retches. "predict March
retches."

Aboven Mend S. RhinFredit S. IndePredit S. IndeAkin Tanirud
Margel Gahama
Margel Margel
Fred Kohler
Galama
Margel McDanid
Pranta McDanid
Pranta McDanid
Margel McDanid aptain Luckyer aptain MeWilli Charles. Cantain Reid.

Cecil B. De Mille's saga of Jean Lafitte, the patriotic pirate whose cut-throats figured prominently in saving the day for General (later President) Andrew Jackson and pre-

cut-throats. figured prominently in saving the day for General slater President). Andrew Jackson and preserving New Orleans for America, its a cinch for big boxofine returns around the world, particularly in the Anglo-American history, obviously recognized the necessity for adulterating fact with palatable celluloid fiction, and his seriveners have seen to it that both are well blended. In typical 'De Mille manner he broadly sweeps the spectacular on the screen, including not at hittle of the memerican compared to the series of the same time the British sensitivities have been well preserved. The captious, of course, will look askance, and not without justification, at the hoydenish Franciska Gaal as she insinuates herself in and out of the running scenes, even unto the behind-the-lines; warfare. But overtooking the story license, Paramoto and the sense of the sen

sizined in London-only that word didn't get back in time to Washingston—is explained in an introductory (itile.)

At the victory ball Laftte seems the property of the propert

tion to launch her from the Hollywood shores.
Production is ultra all the way Victor Milner's lensing, the special George Antheil score, and the general investiture is one and the general investiture is one and the general investiture is one of the general investiture is one leaves of the first period of the second production in the 25th anniversary of his film career. In toto, it's spectacular and lavish in De Milleian fashion; and the stunt by Paramount to focus trade attention on New Orleans, as a world premiere site is a natural that should be exploitationally fruitful.

Abel.

I Met My Love Again

I Met My Love Again

nited Agists chease of Waller Wanner modiserion. Storid Journ Bennett, Heury,
Fronds. Features Jones May Whilly, Alan,
Marshall, Jouise Platt; Alan, Busker, Tila.
Hols. Coolineted by Anny Busker, Tila.
Hols. Toolineted by Anny David-Heury
from novel by Allene Corliss; camera, HolMohr. Preciewed in Evroletion, Hom.
N. Y., Jain. 1, 55. Running time: Danish
N. Y., Jain. 4, 55. Running time: Danish
Lves. Herry Fonda
Aunt. William: Dane May Whitty
Hols. Alan Marshal
Horis Alan Marshal
Horis Danish
Hols. Holling Tony

Alan Bastlet
Tony
Mrs. Gowper Domahy Stickney
Michael Gaughter). Gene All
Aggtha. Alice Covenin

Sentimentally as sticky as a gum

Sentumentally, as slicky as a gum drop, this yarn of love finding a way after a decade's delay will have, to find its favor with the femmes. It lacks just about all the requisites for the trouser-wearing slice of film fandom. Prospects are that the romance will do only moderately at the bo.

Story has Henry Fonda milk-toast type of role. Toppling into love with Julie (Joan Bennett) when in college and she's sweet and 18, his fletgling breast-burn is rudely smoldered wheat the flat of the story of the story of the flat of the story of the story of the flat of the story of the story of the flat of the flat of the story of the story of the flat of the flat of the story of the story of the flat of the story of the story of the flat of the story of the story of the flat of the story of the story of the story of the flat of the story of the sto

britains Broasway
trawhat start of several summers
back.
Also noteworthy is the trouping of
Alan Banter. For the past two years
one of the most decendable of the
baby-faced villains in gangster pix
Baxter does a complete reversal, and
My Love Avain' is a small-town
Babitty businessman. Dorothy
Stickney and Florence Lake are able
as massiny femmes.
Direct sops up what values the
Direct sops up what values the
Direct sops up what values the

sa rossive femmes what values the control of the co

TARZAN'S REVENGE

20th	Century	c-Fox rel	ease or	Sal de	reset
nicoln '	tion. S	lars Glen	n Morris	und 1	:len-
nor I	lolm. To	eatures? t	leorge -]	Birbler	· · ·
Henry	Cordon	and Hed	da Houpe	ir. Dir	int-nit
hy D.	Ross T.	ederman.	Story.	Edgir.	Hier
Burro	ichs: ai	lantation,	Robert	Lee J	uhne
son a	nd Jay	Vann; .1	lin: oilt	or, ldt	gene
Mellin	d: phot	orranhy.	George.	Mechan	٠٨t
Clobe.	N. Y.,	week Ja	n. '39	C Run	ning
Ome,	mins	41 115	Section 5		1 6
Tarzai	Louis & Carro	ويتعاولون والم		lenn M	orriv
"Clean	or		121	canur	H-Im

Ome, Inlus. Tarzan	
Roger George Buh Ben Allen Bey C. Henry Gord Penny Hedda Hon	die
Roger George Buch Ben Allen Bey	m
Ben Allen Bey	içı
Penny Hedda Hopa	im
	196
Nevin	(ří
Three Curbet Mor	rts
olof:	eı
Kokl Lester Johns	ini

Screen's new Tarzan. Glenn Mor-, and the swimmer. Eleanor Holm, romp, swim, run and swing through, trees in another of Edgar Rice Bur-rough's fables about the kidls hero who grew up with the animals. It is exciting fare for the youngsters, for whom the Tarzan stories are fitted.

Miniature Reviews

'The Buccaneer' (Par). Tip-top DeMille spec with Fredric March starred, certain of strong

box office.
I Met My Love Again' (UA).

ox office,

1 Met My Love Again' (UA).
Sugar-coated romance co-staring Joan Bennett and Henry
Fonda. Appeal all feminine,
and bo. outlook moderate.

Tarzan's Revenge' (20th).
Another in the Tarzan series
with Glenn Morris and Eleanor
Holm. Strong fare for kids and
passable for adults.

Tenrod and His Twin Brother'
(WB). Second of the series
featuring Mauch twins, based.
Booth Tarkington's wellknown stories. Good for duals
with special appeal for family
trade.

Love on a Budget' (20th),
Jones Family again hitting on
all six. A strong support for
first run doubles and able to
stand at the top in nabe bookings.

stand at the strings, ings.

It's All Yours' (Col), Whimsical farce, with Madelene-Carroll, Francis Lederer and Mischa Auer; strong dualer.

Swing It, Professor' (Amb).
Tops run-of-the-mill indie-

Swing It, Tronssou.
Tops run-of-the-mill indiemades considerably.
Girls on Frobation' (WB).
Problem of parental neglect of
the child makes good secondary film. Features Bonita
Granville. Donald Crisp,
Natalie Moorhead, Dolores Costello.

llo. 'Inexpensive Husbands' (WB).

Thexpensive Hisbands (w.D.).
Fairly diverting romantic comedy for the duals.
"Everybody's Doing It" (RKORadio). Blah dualer featuring
Preston Foster and Sally Ellers
in a comedy.

Preston Foster and Sally Ellers in a comedy. 'Sudden Bill Dorn' (U). Bet-ter and swifter-moving than re-cent Buck Jones westerns; sat-isfying for spots where he goes.

but the pops and moms who'll be dragged in may also get moderate fun out of this unit of the first and first

loin-clothed strong man of the jungle.

Cast in support of Morris and Miss Holm, including the amusing chim-nanzee who counts, includes George Barbier as the American Babbit who's looking for troohies; his wife, played well by Hedda Hopper; the spoiled-type hunter. George Meeker, and C., Henry Gordon as the native ruleer.

Char.

Penrod and His Twin

Brother

Wainer Brox release of Bryan Floy prolice of the Bryan Floy of the Bryan

Bryan Floy Floy of the Bryan Floy of the Bryan

Bryan Floy Floy of the Bryan Floy of the Bryan

Bryan Floy of the Bryan Floy of the Bryan

Bryan Floy of the Bryan Floy of the Bryan

Bryan Floy of the Bryan Floy of the Bryan

Bryan Floy of the Bryan

Bryan Floy

Bryan

Bryan Floy

Brya Land State Control of the Control of Dahny.
Mr. Schöfield,
Mrs. Schöfield,
Mrs. Bitts.
Mrs. Bitts. ars. Bitis.... Rodney Bitts. Vermin..... bella... fanta flark Sheifff Chlef Elyan Officer McCarthy Officer Clancy Joe ... Ernie Wechlings Members, of Penrod's Gang:-Donald Hubert, Jerry Tucker, Jack Cun-ulngbain.

There are good money reasons why exhibitors should encourage Warner Bros. Penned series, of which this is the second picture, and just right for the family trade, in the light of proof of good showmanship in the feature serial idea. The Penda of the proof of good shown and the good shown and the proof of good shown and the good shown and t

ence interest becomes accumulative as the series progresses.

That is, so long as each individual feature maintains the standard, Although the original Booth Tarkington stories were written for and mostly enjoyed by adults, the films appeal chiefly to children, who will drag out their parents on the nights they are shown.

Teaming the Mauch twins gives the screen writers a difficult hurdle if the series not to fall into a formula type of mistaken identity plots. Master Fenrod is a typical American boy whose life is a mixture of home restraints and wild adventures beyond the front gate. In the history of mankind there is no home some somparable to a 14 year-old boy, who has fare board and ging and gregarious impulses.

Billy Mauch plays Penrod, and Bobby Mauch appears as Deant

year-old boy, who has free board and lodging and gregarious impulses.

Billy Mauch plays Penrod, and Bobby Mauch appears as Danny, tough kid who has lately moved into the property of the pro

You're Only Young Once

Judge Hardy	Lewis Stone
Marlan	Cecilia Parke
Andrew	Mickey Roones
Mrs. Hardy	Fay Holder
Redinand	Frenk Crave
Polly	Ann. Rutherford
Jerry Lane	Eleanor Lynt
Rand	Ted Pearson
Annt Milly	Sara Hader
Swenso	.Charles Judel
Wells.	Selmer Jackson
S. 11. 12. 14. 14. 14. 14. 14. 14. 14. 14. 14. 14	W. V.

What was auspiciously started with 'Ah Wilderness,' Metro now promises to cycle in a string of family films, each complete in its issue, but all with a thread of continuity First of the series involving the 'Hardy family' is 'You're Only Young

nardy tamily is root to Univer City clain will offer four of the feature length, but episodal adventures of this quite typical American family during the coming production season. Levis Storm reproduction season. Levis Storm reproduction season and the following the coming production season and the following the coming production season and in Family Affair. Although he does not appear in this issue, it is a foregone conclusion that Eric Linden will come into the yarns coming up, since his picture decorates the piano in the home and he's referred to as Cecilia Parker's boy friend.

Characters of the piece were cleaved by Aurania Rouverol, and the home and he's referred to as Cecilia Parker's boy friend.

Characters of the piece were indeed by Aurania Rouverol, and the strike a receptive note in family film attendance nationwide, a sound hit with the nabes. There's the kindly judge, the daughter suffering all the exquisite torture of young love, the son in his first long pants and getting away from the mumblety peg period in a series of blushes, the mother who rules in fact, the old maiden aunt with a few in the course of the sumblet will be seed with a bank halance, the iudge maneuvers his family into a trip to Catalina, where he wants to catch a swordfish to further ciutter his study at home. Daughter Cecilia Parker wants to go where she can be near her boy friend, Rooney, where girl friend Ann Rutherford is sunning on the lakes, the mother to visit relatives—but the judge mooths the course to Catalipped Eleanor Lynn and accomes a man. Cecilia Parker vacation romances with Ted Pearson, a life guard, who has a wife already, and the judge mooths the course of the index of the production of the course of the index of the production of the course of the index of the index of the production of the index of the

LOVE ON A BUDGET

Twentieth Century-Fox referse at MacGolden production. Directed by Hert Lenny Screen play of Deberg Elling and Actor Legan Screen play those production. Directed by Hert Lenny Screen play to Deberg Elling and Actor Legan Screen play to Deberg Elling and Actor Legan Harry States and Legan Harry States and Kavanaugh; comera, Edward Stylder; better Chester States and Chester Chester States and Chester Chester States and Chester State Granny Jones Diorect Choice Blowly Jones Plorence Choice Blilly Michael Choice Chapter Man Dinehart Choice Chapter Display Dinehart William Man Display Dinehart William Man Display Dinehart William Man Display Dinehart Choice Chapter Land Havey Millle Brown Joyce Compton

Jonniu McGuire. Marvin Seminan Memory Finher. Mail Inaviry Millie Brown. Jan I Inaviry Millie In an American family saga. This series of domestic comedies, portraying life in an American family and of which Love on a Budget is cighth, building consistent audience following. First run theatres will find the latest release a box office asset bending. First the series will find the latest release a box office asset bending. First proceeds with the vicissitates of Bonnie Jones and Herbert Thompson, who were married underer iting circumstances in Borrowing Trouble. Screenscript is by Robert Ellis and Helen Logan and incorporates most of the familiar newlywed situations, with some fresh angles. In this instance, the young couple become involved finant comporates most of the familiar newlywed situations, with some fresh angles. In this instance, the young couple become involved finant fresh and the Business promotions of the familiar newlywed situations, with some fresh angles. In this instance, the young couple become involved finant stallment buying.

Jones album remains unchanged, Jed Prutv is the father, who thinks he runs the family and Spring Byington is t mother, who really steers the shin. With each succeeding release the Byington character sysumes deeper comech and emotivated finance and the server of the surface of the surface

IT'S ALL YOURS

Columbia production and release. Stars Machine Production and release. Stars Machine Production and release. Machine Desire of Machine Production and Produc

the former playboy to his senses and realization that he loves the former sec.

Story is studded with laughs, Mary C. McCall, Jr. scripting is largely condition in spats, inclined to go lookish in spats, inclined the spats of the

'PAINTED TRAIL' GRINDS

Hollywood, Jan. 11.

The Painted Trail, Tom Keene, final vehicle under his four-picture deal with Monogram, has been placed before the cameras with Robert Hill directing.

Hill replaced J. P. McGowan, originally slated.

Thank You, Mr. Moto

nank tou, Mr. Moto

2mir Ceminy Nor velease of: Sal M.

Varisel -medicin. Stars Peter Lore,

Gained Themmittee, And John

Vereidin. Directed by Norman Paster,

roug a serverphy by himself, and William

John J. Marchan, John J. Marchan,

John J. Marchan, John J. Marchan,

J. Alken and William H. Anderson, All

prichemo, Tancoln, don. Bunning American

North Peter Jorre
Nelson Thomas Heck
rine Chung, Pauline Frederick
ton Jayre, Saryar Jagger
foungfer, Saryar Jagger
foungfer, Saryar Jagger
foungfer, Saryar Jagger
foungfer, Saryar
John Carreith
the Televiney, Nedda Margingla
time Televiney, Nedda Margingla

In oily manner Mote wriggles through another mass of Oriental-Occidental intergue in the Far East for the second of 20th-Fox's rival series to the well-established Chaplie occidental intergue in the Far East for the second of 20th-Fox's rival-scries to the well-established Charlie Chans. Moto string bears a marked resemblance to the Chans, ever to the use of several characters which have showed face in the latter group. However, the newer legend is long on entertainment, and by the progress made in the first two in upin bo attention may even become the stronger. Peer Lord is ideal for role of the sly Oriental who watches the smuch of the stronger. Peer Lord is ideal for role of the sly Oriental who watches the smuch in the stronger. Peer Lord is ideal for role of the sly Oriental who watches the smuch in the stronger. Peer Lord is the same and the stronger. Peer Lord is the same and the stronger. Peer Lord is the same and the same

SWING IT, PROFESSOR

SWING IT, PROFESSOR

(WITH SONGS)

Amibiashdar release of Mairrice Comprehension, Street, Hinky Toutlin and Professor of Mairrice Comprehension, Street, Hinky Toutlin and Comprehension, Comprehension,

Ramial.

An amusing story, strong, together effectively, plus good songs that are pleasingly woven into the action and a cast which performs capably lifts this independent for above the average in the market today. It not only offers sturds support of double bills, on many of which it may play as the No. 1 fecture, but in secondary houses should be able to solo profitably.

on many of which it may play as the No. I feature, but in secondary houses should be able to solo profitably.

It was not been to solo profitably succumbs to swing. Pinly Tonlin, an ingratiably in the solo profitably succumbs to swing. Pinly Tonlin, an ingratiably in the solo profitably succumbs to swing, and promance in a highly divided in manner, draining every drop from the part assigned, him. He also selfs numbers in surefree monner, including the shinged in the part assigned, him the part assigned him. He also selfs numbers in surefree monner, including the shinged in the profit of the shinger monner, including the shinger in the profit of the singing, retting only minor aid from oliters when some are originally dain or rentised. The Picket Than on follows from the singing in the ship of the singing in the ship of the profit of the singing in the discount of the singing in the ship of the singing in the ship of the profit of the singing in the ship of the singing in the ship of the singing in the ship of the ship

inoulist.
Tordin's step from the bobo village to make night club, under the under the

numbers and a couple tap dances by Paula Stone. She clicks in both specialtics. Miss Stone originally came from legit musicalis. Mary Kornman, whose singling stint is not of major proportions, has a mild but sweet voice.

Stone of the stone originally came to major proportions, has a mild but sweet voice of the picture. Much comedy value of the picture. Much is drawn from his continued efforts to solve puzzle gadget. A gag built around an incubator, which racketeers can't believe will hatch chickens in 21 days from just ordinary eggs, also develops into more finan might have been expected it would.

than might have been well edited by would.

Picture has been well edited by Martin G. Cohn, whose shearing has brought it down to 62 minutes.

Char,

Expensive Husbands

Expensive Pittshands

Pittshand production and release

Pittshand production and release

Pittshand production and release

Pittshand production and release

Pittshand production and production and release

Pittshand production and production and release

Pittshand production and Pittshand production and release

Pittshand pittshand pittshand production and release

Pittshand pittshand pittshand pittshand

Pittshand pittshand pittshand pittshand

Pittshand pittshand pittshand

Pittshand pittshand pittshand

Pittshand pittshand

Pittshand pittshand

Pittshand pittshand

Pittshand pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshand

Pittshan

Reasonably amusing romantic reasonably amusing romantic comedy for the dual trade. Strictly lightweight as to story production, marquee value and all-round pretensions, but acceptable for runner-up

marquee value and all-round pretenstors, but acceptable for runner-up
spotting.
Ya'n about pic star who marries impoverished Austriam
prince and rides to Hallywood success on the strength of the publicity only to have hubby appear on
the case of the public of the public
sum then skip off to Vienna. She
learns he's come into his inheritance
and was only tossing her money
around to fool her. So she follows
him back to the ancestral palace. It
seems they really loved each other
all the time.
Without trying too hard for genuinely punchy comedy, the script
off somewhat stereotype' situations
and scenes. As the titled gent with
the infectious good humor. Pacific
when he gets a job as a wardream
serves the visiting Hollywood star,
Beverily Roberts also contrives to
give a crisp edge to the part of the
formantic actress. Allyn Joslyn is
discreetly colorful a press agent
with a sense of humor. Other good
supporting bits are played by Fritz
Feld, Ann Codee and George Humbert.
With the exception of a brief and

hert.
With the exception of a brief and not objectionable. Hollywood party, the seemarists have studied closely to the story, the direction beens the action spinning and the disolorue has occasionally pungent exchanges. Cemera, settings and sound are sufficient for the occasion. Hobe.

OLD BARN DANCE

muhile reisense of Sul. C. Stepel pro-function. Silves Gelie. Aufrey. Feelbares Suriesy Romette. Dissected by Joseph Cherica. Principle Royal, amera, Kernest Miller, Blon editor. Lester Orlebrock; mis-sent dissection. Alected Columbus, source, Self-dissection. Alected Columbus, source, stepl. dissection. Alected Columbus, source, stepl. dissection. Alected Columbus, source, stepl. dissection. Alected Profession Rosen, Jan. 38, Rumming Lime, 50 (Supp.

fleme	4	. V Same	Gene	Am Pro
Frag	. C. A. A.		Smiley Dan	met (a
Sally			Helen A	nible.
dolining.			Saminy M	016 1999
Hilling	and.	Wali	r Shrian ani	His
	n 12 11 1	Ch.	derede Hill	.Hittau
Trio. ; ;			Stofford S	futoru
Orelie.			Maple 1 lly	Kunir
Singer,			Dick W	eston
Cliebt			Baid. I	Daviso
Muxwell	22.11	71 to 1904	Hooper At	chlev
Burle.			Lumbaet Be	nnott
Penbouy	4.7	are do as	Durleton Y	OHINE
Cawboy.			Prankie M	nevite.
Terwillia	er.	4	darle Ho	detha
Singer.	100	30.1	7 Clfévia	Plob

Gene Autry maintains his Jorty petch as the most popular of the present day western stars. He dittles pleasantly, is personable and his stars of the stars.

FILM REVIEWS

GIRLS ON PROBATION

Warper Bros. release at Miles National production. Pertures Bailla: Graville Deleves Coalello, Domisid Utan. Natelle Deleves Coalello, Domisid Utan. Natelle Bourses Coalello, Domisid Utan. Natelle Bourses Coalello, Domisid Utan. Natelle Bourses Coalello, Domisid Utan. Natelle Streep Plan, Lawrence Kindley, estimated Story, Jean Negalise, Cameronica, Henrich Bourses, Came GIRLS ON PROBATION

Warper Bros. ruleage of the Nuterial production. Protures Laidle Granville.

Dolover Concelled Information Concelled Society of the Concelled Information Concelled Information Concelled Society. Lower Concelled Information Concelled Society Concelled Conce

Boetin Brown has a manufacture of the series is a series in the field of child guidance. The neglected child, played with heroic serining realism by Bonita Granville, shows the young actress examping with conviction. Although the cast is generously sprinkled with able performers, including Donald Crisp. Statelle Moorhead and Dolores Costello. Miss Granville is far shead of the feed in garnering the major act. Social forces may be taken about by the cities of the feed in garnering the major act. Social forces may be taken about by the cities forces may be taken about by the cities forces may be taken about by the cities forces may an expensive the children could be housed in such a Valualian aura, wherein society attempts to reform her. But the Warners, have served a worthy purpose, neverthetes, in propagantising a dies attuation, though its mine that a such a Valualian aura, wherein society attempts for common the life, but seldom the problems and but and the parents of the neglected child, is also not uncommon among the elite, but seldom are such problems and. Kindness and love of parents for the child lying dominant during a period when the ties should have been more bind, may be shown a period when the ties should have been more bind. There is also a hint of romaine tween Dolores Costello as the superintendent of a prils' school, and Donald Briggs. Miss Costello is much too pretty to be a school superintendent.

Everybody's Doing It (WITH SONGS)

Hollywood, Jan. 11. Hollywood, Jan. II.

RKO-Rodin release of William, Sixfrom's profunction. Features tersion Feater and Sally Elbera; director in y Chebria
Elbera director in Y Chebria
Dilys by J. Robert Bren. Echnund Lieseni
and Hurry, Seval; rameira. Niebelas Misurveys and Faul. Voorl; missleni direcpolities and Fleid M. Gray; Rim editor.
Ted Chesman. Freyleysed, at the Hillstaget theory. Proc. 13; coming lines dismost theory. Proc. 13; coming lines dis-

mine.	1	3 2 4	
Bruce		reston	Enstei
Penny		- Sally	"füller"
Bubbles	Do	rmine K	cherer
Willy		Houne Br	lichning
Povers		. Pfielia et	I. Lane
Softvieren		inima W	Illiams
Waldo		A Pi han	e Darke
Gus		Solly	Ward
Burtemler	Fran	I M T	homes
Butler		Berliet	Brains

Public's craze to solve picture puzzles. In newspaper's and magazines for money prizes is the basis for this lightweight comedy, which is a puzzle all by itself. Exhibitors will have to dope out where to spot it on the double bils.

Pieston Foster is a commercial artist with a flair for brain twisters and a weakness for whiskey. He starts a national guessing conject and leaves his advertising agency in the starts a national guessing conject and leaves his advertising agency in the air when he goes off on a bender. Sally Eilers inveigles him lo a health farm from which he is kidnapped by gangsters who try to steal the answers to his puzzles. There's a contraine Kreuger sings a song entitled. Put Your Heart into Your Feet and Dance, by Hal Borne and Mort Greene. She tags better, than she sings.

Film professes nothing higher than a filler-in spot and will be accented by the trade on that basis. Flin.

TIM TYLER'S LUCK

TIM TYLER'S LUCK

TANCERS, presence of theory Markete
resolution, Destinose Francisco Thomas

Postume Francisco Thomas

William Conditions of the Food Acceptance
flow, Gildenos the Transic and Screen
flow, Gildenos the Transic and Screen
flow, Gildenos the Transic and Screen
flow, Cildenos the Transic and Scommo

Tomage Agreement prisoder (1 2 Septimers,
Tomage Agreement published). Tangang time,
Transic and Transic and Transic and

Lord Larce

Transic and Transic and Transic and

Lord Larce

Transic and Transic and

Transic and Transic and

Transic and Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Transic and

Tran Strain below, suggested from 152-min Annual Street Street

Theorem release of free lines perdefines in the state of free lines perdefines in the state of the lines perdefines in the state of the lines 23. on double left. Itunities.

Down March John March John Kent, Miller Bridge, S. J. V. Miller Brude, S. Miller Brude, Morgan, Don Francis, Surje & Connor, Hull Willfams, Sheuff, Jones

Latest Buck Jones outdoor effor has more than usual share of action and fhrills. Such moments are partly wiped out in several instances by abcond maladramatics of claying com-

wiped out in several instances by abund melodramatics or cloxing comingly episodes. Despite this anceen memo. Studen Bill Dorn' castly is Buck. Jones' best in months. It should please his fans.

Perhaps highest point meller's yarn is the mad dash of virtually a whole village for the site of reported gold strike. This has been well-contrived by director, and camera's that not an iota of the helter-settle race is lost.

Noc! Prancis indicates good possibilities in the chief femme role. Evelyn Brent strives ardently to make something of that sketchy. The shade of the contribution of the second contribution of t

PAROLED-TO DIE

Appublic Process of A. W. Haddel production. Sign Mob Steele. Divisord by Sam NewHold. Original story, Harry E. Omasted; Screen play, George H. Plyon, Comp., Camera, Köber Chier, Gluc; dim, editor, Ray Chire. Previewed in the prediction on N. X., Jeric G. M. Ruhilla; Jime.

ŀ	Houg Reilfern	Boh Steel	i
ł	John Blackman	Kathheen Eliu	ĺ
ŀ	Harvey Meline	Karl Hayket	í
ı	lairky Gostlen	Horace Murphy	ċ,
ı	Sheriff Bluckmin	Steve Chri	٤
l	Menvy Malson	Shanin Tansin	i
ľ	Tudge	legante Mal	i
ŀ	Prosecuting Attorney.	Jack Smith	i
ſ	A STATE OF THE PARTY OF THE PAR		Ġ

Brosecuting Attorney Frank Italia. Prosecuting Attorney Fack's mill. Prosecuting Attorney Fack's mill. Prosecuting Attorney Fack's mill. Prosecuting Attorney Fack's mill and a second with a provincial dalact. With the work of the fack of the fair Kathleen Eliot. Steele plays the part of a youngrancher framed in a bank robbery perpetrated by Karl Hackett, who is the political power of the locale. With the aid of Horace Murphy, who plays a government agent, Steele manages to establish his innocence and uncover the real culprit and his confederates.

AMATEUR CROOK

ė	Royal release of Sum Katzman rollies
۰	tion. Directed by am Katzman, Stars
	Herman Brix; feathers, Joan ; wiches,
	Camein, 1811 Hyer, At the Ballety, N
	week Dec. 29, 37. Ranning time, 32 mins.
	Hinniy Buxler
	Crone: Monto a Blue
	l north
	Mrs. Plint Vivien On Find Armind Jimmy Ambrey
	Armand Antarey
	hope Fuzzy Kutzu
	and the state of t

COLORADO KID

Boundle release of A. W. Backel pairagino Stara Boly Steels. Directed, b.
any Sawaled, Original Story, Baly Sawaled,
Original Story, Baly Sawaled,
Original Story, Baly Sawaled,
Original Control, Baly Sawaled,
Original Sawale High Stocter inn Weldon Walf-Hmos. Julen Thekers. Jeria Hegina Mes. Mosel Gillard.

This is sub-standard western.
Sic cotyped and sans realism. Little
to warrant even the youngsters atiending this one.
There's murder, a robbery and

to warrant, even the youngsters atcending this one.
There's murder, a robbery and
Sterle is framed to take the ran. He
breaks jail with the aid of a friend,
and finally manages to prove his innocence and bring the real culprits to
jurkee.
The interess with Steele.
Dislog and Creation, of situations
are cry bad in some spots.

EN SAGA

("LAILP) (SWEDISH MADE) Schwab release of a Surdisk Pilor

orbacine	(on. 1)	lrecteit :	A CLOUR	e. Schne	e
Vote 1	Shiney J	on Pells:	serven i	Lay Meh	.0.
Lune	murcio	Themes	Rudhe,	At: Con	11-
a nitrit	Y	Jun. 6	37. 11nn	ning Ilm	е.
ST orto	S	7	7.4		
A Gite	Longite		Inglal	d- Hanlar	art.
11 6 80	Sec. day		Stel S	chacevol	et.
1.00.00		1,1,1,1,1,1,1	Treeter	e 3.ares	-11
1-dillo			Tryggy	ino Tan	10
			Liob	ort lank	
antion.	Ida only		Pele	r Horlin	id.
Con Sant	Liferent		Pelc	el liour	iii i
Y'in Loren	in him dates		20	ka tililio	
Tankania i	bile de la	Legan	Sofver I	Landanie	2
District in	Comp.	uter	Ott	Land	i.i -
6 Car.	TOTAL MAY		Ott	Lamba	**
id a	ness and a second	11/3/11/1	Tib L	i meritino	
7. Jan. 1.	Witness and			La Desti	20
Saicas :	siavani.			ne isreki	

(In Swedish with English Titles)

che's second the breits and the breits and the second to the the second the s

GIRL THIEF

Appenduct Dirike, 1 semes release
Brilps Jorenational projection, Sin
Brilps Jorenational projection, Sin
Brilps Jorenational projection, Sin
Brilps Jorenational projection, Sin
Brilps Jorenations, Prout Miller, Arch
Brills British Minpson, Prout Miller, Arch
Brills Grindradi, Illin, editor, John NeillBrills Grindradi, Illin, editor

ne, 64 mins.

Mitchen Marsh
Anthroy Ligishela
Climate Luther,
Light Turner,
an Gordrer

Situations in this pic are rather questionable, but Marian Marsh and Anthony Bushell serve as canoble targets for Cupil's darts, to recedens, in a measure, the low qualities of the film. Essentially just one of those so so dualers.

A fairish song enters into the situation and screes, by some rather questionable maneuvering, to bring Parsley and Miss Marsh to the point of acquaintance after their first fragmentary sight of each other. Bushell, a friend of Parsley, is thus thrust on the scene and the commitment of marriace, which had been made upon each of the first two. satisfactority sellud who first two. satisfactority in the sellud who first two. Which had been made upon each of the first two. Satisfactority had been made upon each of the first two. Satisfactority had been made upon each of the first two. Satisfactority had been made upon each of the first two. Satisfactority had been made upon each of the first two.

Stars Over Arizona

nerisia Bidures preduction notices, as Jack Briefalt. Triblined high set of lot R. N. Baddiniy. (1972 or 1876) as to for a supply fluid by the set of lot R. N. Baddiniy. (1972 or 1876) as to for a supply fluid by the supply fluid. (1976) as the supply fluid by the s

Beef Louisen
Gold, Janes Guid, Running cipes
folia, Sheef Lymed
June Gold, Kuthleen Riod
Lymen Allouise Maraly
Kut Warner Rightmond
Line Committee Committee Committee
Line Committee Committee Committee
Line Committee Committee
Line Committee Committee
Line Comm Need Transport (Need Transport

Acceptable western for the lower bracketed duals. Contains an emaction in the final real thin most addrangers supply in told lowest addrangers supply in told lowest pack Randall dominates entire footage, releasing the usual weak story (Contained on page 27)

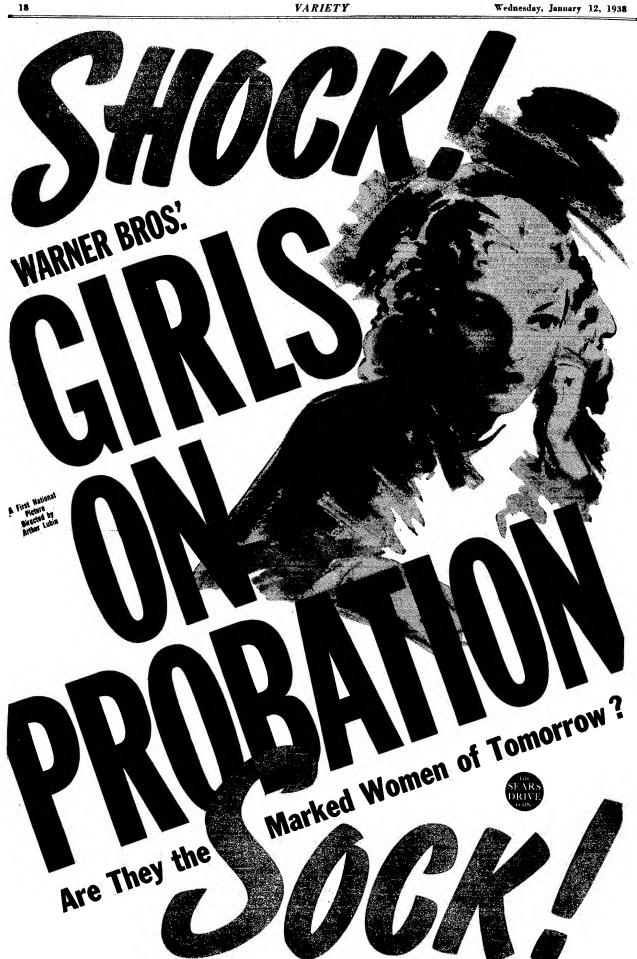
Everyone will thrill to this picture...



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

COPYRIGHT, 1938, BY VARIETY, INC. ALL RIGHTS RESERVED

WEEK OF RELEASE	TITLE	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR	TIME MINS.	WHEN REVIEWED BY VARIETY
11/12/37	MR. BOGGS STEPS OUT THE LAST GANGSTER THE BARRIER	Ben Pivar MGM H Sherman	GN MGM Par	Com-Dr Drama	S. Erwin-H. Chandler E. G. Robinson-R. Stradner L. Carrillo-J. Parker	G. Wiles E. Ludwig	67 81	1/5 11/10 11/3
	SPRINGTIME IN ROCKIES	M. Cohen S. C. Siegel	RKO Rep	Outdoor Com-Rom Western	W. Bourne-J. Dunn G. Autry-P. Rawles C. Romero-P. Brooks	Les Selander Lew Londers Joe Tane M St. Clair	90 60	11/3
	DANGEROUSLY YOURS MURDER ON DIAMOND ROW MERRY-GO-ROUND OF '28	Sol Wurtzel A. Korda B. G. DeSylva	UA UA	Rom-Dr Melodrama Musical	C. Romero-P. Brooks E. Lowe-S. Shaw-A. Todd B. Lahr-B. House-Auer G. Farrell-B. MacLane	M St. Clair W. K. Howard Irv. Cummings F. McDonald	75 90 60	10/20 11/17 10/27
11/19/37	ADVENTUROUS BLONDE BOLLYWOOD ROUNDUP	Bryan Foy S. Zimbalist	Col	Com-Rom Western	G. Farrell-B. MacLane Buck Jones		60	12/1
11/10/51	FRONTIER TOWN	Col	MGM Par BKO	Football Mystery Musical	Tex Ritter B. Young-L. Barrymore J. Barrymore-Overman	Ewing Scott Ray Taylor Sam Wood Rulph Murphy	95 72	11/1 7 12/2 2
	NIGHT CLUB SCANDAL DAMSEL IN DISTRESS THE GUN BANGER THE DUKE COMES BACK	P. S. Berman A. W. Hackel Ed Finney	Rep GN	Western Western	Astaire-Burns and Allem Bob Steele-E. Stewart	Geo. Stevens S. Newfield I. Pichel	109	11/24
	THE DUKE COMES BACK SECOND HONEYMOON 52ND STREET	H. Schlom R. Griffith W. Wanger	20th UA	Rom-Dr Com-Rom Musical	A. Iane-H. Angel-G. Tobia T. Power-L. Young K. Baker-P. Patterson-Carrille	H. Young	64 75 80	12/8 11/10 10/6
	IT'S LOVE I'M AFTER	H. J. Brown	WB Col	Comedy	L. Howard-B. Davis	Archie Mayo	77	10/6 7/21 1/5
11/26/37	SHE MARRIED AN ARTIST THOROUGHBREDS DON'T CRY COUNTY FAIR	S. Buchman H. Rapf E. B. Derr	MGM Mone	Comedy Com-Rom Rom-Com	Boles-Luli Deste R. Sinclair-M. Rooney J. F. MacDonald-M. L. Lender	M. Gering J. W. Rubin H. Bretherton	80 71	11/17 11/24
	EBB TIDE TEXAS TRAIL HIGH FLYERS	Harry Sherman	Par Par BKO	Western Comedy	W. Boyd-J. Allen Wheeler-Woolsey	Jas. Hogan Dave Sellman Eddie Cline	91 58 .70	10/13 12/22 11/10
	WILD HORSE RODEO 45 FATHERS	S. C. Siegel	Rep 20th 20th	Western Comedy Rom-Dr	3 Mesquiteers J. Withers-T. Beck Annabella-P. Lukas	Geo. Sherman Jas. Tinling H. D. Schuster Wm. Wellman	71 75	12/15 11/10
	NOTHING SACRED SOME BLONDES ARE DANGEROUS SUBMARINE D-1	R. T. Kane D. O. Selznick E. M. Asher	UA	Comedy Com-Dr Rom-Com	Lombard-F. March W. Gargan-D. Kent P. O'Brien-D. Weston	Wm. Wellman Milt Carruth Lloyd Bacon	75 65	12/1 11/10
12/3/37		W MacDonald	Col	Rom-Com	P. O'Brien-D. Weston S. Colton-P. Farr	L Hillyer	100 62	11/17
12/3/01	ALL-AMERICAN SWEETHFART BEG, BORROW OR STEAL BLOSSOMS ON BROADWAY	Joe Cohn B. P. Schulberg	MGM Par	Comedy Com-Rom	J. Beal-F. Rice-F. Morgan E. Arnold-S. Ross-Trent	W. Thiele	70 85	12/8 12/1 11/17
	GLAMOROUS NIGHT BIG TOWN GIRL	M. Cohen W. C. Mycroft Milton Feld	RKO Rep 20th	Comedy Musical Melodrama	Fred Stone-D. Vaugnan M. Ellis-O. Kruger C. Trevor-D. Woods	Edw. Killy B. D. Hurst Alfred Werker S. S. Simon	-00	11/10
	TAKING THE TOWN GLAMOBOUS NIGHT BIG TOWN GIRL PRESCRIPTION FOR ROMANCE FIRST LADY	E. Grainger H. J. Brown	WB	Melodrama Com-Rom Rom-Com	C. Trevor-D. Woods W. Barrie-K. Taylor K. Francis-P. Foster	S. S. Simon Stan Logan	68 82	12/22 0/1
12/10/37	HEADIN' EAST THE SHADOW	L. G. Leonard W. MacDonald	Col Col	Western Melodrama	Buck Jones B. Hayworth-C. Quigley	Ewing Scott C. C. Coleman.Jr.	66 57	12/29 12/22
	TOU'RE ONLY YOUNG ONCE LOVE ON TOAST DANGER PATROL	Harry Rapf E, Cohen Maury Cohen	MGM Par RKO	Comedy Rom-Com Melodrama	L. Stone-C. Parker J. Payne-S. Ardler S. Ellers-J. Beal	C. Dorian E. A. Dupont Lew Landers	80 65 59	1/12 12/22 11/24
	DANGER PATROL BORROWING TROUBLE ADVENTURE'S END MISSING WITNESSES	Maury Cohen Max Golden U Bryan Foy	20th U WB	Melodrama Comedy Spectacle Melodrama	J. Prouty-S. Byington J. Wayne-D. Gibson J. Litel-J. Dale	Frank Strayer Arthur Lubin Wm. Clemens	60 63	11/24 11/17 11/17 12/15
12/17/37		Col	Col	Melodrama	J. Holt-K. DeMille	I. D. Colli	61	12/22
	UNDER SUSPICION NON-STOP NEW YORK BOMANCE OF ROCKIES BORN TO THE WEST	R. N. Bradbury Par	GB Mono Par	Rom-Mel Western Western	Anna Lee-J. Loder Tom Keene-B. Wallace J. Wayne-J. M. Brown	R. Stevenson R. N. Bradbury Chas. Barton	72 50	9/29
	BORN TO THE WEST COLORADO KID SHE LOVED A FIREMAN	A. W. Hackel Bryan Foy	Rep WB	Western Com-Dr	Bob Steele-M. Weldon D. Foran-A. Sheridan	Chas. Barton Sam Newfield John Farrow	56 87	$\frac{1/12}{11/17}$
12/24/37	I'LL TAKE ROMANCE LOOK OUT FOR LOVE	E. Riskin Herb Wilcox	Col GB	Musical Rom-Dr	Grace Moore-M. Douglas A. Neagle-T. Carminati	Edw. Griffith H. Wilcox	85	12/22
	TELEPHONE OPERATOR	Wm. A. McGuire Lon Young	MGM Mono Par	Musical Rom-Dr Comedy	N. Eddy-E. Powell-Bolger J. Allen-G. Withers C. Lombard-MacMurray	W. S. Van Dyke S. Pembroke	123 85	12/22 11/ 24
· * * * * · · · · · · · · ·	HITTING A NEW HIGH THANK YOU, MB. MOTO	Albert Lewin J. L. Lasky Sol Wurtzel	20th	Musical Mystery Drama	L. Pons-J. Howard-Oakle P. Lorre-J. Regan	Wesley Riggles Raoul Walsh Norman Foster	80 66 110	12/1
	HITTING A NEW HIGH THANK YOU, ME, MOTO THE HURRICANE YOU'RE A SWEETHEART TOVARICH	S. Goldwyn B. G. DeSylva Robt, Lord	UA U WB	Musical Drama	Jon Hall-D. Lamour-M. Aster A. Fave-G. Murphy C. Colbert-C. Boyer	Norman Foster John Ford David Butler Anatole Litvak	97 94	11/10 12/1 5 12 '3
12/31/37		H. L. Decker W. MacDonald	Col Col	Western Meller	C. Starrett-I. Meredith W. Cahoon-S. Colton J. Stewart-R. Young	Sam Nelson Lam Hillyer		
	OUTLAWS OF PRAIRIE WOMEN IN PRISON BAD MAN OF BRIMSTONE WELLS FARGO WISE GIRL	W. MacDonald Harry Rapf Frank Lloyd Edw. Kaufman A. E. Levoy	MGM Par RKO	Football Rom-Dr Rom-Dr.	J. Stewart-R. Young J. McCrea-B. Burns-F. Dee M. Hopkins-R. Milland	J W: Rubin Frank Lloyd	115 70	12/8 12/29
	LOVE AND HISSES	h. Maccowan	Rep 20th	Rom-Dr Musical	S. Eilers-N. Hamilton Winchell-Bernle-Slmon	Leigh Jason Lloyd Corrigan Sid Lanfield	68 90	12/29 12/29
	THE SPY RING SERGEANT MURPHY	Trem Carr Bryan Foy	WB	Mystery Drama	W. Hall-J. Wyman-J. Carlton R. Regan-M. Maguire	J. Lewis B. R. Eason	62	12/22
1/7/38	MAN-PROOF BULLDOG DRUMMOND'S REVENGE CRASHING HOLLYWOOD	L. D. Lighton Par Cliff Reid	MGM Par RKO	Com-Dr. Mystery	Loy-R. Russell-Tone J. Barrymore-L. Campbell Lee Tracy-J. Woodbury	R. Thorpe Louis King	80. 55	12/15 12/22
	CITY GIRL TARZAN'S REVENGE	Sol Wurtzel Sol Lesser	20th 20th	Comedy Rom-Dr Outdoor	P. Brooks-R. Cortez-E. Muir G. Morris-E. Holm	Lew Landers Alfred Werker D. R. Lederman	60 60 70	12/29 1/12
1/14/38	NO TIME TO MARRY LOVE IS A HEADACHE	Nat Terris F. Stephani	Col MGM	Com-Rom Com-Dr	M. Astor-R. Arlen G. George-F. Tone-M. Rooney	Harry Langdon R. Thorpe	68	
	LOVE IS A HEADACHE EVERY DAY'S A HOLIDAY EVERYBODY'S DOIN' IT THE OLD BARN DANCE	E. Cohen Wm. Sistrom Sol C. Siegel	Par RKO Rep	Rom-Com Western	Mae West-E. Lowe P. Foster-S. Eilers Gene Autry-S. Burnette G. Stuart-M. Whalen	A. E. Sutherland C. Cabanne Joseph Kane	80 66 60	12/22 1/12 1/12
	HEADLINE HUNTRESS HAWAIIAN BUCKAROO	Sol Wurtzel Sol Lesser	20th 20th	Rom-Com Outdoor	Smith, Dallew	Jas. Tinling D. R. Lederman	58	1/14
	ACTION FOR SLANDER THE JURY'S SECRET HOLLYWOOD HOTEL	A. Korda E. Grainger Sam Bischoff	UA U WB	Drama Meller Musical	C. Brook-M. Scott-A. Todd F. Wray-K. Taylor D. Powell-F. Langford	Tim Whelan Ted Sloman Pusby Berkeley	100 100	12/22 12/22
1/21/38	SQUADRON OF HONOR SAILING ALONE	Ralph Cohn GB	Col GB	Meller Musical	M. Russell-T. Hall J. Matthews-J. Whiting	C. C. Coleman Sonnie Hale	<u> </u>	
P	MANNEQUIN THRILL OF A LIFETIME PAROLED TO DIE	Joe Manckiewicz Miss Fanchon A; W. Hackel	MGM Par	Rom-Dr Musical	J. Crawford-S. Tracy J. Canova-Yacht Club Boys	Frank Borzage G. Archainbaud Sam Newfield	92 72	12/22 11/10
	SALLY, IRENE AND MARY STORM IN A TEACUP BORDERTOWN (REISSUE)	Gene Markey A. Korda	Rep 20th UA	Western Musical Comedy	Rob Steele-K. Eliot A. Faye-F. Allen-J. Lang V. Leigh-R. Harrison	Wm. Seiter Victor Saville	55 88	1/12 9/9
	A STRANGE HONEYMOON	Robt. Lord Bryan Foy	WB WB	Drama Drama	P. Muni-B. Davis B. Karloff-M. Wilson	Archie Meyo John Fairow	89	1 29/35
1/28/38	THREE MEN IN THE SNOW PARTNERS OF PLAINS	S. Zimbalist Harry Sherman Sol Lesser	MGM Par	Comedy Western	F. Morgan-F. Rice-R. Young W. Boyd-Gwen Gaze	Eddie Buzzell Les Schader		ila selet
	CHARLIE CHAN AT MONTE CARLO BLACK DOLL	John Stone Irving Starr Sam Bischoff	RKO 20th U	Musical Mystery Mystery	B. Breen-I. S. Cobb W. Oland-V. Field N. Grey-D. Woods-E. Kennedy	Ed. Cline Eugene Forde O. H. P. Garrett	71-	12 ′22
9 /4 /29	SWING YOUR LADY LITTLE MISS ROUGHNECK	Sam Bischoff W. MacDonald	WB	Comedy	II. Bogart-L. Fazenda	Ray Enright	72	
2/4/38	SPIRIT OF YOUTH	Lew Golder Harry Rapf	Col GN MGM	Com-Rom Action Musical	E. Fellows-L. Carrillo Joe Louis-C. Muse-E. M. Harris F. Brice-A. Jones-J. Garland	Aubrey Scotto Harry Fras E. L. Marin	66	1/5
	THE BUCCANEER DOUBLE DANGER SHANGHAL DEADLINE	C. B. de Mille Maury Cohen 20th	Par RKO 20th	Drama Meller Drama	F. March-F. Gaal-A. Tamiroff P. Foster-W. Bourne-D. Meck C. Romero-V. Field-J. Lang	C. B. de Mille Lew Landers E. Forde	.24	1/12
	MIDNIGHT INTRUDER ADVENTURES OF TOM SAWYER GIRLS ON PROBATION	Trem Carr D. O. Selznick Bryan Foy	U UA WB	Meller Com-Dr	B. Reed-L. Hayward T. Kelly-M. Robson B. Granville-D. Costello	I. Lubin Norman Taurog	.00	7 /15
2/11/38	CATTLE RAIDERS	H. L. Decker	Col	Drama Western	C. Starrett-D. Grayson	Art Lubin Sam Nelson	62	1/12
	BENEFITS FORGOT SCANDAL STREET HAVING WONDERFUL TIME	J. Considine, Jr.	MGM Par RKO	Drama Comedy Comedy	W. Huston-B. Bondi L. Ayres-L. Campbell G. Rogers-R. Skelton	Clarence Brown James Hogan Al Santell		
	THE LOVE DANCED	P. S. Berman Sol C. Siegel D. Hempstead	Rep 20th	Western Musical	I. Ranger-L. Roberts S. Henie-D. Ameche	Roy Del Ruth		
	HAPPY LANDING FORBIDDEN VALLEY GOLD IS WHERE YOU FIND IT	Henry Macrae Sam Bischoff	WB	Outdoor Outdoor	N. Beery, JrR. Barrat G. Brent-C. Rains-J. Litel	W. Gittens M. Curtiz		



Advance Production Chart

Hollywood, Jan. 11. 29, one of the low marks of the season. Going through editing departments

New year finds studios still 368 pictures away from season's goal of 521, of the various studios in preparation for preview or release are a total of 75.

plants having completed 223. Total films now in production only number

Columbia

	Number	Number	Now		alance to Be Placed	
	of Pix Promised	Com-	Shoet- ing		Before Cameras	
Features	40	15	1	8	17	3
Westerns	22	6	-1	2	12	2
David Loew	2		0	-1	1	1
Total	64	21	2	11	30	

Dick Rich.

Dick Rich.

THE LONE WOLF; produced by Wallace MacDonald; directed by Al Roger Control of the Contr

Columbia Pix New in Production

'THERE'S ALWAYS A WOMAN,' produced by William Periberg directed by Alexander Hall; screen play by Gladys Lehman and Philip Rapp from magazine story by Wilson Collison; photographed by Henry Freulich Cast: Joan Blondell, Melvyn Douglas, Mary Astor, Frances Drake, Wyn Cahoon, Robert Palge.

Cast: Joan Blondell, Melvyn Douglas, Mary Astor, Frances Drake, Wyn Cahoon, Robert Paige.

'OUTLAWS OF THE BIG BEND', produced by Harry Decker for Irving Briskin unit, directed by Alan James; original screen play by Ed Earl Rapp, Cast: Charles Starrett, Iris Meredith, Donald Grayson, Dick Curtis, John Tyrrell, Ed Le Saint, The Sons of the Ploneers, Eddie Cobb.

Grand National

	Number Number		Now		le Placed	ed Stories i		
v 8	of Pix Promised	Com-	Shoot-		Before Cameras	Prepara-		
Features	43	11	0	1	31	5		
Westerns	22	4	.0	1	17	2		
Total		15	0	2	48	7		
Pictures now in	the cutting	room or	amaiting	nnavia				

Pictures now in the cutting room or awaiting previews are:

KING OF THE SIERRAS: Condor picture featuring three horses. Rex.
Sheik and Thunder: Frank Cayass, associate producer; directed by Arthur
Rosson: original screen play by Scott Darling; photographed by Tom Galligan. Cast: Frank Campeau, Wally Albright, Morgan Brown, Edward
Peil, Billy Van Every.

Peil, Billy Van Every.

"THE SHADOW MURDER CASE," formerly titled 'THE SHADOW
SPEAKS, produced by Max and Arthur Alexander; directed by Charlet
Lamont: original screen play by Jack Natteford, photographed by Marcel
Picard. Cast: Rod. LaRoque. Astrid Allwyn, William Yan Brincken
John St. Polis, Thomas Jackson, Osear O'Shea, William Pawley. Walter
Bonn, William Moore, Lou Hern, Tenen Holtz, Lloyd Whitlock, Jack Bazley

Metro

Features	Number of Pix Promised 48	Com-	Now Shoot- ing	Cutting	alance to Be Placed Before Cameras	Stories in Prepara- tion	1
Hal Roach		. 0	2	-		4	
2.0	-			-		-	
Total		17	6	5	24	9	
Pictures now in t	he cutting	rooms c	r awaiti	ng previe	ws are:		

Pictures now in the culting rooms or awalting previews are:

EVERYBODY SING. produced by Harry Rapf: directed by Edwin L
Marin; original story by Florence Ryerson, and Edgar Allan Woolf; other
writer credits not available as yet; photographed by Joe Ruttenberg. Ca:
Allan Jones, Frany Brice. Judy Carland, Billie Burke, Reginald Owen,
Allan Jones, Frany Brice. Judy Carland, Billie Burke, Reginald Owen,
Allan Jones, Frany Brice. Judy Carland, Billie Burke, Reginald Owen,
Allan Jones, Frany Brice. Judy Carland, Billie Burke, Reginald Owen,
Allan Jones, Frany Brice. Judy Florence Allan Carland, Company
Allan Jones, Frany Brice, Judy Florence, Carland,
Allan Jones, Frany Brice, Judy Hones, Jones Mary Brice, Marrier Lebland,
Allander, Jones Martin, John Halliday,
Monty Woolly, George Douglas, Leonard Penn, Nat. Pendleton, George
Zucco, E. E. Clive.

**BENEFITS FORGOT; produced by John W Considine, Jr.; directed by
Charles Brown; novel; by Honore Willise Morrow; photographed by
Charles Lawton. Cast. Walter Huston, James Stewart, Bculah Bondi,
Charles Lawton. Cast. Walter Huston, Guy Kibbee, Ann Rutherford, Leartice Joy Gilden, Archuter Aylesworth, Charles
Peck, Sterling Holloway.

THIREE MEN IN THE SNOW. Produced by San Zimbaikit directed by

THIREE MEN IN THE SNOW. Produced by San Zimbaikit directed by

THIREE MEN IN THE SNOW. Produced by San Zimbaikit directed by

THIREE MEN IN THE SNOW. Produced by San Zimbaikit directed by

THIREE MEN IN THE SNOW.

Charles Conurn, Ted Healy, Charley Grapewin, Guy Kilobee, Ann Rubierlord, Leatrice Joy Gibbert, John Carradine, Arthur Aylesworth, Charles-teck, Slerling Holloway, Teck, Slerling Holloway, Produced by Sam Zimbalisti, directed by Eddie Buzzell: original from novel by Erich Kaestner; no other writer predits as yet. Cast: Robert Young, Frank Morgan, Florence Rice, Reginald

Owen, Edna Mae Oliver, Henry Hull, Mary Astor, Herman Bing, Siegfried Ruman, Walter Kingsford.

"LOVE IS A HEADACHE," no producer credit; directed by Richard Thorpe; from novel, Twins for Her Majosty, by you Heitet and Herbard Thorpe; from novel, Twins for Her Majosty, by you Heitet and Herbard Herbard, and Herbard Herbard, and Herbard Herbard, and Herbard Herbard, Franchot Tone, King, Doney, Barnett Barker, Ted Healy, Frank Jenks, Ralph Morgan, Virginia Weidler, Fay Holden, Henry Kohler.

Mickey Rooney, Barnett Farker, Ted Healy, Frank Jenks, Ralph Morgan, Virginia Weidler, Fay Holden, Henry Kohler.

Metre Pix Now in Production

GIRL OF THE GOLDEN WEST, 'produced by William Anthony McGuire; directed by Bobert 2. Leonard; from the stage play by David Belasco; screen play by William Anthony McGuire; by bourgaphed by Oliver, Marsh, Cast. Jeanett MacDonald, Nelson Eddy, belong raphotographed by Oliver, Bobert 2. Leonard; from the stage play by David Belasco; screen play by William Anthony McGuire; by botographed by Oliver, Bobert 2. Leonard; from the stage play by David Belasco; screen play by William Anthony McGuire; by botographed by Oliver, Bobert 2. Leonard; from the stage play by College Belasco; screen play by College Belasco; screen play by College Belasco; screen play by Golden Moran, Pales Belasco; screen play by Eddie Moran and Jack Jevne. Cast: Constance Bennett, Brian Aherne, Alan Mowbray, Billie Burke, Bonita Granville, Tom Brown, Patsy Kelly, Ann Dvorak, Marjorie Rambeau, Philip Reed, Clarence Kolb, Marjorie Kane, Willie Best, Paul Everton, Sarah Edwards, Olin Howland, Pat Flaherty, Eddie Hart. The St. PHLOTAI produced by Horn David Pat Flaherty, Eddie Hart. The St. PHLOTAI produced by Horn David Pat Flaherty, Eddie Hart. The St. PHLOTAI produced by Horn St. Wallace Berry, Frank Morgan, Maureen Cast: Clark Cable, Myrna Loy, Spencer Tracy, Lionel Barrymore, Ted Pearson, Arthur Aylsworth, Claudia Coleman, Priscilla Lawson, Virginia Grey, Gloria Holden, Samuel S. Hinds, Mary Howard, Joe Donlin, Tom Rutherford, Harry Taylor, Brent Sargent.

"MADELON,' produced by Henry Honigson; directed by James Whale; original by Maurice Bagnol. Cast: Wallace Beery, Frank Morgan, Maureen O'Sullivan, James Stuart, Cora Witherspoon, Jesse Ralph, Doris Lloyd. Shepherd Strudwicke.

"WAS BILLON, James Stuart, Cora Witherspoon, Jesse Ralph, Doris Lloyd. Shepherd Strudwicke.

"WAS BILON; produced by Henry Honigson; directed by James Whale; original by Maurice Bagnol. Oratic Witherspoon, Jesse Ralph, Doris Lloyd

Monogram

	Number Namber		r	Now		alance to be Placed	Stories in	
Features	of Pix Promised 26	Com- pleter 15		Shoot- ing 0		Before Cameras 8	Prepara- tion 5	
Western	16	-				_		
Pictures in the c		21	2		-5	16	7	

Paramount

	Number	Number	Now		alance to Be Placed	Stories is
	of Pix Promised	Com-	Shoot-	Cutting		Prepara-
Studio	36	20	4	8	4	3
Harry Sherman	7	4	0	3	0	1
Emanuel Cohen	8	2	0	1	5	5
B. P. Schulberg	.8	8	0	0	0	0 .
Total	59	31	4	12	. —	9

Hugh Sothern, John Rogers, Hans Steiner, Staticy Audiews, 1970, 18 Syington.

SCANDAL STREET, formerly litted THEY KNEW WHAT HAPPENED, produced by general manager's office: directed by James Hogan; screen play by Rertram Millhauser and Eddie Welch: based on story by Vera Caspary; photographed by Henry Shapp: Cast: Lew Ayres, Louise Campell, Forter Hall Roscop Karis, Virging Weidler, Edgar-Kennedy and Cecil Cunningham. Blraboth Patterson, Jan Dugan, Laraine Johnson, Lois Kent, George Ofterman, Jr., Eshort Howard, Lucien Littlefield, Fern Emmett, Louis Beavers, 'Alfalfac Switzer:

Emmett, Louis Beavers, 'Alfalla' Switzer,

"HEART OF ARIZONA', formerly titled 'GUN, SMOKE,' produced b
Harry Sherman, directed by Les Sclander, original by Clurence & Mul
ford; sereen play by Morman Houston; photographed by Russell Harlar
Cast, William Boyd, George Hayes, Russell Hayden, John Ellioft, Bill,
King, Natalie, Moorhead, Dorothy Short, Alden Chase, John Beach, Lan
Chandler, Lee McMahon.

Chandler, Leo McMahon.

*BIG BROADCAST OF 1938, produced by Harlan Thompson; directed by Mitch-Il Leisen; screen play by Walter DeLeon, Francis Martin, and Ken Englund; based on adaptation by Howard Lindsay and Russel Crouse of story by Frederick Hazilt Brenann. Cast: W. C. Fields, Martha Raye. Dorothy Lamour, Ben Blue, Bob Hope, Shirley Ross, Leif Erikson, Kirsten Flagstad, Tito Guizar, Shep Fields, Lynner Overnann, Grace Bradley, Rufe (Continued on page 21)

AGGIE DEPT. BUDGETS \$79,000 FOR PICTURES

Washington, Jan. 11.

Same amount of picture work is contemplated by he Agriculture Department, one of the leading government film producer, in the skeal yer starting next July.

President Roosevelt's budget for 1938 contained estimate of \$79,000 for picture activities, identical with the appropriation for each of the past two years.

M-G Would Hold McGuire

Hollywood, Jan. 11.

Hollywood, Jan. 11.

Unless there is an unexpected silp-up in current negotiation being conducted by Louis B. Mayer, William Anthony McGuire will remai with Metro as a producer for another stretch.

Now in final weeks of filming The Girl of the Golden West, McGuire has announced intention of returning to Broadway legit production in March, Metro renewal would mean his original, Florodora Girl of 1938, will be done as a film instead of on the stage.

McGuire Guy Bolton and Metro were named defendants in a \$100,000 plagiarism complaint filed Wednessday (5) in L.A. federal court by Sylvia Kingsley. Action is based on filming of Rosalie.

Complainant alleges that in 1928 she authored Tom Boy Princess, which was produced on stage after she had contracted with McGuire and Bolton to pen libretto, and avers no satisfactory division of profits was ever made. She also asks cut on McGuire-Botton pic deal.

'Madelon' Rolls Again

Hollywood, Jan. 11. Filming on Metro's 'Madelon' wa Filming on Metro's 'Madelon' was resumed yesterday (Monday) with a full cast due to recuperation of Maureen O'Sullivan. Wallace Beery and Frank Morgan also in pic. Director James Whale was forced to shoot around the actress for more than a week!

than a week.

CONTRACTS

CONTRACTS

RKO has inked Allen Lune to long-termor and has set him opposite Joan Fontaine in 'Certified'.

Zac Freedman, New York showman, has borthed with the Edward Small Agency as an associate.

Warners dottedlined Michael Fessier to scribbler termer on strength of the strength of t

Kent Taylor handed new pact at Universal.

Kent Taylor hauded new pact at Universal.

Arthur Morton's hondling of mustal arrangements for Hol Roach's State of the Morton of the Morton of the Morton pickup for another year.

William Gargan drew Universal's nod for three more pictures, with studio permitting him to do three others outside.

Producer Armand Schaefer's option picked up by Republic.

Johnny Mack Brown nabbed by Universal on one pic, plus options, documents.

documents.

Marion Parsonnet had writing contract renewed by Metro for another

TITLE CHANGES

TITLE CHANGES
Hollywood, Jan. II.

'Shanghai Deadline' will be released by 20th-Fox as 'International
Settlement.'
Republic switched 'Dutside Paradise' to 'Love on Approval.'

'Larger Than Life' at Warners has
been retagged 'He Coudn't Say, No.'
Warner's 'Everybody Was Very
Nice' draw 'Love, Honor and Behice' and 'Love, Honor and 'Love

STORY BUYS

Hollywood, Jan. 11.

Bert Hall, flying soldier of fortime, draws. Warners' check for his original. Trapped in Mongalia, Serinan Towe tark the Hall State Company of the Core of the Manuer, by Lee Loeb and Mort Braus, sicked up by Metro.

NEW HOLDOVER CHA

HELD OVER SEATTLE

HELD OVER DETROIT

HELD OVER CINCINNATI

HELD OVER DAYTON SAN FRANCISCO

L. BERNIE SIMONE SIMON E AND BOXOFFICE MUSIC FROM

BOXULFICE MUSIC TROM DARRYL F. ZANUCKI

HELD OVER SYRACUSE

HELD OVER NEW YORK

HELD OVER CHICAGO

HELD OVER LADELPHIA

HELD OVER LOUISVILLE

HELD OVER BALTIMORE

Advance Production Chart

(Continued from page 19)

Davis, Stanley King, Rex Moore, Bernard Punsley, Don Marion, Dorothy Howe.

HOWS.

***DOCTOR RHYTHM.** formerly titled 'THE BADGE OF POLICEMAN O'ROUN' Major Pictures production; produced by Emanuel Cohen; directed by Frank Tuttle, original by O. Henry; streen play by Jo. Swerling and Richard Connell; photographed by Charles Lang. Cast: Bing Crosby, Mary Carlisle Beatrice Lillie, Andy Devine, Laura Hope Crews, Fred Keating, Sterling Holloway, Rufe Davis.

Carlisie, Beatrice Linie, August Devine, Laura 1995. Sterling Molloway, Rufe Davis.

"DEPUTY SHERREF," by Clarence E. Mulford; screen play by Arnold Belgrade; photographed by Russell Raylan. Constitution Boyd, deorge Hayes, Russell Hayden, Charles and Constitution Boyd, deorge Layes, Russell Hayden, Charles and Constitution Boyd, deorge Station, John Beach.

Sutton, Pat O'Brien O'BNOW, general office production; directed by Robert Proty; excreen play by William R. Lipman and Horace McCoy, based on a play by Edgar Wallace; photographed by Theodore Sparkuhl. Cast: Anna May Wong, Gail Patrick, Akim Tamiroff, Lloyd Nolan, Harvey Stephens, Anthony, Quinn, Barlowe Borland, Roscoe Karns, Porter Hall, Hugh Sothern.

May Wong, Gail Patrick, Akim Tamuron, Acoustic May Wong, Gail Patrick, Akim Tamuron, Anthony Quinn, Barlowe Borland, Roscoe Karns, Porter Hall, Hugh Sothern.

"COLLEGE SWING, produced by Lewis E. Gensler; directed by Raöul Walsh; screen play by Walter De Leon and F ancis Martin, based on adaptation by Frederick Hazlitt Brennan of an idea by Ted Lesser; photographed by Victor Milner. Cast: Martin Raye, George Burns and Brasch Allen, Bob Hope, Charles Butterworth, Ben Burns, Lewis and Brasch Florence George, Bet'y Tomber Burns, Walt Kelly, Slate Brothers, Florence George, Bet'y Tomberdage, John Payne, June Ray, St. Brendan's Choristers, Cecil Cunningham, Tulby Marshall, Irving Bacon, Jerry Colonna, Jerry Bergen.

Choristers, Cecil Cunningham, Muly Marsnail, Irving Bason, serty Colonias, Jerry Bergo Drummond's Perill, formerly titled Bullidog Drummond Mond Interferes, general office production; directed by James Hogan; original by H. C. (Sapper) McNiele; photographed by Harry Pischenck. Cast: John Barrymore John Howard, Louise Campbell, Nyda Westman, Reginald Denny, Porter Hall, E. E. Clive, Elizabeth Patterson, Michael Brooke, Halliwell Hobbes, Mathew Boutton.

"HER JUNGLE LOVE, produced ble expet; photographed by Ray Renanham. Cast: Dorothy Lawner Ray Milland J. Carrol Naish, Lynn Owerman, Dorothy Howe, Archie Twitchell, Jonathan Hale, Edward A. Earle.

mannan. Cast. Lorothy Lamour. Ray Milland, J. Carrol Maish, Lynh Owenan, Dorothy Howe, Archie Twitchell, Jonathan Hale, Edward A. Earle.

*BLUEBEARD'S EIGHTH WIFE, produced and directed by Ernst Lubitsch; screen play by Charles Brackett and Billy Wilder; based on play by Alfred Savoir; photographed by Lee Tover. Cast: Claudette Colbert, Gary Cooper, Edward Everett Horton, David Niven, Luis Alberni, Tyler Brooke, Herman Bing.

FROFESSOR BEWARE, produced by Harold Lloyd; directed by Ellott Nugent; original by Francis; and Marion Cockrell. Cast; Harold Lloyd, Pallis Welch, Raymond walburn. Sterling Hollway, London, Pallis Welch, Raymond walburn, Sterling Hollway, London, Pallis Welch, Raymond walburn, Sterling Hollway, London, Pallis Welch, Raymond walburn, Sterling Hollway, London, Clara Blandick.

"STOLEN HEAVEN, general office production; directed by Andrew L. Stone; screen play by Eve Greene and Frederick Jackson, based on a story by Andrew L. Stone. Cast: Gene Raymond, Olympe Bradna, Lloyd Nolan, General Holly Raymond, Cast: Lloyd Nolan, Mary Stone, Porter Hall, Esther Dale, Joseph Sawyer, Ferdinand Gottschalk, Bert Roach, Rolfe Sedan, Hooper Atchley, "Highwax BackErEERS, general office production; directed by Louis King, no story credits available as yet; photographed by Theodore Sparkuhl. Cast: Lloyd Nolan, Mary Carlisle, J. Carrol Naish Harvey, Stephers, Roscoe Karns, Larry Crabbe, Anthony Quinn, Benny Baker, Barlowe Borland.

RKO-Radio

	Number Number	Now it	Balance to Be Placed	Starles in
	of Pix - Com-	Shoot- Cutt	ing Before	Prepara-
Studio	Promised pleted 43 19	ing Roo	ms Cameras 16	tion 15
Condor Soi Lesser	3 1		1	1
David Loew Walt Disney	2 2 1 1	•		
Total	55 23	4.	23	18

Total 55 23 4 5 23 18

Pictures now in the cutting rooms or awaiting previews are:

"HAVING WONDERFUL TIME, produced by Pandro S. Berman; directed by Al Santell; play and screen play by Arthur Kober; photographed by Robert De Grasse. Cast: Ginger Rogers, Douglas Fairbanks, Jr., Richard Red Skelton, Peggy Conklin, Eve Arden, Lucille Ball.

"HAWAII CALLS," produced by Sol Lesser; directed by Eddie Cline; original by Don Blanding; screen play by Wanda Tuchock; photographed by Jack McKenzie. Cast: Bobby Breen, Ned Sparks, Raymond Paige, Pua Lani, Mamo Clark, Irvin S. Cobb, Gloria Holden, Warren Hull, Herbert Rawlinson, Ward Bond.

"DOUBLE DANGER, formerly titled THE PERFECT ALIBI, produced by Maury Cohen directed by Lew Landers; original by Arthur T. Horman; screen play by Horman and J. Robert Ben; photographed by Frank Redmon Cast: Preston Foster, Whitney Bourne, Samuel S. Hinds, Dought Scott, Charley Commenced by Maury Charles, Commenced by Maury Charles, Commenced by Maury Charles, Commenced by Moster Stort, Charles, Commenced by Moster Stort, Charles, Commenced by Robert Sisk; directed by Christy Cabanne; original by Annotani, screen play by Lionel Houser; photographed by Nick Musurcac. Cast: Allan Lane, Joan Woodbury, Bradley Page, Lee Patrick, Gordon Jones, Parkyakarkus.

"RADIO CITY REVELS," produced by Edward Kaufman; directed by Ben

dani, screen play by Lionel Houser; pnotographed by Anda Macha Allan Lane, Joan Woodbury, Bradley Page, Lee Patrick, Gordon Jones, Parkyakarkus.

"RADIO CITY REVELS,' produced by Edward Kaufman; directed by Ben Stoloff; original story by Matt Brooks and Eddie Davis; photographed by Roy Hunt. Cast: Milton Berle, Bob Burns, Jack Oakiev Victor Moore, Helen Broderick, Kenny Baker, Ann Miller, Jane Froman, Parkyakarkus.

RKO-Raddo Pictures Now in Production

"BRINGING UP BABY,' produced by Cliff Reid; directed by Howard Hawks; original by Hagar Wilde; photographed by Russell Metty. Cast: Katharine Hepburn. Cary Grant, Leona Roberts. George Irving, Charles, Ruigeles, May Robson, Barry Fitzgerald, Walter Catlett, Fritz Feld.

"THE JOY OF LOVING,' produced by Felix Young; directed by Tay Garnett, original story and lyrics by Herbert and Dorothy Fields; screen play by Gene Towne and Graham Baker; score by Jerome Kern; photographed by Joseph Walker. Cast: Irene Duine, Douglas Fairbanks, Jr., Alice Brady, Guy Kibbee, Lucille Ball, Jean-Dixon.

"VIVACIOUS LADY,' produced by Pandro S. Bernam; directed by George Steyens; screen play by Anne Morrison Chapin and Kay Van Riper from novel by I. R. Wylie, Cast Ginger Rogers, James Stewart, James Ellison, Fay Bainter, Donald Crisp. Virginia Weidler, Jack Carson, Phyllis Kennedy, Spencer Charters, Ray Mayer, Maude Eburne, Floyd Shackleford, alc. Craig.

"ERRIFIED,' produced by Robert Sisk; directed by Ben Holmes; screen

"CERTIFIED, produced by Robert Sisk; directed by Bon Holmes; sc 'CERTIFIED, produced by Robert Sisk; directed by Bon Holmes; sc lay by Bort-Granet; original by Willoughby Speyors; photographe rank Rodman, Cast; Joan Fontaine, "Allan Lane Vicki Lester, Billy crt, Gordon Jones, Richard Lane, Frank M. Thomas.

Republic

(A) 与 升工器 与LYY的建筑	Carle Port	Now Ba	lance to	1,414,5
Number Number	Now		Placed	
of Pix Com-	Shoot-		Before	
Promised pleted	ing	Rooms	Cameras	tion
52 12	2 - 1	8	31	24

Total 52 12 1 8 31 24

Pictures now in the cutting rooms awaiting preview are:

THE DUKE COMES BACK: produced by Herman Schlem: directed by Iving Pichel Satevpost story by Lucien Carey: screen play by Adele Buffington, Cast: Alian Lane. Heather Angel, Geneviewe Tobin, Joseph Crehan, John Russell, Chick Chandler, Selmer Jackson:

"ZORRO RIDES AGAIN," (serial) produced by Sol Siegel; directed by William Witney and Jack English; original sperce play by Johnson McCauley, Cast: Dunean. Renaldo, John Carroll, Elsa Christian, Richard Alexander, Roger William, Red Howes.

"WILD HORSE MODEO: produced by Sol Siegel; directed by George Sherman; original by Gilbert Wright; screen play by Betty Burbridge. Cast: Bob Livingstone, Max Terhune, Ray Corrigan.

"OUTSIDE OF PARADISE, produced by Harry Sauber; directed by John Auer; original by Harry Sauber; screen play by Sauber; photographed by Jack Marta. Cast: Phil Regan, Dorothy McNulty, Bert Gordon, Ruth-Coleman, Joe E. Marks, Cliff Nazarro, Lynd Hays, Renie Riano, Mary Forbes, Holmes Herbert. Produced by Sol Siegel; directed by Joe Kane, Original by Bernard McCrowille, screen play by Charles Francis Royal and Oliver Drake; photographed by Ernie Miller. Cast: Gene Autry, Smiles Burnette, Colorado Hill Billies, Helen Vallis; Sammy McKim, Earl Hodgies, Jack Rockwell, Raphael Bennett-Frankie Marvin. Buck Spencer. "THE LONE RANGER," (serial) produced by Sol Siegel; directed by William Witney and Jack English; screen play by Barry Shipman, Franklin Adrian, Ronald Davidson and Lois Eby; from radio serial-of same title; photographed by William Nobles. Cast: Lee Powell, Herman Brix, Hallaliaerro, George Lciz, Lynn Roberts, Lane Chandler, Chief Thundercloud, Edmund Cobb. Tom London, John Merton, Charles King.

"THE PURPLE VIGILANTES: produced by Sol Siegel; directed by Milles Shehman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller Scheman, screen play by Betty Burbridge; photographed by Emic Miller

Frank O'Connor, Edward Cassing, Du Fairly, East Dancy, Frankle Marvin,

"BORN TO BE WILD," produced by Harold Shumate; directed by Joe Kane; original screen play by Nathaniel West; photographed by Jack Marta. Cast: Ralph Byrd, Doris Weston, Ward Bond, Charles Williams, Robert Emmett Keane, Frank Darien, Lew Kelly.

Republic Pix Now in Production

Republic Fix Now in Production

"HOLLYWOOD STADIUM, produced by Armand Schaefer; directed by
David Howard, screen play by Darriell and Stewart McGowan; original
story by Stuart Falmer; photographed by Ernie Miller. Cast: Neil Hamilton, Evelyn Venable, Barbara Pepper, Smiley Burnette, Jimmy Wallington,
Charles Williams, James Spottswood.

20th Century-Fox

	The second second	200			100
A POST MARKET TO	ABC 155%。 中央	Victor Walter	Now Bal	ance to	200
	Number N	umber Now			
. To # 1 . WA .	of Pix	Com- Shoot	- Cutting E	efore Prep	ara-
	Promised	pleted ing	Rooms C	ameras tie	m
Studio	52	24 5	4	19	6
Sol Lesser	6	3 0	1	2	2
oder Tr.			* * ** *** ***	-	- 13
Total	. 58	27 5	5	21	8
1 (a) 1 (b) 1 (c) 1 (d)	the same of the same	The state of the s	the same of the same	1 1 1 1 1 1 1 1 1 1	

Pictures in the cutting rooms or awaiting previews are:

Pictures in the cutting rooms or awaiting previews are:

**REBECOA OF SUNNYBROOK FARM.' produced by Raymond Griffith,
directed by Alan Dwan; songs by Lew Pollack and Sidney Mitchell; Mack
Gordon and Harry Revel; Sam Pokrass and Jack Yellen; Raymond Scott,
screen play by Karl Tunberg and Don Ettlinger; suggested by the Kate
Douglas Wiggin story; photographed by Arhur Miller. Cast: Shirley
Temple, Gloria Stuart, Randolph Scott, Jack Haley, Helen Westley, Alan
Dinehart, Phyllis Brooks, William Demarest, Slim Summerville, Raymond
Scott Quintet, Bill Robinson, Dixie Dunbar, The Peters Sisters, J. Edward
Brombergs, Paul Hurst.

"HAWAIIAN BUCKAROO." produced by Sol Lesser; directed by Ray Taylor; original story by Harold Bell Wright; screen play by Dan Jarrett, photographed by Allan Thompson. Cast: Smith Ballew, Evalyn Knapp, Benny Burt, Harry Woods, George Regas, Pat O'Brien.

Benny Burt, Harry Woods, George Regas, Pat O'Brien.

"HAPPY LANDING,' formerly titled "HAPPY ENDING,' produced by Dave Hempstead; directed by Roy Del Ruth; original screen play by Milton Sperling and Boris Ingster; photographed by John Mescal, Cast. Sonja Henie, Don Ameche, Jean Hersholt, Ethel Merman, Cesare Romero, Leah Ray, Raymond Scott Quintet, the Peters Sisters, the Condos Brothers, Billy Gilbert, Wally Vermon.

Ray Raymond Scott Quintet, the Peters Sisters, the Condos Brothers, Billy Gilbert, Wally Verron.

SALLY, REENE AND MARY, produced by Gene Markey; directed by William Seiter; from play by Edward Dowling and Agnes Wodge, original ground of the Condon Structure of the Cond

writing credits as yet; photographed by Edward Cronjager. Cast; Jane Withers, Borrah Minevitch, Rochelle Hudson, Steffl Duna, Robert Wilcox, Paul Stanton.

THE BARONESS AND THE BUTLER, produced by Raymond Griffith; directed by Walter Lang, screen play by Sam Hellman, Lamar Trotti and Kathryn Scola; based on play by Ladislaus Bus-Fekete; photographed by Robert Pianck: Cast: Annabella, William Powell, Henry Stephenson, Gregory Ratoff, Helen Westley, Joseph Schildkraut, J. Edward Bromberg, Lynn Bari, Nigel Bruce.

'JOSETTE, produced by Gene Markey; directed by Allan Dwan; based on play by Paul Frank and Georg Fraser; from story by Ladislaus Vadmai, photographed by John Mescali. Cast: Simone Simon, Don Ameche, Robert Young, Bert Lahr, Joan Davis, Tala Birell, Paul Hurst, Jayne Regan, Lillian Forter, Paul Met Vey, Zeffie Tilbury.

JUNETTE, Produced by Gene Markey: Cast: Simone Simon, Don Ameche, Robert Young, Bert Lahr, Joan Davis, Tala Birell, Paul Hurst, Jayne Regan, Michael Whalen, De Wolf, original story titled 'SIX GBLS,' produced by Kurst De Wolf, original story by Mark Hellinger, photographed by Virgil Miller. Cast: Claire Trevor. Phyllis Brooks, Divis Dunbar, Leah Ray, Lynn Bari, Jayne Regan, Michael Whalen, Thomas Beck, Douglas Fowley, Robert Kellard, William Benedict, Joan Carol.

'KIDNAPPED, produced by Kenneth Macgowan; directed by Otto L. Preminger; no writing credits as yet available. Cast: Warner Baxter, Arleen Whelan, Freddic Bartholomew, John Carradine, Leon Ames, Robert Allen, Miles Mander. E. E. Clive, Donald Haines, Ralph Forbes, Elsa Buchanan, Billy Bevan, Moroni Olson.

United Artists

Ľ		Now Balance to	A 2 1 MIL.
'n	Number Number Now	in Be Placed S	tories lu
	of Pix Com- Shoot-	Cutting Before F	repara-
1	Promised pleted ing	Rooms Cameras	tion
	Samuel Goldwyn 6 3 0	2 1	6
	Alexander Korda. 6 0 0	0 6	6
ì	Seiznick 5 2 0	1 2	4
•	Walter Wanger 8 2 0	1. 1 Table 1 . 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	5
:	Chaplin 1 0 0	0 1	- 1
	London Films 8 1 0	0 7	. 8
2			-4
١	matel 91 0	4 22	20

Pictures now in the cutting rooms awaiting previews are:

Pictures now in the cutting rooms awaiting previews are:

"I MET MY LOVE AGAIN, produced by Walter Wanger; directed by Arthur-Ripley and Joshua Logan, screen play by David Hortz from novel by Allene Corliss; photographed by Hal Mohr. Cast. Joan Bennett, Henry Fonda; Dame May Whitty, Alan Marshall, Louise Platt Alan Baxter, Tun Holt, Dorothy Stickney, Florence Lake, Genee Hall, Alice Cavenna.

"THE ADVENTURES OF MARCO POLO," produced by Samuel Goldwyn, directed by Archie Mayo; screen play by Robert Emmett Sherwood; photographed by Rudolf Maite and Archie Stout, Cast. Gary Cooper, Sigrid Gurle, Einest Truck, Binnie Barnes, Bazil Rathbone, George Barbier, Lotus Lie Ferlinand Coltschile. Tom SawyErs, produced by David O. Selz-lick; irected by Norman Taurog, screen play by John V. A. Weaver, from story by Walter Twain; photographed by James Wong Howe and Wilfred Cline. Cast: Tommy Kelly, Jackie Moran May Robson, Walter Brennan Ann Gillis, Victor Jory, Mickey Rentchier, Cora Sue Gollins, Charles Richman. Soring Byington, David Holt, Marcia Mae Jones, Margaret Hamilton, Philip Hurtie, Erville Alderson, Donald Meek, Nana Bryant, Victor Killan, Frank McGlynn, St.

"THE GOLDWN'N FOLLIES, 'nroduced by Samuel Goldwyn; directed by George Marshall; photography by Gregg Toland; original screen play by Ben Hecht. Cast. Kenny Bake, Vinglina Verrill, Adolphe Menjout, the Ritter Brothers, Helen Jepson, Charles Kullmann, Phil Baker, Edgar Bergen (Continued on page 23)

Incorporations

NEW YORK

MEW LORK
Mbany,
Manhattan, then Lifehya,
emblut stock, 2,100 phares; 2,000
h, no. phir Make.
Herefore, 1,000
dunn, Solo in trayer, Mario Gontt, 1279 Sixth hydrox, New York,
hdth & Halverin, same address, lilly

Art Theatre, Inc., Manhattan; business; capital stock, 200 ties 234 Theratiwa, New York, Roslys and, 39-16 19-9 street, Forman, Mattee Aguanna, 7110 2184 avoutte, Brooklyn, and the State of the

class & Warren. (James, 1618,

Bernard A. Hal-im. 1376 Sixth avenue. New York.
Chusenshore. Theatre. Inc., Kings.
White. Directors and the property of the state of th

illount Radio Registry, Ltd., Mann; print and publish directories of piersonalities; cupilal stock, \$1,000 par value. Directors: John C. 416 Lexington avenue; Gertrude oncoy and Mary K. Stratman, 22 E. street. New York.

The Art Value. The Proposition of the Control of th

ine circuit. Inc., Glaversvinc, mea-cra?

svulcade Pictures, Inc., New York;
lon pictures, count of pictures; canital
k, 31.000; 310 nar. value. Directors;
ert A. Cunco, Josenh F. Shead, Joh
orbott, 119 John atrock, New York;
enlors Operating Cupp., Manhatton;
ling machine business; capital, stock,
abress; no par youte. Directors;

Change of Capital

York, from 10 shares, or open value, to 25 liberts, npm value, to 25 liberts, npm value, to 25 liberts, npm value, to 26 liberts, npm value, to 10 liberts, npm value, to 110 liberts, npm value, npm value, to 1112,400-63,40 shares, 110 npm value, to 1112,400-63,40 shares, 110 liberts, npm value, to 112,500 shares, 110 par value, to 112,500 shares, 11 par value. Memberships

Protective Ass'n, Inc. (Maloney oyle, 16 Court street, Brooklyn, filing (10they.) Negro Actors Guild of America, Inc. S. S. Peinstein, 1560 Broadway, filing

S. S. Pennstein, towe (jorney.) Vanctured Theatre, Inc., Society for Altvancement of Young their than The Celled by H. Secon, 11 V. Annahest New York, D. Secon, 11 V. Annahest New York, D. Statement and Designation

RKO Orpheum Corp., Baltimore, Md.; hedding company; cacidal stock, 683 sharex no par, value. New York, office, 1270 Sixth ayenue; A. E. Roach, vice-prasident; Change of Name

Empire Sound Corp., New York, to men Rudlo Products, Inc.

Dissolutions Theatre Sites, Inc., Kings, Exyst Theatrical Productions, Inc., iv York Benedicast Pictures, Inc., New York, Ninth Avenue: Ellin Bulhling Corp., w York

Varsity Theatre Carp., Buffalo. Adled Radio & Televisio Corp., New

CALIFORNIA

Mollywords' Farmous Day, The Section of the Control of the Control

TEXAS

Jaredh Bremleisting Co., Larvier radio bresidessiling; capillal stock, 15,000. In-bert M. Guilberge and Sprint B. Vo., Ber M. Guilberge and Sprint B. Vo., Houston Pat Stock, Ruden and Horse Show Assay; cubic quartir stock, 15,000. Los auf W. B. Warren.



Another Year! Another Ten Best! Another Victory for M-G-M!

The industry expects it, because it always happens! The Film Daily Annual poll for the year's Ten Best Pictures results in M-G-M leading all companies again. Three M-G-M pictures ("Good Earth", "Captains Courageous", "Romeo and Juliet") established M-G-M victory in the vote of hundreds of critics. It is an honor for Metro-Goldwyn-Mayer to receive this nationwide tribute but we share it with M-G-M exhibitors whose faith and support make possible M-G-M quality entertainments.

Advance Production Chart

(Continued from page 21)

and Charlie McCarthy, Zorina, Bobby Clar', Ella Logan, William Dollar, George Balanchine's American Ballet, Andrea Leeds.

Universal

Number Number
of Pix ComPromised pleted in Be Placed Stories in Cutting Before Preparaing Rooms Cameras tion
7 22 11

Pictures in the cutting rooms or awaiting previews:

Pictures in the cutting rooms or awaiting previews:

'SINGING OUTLAW,' formerly titled 'RENEGADE WRANGLERS,' produced by Trem Carr, directed by Joe Lewis; original screen play by Harry

O. Hoyt; photographed by Virgil Miller. Cast: Bob Baker, Joan Barclay,

Fuzzy Knight.

'THE JURY'S SECRET,' formerly titled 'DEADLOCKED,' formerly titled

MORE THAN LOVE,' produced by Edmund Grainger, directed by 'Iteled

MORE THAN LOVE, produced by Edmund Grainger, directed by The Stoman Street Cole and Newman

Stoman Street Cole and Newman

First Leiber, Granville Bates, Leonard Mudie, Bert Roach, Virginia Sale,

Lillian Elliott, John Miller, Henry Hunter.

'THE BLACK DOLL' produced by Larry Fox and Irving Starr; directed

'THE BLACK DOLL' produced by Larry Fox and Irving Starr; directed

Fritz Leiber, 4ranville Bates, Leonard Mudie, Bert Roaen, Virginia Sale, Lillian Elliott, John Miller, Henry Hunter.

'THE BLACK DOLL,' produced by Larry Fox and Irving Starr; directed by Oiis Garrett; screen play by Robertson White from novel by William Edward Hayes: photographed by Ira Morgan. Cast: Donald Woods, Nan Grey, Edgar Kennedy, C. Henry Gordon, John Wray, Doris Lloyd, Addison Richards, William Lundigan.

'FLASH GORDON'S The TO MARS' (serial) produced by Barney, FLASH GORDON'S TO BEED and Robert Mill: original screen play by Sarving the Norman S. Hall and Herb Dalmis, based on syndicated cartion string photographed by Jerry Ash. Cast: Larry "Buster Crabbe, Jean Rogers, Frank Shannon, Charles Middleton, Donald Kerr, Beatrice Roberts Dick Alexander.

'BORDER WOLVES,' produced by Trem Carr: directed by Joseph H. Lewis; story and screen play by Norton S. Parker; photographed by Harry Neumann. Cast: Bob Baker, Connie Moore, Fuzzy Knight, Dickie Jones, Willie Fung, Glenn Strange, Frank Campeau, Oscar O'Shea, Ed Cassidy, Jack Montgomery, Dick Dorrell, Arthur Van Slyke, Frank Ellis.

'MOUNTAINS ARE MY KINGDOM,' produced by Henry MacRae:

MOUNTAINS ARE MY KINGDOM, produced by Henry MacRae; directed by Wyndham Gittens; screen play by Eliot Gibbons from novel by Stuart Hardy; photographed by Ellwood Bredcil. Cast: Noah Beery, Jr., Frances Robinson, Fred Kohler, Sr.; Robert Barrat, Alonzo Price, William

directed by Stuart Hardy; photographed by Entroder Barrat, Alonzo fine, Frances Robinson, Fred Kohler, Sr.; Robert Barrat, Alonzo fine, Lundigam Lundigam (Lundigam Landigam) and Lundigam (Lundigam) and Lundigam) and Lundigam (Lundigam) and Lundigam (

Universal Pic Now in Production

"MAD ABOUT MUSIC," produced by Joe Pasternak; directed by Norman
Tautog; original story by Marcella Burke and Frederick Kohner; screen
play by Bruce Manning and Felix Jackson; photographed by Joseph
Valentine. Cast: Deanna Durbin, Herbert Marshall, Arthur Treacher,
Christian Rub. Jackie Moran, Marcia Mae Jones, Nana Bryant, Elizabeth
Risdon, Helen Parrish, Joan Tree, Martha O'Driscoll.

"THE CRIME OF DE HALLETT, produced by Edmund Grainger; directed by S. Sylvan Simon, screen play by Lester Cole and Brown Holmes
en. Cast: Ralph Bellamy, William Gargan, Barbara Read, Charles Stevens, John King.

Warners

Number : umber of Pix Com-of Pix Com-Promised pleted in Be Placed Stories in Beoms Camera tion 60 26 5 11 18 22

Pictures in the cutting rooms or awaiting previews are:

"PATIENT IN ROOM 18." produced by Bryan Foy, directed by Bobby Connolly; original screen play by Mignon Eberhart; photographed by James Van Trees. Cast: Ann Sheridap, Patric Knowles, Vicki Lester, Edward McWade.

McWade.

"ACCIDENTS WILL HAPPEN," produced by Bryan Foy; directed by William Clemens, original screen play by George Bricker, Authony Coldeway and Morton Grant; photographed by Bob Ross. Cast: Ronaid Reagan, Gloria Blondell, Addison Richards, Hugh O'Connell, Dick Purcell, Sheila Bromley

william Clemens, original screen play by George Bricker, Anthony Coldeway and Morton Grant; photographed by Bob Ross. Cast: Ronald Reagan, Gloria Blondell, Addison Richards, Hugh O'Connell, Dick Purcell, Shella Bromley.

"WOMEN. ARE LIKE THAT. formerly titled 'THIS WOMAN IS DAY, GEROUS,' and 'RETURN KROM LIMBO,' produced by Robert Lord, directed by Connell, Dick Purcell, Shella Bromley.

"GEROUS,' and 'RETURN KROM LIMBO,' produced by Robert Lord, directed by Connell, Shella Livox. Cast: As green by the Connell of the Connell

Add: Title Changes

London. Considering the title would be meaningless to the locals, Paramount retagged 'Wells Fargo' and put it into the Carlton as 'The March of a Nation.' Then discovered that was the name of a novel, so reverted to the original term. the original tag.

me original tag.
Since the public here has been fed on westerns for many years it's figured they'll understand the significance of the title anyway,

U Concentrates H.O. Quarters on 3 Floors

Home offices of Universal in RCA building, N. Y., are being concenbullong, N. 1. are being concentrated on the 10th, 11th and 12th floors, with exploitation and advertising moved into a compact division on 12th level under John Toscph, reon the level under John Joseph, re-cently named publicity-ad head. David Lipton, new publicity chief, and Harry Ormiston, elevated re-cently to exploitation head, have of-fices alongside his. Newsreel editorial department, for-merly housed on the 8th this

merly housed on the 9th, this week moved full staff to the 11th

N. W. Allied at Its Annual Conv. Jan. 31 Hopes to Curb Dual Films

Honor Ted O'Shea

Buffalo Jan 11. E. K. (Ted) O'Shea, new MG eastern sales manager, will be given eastern saies manager, will be given a testimonial dinner at the Hotel Statler on Jan. 31 by Western New York exhibitor groups in conjunction with the local Variety Club. O'Shea was Buffalo branch manager for MG for 20 years.

Ralph W Maw, his successor, and home office officials, will be guests of honor. Arrangements are in

of honor, Arrangements are in charge of Charles Hayman of Ni-agara Falls and Buffalo, John Nolan McFaul of the Shea Amusen Company and Meyer Schine Gloversville. Commerford circuit, Vincent

floor, only the non-theatrical depart ment remaining on the 9th. No more office space is used on the 7th and on the 9th, with this sole exception. Minncapolis, Jan. 11.
The fate of double features in this territory is expected to be decided when Northwest Allted States holds its annual convention here Jan. 31-Feb. 2. At that time, it has been indicated that independent exhibitors will be called upon to agree to lay off the twin bills entirely or to lay off the twin bills entirely or to limit them to one of their weekly changes. Failing in this, prospects are that the sky will be the limit as far as double-featuring is concerned.

Throughout the territory the twin

ecrned.

Throughout the territory the twin bills have been spreading in spite of the fact that the Twin City portion of the organization is on record against them. Now President W. A. Steffes says he wants a shoudown, He feels there should be something ak in a uniform procedure in the matter so that one situation will have no advantage over their close proximity.

have no advantage over ther close proximity.

Twin City independents have adhered to their stand not to double-feature, even though Publix inaugurated the policy in two Minnerrolis and two St. Paul downtown houses. John J. Friedl, Publix general manager, says that the policy will be continued in these houses, but that there are no present plans to extend it. So far Publix has been only ioning B or lower classification pictures.

At the Minncapolis convention the indies also will decide whether they should go ahead with their fight for theatre divorcement, and a chain theatre tax in Minnesota.

Inside Stuff—Pictures

Senator William Gibbs McAdoo turned film pross agent again last week, teaming with Governor Frank Merriam of California to help exploit 'Wells Fargo.' Political duo aided by calling attention to the speed with with communications now can be transmitted across the country via airplane. Emphasizing the contrast between 1938 and the gold-rush period, Gov. Merriam sent his greetings to the solon in one of the original pouches carried by the pony express riders, trip requiring only 16 hours. Ballyhoo was emphasized by governor's remark that pic 'is a fitting commemoration to those persons who took such an important part in the progress of California.'

ress of California.

Customary 60 and 90-day protection usually accorded two-a-day road show pictures after playing the Carthay Circle theatre in Los Angeles, is being broken to 30 days for Samuel Goldwyn's 'Hurricane.' Opus concluded a six and a half weeks' run at the Circle Dec. 10, and will break for its regular-admission theatre runs at Warners Hollywood and Downtown theatres in Los Angeles Jan. 20. Arrangement is mutual with Goldwyn agreeing with Fox West Coast, RKO and Walt Disney to close the 'Hurricaner' run ahead of the holidays to enable Walt Disney to Close the 'Hurricaner' run ahead of the holidays to enable Walt Disney to Snow White and the Seven Dwarfs' to open at the Circle before Christmas.

A \$250,000 action brought by Henry H. Frieder and Henry R. Grossman, operators of three theatres in Hudson, against Seteros D. Cocalis and the Ogden Operating Corp., has been dismissed by Supreme Court Justice Francis Bergan, of Albany, along with an application for an injunction restraining Cocalis and the company from constructing a new theatre there. Plaintiffs claimed that Cocalis entered into an agreement last year that he would not compete with them in the theatre business in Hudson. Cocalis, in his answer, contended that the plaintiffs had breached the contract and therefore voided the agreement.

David O. Selznick has even invaded the White House kitchen in his

David O. Seiznick has even invaded the White House kitchen in his player scarch for 'Gone With the Wind.'
Elizabeth McDuffie, colored, tested for the role of 'Mammy,' is a ecok in the executive mansion, and is reputed to have been urged by Mrs. Roosevelt to seek a screen career after she attracted the First Lady's attention while emoting in theatricals staged by the White House staff. Even though Liz fails to pass inspection by studio bosses, Selznick has already copped valuable page one publicity.

Censorship board of Massachusetts was only scissor outfit to take a nip out of Warners short, 'The Man Without a Country,' despite earlier qualms of Hays code chiefs. Deletion hit line, 'Damn the United States,' which Hays experts hesitatingly passed because it was statement that led to the victim's banishment, a matter of history and the movitating point of the yarn. The National Society of New England women had given its approval to the uncut film, as had 28 other patriotic organizations.

Report that the Motion Picture Producers & Distributors of America asked Paramount to change its teaser trailer on the West picture, Every Day's a Holiday, is denied by the ho. Claimed that Par itself cut out the opening of the trailer, built around France paying the war debt, because a subsequent idea around the Stalue of Liberty was considered more described. desirable,

A night club engagement for Judith Allen from fi'ns is out because A night club engagement for Judith Allen from hinds is out because Monogram can't spare her at this time. Although she had made arrangements to go into the Yacht Club, Chicago, following completion of "Telephone Operator," Mono dickered with the club to postbone her date until after one more picture had been done, 'Port of Missing Girls.' That may put Miss Allen in the Chicago nitery around Feb. 1.

Joe Louis, heavyweight champ, will make a personal appearance at the Lincoln, Washington, opening day of, his picture, 'Spirit of Youth,' recently completed in New York and taken for distribution by Grand National. Premiere on an extended run engagement is Jan. 20. Picture hās an all-leoloped cast.

Warners has an all-lime high in pictures being edited for release, 22 currently going through the mill. Films will all be released between now and April 15.

PAR'S TIME SHEETS

Innovation For Picture Companies— Chiefs Needn't Punch Clocks.

An innovation in picture companies will be the weekly tabulation of time sheets for all departments at the Paramount home office, plus resorts from every employee in each department detailing exact duties performed. While chiefs of each department will not report the time they put in on the job, it is expected that they will observe the hours under the Paramount policy and see to it that each person working under them will be properly recorded on time spent at their tasks.

Move-toward installation of time sheets, not aimed at minor workers

Move toward installation or time sheets, not aimed at minor workers who punch the regulation time clocks, in addition to a check on duties performed, is revolutionary but may be designed in an effort to effect better organization as well as to obtain a clearer nicture as to effect better organization as well as to obtain a clearer picture as to whether any departments are top-heavy on personnel in view of duties performed. The time sheets and duty reports, also, would indicate whether anyone was soldiering on the job and what persons were accomplishing more than others.

An index to time spent at work and duties involved might also serve as a guide against the payroll, whether increases are merited, etc.

Fort Wayne Really Goes To Town for Miss Lombard

To Town for Miss Lombard
Fort Wayne, Jan. 11.
Fort Wayne homaged Carole Lombard on New Year's Day when a plaque was placed on the actress birthplace at 704. Rockhill street. Several hundred persons attended the ceremonics. Mayor Harry W. Baals presented the bronze tablet, in behalf of the Cily of Fort Wayne. The plaque reads, 'In this house on Oct. 6, 1908, was born Jane Alice Peters, daughter of Federick C. and Elizabeth Knight Peters. She took the professional name of Carole Lombard and became one of the most important figures in the motion picture industry.

most important figures in the motion picture industry.

Erected by the City of Fort Wayne, Indiana, under the direction of Mayor Harry W. Baals, Jan. 1, 1938, on the occasion of her appearance in David O. Selraick's Technicolor production, Nothing Sacred.'

A. G. Callin, west coast representative of United Artists, was in the city for the ceremonics.

MORRIS DOFFS MANAGER

Hollywood, Jan. 11.
Glenn Morris, Olympic champ
turned film actor, has effected release from a lant-term managerial
contract with Ethlic Mayo.
Judge Lester W. Roth, acting for
Morris, handed Mayo a cash settlement.

THERE IS A NEW NAME THAT MEANS "BOX OFFICE INSURANCE" TO EVERY EXHIBITOR

THIS page is an announcement—and a dedication

It is addressed to the motion picture exhibitors of America.

It announces a new organization in the field of service to the nation's exhibitors.

It dedicates itself to a broader and more complete conception of technical service than the exhibitor has known in the past. It aims to be a vital element in "box office insurance"— "that your theatre may never be dark"...

Altec Service Corporation dares to make so sweeping a self-dedication because Altec, although a new and wholly independent arganization, soundly organized, soundly fi-

nanced and soundly manned, is at the same time a mature, seasoned organization, backed by ten years' experience in the field.

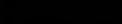
Altec embarks on its independent career with the integrated knowledge and capacity for team play of picked men from the engineering, sales and service staffs of Electrical Research Products, Inc., and still enjoys the cooperation of Bell Telephone Laboratories, as well as the full resources in the field, in men and materiel, established by Electrical Research Products, Inc.

Altec Service Corporation, alert, alive, aggressive, will do everything in its power to deserve, to secure and to maintain, the esteem and the good will of the exhibitors of America

it is ALTEC

SERVICE CORPORATION

MAY



Indies in New York in New Move To Do Away with the Giveaways; Sundry Nat'l Laws to Curb Banko

New move is under way by independent forces in New York City to eliminate giveaways. But this time, apparently, Loew's and RKO circuits are going to wait to be shown that all indies are definitely agreed before they withdraw so-called games and prize giving. As far as the major circuits can learn, independent exhibitors in N. Y. would be willing to have the two biggest chains discontinue all giveaways while they continue them.

Loew and RKO agreed to eliminate

to have the two biggest chains discontinue all giveaways while they
continue them.

Loew and RKO agreed to eliminate
such contests when independent exhibitor interests signified their group
would also quit them. Understanding
then was that while only part of the
indies were lined up, the proponents
would get the others to stop. After
trying the experiment for nearly six
months, Loew's and RKO resumed
giveaway nights when they found
numerous independent exhibitors
continuing as usual. Now virtually
all Loew and RKO houses, excepting
first-runs, employ them. Most are
used to bolster business on off-nights.

Independents figure that the giveaways are their sole added means
of attracting business with product
layed after major opposition houses
have had them: But thus far the only
way they have been able to outdo
the bigger circuits in the matter of
prizes is in holding giveaway nights
nearly all week.

Major officials said this week that
the present move to do away with
contests apparently is doomed to failure unless assurances can be given
that independent group will cooperate.

York, Pa., Jan. 11.

With bank night punishing chain houses in the Hanover-Getysburg territory no little, a truce was worked out between Warner Bros and indies whereby the all-day banko will be cut out first of the year. All houses which are not used. the givaway will continue in evenings only of regular bank

the evenings only of regular bank nights.

All day bank it was found made bookies out of everyone, from the fireman to the manager, with one aud all out gathering in the coin. In one small town house where the matinee usually ran between \$25 and \$50, the hard working staff kicked it up to over \$300. But the coin was going to the fellows who had both time and freedom to get out and put on a sales campaign.

Bank night; carefully confined to bush towns through this section of Pennsylvania, found their way into the bigger towns during the part week via the indie avenue.

First Pank Night even held here attracted by J. William Richley. Draw was so satisfactory that house has it set as weekly policy.

Several Goldman houses in smaller towns nearb, have been operating bank nights for the reserved.

Several Godman houses in smaller towns nearb, have been operating bank nights for the past several months and in each instance Warners has been quick to follow suit. This leads operators to believe a giveaway war may be in the offing.

Newark, O., Jan. 11 Frank King, manager of Shea's Midland, and his assistant, Joseph Hackenberry, were acquitted by a jury here on charge of violating an anti-gambling order for bank night

Des Moines, Jan. 11.

The county attorneys of Iowa are against bank night. At the closing session of the organization's 10th annual meeting here they went on record favoring a state legislative act to prohibit 'bank night and all other trade schemes and so-called gift enterprises.' They requested that the attorney general draft such a bill and propose it to the 48th general assembly for enactment.

The resolution said in part, 'We believe that the bank night scheme has a demoralizing effect upon the public and that it encourages a spirit of gambling; that it tends to break down the enforcement of laws against other forms of lottery and

down the enforcement of laws against other forms of lottery and gambling and that it tends to embarrass county attorneys in the enforcement of laws against lotteries and gambling."

Father Meets Father

Hollywood, Jan. 11.
Routine of the minister's son who turned out to be a roue has grown rusty with its irony, through the years. Ditto for the life of Just as lived in Hollywood.
So to see a priest who was the son of an actor say mass and give his father holy communion was a surprise even for Hollywood.
Priest was Father Thomas M. McGlynn, of the Dominican Order, saying mass, at the

Order, saying mass at the Blessed Sacrament Catholic Church Hollywood. Actor was his father, Frank

McGlynn, famous for the role of Lincoln in any pic demand-ing a portrait of the Great Emancipator.

BUTTERFIELD'S 102 HOUSES

Detroit, Jan. 11.

Detroit, Jan. 11.

Butterfield Michigan circuit has acquired-two new theatres in state, raising to 102 the number of houses it now operates in Michigan.

Latest additions are the Silver Theatre, Greenville, and the Wealthy, Grand Rapids, the acquisitions marking the passing from show biz of two vet operators, Bert C. Silver of Greenville, and Oscar Varneau, Grand Rapids.

Grand Rapids.
Butterfield will also construct a
1,200-seaf spot in Grand Rapids's
southside, work to start immediately
and to be finished by next September. Two new Butterfield houses,
in Monroe and Manistee, are to be opened this month.

SHERIDAN-BOGART TEAMED

And Sheridan and Humphroy Bo-gart will be developed as screen's newest romantic team by Warner Brothers, with Torchy in Panama' set as their baptismal vehicle, George Bricker is scripting.

AT LONG LAST

AT LONG LAST
Holly wood, Jan. 11.
20th-Fox will send Four Men and
a Prayer' before cameras Jan. 17
after a year's delay due to casting
difficulties. Four name tops finally
set are George Sanders, Reginald
Denny, William Henry and David
Niven, with Loretta Young as femme
interest

John Ford has drawn directorial task.

when it voted to pass an ordinance banning bank night and other give-aways on the first reading. On the second reading the bill lost 4 to 2. The bill was passed unanimously on the initial try.

St. Louis, Jan. 11.

With a kitty of \$295 ready for distribution to the winner of bank night and screeno, the management of the Strand, St. Charles, Mo, near here, announced last week it would discontinue these practices because of the recent adverse ruling of the Missouri supreme court.

Boos and catcalls greeted the announcement but the management held firm rather than take the risk of a penientiary term for violation of the ruling which held these bo, stimulants are a form of lottery and come within the scope of the felony statutes of the state. St. Louis, Jan. 11

Sacramento, Jan. 11. What steps City Manager James S. What steps City Manager James S, Dean will take to halt operation by theatres of bank nights and games will depend upon an opinion now being drafted by the city attorney, to whom Dean has submitted evidence gathered by police.

Investigation had its inception when U. S. Webb state attorney general, ruled theatre gives ways were

Casper, Wyo., Jan. 11.

The city council backed up on its illegal & asked nunicipal authorbank night stand taken a week ago ities to clamp down the ban.

G-B Subsid Files 2 Big Patent Suits Vs. U. S. Cos.

PICTURES

British Acoustic Films, Ltd., wholly-owned subsid of Gaumont-British, filed two suits reputedly involving more than \$10,000,000 against RCA. Manufacturing Co., and Electrical Research Products, Inc., Monday (10) in U. S. district court. Witmington, Del.

Bill-of combiaint, based on two patents, basically involve sound head devices for feeding acoustic film at constant speed. One patent, the plaintiff charges, was issued by U. S. Patent Office to Arnold Poulsen and Axel Carl Georg Petersen in 1926, while the other was, issued to Poulsen by same office in 1935. Claim that patents subsequently were as that patents subsequently were as-signed to British Acoustic Films for manufacture and distribution

manufacture and distribution.
District court was asked to enjoin
RCA and ERPI from manufacturing
and distributing motion pictures
cound equipment on the ground that
this would infringe on British Acous-

this would infringe on British Acoustic patents: Amount of damages is, not specified subject to an accounting asked of the court, it is estimated at \$10,000,000 and \$20,000,000.

Because RCA and ERPI, latter through affiliation with Western Electric, supply practically all motion picture projection and sound equipment in U. S., decision of court is expected to have a fundamental bearing on picture exhibition field. Plaintiff alleges that recent provements in sound apparatus manuactured by RCA and ERPI, all use inventions on which British Acousive holds patents, and that these com-

tic holds patents, and that these com-panies already have distributed many projection machines embodying the patented improvements to theatres throughout the country.

throughout the country.

There are more than 18,000 the atres in U. S. that show sound pictures, Isidore Ostrer, head of Gaumont-British Picture Corp. Ltd., said. With many of these theatres already equipped and with many others soon to be equipped with the improvements owned, but not manufactured, by our company, the infringement ments owned, but not manufactured, by our company, the infringement appears to be a sizeable one. We consider it highly significant that, in almost every instance, the introduction of our improvements has meant the complete diseard of similar sound apparatus formerly manufactured by RCA and ERPI.

Wilmington, Jan. 11.

British Acoustic Films, Ltd., of London, alleges infringement by the two American companies of its Poulsen and Peterson patent on a device for feeding acoustic films at constant speed, and its Poulson patent for 'constant-speed-film-feeding mechanism.'

Stated in the bill the showed with the property of the pro

ing mechanism.'
Stated in the bill the patentees
showed their inventions to officials
and engineers of the defendant
companies after obtaining patents.

RCA Execs to L. A.

Camden, N. J., Jan. 11.
On their way to California are a trio of RCA Photophone executives who will investigate personally west coast operations with a view to improvement and expansion. Another purpose of the trip is to extend RCA's sound recording licenses in the Hollywood studios.

Those making the jaunt are Vice Presidents Frank R. Deakins and Lewis M. Clement, and Harry L. Sommerer, manager of RCA Photophone Division.

COLUMBIA'S DRIVE

Tangles \$50,000 in Prizes as Sales-man Incentive

Another sales drive among majors is planned by Columbia, with prizes of \$50,000 to be awarded those showing the best results. Push will carry the tag, Montague Sales and Billing Campaign, in tribute to Col's sales chief, Abe Montague, Warners, and United Artists are also on winter sales cammaigns.

The Col cash prizes will be distributed among district managers, salesinen and others. Judging on results will be based on improvement shown over last year's Montague Sweepstules drive. The \$50,000 is the most Col

Ready for the Spin Hollywood, Jan. 11. Republic's 'Born to Be Wild,' pro-duced by Harold Shumate, is in the cans

Ralph Byrd and Doris Weston headed cast.

Nixon's Grand. Philly. Dropping Vaude for Bingo 6 Nights a Week, \$2,500 in Prizes: Others Alarmed

S. A. in Splints

Hollywood, Jan. 11.
Pergy Hopkins Joyce who
of a \$20,000 suit on an old
opicture contract, has just figured everything out, including,
interest on the capital and a
special sling which she had
made, to take care of a dislocated arm during the trial,
and says it cost her \$40,000 to
collect 20G.

Item which cost the least.

collect 20G.

Item which cost the least, oddly, the sling, impressed the jury the most. It cost \$100 and had more sex appeal than a gross of silk stockings.

PAR'S DISTRICT REALIGNMENTS

Paramount is eliminating one dis Paramount is eliminating one district sales manager's post under its domestic setup, reducing the number to 10, and making various shifts in the west as a result of this move. The elimination follows the recent death of Jack Dugger, district manager of the southwest at Dallas. The 10 districts of the future includes the eastern region supervised by Mill Kusell from New York.

Kusell from New York.
Under the new setup, the Rocky
Mountain district, including the Salt
Lake City and Denvier exchange territories, will be consolidated with the
Pacific Coast division under Myke
Lewis. Due to the increased size of
the district under Lewis. George
Smith, branch head at San Francisco,
will be moved to Los Angeles, where
he will function as assistant to Lewis.
Neil Fast exchange my in Seattle.

Neil East, exchange mgr: in Seattle, succeeds Smith at San Francisco, and Morris Segal, salesman in the former branch, moves up to succeed

East there.
With those switches, Hugh Braly, who was district manager over the Salt-Lake-Denver-territory, is appointed to the southwestern district at Dallas, succeeding the late Jack Dugger. Charlie Reagan, western di-vision chief from the h.o., is in the west for about three weeks installing the programmed changes.

Sandra Gould, Legit, Air

Actress, Tries Hollywood Sandra Gould, of 'Having Wonder-ful Time,' which closed last Saturday (8) at the Lyceum, N. Y., goes to the Coast, next week for picture tests. Will be ooied by four studios. Also has a couple of radio deals pending.
Actre s was in Hollywood before,
having been under contract to B. P.
Schulbe g.

More WB Flag Wavers

Hollywood, Jan. 11. Warners is plotting increased pro-duction of patriotic shorts during new season, with final details for augmented series to be set in February or March after studio huddles by Harry M. Warner, Jack L. War-ner, Hal B. Wallis, S. Charles Ein-feld and Norman Moray, Vitaphone

Third of current flag-wavers, 'John Paul Jones, is slated to go into pro-duction late this month.

Bobby Crawford Soloing

Hollywood, Jan. 11.

Bobby Crawford is launching an agency of his own in Beyerly Hills under name of Bobby Crawford.

Withdrawal as vice-president of Schulberg and Jaffee agency came about when his demand for one-third outright interest in firm failed to draw nod from owners.

Farrow's 'Lady Luck'

Hollywood, Jan. 11.
John Farrow has been set by Warners to direct 'Little Lady Luck,' sub-bing William McGann.

Latter will be given another as-

Philadelphia, Jan. 11.
Indic exhibs using games—and that includes almost everyone—are looking with dismay on announcement of Nixon's Grand theatre three-sheeted NIXON'S Grand theatre three-sheeted all over town this week; that the house is dropping vaude and putting in bingo six nights a week in its place. It's ballyhooing heaviest prize schedule in town—\$2.500 a week. This amounts to \$300 a night, plus a incline!

ekpot.
With entertainment distinctly subordinated to bingo other exhibs fear a spotlight on the game situash which may lead to the ax. There is a spotlight on the game situath which may lead to the ax. There is practically no opposish to games now from any quarter and indies are hoping, to keep things that way. There has been a court case to test legality of the games in Pennsy pending for a year, but there is good cason to believe no ruling will be made and the games will be allowed to run as long as religious and reform organizations put up squawk.

With bo's off 20-30% anyhow, anything depriving busses of rames

With b.o.'s off 20-30% anyhow, anything depriving houses of games would be a serious blow. Exhib leaders feel it would lead to an immediate wave of 2dmish chiseling and double-featuring. Philly has highest admish scale in the country now and is fairly clean of dualing. Harry Slatko, operator of the Grand, has been using top Negro acts and bunds and dong mediocre biz, but not clearing the nut. Hypo is absolutely a necessity in his situation, for he has no major product. Under new policy he has cut price and will offer double-feature plus-bingo every night for 15c, 20c and 25c.

WORK STARTS IN MARCH ON ROGERS' MEMORIAL

Claremore, Olda, Jan. 11.
Work on Will Rogers' Memorial
begins March 1, with dedication of
completed structure scheduled for
Nov. 4. This is birthday anniversary of the late humorist. Outlay
for completed monument to be
around. \$200,000, with \$24,000. available from the national memorial Claremore, Okla., Jan. 11. on Will Rogers' Memori

ayound \$200,000, with \$24,000, available from the national memorial campaign conducted in 1935.

Mrs. Rogers has approved the architect's plans calling for a low stone building of the southwestern

A model for the bronze statue of Will Rogers, to be placed in statuary hall in Washington, has been com-pleted by Jo Davidson.

More Negro Pix

San Antonio, Jan. 11.
Sackamuse has become southwestern distrib for four all-Negro films being planned by Richard C. Kahn of Hollywood. Title of the first Negro pie is 'The Two-Gun Man From Harlem,' which goes into production this month.

From Harlem, which goes into production this month.

All pix will be finished before end of this year. He'll continue in the colored film field if the pictures have a reasonable amount of success, believing that there is a rapidly growing market for all-Negro films at this time.

Carr's Megger Hunt

Hollywood, Jan. 11.

Trem Carr, who waves the western banner at Universal, is scanning directorial lists in scarch of a new pilot for his Bob Baker productions. Joseph H. Lewis, who has guided the star through two pix for Carr, and who is now completing the third, Border Walves, will be chanded another; assignment. handed another assignment.

Baker's next will carry title, 'The Last Stand.'

SPANISHER IN GRIND

Hollywood, Jan. 11.
English version of Miguel C.
Torres' Maximillian and Carlotte'
will get go signal at Tulispan statio
tomotrow (12) with producer's wife,
Medea Novara, in lead role. Pic
will go out under Colonial Films'

banner.
Meanwhile Torres is shaping another, Cortez and Montezuma, for filming in English here before trek to Mexico shooting of Spanish version.

Would Ban Ushers from Doubling As Candy Sellers; Theatre Unions

Ft. Worth, Jan. 11.

Establishment of a general rule banning ushers, cashiers and doormen from doubling to additional duties as alse shelp at candy counters, horoscope machines and other extra-theatre sales items has been set, by the U-C-D organization.

Ushers' union feels that the alsocheders are hired for a specific duty, and that selling comes under a separate head. At first, there was under consideration the possibility of letting the ushers double at the candy counters if the theatres would pay additional money to the ushers.

of letting the ushers double at the candy counters if the theatres would pay additional money to the ushers. But this was finally voted down as being impractical on several counts. Felt that it would not work out fairly for all the ushers employed the theatre, and that the use of an usher at the candy counter meant unemployment for at least two girls, and men who would normally be used by the theatre to handle the sales of candy, horoscope, ic.

Should the theatres refuse to coperate with the ushers, cashiers and doormen in this setup, it is understood the organization will appeal to their affiliates in the American Federation of Labor to obtain the enforcement of this prohibition of doubling of employees.

Detroit, Jan. 11.

Detroit, Jan. 11.

Hearing on United Detroit theaters petition for permanent injunction, restraining janitors union from picketing, circuit's houses, will be held Thursday (13) before Circuit Judge Clyce Webster. UD at present has a temporary restraining order, obtained after union members picketed several theatres protesting against a seven-day week with \$15 weekly wage.

The jous between management and union was marked by stench bombing New Year's Eve of the Michigan, Palms-State, downtown spots, and the Eastown nabe, owned by UD. Few patrons were disturbed by UD. Few patrons were disturbed by the bombs, but police are seeking the perpetuators.

or the perpetrators.

Granting of the permanent injunction will be contested by the Building Service International Un-

ion. UD officials declare nome of their janitors are picketing, and that they don't want to be organized.

St. Paul. Jan. 11.

St. Paul, Jan. 11.

Understood that the International Alliance of Theatrical Stage Employees is considering stepping into the breach to aid the ushers, doormen and cashiers' organization which has come out fatlly against the practice of theatress using cashiers to double at the lobby candy counters. This follows blanket ruling the part of the ushers group against this additional labor without renuneration.

Ushers group is now taking steps to permit the candy counter workers to affiliate with their union under a separate charter. To be known as the Theatre Help Alliance, it will include all those workers around the theatre who are

ers around the theatre who are not included in the regular theatre

POLICE NAB YOUTHS

Detroit Theatre Employes Surrender in Houston, Texas

Detroit, Jan. 11.

Detroit, Jan 11.

Warrants charging theft have been issued against two United Detroit Theatre employes, who surrendered to Houston police last week following a two-week search in connection with disappearance of \$3.642 in boxoffice receipts.

The two, Charles Yates and his brother, Allen, were brought here this week to face the charges. UD officials said that collection bags, containing receipts from the Michigan and Madison theatres, were found to contain waste paper, after the youths had turned the bags over to an express company.

Denver, Jan. 11.

A bandit shoved a handkerchiefcovered gun in the ticket window and forced Alice Woods, Tabor the-atre cashier, to hand over \$60. The bandit escaped.

New York Theatres

Exhib in Spotlight

Pittsburgh, Jan. 11.
Probably most widely-publicized indie exhibitor in the country these days is Sol Goldberg, who operates a house in Elkins, W. Va, the father of Marshall Goldberg, All-American halfback from University of Pittsburgh, and has been swell copy for leading sports writers ever since his offspring first began to hit the headlines. Goldberg pere calls himself The Happiest Papa in America, and his personal wit has made him a favorite with the top byline boys. He's a particular pet of Grantland Rice and AP's Paul Mickelson, and both of them have given Papa Goldberg almost as much space this year as they've handed out to his celebrated lad. Pittsburgh, Jan. 11.

RKO'S 'SNOW WHITE' MAY GO TO B.&K

Chicago, Jan. 11.

There is a growing possibility that Walt Disney's 'Snow White and the Seven Dwarfs,' though released through RKO, will not play the RKO Palace here, but instead, will go into the Balaban & Katz-United Artists. This is due to the vaudfilm policy of the Falace while the United Artists is strictly a run picture spot.

No decision has been reached in matter, though both RKO distributors and B. & K. would like to have the picture in the United Artists house. However, the RKO theatre division is anxious to have the picture, vaudfilm or no, since the Palace here has always been short on sufficiently strong picture product.

Fans Force U.S. Pix Only

Trenton, N. J., Jan. 11.

First organized protest here against foreign films has resulted in Victory announcing immediate change in policy, showing American pictures only.

St. Louis, Jan. 11.
Saturday (15) will see the end of the foreign film policy inaugurated Oct. 11 by Fanchon & Marco at the Shady Oak theatre, Clayton, Mo., a residential suburban district near here. However, despite-losses suffered in almost all of the showings, F&M may possibly reinaugurate the policy in St. Louis proper if, a suitable location can be obtained.

During the run of the policy French, British and one German film were shown and only two, 'Mayer-

During the run of the policy French, British and one German film were shown and only two, 'Mayer-ling' and 'Club de Femmes,' had sufficient drawing power to make them profitable, Each ran two weeks, F&M execs, attributed the flop to the inaccessibility of the house and the desire of residents in the suburban community for Hollywood screen fodder.

Several houses are under consideration for a renewal of the policy, one, the Apollo, a small nabe in the West End apartment house district, being the most probable if F&M can obtain working agreement with the owners. Originally F&M planned to convert the New Grand Central in midtown into a Cinema Guild for foreign films but abandoned that house because of the expense that would have been involved in making necessary alterations.

SCOUTING TEXAS SITE

SCOUTING TEXAS SITE

SCOUTING TEXAS SITE I.
Lucien Hubbard, producer, companied by James Hogan, director, and Charlie Cook, unit manager, are currently scouring the Texas Panhandle for location sites for Paramount's western epic, Marching Herds.

Film has been set for a spring start.

JUNIOR GUILDERS MEET

Mass meeting of Junior Screen.

Actors Guild will be held Feb. 13 at Hollywood Legion Statium to discuss problems of extras and lower-bracket players.

Larry Steers, president, will preside.

POLISH UP 'CHAN'

Hollywood, Jan. 11.
Script weaknesses resulted in
week's delay giving gun to
Charlie Chan at the Ringside at
20th-Fox. Jerry Cady and Charles
Belden are doing the polishing job.
Sol M. Wurtzel is producing.

Mpls. City Council's New Decision **Augurs Unhampered New Building**

Minneapolis, Jan. 11.
The City council here finally has made a decision to let down the bars for the construction of new theatres and present indications are that despite the business.

made a decision to let down the bars for the construction of new theatres and present indications are that, despite the business recession and exhibitors' squawks, the current year will witness the building of numerous new neighborhood houses.

In experiencing, another of its periodical changes of hearts and granting to H. L. Griffith a permit, several times previously denied, to erect a new \$150,000 theatre in an exclusive neighborhood, the alderimen committed themselves to a policy of allowing further unrestricted competition in the local exhibiting field. As a result, other independent individuals and groups, not now engaged in the show business, are preparing to apply for permits to build theatres.

Griffith has been waging his fight for more than two

Griffith has been waging his fight for more than two years. Paramount and independent exhibitors opposed

MASS. THEATRE FIRES CAUSE 45G DAMAGES

Boston, Jan. 11. Series of theatre fires sweeping eastern Massachusetts have caused about \$45,000 in damages during the

eastern Massachusetts have caused about \$45,000 in, damages during the past few days.

To casho, theatre, Wairen, burst into flames New Year's evening when a heater exploded, flames spreading through the 50-year-old building, causing \$25,000 damage.

Complete renovation of the theatre had been finished only three weeks ago. Two new \$600 projection machines were badly damaged. Theatre, owned by Postmaster Joseph Barron, West Warren, was formerly St. Patrick's Church.

Three hundred persons, mostly children, were led to safety by Metropolitan and Revere police during a two-alarm fire, which caused \$4,000 damages to the Boulevard theatre building, Revere Beach.

One thousand customers of the Colonial theatre, Natick, were warned by Mrs. Nancy Harris, manager, that there was a fire in the building and cautioned against making any efforts—to clear the house Customers watched a musical comedy film while flames caused \$15,000 damages in the office and showroom of, the Boston Edison Company damages in the office and showroom of the Boston Edison Company branch, four doors away from the theatre entrance.

'Spawn' Bows Rigaud

Hellywood, Jan. 11.
First spot for George Rigaud under his Paramount contract will probably be with George Raft. in Spawn of the North. Important light dramatic role for this picture is regarded as ideal American bow for French player by, Adolph Zukor and Albert Lewin, who will produce.

duce.
Set for featured parts. addition to Raft. John Barrymore and Akim Tamiroff.

Crescent Deal Expiring

Hollywood, Jan. 11.
Filming of 'Private Nurse,' both authored and scripted by John T. Neville, 'marks conclusion of Crescent's four-picture deal for Mono-

gram release. Camera start is set for early February. 'Female Fugitives,' third in Cres-cent series, gets starting gun at Talis-man studio (25).

the construction of more new theatres on the grounds that (it now, considerably over-seate city now, considerably over-seate, that it has many more theatres, in proportion to population than most other cities, that numerous houses are now dark or operating at a loss because of the overseating, that more new theatres would jeopardize present investments, and that the standard of film entertainment will be lowered if more houses are in operation.

The council once before, in a surprise move, granted the Griffith license. Later, however, on reconsideration, it rescinded this action. The latest favorable action came as another surprise move the day after the license committee had voted to table the permit indefinitely. Proponents took advantage of the absence from the city of two aldermen-opposed to the permit. Moreover, no motion was made to reconsider. It was just another of the many changes of heart on the aldermen spart and speculation is rife as to the real reason for it. What made it all the more surprising was the fact that considerable anger had been aroused among the aldermen because Griffith had sent each of them, including those who had voted for the permit, considerable anger had been aroused among the aldermen because Grif-fith had sent each of them, including those who had voted for the permit, a hunk of smelly cheese for Christmas. On their part, several council members contributed to buy Griffith a ticket to 'Brother Rat' at the Iweeting of the service o

a ticket to 'Brother Rat' at the Lyceum,
For the present, despite the council action, the Griffith permit is being held as the result of a suit filed by M. L. Yaeger, who obtained a court order restraining the city from issuing the permit. Yaeger is a member of an adjacent church which has opposed the new theatre, but he is acting as an individual in bringing suit, Griffith has countered with a court order directing Yaeger to show cause why his restraining order should not be dissolved. Argument will be neard this week.

Malden, Jan. 11.

The renewed Malden Auditorium, under management of Middlesex Amus. Co., operators of the Granada, Strand, Orpheum and the recently acquired newly constructed Maglewood theatre, all in Malden, opened Saturday. (8). Theatre is completely renovated and redecorated, 1500 new seats, and has Western Electric wide range sound. P. W. Harrison formerly manager of Malden's Orpheum, is manager. is manager.

Boston, Jan. 11.

Boston, Jan. 11.

The Repertory Newsreel, companion to the recently opened Repertory theatre, preemed Jan. 1. Both houses are under personal direction and supervision of F. E. Lieberman pioneer showman and exhibitor who innovated the policy of Proven Pictures.

Philadelphia, Jan. 11.

Philadelphia, Jan. II.
Bell theatre will be remodeled and
reopened by Dave Shapiro, who operates the opposition 'Admiral across
the street. Shapiro bought and closed
the 'Bell several years ago.
Penn theatre, Wilkes-Barre, getting a thorough overhauling to cost
about \$50,000.
Dave Molliver, Bango distrib in
this territory has taken. Viola

Dave Molliver, Bango distrib in this territory, has taken Viola theatre. Walt Potomkin has been shifted from management of Molliver's Rex to the new house.

Carl E. Hecht, Baltimore operator, has purchased the Fox, Miffiniburg. Susquehanna theatre, North Philly, added to Charles Stiefel chain within next six months. House now operated by Ray Schwartz.

Modern

* THE LARGEST CIRCULATION OF ANY SCREEN MAGAZINE



There's a Retter Show

"I Met My Love Again" -On the Stage-

ALL 25° TO BAPPO MUSIC HALL "SNOW WHITE

ROXY

And the 7 DWARFS" Spectacular Stage Productions



PARAMOUNT STIMES HELD OVER-THIRD WEEK Frank Lloyd's IN PERSON

TRUE CONFESSION"

MOBERT YOUNG JAMES STEWART "NAVY BLUE AND GOLD"

"ROSALIE"

in "MAN-PROOF"

Wells Fargo'

WARING

TRANS-LUX'S NEW SITES

Trans-Lux expects to have its new Y. newsreel theatre at 52nd and Lexington ready to open on Feb. 1. Its new house on Broadway and 49th was opened last week.

Old Broadway site becomes a Jack Dempsey cafe.

Film Reviews

Stars Over Arizona

(Continued from page 15)

(Continued from page 15)
into the background. He is billed as a singing star, but his accentuated ip movements, coupled with a voice that has all the earmarks of coming from a sound mixing booth, makes it seem pretty obvious that tunes are dubbed. Easing off lip action and better handling of dubbing, in face-away and oncoming pitch, would make for a more believable billing as a singing star.

Tale tells the story of a fighting cowboy and his partner who are commissioned by the Governor to clean up outlawry in Tyba City and uncover mystery surrounding disappearance of the governor's son, who preceded on the same mission. Horace Murphy is the pard and does okey. Warner Richmond contributes a neat performance as the boss of the gang. Kathleen Eliot provides from a papeal, her first performance.

Final cleanup of the gang, who are ensonced in the town saloon by Randall and local law abiding citizens, aided by three gummer released from juli for the purpose, and who are finally pardoned for aiding.

Camera and sound okay.

GUNSMOKE RANCH

Republic production and release. Fea-tures Bob Livingston. Ray Corrigen and Max Technuc. Directed by Joseph Kane-Donald: acreen play. Oliver Drake; came-er, Gust-Eerson: sound, Terry Kellum; and sultor. Russell Schoengerth. At miles.

Stony Brooke	Robert Livingston
Tuscon Smith	Ray Corngan
Lullaby Joslin	
Place	Kenneth Harlan
Marlon	Julla Thayer
Jimmy	Sammy McKim.
Oscar and Elmer	Themselves
Warren	Bure Caruth
Reggle	Allen Commo
Solder	Yakima Canuit
Larkin	: Horace Carpenter
Mathlida	Jane Kerkley
Williams	Walker
Jed	Jack Ingram
Sheriff	Jack Kirk
Zoko	Vinegar Roan
Duke	Jack Padjan

Oid Man. Wee Warner Dute. One of the Control of the

Die Gelbe Flagge ('The Yellow Flag')

Markische Fanoram: Schnelder releaseMarkische Fanoram: Schnelder releasete for the fanoram schnelder releasete for the fanoram schnelder schnelder for the fanoram schnelder for the fanoram schnelder for the fanoram schnelder fanoram schneld

(In German)

(In German)

Of all the weird, outlandish concoctions, this one takes the blue-rib-boned pork chops. Based on a Fred Andreas story that got a big reading public via its serial appearance, of thrills and adventure. As for the masses that are nertz about their Albers, they've sure got him here, plus variations. Not only does he ko, half a dozen toughies and prove what as Beau Brummel he with the ladies, but combats single-named a whole raft of cannibals in the heart of the jungle. It's a sure wicket spinner in nabe sectors, nabulands and the sticks.

Gerhard Lamprecht, responsible for the direction, has handled the screy stuations okay. Par-fetched screys futuations okay. Par-fetched screys futuations okay. Par-fetched whether with order in a spirit of futual that got a different control of the direction has hadded the sure whether with order in a spirit of futual that got a different well of the same whether with order some very sure and the same proposal and the stirled and the same and the

FVA

EVA

(GERMAN MADE)

(WITH SONGS)

I'PA pro luction and release. Features Magda. Schneider. Hans. Sonner. Helms. With the Market Helms. Addes Sandrock, Hans. Moser-franz Lebar. Revieweit at the 800 S Graden, N. Jan. 7. Running time. By mins.

Graden N. Y., Jan. I., Running time, Marinis, Marinis, Margin Schneiter, Marinis, Ma

(In German: English Titles)

(fit German, English Titles)

For what negligible market there is in the U.S. for Naziland-made pix, Eva' will offer more than recent importations. It's more painstakingly put together than most recent German pix, is marked by better acting and several old Franz Lehar songs are inserted and reprised to elbow tolunder. Footage when it begins to founder footage when it begins to founder is of a playboy who is sent by his family to supervise one of its proporties, a porcelain factory. He works under an assumed name, falls in live with one of the girl employees, and after his identity is catabilished, surprises all his old friends and even the lass by marryther.

friends and even the lass by marry-nr her.

As the femme Eva, Magda Schneider is good: incidentally she's a perfect ringer for U. S. actress Marian Nixon. Hans Sohnker is o.k. as the playboy. Comedy of Heinz Ruhmann is crude, but so is most German film funning.

Some footage could be sliced to advontage to rid of the repetition. Camera better than average:

NIEDORAJDA

(FULL	DAY MAYER	PEI	
. Featur	dolf. se	Dyinsza.	DI-
Miexzysh	aw Kraw	lez, Mus	tie by.
Vars: Bear	mrlo by	lan Feth	e and
Sudek.	At But	mont. N	1
II. weck	Dec. 29.	37. Ru	uning
mins.	2 24.	Sec 17.	
	a birech	Adoft D	vmsza
		Jozef	Orwid
	War	rdo Jarsz	ewska
	A	ndrzei B	ogucki
treis	Rena	in Itadoi	ewska
		Michiel	Znlez
goti	Seweryn	a Bronts	zowna
	Ellmow Peatur Mexzyst Vars; scar Sudek II, weck mins.	Filmov release of Pertures Adulf Mexzyslaw Kraw Vars scannilo by Sadek At Ball II. week Dec. 29, mins. Wun	Ellmow release of Joset. Fritures Andi Densan. Ving scennilo by Jan Fellt Sidek. At Istmont, N I. week Dec. 29, 37, 70 Intus. Moff D Josef Wanda Jaras Andrei Be Renata Hold

(In Polish; No English Titles)

(In Polish: No English Titles)

(In Polish: No English Titles)

This Polish languager is farce comedy, with a touch of alapstick, not unlike recent rough-and-tumble parlor fun vehicles turned out in the U.S. List of the title that it keeps to the title that it is provoked by seemingly with dialog plus energetic performances by a fine bunch of troupers.

Picture is thefted by Adolf Dymszka, who warbles, dances, clowns, flights, makes love and finally winds up emulating a heffy femme. Does that the title that the

Stimme Des Blutes ('Blood Bonds') (GERMAN, MADE)

American-Tobla release of Tobla-Magna production, Féatures Albert Matterstock, Atlia Hoebliger, Amelless Chip, Di-rected by K. J. Fritzene, Story by Curt J. Branni, dialog, Ultrich Rethie; camera, Frield Behn-Grund, At 86th Street Chalma, N. Y. Dec. 24, 35, Tunning time, 36

Hobert Arlen.	Alb	ort Malt	erstock
Thomas Arba		Attila, 11	orbliger
Marin Morell.		Annellesi	r. Uhlle
Barbura Mope	Herrich	Lincle	Hoffich
Jan Morellia		Otthe W	ernicke
Mlb Nelson		dilla II	enkhoff
Golfholf Nels	m	Anton 1	mkámu
Clown Mever	and the state of the state of	Prant 1	familler
Grete Arlen	in him bearing	Priedl	Haterlin
Zirkus-Hireki	Or. 1. 15 621 3	Alfred	11: 580
Zirkus Insulzi	rnl	Armin	Munch
Polizei-Konim	issar	bouis	Halob
Tibe Samgerin	Seula-Cirls	deeth	Hauch
1 1 1 1	Souta Mile 12		

(In German, with English titles)

(In German, with English titles).
Good German pietity with a circle.
Shockground and the man on the interest. His heart-throb is a daredevil stont girl.
Trajeze, actor. Rubert Arlen, is feuding with his brother and partner, Thomas, who stale his wife. Albort, Matterslack plays one of the team and Attila Hoerbiger, the other, both being effective in their roles. Robert develops a new romance

Not Their Day

Hollywood, Jan. 11,
It was an ill wind which blew
the Warners studio exploiteers
blue at opening of racing season at Santa Anita. Boys sent a
sky writer aloft to spall 'Zola'
and Muni against the
for the gaping crowds, but
zephyrs prevented smole writer
from getting into proper position, so stands couldn't read
syllable of the intended blurbs.

with Maria, played by Anneliese Unlig, the daredevil performer. There is a killing and Thomas thinks he has done it in a fight, partly as atomement for his former misdeed in breaking up his brother's first marriage. Reconciliation forms and a fight of the second latter of the secon

Stanotte All Undici

('Tonight at 11', (ITALIAN MADE)

N. B.C. F. T. production Rome, Jan. 1.

N. B.C. F. T. production Rome, Jan. 1.

N. B.C. F. T. production Rome, Jan. 1.

N. B.C. F. T. production Rome Benefits of Projected by Oyeste Diament, from his own storage distingue, Mario Subiati, and the authorised Rome Rome Rome, Commission Rome, Vacian Web, Sciences, Cocconic samera, Vacian Web,

(In Italian)

rinners. You'do You'do.

(In Italium)

First. Italian-made-film to star an American couple and the first time the Lodges have appeared together before the camera. Whether Stanotte would interest the American market is another matter. Though it is well-cast and well directed, it is hardly different enough from the usual detective story film from the usual detective story film of the triple wood products: in fact, it tries so tittle to be different, that it sport with the start of th

KSIAZATKO

(MUSICAL) (POLISH MADE)

(POLISH MADE)

Centrals Pilmow release of Slarczewski production. Feditures Karulina kniticeskis. Hirected by Konned 270m and Stanista Martineski. Konned 270m and Stanista Martineski. Stanista Martineski. Marti Kleinens' Melegarch

(In Polish; No English Titles)

(In Polish; No English Titles)

Not bad for an early effort at musical comedy for the Polish screen. Seems a bit tedious for the results accomplished because after all the film has the old familiar musical touches, comedy and movement Music measures up higher than the attempts to inject quaint touches.

Karolina Lubienska, comely miss who is central figure in plot, shows some measure of versatility by disquising as a gigolo and daneing with customers at a hotel. She is telegraph company counter-jumper, and finally finds real-romance back at her old job. A little sketchy but in keeping with musico spirit of the piece. Bulk of laughter is wring from awkward situations when the elegraphist miss, in the guise of a handsome male daneer, finds Jemma technon showered on hen accompany could have assisted in speeding up story development. Film is frothly enough for holiday trade. Polish languagers.

WB UPS TOWNE

WE UES TOWNE
Hollywood, Jan. 11.
After playing bits in several Warner B pictures, Rasella Towne has been elevated to featured spots in A product. Her first will be in 'Men' Are Such 'Fols'.
Studio has had actress under contract for six months.

EXPLOITATION :-: By Epes W. Sargent

RKO-Radio's Clicker

RKO-Radio's Clicker

RKO-Radio publicity pulled a real one for publicity on 'Snow White' in connection with the New York opening. With the cooperation of Capit. The comparing of the cooperation of Capit. The cooperation of th

Local Newsreel

Charlotte, N. C

Charlotte: N. C.
E. C. Smith, manager of the Carolina theatre, Chapel Hill, is showing
Chapel Hill people what they look
like in the moving pictures. A 12minute reel of pictures taken on the
streets of the village is show
where the same the control of the village is
the same the same the control
we have the same the control of the village is
the same the same the control
and other events with athletic, social
and other events taken by an expe-

week. They deal with annetic, social and other events.

The pictures are taken by an experienced Eastman photographer using a 35-millimeter camera. The films are developed in Atlanta, and pictures taken. Saturday are shown the following Tuesday.

The films will be preserved and eventually will form a picture history of the village. From time to time, as the years roll by, some of the old picture will be reshown.

Wind Tunnel

Wind Tunnel

Lancaster, Pa.

Best exploitation gag in Bert
Leighton's campaign on Hurricane',
at the Grand theatre was covering
the house with a \$10,000 policy, payable in the event that it was completely destroyed by this cause during the course of the run.
Gag costs only a few dollars or
may be secured graits as a tie-up
with an insurance agency. Policy
with an insurance agency property
agency agent as a great news
agency space-getter
Borrowed equipment from a local
airplane propeller factory enabled
Leighton to set up a wind tunnel in
the lobby producing hurricane-like
effects. Crowds had great fun dodging wind blast.

Balance of campaign consisted of

effects: Crowns and a consisted of special heralds, store tie-ups and special paper.

Just Went Crazy

Just Went Crazy
Lincoln.

'Danger—Love at Work' was well sold along the 'Dizzy Days' idea here at the Lincoln, with assistant city manager Bob Buffman authoring most of the clowning. Ushers were dressed in outlandish garb, one doing his alse work with the bushloth. The jamifor and a cashler shot craps in the lobby. Wet Paint signs decked most of the furniture.

One short subject was run backward, and in the middle of it an usher swept the stage. Biz was yery good, and only a week before Xmas when every other house was away down.

Animal Ams

Animal Ams

Atlanta.

Something new (down this way at least) is projected Per Contests.

Mr. Earle M. Holden has issued invitation to all owners of performing dogless, kittles, parrots, mice, et al., to register them to appear at special to register them to appear at special to register them to appear at special rontest to be staged each Friday night in conjunction with regular unit shows.

Audience will judge winners via applause meter, \$10 and \$5, prizes going to best performers among pets. Owners will put their 'trained seals' inrough their pages.

Cop Hookup

Cop Hookup

Albany.

Gets a Plaque Utah and intermountain insteners dialed to KDYL, lecal-NBC outlet, Tuesday (4) when Announcer Myrnu Fox described the dedicatory corremonies of the anniversary of Utah wentrance ainto the union and first breaking of ground for irrigation in the United States.

breaking of ground for irrigation in the United States.

Program originated in front of fown's newest deluxer. Centre, downtown district House is located on the exact spot where Brigham Young, Ulai's famed founder and colonizer, in 1847, first set plow to ground. A bronze plaque bearing tribute to the pioneers was dedicated by the Daughters of the American Xevolution.

Covernor Henry H. Blood accepted the plaque in behalf of the state and emecact the event.

the plaque in behalf of the state and emcecd the event.
Charley Pincus, Centre manager, aided KDYL in staging special event.

Quit the Rut

Quit the Rut

Exhibitors seem to be getting into a rut in their exploitation. They followed the seem to be getting into a rut in their exploitation. They followed the seem of the seem of

ing week.

The chief value of special exploita-tion is unexpectedness, and there can be no response to the same old thing.

On Wheels

New Haven.

Jack Foxe rated some publicity on
Awtul Truth' at Poli's by capitalizing on the motorcycle sequence in
the film. Foxe snared a man and
girl for a cycle trip through centralstreets. Pair were tagged Cary
Grant and Irene Dunne and carried
a banner reading. See us in 'The
Awful Truth' at Poli's.' New Haven

Trailers for Cooper Hollywood

Story of Jackie Cooper's screen carrying him from the child star of Skippy down through his star of Skippy down through his conference of Skippy down through his conference of the Street of Stre

Theatre Changes

Metro, local 400-seater, which has been dark for some time, will be re-opened by Frank Fink, indie exhib. Sacramento, Calif. Joe O'Connor is new manager of American theatre, after several years at the Golden State in San Jose

Los Angel

Los Angeles.

Raymond theatre; Pasadena 2,100seater, recently acquired by William
Reinke, former owner of the Tower,
Kansas City, has adopted policy of
name band and five standard acts
in addition to two feature pix. Jack
Savoy of Coast-to-Coast agency is
booking, with Jan Rubmi ok current musical draw,
Sidney Ping, treasurer of Graumanagership of Fox West Coast
Marquis, replacing Bert-Kennerman,
resigned.
Blieworth is temporarily oncrating, the new Strand Red indo
Beach, 900-seater unwelled F. Eday
night (7) as third link in Adolph
Ramish, Mike and A. L. Gore's Pacific States Theatres chain.
Two more houses, now under construction in L. A. and San Clemente
will be ready for spring openings.

Pittsburgh

Pittsburgh,
Saul Kleinerman, for the last two
years cashier at the Harlem Casino,
has resigned to become manager of
Rossevelt, indic-house owned by
March Charles and the March Cashier,
matter to become chief booker in
Columbia office here, substituting
for ailing Harry Roney pending latter's recovery.
Danny Davis has quit Monarch
exchange, which he represented in
West Virginia territory, to return to
night club work and Joe Fleshin Las
been signed by Lew Letton, manager, to take over his spot.

San Francisco

Roy Cooper replaced Frank Keller as city manager for Bub McNeil's Golden State Circuit after several years manager of the John Danz ching in Seattle Scattle Will handle McNejl's Mon-tercy properties

Hearst Org. Revamped. Includes Rep. Program. Station Relations Depts.; WLS. Chicago, Quits John Blair

SUES AND MOVES

Terry O'Toole Slaps Damage Action

Terry O'Toole surprised his employer, the Yankee network, with a suit for \$50,000. Now his 'Irish Echoes' program is on WMEX in-

COMB STICKS

paign.
Small stations will be pressed into

Small stations will be pressed into service to make recommendations and stage the trials in their cities. Most likely prospects will be piped into Columbia stations! at the network's expense. Warblers and comics will get an especial going-over by the Booners in the most extensive talent drive ever undertaken by a radio outfit, according to Lewis.

McGillyra Adds Blevin

Chicago, Jan. 11.
James Blevin, of N. W. Ayer agency, becomes the Chicago manager for the Joseph Hershey McGillvra sales rep office. McGillvra is now

Boston Ton 11

WLS, Chicago, quits the repre-sentation list of John Blair & Co. at the end of this month to go with International Radio Sales, the newly remational Radio Sales, the newly organized division of Hearst Radio. Inc. Other Burridge Butler outlet, KOY, Phoenix, Ariz., is due to make the switch later. Murray Grabhorn, formerly Blair's New York v.-p., is ERS's gen. mgr. Makes the first airtempt of the Hearst organization to sell for stations other than its own. International Radio Sales has also gone in for transcription making, with Howard Esary, formerly KEHE, Los Angeles, program mgr., heading up this sideline. Esary, will be quartered in the latter city, and his outlet has been tagged International Radio Productions.

Offices are being opened for Bothoward IRS' Detroit mgr. He had formerly operated from his home. Naylor Rogers takes over as Chicago four on the Yankee auditing attentions for a smgr. of stations for a syndicate headed by Jesse Jones was firmly denied Monday (10) at the former's office. Rumor current in broadcast circles last week was that the Jones coterie was due organized division of Hearst Radio.

Echoes' program is on WMEX in-stead.

The story takes a bit of unravel-ing, Il seems another Terry O'Toole's life was dramatized on a program out of Chicago four months ago. Failure of the Yankee network to cut the program off the basis for the local entertainer's al-legations of damages.

Sudden slapping of a sheriff's plaster on the Yankee auditing de-partment temporarily tied up pay-roll of 168 employes until a bond could be posted to liquefy the bank account.

Jones was arminy denied Monday (10) at the former's office. Rumor current in broadcast circles last week was that the Jones coterie was due to move in on the Hearst radio properties and that Roosevelt had been spotted as head operator preliminary to pitting the finishing and formal touches to a deal. Persons close to the Hearst inside also scout the report as baseless. They point out that Roosevelt came into his present post through the personal grooming of two general managers in the Hearst enterprises, Thomas J. White and Joseph V. Connolly.

'Dull Rather Than Dirty.' **FCC Sentiment on Mae West-Don Ameche Skit**

Washington, Jan. 11. Washington, Jan. 11,
Recording of the Mae West-Don
Ameche Garden of Eden program
for Chase & Sanborn coffee was
heard Thursday (6), by Federal
Communications Commissioners as
first move in study whether National Broadcasting System and affiliated stations violated public interest clauses of the Communications Act

terest clauses of the Communications Act.
Problem of what, if anything to do about the assertedly offensive program was not touched. Conference is schoduled later this week.
While no definite statements were forthcoming, reaction of several members was that the dialog might have been in poor taste but did not constitute infraction of the provisions of law against lewd and obscene matter on the air. In private conversation, some of the airwave traffic cops agreed the entertainment was of low grade, but few seemed outraged. Two members declared they could not see anything particularly amusing: in the West-McCarthy exchanges.

CAMPBELL-EWALD BOYS LEARN ABOUT B'WAY

One Thing After Another, the legit play written by Sheldon Noble, Detroit banker, and financed by a group of Motor City advertising mencentered around the Campbellcentered around the Campbell-Ewald agency, did a fast fold at the Fulton theatre, New York. There was blood all over the carpet when the Manhattan dramatic critics got

arough.

Show used radio spot announcements, billboards, and Campbell-Ewald execs wrote buy-a-ticket let-ters to their friends. But it didn't help.

Harry Maizlish East Hollywood, Jan. 11.

Harry Maizlich, KFWB manager trained east last Sunday (9) to check up on several new accounts for the station.

He's due back in two weeks.

FRED LITTAL STICKS

Lucky Strikes Melody Puzzle Show Aligned for Expansion

Show Aligned for Expansion
Lucky Strike moved its 'Melody
Puzzles' weekly half-hour program
to NBC-blue this week where it
grooves into a Monday 8 p.m. niche.
For past several months show has
been undergoing a lest on WOR
with WNBF, Binghamton, N. Y., an
auxiliary outlet. Will stick on its
testing ground until Jan. 29 when it
will fade to concentrate on the 60odd stations included in its NBC
spread.

odd stations included.

Attendant to the switch is a change in talent, which sees Harry Salter's orch replacing Dick Himber's, and Buddy Clark and Freida Gibson going on as vocalists. Fred Uttal as mc. is sticking, despite Lord & Thomas agency auditioning both Henny Youngman and Jac C. Flippen on an idea of replacing lim.

Eddie Garr Rotation In **Niteries for Bromo Brings** Up Ribbing Apprehensions

J. Walter Thompson has been having some difficulty getting certain night spots to lend their quarters, bands and floorshows to the new Bromo Seltzer series, which debuts on the NBC-blue (WJZ) link tonight (Wednesday). Reluctant managements don't like the possible comedy implications that might ensue from association of the product with the liquor they sell.

liquor they sell.

All that the agency brings in for the broadcast is the m.c., Eddle Garr, depending on the spot's current bill and orchestra to do the rest. Publicity over a hookup of 27 stations serves as the basis of the sales approach made to the spot's operator, while the band is offered the required union commercial scale. Hollywood, Jan. 11.
Columbia will comb the byways and RPD routes for new talent unless the metropolitan centers come forth with air performers with greater numbers and regularity. That was the threat of Wilbur Benett Lewis, CBS program director, who is on the Coast sizing up the apprentice situation. It is Lewis plan to spread a dragnet of scouts all over the country. He believes that there is sufficient air talent on the loose to warrant such a campaign.

union commercial scale.

Initial show will emanate from the
International Casino, newest of
Broadway's de luxe commissaries.

CRITICS SENSITIVE OF BEING CRITICIZED

True or False' program on Mu-tual's basic net for J. B. Williams Shaving Cream will put six New York radio editors and columnists York radio editors and columnists against as many air performers on the Feb. 14 broadcast. Show is patterned on an elimination intelligence test idea.

Radio writers will be captained by Dinty Doyle, N. V., Journal-American column conductor. Troupers will be headed by warbler Benay Venuta. All the performers will be mustered from Mutual programs.

agency, becomes the Chicago manager for the Joseph Hershey McGillvra sales rep office. McGillvra is now in town. An assistant for Blevin will also be set.

George Besse has been ill for some time.

O'Darrell Canalagham, formerly with KTOK, Okla, City, now an nouncing at WBBZ, Ponca City.

I mustered from Mutual programs, ager to the show for J. Walter Thompson, is experiencing, some difficulty persuading the critics to compete against the serviceners is that they have more to lose than gain in running the gamut of questions against the talent sexpensive the composed chiefly of femmes.

Rockwell-O'Keefe Continue

Partners Adjust Differences-O'Keefe to Coast for Three Months with Harry Leedy

Everything has been straightened out among Thomas J. Rockwell, F. C. (Corky) O'Keefe and Mike Ni-dorf and the three will continue as partners of Rockwell-O'Keefe, Inc. partners of Rockwell-O'Keefe, Inc. Instead of returning to the organization's Coast office Rockwell will remain in New York for six months. New arrangement also involves a change in location for O'Keefe. Latter will leave for Hollywood within the next 10 days and direct the operations of the local office for at least three months. Harry Leedy, head of the picture department, will accompany O'Keefe.

Realignment of partner functions was worked out last week, following differences which had developed over a proposed merger with Con-

over a proposed merger with Con-solidated Radio Artists, Inc. The merger thing is completely out and R-O'K will go on as an independent

Thomas J. Martin was made a v.p. and member of the firm Monday (10). He is in charge of hotel book-

George Rand a Suicide

San Francisco, Jan. 11. George Rand, radio actor, former ly of stage, died in Oakland Saturday result of poison swallowed (8) result of poison swallowed Now Year's Eve in suicide attempt. Rand, native of Milwaukee, moved in childhood to Oakland where he made stage debut when I'n In Liberty theatre. Later joined Oliver Morosco staff in Los Angeles and for several years was Morosco stage manager and toured with Nat Goodwin in Oliver Twist. Also directed and played in stock in New England cities.

es.
Joined National Broadcasting staff Joined National Broadcasting staff, in San Francisco in 1829, remaining with NBC until about year ago, Was best known as Old Ranger of western production of 'Death Valley Days'. Survived by wife, Shirley, and daughter, Georgia. Funeral held Tuesday.

Call CBS' Workshop 'Reactionary': **Labor Station Pinko Playlets Oppose**

Suspicious Static?

Detroit, Jan. 11.
United Auto Workers union thinks it smells a mouse.
Reception of WJBK is perfect in Detroit, says UAW's radio director, George Ball, until the beginning of the union's daily program at 7°p.m. over "Voice of Labor" station. And he wants the Federal Communications commish's Detroit office to check up on it.

"We are not suggesting at this time that anyone making deliberate attempts to interfere with our airings," Ball declared, The explanation may be perfectly simple, but in view of numerous complaints we believe the FCC should check up.

Most of the complaints, according to WJBK's chief engineer, Paul Frincke, come from spartment dwellers. He said possibly the fault lay in the fact station's power is reduced from 250 to 100 watts at sundown daily, but UAW officials want to make sure during its present airings, aimed at organizing Ford auto workers.

BEER ACCOUNTS MAY BE ENDED

Washington, Jan. 11. Complete prohibition of all kinds of liquor advertising on the air loomed on the legislative horizon this week, threatening to chop the income of a good proportion of the broadcasting industry, Ominous hint for numerous local stations was contained in the annual report of Federal Alcohol Administrator W. S. Alexander, who arged Congress to tighten present restrictions over drink ballyhoo. If recommendations are followed, all of the many been accounts—mostly spot announcements or sponsorship of news flashes

-would be cancelled at one swoon Aiming primarily at beer advertising, Alexander declared in his yearand summary:

ing, Alexander declared in his yearand summary;

The administration feels that certain amendments in respect to advertising would be desirable to more
effectively regulate this phase of its
activities and that radio advertising
of distilled spirits, wine, or mait
beverages should be prohibited and
advertising in Sunday magazines or
newspapers carrying Sunday datelines should also be prohibited.
Recommendation has little significance as far as hard liquor is concerned, since the preponderant majority of the distillers have a voluntary ban against radio sales talk,
Estimated that 88% of the hard
drink makers are bound by the Distilled Spirits Institute code of ethics,
which outlaws Sunday newspaper
and all radio propaganda.

Few small local distillers are understood to take to the airwayes to
drum up trade, but in the past year
or two no effort has been made by
any major concern to use the mike
to cultivate thirsty listeners.

Philadelphia, Jan. 11.
Renault Wines has renewed termer on WPEN, Philly, and will air a
serial drama in Italian, tagged La
Capinera del Mulino' (Wren of the
Mill), from an Italian book which
has sold more than 3,000,000 copies.

Getchell Drops 30

J. Stirling Getchell let out some 30 persons last week as the result of cancelled appropriations. Payrol clipping, agency explained, was not due to the freezing of any particular accounts.

Plymouth and DeSoto divisions of Flymoun and Decor the Chrysler combine served as two of the agency's major spenders until the automobile industry as a whole started pulling in its horns.

WEVD, New York's Tabor union' station, has organized dramatic company of young Broadway legiters to air pale pink dramatizations, Weekly 30-min. programs will be directly pitted against the 'Columbia Workshop' shows on CBS. Latterwas deemed 'reactionary.'

In WEVD's acting group are Mitchell Grayson, Curt Conway, Ed Mann, Peggy Craven, all of whom were in 'Having Wonderful Time' Broadway company which closed Sat. (8), Jules Garfield, current in 'Golden Boy,' is another member. Scripts will be fashioned by Ed Pack, p.a. for the Garment Workers' union theatrical activities; Grayson will direct.

NOVIK OF WEVD, N. Y.. AIR ADVISOR TO C.LO.

United Auto Workers, CIO affiliated union, is going to concentrate its broadcasting barrage on WJBK, Détroit, in an expanded effort to organize Ford Motor employees. This will mean the dropping of the programs on stations in Flint and Lansing, Michigan.
Union has been buying time in the three towns since last summer. Lately the programs aired in Flint and Lansing have been more or less 'educational, since the UAW considered these localities pretty well organized, Programs on WJBK, have always been 'organizational,' and will continue along the same lines now that the money which was budgeted to the other localities has been transferred to intensify the fight the union is waging against Ford.
Homer Martin, chief of the UAW, is coming to New York this week to calor union' station WEYD. Novik advises the CIO on its radio propagandizing.

MRS. ED M'CONNELL SERIOUSLY INJURED

New Orleans, Jan. 11

New Orleans, Jan. 11.

Mrs. Ed McConnell, wife of radiosinger, and her four-year-old son,
Jimmy, were severely injured when
their automobile overturned on the
Old Spanish Trail near Pearlington
Wednesday (5). Miss Beatrice Phillips, nurse for the child, died of injuries in King's Daughters hospital,
Bay St. Louis.

Mrs. McConnell was en route hereto meet her, hishand when the accia-

Mrs. McConnell was en route here to meet her husband when the accident occurred. She suffered a fracture of the pelvis. The child suffered a broken leg and other injuries. Gaines Salvant, chauffeur, said the automobile went out of control. He escaped serious injury.

Arthur Hayes Shifted

Arthur Hayes has been transferred from eastern sales manager of Radio Sales, Inc., to commercial manager of WABC, CBS 'New York key, with Austin Joselyn being brought in from Chicago to fill the former spot, Joselyn left Free & Peters' New York office last week to join Radio Sales.

Sues Alexander Grav

Tulsa, Okla., Jan. 11.

Having established necessary residence in nearby state of Arkansas, Peggy McCray Gray, Tulsa heires, has sued Alexander Gray, actor and radio singer, for divorce. They were married in May, 1933, when Peggy was in school at Gulfport, Miss.

Heiress to \$250,000 trust fund left by her father, she left the school, caused an elopement sensation and finally married Gray at Crown Point, Ind., Chicago's Gretna Green.

Case was uncontested.

RENEW HENRY BUSSE

KENEW HENRY BUSSE

Chicago, Jan. II.

Having completed a 55-week weekly gallop on a coast-to-coast ride for Mar-O Oil shampoo, Henry Busse orchestra has been placed on the dotted line for another full year's network plugging of the same product by the Baggaley, Horton & Hoyt agency here.

product by the baggarey, 1000. Hoyt agency here.

New session starts on Jan. 16, slotted at 1 p.m. every Sunday over the NBC-red nationwide stitching.

WEBS UNDER-SELL RADIO

On Sound Effects in Broadcasting THINKS REBER

By ROBERT REINHART

By ROBERT REINHART

Ora Nichols, radio sound technician at Columbia Broadcasting System, is the only woman in that specialized business. She has been in the sound effects field practically since radio starfed, and is regarded as a pioneer in that end of broadcasting.

Sound effects, she recently told. Vanierr, were developed as needed in the early stages and still are produced as they are required. She

in the early stages and still are produced as they are required. She has a personal collection of 1,000 individual, sound effects, which are original with her or her late husband. The original models of this collection she possesses, but CBS now has copies of them all. For difficult effects turntable records are used rather than manual effects. used rather than manual effects, she stated.

she stated. She was formerly in a girls band in Springfeld, Mass., where she met her first husband, who was a fiddler back in the 20's. He worked in the pit during the silent days, but when talkies came in they both began to do sound effects for recordings and radio. They had such a large collection of sound effects and did so many shows for NBC and CBS that the latter company asked them both to join the staff. Her husband has since died, but she continued in the same job, being regarded as one of the most informed technicians in the business. Vanistry's attention was the most informed technicians in the business. Variety's attention, was directed to Miss Nichols, who modestly, seemed content to remain anonymous a sound effects creator, by a program executive with March of Time. Stated by him that nobody in the entire business knew as much about specialized sound effects as Miss Nichols, and that in the shift of M. of T. from CBS to NBC, she was very much missed by them, as no one at NBC had as much knowledge of sound effects as she knowledge of sound effects as she

BUZZ-RAZORS IGNORE RADIO

Both CBS and NBC sales departments are pressuring the firms which manufacture electric razors. Companies have all confined their advertising in black-and-white with the exception of Remington, which put on a spot drive of two weeks' duration in the autumn. Blurbs were builth size football waster described. bought after football games' descrip-

What aroused the network sales What aroused the network sales gangs were the statistics recently re-leased by the U.S. Department of Commerce. Figures disclose that in the past year nearly 1,500,000 of the chin-croppers were solid for a gross of, roughly, \$20,000,000.

ROBINSON-TREVOR IN N.Y FOR 2 RINSO SHOWS

Edward G. Robinson and Claire Trevor will be in New York to broadcast for Rinso for two weeks, next Tuesday (18) and the following. Director Clark Andrews of Ruth-rauff & Ryan and possibly couple of

you and possibly couple of supporting actors will make the New York trip also.

Will appear before CBS studio audience. Return to Hollywood thereafter.

Meador Lowrey Promoted

Louisville, Jan. 11.

Meador Lowey, WHAS news commentator, has been named studio director, and will have charge of studions for the station. Lowey steps into the position of chief announcer.

nouncer.

In addition to other duties he fills the post formerly held by the late Herman F. (Pete) Monroe.

Silver Lining

Philadelphi . Jan. 11. Philadelphi, Jan. 11.
Present biz recession is looked upon as a boon in disguise to radio by Ernest B. Loveman, ad manager of Philco, despite fact the firm's huge plants here are practically running on skeleton.

rews.

'According to a recent survey by Fortune, he declared, 'radio is by far the most popular American recreation. If the recession continues and money becomes scarcer, the public will 'the more and more to radio. turn more and more to radio. A restricted family budget means many more ights spent at home with the radio.

Katz Agcy. Buys Up Rights to Preakness For Self-Protection

Unusual instance of an advertising agency buying rights for a prospective radio program, rather than the outfit's client presented by the Joseph Katz agency's buy of the exclusive airing of the Preakness for the next two years. Pimlico tacetrack event is the annual classic for the next two years. Pimlico tacetrack event is the annual classic for three-year-olds, held in May.

Katz personally obtained the right from WFBR, Ballimore. NBC-red outlet, which has the race rights from the Maryland Jockey Club for five years. While it is likely that Katz purchased the event for two years running for one of the agency's accounts, the American Oil Co., the contract was made and the money posted by the agency.

American Oil has sponsored the rece in the event Amore decides not to continue bankrolling the bangtail airing.

Four years ago Joe Katz personally tied up Fred Astaire to an air contract. After the actor-hoofer was not picked up by one of the agency's accounts, the pact was peddled to Packard Motors, Astaire's first network sponsor.

FCC Frown Forces Nix On Numbers Games

Hartford, Jan. 11.

All radio number games off New England channels on advice of counsel, with no great probability of resumption. Bingo versions. counsel, with no great probability of resumption. Bingo versions, acapted to telephone dial numbers, were clicking for sponsors (Kay Jewelry Co. on eight stations and, Majestic Laundry New Haven) until word of FCC frown came along to prompt withdrawals.

Substitute, figured okay because of well resulting the manufacture of the control of the control

Substitute, figured okay because of skill requisites, was tested yesterday (Monday, 10) at WTHT. Hartford indie, where Kays 'K. Plan' preemed. In new set-up letters of alphabet are used instead of numbers, the letters spelling hidden nam's; first listener calling right key word gets the prize.

Nelson Eddy Concerts

Hollywood, Jan. 11.

Nelson Eddy is taking five months leave of his Chase & Sanborn radio program on Jan. 20. He will go out on annual concert tour after air

John Carter is being touted as temporary successor for the depart-

J. Walter Thompson Radio Exec Thinks the Network Salesmen Leave Many Media Men Lukewarm

ORDER-TAKERS

John U. Reber, radio head at J. Walter Thompson, told one of the agency's weekly forums on advertising problems and trends that it was too bad that the networks showed little interest in getting general media buyers acquainted with the sales value of broadcasting. It was his opinion that the reason the average media man held a lukewarn attitude toward broadcasting was because he wasn't constantly assailed with arguments and data by time salesmen. prevailed in the time salesmen prevailed in the case of magazine and newspaper reps.

case of magazine and newspaper reps.

Reber urged the agency's copywriters to do more listening in at
inght and to try to adapt their work
to the technique required in radio,
the thought that this element was
putting itself out on a limb by not
recognizing the potentialities of this
medium and undertaking to devise
new methods of commercial approach. On the question of daytime
advertising Reber said that he felt
that the most effective campaign
was that which involved from four
to six periods a week.

He said that he wondered whether
a premium offer would go over in
a big way on a daytime show
scheduled for but once a week.

Network sales departments have
been called upon recently by several
agencies to answer some of the arguments that picture magazines are
advancing in hustling for advertising
fusiness. Latter contingent is
quoted by the agency buyers as
claiming that their appeal and turnover are pretty much in a class with
radio, since every member in the
family will look at pictures and the
dependence on newstand sales
as
sues anything but a constant
culation.

culation:

Broadcasting has always contended that a regular program series gives an advertiser a variable turnover for his sales message. If he misses the group one week he gets it the next, with the number listening in always varying, whether the curve be up or down. The pic mags are now making a similar turnover argument. Their circulations vary from week to Their circulations vary from week to week by wide margins, indicating a constant shift in readers, which is different from the status held by the older line of smooth-paper mags.

Lyons Follows Lipton

Gerald Lyons this week went from INS to Columbia Broadcasting pub-licity, handling Major Bowes liason. Takes post formerly held by David Lipton, recently resigned to join Uni-versal Pictures.

Ora Nichols Only Woman Expert [COULD DO BETTER, M-G \$50,000 Over Maxwell Payments, **Charges to Publicity; Robert Taylor** To M. C. Six on 'Real Guy' Basis

'The Klansmen'

Cincinnati, Jan. 11.
New combo of sepia swing-sters in the Weinbar, hot spot Cincy's hilltop Harlem sec-tor, which broadcasts on WCPO, has adopted the fitte of 'The Klansmen.'

Sales Reps No Like Those N. W. Ayer Radio Station Deals

Most of the station representatives Most of the station representatives around New York are nursing peeves against the N. W. Ayer agency. Manner in which the agency has been buying stations on which to ozone baseball games under Kellogg sponsorship next summer is the straining point.

Ayer, in tying up the broadcasters, has had two men out from agency's Philadelphia headquarters directing contacting the stations. Reps are thus relegated to merely sideline spectator seat—and are in some instances losing their 15% commission.

Stations are being bought at package prices, with the agency driving deals in most situations.

Reps. rant that although the agency has swooped right over their heads to contact stations directly. Ayer nevertheless has accepted prospectuses from them and other formation compilations.

Reps are otherwise worried be-cause in the past the Ayer organiza-tion has never failed to champion their existence.

their existence. Baseball deals here, which have just been completed for coming season, contain many unusual aspects all around. N. W. Ayer agency has purchased exclusive rights to the 77 forme games of the American League Athletics for two of its accounts. Instead of sharing sponsorishlp as they did last season, however, accounts will compete with each other in sponsoring same games over different stations. WFIL will handle the games for Kelloggs, while WIP will carry them for Atlantic Refining. National League Phillies games

carry them for Atlantic Refining.
National League Phillies games
will be aired by WCAU for General
Mills (Wheatles). Sociony Vacuum
is set to buy half sponsorship from
G.M. as it did last season. On days
when Phillies are not playing at
home. General Mills and SoconyVacuum will alternate in sponsoring
a two-hour variety show on WCAU.
WEII because the state the season.

a two-nour variety show on work.
WFIL has never aired baseball before. Gabber hasn't been selected
yet, but auditions will be held in the
Ayer h.o. shortly. WIP spent \$15,000
to buy the games last season and
then found itself unable to sell them.

Hollywood, Jan. 11

Hollywood, Jan. 11.

Metro, reportedly, will wind up its first 13 weeks with General Foods (Maxwell House) around \$50,000 to the bad, according to estimates based on red splotch of \$55,000 to date. This despite the payment to, the studio of \$20,000 weekly for exclusive use of studio talent and facilities.

Nut has been aggravated of late by a heavy run of feature players and stars, all of whom draw important coin unless they feet used to exploit their own pictures, required contractually. MG biggies claim that the deficit can be charged off to exploitation for its pictures, trade mark and players,
Ed Gardner, producer of the alrshow, is planning to use Robert Taylor as a permanent encee to build him up as an air name and at the same time nullify the recent injudicious publicity that has adversely affected the star's pull at the box office. Gardner will give Taylor his head and let him disport in a fashion to repudiate the stories of his pretty boy proclivities. Those who now Taylor say he's regular all the way and Metro is eager to have vaint dispel all other popular impressions. Taylor will run the next six shows and if the campaign is successful he'll continue through the remaining broadcasts.

H. L. McCLINTON **HEADS AYER** RADIO DEPT

Long awaited shift in personnel at the N. W. Ayer agency occurred late last week. H. L. McClinton, outfit's contact man with its biggest account, Ford Motors, assumes charge of radio

production.

Fred Fielding (nee Pflugfelder),
who has been acting as manager of
the radio department in N. Y., shifts into the general advertising depart-into the general advertising depart-ment. Prentice Winchell, who han-dled production of it shows, goes to the Philadelphia headquarters to work on promotion and presentation.

NEGRO AUDIENCE SHOW ON WSGN. BIRMINGHAM

Birmingham, Jan. 11:
WSGN running a commercial, aimed at Negro listeners, which is aimed and Negro listeners, which is aimed as Negro listeners, which is aimed and the season of the Negro season of the Negr Birmingham, Jan. 11.

the burial insurance outfit, and ducats are distributed to applicants

WCKY's Info Bureau

Cincinnati, Jan. 11.
Bill Dye, formerly of WGAR,
Cleveland, and WADC, Akron,
bowed on WCKY this week with a
30-minute information bureau program, spotting for 4:30 pp in Monday through Friday.

Assisted by Virgini Golden and
John Reynolds, of the station's staff,
he anderwork to answer questions.

he endeavors to answer questions on any subjects that are written or tele-phoned in by listeners. Phones in the studio enable dialers to hear both ends of conversations between Dye and inquiring persons.

NBC Budget Non-Elastic

NBC, in budgeting its departmen-NBC. in budgeting its departmental operations for 1938, has made the budget non-flexible. This has been done to offset chances of the costs of upkeep in the various departments ballooning as they did in 1937. Fact that about all the departments exceeded their figures last year brought about economising in October which saw staff cuts as well as other saving measures. as other saving measures.

In 1937 costs ran \$500,000 over the temporary successor for the departing star.

Doc. Levy to Florida
Dr. Leon Levy, prez of WCAU
Philly, and v.p. of Columbia, head imake up the difference in some selfing for five weeks at Palm Beach on Jain 21. Taking this instead of partment head is, made individually regular summer vacash.

department operates

each department operates was perged from above.
One of the behind-the-hand bleats at NBC when costs outstripped the budget last year was that 1937 was the first annum the department heads did not set their own figures for ok. from the president's office. Heads were simply handed the figures; same system obtains for 1938.

CBS Drops Jack Major

Columbia Artists, Inc., wound up columbia Artists, Inc., wound up to annual list-shaving by dropping Jack Major, comic: kiddle program pr senter Dorothy Gordon, and the 4 Stars, girl quartet. CBS-subsid let go three other acts

just after Christmas.

George Gerhardi, WPEN, Fired on Nazi Angle; Union Applauds, Ousts Him

Philadelphia, Jan. 11.

Philadelphia, Ján. 11.
George Gcrhardi, director and announcer of Gcrman programs on WFEN, was fired Friday (1) on charges of ad libbing Nazi propaganda between commercial copy. He claimed he was bounced unjustly and took his grievance before the American Guild of Radio Announcers and Producers yesterday, which replied by voting unanimously that he be dropped from its rolls and commended the station.

unanimously that he be dropped from its rolls and commended the station.

Deutsche gabber, who is associated with the Hamburg-Bremen Steamship Agency, a subsidiary of the Hamburg-American Lines, has been employed at WEPN for more than five years. The station three months ago was taken over by the late John Iraci.

Gerhardi's outpourings have been under fire by the Citizens' Anti-Nazi Committee for the past eight weeks. On Dec. 14 the committee announced that the station had refused to sell it time for an anti-Nazi talk to refute Gerhardi.

George Lasker, manager of the station, declared the asserted 'refusal' was actually misunderstanding and last Friday the anti-Nazishad a 15-minute program on which Dr. Stefan Heym, editor of the beutsches Volksecho, a New York anti-Nazi sheet, spoke, Gerhardi effused to announce this program, which became the immediate reason for his demise.

AGRAP, 'in, a special meeting at the station yesterday, refused to back Gerhardi's claim that he was fired unjustly. Members voted unanimously to oust him.

COUGHLIN'S LARGEST **WEB: 58 STATIONS**

Detroit, Jan. 11. Detroit, Jan. 11.

Hookup of 58 stations, biggest yet for such a series out of Detroit, is carrying Father Charles Coughlin's ether series, which resumed Sunday (9) after settlement of tiff with church officials. Half-hour programs at 4 p.m. Sundays, from which audiences are barred. will run for at least 13 weeks, with option to renew at end of that time. Outlets, arranged by Manager Leo Fitzpatrick of WJR who's been priest's ether advisor for last 10 years, include:

ether advisor for last 10 years, include:
WIR, Detroit, key station; WJID, Chicago; WIAS, Pittsburgh; WID, Chicago; WIAS, Pittsburgh; WID, Des Moines; WOC, Davenport; WKBW, Buffalo, WTMM, Milwaukee; KSTP, St. Paul; WCAO, Baltimore; KFEQ, St. Joseph, Mo.; WGAR, Cleveland; WHIO, Dayton; WHKO, Colimbus; KCKN, Kansas City; WIBW, Topeka; WDAS, Philadelphia; WJAR, Providence; Transamerican to WIP, Philly; WMCA, New York; KOIL, Omaha; WSAI, Clincy; WIL St. Louis; WREN, Kansas City, WCKY, Cincinnati; Colonial network of WAAB, WICC, WSAR, WSFR, WLBZ, WFEA, WNBH, WLLH, WBRY; WLNH, WRDO, WNLC; the Quaker State web of WRAW, WSAN, WEST, WGBI, WRAK, WORK, WFBG, WJAC, WTBO, WLEU, and the Mohawk network of WABF, WMFF, WDEV and WSYB. WBRE, WAZL, WGBL, WKBO, WRAK, WGRK, WFBG, WJAC, WTBO, WLEU, and the Mohawk network of WABY, WIBX, WNBO, WSAY, WNBF, WMFF, WDEV and

Philadelphia, Jan. 11.

Start of new Father Coughlin series Sunday found local outlet situation well-muddled with one station on original sked not carrying program and another taking it on the cuff.

Publicity sent out at end of last weck from Detroit listed Philly outlets as WIP and WDAS. WIP exect claimed to know nothing of a deal to air the show and have a commercial spotted at that time. They had made no arrangements to carry Coughlin.

WDAS, 250 and 100-watter, which has no network affiliations, took the talks as a prestige-builder. Understood all they got out of it is the line charges on having the show fed to them by Yankee network.

Mr. and Mrs. James Rorty com-missioned by Princeton, with Rocke-feller subsidy, to survey radio news commentaining. Results will be pub-lished by university.

Holly Hotel (The McCoy) Will Have Anni Ethered

Hollywood, Jan. 11. Hollywood, Jan. 11.
Town's oldest caravanary. Hollywood Hotel, observes its 35th anniversary Jan. 17 and gives Columbia an excuse for combining the film and airshow of identical name into a gala half hour show for nation-wide reception. Film oldsters, who resided at the hostely the swaddling days of pictures, will take a how.

a bow.
Frow the Warners picture will appear Dick Powell, Rosemary Lane. Louella Parsons and Raymond Paige's orchestra; Most of the air-show cast will perform. Edmund Goulding emces the proceedings.

BENNY JAMS STUDIO AND BIZ ROUTINE

San Francisco, Jan. 11.

San Francisco, Jan. 11.

Now that Jack Benny and his Jello gang have hied themselves back to Hollywood, local offices of General Foods and NBC are resuming normal activity for the first time in more than a week. Unprecedented demand for admission tickets to Benny's two broadcasts from the Community Playhouse, a 660-seater in the Western-Women's Club building, here Sunday (9), had the sponsor and NBC in a dither ever since word got out that Benny was coming to town.

More than 30,000 written requests were received, in addition to an unestimated flood of telephone calls which kept both General Foods and NBC switchboards buzzing continuity throughout the week. Execand other employees, from managers to office boys, were deluged with pleas for ducats, many of the requests coming from almost-forgotten friends or acquaintances who had dropped out of sight for years.

Among requests was one from the office of Governor Frank Merriam of

Among requests was one from the office of Governor Frank Merriam of California.

California.

Tom Harrington and Bill Stuart of Young & Rubicam came up from Hollywood to supervise arrangements for the broadcasts. Gag writers Bill Yorrow and Ed Beloin also in town. Benny, with Morrow and Beloin, met the local radio scribes last Wednesday at a breakfast in the Hotel St. Francis. Comedian said then he hoped to come to San Francisco for another personal appearance in about three months.

Fibber and Molly To

Jim and Marion Jordan (Fibber McGee and Molly) return to the Coast in the spring for their broadcast and additional picture work at Paramount.

WLW, Cincy, Thorn to Columbus Super-Watter Grabs Accounts—Several Recent Examples Irks WBNS, WCOL, WHKC

Columbus. O., Jan. 11.

While they are constantly at a disadvantage in bucking WLW's 500,000 watts, local stations are singing the blues louder than ever at this time of the year as they watch. Powell Crosley, Jr's big station pull in the business. Each of the three Columbus stations can point to shows now urisding WLW which mean a sock in the local picket-book.

WBNS started the New Year minus two CBS serials which are now reaching, local listeners through the Cincinnati station. Hilltop House for Super-Suds were both pulled off, the CBS outlet here and put on wax at WLW.

Audience Built Up

At WCOL they're pointing to 'Dan Harding's , Wife'. afternoon NBC

POLICE BAN VOX POP

But WSGN Sidewalk Keeps Moving to Beat Edict

Birmingham, Jan. 11.
Police no longer permit WSGN's inquiring reporter, Lee MacArthur, to park his mike on a street corner and corral interviewers. Edict given on grounds he blocked traffic along the sidewalk.

Consequently, MacArthur now patrols up and down the pavement with 50 feet of slack wire trailing behind him, quizzing his quarries on the run.

Sales Staff Ganders Station's Talent Roster In 93-Hour Audition

St. Louis, Jan. 11. Entire talent staff of KMOX was paraded for the benefit of the sta-tion's sales force last week in a series of auditions that started at series of auditions that started at 10:30 . m. and continued, with the exception of two brief breathing spells, until 8:00 p. m. Idea of the huge 'talent parade,' which included 50 acts and 213 persons, was to acquaint salesmen with the merchandising possibilities of all performers, on the station's talent roster.

Parade started with Pappy Cheshire's galaxy of Hill Billies and finished with The Bliggensdorfers' with Willie Schubert's German band. Included were the station's 10 announcers, organists, commentators, etc.

Idea conceived by Ken Church, commercial manager and Tinv commercial manager and Tiny Renier, program director, with the theory that the salesman is too often unfamiliar with the actual performance of the station's talent and becomes accustomed to thinking of an act in terms of the descriptive adjectives and superlatives in the talent book. Church and Renier also said the marathon audition' was a means of taking the various performers out of the sales portfolio and bringing them to life in the salesman's mind. Cost of stunt was around \$1,000.

FLOOD GRATITUDE SHOW

Those Who Helped Will Be Saluted By Big Celebration

Louisville, Jan. 11.

Plans are under way for the staging of a Flood Gratitude Show on Monday (24), as a gesture of appreciation to the residents of Kentucky and Southern Indiana counties who

proaccasts. Gag writers Bill and Southern Indiana counties who with Morrow and Beloin, metal radio scribes last Wednessa breakfast in the Hotel St. Comedian said then he ocome to San Francisco for personal appearance in about worths.

r and Molly To

Coast for Two Films

Hollywood, Jan. 11.
Hollywood, Jan. 11.
Marion Jordan (Fibber and Molly) return to the and Molly) return to the and Molly) return to the southern and Molly return to the southern and Molly return to the southern and Molly) return to the southern and Molly return to the southern and M

McGee and Molly) return to the Coast in the spring for their broad-cast and additional picture work at Paramount.

Contract signed by comic team calls for two films annually.

Song Contest program back on WINS, N. Y., after several months: Walter King, m.c., and Hank Silculation. Tickets to RKO circuit theatres are given as prizes:

Chain Income from Time Sales

M		NBC		
	1937	1936	1935	1934
January	\$3,541,999		\$2,895,037	\$2,391,667
Februar	у 3,295,782		2,758,319	2,211,637
	3,614,283		3,025,308	2,507,890
April		2,741,928	2,682,143	2,373,890
May	3,214,819		2,685,211	2,475,173
June			2,380,845	2.177.857
July	2,707,450	2.449,983	2,208,935	1.864,420
August	2.784,977	2,422,431	2,021,365	1,735,555
Septemb		2,886,637	2,163,317	1,860,166
October		3,696,489	2,779,557	2,775,431
Novemb			2,655,100	2,683,494
Decembe	er 3,639,086	3,558,590	2,893,793	2,776,436
Total	\$38,651,286	\$34,544,120	\$31,148,930	\$27,833,616
ATT COM		CBS		344
100	1937	1936	1935	1934
January	\$2,378,620		\$1,768,949	\$1,405,948
Februar	y 2,264,317	1,909,146	1,654,461	1,387,823
March			1,829,553	1,524,904
	2,563,478		1,615,389	1,371,601
			1,287,455	1,255,887
	2,476,576		1,066,729	925,939
July	1,988,412	1,292,775	910,470	620,290
August	1,955,280	1,232,588	879,019	513,315
Septemb		1,838,932	1,086,900	700,491
October	2,505,485	2,754,802	1,930,512	1,752,601
Novemb		2,429,917	1,722,390	1,862,959
Decembe		2,433,353	1,885,977	1,674,087
Total	\$28,722,118	\$23,168,142	\$17,637,804	\$14,995,845
200	M	UTUAL		
7. S. J. W.		1937	1936	
Samo	January		\$166,2	
1 1	February	202,088		
83.75	March	212,861	191,4	
or the	April	167,590		
- day	May		129,9	
·	June	99,136	104,5	
77.	July	84,362	109,5	
N. 19 .	August	79,555	122,0	
200	September	119,210	168,9	
1. 1. 1.	October	206,194		
and the	November	230,274		
	December	214,039	193,4	96
10.00	Total	.\$1,936,102	\$1,975,3	77

CBS 24%, NBC 12% Above 1936 As December Tallies Round Out Year

Symphony Audition?

Columbus, O., Jan. 11.

Columbus, O., Jan. 11.
Abram Ruvinsky will conduct a 50piece symphony orchestra in a special broadcast on WHKC and the
Mutual network on Sunday (16).
Program will originate in the Neil
House hots?

Program will originate in the Neil House hotel.

Understood that airing will serve as an audition for an oil company sponsor interested in a symphonic program.

Uncle WIP That Was, Now Uncle Jim on WFIL, Phila. Philadelphia, Jan. 11.

Philadelphia, Jan. 11.

'Dear Kiddies' show shuffles between WFIL and WIP was completed this week with naming of James Willard, Jr., formerly of WIP, as 'Uncle Jim' at WFIL. Wayne Cody, of WFIL. now has Willard's 'Uncle WIP' spot on WIP.

'Uncle WIP' spot on WIP.

'Uncle WIP' so coined by Gimbel Brothers, co-owners of WFIL. Tucle WIP' is coined by Gimbel Brothers, owners of WIP.
Cody's 'Jolly Man', show on WFIL.

Las been taken over by John Vandersloot, Cody's assistant. It will be known as 'Mr. Van 'Caravan' and will be sponsored by Strawbridge and Clother, who own the other half of WFIL.

To add to the complications, Cody.

half of WFIL.

To add to the complications, Cody, in addition to his nightly beddime turn for WIP, will continue with Ole King Cole, a kid show bought by the Bachmann Chocolate Co. on WFIL. And WFIL has still another one for the moppets in 'Colonel Bill,' played by Bill Gallegher for Mrs. Smith's Pies.

Vick's Violin Contest

Wichita, Kans. Jan. 11.
Wichita will be one of 20 cities in which additions will be held to choose a boy and girl violinist under 16 years old-to compete in a national contest sponsored by the Vick Chemical Co. and Columbia Broadcasting System.

Chemical Co. and Cottonica Medicating System.

Wichita, home of KFH which is on Columbia chain, is only city between Chicago and Denver in which auditions will be held.

Even though the curve either drooped or flattened off for the final: six months of last year, NBC's percentage boost in gross sales was greater for 1937 than it had been the previous year. Billings for '37 were 12% over what they had been for 1936, while the network's revenue for '36 was but 10.6% better than the 1935 tally. Columbia wound up 1937 with a take that was 24% above the total for 1936, while this web's 1936 accumulative figure was 31.4% over 1935's.

1935's.

NBC's turnover in time for '77 came to \$38,651,286, with the red (WEAF) link running away behind CBS. Latter's gross billings for the past year were \$28,722,118.

For the red and blue (WJZ) trails NBC grossed \$5,059,086 in December, or 2.3% better than what it had been the year before. Columbia stally for the same month was \$2,786,618, or 14.5% over the previous December level.

level:
Mutual's gross for '37 was off 1.2% as compared to the previous year. The December billings amounted to \$214,039, an increase of '10.6", over the figure which prevailed for the parallel month '36.

FELIX ANSWERS HIS CBS CRITICS

Edgar Felix, consulting radio engineer, was given a chance last Friday (7) to explain his method of conducting field intensity measurements to the CBS sales staff, after he had complained that somebody in the petwork, had been manifer his control of the control

compianed that somebody in the network had been panning his service to prospective clients. Felix's service covers every community of 25,000 population or move and involves the assignment of a listener percentage value to each station whose signal gets set attention.

James L. Saphier will represent the Small Co., Hollywood agents, in the east.

Deal was closed last week between Saphier and Peter deLima, head of the Small Co.'s vadio department on the Coast.

4-All Very Hush-Hush

Conference of the American Guild Conference of the American Guild of Radio Announcers and Producers was held last Friday (?) in New York. and heard reports of consequences of affiliation with either the American Federation of Radio Artists (A. F. of L.) or with the American Communications. Association (C. No action was taken other than to ask the delegates to submit the inormation to their locals and return to another meeting on Feb. 4.

Conference was held behind closed doors and resulted only in postponing what had been postponed before. Everybody very hush-hush. AGRAP taking its press; statements very

Everybody very hush-hush. AGRAF taking its press statenents very seriously terms of announcing postponements and describing what went on in terms of being very confidential. Whatever took from 11 pm, until five a. m. was postponed. Convention was attended by about 25 cleaning the c

25 delegates

CONSTANCE BENNETT SUES P&G GOSSIPER

Hollywood, Jan. 11. First of the radio gossipers to draw legal fire from a picture personage is Jimmy Fidler, named defendant by Jimmy Fidler, named defendant by Constance Bennett in a 255,000 libel action filed in the Los Angeles Count Superior Court Last Monday (3). Fidler is currently huddling with his barristers, preparatory to filing reply:
Written complaint is also being filed by Miss Bennett's legal advisors with Federal Communications Commission and the Screen Actors Guild. Latter recently announced its support of screen industry's drive to protect

of screen industry's drive to protect players from false air chatter.

players from false air chatter.

Both the actress and Fidler art
members of the SAG, which body
may ultimately be called upon to
decide truth of commentator's statement. Fidler is now under contract
to Warners on a deal calling for one picture at \$75,000, with an option for

Miss Bennett asks \$100,000 actual

Miss Bennett asks \$100,000 actual and \$150,000 puntitive damages, charging injury to her reputation. Sponsors of program, Procter & Gamble Distributing Co. and Procter & Gamble Distributing Co. as well as National Broadcasting Co., Earle C. Anthony, Inc., owner of KFI, are named co-detendants with Fidler.

Karol's 3-Day Stand

John J. Karol, CBS director o market research, has been booked for a three-day talking marathon. It's the annual convention of the As-sociation of Manufacturers Repre-sentatives, which opens in Cincinnati Jan; 18 and will wind up on the eve-ning of the 20th.

ning of the 20th.

Delegates are expected to run into the thousands, making it necessary to have them addressed in groups when it comes to specialized topics. Rarol will go over the merchandising aspects of radio with three different groups. r the merchandis lio with three dif-that number o

Bob Jennings Upped

Cincinnati, Jan. 11.

Cincinnati, Jan. II.

Appointment of Robert G. Jennings, who recently was made a vicepresident of the Crosley Radio Corp.,
general sales manager of WLW
and WSAI, and assistant, general
imanager of the super station, was announced, last week. Sales post was
made vacaut recently when Frank
M. Smith resigned to become general
sales, manager of the Gruen Watch
with headquarters in Cincinnati.
Jennings Joined the Crosley organleating two years ago and soon was

Jennings joined the Crosley organ-ization two years ago and soon was made sales manager of WSAL. He became manager of that station March 1, 1937, and later was ap-pointed program manager of WLW and WSAL.

James D. Shouse recently became vice-president and general man-ager of the broadcasting activities of the Crosley Radio Corp.

Reis Reports at Par

Hollywood, Jan. 11.
Irving Rei, checked in at Paramount to start term ticket as writerbroducer for Harold, Hurley unit.
"He was formerly radio producerdirector (experiments) with Columbia network in New York.

VINE STREET CROSSTALK

Hollywood, Jan. 11. Hugh Wedlock and Howard Sny-der signed for 13 weeks more of gag-ging up Jack Oakie's portion of Camel Caravan.

Al Mannheimer joined scripters of Al Mannheimer joined scripters on Metro-Maxwell House opus, transferring from studio's shorts dept.

Nan Grey, Universal's budding star, carries the femme lead in the new Ponds serial, Those We Love.

Archie Josephson launched a new transcription outfit, 20th Century-Radio Productions,

Eddle Davis and Matt Brooks or-

Eddle Davis and Matt Brooks or-ganizing gas writers citub.to be dedi-cated to memory of David Friedman. Winter has definitely arrived. Amos 'n Andy broadcast for the next two months from Palm Springs, their third sesh at the desert resort. Bill Baker trained east to talk over a new Coast show with Benton & Bowless biggies. William Wright iolned KMPC

William Wright joined KMPC sales staff. Formerly with Lorenzen & Thompson here.

Thompson here.
Dave Brockman flirting with CBS

Dave Brockman firting with CBS for a music spot of the process of

fan mag medals. Beg Gage, NBC announcer, is stat Beg Gage, NBC announcer, is starbasket ball player of network team. Carl Stanton now producing-Mickey Mouse show in addition to holding rein on Lum and Abner. Basil Loughtane continues to supervise from Chicago.

Fleetwood Lawton, Oxford man, commentating on KMPC.
Chartle Vanda lining up gala show on occasi of KARM, Fresno, joining up with Columbi George, McCall, optioned for another 13 by Old Cold.

ing up with Columbi
George_McCall optioned for another 13 by Old Gold.
Rudy Vallee troupe here for 15week stand, while the headman,
makes faces at the cameras.
Kelly Anthony, KFI program director, bedded with a strep throat.
Glan Heisch joined the battery of
writers on the Mickey Mouser for
Persodent.

Iry Brecher aiding the Metro air

show in addition to his screen writ-ing.
Tommy Harris has his own pro-gram on KFWB.
Frank Fay will breeze along the Mutual lanes any day now.
Al Jolson and Edward G. Robinson

Al Jolson and Edward G. Robinson now being sired in Canada.
W. C. Fields is determined to stay away from radio for a while longer until his health picks up.
Don Francisco, Jr., grinding out publicity copy for Luckies show.
George Arliss and the missus doing a Lux play Dec. 17, his first mike affinity in four years.
Vio Kothet belong time, and trans-

Ford Show Upping Its Gueststar Coin

Pearce program (Ford Dealers Al Pearce program (Ford Dealers) is altering its, policy of, adhering to moderate name guests, only, CBS show, usping its budget very appreciably; heretofore around \$350 as shot has been tops for guests.
Under the new setup first portant-money guest is, Lou Hollz, timing on the program Jan, 25.

Cuts for Two

St. Louis, Dec. 11.
Appendicills laid low two of the personnel of KWK's staff last week, Allem, Anthony, chief announcer, was the first to-be rushed to a hospital for operation, and few day later, the same experience was, in store for Claire Harrison, head of the continuity days from the continu continuity department.

Martin Bowin, formerly of WHK, Cleveland, is pinch hilling for Cleveland.

Guild of Announcers Stall Decision A.F.R.A. PLEASED BY ADMEN'S ATTITUDE; SEE AGREEMENT SOONER THAN EXPECTED

Tentative Progress Deemed Encouraging-Union Membership Around 4,000-Meetings Continue with Advertising Agencies and Networks

Instead of taking three or four months, as previously anticipated, negotiations between the American Federation of Radio Artists and the advertising agencies and networks may be concluded within a few weeks. That was indicated in the preliminary huddles of the various may be concluded within weeks. That was indicate preliminary huddles of the groups beginning late last

while the opening late last week.

While the opening sessions have been little more than get-acquainted parties. Federation reps report themselves 'agreeably surprised at the cordiality of the agency and network officials and their apparent wish to come to quick agreements. According to Mrs. Emily Holt, APRA executive, secretary recognition. ve secretary recognition, cales and similar matters are to be quickly settled. executive tkely to be quickly settled. Even he proposed maximum rehearsal ules, an expected hurdle to agree-nents, may be easily adjusted.

ments, may be easily adjusted.

Significant hint of the attitude of the agency and network men was given by Young & Rubicam reps who, before sitting in last week with the AFRA heads, tentatively aranged to bring the American Assn, of Advertising Agencies into the discussion. Second indication of which way the wind would blow was given when William S. Palcy, CBS prez, and Edward Klauber: exec v.-p., attended the first meeting (?) with the AFRA bargainers. Palcy, particularly, had previously been conspicuous by his absence at confabs and huddles of similar nature.

Feeling of admen and broadcasters

Feeling of admen and broadcasters appears to be that an agreement of some sort is not only inevitable but in some respects-desirable and that the sooner it is reached the better for all concerned.

Meetings between the AFRA reps Meetings between the APRA reps and agency and network officials will continue daily on an informal schedule until complete agreement is reached. Federation heads were to pownow with NBC yesterday (Tuesday) morning and with CBS in the afternoon. Representing AFRA are Mrs. Holt, George Heller, treasurer and associate executive-secretary; Henry Jaffe, attorney and Ray Jones, national board member and secretary of the Chicago local. Acting for NBC are Mark Woods, vice-president and treasurer (usually the company's rep in employee-relation matters); C. W. Pitch, business manager of the program department, and E. Gardner Prime, of the legal department. Prime, of the legal department.

Prime, of the legal department.

Reps for CBS appointed by Klauber are Lawrence W. Lowman, vicepresident and secretary, I. S.

Becker, business manager of the
artists bureau, and Joseph A.

Burgess, Jr., personnel manager. artists bureau, and Joseph A. Is Burgess, JT, personnel manager, on Those representing the AAAA so far have been John Benson, president; dreaded the AAAA, radio committee may be called in to take over the negotiations if the heads specified to the committee may be called in to take over the negotiations if the heads specified to the committee may be called in to take over the negotiations if the heads specified to the committee may be called in to take over the negotiations if the heads specified to the committee may be called the committee of the committee of

AFRA Dues Go Up

the American Federation of Radio Artists has been revised sharply upward. At the request of the Los Angeles and Chicago of the Los Angeles and Chicago locals, effective Feb. 1 the fee will be \$25 for all performers earning up to \$10,000 a. year from broadcasting, \$50 for all earning more than \$10,000. Former scale was \$10 and \$25.

Former scale was \$10 and \$25. Since the American Guild of Radio Announcers and Producers (indie union) is reported planning to decide Peb. 4 whether to affiliate with AFRA or the American Communications Assn. (CIO). AFRA may push its Feb. 1 deadline back to mid-Pebruary to encourage AGRAP members to shift allegiance.

get things well under way. Com mittee is an advisory one, howe while the officers are directly ponsible to the member agencies

sponsible to the member agencies.

Local Statlons Next
Concurrent with the nationaldickering with the agencies and networks, the New York local of
AFRA will next week begin negotiations with WINS. WHN and possibly
other New York stations to, seek
recognition, wage agreements and,
standard working conditions, etc.
Understood various other locals standard working conditions; etc. Understood various other locals throughout the country are also on the point of huddling with stations and agencies in their territories. In this connection it is explained that all, local pacts will conform to the general provisions of the inational scale, while special terms will be subject to approval by the national

Organizational campaign of the AFRA is figured an unprecedented success; considering it has been con-ducted on a national scale and takes

success, considering it has been conducted on a national scale and takes. in such a scattered and individualistic field as radio performers. After Actors' Equity, Assn. had muttered and stalled for years about organizing radio, the movement actually got under, way last June in Los Angeles and a few days later in New York.

When the organization received its charter from the Associated Actors and Artistes of America last Aug. 16, it had about 400 members all over the country. Number, has since grown to upwards of estimated 4,000 paid up members, although the actual total is not known because the figure is growing so rapidly, particularly on the Coast, where the Screen Actors Guild (affiliate) is conducting a drive. Estimated there are about 1,700 members in New York alone. tors Guild (affiliate) is conducting a drive. Estimated there are about 1,700 members in New York alone. Field of actors and singers is said to be virtually 100% organized in the key cities, while there is also a respectable representation among an-

Schedule of initiation fees for

works, AFRA held off until it had strengthened its organizations.

With its membership figured virtually solid, AFRA polled its various locals for suggestions for a minimum wage scale, rehearsal hour schedules, working conditions, etc. When all those proposals were formulated and approved by the membership, AFRA was ready to proceed with negotiations. Mutual network has not been ap-proached by the union thus far. In covering so many negotiation meet-ings and contacts the AFRA person-ncl hasn't had time.

nouncers, solo instrumentalists, sound cfletts men, etc.

From the time when Mrs, Hott finally consented to become executive secretary, AFRA's progress has followed a course carefully mapped out in advance. Federation at first concentrated exclusively on organizing the radio performer field thoroughly. Although repeated calls were made on the officials to hurry and seck recognition and wage concessions from the agencies and networks. AFRA held off until it had strengthened its organizations. With its membership figured virtu-

Philadelphia, Jan. 11. Charges filed with the National Labor Relations Board against WFIL six weeks ago by the American Guild of Radio Announcers and Producers were withdrawn last Friday (7).

were withdrawn last Friday (7).
AGRAP drooped; ils claim that
Joseph C. Weeks was fired for union
activity. Weeks has since obtained
another job. Station had alreadyreplied that Week! Guild membership had nothing to do with his dismissal, but that he was canned for
'clowning in the studios."

American Communications Asso-ciation CIO affiliate, will have the city's panelmen 100°, organized, and working under contracts when termer is signed with WIP today. WIP agreement was completed with Ben Gimbel last Friday, after six weeks of negotiations.

Binder doesn't provide for preferential hiring as the union originally demanded, but provides that before the station can hire an engineer he must become a member of the union. ACA has a union hiring hall clause in termers with some other outlets here.

Wage scale begins at \$40, with 51.50 increase every six months until 660 is reached. It also provides for a 44-hour, five-and-a-half-day week.

Service to Unfair' Stations Still Disputed Clause

Chicago, Jan. 11.

Chicago, Jan. 11.

Although not signaturing agreement offered by Chicago Federation of Musi ans as yet, all indications are that NBC will do so before, the deadline, Saturday (15).

Executives have voiced unofficial opinions that their web will hold out until the last minute, hoping to mak CFM head, Jam's C. Pefrillo, bjack down in the one clause to which the network objects. This clause for hids stations signaturing the agreement from feeding music to, or accepting music from stations on the unfair st. Although signed by alther radio stations in town NBC has steadfastly educed to sign new contract, with CFM unless this clause is out.

It is known, however, that NBC has altered y made provisions to live

has already made provisions to live up to the other requirements the new contract, even to signing ap-nroximately 18 additional men for their musical staff here—which is the number required by CFM contracts in putting musicians. Ive-day week, vith full week's salary.

Philadelphia, Jan

Philadelphia, Jan. II.
Top local excess of CIO and the
American Egderation of Mine ons
ire skedded to get together traley
in the office of Herbert M. Syme,
Philly labor mediator, in an
deavor to straighte jout differences
that have CIO raiding the local AFM
union. union

Industrial augion group, will be repord by John Edelman, disquaddirector, A. A. Tomei, prez of A. M. Lotter, local, will represent his out-fit.

Vie Knight taking time out from Holdouts Few. Declares Joe Weber; **Action Against Them Uncertain**

Question on what to do with the ew stations that have refused to signature the settlement agreement with the American Federation of Musicians will be mulled by the in ternational executive board when i Musicians will be mulied by the international-executive board when itholds its midwinter meeting in
Miami, Fla., starting this Monday
(17). Joe Weber, AFM prez, declared yesterday (Tuesday) that the
holdouts were significant but that
the union would have to take soine
steps toward straightening out their
recalcitratey.

While the national-situation with
regard to network artilated stations.
I was declared solved this week, NBC
and Columbla were still having diin ficulty in getting together with the
New York musicians union on, contracts covering their N. Y. Studies,
Local 802 was demanding that the
agreement run for three year, and
that salary per be increased

from \$105 to \$120 for the third year from \$105 to \$120 for the third year. Union originally asked that this new scale be \$130. NBC and CBS deals with the Chicago branch of the AFM is for three years and the New York local sees no reason why it shouldn't be granted a similar term. Network delegates slated to meet with Local 802 officials today (Wednesday) in the hope of arriving at a compromise. at a compromise.

AFM's plan of

at a compromise.

AFM's plan of settlement lith actions becomes effective as of Jan. 17 (this Monday) All contracts and quota expenditures will start as of that date and generally cover period of two years. In statement issued by Samuel R. Rosenbauin. WFIL. Philadelphia, chairman of the NIRA negoliating committee, it was pointed out that the effectiveness still depended on the New York network levys closing contracts with Local levs closing contracts with Local out that the effectiveness still de followed on the New York network (Syme hopeful of bring) the two sides together although both 1802 by Jan. 17. THEY'RE ALL OVER ON OUR SIDE OF THE STREET!

FRANK LLOYDS

STANK LLOYDS

If it's a PARAMOUNT PICTURE ... it's the best show

"They're all over on our side of the street. 'TRUE

CONFESSION' packed'em in—'WELLS FARGO'S'

standing'em in line. They say 'EVERY DAY'S A

HOLIDAY'S' the best of the Wests and 'THE

BUCCANEER' is knocking'em dead in New Orleans.

Two big ones a month for the next seven months!

I'LL SAY PARAMOUNT IS ON PARADE!





PAUL WHITEMAN ORCHESTRA With Formand Gravet, Oliver Wake

neio
30 Mins.
CHESTERFIELDS
Friday, 8:39 p.m., EST.
WABC-CBS, New York City
(Newell-Emmett)

(Neucell Enumet)
Getaway program of the new Paul
Whiteman series for Liggett & Myers
viculating Hal Kemp-Alice Fays
show) was lively and diverting moss
of the way. There was some doubabout Oliver: Wakefield. The lack of
pace-change and the one-idea radio
comedy formula of this performed
gave some evidences of himilant
and plenty task will be exhausting and
aunoying to some listeners, may
find many who think it pidyant. The
humor is supposed to result almose
entirely from double talk. This is
a mechanical trick. It teases the ear
But there's, little in it to make the
brain glow with sudden and true,
then the question arises if the comedy is not for children and gigglery
rather than, mature listeners.
Whiteman's music may be assumed
to draw mature listeners. It is advanced and fantifully embroddied
greate and the state of the condraw mature listeners. It is advanced and fantifully embroddied
greate and the state of the concompany of the congreate of the concompany of the conposition of the concompany of the con-

THE WOMAN IN WHITE
With Louise Barclay, Ruth Bailey,
Toni Gillman, McDonald Carey,
William Farnum

WMAQ-NBC Red, Chleage
(Hutchinson)
Quite remarkable is the ludgment
shown in cre. ling this show so that
it gets the sponsor out of what might,
have been a rather, messy situation.
More than that, this new show is
rood, solid radio,
It replaces Today's Children' while
that show, wao presumably at the
sponsor thought ha had received a
maximum benefit from the latter
show. While this new one combines
the freshness of new characters, in
new situations, it is most notable for
two other things—one, the way it tied
itself to the old show, and, the way
it criries along all the elements
which made its pre-lecessor so highly
successful. Sentiment, human intershidly sweeded to the stow was made.

and the lamily stuff are an in-solidly. Infroduction to the show was made by having the family of Today's Collection to their radio and getting the opening announcement. Sto y' concerns a young nurse go-in out for hor first work as a grad-tate. Naturally, there is love in-tended and casably directed. Commercial evedits, as is usual on arly morning shows, are over-long.

MAROOT OF CASTLEWOOD With Barbera Luildy, Ethel Owen Francis X. Bushman, Charles Car-roli

roll
Sterial QUAKER OATS (AUNT JEMIMA)
Mon. through Fri., 7 a. m., CST,
WLS-MEC Blue, Chicago
(Lord & Thomas)
Sponsor, booking a 30-minute show
and producing two separate shows,
calls it a double feature program.
This one's first, and done in such away it should hold the dials for the
next one.
Show, about a gal with Hollywood
ambitions, erossed by everybody excerting her grandma, has the flavor
of A Star 18 Borri as far as openinepisodes are ennearned. Performance is shoot invenile man only being slightly off-key.

Loop.

ELLIOTT ROOSEVELT
With Keenan Wynn, Lynn Patrick,
Lewell Thomas, Jr., Rudelph Friml,
Jr., Fred. Uttal, Peg. La Centra,
Peter Van Steeden Orch. Peter
30 Mins.
VITALIS
Monday, 10:30 p. m.
WEAF-NBC, New York
(Pedlar & Ryan)
w sold on radii
w W. Ling

After being sold on radio through a termer for the WLW-Linc, this program-has gone to NBC for the wider hookup that line, could offer. Show was originally produced in Cincy (latterly from WHN. New York) and WLW still draws organized the stopped by NBC (cbut a group of sons of innous fathers was topped by Blitott Roosevelt, 29-year-old, head of Hearst Radio, Inc. It was obviously a good cipriosity booking for the account. Presented the piquant situational first time of an NBC program serving as a springboard to describe and sell rival radio, facilities. Script had Roosevelt, in the fusion of an interview, get aeroes beaucoup ballyhoo for his organization.

guise of an interview, get across beaucoup ballyhoo for his organization.
Young Roosevelt talks well. Diction is clear, manner pleasant. And doesn't take himself too seriously. Keenan Wynn imitated Cery matrick take himself too seriously. Keenan Wynn imitated Cery matrick taked about hockey and his lockey-managing pop, Lester Patrick, Lowell Thomas. Jr., suggested that nature has skipped a generation in testowing a sense of timing. He read his lines with complete neglect of ausse, emphasis, and meaning. Rudolph Frimi, Jr., who has been heard natuse, emphasis, and meaning. Rudolph Frimi, Jr., who has been heard related. It might be exact truth. Peter Van Steeden's music very rice. Peg LaCentra was a zephyr of sex appeal on an all-man program. Not an inappropriate idea. Her voice wears silk and lace.
All in all rather a good and practical commercial whirling with Vitalis strongly sold throughout.

Land.

VIC. IRWIN ORCHESTRA (28)

With Benay Venuta, Keymen 29 Mine.

29 Mine.

20 Mine.

WOR-Mesian, New York.

Station WOR is carrying out a policy of musical stylizing. Has Joe Cherniavsky (on leave for six weeks with Lou Katzman subbing). Morton Gould, Ernie Fio-Rita and Vic Irwin, each supposed to give out differently. It is not unfair to say that WOR's best and most dependable successing. Here the matter of taste and training may best express itself and the more ticklish questions of comedy, variety and show business background do not enter the equation. Good musicans and conductors are more easily recognizable, too, than funnymen and such.

The word of the Merchant of the word of the Merchant of the Me

were mizable, too, than funnymen and such.

Vic Irwin and Miss' Venuta, Dissipation of the Keymen quartet, make this half-shour stand out. It's a locally produced sustainer worthy of NBC or CBS production standards.

Ernie Walson, who arranged musical novelties for Dave Rubinoff, is providing, high-jinks among the tubas and saxes. These numbers of a story-telling character are emphasized by Irwin.

Miss Venuta continues to progress as a song stylist.

MAREK WEBER ORCHESTRA With Marie Kurenko, Opai Craven Continentals 30 Mins. CARNATION MILK

Monday, 10 p. m. WEAF-NBC, New York

WEAF-NBC, New York

(Ervoin-Wasey)

This remains under Marek Weber, as it has been for several seasons under other conductors, a pleasant, melodious and cheerful half-hour of the entertainment formula known as familiar nusic. No erfitelsm of the show as heard as adhering to an acceptable basic idea and as following the traditional Carnation setup. It is not necessarily important, therefore, that the small but growing discoverers of Marek Weber's Vienness dance stud is sustaining may be disappointed that the lender on his first commercial sounds more or less rotaine. What Weber seemed to have the

commercial sounds more or less rouline.

What Weber seemed to have potent fally for andicince-building might
ou inight not be better formula
than the Carnation one. Either the
agency or the spongor seem to have
decided ollerwise. This sort should
have criticism relates to the familiar
or organization for one thing and not
using that thing. Radio does; pictures does; legit does; they all do if.
Silming remains pleasant and
arouninent. For the nor-Weberites it
interferes with the music. But mostly
like matter of the Vionnese losinhist Vicenese individuality that
arked him as one apart. Land.

Benay Venuta's MBS Matinee

Benay Venuta's MBS Matinee
Benay Venuta debuts a full hour
veriety proger. Mutual Jan. 22.
Program will emanate from the
Newark studios of WOR, going out
as a sustainer Saturday afternoons
Loui 3 to 4 p. m.
Tulem', is sides Miss Venuta, nol
versel.

Follow Up Comment

A. L. Alexander's Court of Human Relations' for True Story mag on WEAF, 9:30 p.m. Friday, is zooming along at a nice clip currently Jan. 7), with inry, supposedly picked from studio audience deciding the central point in a story dramatized from the magazine. It obtains the form the magazine. It obtains the form the magazine in consumption is presented by a capable cast. Direction also is a major point for it leaves little to be desired.

Pay-off, of course, is that there is a prize for the correct solution of the problem introduced in the yam. Plot is nicely contrived and presented on the sir. Flenty of replies seem assured. Alexander supervises the argument between jurors and announces the decision on the problem based on views presented.

the argument between junors and announces the decision on the problem based on views presented.

Town Hall series over the NBC blue is a consistently lively session. In recent weeks Gen. Hugh Johnson versus Congressman Jerry Voorhis (California) and last Thursday's (6) squaring-off between Big Biz (Wendell Wilkie) and Uncle San (Robert Johnson) has been peaks in general public on his been peaks in general for the large audience, the debates (although studiously mot called debates). have been building, the Town Hall has blossomed out with a new incorporation setup and mubitious self-expansion. Series is also making something of a national figure of to stop the rate of the general of the U. S. within the hearing of millions if he Jackson) had not summarized adequately when he described himself, as a small building of the line of the public and there must be no unfairness. But in view of the insulting nature of the question the squarer seemed a bit weak over the air.

These outbursts bring up moot questions of the responsibility and dangers of this kind of broadcast world the seemed over the air. These outbursts bring up moot questions of the responsibility and dangers of this kind of broadcast world the public lambasting it got, on this occasion, from a nuclence that seemed (over the announcements. NBCs own part is smartly integrated for bowtaking purposes. The finding of common ground rather than the widening of existing teams is announced as the purpose of the series.

Thus mark Hollday, new weekly ad-libbed round table session by local drama book was an announced as the purpose of the series.

existing chasms is announced as the purpose of the series.

Busman's Hollday, new weekly addibbed round table session by local drama, book, music and arther an additional properties of the series of the serie

the general opinion following the broadcast.

Paul Wing's Spelling Bee, shifted from a Sunday afternoon to a Saturday afternoon to a Saturday afternoon to a Saturday night spot on the NBC blue, brought five cartoonists into competition, with five illustrators on Jan. 8 half-hour, the carticaturists winning 4-0. Not fillion took first prize of Standard for the hurde on eclectic character artist, Milt Gross tripped. Margaret Ayer received \$15 as the best speller on the losing side, and Victor Beals, took away \$10 as runder up. (Dee is, one of the few cash-for-contestant network sustainers). There was considerable comment and comedy hy-play between Wing, and some of the contestants—part of it by the latter outside the mike range. Wing showed that he was quick on the bickup and alert in making all remarks understandable to its end of the contestant o

Lorraine Grimm, singer, and Ray Sweency, continuity writer, both of KMOX. St. Louis, he announced their engagement.

AMOS 'N' ANDY Comedy
15 Mins.
CAMPBELL SOUP

25 Mins.
CAMPBELL SOUP
Daily, 7 p.m.
WEAF (NBC), New York

(F. Wallis Armstrong)
About the only noticeable difference deriving from the switch of, this time-ignoring serial formans treatment of the plug. After some seven to the plug. After some seven into his element, and in a big way. He wrays a Scotch burr. around a plate of Campbel burr. around a plate of Campbel burr. around a plate of Campbel soup with the seven to the plug. As for the principals of radio's No. I marathon, Amos 'n' Andy, they're still holding tight to their old characterizations and set of comic strip katzenjammers. The guilible Andy continues to go overboard for one dame or another and also devious business ideas, Amos remains posed came or another and also devious business ideas, Amos remains posed and the King. Fish, is as always, either kibitzing plying some racket.

PRESTLEY

J. B. PRIESTLET
Interview
6 Mins.
ROYAL GELATINE
Thersday, 5 p.m.
(J. Walter Thompson)
Rudy Vallee variety show spliced
in a bit of the legit play Time and
the Conways, current on Broadway
last Thursday (6). As an afterpiece
the play's author was marched up to
the mike by "allee to give an exposition of his theories of Time and its
relation to both past, future and the
present:

relation to both past, future and un-present.

Priestley's expoundings could not have been clarified in the short shrift he was given and were, con-sequently, about as nebulous as star haze. Vallee acted sufficiently im-pressed. Priestley was earnest and his voice is personable and persuasive. Unfortunately, his theories were not.

CABIN AT THE CROSSROADS With Harriet Widmer, Roy Brower Vance McCane, Forrest Lewis, Nobil Cain Choir, Sammy Williams En semble Musical Variety

SUGARFOOT AND SASSAFRAS Blackface Comedy 5 Mins. ROYAL GELATINE Thursday, 8 p.m. WEAF-NBC, New York (J. Walter Thompson)

WEAF-NBC, New York

(J. Walter Thompson)

New bladdface comedy twain, got first network look-in when guesting on the Rudy Vallee show. Impressed as casually capable. Their cotton-mouth mumbling is chipped from the same tree of material which has served all such types from George Primrose down to present. It's humor no deeper than veneer and as homely as a dust-pan, but Indisputably relick with a large listening audience. Sassafras is Johnny Welch, former partner of the late George Fields (Honeyboy). Sugardot is Bob Padgett, brother of Pat Padgett, of the Fic and Pat blackiese brace. The sound imitations of Sassafras on a harmonic, serve as nice bracer for the banter.

Team is now making discs for Alka-Seitzer.

Alka-Seltzer. Bert.

GULDEN'S SEENADERS
Vocal, Instrumental
10 Mins
CHABLES GULDEN, INC.
Tues, and Thura, 845
WIZ-NBC, New York
(Charles W. Hoyl)
There no departure from a
standard popular vocal and music
program for the mustard maintiacturer's 10 minutes. It is all pleasant
enough and agreeably produced, with
such songs as Rosalle, 'The Old Pinc
Trec,' etc., just in time to have housewives rush to get out the spice for
the dinner table as a result of the
spicl.
Name, incidentally, is pronounced

spiol.

Name, incidentally, is pronounced Goolden's, not vulgarly, Guiden's. Two ebracters named Peler and Polly deliver a dialogue on American cheese on toast, plus bycon and, of course, Goolden's.

MUSICAL STEELMEN MUSS.
Amateurs
30 Mins.
WHEELING STEEL CORP.
Sunday, 5 p.m.
WOR-Mutual, New York
(Critckfield)
two-station

windly, 5 p.m.

WOR-Mutual, New York

WOR-Mutual (Critchfeld)
Originally (Crit

THOSE WE LOVE'
With Nan Grey, Richard Cromwell,
Owen Davis, Jr., Pedro de Cordoba, Alma Kruger, Donald Woods,
Virginia Sale, Victor Rodman
30 Mins.

Overa Davis, Jr. Fediro de Corredona Aima Kruger, Donaid Weeds, Virginia Saie, Victor Rodman 38 Mina.
POND'S

Wilson Saie, Victor Rodman 38 Mina.
POND'S

(J. Walter Thompson)

Pond's swapped its successful Husband's and Wives' program for a script penned by the vet air acrivener, Agnes Ridgway, and looks to really have something. It's a show distinctly night-time in caliber and certain to feed upon a waiting audicular dearth of hight-time scripts, which fact is prompting some accounts to consider sliding their day light programs into after-dark spots. Hilliop House' on CBS for Palmolive is one of the programs thus weighing the possibility. Miss Ridgway's scripting has always been as superior as the ozone ever offered, and in 'Those We Love' she is projection. I family group, the superior of the superior of the fine with lift. The handling of the theme is far affeld from the customary chaft encounfered on serials on the their in that it is sophisticated. Only drawback, and an understandable effect. purposely placed by the authoress, is the common radio tendency to retard the ploi's progress by talk (albeit bright enough). Air writers get paid per inch, after all writers get paid per inch, after all writers get paid per inch, after all cand the possibilities and implications planted on the opening (4) stanza bode good listenling to come.

Cast was cornered in Hollywood and contains a list of troupers whose alabis habitually grace film theatre marquees. Nan Grey has the femme lead, with Richard Cromwell her twin brother. Owen Davis, Jr., and Donald Woods are tures; Pedro de Corredon and contains a pare man.

Soonsor, who caters to the upper middle-class, has program which will attract a fecund following in that field.

TRUE OR FALSE With Harry Hagen.

TRUE OR FALSE'
With Harry Hagen
30 Mins.
WILLIAMS SHAVING CREAM

With Harry Hagen
30 Mins.
WILLIAMS SHAVING CREAM
Monday, 19 p. me York
Wol. J. Walter Thompson)
Somewhat novel Pairish audience
participation program Likely keep
acceptably afloat popularity.
(Suich shows have heid the public
fancy pretty well during this, and
last season.)
Production could be smartened.
Hirry Hagen, early leacher of physicase, textise over the ozone, haning the questions. Two sides of sixsize that the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the state of the state
and the state of the stat

20% IN CANADA USE RADIO

Diplomatic Pressure from London | ADVERTISERS NOT 'Monopoly' Cry in Parliament May Kill English Radio from France

London, Jan. 5.

London, Jan. 5.

There is strong indication that
French government will ban the
broadcasting of sponsored programs
in English from French radio stations, If and when this happens action will climax half dozen years of
protests from British Foreign office.
Ruling would affect French stations
Toulouse, Normandie, Postparisien
and Lyons. Similar protests are bening made to the Duchy of Luxembourg, where powerful station operates.

In 1936 18 European nations en-tered into an agreement regarding supervision of broadcasts intended for other countries.

CBS CLIPS 4 SHOWS FROM CBC IN CANADA

With the Canadian Broadcasting Corporation outlet here, CBM, now using the NBC red network, the Columbia Broadcasting System, from reports, has refused to continue servicing the Canadian Broadcasting Corporation with four commercials so far.

As a result of this change, station CKAC will now have two Lever Bros, half hour shows on Tuesdays, Big Town, with Ed. G. Robinson, and Claire Trevor, and Al Jolson, which have until now been going over CBM from 8 to 9 p.m.

which have until now been going over CBM from 8 to 9 p.m.
On Thursday, from 7-30 to 8 p.m., CKAC will get Sanka Coffee (We, the People'), and General Fooks, with Kate Smith, from 8 to 9 p.m., Other new commercials now over CKAC are Wrigleys (Tobuble or Nothing'), 8:30 to 7 p.m. Sundays, and Anacin, from 7:30 to 7:45 p.m.
The Tuesday and Thursday bookings have been opened up for acceptance by CKAC as a result of the change in booking for the Provincial Hour, which has, until now taken up these two choice spots and has been energial by the station as a goodwill measure rather than from commercial viewpoint.

In order to make way for the Provincial Hour on Sunday, it has been necessary for CKAC to discontinue the Protestant Church services, which it carried on a special rate for shout eight years.

In resonse to crificism from

which it carried on a special rate for about eight years.

In response to criticism from various sources anent CKAC's dropping of the church hour, it was pointed out that this French station had been carrying the Protestant service for eight years willingly enough, but that now, with a 5000-watter covering the English field in CBM, there was no longer any reason for a French station to carry Protestant church services.

CBM, now carrying the church service Sunday, has been obliged to give CFCF the Chase & Sanborn program scheduled for this hour.

BANK CASHIER DOES SPONSORED AIR SHOW

Fort Wayne, Jan. 11. Fort Wayne National Bank cele-brated the first anniversary of its Romance of Fort Wayne Business with a full-hour program over West-inghouse WGL, Jan. 4. Show pre-sented in kaleidoscopic form the history of Fort Wayne to the present

day,
Narrative was handled by Harold
Cothrell, cashier at bank and producer of the show, and members of
WGL's dramatic staff. Orchestra
directed by Jeanne Brown furnished
the incidental music.

Roy Thomson's Vacation

Roy Thomson's Vacation

Montreal, Jan. 11.

Roy H. Thomson, founder and prez of the Northern Broadcasting Co, has gone to Florida for a month's sprawl-in-the-sun.

Company topped by Thomson operates CKGB, Timmins; CFCH, North Bay; CJKL, Kirkland Lake.

In Canada

Rolphe Barnes new commercial hief at CJCJ, Alberta, Background

CFRB, Toronto, piping Wes Mc-Night's sports spiels to CKNX, Wing-ham, Sponsor is St. Lawrence Starch.

CHAB, Moose Jaw, inserting paid ads in local press to plug fact sta-tion now carries commercials over the CBC Western network.

Eddie Stock, formerly directing reshmen and Freshettes for CBC from Regina, Sask, now business manager for new radio fan weekly

Jesse Halsworth directing Man-doleers, new 20-unit string outht, in prairie network show from CJRM, Regina, Sask.

Walter Bewles, roving reporter for Imperial Tobacco Co. Friday nite Canadian network program, Regina, Sask, to interview farmer for Jan. 7 show, failed to appear before Rotary club luncheon as speaker, earlier in week, Eastern agency ballyhooed affair but forgot one thing: to tell Walter he would be speaking there.

Reg Dags, commercial chief at CKWX, Vancouver, on a biz jount covering Montreal, Detroit, Chicago and New York. En route home he will attend the Feb. 7 convention of the Canadian Association of Broadcasters in Ottawa.

CJAT, Trail, B.C., has moved into

CANDID CAMERA CLICK IN RADIO STUDIOS

Life magazine is preparing a feat Life magazine is preparing a feature spread of art on radio program
production, 'Pages will be printed, it
is likely, in a late February issue of
the picture publication.
Staff members of Life are this
week prowling NBC, CBS and Mutual choosing programs which will
be snap-shot in action. Sought pri-

marily are novelty shows; bands getting the go-by.

WCFL, Chi, Reverts To Indie Program Dept.

Chicago, Jan. 11.

After a six months try-out WCFL has dropped idea of an ad agency running its program department, and consequently Erwin Wasey is out, with Holland Engle leaving program director's spot to go back to agency offices.

Elevated to vacancy is Miles Reed, formerly with NBC here as production man, but for last two years with WCFL doing general duties in program department.

Thompson Heads ARPS

Griffith B. Thompson, formerly GILLIUM, B. Thompson, Tormerly, NBC's New England sales mgr., has taken over the organization and direction of the newly-devised commercial division of Associated Recorded Program Service. Latter is a subsidiary of Associated Music Publishers, Inc.

Ishers, Inc.

Before going with NBC, Thompson
headed the radio department of the
Bermingham, Castleman & Pierce
Agency, and as such produced the
Griffith All-White Melody Revue on
the NBC-blue link for 26 weeks.
ARPS' developments in the commercial field will come under the supervision of M. E. Tompkins, AMP prez.

PROPERLY SOLD

Convincing Story, Buttressed by Facts and Check-Ups Campaigns, Usually Not Forthcoming - Bickering Over Trade Details of Commission-Divvy Also No Help to General Prog-

COVERAGE VAGUE

Montreal, Jan. 11.

Well informed radio executives here take the stand that Canadian stations have been getting business on a hit and miss basis and that

on a hit and miss basis and that unless broadcasters stop wrangling over commissions and bickering over methods of representation progress will be held up.

Of about 500 Canadian national advertisers less than 100 have been using radio an advertising medium. Figures show approximately 400 national advertisers either ignoring radio completely or using it only in spots. only in spots.

Radio here has not been getting the support of national advertisers so far and unless concentrated; well organized efforts are made the na-tional advertisers will continue to steer clear.

steer clear.

Of about 50 new national advertisers brought to radio this year one station representative reports only about 10 had used radio previously or in spots only. Solution is held to lie in improved service and statistical information to advertisers, with an attempt to have rates and coverage organized on a national basis.

age organized on a national basis.

New accounts can be sold on radio strictly on a test basis, it has been found, the advertisers preferring to use a three to five station test before making additional commitments. If broadcasters would then follow up with complete and authentic data on results it is claimed business would follow.

tollow.

A questionnaire sent out recently to about 70 Canadian radio stations asking for statistics on coverage, purchasing power, number of homeowners, etc., brought back one reply. While it is possible that some stations cannot afford to make exhaustive surveys in their districts it seems that the majority of cases broadcasters, assume a casual attitude to service questions.

As a result of agreements arrived

As a result of agreements arrived at during the recent international radio conference in Havana it is reported that as soon as the necessary change, are ratified by the various governments involved Canada will get fully 85% radio coverage, nossible 90°C. possible 90%

Canada Mexico

Major obstacle to clear reception in many parts of Canada has been the high-powered Mexican stations, some from 50 to 150 kilowatts. As a some from 50 to 150 kilowatts. As a result of the agreement, whereby it will be necessary to change the frequency of scores of stations in Canada and the United States, Canada has been assigned 15 high, power channels, seven for stations of unilmited power, four for stations up to 50 kilowatts, subject to proper precautions against interference with stations in other countries.

stations in other countries.

At present the Canadian Broadcasting Corporation furnishes approximately 83% radio coverage, but
owing to Mexican station interference this coverage is only 50%
effective. With completion of the
Canadian Broadcasting Corporation
network and elimination of the
Mexican handicep radio reception is
expected to be fully 85% effective.
throughout Canada.
According to the official report re-

As B. B. C. Television Bullish

Beaudry, Frigon Probable Canadian Delegates Montreal, Jan. 11.

Canadian delegation to the Inter-national Radio Conference at Cairo, Egypt, is scheduled to leave around Feb. 6 on the Empress of Britain from New York.

from New York.
Delegates will probably include
Laurent Beaudry, Assistant UnderSecretary of State for Ex-ernal Affairs, and Dr. Augustin Frigon, assistant general manager of Canadian
Recodenting Commence.

400 OF EGYPT'S **VILLAGES GET RADIOS**

Cairo, Dec. 19.

Elaborate scheme outlined by the Ministry of the Interior last February for the installation of radio sets in the Egyptian villages now being put into effect. Decided to limit to villages of more than 2,000 population, situated within a radius of ten kllometres of the electric power station.

It was learned that altho 400 villages will get radios pronto, only 50 are able to help foot the bill. Credits will be spread out over 50 years to enable the poorer towns to

years to enable the poorer towns to pay.

Fear was expressed in official circles that Italian propaganda broadcasts will cut in on the broadcasts and turn the ear of the farmer against the authorities in their own country. To offset this Goy will provide classy entertainment, with the heavy artiflery aimed at the stars, and timely talks on farming, weather conditions,

Atlas' Australian Deal

Atlas Radio has completed a deal with Stuart Doyle of Australia, whereby Fidelity Radio, Ltd., his distributing company will handle Atlas product in Australia and New Zealand. Doyle is chairman of Commonwealth Broade asting Corp., which has 16 stations in Aussie territory.

Atlas now has a deal pending for Europe. May send rep to London to close contract in next few weeks.

CBC'S SYMPH

Montreal, Jan. 11.
Canadian Broadcasting Corporation has organized a symphony orchestra of 70 under the direction of Jean Marie Beaudet, to be aired, over the CBC network of 34 stations Tuesdays from 9 to 10 p.m.
Understood that program will not be available as a commercial.

ing agreement signed at Havana. Air frequencles been assigned on an engineering basis, taking advantage of geographical location to use frequency more than once where the distance between them was sufficient to prevent interference.

ence.
The number of channels provided The number of channels provided for Canadian use is considered more than adequate. While assigned seven channels for stations of unlimited power these plan, at the present time, for building stations of more than 50 kilowatts in Canada, Regional and local stations in Canada, about 76, using power of one kilowatt or less, will remain, either on their existing channels or on other channels which will be provided for them.

Changes in station engineering set-

vided for them.

Changes in station engineering settings will be made involving considerable expenditure but clearing of air lines cannot be undertaken intil Goldman, muny and minager, been ratified by the various governments concerned, process which may take a year.

Pat Dunn West Spec Kansas City, Jan: 11,

Bert Knighton, assistant to Goorge braking into the talent manage braking into the talent manage braking into the talent manage braking into the ration with the process which may take a year.

London, Jan.

London, Jan.
Television situation, still, solved through failure of the Government to indicate any attitude towards theater exproductions, asy be forced into daylight by means, of debate in House of Commons. Numerous questions have been put by MPs to Postmaster General, but replies have indicated the department has no official knowledge of any developments, apart from which it holds existing situation to be entirely governed by standing laws of copyright.

irely governed by standing laws of copyright.

Meantime, both Gaumont-British and Odeon are at the starting gate waiting for the traps to open. Without a definite ruling on whether theatre reproduction of British Broadcasting Corp'n television wou'd infringe that body's monopoly, or whether B.B.C. is likely to make concessions to facilitate publishows, neither circuit sees any value in equipping London theatres. Debate is, therefore, scheduled in House of Commons on a motion by a private M.P. in following terms.

This House views with growing the server of the concession of the server of the concession of the server of the concession of monopoly control secured by B.B.C. and additional expense; and, since this was not templated at time B.B.C. charier was renewed, this House urges on the Gov't the necessity of charter revision to enable the Corp'n to deal with the development.

Which means the B.B.C. is not titled to make any adjustment,

with the development. Which means the B.B.C. is not titled to make any adjustment, either to resist or permit under license public screen shows, without special powers being first obtained through Parliament,

NBC Artists Service To Have Own Press Service Fitting Its Requirements

NBC Artists Service soon will start to handle its own publicity, nationally for the performers on its to handle its own publicity. Heretofore NBC's press, department did the bulk of the building-up for Artists Service, with latter doing no more than contacting New York editors on its own, Decision to operate away from the networks press pen came as a result of the press' disinclination to feed out fodder on the Artists Service talent. press disinclination to feed out-fodder on the Artists Service talent unless the performers were on NBC shows. That eliminated contractes working on other networks and sta-tions, or in niteries, vaude and pi

Canadian Broadcasters Ask Uniform Rate

Montreal, Jan. 11.

Montreal, Jan. 11.

Reports here indicate that strong representations will be made at the forthcoming meeting of the Canadian Association of Broadcasters at Ottawa for a uniform basic rate charge of 60-40-20.

Broadcasters, scheduled to meet Feb. 8, will probably be asked to ratify a standard form of contract so as to standardize rate charges. At present rates vary from 50% to 70% with plenty of chiseling. Bigger broadcasters would like to see a definite basic rate established.

The matter of the second 15°s commission now given station representatives is also due for some hot debate and the lineup for clusive station representation seems to be gaining strength, especially with stations in Montreal and Toront

'Who Are They?' Hollywood's Stock Quiz About Ad Agencies' Staffmen

Hollywood, Jan. 11.
(Because of the current impornice of radio commercials to Holly (Because of the current impor-tance of radio commercials to Holly-wood personalities for coin and to Hollywood flims for exploitation the staffmen attached to the leading ad-vertising agencies are in many cases very much in the inner circles of Hollywood at the moment. While the film colony is slow to be curious about personal antecedents, the gen-eral confusion and lack of knowl-style of radio makes a casual and not-too-serious who's who and how-not impropriate at this time.) not inappropriate at this time.

BILL BACHER

Bacher was a dental surgeon for 12 years before he decided he wanted to be a lawyer. Then came Showboat, Then came Metro.

hoat Then came Metro.

ROBERT BREWSTER

(J. Walter Thompson)
As an undergraduate at Princeton, Brewster took an active interest in dramatics as a member of the Trinagle club and later put them on the air for the first time. After serving his apprenticeship in the Thompson office as assistant to Tony Stanford on the Nash show he was given full responsibility for Dr. Harry Hagen's 'Spelling Bee'. After that, 'Husbands and Wives,' Seallest, Shell and then to Hollywood to produce the Bakers Broadcast with Feg Murray and Ozzie Nelson.

(F Wallis, Armstrong)

(F. Wallis, Armstrong)

(F. Wallis, Armstrong).

After four years on the stage in Galsworthy and Barrie plays abroad, Miss Bourbon turned to newspaper work and served the New York Times as Paris correspondent. Among her other literary assignments were as special writer and drama critic of London Evening Standard and Daily Express, associate editor on London Sphere and Brittania & Eve, for which she also did book and Daily Express, associate editor on London Sphere and Brittania & Eve, for which she also did book and drama reviews. While writing editorials for Harpers Bazaar and synicating a column through the New York American, she contributed atories to Liberty, Cosmopolitan and Colliers. As a film writer she worked for Columbia in Hollywood and for Gaumont-British and Warners in London, In 1934 she joined F. Wallis Armstrong agency and was assigned to 'Hollywood Hotel.' writer-producer: Following year she produced Burns and Allen show as manager of Armstrong's west coast office. She also produced Ken Murray show for Campbell soups and was first aide to Bill Bacher on 'Hollywood Hotel.' In the new year she will hold rein on the Amos 'n' Andy strip in addition to her associate producership of 'Hollywood Hotel.'

uon to ner associate producership of Hollywood Hotel.

JOHN CHRIST

(J. Watter Thompson)
Literally grew up with radio, starting with Thompson as a messenger. After two years in the agency's art and research department he moved over to the radio staff and was given his production baptism on the Major Bowes amateut hour and other programs requiring out-of-town assistance. On the Coast he worked with Herberbolesie Kraft and handled the Jergens program with Watter Winchell. He was production chief on the Fleischmann show (Werner One Man's Family.)

DWIGHT COOKE

(J. Walter Thompson).

After leaving Harvard took of berth at Princeton as professor of English but this didn't prove lucrative enough this own admission) and English but this didn't prove lucrative enough (his own admission) and he took up farming in Nebraska on a scientific scale, specializing in porkers and dairy products. Doing a little scrious writing on the side he decided on a literary career and held to New York. Columbia. Broadcasting liked his approachand samples and put him march of Time as associate writer-producet. After two years he joined the editorial staff of Time magazine, during which time he worked on the screen newsreel, March of Time, which was then only an idea. CBS called him back to the production staff for another year and a half of service after which he took whirl at free lancing. His first assignment with Thompson was to produce the Grace Moore-Vincent Lopez show for Nash-Lafayette. Transferred to the Coast, Cooke was given charge of the Chase & Sanborn show which he now produces.

DONALD COPE

DONALD COPE (Benton & Bowles)
From out of Salt Lake, Cope

started with radio in 1925 as violinist at KSL there. He later appeared in vaude and was missteal director of The Haunted Mill, which barrstormed in that area. He returned to KSL in 1927 as engineer, continuity writer and producer and three years after joined up with NBC in Frisco as producer, being promoted to Western production manager in Frisco as producer, being promoted to Western production manager in 1934. Year later he cast his lot with B. & B. in New York, being transferred two years later to the Coast to take charge of production activities. He followed Herschel Willams as producer of Show Boat and when that perennial folded he took over Jack Haley's Log Cabin show, which he now produces.

SAVINGTON CRAMPTON
(William Esty)
Crampton went into the agency
business after a long career in newspaper work. In 1922 and 23 he was
assistant drama critic on the New paper Work. In 1922 and 25 ne was assistant farma critic on the New York Herald and the following year was foreign editor for Fox News. Then followed four years as Associated Press correspondent in Paris and a brief stretch as AP cable editor in New York. After six years with J. Watter Thompson as assistant account executive Lux he changed over to the William Esty agency and now heads the firm's radio department on the Coast. Currently he is producing Camel Caravan, with Jack Oake and Benny Godman splitting up the hour program, and 'Hawaiian Moon Casino' for Tussy lipstick.

SANFORD CUMMINGS (Benton & Boules)

SANFORD CUMMINGS
(Benton & Bowles)
Son of Jessie Cummings, film actress of the silent days, and nephew
of Irving Cummings, picture director, "Sandy," as he is known in the
trade, left college to try Fanchon &
Marco. He directed many of their
units and also, emceed before trying
his hand at acting with Pasadena
Community tyros. Played in stock
and musical comedy and then turned
to agenting. Returning later to Hol-

and musical comedy and then turned to agenting. Returning later to Hollywood he worked in various capacities for Paramount and Walter Wanger and then joined B. & B. as production aide on their shows.

CHARLES FLESCHER

(Young & Rubicam)

A footballer at West Virginia. Flescher formed a dance band after his collegiate exodus and played through the east and middle west. Paramount, hired him to arrange musical scores for pictures. As chief arranger for the Don Lee network the worked with Raymond Paige and David Brockman, later becoming program director at KFBK in Sacramento. Before swinging over to mento. Before swinging over to Young & Rubicam as producer of the Phil Baker broadcast for Gulf Oil he was with NBC production forces in Frisco.

Co. he organized and operated Radio Surveys; Inc., one of the first independent commercial organizations to conduct coincidental surveys. Later he joined sales staff of Don Lee network and after a year was made national sales rep for the chain. During that time he had a hand in preparing 'Strange As It Seems,' Voices of the Evening, 'Drums,' California's Hour,' Tapestries of Life. 'Perminie Fancies,' Rocket Road to Fame. With Lord & Thomas since April of, '36 he assisted in the development of many programs and produced Amos 'n' Andy. Thrills, 'It's Sunkistime' and special events for Southern Pacific Rallroad.

EDWARD, F. GARDNER

EDWARD F. GARDNER

(Metro-Maxwell House)

Agency copy writer, theatre company manager and direc Through the East he wrote and directed stool tor. Through the East ne will plays and directed stock troupes and plays and directed stock troupes and lists among his literary accomplish-ments an adaptation of Dorothy Parker's tome, 'After Such Pleas-ures, which he directed and pro-duced as play. To J. Walter Thompson in 1933.

BILL GOODWIN (William Esty)

Goodwin took to the stage after graduating from University of California in 1930 and appeared in many little theatre productions around Frisco. His radio baptism was as announcer at KFBK, Sacramento, and later performed the same duty at nouncer at KFBK, Sacramento, and later performed the same duty at KFRC. Frisco. After a siege of Feminine Fancies' in the bay area of the state he turned his toes south and joined the production staff at KHJ in Los Angeles. For two years he was production manager there and then joined Columbia as production contact on network shows.

TOM HARBINGTON

TOM HARBINGTON

(Young & Rubicam)

A graduate of Boston university,
Harrington took his first agency employment with the Batten Co in
Boston. Firm sent him to New York
just prior to the affiliation with Barton, Durstine and Osborn and
started him off as a radio producer
by giving him 'March of Time.' In
1934 he swung over to Young & Rubicam and took over the Jack Benny
air opus. Among other shows he
produced for Y, & R, are Joe Cook,
Bea Lillie, Beatrice Fairfax and '45
Minutes in Hollywood 'As manager
of the Hollywood office for Y, & R,
es still holds reins on the Jello program and supervises production of
Burns and Allen and Silver Theatre.

MANN HOLINER

MANN HOLINER Lennen & Mitchell)

Born in Brooklyn but yearned for the soil. Studied agriculture at Corthe soil. Studied agriculture at Cor-nell, did post graduate work at American Academy of Dramatic Arts. First he was an actor. Then he wrote. He then was traded to the Shuberts. That made him lyrical. He heard about radio in 1931.

mento. Before swinging over to Young & Rubicam as producer of the Phil Baker broadcast for Gulf Dil he was with NEC production forces in Frisco.

JAMES FONDA
After four years as assistant advertising manager for the Pennzoll

Heard about radio in 1931.

FRED IBBETT

(F. Wallis Armstrong)

Ibbett was a cavalry officer in the British army when the war broke out. It was a bum war for horses so he switched to the flying corps, meanwertising manager for the Pennzoll

Ess. The war over, Ibbett checked

SHOWMANSHIP CALENDAR FEBRUARY, 1938

in at British Broadcasting Co. in the engineering department, These funny noises culminated in an American radio assassination of 'Fu Manchu' in Chicago. He rose above this and be-came well-known as a radio pro-

H. C. KUHL

(J. Walter Thompson)

Kuhl's years after he graduated from Wesleyan University in the east was crowded with music ac-complishment. He coached the glee sast was crowded with music accomplishment. He coached the glee club that won the intercollegiate club that won the intercollegiate title, wrote for and played in school dramatics and musical comedies and later got down to serious study under Leopold Auer. He was a music prodigg at 12 and followed through for course at Institute of Music Art and taking his first job with Victor talking machine, auditioning and recording falent. With Jr. Walter Thompson in 1930 he handled three shows at one time—Rudy Vallee, Eastman Kodak and a dramatic serial, 'Abe and David'. He produced Shell Chateau during its flollywood solourn and now is at the controls of Bing Crosby's Krattmusic hall.

G. BENNETT LARSON G. BENNETT LARSON

(Ruthrauff & Ryan)
KDYL, Salt Lake City, reared him up. Originated 'Kangaroo Club' rol ('Uncle Ben' Became station pro gram director, scrammed to Manhat tan in 1927 for the gold rush. Joined tan in 1927 for the gold rush, Joined Judson Program Service, that home for wandering youths. In 1929 NBC had him. They had him for five years. One thing led to another and finally to Joseph Katz, J. Sterling Getchell (for Ed Wynn) show and then on to R. & R.

EVERARD MEADE

(Young & Rubicam)

(Young & Rubicam)

Began doing book reviews for a
Charlottesville, Va. paper. After a
swing with Berton & Bowles in the
publicity dep't, he joined Y. & R.
in a similar capacity and was sent
to the Coast. He made a speedy advance to the scripting staff of the
Packard show and a short while
after was given production charge
of the Burns and Allen program for
Grapenuts,

SAM MOORE

SAM MOORE

(Metro-Maxwell House)

Kent School, University of Michigan, N. Y. Herald Tribune, J. Walter Thompson radio dep't, William Esty, Camels, more Camels, Metro.

TOM McAVITY (Lord & Thomas)

(Lord & Thomas)

McGill University and the Royal Bank of Canada at St. Johns were opening passages of this Jullaby. Two years advertising manager for Canadian Independent Oil Co. infected him with interest in radio. He whipped together a program on CFBO. That made him eligible (it was in 1929) for NBC production staff. Got rough-and-tumble experience on RCA-Victor Hour, Lucky Strike program and Magic Carpett. Lord & Thomas called him to the cloth in October of 1932.

He was manager of L & T radio department in New York until October of 137 when he went to Hollywood to produce Your Hollywood Parade (Dick Powell) for Lucky Strike and head the coast office.

Strike and head the coast office

TOM REVERE

(Benton & Bowles)

(Benton & Bowles)
After Ohio State university was a reporter on the Columbus Dispatch, Associated Press to Baltimore Evening Sun to Paris Herald to New York Evening Post, where he was assistant city editor. In 1930 he wrote '30' to his news career to head publicity department of Benton & Bowles, serving. That capacity for four years when he was made, head of the agency's radio department, which position he now cupies.

TINY RUFFNER

(Ruthrauf & Ryan)
From University of Washington to study voice in New York. Got a job in Los Angeles with Standard Oil, Standard

JACK RUNYAN (Lord & Thomas)

JACK RUNYAN
(Lord & Thomas)

A coast defender. Attended school, not the Community Playhouse, in Pasadena. Offace-boyed in a local advertising agency; then started one of his own (California, 12 years ago!) Since then reformed and with. Lord & Thomas. Long before the song-pluggers discovered Bing Crosby he dug up a prospective sponsor for Crosby; but sponsor decided Crosby; but sponsor decided Crosby; but sponsor decided Crosby he also had some other radio new-comiers he was pushing. George Olsen, Jimm Grier, Gus Arnheim, Gogo Delys, John P. Medbury. A pioneer in the Hollywood guest starring biz Runyan debuted Louella Parsons as mistress of ceremonies, on Sunkist Musical Cocktail. He supervises, the Hollywood office.

CARL STANTON.
(Lord & Thomas)

Atter several years the advertises of the desired decided on the desired desired decided desired decided desired desired

(Lord & Thomas)

After several years the advertising and promotion departments of Sears-Roebuck, Stanton became director of public relations for aircraft outfit. Trying his hand at writing radio scripts he presented the first finished article to L & T and was hired by the agency to repeat the formula. His production jobs include Amos 'n' Andy and Lum' and Abher. Currently he is assisting other L & T producers in readying the Mickey Mouse show for Pepsodent.

GLENHALL TAYLOR GLENHALL TAYLOR

GLENHALL TAYLOR
(Young & Rubicam)
Got up an orchestra and did arranging for other Coast bands before he joined NBC in 1936 as director of popular music in the West.
Don Lee chain, CBS and then Young
& Rubicam. & Rubicam NATHAN TUFTS

(Ruthrauff & Ryan)

At Colgate edited student publica-on. Ranged from idealism (coun-At Colgate edited student puonusellor at a summer camp) to cynicism (sports writer and theatre publicist). That ripened him for J. Walter Thompson in New York. While there he directed 'Let's Listen 'to Harris,' Eddie Dooley's Football Reporter' for Shell Oil, and 'Jolly Bill' for Cream o' Wheat.

In 1934 he went with Ruthrauff & Rvan.

Ryan.

JACK VAN NOSTRAND
(Young & Rubicam)
Newspaper and magazine writing occupied Van Nostrand's novitiate among the literati and in 1932 joined the writing staff of Don Lee chain. the writing staff of Don Lee chain. After a spell as continuity editor at the nets KHJ transmitter in Los Angeles he went North as production manager of KFRC.

FRANK LEE WOODRUFF
(J. Walter Thompson)
No Hollywood radio producer has had a more varied experience in the theatre, than Woodruff. His background comprises two wears in college.

d comprises two years in college dramatics, three seasons in summer stock, one year technical director of a stock company as designer of costumes, sets and lighting arrangements, stage manager for Al Woods and Theatre Guild, assistant stage manager for touring opera troupe, study of playwriting under George, Pierce Baker at Yale, one year as radio actor. After one month on the production staff of CBS on the Coast he moved over to the Thompson office. He did the Al Jolson program for Shell and then took charge of Lux theatre of the air its return to Hollywood, being in command ever, since. dramatics, three seasons in s

Tom Lewis, of Young & Rubicam went over to Schenectady to play male lead in 'Defour to Love', a sketch witten for a radio date of Clark Gable, 'Appearing opposite Lewis, former announcer-actor WGY, was Viola Patterson.

(Showmanship being largely dependent on stunts, tie-ups, etc., in connection with established holidays and events, Vasiery herewith presents a calendar for the month of February. This calendar is published monthly from material copyrighted by the National Retail Dry Goods Assi.):

SPECIAL WEEVE DIFFINE FERRILLY SPECIAL WEEKS DURING FEBRUARY

SPECIAL WEEKS DURING FEBRUARY

National Sportsmen's Show (in Boston), Feb. 5 to
12; sponsored by Campbell-Fairbanks Expositions, Inc.
327 Park Square Bidg., Boston, Mass.
Boy Scout Anniversary Week, Feb. 6 to 12; sponsored by the Boy Scouts of America, 2 Park avenue,
New York City.
Dog. Show (at Madison Square Garden, New York
City., Feb. 10 to 12; sponsored by the Westminster
Kennel Club, 381 Fourth avenue, New York City.
National Defense Week, Feb. 12 to 22; sponsored by
the Reserve Officers Association of the U. S., 1653
Penn avenue, Washington, D. C.
National Drama Week, Feb. 13 to 20; sponsored by
the Drama League of America, 127 W. 43rd street, New
York City.

York City.

National Sportsmen's Show (in New York) Feb. 18
to 26; sponsored by Campbell-Fairbanks Expositions,
Inc., 227 Park Square Bldg. Boston, Mass.

Better American Speech Week, Feb. 20 to 26; sponsored by the National Association of American Speech,
174 W. 76th street, New York City.

SPECIAL DAYS DURING FEBRUARY

(1) George Washington elected first U. S. president, 1789.

(2) Candlemas or Groundhog Day.
(3) Horace Greeley, journalist, born, 1811; also Menelssohn-Bartholdy, 1809.
(6) Massachusetts joined the Union, 1788.
(7) Birthday of Charles Dickens, 1812, and John

(6) Massacrusetts force the Strong 1812, and John Ruskin, 1819.

(9) Theodore Roosevelt—National Memorial Day; U. S. Bureau organized, 1870.

(11) Birthday of Thomas A. Edison, 1847.

(12) Lincoln's Birthday, 1809; Georgia Day (legal holiday in Georgia); Peter Cooper inomasster and inventor of America's first locomotive, born, 1791.

(13) Race relation Sunday.

(14) St. Valentine's Day; Oregon admitted to the Union, 1859, and Arizona 'likewise in 1812; Bell and Gray patented the telephone, 1876.

(17) Suez Canal opened, 1867.

(18) Edison patented the phonograph, 1878.

(19) Ohio admitted to the Union, 1803.

(22) George Washington's Birthday, 1732 (legal holiday in all states), James Russell Lowell born, 1819.

(25) Victor Hugo, author, born, 1802.

(26) W. F. (Buffalo Bill) Cody born, 1846.

(27) Henry Wadsworth Longfellow born, 1807.

Sales promotion note: February is poorest producer of sales in department stores, ranking last of all months with a total of 5.8% of annual sales. Homefurnishings and piece goods are best sellers, with small-volume departments also figuring in strength.

Flower of the month is the primose: amethyst is the

Flower of the month is the primose; amethyst is the

Gallup's Research Committee Pals To Ignore His Private Statistics

George Gallup's associates on the Joint Committee on Radio Research intend to ignore his statistical contribution to the committee's forth-coming estimate of the number of radio homes in this country. They not only question the soundness of the sample upon which Gallup's Institute of Public Opinion based its national, tally and regional break down, but they see no reason folletting Gallup horn in a plug for his private enterprise. Gallup is also research director for Young & Rubicam.

also research director for Young & Rubicam.

Committee figures that it needs much bigger samples than were indicated by Gallup's findings. Institute estimated there were 24,206,000 radio homes as of Jan. 1, 1938, or 77% of the country's families. Fortune magazine in a recent issue struck a percentage of 88.1. JCRS's technical committee inclined to the belief that the estimate it proposes to make available soon will show the ownership comes closer to 80%, or around 25,200,000 radio homes, Gallup's cited the farm set ownership as 58.8%, while Fortune figured 80%. Data that the committee has in hand indicates that 69% of the national rural households are

tee has in hand indicates that 69% of the national rural households are equipped with receivers.

Another peeve harbored by the committee against Gallup is that instead of turning over the original compilation to it he sent a copy of a newspaper release.

OHIO STATE OKAYS CAGE **GAMES ON OWN STATION**

Columbus, O., Jan. 11.

For first time since 1929 several Ohio State home basketball games will be aired on WOSU, university station. Games with Illinois, Purdue and Chicago will get the playby-play treatment with Wib Pettegrew, station staffer, at the mike, Illinois game, Jan. 22, will be fed to WILL, University of Illinois outlet at Champaign.

R&R's Chi Cuts Include Heatherington, Time Buyer

Heatnerington, 1 ime Buyer
Chicago, Jan. 11.
Several personnel cuts through
the Ruthrauff & Ryan agency last
week took in Chris Heatherington.
who had come in only a month before as radio time buyer.

Local agency slicing was part of a general R & R retrenchment.

WELDON, BUCKLEY TO JOHN BLAIR STAFF

William H. Weldon quitting WOR's, N. Y., sales staff to go back, with the New York office of John Blair & Co. Also moving in with him is Dick Buckley, who, for the past six months, has been William Rambeau's local manager.

Duo will fill the vacancles created by Murray Grabhorn's raid upon Blair's New York sales personnel. Grabhorn who is now sales chief of Crabhorn who is now sales chief of

Blair's New York sales personnel. Grabhorn, who is now sales chief of Hearst Radio, Inc., has Frank Fenton and Linc Simonds selling in the New York area. Threesome formerly composed Blair's New York setup.

Chi NBC'ites Hurt

Chi NBC ites flurt
Chicago, Jan. 11.
Two accidents stuffed off local
NBC staff, with Bill Ray, publicity
head, stretching his back too far,
and Vera Maher seriously injured
in an auto accident.
Miss Maher is secretary to Ed
Cunningham, night manager.

New Faces in Boston

New Faces in Boston, Jan. 11.
Robert B. Evans is now with NBC's New England division, working on news and promotion. He was a sportscaster at WGAR, Cleveland. Berne W. Wilkins, formerly asstales mgr, of WNEW, N. Y., has joined the sales staff of WNAC, Boston,

WHK-WCLE SHAKEUP

John T. Vorpe Elevated — barger New Sales Head

Cleveland, Jan. 11. John T. Vorpe being promoted from production managership of WHK-WCLE to head of twin-station's advertising department. Newly created post-puts him in charge of publicity, facsimile development, national and local ad campaigns, sales promotion, educational broad-casting, booking office and lecture

Russell W. Richmond made pro-Russell W. Richmond made program director for both studios in shake-up. Mendel Jones pushed up to handle program production. Takes over Job of Mendel Jones, who is out along with Beverly Dean, production man, and, continuity writer. John P. Garvey switched from production to merchandising department. Russell Williams made a WCLE salesman. Resignation of C. A. MacLaughlin followed by appointment of A. D. Shambarger as sales manager. sales manager.

WBBM. Chi. Records Special News Events For Radio Broadcasting

Chicago, Jan. 11.

New technique, borrowed from newsreels, being developed by WBBM here in matter of recording and broadcasting special events. With new mobile unit, station is recording special events in their entirety, then editing them a few minutes later, and re-recording the high spots.

minutes later, and re-recording the high spots.

First instance was interview of picture celebrities at airport, and was followed by several other events, among them the arrival of Norman Alley, Universal photog who snapped Panay, bombing.

In all instances, station spots amouncer between different flashes of the events, and, in some, backgrounds his talk with sound effects.

Manner of editing cuts the events, sometimes running, as long as two sometimes running as long as two hours, to a quarter hour.

25-Station Regional in Formation; Has Local Program-Building Aspirations

After 12 Yrs. with WHAM Frank Kelly Joins WBEN

Frank Kelly Joins WBEN
Rochester, N. Y., Jan. 11.
Frank Kelly, commercial manager
of WHAM, resigns to joi WBEN,
Buffalo, in the sales department Jan.
17. Successor not yet named. Kelly
has been with WHAM for 12 years,
starting as a technician and working
up via announcer and p.a.

GREYHOUND BUS CO. ON 19 LEE STATIONS

San Francisco, Jan. 11.
Series of dramatized 'Romance of the Highways' programs' under the banner of Pacific Greyhound Lines debuted Sunday (9) over 19 Mutual-Don Lee stations 'California, Arizona and Oregon. Quarter-hour airers, which are booked for one year, use Commander A. W. Scott, world traveler, as narrator. Dramatizations, each dealing with different locale, are produced under supervision of Richard Holman for the Beaumont & Holman agency, which handles the Greyhound account. Holman is being borrowed from Rufus Rhoades agency for the from Rufus Rhoades agency for the

Commander Scott concluded Commander Scott concluded a long series of straight narratives over KGO on Jan. 2, also under the bus company's sponsorship.

BLIND SINGER'S SOLO

BLIND SINGER'S SOLO
Detroit, Jan. 11.
Harold, Kean, WJR's 'Sunshine
Boy' who's been sightless since
birth, has been signed to a 13-week
thrice-weekly early morning program for Olson Rug. Co. He'll
warble variety of songs, with Don
Large at the piano and Bob Clarke
at organ.

St. Paul, Jan. 11.
Incorporation of the North Central

St. Paul. Jan. 11.

Incorporation of the North Central Broadcasting System, with head-quarters in this burg, and John W. Boler as president and general manager, will embrace 25 stations in Minnesota, Wisconsin, Iowa and North and South Dakota, according to present plans.

Boler, who has been with WCTN since the days when its call letters were WRHM) for the past seven years, declares the following transmitters are already on the dotted line: KSTP, WTCN, KROC, WMTG, KRMC, WEBC, KWNO, WHBL and KVOX. Several others are on the fence, practically dipping the quill. NCBS will originate its regional shows at different web stations from week to week, swinging completely over the circuit to bring about closest possible cooperation betwe a station and sponsor. Boler feels that by thus bringing radio production into the six where formerly the bulk of the shows has been via discs, will make such communities radiominded and should hypo the etheriz. NCBS will staft production on February 15. Production of 83 blus an February 15. Production staff will comprise a personnel of 63, plus an

3 ALABAMA STATIONS SHARING SUSTAINERS

Birmingham, Jan. 11.
With the inauguration of an Alabama network for sustaining and bama network for sustaining and commercial broadcasts, WSGN of this city has a working agreement with Radio Station WJBY in Gadsden and WJRD in Tuscaloosa, to feed them several hours each day of the studios and remote programs of WSGN.

Manner of editing cuts the events, cometimes running as long as two at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

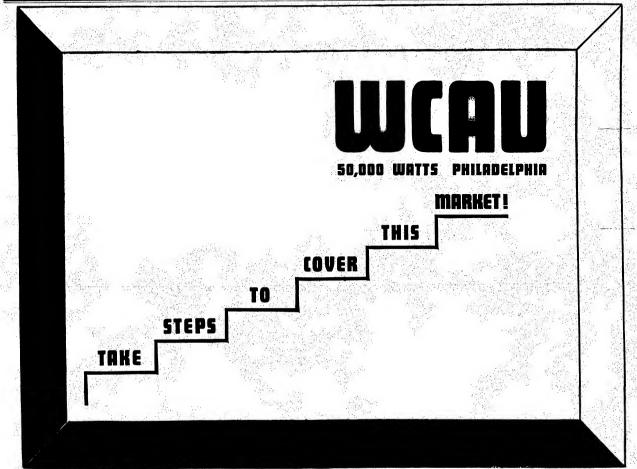
Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clarke at organ.

Large at the plano and Bob Clark



Agencies—Sponsors

Hotel St. George, Brooklyn, advertising on WMCA, N. Y. George Bijur agency placed.

Manhattan Soap Co. (Sweetheart soap) starts on WOR, N. Y., Jan. 18, with a thrice-weekly five-minute program. Peck agency placed.

Fox Square Laundry on WHN, N. Y., with twice-weekly five-min-ute programs. Frank Kiernan agency

Columbus New Biz:
Felber Biscuit Co. sponsoring
WHKC 'Hobnobbers' program. It's
a' sidewalk interview session with Fred Joyner at the mike.

Gilbert Shoe Store sponsoring Happy Larry (Larry Lawrence) on WHKC. Daily 15-minute song-and-patter program with a half-hour on Sunday.

C. D. Kenny Co. (Norwich Coffee) sponsoring first 15 minutes of 'Start the Day Right' hour on WBNS.

WEEI, Boston, New Biz Bulova, 70 time signals weekly. Biow, New York City. Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), will continue present schedule of three 15-minute disc programs. Wade Agency, Chi-

cago.

Morris Plan Company, Boston, continues sked of news broadcast, Monday through Saturday. BBD&O,

oston.

Boston & Maine Tailroad, Boston,
enewal Road Weather Conditions
n.E. B. Rideout Service. Doremus

Co., Boston. Tremont Theatre, Boston, is pushing its new Repertory Newsreel The-atre, with a package of 21 30-word announcements. Placed through David Malkiel, Boston.

Cereal Products Co. (Dynamite), through Emil Brisacher & Staff, has renewed for another 13-week stretch starting March 4, over KFRC, San

Carter Medicine Co., through Spot Broadcasting, New York, signed for 270 transcribed one-minute an-nouncements on KFRC, San Fran-cisco, between J n. 3 and July 8.

Chicago, has renewed in transcribed Little Orphan Annie serial on KFRC, San Francisco.

Fort Wayne New Biz
American Pop Corn, Sioux City,
Ia., series of five-minute spots on
WOWO. Coolidge agency, Des

Roman Cleanser, Detroit, has re-newed spot announcement contract, WOWO.

Hoff-Bran Brewing Co. series of nightly announcements over WOWO.
Northern Indiana Public Service worthern Indiana Public Service contracted with WOWO for series of 78 blurbs.

Yankee-Colonial Networks' new

Business:
Gillette Safety Razor Co., Boston, six times weekly, a.m. and p.m., to end under an indefinite form of contract time. Twelve Yankee Network stations will carry the cut-ins, originating at WNAC, Boston, Placed through Maxon, N. Y.
Two State capital stations, WNAC, Boston, and WEAN, Providence, are being used for Baker's Extract, with 13 participations in the Gretchen McMullen Household program, once weekly, p.m. Placed through William B, Remington, Springfield, Mass.

National Biscuit Co., New York National Bischit Col. New York.

195 fifteen-minute e.t. programs; 'Dan Harding's Wife,' five times weekly, on WNAC, Boston. Placed through McCann-Erickson, New York.

Jordan Marsh Co., Boston department store, using WNAC, Boston, with four 125-word participations in the Musical Roundup, once. weekly, a.m. Placed through Harry M. Frost,

American Tobacco Co., Wilkes-Barre, Penna., going collegiate and striking with 95 five-minute pro-grams: Yale University News, on grams: Yale University Mens, WICC, Bridgeport-New Haven, Conn.

American Pop-Corn Co., Sioux City, Iowa, riding WICC, Bridgeport-New Haven, Conn., with 53 five-min-ute broadcasts, once weekly on Sun-day, p.m. Placed through Coolidge Advertising Co., Des Moines, Iowa.

Yale University news, with student announcers Norman Paul and E. G. Burrows, renewed by American To-bacco Co. (Lucky Strikes) on WICC,

WLBZ, WFEA, WNBH, WTHT, WLLH, WBRY, WLNH, WRDO and WNLC.

Hartford Life Clgar distributors footing Harmony Boys weekly at WDRC, Hartford.

Hudson Valley Fuel Corp., Troy, N. Y., has signed for quarter-hour early-morning broadcasts. Monday through Saturday, on a 13-week period over WOKO, Albany, with Forrest Willis, singer-pianist, guests (locals), and transcribed music. Placed by BBD&O.

Gardner Liquor & Wine Shop, Troy, N. Y., sponsoring song contest broadcasts, two quarter-hour a.m. periods weekly, for 13 weeks over WABY, Albany.

Kellogg Co. renewed Bill Cunnin ham's 'Sports Review,' 7:30 p.m. F days on Yankee network, for weeks to April 1 via N. W. Ayer.

Brown & Williamson (Avalon cigarettes) signed Fred Hoey, New England baseball commentator, for stovepipe league 15 minutes three times a week; 13 weeks, on Yankee net. BBD&O agented.

Gillette (Ruthrauff & Ryan) and Plymouth Rock Gelatin Co. (John Queen, Boston) participating in Yankee network news service.

Seaboard Oil Burner Corp. footing ick Walsh's News and Sports nightly via WBRY, New Haven.

Benedict and Quinnipiac Coal Cos onsors of WBRY's alternating as spon a.m. UP newscasts.

Morris Plan Industrial Bank Schenectady is sponsoring a series of five-minute programs dramatized by members of the Leighton & Nelson staff over WGY. Schedule calls for one short weekly up to April 20.

Miller System of Correct English Studio is now sponsoring 15 minute Friday morning broadcasts over WOKO, Albany, and quarter-hour Sunday afternoon programs over WABY, with Ruth M. Hamilton as radio instructor.

Western Grocer Co., Marshall-town, Iowa, through Coolidge agency, 312 periods of 15 minutes each, daily except Sunday, news.

WHO, Des Moines, new biz:

Wander Company (Ovaltine).

WEAN. WICC, WSAR, WSPR, day of the Party Line').

New Haven.

Dr. W. B. Caldwell, Inc., Monticello, Ill., through Cramer-Krasselt series, returning 4 p.m., Jan. 9, will Co., Milwaukee, 260 periods of 15 minutes ach, Monday through Friday ("The Party Line').

Radio Daffodils

New York City—WHN announcer Ray Saunders interviewed chorines in lobby of Ziegfeld theatre. When Paradise cafe pretty, Hope Chandler, paraded up to the mike Saunders spieled: 'My heart is beating so violently, I'm afraid it might burst.' At that moment photog Norman Kaphan dropped a flashlight bulb.

Chicago—WBBM booking the Chez Paree girl line as contestants in the Question-Air program (a quiz) last Sunday (9) had 'em at the mike wearing floor show costumes. Chez made agency rehearse girls in the spelling before they went on.

Boston—A radio version of When a Cabot Loves a Kelly, currently serializing in the Boston Evening American (Hearst), and concerning the romance and adventures of Shelia Kelly of South Boston and Bradford Cabot Talton, Harvard blue blood, was miked over a three-station Yankee Network booking Suraday (2).

Washington—Radio station rivalry in reporting fires isn't making such a hit with the fire department. WJSV and WRC-WMAL in their zeal to give on-the-spot descriptions have been causing traffic jams of people who rush to the scene. Fire department wants stations to keep the fires anonymous and unlocated in future

Fort Wayne—Bob Wilson, news commentator for WOWO, who always igns off with 'Good Night and '73,' applied for, and has just received using license plates numbered 73.

Syracuse—WSYR boasts that its staff has been so thoroughly imbued with the doctrine of firsts (in broadcasting stunts) that it's begun to affect their private lives. Cites as case in point the circumstance that the first baby to be born in the New Year around Syracuse was the son of Ray Servatius, station's continuity chief.

REVAMP EXEC SETUP AT KDYL, SALT LAKE

Salt Lake City, Jan. 11.
Reorganization in the program, production, continuity and personnel departments of KDYL, Salt Lake City. George Snell, former assistant production manager, will occupy post of production manager vacated by resignation of R. T. Harris, who has opened a local advertising agency.

ris. who has opened tising agency. Ted Kimball, formerly of station Wachington. D. C., is new Ted Kimball, formerly of station WRC, Washington, D. C., is new director of all live talent and special event shows. By Woodburynamed musical director, and will baton a station band of 14 local musickers. Floyd Farr becomes chief announcer and assistant to Snell, who also will head the continuity staff.

KDYL is leasing new suite of offices to house commercial and sales

rest to house commercial and sales departments. Two new studios to accommodate more than 200 also being built to enable visitors to view orchestra in action.

W. Va. Web Names Rep

West Virginia Network has made the Branham Co. its exclusive na-tional representatives. Stations involved are WCHS. Charleston. WPAR. Parkersburg, and WBLK, Clarksburg.

Johnson Runs KTSA

San Antonio, Jan. 11. Active management Active management of Station KTSA, one in the chain of Hearst Radio, Inc., has passed to George W. Johnson. He had been commer-cial manager of the station under-Harold C. Burke, former skipper, who has been transferred to an east-

who has been transferred to an east-ern position with Hearst Radio. Station to apply to Federal Com-munications for permission to in-stall 'facsimile device' which will enable listeners to receive during their night's sleep, a strip of paper, printed with news of moment and interest, transmitted by means of radio. radio.

George Schrand Very Ill

Seattle, Jan. 11.
George Schrand, 48, known hcre
as The Old Ranger in 'Death Valley
Days,' serial radio play, presented
over KOMO-KJR, is not expected to
live in Oakland, Cal., where he is
suffering from effects of slow-acting

Doctors gave him little chance for recovery.

Norman Perry, Jr., to G. M. Cincinnati, Jan. 11.

Norman Perry, Jr., sports spieler on WLW and WSAI since last October, leaves the Crosley organization Feb. 1 to join the General Mills baseball announcing staff, for assignment in another city. Last season Perry broadcast the Indianapolis rames in the American Association league for General Mills.

His father has been head of the

His father has been head of the Hoosiers club for many years.

DODGE DEALERS WITHDRAW

WBBM Continues Program on Sustaining Basis

Chicago, Jan. 11.

Business recession given as reason for quick drop of 60-minute WBBM-Dodge Dealer 'Rhythms At Noon'

Dodge Dealer 'Rhythms At Noon' show which was cancelled effective as of this week. Station, however, considers it as one of its most successful shows, and intends 'retaining it for a sustainer. George Watson and Doug Hope will be retained, Shirley Sadler will be added to vocal staff, and orchestra is to be augmented, with Hilly Elden set to do stick-waving. Program, originally started by Ruthrauff & Ryan for Dodge, has been held Sunday noon hour for three years.

HUSH! HUSH!

"Personal and Confidential"

Don't Tell Our Sponsors About the Stock Market

Several on WSYR closed 1937 with the best year in their history. We've been making an all-time sales record for many others. And for our-selves — 1937 was the biggest year.

IN 1938 PICK MARKETS CAREFULLY

By comparison with other less-favored areas. Syracuse is today "the Bright Spot Market." And WSYR year-after-year its "Fastest Growing Medium."

Keep Your Eye on Syracuse

STATION KIRO Seattle. Washington

announces the appointment

E. Katz Special Advertising Agency

with offices in New York, Philadelphia, Detroit, Chicago, Kansas City, Atlanta, Dallas and San Francisco, as its exclusive national representatives, effective January 10th, 1938.



1. KLZ has the FACILITIES!

• Its new, high-fidelity equipment gives KLZ the transmission facilities to cover the Denver-Rocky Mountain region. Its experienced, nimble-minded staff provides the production facilities with which it has established the highest standard of radio showmanship, listener-service and program-quality in this area.

2. KLZ has the AUDIENCE!

• By the sheer quality of its programming, by the spontaneity of its showmanship, by the unselfishness of its service, by the vitality of its every activity, KLZ has established for itself a distinct and magnetic personality which attracts majority listener interest in the Denyer-Rocky Mountain region the majority of the time.

3. KLZ has the ADVERTISERS!

• KLZ has attracted, too, the majority interest of advertisers in the Denver-Rocky Mountain region. Local department, furniture, jewelry, men's and women's stores all are spending more of their radio money with KLZ than with any other station. And KLZ's 1937-1938 winter schedule of commercially sponsored programs is the heaviest ever carried by a Denver station.

. AND THE RESULT STANDS OUT LIKE THIS:



ASSOCIATED STATION OF THE COLUMBIA BROADCASTING SYSTEM

NATIONAL REPRESENTATIVE: E. KATZ SPECIAL ADV. AGENCY DENVER

Radio's Home Town Enemies

(Continued from page 1)

up a state commission and other

40

up a state commission and otherwise regulate radio.

In Buffalo, N. Y., for the past
several weeks, locals stations have
broadcast the testimony at a graft
hearing and Albany, Rep. Phelps
Phelps seeks to exempt stations from
off-side ad libs of vox pop programs, where persons, before
mike deviate from script.

The past years states have
passed anti-ASCAP (performing
rights royalties on music) laws,
largely at the request of their
broadcasters. This illustrates the
Appdency of pro-radio as well as
anti-radio ideas to find expression
state legislation.

WIAY, Cleveland, some years
yo had an anonymous commentator
ripping into underworld-political
dyings. Names and addresses were
Station got a bomb for its
pains. The bomb dion't do much
damage. But it stopped the program. Some years before that a
similar campaign in a Detroit station
resulted in the murder of the radio
announcer.

Since radio stations started broad-

resulted in the murder of the radio announcer.

Since radio stations started broad-casting horse race results and in the Colonial network case opposing dog racing the criminal classes often become involved Innumerable reformers or politicians use the air more or less in partnership with radio stations that become identified with one clique, for or against the incumbents, for or against the dominant newspaper and in many other ways party to local rivalries. Inevitable result is counter-attacks. Effort to get at the Federal-licensed broadcasters through state and city laws, taxes and whatnot may be counted upon to multiply.

and whatnot may be counted upon to multiply.

Radio has become a vital, some-times the most vital, cog in the po-litical-financial-industrial status qui of hundreds of American communi-

John Shepard's Crusade

BROMO-SELTZER

EDDIE GARR

TONIGHT, JAN. 12 AT 8:30 P.M. EST

AND EVERY WEDNESDAY
OVER THE NBC RED NETWORK
FROM COAST-TO-COAST

Authors
ABE BURROWS and FRANK GALEN

Direction, WILLIAM MORRIS Agency

NEW YORK CITY

seen remarkable uses of radio broad-casting. One broadcaster who, spe-cialized in vituperation was subse-quently elevated to a position of im-portance in the government. Since then his influence and his blunt defi-ch is superior in a recent squaphle of his superior in a recent squabble astonished many.

astonished many
Last Thursday (6) Bickford, now a figure in the state, created a furore when, addressing the Rotary Club in Worcester. He made graft charges. To this John H. Mahoney, executive secretary of the Worcester Taxpayers' Assn., warned: If this man can go about the state making such statements without being challenged; the entire state government will be brought into contempt.

Alter Fra.

Alter Ego

Atter Ego
Either Bickford Shepard, or
both, are expected to be hauled before a state commission of inquitry
sooner or later to prove the charges
or eat them. Bickford has constant,
ly credited Shepard as his alter ego
in his editorializing over the air. In
a New Year's day broadcast Bickford said, part:
'John Shepard 3d president of

in his editorializing over the air. In a New Year's day broadcast Bickford said, part:

'John Shepard, 3d, president of the Yankee and Colonial Networks, who has made every one of these efforts possible, who has spent a fortune in investigations, who, in the opinion of the writer, who, in the opinion of the writer, has done more for the decent people of Massachusetts than any other person, has stated that these efforts will continue to the limit, with no compromise as long, the decent people of this Commonwealth stand with this, service, in the fight for government of the people, by the people and for the people.

This together with its

people and for the people.

This to sever with its owner, Mr. John Shepard, 3d, wishes to thank all the decent people of this State, who have stood with us during the past year. We ask you stood with us, as you stood with us, as you stood with us the battle to give the City of Boston an honest mayor (Maurice J. Tobin), which was so successful, in our effort to drive out of Massachusetts those persons who do not belong here.

John Shepard's Crusade
Boston, Jan. 11.
Continued campalgning of the Colonial network against politicians and the open naming of high state officials at a luncheon speaking engagement by Leland Bickford is expected to have plenty of results this year. Bickford is the front and mouthpiece for the radio-editorial crusading of John Shepard, 3rd.

Massachusetts in recent years has of those subversive agencies, which

are conniving, cheating, murdering, stealing, gangdom., that we direct this New Year's day plea. We will never sell out the people of Massachusetts. We will never compromise with crooked politicians or gangdom. We will fight to the bitter end to bring to your the people whom we serve, everything which is yours and everything to which you are entitled, and of which you have been so brazenly deprived.

Senator P. Eugene Casey of Mil-

so brazenly deprived.

Senator P. Eugene Casey of Milford on Monday filed with the Senate an order demanding that Bickford appear before joint rules committee of House and Senate to explain charges of bribery in Massachusetts legislature. Fernald Hutchins, Senate counsel, at Casey's quest drew up draft Saturday.

Samuel H. Wragg, president of House; was consulted by Casey be-fore the order was filed and then Casey said that if such conditions ex-Casey said that it such conditions exist they should be aired, otherwise mouths should be kept shut. He didn't want anyone making tour of the state spreading this stuff if untrue. That's a bad thing for us fellows to have said about us, said

Bickford might decline to appear Bickford might decline to appear before the rules committee. He wants action by immediately appearing before either or both houses. In spite of all controversy. Bickford continued his lecture dates at the Lynn Y.M.C.A. Sunday on 'Governor Hurley, Public Masquerader Number One' and District: Attorney. William J. Foley, 'Rip Van Winklet'. Bickford said his entire family has received threats. threats.

Rep. Philip G. Bowker, who within the fortnight has filed two bills on defamation of character and a state radio commission to control such, ratio commission to control such, spoke before the Massachusetts Republican Club on Beacon Hill today and lashed out that if Bickford couldn't back his charges then he should go to jail and that irresponsible crack-pots of the radio had to be suppressed.

Some of the highlights of the Bowker bill: The commission may determine

Some of the highlights of the Bowker bill:

'The commission may determine and collect such fees for licenses as they may deem just and reasonable, not to exceed three and one-half percent of the annual amount collected by any licenses for commercial broadcasts originating within the commonwealth.

'The commission shall have full power and authority to nominate a member or members to joint boards which may be appointed by the Federal Communications Commission.' Nothing in this chapter shall be understood or construed to give the commission power of censorship over the radio communications or signals transmitted by any radio station and no regulation condition shall be promulgated or fixed by the commission which shall inby the commission which shall in-terfere with the right of free speech

by the commission which shall interfere with the right of free speech by means of radio communication. 'No person within the jurisdiction of the commonwealth shall utter any obscene, indecent, profane, defamatory or libelous language by means of radio communications.' 'Every radio station shall take and keep a transcript in writing or by an accurate recording device of every speech or other statement broadcast over such station. Each such transcript shall be sworn to before an officer duly authorized to administer oaths, or attested under the pains and penalties of perjury, by a responsible officer of the corporation, or member of the firm, or by the individual, conducting such station, shall be kept on file for a period of not less than one year after the speech has been broadcast, and shall be open to public inspection.'

inspection. "It is the purpose of this chapter, among other things, to maintain the control of the commonwealth over the use and occupancy of all premises within its territorial limits upon which radio stations may be operated. For further protection of

Mayor's Program

Boston, Jan. 11.

WAAB-Colonial Network in its series of crusading efforts and shooting out promotion of its public deeds and service boastful over its latest move to spot the City of Boston's new Mayor, Maurice J. Tobin in a new series of frames dedicated

spot the City of Boston's new Mayor, Maurice J. Tobin in a new series of frames dedicated to city affairs each Thursday evening, following the 7-7:15 p.m. Colonial Network News Service period which stumped for him two weeks prior to any other medii of campaigning.

Frame from 7:15-7:30 p.m. will be Mayor Tobin's direct from WAAB studios at an hour of the day when the family will be at home. During the past eight years, lines brought mayoralty messages direct from City Hall during the daytime. But the new mayor believes radio to be invaluable (it gained him the city's highest job), and besides it'll save line charges if he junkets to WAAB studios. Also, it means breaking up the early it means breaking up the early part of each Thursday evening. to get before the mike for his weekly spiel.

the public morals and the public safety, the commission shall have full power to prescribe rules, regu-lations and conditions under which all radio stations shall be operated and conditions under which all radio stations shall be operated and conducted within this common-wealth.'

"The chairman (of the commission) shall receive a salary of \$5,000 and each other member shall ceive a salary of \$4,000."

N. Y. State Agitation

N. Y. State Agitation

Albany, N. Y., Jan. 11.

A bill seeking to relieve radio station's of responsibility for statements made by interviewees on man-in-the street and audience broadcasts. Is scheduled for consideration by the New York Legislature, Assemblyman Phelps Phelps, New York City Demorat, and, among other things, a commentator on WMCA, stated he would introduce such a measure this week. Phelps, who is acting on his own volition, believes that transmitters should be protected against term of the state of the st

phony.

VARIETY recently carried a Chi-VARIETY recently carried a Chi-cago story on the unexpected, and sometimes double meaning, answers shot at the questioner. Capitol Hill observers wonder

shot at the questioner.

Capitol Hill observers wonder what action the Legislature with its many lawyer members, will take on the Phelps bill. The federal licensing law for radio stations may be a factor in the matter. Also the attitude of newspapers,

(Massachusetts has a pending proposal to revise libel and slander laws to meet radio conditions.)

Buffalo, Jan. 11.

John Turner has taken advantage John Turner has taken advantage of the wide interest in the machinations of politics which has been aroused by the councilmanic investigation into city's affairs. (Quiz so far has indicated graft, corruption and widespread laxity and has resulted in numerous indictments, including two members of the investigating committee.) tigating committee.)

tigating committee.)
Turner has written a serial play entitled 'Party Boss, the Political Drama of an American City,' running on M-W-F basis in 15-minute evening spots on WKBW.

He's a former newspaperman and locale are fictional, but if a listener wants to tack on real names, what can you do about it?

Vic Erwin's Bankruptcy

Vie Erwi conductor with station WOR, New York, but who lists his office with Rockwell-O'Keefe in Radio City, flied a voluntary petition in bankruptc; yesterday (Tuesday) in N. Y. federal court. He lists his debts at \$22,707 with no assets, Among the creditors named in the petition are Irving Berlin, Inc., on a note for \$750. Rajain Raboid, entertainer, \$163. Harry Von Tilzer; juddment for \$216; Jeannette Schram (Carlita), services, \$230; and Sidney Tannen, of Los Angeles, \$200 for services.

Advertisement

ORCHIDS FOR WFBR

Excerpt from a letter of an agency account executive to the client:

Dear Ed:

Attached is the outstanding case of news-paper support given the

* * program by a radio station. WFBR certainly deserves a place at the top of the list for the support they have given us. Perhaps you may want to write Mr. Gould a letter of appreciation.

(names on request)



Excerpt from a letter written by advertising agency execu-tive to Larry Field of Edward Petry & Co.: Dear Larry:

Thanks very much for your presentation on co-operation rendered by WFBR - Baltimore in connection with the . . program.

The station certainly did everything that they said they would and some more besides.

(names on request)



Excerpt from an advertiser's letter to WFBR:

Dear Mr. Gould:

* * * have for-warded to me the portfolio showing the mer chandising cooperation rendered by WFBR for our

We are very glad to be on Station WFBR, and we know the stores cooperating with us in Balti-more appreciate your cooperation as much as we

(names on request)



Excerpt from an advertiser's letter to WFBR:

Dear Mr. Gould:

We have just received the brochure which you prepared and sent on to our advertising agents. showing the * * * * Showing the newspaper ads and advertising done in the moving picture houses of Baltimore regarding our * * * * * * feature.
We wish to express our

sincere thanks for the splendid cooperation which you have rendered in regard to this pro-

(names on request)

And for 1938 --WFBR RESOLVES to give our advertisers

even better cooperation than ever before.



ON THE NBC RED NETWORK NATIONAL REPRESENTATIVE EDWARD PETRY &



IDA BAILEY ALLEN'S HOMEMAKERS OF THE AIR PROGRAM

Radio's outstanding daily variety program for women . . . Household hints . . . drama . . music... and guest stars!...The perfect program for any advertiser who sells to women!

DIO NOW EVERYWH

WWI. New Orleans Grant First Vital Move. New Rules

Washington, Jan. II.

Doubling of the primary service area was the 'principal reason why the Federal Communications Commission last week — in the first vital decision on a power boost since administrative processes were changed —granted WML, New Orleans, a permit to jump from 10 to 50 kw.

With a new type of opinion along the lines recently dictated by the District of Columbia Court of Appeals, the Commish declared that the Loyola University transmitter is entitled to more juice because of public need for stronger signals. in rural areas.

need for stronger segments areas.
Statement of facts, which resembled the discussion of background circumstances by the Supreme Court, emphasized the tehnical aspects of the requested wattage increase and paved the way to a conclusion that a large number of listeners would benefit from granting the application.

KSTP's School Tie-Ins

St. Paul, Jan. 11.
As an outgrowth of KSTP's north-

As an outgrowth of KSTP's north-west educational broadcasting con-ference last fall, two schools this week start organization of radio-workshops.

One will be established at the Mary Miller Vocational high school in Minneapolis. Other at the St. Cloud (Minn.) Teachers' college, a state institution. Thomas Dunning Rishworth, KSTP's, educational di-rector, will supervise both.

Workshops will teach radio pro-duction, study programs, plan and-produce shows—training ground.

KFYR, Bismarck's Tall 1

Bismarck, N. D., Jan. 11, KFYR. Bismarck, is dedicating its KFYR, Bismarck, is dedicating its new vertical radiator with an hours program headed on the spicing, side by Governor William Langer and Mayor Olbert Olson and the musical phase by the Singing Debutantes of New England and the Four Counts.

Radiator 704 feet high.

Bill Balley Does an M.C.

Cincinnati, Jan. 11.

Bill Builey, publicity director of
WLW and WSAI, will be master of
ceremonies at the testimonial dinner
for Ed Steinborn, recently appointed. managing editor of the Times-Star, Wednesday (12) in the Cuvier Press Club's new home. Entertainers will be from the two Crosley stations.





RADIO COMEDIANS!

Do you need punchier sketches? I will supply sketch outlines with supply sketch outlines with 5 or 6 gags and tag line, or will supply gags and tag lines to your own sketches. Try my supple-mental service. Box No. 178, Variety, New York.

OKLAHOMA FEELS HURT

Too Few Pick-ups from Networks
Is the Complaint

Oklahoma City, Jan. 11.

There have been several munmured squawks from station officials in the southwest on web policies of casting a fishy eye on anything originating for the networks
from this area.

Squawks now are spouting on demands for reversible network as
southwestern spots bursting with
pride on some of their ace shows are
anxious to show the nation there is
something down here besides cows
and Indians.

Some origination has been done
in the past but none on reversible

in the past but none on reversible line set-ups. Nor have any been

Brief Filed In Sale Price **WREN Defense**

Washington, Jan. 11.
Strong case in support of the view Washington, Jan. 11.

Strong case in support of the view that the federal communications commission normally has no concernabout the prices paid for a radio station has been made by counsel for owners of WREN, Lawrence, Kans, in seeking authority to peddle the transmitter to the Kansas City Star. Disagreeing with the policy which has been in effect since the communications act was written, George S. Smith and Harry P. Warner, representing the Jackman family, have challenged the idea that a proposed transfer of either the license or controlling slock can be dehied because the commish deems the price unreasonable.

Furthermore, they have argued

trolling stock can be dehied because the commish deems the price unreasonable.
Furthermore, they have argued that whether the law says so or not valuation of the p int naturally flects the worth of the permit and of the particular assignment.

Brief which the WREN counsel recently submitted in support of position, taken in oral arguments declares that only in unusual circumstances is there any reason for the F.C.C. to judge the fairness of the consideration and questions where the regulatory body gets the power to inquire into the values which parties to the deal place on the property. Denying there is any legal authority for study of the price factor, Smith and Warner concede that occasionally—such as when the price is so high as to render the purchaser financially incapable of carrying on—the Commish might properly look into this aspect of station swaps, but they maintain the stand that otherwise there is no. for government authority to weigh the question of cost.

Texas Assn. Meets

Dallas Jan 11 Dallas, Jan. 11.

Board of directors of the Texas.
Broadcasters' Association meets this
Saturday '15' to discuss the 'proposed reorganization of the National
Association of Broadcasters.

All member stations of the TBA:
have been easked to send reps to sit
in on the same session.

Dannenbaum, Jr., Gets Job

Dannenbaum, Jr., Gets Job.
Philadelphi Jan. 11.
Alexander Dannenbaum, Jr., son of the prez of WDAS, has been named sales manager of the station.
Spot has been vacant since resignation of Stan Chambers to join Bourgeois about four months ago. Young Dannenbaum has been selling time for the outlet since his graduation from college.

Cettingham to KYW, Philly
Philadelphia, Jan. 11.
Robert T. Cottingham, formerly of
NBC news and special events department in New York, has been
shifted from WRC-WMAL, Washington, to publicity department at KYW.
With addition of four more news
periods a day, he will assist James
Aull in editing United Press copy.

ALMOST ALL U.S.

FCC Tells Congress That Majority of American Cities Are in Broadcasting Area of Some Station Only Four Spots of More Than 100,000 Population Fail to Have Out-

PART-TIMERS FADE

Washington Jan 11

Washington, Jan. II.
As a result of steady increases in
the number of broadcasting stations,
the preponderant majority of American cities are in the primary servicearea of some broadcasting station, the
Federal Communications Commission
told Congress last week.

told Congress last week.

Descriping the distribution of radio facilities, the Commish declared in its annual report that only 111 communi more than 10,000 persons fail to ceive primary service from some transmitter, although 614 cities do not have their own station. However, the 700 cultets in existence at the en. of the fiscal year 1937 covered all but 18.1% of the communiti with population above 10,000.

Distribution of Stations

		CITIES	NUM-	P.C.
SIZE	NUMBER	WITH	BER OF	OF STA-
OF TOWN	OF CITIES	STATIONS	STATIONS	TIONS
Under 10,000.	15.616	87	89	12.7
10,000-25,000	606	136	138	19.7
25,000-50,000 .	185	81	90	12.9
50,000-100,000	98	67	85	12.2
100,000-200,000	52	48	94	13.4
200,000-300,000	16	16	49	7.0
300,000-400,000	5. The state of th	7	30	4.3
400,000-500,000	5	5	19	2.7
500,000 and ov	er. 13	13	106	15.1
(Watta tanta	don than a million	in Allunten dans	in Hannaii	d theon in

Puerto Rico.)

politan districts with one or more

2 Eight cities adjacent to

22 Eight cities adjacent to larger municipalities with stations.

3. One hundred sixty-six are within the primary service area of existing stations in other cities.

ing stations in other cities. While concentration of stations in thickly-populated states and biggest cities has been counteracted only slightly, the Commish survey disclosed that 386 cities over 10,000 have stations and that all but four municipalities above the 100,000 murk boust radio outlets.

nuni more than 10,000 persons all to ceive primary service from ome transmitter, although 614 cities on thave their own station. However, the 700 outlets in existence at overed all but 18,1% of the converded all but 18,1% of the convention with population above nuniti with population above nuniti with population above nuniti with many than 10,000.

Indicative of the huge market The remainder were in the medium-

available through radio, the engineering department survey showed the following vital facts:

1. Three hundred twent includes the following vital facts:

cities are within one of the 86 metro-

10,000 to 25,000 population bracket,
Gradual erasure of part-time stafions also was spotlighted, with report declaring that 61.4% of all facilities are free from hour restrictions.
Only 48 plants, 6.9%, share time in
the same city and but 77, 11%, share
time with frequency-nates in other
communities. The 270 restricted outlets include 119, or 17% of the entire
number, on a limited daytime
basis and 26, or 3.7%, on a specifiedhour status.

WWL, New Orleans, Ups CBS Network Rate \$100

USS Network Rate \$100 Devaining network (CBS) rate of WWL, New Orleans, will hop from \$275 to \$375 an hour when the outlet goes to \$0,000 watts.
Station has received its construction permit, but, the new transmitter, isn't expected to be operation before June or July.

NO MATTER HOW YOU LOOK AT IT WOR RECORDINGS ΔRE THE BEST TO BE HAD AT THE MOST REASONABLE COST

TURN PLEASE!

Craven, in Star Chamber Session, Asks Gov't Censorship of Radio

Conviction that Government powers must be employed to elevate advertising and program standards of the radio business was disclosed last veek to be entertained by Federal Communications Commissioner T. A.

M. Craven.
With Congressional concern about With Congressional concern about radio fare mounting. Craven was shown Thursday (6) to have informed the House Appropriations Committee he believes there is 'great necessity' for scrubbing programs and thinks it may be found desirable to give the Commish more power to punish broadcasters who are sponsible for output of offensive matter. At the same time, the former Navy officer declared the Commissing going to apply stricter tests of is going to apply stricter tests of

Quizzed by legislators about the quality of both entertainment and

Quizzed by legislators about the quality of both entertainment and commercial patter. Craven asserted at closed-door hearings:

I wish to make clear that personally I believe there is great necessity for improving programs the United States. I think the Commission should do something. I think they have aiready started on a program of doing something. But there may be some necessity of modifying your law at the present time, particularly with reference to the punishment we can give a station for a violation of the regulations with reference to programs. We have not got all of the powers that may be necessary to deal with the situation. This statement was prompted by inquiries from two committeemen. Representatives James M. Fitzpatrick of New York and John M. Houston of Kansas, who were agitated by that Mae West broadcast. The legislators wanted to know what the F. C. C. is doing to curb unpalatable and ex-

doing to curb unpalatable and ex- program.

WTAM's New Studios In Cleve. Ready Feb. 1

Cleveland, Jan. 11.

New \$305,000 studios of WTAM will be formally opened with kileg lights and special broadcasts. Feb. 12. Station will occupy new quarters. Feb. 1. but they won't be opened to the public until nearly two weeks later.

The new quarters will occupy from the four floors in the Guarantee Title & Trust Building downtown Cleveland. Building name is being changed to the NBC Building. Two large studios and four small ones are being built under, the direction of J. J. Artone. NBC, ereiner in charge of construction. All studios will be air conditioned and will contain client's booths, a la Radio City. Simultaneous with the studio opening. WTAM hopes to put its new \$45,000 vertical antenna into operation. Space is being reserved for television in the new set-up.

c ssive advertising and to prevent repetition of such incidents the Garden of Eden program.

Besides revealing his own slant. Craven disclosed that during 1937 the Commish received over 1.000 squavks from listeners about programs. Did not go into detail except to say that 1,140 beefs were turned over to the Law Department for checking and that others have been pigeon-holed.

Cherniavsky opens Friday (14) at Shea's, Buffalo, introducing a new pit band idea, 'How to Sell Music in the Theatre.' Louis Katzman subs for Cherniavsky on his WOR ICKES PASSED BY

Seattle Admirers of New Deal Pro-test at Station's Policy

RADIO

test at Station's Folicy

Seattle, Jan. 11.

Peeves against Seattle and vicinity
stations stirred up by failure of any
of the broadcasters to carry air spiel
of Secretary of Interior Harold L.
Ickes. Feeling is leveled by admirers of the Administration.

Post-Intelligencer, Hearst sheet
bossed by John Boettiger, F.D.R.'s
son-in-law, rapped the broadcasters
in an editorial which pointed out
that Jim Farley recently frothed
against newspapers by saying II he
had a message for the public he preferred the medium of the air, to
print, P-I exclaimed that papers
published yarns on the Ickes' talk
while stations hereabouts ignored it.
Talk was wafted over the NBCblue, Latter's local outlet, KJR.
skipped it with manager Birt Fisher
refusing to comment on station's
reason for doing so. NBC links in
Spokane and Portland did not pick
up the palawer, either. Nearest station to which local dialers had crecourse was KGO, San Francisco.

Burke Boss at WBAL

Baltimore, Jan. 11.
Effects of recent shakeup in Hearst radio set-up reached here today with Harold C. Burke, of KTSA, San Antonio, Tex. replacing Edwin M. Spence general manager of WBAL, local Hearst outlet. WBAL is a member of the NBC Blue network, Mutual Broadcasting System and the WLW line. and the WLW line.

Seattle Personals

Seattle, Jan. 11.
Carl Haymond, prez. gen. mgr.
Northwest Mutual web accompanied
by Mrs. Haymond, returned to his
headquarters Sunday after 10 december 10 decembe

by Mrs. Haymond, returned to his headquarters Sunday after 10 day sojourn in San Francisco and Los Angeles. Dorothy Doernbecher, of KVI, is now in New York with her mother, James Buchanan, com. mgr. of KMO, Tacoma, had his appendix carved at Seattle Lying-In Hospital

Washington Buzz

Washington, Jan. 11.

Department of Commerce last week resumed Saturday chats on American industry with Harry R. Daniel officiating. Co-oping with U. S. Office of Education, Daniel U. S. Office of Education, Daniel will air his 'Stories of Industry' each week over coast-to-coast network of Columbia Broadcasting System and short wave stations W2XE, New York, and W3XAU, Philadelphia.

Reports that Frank M. ('Scoop') Resports that Frank M. Scoop, Russell, NBC's Washington v.p., came to grief on a skiing expedition in New England are waiting confirma-tion. Russell, an amateur skier, is said to be 'somewhere in New York' recuperating from contusions and abrasions suffered when his skis tangled with a batch of New Hamp-shire pine stumps.

Inter-American Cultural Radio Broadcasts, sponsored by the Pan American Union at Washington, in cooperation with Wide World Broadcasting Foundation, reinaugurated Jast week, Designed for South American knob-twiddlers, programs comprise talks by prominent S. A. teaders on topics of confunental interest. Broadcasts, handled by WIXAL Boston, are mostly in Spanish, with some Portuguese and with some Portuguese French thrown in.

Rumored around town that Federal Communications Commission and Federal Power Commission may

be merged.
Wedding would place the regulation of utilities with a single agency
and reduce administrative costs. Also
might give his former job as F.P.C.
chairman back to Frank R. McNinch without removing him from his pres-ent post as chairman of the Com-munications Commish.

No soap on attempts to induce re-iring Associate Justice Sutherland

No soap on attempts to induce re-tring Associate Justice Sutherland of the U. S. Supreme Court to sound off over the radio. Kenneth H. ('I Got Black') Berk-eley, NBC manager Washington, unable to sew up the cledry jurist, although Sutherland sent his thanks— on court stationery—for the exten-sion of NBC's facilities.

Broadcasters who have been holding their breaths can resume nor-mal respiration, following statement that there will be no recommenda-tion for a tax on radio stations by the Federal Communications Com-

Commish Chairman McNinch Commish Chairman McNinch is-sued flat denial to reports that the Government would slap a stiff levy on transmitters, though Commis-sioner George Henry Payne is spon-soring a bill that would impose a heavy wattage tax on the industry.

Mae West broadcast, script and transcription, may be preserved for posterity. Recent law establishing an official repository for all official documents and other public records. Under this statute the disc and script which NPM typical owners the Tod which NBC turned over to the Fed-eral Communications Commission cannot be scrapped without permis-sion from the National Archives.

Network representatives are fervently hoping that the Roosevelt administration's war on 'bad citizens' in the business, finance and industry fraternities will be called off soon, Radio has been placed on an exceedingly hot spot by New Dealers who carrying the attack against the 'chiseling minority' which won't play ball with the government. Web officers dislike to turn down a cabinet, member who wants time to let go another blast. At the same time they are aware of the fact that management won't sit back and take it forever without demanding opportunities to defend itself.

unities to defend itself,

Reforms Slow And Dubious. **Congress Hears**

Washington, Jan. 11,
Complaints about sluggish progress in carrying out reforms of the
Federal Communications. Commission were ventilated in Congreslast week. Rock-throwing resumed with Chairman Frank R. McNinch and Commander T. A. M.
Craven as the latest targets.
Squawks came from the perennial
critics of both the Commish and
the industry, Reoresentative Richard Wigglesworth, of Massachusetts, and William McFarlane, of
Texas. Only defender of the FCC
was Representative Clitton A.
Woodrum, of Virginia, who begged
his colleagues to give McNinch a
chance to sweep out the rubbish.
New twist was given the cus-

woorum, or virgina, woo begged his colleagues to give McNinch a chance to sweep out the rubbish. New twist was given the customary criticism as both Wigglesworth and McParlane taunted the New Deal about its attitude toward monopolies. If President Roosevelt means what he and other high Administration officials have said recently, the best way to demonstrate hostility for anti-trust-law violators is to tackle the big boys of the radio biz, the lawmakers challenged. Declaring the record of the past three months contains no sign that McNinch will bring about any fundamental changes, Wigglesworth complained, that during the past year there has been negligible headway toward establishment of basic policies or in checking the outstanding abuses. Sourly he remarked that year after year members assure Congress that all these matters are under consideration but in their annual appearances before the Appropriations Committee are unable to point to any complishments.

Data submitted this year in justification of the 1939 appropriation does not show any material effort ocurb networks monopoly of facilities, trafficking in licenses, and private ownership of public resources, Bay Stater declared. Nor as the Commish done much about complaints regarding unpalatable programs.

Suggestion that Commander, Craven is guilty of an infraction of

programs.
Suggestion that Commander Craven is guilty of an infraction of the Communications Act came from Wigglesworth. Pointed out that the new commissioner continued to receive cash from a broadcasting company even while he was serving as FCC chief examiner. He referred critically to the fact that Craven divested himself of stock in WRAX-WREN. commenting there was a violation of the spirit of the law. Numerous abuses have not been

violation of the spirit of the law. Numerous abuses have not been corrected, McFarlane said, echoing Wigglesworth's challenge to President Rossevelt to tackle the radio monopoly. License swapping at fat figures, stock racketeering by franchise-holders, vulgar programs, and other bad practices are unchecked, he contended, describing McNinch as a friend of monopoly rather than a vigorous defender of public interest.



sponding well to late evening commercials on CFCF. There's some good Class "B" time

N. B. C. RED &

WEED & COMPANY, CFCF UNITED STATES REPRESENTATIVES

K. G. Marshall's Title Birmingham, Jan. 11.

Birmingham, Jan. 11.

K. G. Marshall, who since the inreption of the Birmingham Broadcasting Co., has been vice-presidentof Station WBRC, has been promoted
to the presidency. He succeeds M. D.
Smith, Jr., who died about a yeaiago. J. C. Bell, who was secretarytreasurer, becomes vice-president,
Eloise-H. Hanna is the new secretary-treasurer.

lary-treasurer.

John Connolly will continue in his duties. Will have the title of assistant manager.



Quality!

WBIG

IN GREENSBORO, N. C. EDNEY RIDGE, Director Write for "Facis and Data!"



'COMMON CARRIER' SCARE

KOMO-CRCV CASE ALARMS TRADE

Implications of New De-cision, If Followed Up, Might Strike Lethal Blow at Whole Existing Eco-nomic Tie-Ups of Affiliates and Webs-But Government Policy Nebulous and Fright May Not Mean What It Might Mean

STUDY ISSUE

Washington, Jan. 11.

Washington, Jan. 11.
Outlawing of exclusive network contracts was feared by broadcast industry observers here this week following disclosure that the Federal Communications Commission, at behest of the State Department, has ordered NBC to suspend a pact which guarantees KOMO, Seattle, will have sole right to web programs within a 125-mile area. Investigation of the NRC-KOMO.

grams within a 125-mile area.
Investigation of the NBC-KOMO
agreement was under way, Chairman Frank R. McNinch admitted,
following beet from the Canadian
Broadcasting Company,
will wind up he refused to predict,
although he conceded that a general
probe may be the next step.

although he conceded that a general probe may be the next step.

The action, which was precipitated when CRCV, Vancouver, British Columbia, was refused NBC service, is viewed with apprehension by the few individuals acquainted with the situation. These persons see in the informal order a distinct threat of new policy which would make webs common carriers.

Telegraph Example

Telegraph Example
Although McNinch denied there is any connection, the suspension of the NBC-KOMO pact—which has reulted allowing the Vancouver transmitter to carry NBC features in the Seattle station's protected territory—has caused alarm because of the policy which the Justice Department recently laid down in charging Western Union and Postal Telegraph with violation of the anti-trust laws. The wire companies were dragged into court chiefly because of their reculsulve contracts with hotels; railroads, and other landlords, which the Federal authorities regard as a conspiracy to restrain competition. Confirming rumors that the initial step had been taken to ogle such contracts, McNinch insisted the comish has no definite policy in mind and added that a thorough study of all legal angles will precede any further action. So far members appear not to have delved very deeply

into the question of whether the Communications Act or any other statute prohibits such agreements between networks and independently-owned stations.

The possibility that the F. C. C. may embark course which will have the effect of making networks public utilities is seen in the recent development. Attorneys are wondering whether the clause in the Communications Act empowering the commish to regulate chain broadesting is broad enough to allow it to direct webs to make their service available to any licensee wanting it. Another angle is whether the commish might undertake to dictate the terms on which chains supply programs for indie transmitters.

In the event the F. C. C. decides

terms on which chains supply programs for indie transmitters.

In the event the F. C. C. decides the exclusive contract—which is a common practice in the business—is not in the public interest, much discomfort is for the industry. Complicated and, in many respects, little appreciated economics of broadcasting may be revolutionized if a ban is imposed. In highly competitive, spots, particularly within the primary service area of a webowned station, it is possible that indies will be goiged. Scores of existing agreements might be torn up in a way which would plunge a big proportion of the industry into chaos. While members of the commish are reluctant to make any predictions, it is reported that some of the industry policemen have decided view that the NBC-KOMO situation should be the excuse for a drastic set of regulations specifying the sort of relations which networks and indies carn have. With the State Department pressing for action as a gesture toward. Canada, and with the Justice Department cracking the telegraph companies over the head for similar practices, the outlook is

telegraph companies over the head for similar practices, the outlook is at best very upsetting.

F.C.C. CAST CHANGES FOR MONTH OF JAN.

Washington, Jan. 11.

Washington, Jan. 11.

Rotation of chores among the Federal Communications Commission for month of January brings licensees up rgainst Commissioners Paul A, Walker and George Henry Payne doing business of minor importance with the government.

Latest assignment sheet makes Payne responsible for action on requests for licenses in conformity with construction permits, extension of time and minor changes in C. P. permission to make tests, special authorization, and such matspecial authorization, and such mat-ters. Walker will handle the motions docket.

docket.

Other jobs are parceled out as follows: Commissioner Case, non-broadeast radio matters; Commissioner Craven, Alaskan matters; Commissioner Sykes, telephone and telegraph permits; and Commissioner Brown, telephone and telegraph

When Dog Bites Mann, That's Not News

But

When Mann Leaves "Hammerstein's Music Hall of the Air"

THAT'S NEWS! JERRY MA

After 82 Consecutive Weeks as Comedy Star for the Makers of "Kolynos" and "Anacin" Over the Columbia Network. Concludes This Record-Breaking Series With His Broadcast This Friday (January 14th).

> SAM WEISBORD liam Morris Agency New York

VAUDEVILLE LARRY PUCK Lou Irwin, Inc.

Won't Stretch

Washington, Jan. II.
Proof that the average newspaperman is not in a position to take on responsibilities of a broadcast station was offered last week in a new station application which was promptly squelched by the Federal Communications Commission.
Listing his assets at \$1,580, represented by motor hicle and the sum of \$580 in cash. Robert Raymond McCulla, a Chicago newsman, requested permission to build 100-watt daytime station at Oak Park, III. Washington, Jan. 11.

Park, III.

Besides finding McCulla's financial statement inadequate—even though it included plans to bourow \$9,000 on his personal note—Commish pointed several other factors not the 'public interest or ssity'.

me puone interest or necessity.

Area proposed to be served by the transmitter already ceives primary broadcast service from 17 other radio stations. Commish noted, and operation on 1500 ke would result in objectionable interference to Aire-kilowatter in Hammond, Ind—WHIP. Also decided that McCulla's weekly sulary of 37 probably would not streth farenough to cover operation and maintenance of the requested smallie.

Carter Replaces Kaiser At WEBR; Latter WBEN

Buffalo, Jan. 11.

Hervey C. Carter is new directo Hervey C., Carter is new director of WEBR, replacing Lou Kaiser. Kaiser has been shifted to WBEN as supervisor of news broadcasts. Both stations are owned by the Buffalo Evening News.

Carter had been associated with WBEN seven years as assistant com-mercial manager, special announcer and idea man.

Kaiser's new assignment includes handling of six daily and four Sun-day news flash periods, now spen-sored by Esso.

FCC Report Details Radio's Growth In '37; Okayed 51 New Stations

Washington, Jan. 11.

Continued expansion of the proad-casting industry during the period July 1, 1986—June 30, 1937 was hown clearly last week the Federal Communications Commis-rion's annual report for the 1937 feral year. fiscal year.

fiscal year.

With number of pleas for new transmitter jumping to double the 1936 volume, there was a net gain of 44 in industry units. Only seven plants went off the while the Commish handed out permits for 51 newcomers. Total broadcast applications of all kinds, excepting only routine renewal requests, ballooned above the 2,500-mark.

During the fiscal year the Commish

During the fiscal year, the Commish received 295 applications for construction permits, report showed. While comparative figures, are lacking, this is believed a record.

Addition to roster of broadcasters was substantially greater than in the preceding year. Compared with 51 aspirants getting their degree in 1937. Commish certified only 38 new-comers in 1936.

Only two stations—KGBZ, York Neb., and KWEA. Shreveport, La-were gagged last year. Other fix surrendered tickets volunitarily primarily to facilitate mergers.

The neophytes admitted to mem-bership were mostly local broadcast-ers. Thirty-rine of the new stations come in this category, 18 of them having unlimited time assignments. There were seven new regionals authorized, and five clear channel

plants.

Impressive demonstration of the operating efficiency of the modern broadcasting plant was provided in the FCC's annual report for 1937 which went to Congress last week. Out of 15,333 measurements of frequencies of U. S. transmitters, engineers discovered only 104 trespassers who deviated beyond the allowed tolerance of 50 cycles plus or minus. Technicians also delved into 3,995 listener beefs about interfer-

ence, carrying over 231 kicks into the current fiscal period.
Only two out of every three-matters referred to examiners for hearings during the last fiscal year ever received entilation, the FCC report showed.
With the Broadcast Division grind-in we wil 239, final correspondent.

report showed.

With the Broadcast Division grinding out 239 final orders as consequence of lawyers' field days, statistical study disclosed that 209 of the 664 items slated for public examination were flops. Applications denied because of failure to show up totaled 21, while 178 matters were dismissed at the request of the sponsor.

Exemining staff listened to testimony 259 proceedings, while the division cupped an ear on two occasions. Oral arguments before the division totaled 86. Less than 10% of the matters initially put in the hearing docket were granted, without the trouble of presenting testimony, with the Division reconsidering and granting without hearings only 42 propositions.

Louisiana Gov. on Air

New Orleans, Jan. 11.
Gov. Richard Leche of Louisiana
Wednesday night (5) inaugurated a
series of statewide broadcast adseries of statewide broadcast adresses modeled after President Roosevelt's fireside chats. Talks will be broadcast monthly over a statewide network including WDSU here and WJBO in Baton Rouge, the state capital.

Governor talks from study in the governor's mansion in latter city.

WWJ's Rep Switch

Chicago, Jan. 11.
Craig & Hollingberry, rep firm, take over representation of: WWI, betroit, this week, handling all national sales for the station outside of Detroit.

of Detroit.

Hollingberry has repped WWJ
previously, this move representing
a return to his office by the Detroit
News station.

Thanks Variety

FOR 1937

Showmanship Award



HAS HAD A FLAIR FOR

SHOWMANSHIP

FOR OVER 15 YEARS

FREE AND PETERS, INC. NATIONAL

WDAY Inc. REPRESENTATIVES FARGO, N. D.

940 KILOCYCLES 5,000 WATTS DAY 1,000 WATTS NIGHT

FCC BUDGET FOR '39 CUT

Washington, Jan. 11.

Pruning knife was applied to the Federal Communications. Commission payroll last week when the House Appropriations Committee responding to President Roosevelt's call for strict economy, went along with the Budget Bureau in slashing 1939 appropriations.

Retrenchment effort pared the FCC fund for the coming fiscal year to \$1,745,000, a drop of \$17,000 under the appropriations for this fiscal year and \$7,820,000 below the Budget Bureau estimates. House group allowed only \$20,000 for policing and studying the ether on inland waterways, while the Budget Director lopped \$17,000 off the salaries and general expenses figure. Latter cut is easily absorbed, since the abolition of the three divisions last October rubbed out three divectors, who had been drawing \$7,500 each per annum.

Sylvia Clark leaving Chi NBC studios for N. Y. radio guesting.



Booking Direct

ORCHESTRA

Admiracion Sunday 6:30-7:00

1441 R'way

- M B S --

CH. 4-5155

THE SMOOTHIES BABS - CHARLIE - LITTLE

Second Year for Tums

WLW and NBC Red, Coast-to-Coas

Tues.-Thurs., 7:15 P.M., E.S.T.

F. C. C's WASHINGTON DOCKET

VITAL DECISIONS

WITAL DEUSIONS

Georgia: New station for Athen-received Commish blessing when definite need for the proposed service was established by the proposed service was established by Fast that five-man partnership was able to prove legal, tecinical and financial qualifications for operation of the proposed transmitter and that the community receives so consider the proposed transmitter and that the community receives so considerable that the community receives so considerable that the proposed that the proposed that the proposed that the proposed to the proposed that the proposed that the proposed that the proposed to the proposed the proposed to the proposed the proposed to the proposed the proposed that the proposed to the proposed that the proposed the proposed to the proposed that the proposed to the proposed that the proposed that the proposed the proposed to the proposed to the propose

ower to restain had proved the restain had proved the send attain a makerially greater covered to a state of the send attain a makerially greater covered to the send attain the send and because the jung merer in the aren and because the jung horizon to the send attained to the send

ment, and proved that ap-ular benefit by the change, aming Mich. might result aming and the might result be the might be the car-ticle of the might be the useful service area. The change of the than Justified by the tex-d be rendered by the nower as represented by Paul M.— be operated on 1210. ke at-uider from the Commission on of Arthur H. Croghan, those already preciving

proposed service. Initial der Josephan es applicant, us of hours or day power boost was hor WHOM, Jersey City, the New Jersey Broadcasting Cora sufficient public need for proposed will initiated to 230 water nights, 1 ke will be to be sufficient to the sufficient of the sufficient

pplicant, W. E. Whitmore, constructed KGGM, que: KICA, Clovis, and KGFL, all New Mexico stati onable interference would be experienced by any gristing insmitter. Applicant retained Frank Stolenweek as counsel. Texas: KORO, Amon Carter station, which moved from Idelta Falls to a location near Fort worth, received the forth of the state of the st

poration,

First operated on a non-commercial basis by the Magnolia

Petroleum Company, in 1924, KFDM, was leased to the Sabine

Broadcasting Company 19, 1922, at a rental of \$300 per month; Bintion, from 1924 to 1932, and austained an operating loss of \$84,256.

Deal, with C. W. Salder, organizer of the Beaumont Broadcasting Company, was arranged early last spring, through, which Salder and his associates would pay \$115,000 over, at three-year period. Magnolia would receive \$30,000 and abulae \$15,000 of the price agreed upon, which the price agreed upon, which is the price agreed upon the price agreed

MINOR DECISIONS

Alabama: WMSD, Sheffeld, extension of present themselon temporary basis only, pending action, on regular fleense for newal, in no event longer than Peb. 100 to the control of the control

Afaska; KGRU, ALBRA RAND extended ou a temporary basis only until Feb. 1.
Arisona: KUMA, Yuma, temporary extension of license to California; KUMA, Suma, temporary extension of license to California; KWG, Stockton, renewal of license for the period ending Jume 1; KGGC, San Francisco, extension of present license on temporary basis for a period of, two months from Jan. 1; KDB, Santa Barbara, extension of present license—temporary basis for a period of two months from

Colorado: KIUP, Durango, further extension of license on temporary basis only, in no event longer than Feb. 1.
Connecticut: WTHT, Hartford Times, Inc., present license further extended on temporary basis only, in no event longer farmer and the second of the colorady basis only, in no event longer than Feb. 1.
Kerida: WTAL, Florida Capitol Broadcasters, Inc., Taliansee, present license further extended on temporary basis only, in no event longer than Feb. 1.
Keorgias: WGPC, Albany, further extension of license on temporary basis only, in no event longer than Feb. 1.
Keorgias: WGPC, Calbany, further extension of present license for a period of two months from Jan. 1, on a temporary basis.
Griffin, and WRBL. Columbus, extension of present license for a period of two months from Jan. 1, on a temporary basis.
Honolulus: KNBF-KNBI-KNBH, Pan American Airwaya, Inc., granted application for modification of license time in the present season of the U. S. Army necessary for safety to life and property, provided no ineierence is caused to the regular service for which this station is licensed, or the service of any other existing station.

Inc. granted extension of special experimental authority exhibits granted extension of special experimental authority exhibits. Louis, further extension, of license on temporary basis only, in no event longer than Feb. 1.

Idensi: Leon M. Elsfeld, Burlington, application for new station to be operated only 130 ke with 100 watts denied as in exhibits. Louis, further extension of license for June 1. No experimental extension of license on temporary basis, Maine: WABI, Bangor, granted renewal of license on license on temporary basis, in no event longer than Feb. 1.

Michael Representation of the property basis of license for parts of the property basis, in no event longer than Feb. 1.

Michael Representation of

y. Dakota: KOVC, Valley City, granted further ex if license on temporary basis only, in no event longe

Non-moon temporary basis only, in no longer tuan Feb. 1.
Oregon: KAST, Astoria, KRNR, Foseburg, and KSI-M, Salem, granted extensions of present licenses on temporary states of the state o

South Dakota; KOBH, Rapid City, granted exicusion of present license for period of two months from Jan. 1, on temporary basis.

Longwiew, KGFI, Brownswille, and NCKI, San Angelo, granted further extensions of license on femporary basis only, in no event longer than Peb. 1; NUN. Pecos Brodgensing Company, Pecos, present license extended for period of two months from Jan. 1.

Cense further extended on temporary basis only, in no event longer than Feb. 1.

Washington: AFPQ, Wenatchee, and KU. Walla Walla further extension of licenses on temporary basis only, in no event longer thin, Peb. 1.

NO BIG STATION BUYS IN 1937

Washington, Jan. 11.

Top price paid for a radio station during 1937 was shown last week to have been the \$275,000 which Arde Bulova handed over to the Paulist Fathers for WOV, New York,
Detailed report on the circumstances under which control of 56 transmitters changed hands, published by the House Appropriation; Committee, revealed few fat checks were written by persons anxious to enter the business or consolidate their positions. But 28 of the deals involved any consideration at all, and in the majority of cases the swap was for paper rather than cash. The majority of transactions of slight importance, generally merely technical shifts of ownership which did not affect actual control. In nine cases the payoff, was stock in the purchasing company, while in 25 instances the commish reported there was no consideration.

The cash deals for controlling stock and the price paid were as follows: KFRO, Longview, Tex., \$3.500; KYJ, Tacoma, Wash., \$2,100; KMPC, Beverly Hills, \$125,000; KROC, Rochester, Minn, \$15,466; KXL, Portland, Ore., \$19,000; WCOP, Boston., \$4,200; WFIL, Philadelphia, \$3,500; WKRG, Sundanspolis, \$100,000; WJNO, West Palm Beach, \$18,360; WKOK, Sundanspolis, \$100,000; WLAK, Lakeland, Flax. \$2,500; WKAR, Parkersburg, W. Va., \$18,600, and WRAX-WPEN, Philadelphia, \$83,500.

STAN LOMAX SPORTS

WOR-7 P. M.



-Radio ResultaEVEREADY BATTERIES
WRIGLEY GUN
MAJESTIC RADIOS
SHELL OIL
FITCH SHAMPOO
GILLETTE RAZORS

Address: 4351 N. Paulina St., Chicago

CHERNIAVJKY the Murical Cameraman



FEATURING HIS PIT PRESENTATION IDEAS

RUTH CARHART

CBS

Tuesdays, 6:45-7 P.M. Mon., Wed., Fri., 10:45-11 A.M. 'VARIETY' says

G Stage and Screen Direction
Central Booking Office, Inc.
51 W. Randolph St., Chicago For RADIO
Radio Productions, inc.
520 N. Michigan Ave., Chicago

THE O'NEILLS' LISTEN TWICE DAILY NBC Red Network, 12:15 to 12:30 P.M. EST CBS - WABC— 2:15 to 2:30 P.M. EST COAST TO COAST MGT., COMPTON ADVERTISING AGENCY MGT., ED WOLF-RKO BLDG., NEW YORK CITY

Trenton's 'Fearless' Spieler Now on WIP, Philadelphia Trenton, Jan. 11.

Trenton, Jan. 11,
Trenton is now getting its local
radio news over WIP, Philly station,
following yanking of Graham Meisel
from Trenton's WTNJ by his sponsor, Hamilton Jewelers. However,
Meisel is no longen billed as Trenton's fearless commentator, but simply as 'The Fearless Truth,' and now
he is devoting half of his daily 15minute broadcast to national as well
as foreign tonics.

minute broadcast to national as well as foreign topics.

Meisel's spiel from Philly is sponsored by Day's Department Store. Trenton, and he's still finding fault with Trenton's municipal government operation.

Although an arch foe of Trenton Times Newspapers, Meisel has serted ad in Times calling attention to fact he's now broadcasting through Philly station.

Lunke Quits Seattle

Seattle, Jan. 11.

James R. Lunke & Associates closing its Seattle branch and will direct all its accounts in the tuture from the main office in Chicago.

Gene Baker, who has been Scattle executive for the agency and appeared over KIRO as "The Wanderer," goes to Chicago with his family.

Marshall Field Cuts

Chicago, Jan. 11.

Chicago, Jan. 11.
After doing a two-hour musical clock six days a week for six years on WBBM, Marshall Field will nip the show to 90 minutes beginning Monday (10) to allow for the Coumbia Procter & Gamble show. Road to Life, which comes through at 8:30 a.m.

New stanza is a 15-minute'r, and remaining quarter hour is being fixed up as a commercial headed by Dave Bacal, organist.

FILM COMPOSERS' V

Pubs Sound Off Agamst Pix Domination

Hearings Before Federal Trade Commish Become Lambasting Rodeo Vs. Hollywood

Washington, Jan. 11.
Return of the popular music publishing industry to fair trade practice code was seen last week at final hearings before the Federal Trade Commission.

hearings before the Federal Trade Commission.

Handful of publishers and music reps received sympathetic treatment from F. T. C. Judge McCorkle, as they aired their squawks against custom of paying hard cash for song-plugging and complained that the motion picture industry is seducing orchestras and entertainers throughout the country.

Led by John G. Paine, gm. of ASCAP, who appeared spokesman for the independent publishers, half-dozen music boys begged for Government protection and a code which would create conditions parallel to those under the NRA. Although the original draft of the proposed trade agreement—which has been under study by the Commish since early last Octobercontained numerous other prohibitions borrowed from the Robinson-Patman Act, song pubs concentrated entirely on the problem of time Pollowing his prepared talk in

entirely on the problem of tune plugging.

Following his prepared talk in favor of the code Paine was asked whether he thought that the motion picture-owned publishing firms had commercial advantage over other publishers. He replied that if there was such an advantage it was not an unfair 'competitive advantage and that the unevenness complained about by certain publishers would apply on any industry. Palne declared that the music industry included several independents who were rich and powerful and who were in a position to maintain large professional staffs but that this could not be construed as an unfair competitive advantage, any more less than as charged against the picture-owned contingent. He added that if the code fails to pass, this unbalanced condition will be augmented rather than eliminated.

dition will be augmented rather than eliminated.

Hint that, if the code is not put through by the Commish, the music industry will rise in its wrath and demand the aid of the Department of Justice was thrown out by Joseph V, McKee, general counsel for MPPA. McKee complained bitterly over the current practice of motion picture-owned music publishing companies paying fabulous sums for airing of tunes used in musical films.

Once we feel the motion picture companies have stepped the line and created a monopoly which makes it impossible for music publishers to dispose of their wares, we're coming down here? McKee warned, adding that we will seek our own remedy and the Marks head of the Marks music company. Indie publishers' are 'in the hands of the Philistines', he told McCorkle, and—If the situation does not improvements.

there will be nothing left of us."

Fattery Angles

Marks said that, in addition to large bribes that pix-owned publishers are jable to hand out to tune-players, one of the sure-fire ways of getting film songs across to the public is to lune orchestra leaders with promises that shorts will be made of their bands in action. Flattered band-leaders are often willing to play the required repertoire, for the publicity (and fee) gained by appearing on the . he pointed out.

All music reps who appeared at

appearing on the out.

All music reps who appeared at the hearing agreed that the picture companies have enough of a commercial advantage over the music industry without being allowed to resort to tune-plugging. Fact, that thousands of film (ans hear the latest numbers in theatres all over the U. S. should be sufficient, they declared.

Trade Commish will chew on the

clared.

Trade Commish will chew on the proposed trade practice agreement and hand down its decision in the near future, McCorkle promised.

DISC RESTRAINT SUIT FILED IN NORTHWEST

Plant of the publishing firm said that it here were 124 songs with the title went was an another of confined to the submitted song and that a list recently compiled by the American Society of Composers, Authors and Publishers showed that there were 124 songs with the title Memories of You of the American Society of Recording the publishing firm said that it had no record of the submitted song and that a list recently compiled by the American Society of Composers, Authors and Publishers showed that there were 124 songs with the title Memories of You. To file with the registrar of copyrights.

So Many Memories, a current release, was authored by Harry Wood. Seattle, Jan. 11. First suit against the distributor

Publisher

1937's First 15

Following are the best sheet music sellers for 1937, with 'Chapel in the Moonlight' and 'When My Dreamboat Comes Home' rating tops through sales that went over the 400,000 mark.

ark: 'Chapel in the Moonlight.' 'When My Dreamboat Comes

Home.'
'Little Old Lady.'

Boo Hoo'
'September in the Rain,'
'It Looks Like Rain.'
'Moonlight and Shadows.'

'Sailboat in the Moonlight.'

'So Rare'
'Harbor Lightss'
'My Cabin of Dreams'
'That Old Feeling:
'You Can't Stop Me from
Dreaming'
'Once in a While'
'Vieni Vieni.'

M. K. Jerome and Jack Scholl have completed three numbers for Warn-ers The Singing Cop—I Remember We Were Dreaming. Greet Monday with a Sunday Smile' and 'Let's Go Social."

PAYROLL MITE

Unwilling to Sign Anything That Might Frighten Employers or Impinge on Salary Possibilities

SPA ISSUE

Reconciliation between the Hollywood and New York factions of th
Songwriters Protective Association
became less likely last week when
Howard E. Reinheimer, counsel for
several top production writers: reported the demands submitted by
his clients. Reinheimer had just
returned from the Coast where he
had held conferences with such
client-writers as Jerome Kern. Sigmund Romberg, Oscar Hammerstein
II and Arthur Schwartz.

Reinheimer declared that the
writers he spoke to the Coast
were opposed to continuing with the
SPA unless it exempted stage and
screen works from the purview of
Article IK in the association's bylaws. Under this article the SPA
becomes the assignee of not only the
mechanical, but the grand rights of
every member's works. It was the
refusal of the SPA counsel to rescind this article that caused the
failure last month of negotiations
between the SPA and publishers for
a new uniform contract.

Coast writers advised Reinheimer
that they would have no objection

a new uniform contract.

Coast writers advised Reinheimer that they would have no objection if this article applied only to pop tunes, but they were determined against letting the SPA exercise any rights that might leopardize their chances of getting work with picture studies or Broadway producers. SPA council had previously agreed to circumscribe the term of membership in the SPA to five or 10 years and allow the Coast division to set up its own executive council.

It was also reported last week that Bert Kalmar and Harry Ruby have joined the list of SPA ignees.

Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEAF, WIZ and WABC computed for the week, from Monday through Sunday (Inn. 3-9). Grand total represents accumulated performances on the two NGC links and GBS. 'Commercials' refers to all types plugs on sponsored programs. In 'Source' column, 'e denotes film songs, it legit tunes, and 'pop' speaks for itself.

ş	Title	Publisher	Source	To	tal cia		cali
	True Confession	Famous	True Confession	4	1 (3	28
1	Poi Min Biet Du Schon	Harme	Pop	. 3	4 16		30
1	I Double Dare You	Shaniro	Pon	3	2		20
-	Rosalie	Chappell	*Rosalie	3	1 10		19
S	Sweet Someone	Feist	*Love and Hisses	. 3	0		12
1	Once in a While	Miller	Pop	2	4	7 3	18
9	You Took Words Out of My Heart	Paramount	.*Big Broadcast.	2	4		16
IJ	In the Still of Night	Chappell	.*Rosalie	. 2	2	7 1	10
ı	Dipsy Doodle	Lincoln	Pop	. 2	2		7
	Mama, That Moon Is Here Again	Paramount	+Botuson the Douil	2	0		2
ı	Nice Work If You Can Get It	Channell	*Damsel in Distress	2	ñ	1	5
	Rob White	Remick	Pon	- 2	Ď.		2
Ц	There's a Gold Mine the Sky	Berlin	Pop	1	8	1	4
1	Sail Along Silvery Moon	Select	Pop	. 18	8		2.
i.	I Wanna Be in Winchell's Column	Feist	*Love and Hisses	_ 10	8 2	4.5	9
٠	In a Little White Lighthouse	Donaldson	Pop	- 10	6	100	6
ı,	I've Hitched My Wagon to a Star	Harms	Hollywood Hotel	- 1	2	200	
	In a Mission by the Sea	Shapiro	Pop	- 13			
ŧ	You Started Something	Crawford	Pon	1	4 5	130	ě
	Sweet as a Song	Robbins	*Sally Irene and Mary	-14	4	1 1 10	6
1	Cachita	Southern	Pop	14	4 1	-	1
ï	Everything You Said Came True	Remick	Pop	1.	3 (1	Ō
•	Thrill of a Lifetime	Marlo	*Thrill of a Lifetime	1:	3 🔻		7
	Moon of Mankura	Kalmar-Ruby	*Hurricane	.13	3 2		6
	THE THE CONFESSION. YOU'RE A SWEETHEAT! BEI MIT BIS TU SCHOON. HOUSE A SWEETHEAT! BEI MIT BIS TU SCHOON. HOUSE A SWEETHEAT! BEI MIT BIS TU SCHOON. HOUSE A SWEETHEAT!	Morris	Pop	12	2 2	1	0
(I Can Dream, Can't I	Marlo	tRight This Way	1:	2 1	1	0.
1	Ebbtide	Paramount	.*Ebbtide	1:	2 3	1.	7
3.	Mama, I Wanna Make Rhythm	Santly-Joy	. Manhattan Merry-Go-Round	1	1 1		9
ŗ	Whistle While You Work	Berlin	Snow White, 7 Dwarfs	. 1.	1 7	120	8 .
	She's Tall-Tan Terrific	Mills	.tCotton Club Parade	31	1 2		8
9	Vieni Vieni	Witmark	Pop	1	1		7
3.	Plane Love to Kiss You Goodnite	Felst.	*Placemes on Proaduct	- 1	A- 1	4.5	P .
1	You Can't Ston Mo from Drooming	Pomials	Pop	11		-	7
-	Somebody's Thinking of You Tonight	Schuster-Miller	Pon	ាំវ	0 3		7
	I Live the Life I Love	Words & Music	tFifty-Fifty	10	0 2		7
€.	If It's Last Thing I Do	Crawford	Pop	-10	0 2	100	7
c	My First Impression of You	Chappell	. Having Wonderful Time	. 10	0	100.00	5
	Every Day's a Holiday	Famous	.*Every Day's a Holiday	- 10	0 2	A	4
÷	My Heaven on Earth	Witmark	*Start Cheering	- 51	0 1	C	3
ċ	Snake Charmer	Marks	Pop	10	0 1		1
5	rarewell, My Love	Harms	Pop		9		7
1	Tive Drooms Cat Toachts?	Chappell	. 11 d Rather Be Right		9 (1000	3
	Forgy Day	Channell	*Domool in Distress	Pare 1			3
	Josephine	Chappen	Pop	1	0 1	1000	2
i	Thanks for the Memory	Paramount	*Big Broadcast	10	8		R
2	How Many Rhymes?	Remick	Pon		8		8
ı	I Want a New Romance	Famous	*Love on Toast		8	2	5
	Outside of Paradise	Santly-Joy	*Outside of Paradise	1	8		5
	Romance in the Rai	Red Star	Harlem on Prairie		8 (1	5
,	Lady Is a Tramp	Chappell	.tBabes in Arms	710	7	2	6
ĺ	A Strange Loneliness	Donaldson	Pop		7	Large Street	5
i	On the Sunny Side of Rocki	нопуwood Songs.	"Holl Along Cowboy	100	6	1.2	Э,
Ś	Miles Apart	Davis,	Pop		7	92 0	5
•	My Day Heart	Gilbert	Pop		6	137.00	4
5	Silhouetted in the Moonlight	WITHS	POD Vision				4
3	Inhilee	Famous	*Frank Dan's a Holiday	500	7		3
	Let's Make It a Lifetime	Jacob	Pon		6	1	5
5	Sweet Stranger	Azer-Vellen	Pop	13.	6	1 4	4
r.	Greatest Mistake of My Life.	Mills	Pop	10	6	0	3
1	I'm Like a Fish Out of Water	Harms	*Hollywood Hotel	100	6	2	2
f.	I'll Take Romance	Berlin	*I'll Take Romance	391.	6	2	2
	Just a Simple Melody	Witmark	*Script Girl		6	1 4	2
t	Let That Be Lesson to You	Harms	Hollywood Hotel		6	0 -	2
	Poskin the Town	Miller	Merry-Go-Round 1938		b.		1
٠	Sophisticated Swing	witmark	Pop		0		1
è,	The One I Love	Poiet	*Everyhody Sing	(* * *	6	1.4	0
).	Down with Love	Chappell	tHooray for What	1	5	2	5
t	Gettin' Some Fun Out of Life	Donaldson.	Pep	1	5		4
ť	Don't Cry, Sweethcart	Miller	Pop		5	, n	3
2	I Hit a New High	Robbins	Hitting a New High	12:	5	1	3
	I'm the One Who Loves You.	Gem	Pop	17	5 . 1	0	3
	I'd Love to Play a Love Scene	Famous,	Love on Toast.	1	5	0	3
	Remember Me?	witmark	Mr. Dodd Takes the Air	- 17	5	1	2
ť	Lou nave Everything	Crawlord	Thetween the Devil	ing.	3	1	2
	Gyney in My Soul	Words & Missis	All Daba		5	1 2	2
'n	This Never Hannened Before	Robbine	*Witting a Name Ulith		2	0	4
	trappelied Detoic	ACCUMULITATION OF THE PARTY OF THE	. ALLEGING & INCW TIIgh		v	U	4

Chi Hotels Drop Remote Pickups Due to \$100 Fee

Chicago, Jan. 11.
All hotels, with the exception of
the Edgewater Beach, will cancel the
remote control pick-up dance sessions on Chicago stations as of Jan.
15, when the local stations and network outster slap a \$100 weekly service fee on remote orchestra-sessions.
Going off WCM will be the Edge-

vice fee on remote orchestra sessions. Going off WGN will be the Palmer House, Drake and Blackstone. Also going off WGN, along with the hotels, are the two Andrew Karas ball-rooms, Trianon and Aragon. Remaining on WGN will be the Blackhawk cafe and the Tar restaurant.

nawk care and the Yar restaurant.

Off NBC will be the LaSalle, Stevens, Congress and Bismarck hotels.
Grand Terrace cafe has already signatured for the \$100 service fee on NBC, and likely that the Chez Paree and Oriental Gardens will also plank down the weekly coin.

At WBBM, the Edgewater Beach hotel continues, due to contract, which runs until April, 1939. This means the EBH will be on a nightly WBBM shot without fee until the expiration of signatured papers. Going off WBBM the Sherman hotel, with likelihood that Harry's New York bar, the Yacht Club and Swingland cafe will pay the C note regularly.

Ralph Freed and Frederick Hol-lander composed Did an Angel Kiss You? which Guy Lombardo wa ed for Victor.

\$900.000 Hotel in Town Of 15,000 Pop; Leader Claims \$800 Loss

Indianapolis, Jan. 11.

TAKE NOTICE!

We are possessed solely and exclusively

of all rights, for the original and renewal

term of copyright, of all parties in interest,

to Tell Taylor's immortal musical-composi-

DOWN BY THE OLD

MILL STREAM

Words and Music by Tell Taylor Copyrighted by Tell Taylor, August 12,

Registration, Washington, D. C., by Tell

Taylor, August 15, 1910. Entry: Class E.

Copyright renewed by Tell Taylor, September 1, 1937, No. 57998.

T. Abeles, Esq., to prosecute all infringers to the full extent of the law.

FORSTER MUSIC PUBLISHER, Inc.

We have instructed our attorney, Julian

Chic Myers, leader of a local 10piece crew, has filed claim against the La Fontaine hotel of Huntington, hid, with the union for alleged non-payment. Nine-week stay at the inn is reported to have cost Myers \$300.57 when he personally paid off is men.

Hotel is a \$900,000 structure in a Republic.

1910.

XXC No. 238432.

New York

town of about 15,000 pop and has no large city competial nearby. Original builder lost it through operating in red with a Detroit corporation reportedly in the saddle now. Dance space was built over a filled-in swimming pool cavity, and room converted into, a nitery.

Myers band is currently hitting single dates prior to opening a 22-week stay at the Red Gables here on Jan, 17. Last year they played for 31 weeks at the Huntington stand.

Peter Tinturin and Jack Lawrence dishing up three ditties for Gene Autry's 'Washington Cowboy' at

Hollywood Songs is publishing the numbers Tve Taken a Fancy to You, 'I'll Never Let You Cry,' and 'Take a Dip in the Sea,' from 20th's 'I'n Old Chicago.' Firm also has 'Alone with You' and 'Happy Ending,' sung by Jack 'Haley in the new Shirley Temple vehicle, 'Rebecca of Sunny-brook Farm,' and 'He Was Her Man,' from Gracle Fields' picture.

Abe Meyer drew assignment to pen score for Monogram's Port of Missing Girls, 'making it six that he currently has in work for that stu-dio. Others are 'Rose of the Rio Grande,' 'My Old Kentucky Home,' 'West of Rainbow's End' and 'Where the West Begins.'

Kurt Well tagged by Paramount to write music for 'You and Me,' Sam Coslow and Johnny Burke pen the lyrics.

Gus Kahn, Bert Kalmar, Harry Ruby, Bronislaw Kaper and Walter Jurmann contributing joint talents to tunes for Metro's Everybody Sing.'

Rogers Edens completed words and music for 'Sweet Chariot,' for which Judy Garland will don blackface in Metro's 'Everybody Sing.'

Leo Felst, Inc., has opened a new office in Los Angeles. Harry Kessell is the manager and Clarence Freed, his assistant.

Sid Kuller's number, 'Beans,' has been spotted by Paramount in 'Col-lege Swing.'

Stanley Adams' bankroll assumed new proportions when Boris Morros. Paramount musical director, grabbed 15 of his lyrics to mate with Hoagy Carmichael tunes.

Helen Nash with Weeks

Lincoln, Jan. 11.

Anson Weeks evidently likes this spot for his talent picking. Recently grabbed Jack Wells off KFOR here, and this week Helen Nash.

Miss Nash was with him before and rejoins the orchestra at the Schroeder, Milwaukee.

Music Notes 15 Best Sheet Music Sellers

(Week ending Jan. 8, 1938.)

*Rosalie	Chappell
Bei Mir Bist Du Schoen	
There's a Gold Mine in the Sky	Berlin
*True Confession	Famous
Once in a While	
*You're a Sweetheart	Robbins
When the Organ Played O Promise Me	
*Mama That Moon Is Here Again	
*Ebbtide	Paramount
Bob White	
*In the Still of Night	Chappell
Ten Pretty Girls	
*Nice Work if You Can Get It	
One Rose Left In My Heart	Shapiro
Dipsy Doodle	Lincoln

* Indicates filmusical song. † Indicates stage production song.

The others are pops.

LARRY CLINTON GOES ROCKWELL-O'KEEFE

Larry Clinton, who is currently on NBC leading a band for RCA Victor, has gone under the exclusive management of Rockwell-O'Keefe. Latter outfit is working on a hotel Latter outfit is working on a hotel spot for Clinton's combination. Previous to tying up with R-O'K Clinton closed an agreement with the Robbins Music Corp. whereby he is obligated to turn in an arrangement weekly to that firm during the coming year.

Clinton, who rates among the tops as a composer and arranger of swing music, will continue to place this original songs with the Lincoln Music Co. His compositions include 'Study in Brown,' 'Satan Takes a Holiday' and 'Dipsy Doodle.'

Kyser Cops Chi U Prom

Chicago, Jan. 11.
Kay Kyser orchestra scrams out
of the Blackhawk cafe here for one
night to play the Junior Prom of
the University of Chicago.
Date is this Friday (14), with
Kyser back at his old stand the next

Cummins Into Palmer

Chicago, Jan. 11.

Bernie Cummins' orchestra has been signatured to follow Shep Fields band in the Empire Room of the Palmer House on Feb. 15.

Set through local office of Music Corporation.

SHE'S TALL! SHE'S TAN! SHE'S TERRIFIC! Harlem Bolero

THE GREATEST MISTAKE OF MY LIFE

Carmen Lombardo's Latest

Sophisticated Swing

MILLS MUSIC, Inc.

SELECT Is Ready with a ★★★★ Score from

Chicago

BING CROSBY'S "DOCTOR RHYTHM" A Major Production, a Paramount Release

ON THE SENTIMENTAL SIDE THIS IS MY NIGHT TO DREAM MY HEART IS TAKING LESSONS

DOCTOR RHYTHM

Score by Burke and Monaco

Our Popular Hit-Getting Bigger Each Day

SAIL ALONG SILV'RY MOON

By Percy Wenrich and Harry Tobias

From the RKO Picture. "HAWAII CALLS." Starring Bobby Breen Two Great Song Hits by Harry Owens

HAWAII CALLS

DOWN WHERE THE TRADE WINDS BLOW

SELECT MUSIC PUBLICATIONS, Inc.

1619 Broadway, New York City

SANTLY-JOY'S—"BIG FOUR"

A Gorgeous Ballad by Tinturin and Lawrence

From the Republic Picture of Same Title

A New Dance Novelty Sensation Plenty of Calls from Coast to Coast for

SHENANIGANS

By Tinturin and Lawrence

Once They Called It "Ragtime"

THEY CALL IT

This Must Be Good-It Took Four Writers Vaughn de Leath-Handman-Hirsch-Norman Cloutier

STILL COING GREAT GUNS!

MAMA I WANNA MAKE RHY

By Jerome Jerome, Walter Kent and Richard Byron

SANTLY BROS. JOY, Inc. 1619 Broadway, New York City

PARTY BIZ CONTINUES

College Kids **Book 2 Bands** For One Date

Kansas City, Jan. 11. Couple of hop managers at Kansas University, Lawrence, got confused on their respective duties and each

on their respective duties and each hired a band for a college dance last week. Artie Simmonds' and Ben-Pollock's groups blew into the hamtlet to find they were both playing the same engagement. Faculty members pulled their spectacles low on their noses and scanned the two contracts. Simmonds was to get \$260 and Pollock \$500 for the date. Faculty erased Simmonds when it was learned Pollock had been paid a deposit.

Simmonds, burned at his alm anter, plans to talk the affair over with the union.

Union Stages Benefit

Minneapolis, Jan. 11.
Local Musicians' Union is bringing in Eddie Varzos and his Gypsy-American band from the Bismarck hotel, Chicago, augmented by a vaudeville bill, for the benefit of its

value of the benefit of its unemployed members.

Engagement w.ill be at the Orpheum for a week starting Feb. 4 and union will share receipts with the theatre.

Freddie (Schnickelfritz). Fisher and his band have been grabbed by Warners for 'Gold Diggers of 1938.'

Garwood Van, baton wielder, is being tested for featured niche in Warners 'Garden of the Moon.'

Duchin, Dorsey, Woddy Into Cleveland Hooferies

Into Cleveland Hooferies
Cleveland, Jan. 11.

Eddie Duchin and Jimmy Dorsey are spotted for one-night shots at Charlie Horvath's Trianon, Cleveland's ace ballroom, this month. Duchin guaranteed \$1,000 and 50% of gross for Jan. 26. Admish tax being hiked to \$1 at door, or 85c in advance sales; for his visit.

Dorsey, slated for Jan. 30, to get \$750 minimum plus 50% of receipts. Herman Woddy coming in Jan. 16 for two weeks as house band. Following one is Mike Riley's, whose outfit opens Feb. 11 for six weeks. Special names rounded up by Horvath for February are Buddy Berington, for one-nighter on Feb. 20, and Tommy Dorsey on Feb. 27.

Gerard's Trio for Vogel

Barney Gerard, former burlesque producer and songwriter, now producing for Metro on the Coast, has renewed the copyrights on three numbers he wrote for his Follies of the Day 20 years ago. York Music Co. originally published. Tunes were renewed through Jerry Vogel and include You're Just the Sort of Girl for a Boy Like Me, sung by Gertrude Hayes and Harry Fox at the Lincoln Square in 1809; Honest, You're the Only One' and Would You Like to Learn to Like Me."

Blue Barron Places 4

Blue Barron, young member of the Mark Warnow arranging staff— he's only 19—set some kind of a record last week by placing four tunes within 24 hours. Mills Music took 'Drums of the Rhumba' and 'Stars Look Down.' Luz Bros. is publishing 'Dirt on the Downbeat' and 'If You Were Set to Music.' Tunes were written in col-laboration with Joe Cherniavsky and Bill Lorin.

TO BE REFLECTED

Meyer Davis Organization Reports Bookings Undiminished in Volume Many Costly Affairs and Balls Held Recently or Yet to Come

\$100,000 FOR SOME

Current winter social season is showing little effect of the general business recession. Number of society parties, both in the South and around New York, indicates that portion of the band business is holding up to previous seasons. That is shown in the list of major private parties booked by Meyer Davis, who has the bulk of society work.

parties booked by Meyer Davis, who has the bulk of society work.

Recent affairs played by Davis include, the Grosvenor House Ball, N. Y.; the Philadelphia Assembly Ball; the Wilmington Assembly; the Headdress Ball, Phila; Howard Sturges Ball, Providence; Mrs. August Richard and Mrs. Winthrop Ames dance, N. Y.; Colony dance, N. Y.; Benedicks Ball, Phila; Junior Guild tea dance, N. Y.; Mrs. Edward B. McLean's New Year's eve party, Washington; Black and White Ball, Phila; Velvet Ball, Washington; Constitution, John E. Zimmerman Ball, Phila, and Mrs. Joseph Leiter Ball, Washington; John E. Zimmerman Ball, Phila, and Mrs. Joseph Leiter Ball, Washington, Most of those parties are major affairs, with the cost running into the thousands, in some cases possibly in the neighborhood of \$100,000. Bands rarely contain less than 20 men and may run as high as 50 or 60.

as 50 or 60.

Other Bookings

Besides his private bookings, Davis has orchestras playing permanent dates at the Hollywood Beach Hotel (with acts) and the Hollywood, Fla.; Breakers Hotel. Palm Beach; Vinoy Park Hotel. St. Petersburg; Carlouel Yacht Club, Clearwater, Fla.; Don-Ce-Sar Hotel, Pass-A-Grille, Fla.; Clarendon Hotel (with acts), Daytona Beach; Ponce de Leon Hotel, St. Augustine; Coronado Hotel, St. Louis; Utah Hotel, Sast Lake City; Copley Plaza, Boston; Seneca Hotel, Rochester; Hotel Raleigh, Washington; Bellevue - Stratford, Phila; Belmont Plaza, N. Y.; WCAU and WFIL, Phila, and acts at Delmonico's and No. One Fifth av, N. Y. While the heaviest private business is always the Christmas-to-New Year's school vacation period, both private and society parties are holding the normal pace for the post-New Year stretch. Generally the pace begins to slacken around Marchand is sharply off through April and May. There is usually good resort business in the summer, but nothing to compare with the winter rush.

BACK PUNCTURED

Mishap to Musician Falling On Microphone's Sharp End

Cincinnati, Jan. 11.

Michael Durso, 28, trombonist with Vincent Lopez, is in Deaconess hospital recovering from a puncture of the back, suffered early Thursday (6) when he fell on the sharp pointed end of a microphone stand in the Hotel Gibson's Florentine Room. It was the last night of the band's engagement at the nitery. The accident happened as Durso was leaving the bandstand after completion of a Big Apple context.

His fellow members of the orchestra moved on to fill a date in Derivott.

The puncture missed the spine by in inch, averting a critical condition. Durso will probably regain his strength and be able to rejoin the Lopez combo within a week or so.

RECESSION FAILS | Consolidated-Mills Talk Resumption Of Former Cooperative Booking Deal

Balto Fireman Suing N.Y.
Songwriters on 'Mean It'
Suit brought by Herb Gately, Baltimore, Md., fireman, against Mort
Dixon and Jesse Greer, songwriters,
for alleged plagiarism of Cately's
lyrics in song 'Did You Mean It'
will be tried today (Wednesday) in
N.Y. federal court before Judge Vincent Leidell.
Plaintiff claims composa's lifted
the words of their song from him.
Burko, Korshine & Burky, attorneys
for defendants, claim that Gately has
no proof and that he probably 'just
thought of something along lines
used by defendants,' and is basing
his suit on that idea.

Sh! Lehar's Working

Vienna, Jan. 3.

Din which disturbed Franz Lehar and prevented his working on a new opera resulted in the issuing of an order by Judge Smutnik that antionise rules must be strictly obeyed. Lehar had filed suit for an eviction order against tenant in the building in which he lives and owns. Tenant promised to soft-pedal and was allowed to remain.

Songlegger Arrested

Songlegger Arrested
San Francisco, Jan. 11.
William Dorey, first song-peddler to appear on the streets here since the last campaign to stop this racket, was given a suspended sentence by Judge Teress Meikle at a hearing.
Tom Coakley, former band leader now practicing law, secured the conviction.

Original deal between Mills Artists and Consolidated Radio Artists looks to resume where it left off about two months ago. Charles Green and Irving Mills, bosses of respective outfits, met over past weekend to discuss resumption of the arrangement.

ment.

Deal as started about year and a half ago had CRA booking all but theatre dates for Mills' bands. Theatres were handled by Mills' office directly. Although little came of the deal it was a prestige builder for CRA because of the few big name bands Mills controls and was missed on exit. New deal would probably call for a slightly different arrangement and distribution of booking fees details of which will be ironed out.

Mills' intention to quarter perma-

boung testand of the firm of the west coast with film production his chief active interest is his motive behind re-association with the number two band bookers, he has spent more and more time in Höllywood during past two years and is now intent on remaining there leaving his work, but still retaining ownership of properties, to an equipped setup. He will also retain his N. Y. office, it is now figured, but that will also be finally studightened when and if the deal recongeals.

Kate Smith and the Jack Miller orchestra have recorded 'Bel Mir Bist du Schoen' for RCA-Victor.

Dr. Franz Waxman scoring Metro's "Test Pilot" and 'Arsene Lupin Returns."

SAM FOX

announces

The New 1938 Catalogue of

HOLLYWOOD SONGS, Inc.

Featured in Outstanding Productions of

20th Century-Fox

IN OLD CHICAGO

(Starring Alice Faye and Tyrone Power)

"I'LL NEVER LET YOU CRY" "I'VE TAKEN A FANCY TO YOU" "TAKE A DIP IN THE SEA"

REBECCA OF SUNNYBROOK FARM (Shirley Temple's Greatest Musical with Bill Robinson)

"ALONE WITH YOU" "HAPPY ENDING"

HE WAS HER MAN



HOLLYWOOD SONGSING

RCA BUILDING - Redie City - NEW YORK, N.Y.

ROBBINS OFFERS

20th Century-Fox's Greatest Picture and Grandest Score, "SALLY, IRENE and MARY" Songs by GORDON and REVEL

SWEET AS A SONG GOT MY MIND ON MUSIC

Songs by BULLOCK and SPINA

HALF MOON ON THE HUDSON I COULD USE A DREAM

Ilits from BUDDY DE SYLVA'S New Uni-

versal Filmusical "YOU'RE A SWEETHEART" YOU'RE A SWEETHEART MY FINE FEATHERED FRIEND SCRAPIN' THE TOAST BROADWAY JAMBOREE

Ilits by McILL'GII and ADAMSON from RKO's "HITTING A NEW HIGH," Staning LILY PONS

LET'S GIVE LOVE ANOTHER CHANCE

THIS NEVER HAPPENED BEFORE I HIT A NEW HIGH

ROBBINS MUSIC CORPORATION

799 Seventh Avenue

New York, N. Y.

On the Upbeat

Al Zimmerman, Hub musician, Vitale, Cleveland leader, signed by with his new orchestra has been signatured for Harvard's Hasty Pudding Club shows and society soirces.

Herbert Stothart directed 70-piece orch and mixed chorus of 60 in re-cording 'Mariachi,' musical dance number for Metro's 'The Girl of the Golden West.'

Eugene Jelesnik band opens Friday (14) at the Hotel Utah Empire room, Salt Lake, replacing Bob Saunders' outfit, who will barnstorm to the Coast.

Valerie Vitale, niece of Angelo minor operation in Los Angeles

treks to San Francisco with his band to open at St. Francis Hotel Jan. 20.

Clarence Tackett's orch has been signed up for a year at the Oklahoma Club and University Club, Oklahoma City.

Don Redman orchestra currently at the Lookout House, Covington, Ky., on a four-week ticket.

Lucky Millinder orchestra off on month of one-night dance dates this

Jimmy Noel, formerly of Paul Whiteman's Rhythm Boys' trio, forming his own music crew.

Al Jahns stays four more weeks at the Kenmore hotel, Albany, N. Y., starting Jan. 1.

Chauncey Cromwell set for Hay-wood hotel, Rochester, N. Y. Opened

Fletcher Henderson plays Trianon ballroom, Seattle, from Jan. 27 to Feb. 4 for CRA.

Russ Lyon joined N. Y. sales force f CRA. Came up from Cleveland

Carvel Craig into the College Inn, San Diego, Jan. 6. Harry Lewis' band follows.

Dick Stabile will play a one-nighter at Valley Dale, Columbus, O., next Saturday (15).

Les Parker and his orch moved into Wilshire Bowl, Los Angeles, for six months stand.

Tommy 'Red' Tompkins under Associated Radio Artists manage-ment.

Mike Riley into the Trianon ball-oom, Cleveland, Feb. 1.

Fletcher Henderson being routed east from Vogue ballroom, L. A.

Ozzle Nelson and orch, with Emily Lane as top vocalist, linger on at the

Beverly Hills Victor Hugo for another three months under newly inked pact.

Earl Hines plays State-Lake, Chiago, Feb. 3.

Jimmy Grier disassociated with

Beb Chester into the Detroit A. C. Jan. 14.

Stuff Smith to do a short for Metro.

Ace Brigode orchestra currently at the Aragon Ballroom, Cleveland, Ohio, until Jan. 28. Band has a Mutual wire.

MUSIC OF MERIT from MILLER

"TOP TUNES" and others slated to reach the heights.

Brand New-and Destined for Hit-dom

MORE THAN EVER

Coming Ahead Rapidly—Hear It and Learn Why

DON'T CRY SWEETHEART. DON'T CRY

HIT OF BILLY ROSE'S CASA MANANA

THE SUN WILL SHINE TONIGHT

from Universal's "Merry-Go-Round"

MORE POWER TO YOU

Europe's Rhumba Sensation

MAMMY BONG

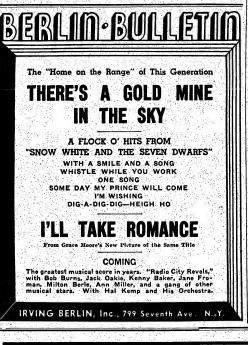
STILL RIDING HIGH

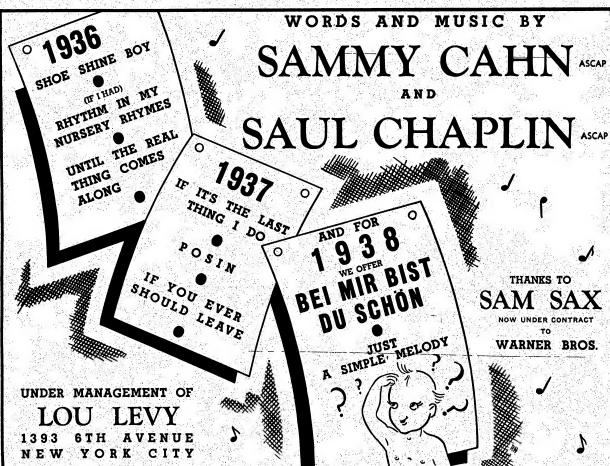
ONCE IN A WHILE

MILLER MUSIC, Inc.

1270 SIXTH AVENUE

NEW YORK





S150-A-DAY UNITS FLIV

N. Y. Court Slates Quiz of Officers | CHEAPLE SHOWS In Bankruptcy of Hollywood, Nitery FLOP IN MIDWEST

Immediate liquidation of assets and property of the Hollywood Restaurant, N. Y. was ordered Monday (10) by Federal Judge John C. Knox, who, at the same time, directed officers and directors of the A & U Restaurant Co., Inc., the holding corp, to appear for examination, which will be held Friday. The court also rescinded its former order allowing the management to continue in possession for the current month. This followed on the heels of the Hollywood's sudden folding last Friday. On the motion of attorneys for sev-

On the motion of attorneys for several large creditors, who claimed that the nitery's intake during the past 10 days did not meet expenses, Judge Knox directed the sale of the restaurant's property within five days after notice had been given to creditors. Liabilities have been listed in excess from the control of the c

of \$100,000.

Despite the court order, creditors gathered at the restaurant Monday afternoon and agreed to try and avoid an auction sale. They will attempt to sell the business as a goin concern. At least five after will be revealed and considered when the committee meets again tomorrow (Thursday). Committee of eight was designated by the creditors to shandle the business. Judge Alexander Wolfpresided at the creditors' meeting.

On the petition of the Kay Adversing Co., Inc., one of the restaurant's heaviest creditors, Judge Knox directed Nathan, Joe and William Moss, and the feeland Corp., through its president, R. S. Sulkin, to appear for the examination.

The Moss brothers controlled the restaurant during its seven years on Broadway and the creditors want them to explain their facts, conduct and management' of the Hollywood, and why the discrepency between the alleged assets and liabilities, in order 1, determine the reason for the financial predicament.

The Mosses will also be asked to explain. How and why the discrepency between the alleged assets and liabilities, in order 1, determine the reason for the financial predicament.

The Mosses will also be asked to explain how come the name and good will is valued at \$1,000,000. Sulkin will be sked to explai the \$4,000 chattel mortgage, he also holds on the furnishings.

The A & U Corp. filed a voluntary petition to reorganize under 77B on Dec. 28, declaring that the restaurant had experienced the worst year financially since it was established. If equested permission to continue operation under the same management on the strength of the expected holiday trade. Petition also claimed that the reciditors would be patient, the restaurant would eventually coin ig dough through the advent next year of the N. Y. World's Fair.

Judge Knox granted permission to continue operation under the same management of the creditors would be patient, the restaurant would eventually coin ig dough through the advent next year of the N. Y. World's Fair.

Judge Knox granted permissi

request that the former order be rescinded.

Although elaimed to have taken in \$10.000 New Year's Eve and with sufficient supplies on hand to operate three days beyond Friday (7). the Hollywood failed to open that night, all talent and help being notified that day of the elosing. Night club was a Broadway landmark which had survived the hard years of prohibition. With sterner competition since repeal, notably during the past year, the spot had not done so well.

so well.

Most of the talent and help went Most of the talent and help went out with salaries unpaid. Reported some hadn't been paid in two weeks. Latter is said to have included Arthur Tracy (Street Singer) who had returned from London, engagements in order to open at the Hollywood Christmas, night (25). His salary was \$500 for three shows nightly. Musicians are said to have been paid the prior week, but not for the final, one. New Christmas show included Betty Atkinson, tap dancer, who doubled into the Paramount, N. Y. She is still at the latter.

Hollywood first had the Paradise to buck, then more recently the French Casino and the International Casino. F, C, folded a couple of months ago, a closing that was as unexpected as that of the Hollywood. Billy Rose has since taken it over. Joe Moss may have contributed to the downfall of his Hollywood through being financially interested in the International Casino, although he originally believed there would be a profitable place for both in the Broadway nitery sun.

Creditors committee of eight is as follows: Thomas A. Jobbogy, president of the Pacific Hotel Supply Co; Isidore Schweitzer, Allan Kritz, Alvin Kay, I. Arthur Ganger, J. J. Siegel, attorney, representing Madame Bertha; Austin Niehols Co, and William Wallace, attorney, representing the Hartford Accident Insurance Co. Hollywood first had the Paradis

ORCHS IN VAUDE BOOKED BY MCA

Chicago, Jan. 11.

Music Corporation of America is aking considerable splash in making considerable splash in vaude at this time with a number of bookings of orchestra vaude units through the midwest and eastern

through the midwest energy through the midwest energy that the midwest energy

Weeks, MCA is selling 'em as complete 60-minute units, using specialties and vaude acts in conjunction with the orchestras.

Routes of these orchestra units are almost identical; running through Detroit, Chicago, Cleveland, Pittsburgh, Cincinnati, Washington, Philadelphia, N. Y. and Boston,

Philadelphia, N. Y. and Boston.

Pittsburgh, Jan. 11.

Dick Leibert's new dance band, which made its debut here last week at private party in swanky Allegheny Country Club, will be represented by MCA, maestro-organist fold newspapermen here. Leader may take an indefinite leave of absence from Radio City Music Hall, N. Y., where he's been at the console for several years, to give his orchestra a real filing.

Understood there's possibility MCA may book him into William Penn hotel here later in season. Leibert has a wide personal following in these parts, having headlined at the Fenn theatre before going to N. Y.

SHUBERT, NEW'K, QUITS VAUDFILM FOR LEGIT

Shubert, Newark, forsakes the vaudfilm policy it has been pursuing all season, after Jon. 20, and will be restored to its former status as a legit site. A and B. Dow, indie bookers, and Jules Leventhal will continue to operate the spot.

With house reverting to legit, Newark will get dram again after a year's lapse. Leventhal, who tours road companies of legit successes on deals with producers of the shows, will book. Passing of the house as vaudfilmer leaves Newark with only one vaudfilmer, the Paramount, indie booked by Eddie Sherman.

Drury with Billy Rose

Charles Drury goes into Billy Rose's Casa Manana, nee the French Casino, N. Y., to conduct the shows. Spot is expected to open Jan. 18.

Overnight Jumps, Wildcatting Among Obstacles Encountered - Drought Big Letdown Cause

BAND UNITS SLIDE

By BARNEY OLDFIELD

By BARNEY OLDFIELD

Lincoln, Jan. II.

Vaude at \$150 or less a day has shown a decline in the middle-west. Units are still engaged in overnight jumps of many miles, playing flat rated three or four days weekly and taking percentages, or anythickly of fered on any available fill-ins, trying to keep outfits of 18 to 20 people together, and managers from screaming that the same acts have played their huses three or four times before, Wildcatting is on the increase, guarantees are almost out completely and lighter weight groups are the current vogue.

Three major bookers who work in

and ignier weight groups are the current vogue.

Three major bookers who work in the middle west, west and south, do most of the routing. They are the Cushman, Kemp, and Sun agorices. The latter two have operated in more or less permanent territory, till now, but Cushman has changed main offices three times since he began routing five years ago. Present stand is in Beverly Hills.

Cushman attempts to maintain his \$150 scale daily, but has to take guarantee and percentage dates to carry. Kemp tries around \$125 to \$135, but his jumps are shorter. Sun can be had for around \$125 daily,

can be had for around \$125 daily, and his number of percentage dates

heavy. General biz apathy has dealt (Continued on page 61)

JIMMY SAVO SUES ROSE IN \$1,702 WAGE CLAIM

Jimmy Savo has retained counsel in a suit for a week and two days' salaiy alleged due him from Billy Rose on a three-week minimum en agagement in 'Show of Shows'.

The comedian admits being paid off for a week and five days but, is suing for the balance, plus railroad farcs from N. Y. to San Francisco, where the Rose show closed. Total amount claimed is \$1,702.

Savo avers that he was suddenly summond west to joi 'Show of Shows', leaving Mrs. Savo in the hospital, in answer to Rose's SOS. Savo is slated to turn for a second film at Universal in mid-February. His first chore for Buddy De-Sylva was 'Merry-Go-Round.'

Fetchit, Hawkins Head CRA's Theatre Group

CRA's Theatre Group
Consolidated Radio Artists' first
unit since organizing its own theatre department moves out of the
atre department moves out of the
first in the street of the street of the street
Collegians band featured. Opening
date Lantz's Merry Go-Round,
Dayton, O., Jan. 21.
Remainder of tour already set
consists of enight dates in theatres and at dances through midwest, up to Rialto theatre, Joliet,
Illi, Jan. 20.

Two Detroit Nitery Ops Fined in Law Violations

Fined in Law Violations
Debroit, Jan. 11.
Revocation of Citub Continental's liquor license will be recommended to State rum board next week by Commissioner. Hale: Knight, who Monday. (10) found operator Arnold Manx guilty of allewing gambling.
Marx also fined \$200 on two counts of after curiew sales. Proprietor Max Silk of Ten-Forty Club also fined \$50 for illegal rum sales as Board continued drive on nitery violators.

Shriners Plan Benefit Show Series For Two Cities at Cost of \$350,000; Cantor, Grace Moore, Pons Slated

attractions and legit productions. with such names as Eddie Cartor, Grace Moore, the Monte Carlo Ballet, Eddy Duchin, Lily Pons and the Philadelphia Orchestra, by the Shriners.

Shows will be given in Philadelphia and a midwestern city during March and April and will be for the benefit of Shrine hospitals and similar char-ities. Total budget for talent is understood to be more than \$350 000. Plans are a distinct change from former years, when circus type shows were given.

shows were given.

In addition to the above, other names booked to appear include Ted Lewis, Mary Brian, Shep Fields, Albert Spalding, Gladys Swarthout, Nino Martini and the following touring legit, shows: 'Yes, My Darling Daughter' (N. Y. cast), 'You Can't Take, It With You,' 'Room Service,' 'Brother Rat,' 'The Women' and one other. other.

other.

Besides the name units, six special 'nights' will be offered, each with bands, variety acts and audience-participation centertainment to follow. Each of the six nights will be planned on a different theme, as follows: 'Bohemian Night,' Fiesta. Night,' Collegiate Night,' Spring Dancing Party,' Old Times Night and 'Ice Mardi Gras.' Six special nights and the three name shows will be priced at \$2.50 per person for the nine performances, on a subscription basis.

In addition to the nine admissions.

seription basis.

In addition to the nine admissions, each subscription will give the buyer the privilege of purchasing half-price tickers to the legit shows and concert programs, including the combined Monte Carlo Ballet-Philadelphia Orchestra performance, which begins of the conduct Shrine buying out the entire house for each such performance and subscribers may take tickets for any, all or none, as desired.

First Show

First Show

First show, to play March 13-15 in the midwest and Mar, 16-19 in Philadelphia, including three matinees, will run two and a half hours, with a cast of 65 including Cantor and his unit, Lewis and his unit, plus 24 girls. Dancing to the Lewis band will follow the show.

girls. Dancing to the Lewis band will follow the show.

Second show will be an revue, with a large cast including a number of international names. Portable ice-rink will be used for this show, which will play March 31, April 1-2 in the indivest and April 7-9 in Philadelphia, including four matinees. Third show will have Eddy Duchin and Shep Fields and their bands, and Mary Brian, with 17 acts and 24 girls. Dancing will follow this regular show.

Three big shows with name acts will be given. Convention Hall, Philly, and in a large auditorium in the other city. Special inghts, in which the audience will take partafter the formal entertainment is over, will be held in hotels. Although virtually, all dates for the special ight are tentatively set, they may be extended to two or three-day runs if public interest warrants. Understood some of the concert and legit dates are definitely set, while others are only tentative set after. set, while others are only tentative

so far.

Whole plan of shows is being worked out by Mishael Hulnick, of the Artisans Extension Committee. Philudelphi, and Manie Sacks, of Music Corp. of America. Latter is booking and producing the name three shows exclusively and setting the acts for the six special nights may be booked, by MCA or picked up locally.

Series of variety shows, concert tractions and legit productions, rith such names as Eddie Cartor, irace Moore, the Monte Carlo Baltt, Eddy Duchin, Lily Pons and the hiladelphia Orchestra, planned the safety of t

PENNSY PUSHES LABOR LAW **IN CAFES**

Philadelphia, Jan. 11.
Pennsy Department of Labor has issued notices to its inspectors to lay down the law to nitery ops working employees in excess of 44 hours a week. Legislation went into effect. Jan. 3. Violations in the nitery, cafe and hotel field have been wide-spread that it is impossible to immediately stop them, but penalties will be levied on chisclers, declared. Vincent Tempone, supervisor of the Philly office.

CIO also took steps to bring violae. Philadelphia, Jan. 11.

Philly office.

CIO also took steps to bring violations to a halt with statement by John W. Edelman, regional director, that he is sending reports to Harrisburg of many spots working employees 50 to 60 hours a week.

Constitutionality of the act is now being tested in Dauphin county (Harrisburg) courts. A group of 178 holes has asked neuration to ion in

hotels has asked permish to join in the fight.

Actors, entertainers and other em-ployees in show biz are covered by the terms of Pennsy's unemployment: compensation act, exces of the ad-mi istering commission have nounced.

How much good it will do entertainers, however, is largely a nebu-lous question because it was ruled that employees won't be eligible for that employees won't be enighte for the benefits if they are unemployed because of termination of their con-tracts. Inasmuch as practically all actors are employed on a form of contract, advantages seem question-

Those employees who lose their jobs through no fault of their own will receive sums ranging from \$7.50 to \$15 a week for 13 weeks.

Pennsys 44-hour maximum week bill is having no effect on working hours of actors. There has been no actual ruling by the Department-of Liabor covering entertainers, and of Labor covering entertainers, and managers of vaude, houses assuming that, although spread of five shows a day exceeds eight hours maximum allowed, actors actually work far less than 44 hours in any one week, House employees are specifically exempted from ruling that 44 hours work must be performed within five and one-half days.

Keith's, Indpls., Slated To Reopen on Saturday

Indianapolis, Jan. 11. Indianapolis, Jan. 11.
B. F. Keith's, recently closed after several months of vaudfilm, will-reopen Saturday (15) on a grind policy. House will be run by Manny Marcus, who operates several second run houses here.

FRIENDLY AGENTING

Danny Freundlich has switched his urname to Friendly along with hi resignation last week from RKO to become a talent agent on his own.

Cantor is understood to be getting around \$30,000 for the March 18-19 RKO booker, and for a time bought week, calling for 10 performances.

Cost of the complete unit is said to

Cafes Among Hardest Hit in Miami; Resort Ponders Entertainment Lul

By ARTHUR THOMSON Miami, Fla., Jan. 11.

Miami, Fla., Jan 11.

With things practically at a standstill here, niteries and other sessonal
enterprises are wondering just what
the outcome will be. Biz in general
far off a year ago at this time
with amusement ventures suffering
the most. High Ilcense fees, big
shows, name bands and other expenditures call for pleuty of bix,
which so far has been missing. To
crack the weelty nut, majority of
the larger spots must depend, upon
gambling. No wheels have turned
to date and the situation at presen;
loots very dark.
Beach apartments and hotels, in

looks very dark.
Beach apartments and hotels in larger numbers this year than everbefore, are not getting a play. On
the other hand, Tropical Park, where
legalized pari-mutuel gambling is in
effect, has done a landslide biz with
a tote handle far ahead of last season. Capacity crowds have also
been in evidence at the frack. Broward county, just 18 miles north of
Miami, continues, as in past years, Miami, continues, as in past years, to offer wooers of Lady Luck.

to offer wooers of Lady Luck.
Every season Miami goes through
the same routine of having the lid
clamped on early in January, but
this year the boys in the know seem
to think it's the McCoy. The boys
who run the wheels are very pessimistic about the future. As usual,
local optimists seem to think things
will perk up acound the 15th, but it
is doubtful in the face of existing
conditions.

will perk up around the 10th, out at is doubtful in the face of existing conditions.

The Royal Palm club, where last year gambling was wide open because of the legalized alot mechines which are now taboo, is still presenting a show far below last season's standard. However, rumor has

ARTHUR

RESENTING HIS NOTED IPERSONATIONS AT THE CINEMA CASINO THEATRE

MIAMI BEACH, FLORIDA ENTIRE WEEK JAN, 19th Direction: MILLS ARTISTS

it Ted Lewis, Harry Richman and other name attractions will come in sometime next month. Smaller bars, with a no couver, no minimum policy are doing better than the larger spots with big shows and bands. New Year's Eve did right, by all concerned, but it takes more than one good night to offset an entire season's investment.

'Fargo,' Waring Slated For N. Y. Par Holdover

Current show at the Paramount, N. Y., 'Wells Fargo' and the Fred Waring orchestra, will hold over to Waring orchestra, will hold over to Jan. 25. a four-week run. Following day, theatre brings in Mae West i Every Day's Holiday, with Benny Goodman in the pit. Combo is tentatively set for three-week stay. Goodman's swing concert is slated for this Sunday (17), right after his closing at the Hotel Pennsylvania on Saturday. Bob Crosby succeeds him at the Pennsy. Buccaneer and the Clyde McCoy orchestra follow the West opus, penning date dependent upon the reception given 'Holiday' Mitar Green, fresh from her run in 'Bace in Arms,' and the Nicholas Bros. colored juve tap duo most likely will accompany McCoy, atthough they have not been definitely signed.

Goldfine, Koff Seeking Philly Hotel for Nitery

Philly Hotel for Nitery
Philadelphia, Jan. 11.
Charles Goldine and Mel Koff, ops
of film houses here, are reported.
trying to make a deal to take over
ballroom of she Hotel Sylvania for
use as a nitery. Goldine leased the
toom New Year's Eve and ran a
party for which he sold 500 tickets.
It also has been learned that
Samuel R, Blockson was removed as
manager of the hotel by the trustees
because of differences. Blockson is
prez of the company and owns more prez of the company and owns more than half of the hotel's \$1,616,290 securities. Spot is 77b-ing. James A. Bonner, Blockson's assistant, places him.

N. Y. NITERY REOPENING Yacht Club, N. Y., which shut-tered last week for repairs, reopens middle of coming week. Talent for reopening not yet set.

The THEATRE of the STARS LOEW BLDG. ANNEX 160 WEST 46TH ST. NEW YORK Bryant 9-7800 LUBIN

SIDNEY H. PIERMONT

BIG NAMES SKEDDED FOR SHUBERT IN CINCY

Cincinnati. Jan. 11.

Vaudfilm, first of the season here, ends a two-week run at the indie Taft Thursday (12), but will carry on through the winter and spring at the RKO Shubert. Latter house, in reviving combo policy for first time since last spring, starts Friday (14) with Red Skelton and Jack Finet's Playgirls of 1938 unit. Shubert flesh bookings, already lined up for ight weeks, disclose most important array of name talent to visit here in several years. Schedule: Week of Jan. 21. Ken Murray and Oswald, Dixie Land Jazz Band, Dorothy Byton Girls and one act to fift, Jam. 28. Sk Moritzie carnival, with Ki Klein, California Collegians and two acts to

iee carnival, with Kit Klein, Cali-fornia Collegians and two acts to fill; Feb. 4. Mischa Auer, personaling in connection with his picture, Pre-scription for Romance (II), and three acts to fill; Feb. 11, N. T. G. revue; Feb. 18, Jane Withers, if available, and several acts, Feb. 25, All Pearce and His Gang, March 4, Ted Weems orchestra.

• 15 YEARS AGO • (From Vassers and Clipper)

Harry Aiken proposed making 100 prints each of some 2,000 old Triangle subjects. Would self the print state rights on the basis of print to each million of population.

Paramount bought out Steve Lynch's Southern Enterprises for a price reported to be \$5,500,000. Lynch held the Paramount exchange franchise in that territory.

Motion Picture Theatre Owners of America notified the Federat Trace Commission could not entertain its claim the American Society of Com-posers, Authors and Publishers was a combination in restraint of trade. No prosecution.

Awnold Daly had a new dramatic sketch at the Palace. Helped Fannie Brice hold up the bill.

James Thornton prefacing his act by announcing it as his 42nd season on Bway

Broadway theatre getting the ribald Monday audience which had been chased out of the Colonial. Outspoken comment and ironical cheers hurting the performance.

Harry Jolson at the State-Lake, Chi, singing the songs made popular by his brother, Al. Used a girl on the stage and an audience plant.

Mari Morgan dancers came in late and the Palace, Chi, had to hold up, the opening matinee while the scenery was hung. Then some of it fell down again. Houdini and Chic Sale on the bill.

Booking agents were placing actors and critics as guest speakers at banquets and doing good biz. Will Rogers was the favorite. Irvin O'Hay was runner up. Pulled local Rogers was the favo O'Hay was runner up, stuff and went over big.

Arthur Hammerstein closed 'Daffy Dill.' Could not restrain Frank Tin-ney from ad libbing objectionable material.

Portions of the stage performance of The Old Soak broadcast by W.IZ. Picked up through a single mike hung from the proscenium.

Rheba Crawford resigned from the Salvation Army to save souls on her own. Planned to start at Miami. Wound up in Hollywood.

In spite of protests from patriot, organizations, Morris Gest had emstanding up for his Moscow Art Players at the Jolson.

Richard Bennett cut his Mondey performance in Chicago as an ice-breaker for his day week

No Sale!

Milwaukee, Jan. 11. Chateau, roadhouse near here, hit an all-time low Wednesday (5) when not a solitary patron showed up between opening and closing.

and closing.

Three agents from Chicago were only other ones present.

Dancer Hurt in Crash. Layton Closes Revue

Pittsburgh, Jan. 11.

Serious injury to his partner, Adele St. Clair, forced Burt Lay-ton to close his miniature dancing revue at Plaza cafe here after twomonth engagement. He was unable to pick up a suitable hoofing male in meantime.

in meantime.

Miss St. Clair was riding in car
with two other gals in act. Donna
Laine and Evetyn Evans, when it
collided with another auto. Others
suffered only minor bruises and
Miss St. Clair also thought at first
to be shaken up, continued to dance
until it was discovered bone in
her left shoulder was out of place.
She will be confined to hospital for
couple of weeks at least.

Saranac Lake By Happy Benway

Actor's Colony happy and contented that holiday was a pleasant one is now back to normatcy. Our future days will continue to be spent in ozoning and battling a much below zero climate. Many have asked for our daily routine, so here goes: Up at 7 a.m., with eats at 7:30. Sit around with a back to bed at 9 to 11, with more eats at 7:30. Sit around with a back to bed at 9 to 11, with more eats at noon. Than: back to the hay at 2, up at 4 for a checkup with more food at 6. Then a little visiting until 9. Then it's back to the mattress until 7 am. Most oxoners sleep outside: They wear following: Heavy woolen pajamas, topped with a heavy bathrobe, four to six woolen blankets; electric heating pad going full blast, aviator's woolen headcap mittens, heavy socks.

Walter Nutter is now connected with the Royal Worth orchestra that opens at the Kenmore Hotel, Albany, N. Y. Boy, formetly here rumpets to a fare-thee-well. We like the felegram received from Jerry Vogel of the Vogel Music Co., where he asks for the centure of every in the Actor's Colony as I want all to be renemined during the holidays. They were all remembered. Kicks galore are into this office concerning the Vantery Anniversary Number. Over 50% of the ozoners are not strong enough to lift it. The Actor's Colony thanks Leonard Grotte, Loew's Prospect theatre, Flushing, N. Y., for remembering, the gang here.

Jimmy Marshall, who commutes between Plushing and this point cooning and checking up, is here. Medico told him that his real trouble: commuting.

Medico told him that his real trou-ble commuting.

This Colony always remem-bered by James Lee (Wotcester Gazette). Jeff Keene (Philadelphia Daily News). Karl Krug (Pitts-burg Sun-Telegraph). Watter Win-chell (Mirror), Ed Sullivan (Daily News).

Craig, Jr., to Philly

Freddie Craig, Jr., shifts from the Patmer House, Chi, to the Hotel Adelphia, Philadelphia, opening to-night (Wed). night (Wed). Set by Harry Kilby.

MEMPHIS SEEKS KIN OF LATE JACK EDDY

Memphis, Jan. 11. Civic authorities are seeking pc sible relatives of Jack Eddy (Clar-

sible relatives of Jack Eddy (Clarence Edwards) who died here in
poverty Jan. 2. Unless his family con
ba located, hi remains will be consigned to the Potters Field.

Suffering from an old injury, Eddy
went to a hospital here about five
weeks ago. He was thought to be
recovering, but took a turn for the
worse. Te is believed to have a
daughter in Texas.

Eddy pined a circus when he was
only II years of age, clowning and
working 'up to acrobatic turns. For
a time he had an act, in which he
fired a 'a. from a cannon, and at one
time war a mem er of the ada, io act time war a mem er of the ada, io act of Dele , Eddy and Douglas. He was also . the Broadway production of Broadway Nights with Bing Cosby and for awhile was to ned with Paul Howard.

Chez Paree, Chi, Signs New Five-Year Lease

Chicago, Jan. 11.
Chez Paree has just signatured a
new five-year lease. This leasesupersedes previous five-year lease
which was drawn up a couple of

was drawn up a couple of years ago.

New lease was necessitated by receivership difficulties of the building.

\$18,000 Fire Levels Nitery in Oklahoma

Enid, Okla, Jan. 11, Fire destroyed the Del Monte night club Jan. (4) with a property loss estimated at \$18,000.

W. M. Gargrove, owner, said the five was of undetermined origin.

-- RAY --VENTURA

and His ORCHESTRA ting the Pare on the Continent

Now Appearing
"CHEZ VENTURA"
CHEZ VENTURA"
CHAMPS ELYSEES, PARIS
PATMS REVORDS
Radio—Toulouse'
Lacembary, the die France
Munigement
Inter-continental Productions
39 Roxfeefeller Plaza
Personal Mgt. SEYMOUR MANN

CLUB ESQUIRE

Now Booking All Acts Direct NOVEETY ACTS SINGERS DANCERS DANCE TEAMS, ETC. MUST BE FIRST CLASS

Give all information including pictures if possible in first letter.

HILL BEASERY. Club Esquire, Toronto, Canada

TEX McLEOD

SIDNEY FISHER

PICCADILLY, LONDON, ENG.

Christmas Card Agents

Lurge profits easily earned selling onw 21 Endder Assurtment. Sells on sight for \$1.00. Other Holiday as sortments. Write for particulars

DOROTHEA ANTEL

YOUR TENOR and M.C. of Artistic Distinction

FOURTH Return Engagement - MAYFAIR. Boston BY PUBLIC DEMAND

Creetings to Variety, the BIBLE of Showbusiness, and My Friends in the Racket Who, I Hope, Read That BIBLE We're starting our eleventh year in this joint, which is more than those "swanky supper clubs," "nocturnal rendezvous," hoites and bistros can say . . . of course, you mugs know the reason . .

Notice to Leo Carrillo—John Baerymore—Dave Rubinoff—Boake Carter—Harry Richman—Bob Hope—N.T.G.—Ld. Sullivan

And everybody, I am going to run for Sheriff of Baltimore City So et won't get hadges Write, phone or wire . and tell all about yourself So climb on the bandwagon with some campaign suggestions or you

JUDGE (For a Day) MAX A. COHEN, OASIS CABARET, Baltimore

In the Basement, but Strictly Featuring America's Lousiest Entertainment

Unit Reviews

SCANDALS OF 1938 (ORPHEUM, OMAHA) Omaha, Jan.

(ORPHEUM, OMAHA)

Omaha, Jan. 9.

This comprises seven acts of standard vaude routines dressed up with a line, the Byton Girls (12), an m.c. and some eye-catching sets.

Lita Grey Chaplin carries top billing, although her performance is equalled by others on bill (She has since dropped out and is currently at the State Lake, Chij. Tommy Martin takes turn as m.c. and does his own sleight-of-hand act. His personable and his dukes a mimbe. Rosita Royce's down dare and Rosalice theream maha terper; also more the and Rosalice theream maha terper; also more theream continues to the composition of the

good.
Thoroughbreds Don't Cry' (MG) on screen proves agreeable surprise.
Quin.

KUM-N-THRU

KUM-N-THRU

(CAPITOL, ATLANTA)

Atlanta, Jan. 9.

Featured by imitations by Bruce
Jorden, m.c., this unit rates up to
Cap's average, but lacks variety.
Portly Jorden, Hollywood sound, effects man, does airplanes, musical
instruments, boat whistles, dog fight
and finishing up with a harmony
vodel to Sleen, Baby, Sleep, with
spartner, Lillian Drew.

Opener is a so-so an Chelsey to
Jammin, Jucille Carewe, billed as
singer from WMAQ. Chicago, the
warbles 'Vieni, Vieni' and 'I Know
Now' and is followed by Arthur
May and Helen Kilduff in a character skit, into which is worked a
couple of special tunes arranged by
orchestra leader Hank Weber. Pair
wind up with a comic dance and get
a good hand.
Jack Rich, accordionist, doubling
Rap, of cours' and Josephine' Ruse
and Chelsey come back in comic
salor garb and ret laughs with their
dance to Sailor's Hornpipe.

Johnny Devitt, Margie Roemer
and Violet Ortiz, skaters, are in
closer. Devitt and Roemer femme
and Violet Ortiz, skaters, are in
closer. Devitt and Roemer femme
and Violet Ortiz, skaters, are in
closer. Devitt and Roemer femme
divide time in swinging the halfpint Ortiz firl. Finale has Devitt
wirding both girls, while rest of
company comes on.

Pro Danger Patrol' (RKO)

pint Oruz twirling both girls, white tompany comes on.

Pic 'Danger Patrol' (RKO).

Luch.

SUNKIST VANITIES (LIBERTY, ZANESVILLE, O.)

(LIBERTY, ZANESVILLE, O.)

Zanesville, O., Jan. 9.

'Sunkist Vanities' rales with some of the best seen here recent weeks, Opening is fast and merry, curtain unfolding to tuneful swing music of a small but talehed girls' should be succeeded to the control of the violin', who scores heavily; Pullman and Dernier, a couple of good hoofers' Buck Jones Jr., in 'Sport in the Golden Westle-Brown of the control of t

line of g is in rose colored evening dresses, who leave the situation where they find it—slowly dying.

Wheeler's entrance brings applause and hopes. His exit is made without either. Only an optimist has hope left in the Helen Twelvetrees comes on.

Wyatt.

on. Wyatt.

[Unit folded here after playing only three stands.]

PINE RIDGE FOLLIES

PINE RIDGE FOLLIES

(CAPITOL, ATLANTA)

Atlanta, Jan. 9.

Atlanta, Jan. 9.

Atlanta, Jan. 9.

Cap's patrons went big for this show when caught, and great the shown of the sho

Childs returns for a fast buck and wing.

Al Mee takes spot with song and comedy, plus acrobatic work on the trap drums, to 'Tiger Rag.' Traveler closes at this point with Schafer and Merrill doing some hokum. Hilbility atmosphere gives way to more modern tone with Childs and Newton going through paces in a snappy tap control of the composition of the c

PEEK-A-BOO REVUE

PEEK-A-BOO REVUE
(ORPHEUM, LINCOLN)
Just how bad these small units
may be is ably illustrated by Peeka-Boo, which is disjointed and unentertaining ween 45 and 50 minutes,
only two of the acts acquitting themselves in good fashion—the Torres
Twins and Torrence, adagio, and the
Romeros. whiphandlers. Eddie
Bumps' Mannetti is topbilled, but his
material is strictly unfunny. Takes
some mean falls, but the remainder
of his routine is awful. Adagio turn
is the best of the unit and opens the
show.

As is the custom, these n.s.g. units are made worse by their choices in m.c.s. Peek-a-Boo, is in the hands of Ray Haig, whose foollight manner is overdone, the animation he evidences for the weak turns turning into a boomerang. Third weakness is Sylvia Wayne, screaming singer. One number, at show cautht, had the audience squirming. Finale is headed up by Lorraine and Eddy, sketers.

Biz away off. Barn.

JAMBOREE OF 1938

somedy routine, Mary Keith, Sweetheart of the Violin, who scores heavily: Pullman and Dernier, a couple of good hoofers: Buck Jones Jr., in 'Sport in the Golden West: Fanny, the Yodeling canine; the Four Johnsons, dancing family, and Richard Newell and Co., retained from last years edition.

California All, girl band, does well playing for the vaude turns besides.

Biz me, Sincker Beg, Borrow or Steal (MG).

Bert Wheeler's Revue

(AUDITORIUM, PORTLAND, ORL.)

Portland, Ore, Jan., 9.

Bert Wheeler's dee of a new kind of road; show was accepted without noticeable enthusiasm. Bo, appeal is based on personal appearance of Wheeler and Helen. Twelvetrees, Wheeler announces from stage that he feels lost without his pic partner. Yoo'r zey, but it. speech unnecessary because the audicine realizes it. Miss Twelvetrees looks nice and does nothing.

Sho itself is a hash of candy barkers, vaude acts, a 10-piece band and a line girls mostly distinguished for poor wardrobe, followed by audlence dancing ni a wing of the building. Show reeks of all the bu

the Mills Bros, but it remains for their spirited gamwork to really sell the act. Youngsters wacky treat-ment of Dinah, aided by a novel-urrangement of the stage band, is somewhat off the beaten path. Two-of the boys play guilars. They're an ambitious trio—good for any unit.

of the boys play guitars. They're an ambitious trio—good for any ambitious trio—good for any they are as the state of the

New Acts

nitery spots. Not caught for New Acts files.
Femme is an attractive blonde, while he looks slightly on Latin order. They enhance their easy terping with original movements that include gyrations of modernistic dancers. Eccentric pinwheel-posi conception is final encore. Turn indicates thorough knowledge of this variety of danceology, yet takes whole that the control of the contr

3 ORCHIDS

Songs
6 Mins,
Stanley, Pitt.
Attractive femme trio, doing first
stage date after flock of nitery engagements, makes a common mistake.
In striving for novelty stuff, arrangements are over-orchestrated and galsmake it tougher on their pipes than
is necessary. They're all nice looking kids, well groomed in tight-fitting black gowns. Voices individually are excellent and blend splendidly,
They do three numbers, so trickly
arranged they're unrecognizable for
the most part. Kids should hit cm
off straight until they're farther
slong. Too many risks involved with
their present set of orchest rations.
Cohen.

JACK MORRISON

Dancing, Mimicry
6 Mins.
Park Central, N. Y.
Jack Morrison, who's been around in vaudeville spots of N. Y. for the nast year, now has framed an act that is suited for night club custom tricks in stepping and Frankens on the control of the control

tions. Wear,
TANNER AND THOMAS
Singing, Dancing
6 Mins.
Park Central N. Y.
Park Central N. Y.
The grant Buddy Thomas,
youngish looking feminine midded
with modestly statured jiwenile,
team in act done in vaudeellle before, but if shows chance of catchi i
on because of their, glib manner,
Stress is laid midgets warblinrid easy grace in dancing with fallerluckier partner.
Ballroom aerobatics, despite dissarity in sizes of doncers, and thimba terps are highlights. Wear.

ba terps are highlignes.

Ginger Dulo, femme comedienne, shoves off tomorrow (13) on sixweck vaude tour. Opens in Winnier Jan 16, follows with Vancouver, cattle, Portland, Frisco and the Orcheum, Los Angeles, Date at the Butmore Boy I is pending. Set by Curtis & Allen.

Nitery Reviews

COCOANUT GROVE

COCOANUT GROVE

(PARK CENTRAL, N. Y.)

Cocoanut Grove shows have been building up for more than two months, with latest edition, 'Holly-wood Paradc' rating as one of dancingsets and best hotel floor productions of the control of th

films or legit show if dance efforts can be developed into longer repetrion.

Tanner-Thornas combination also Tanner-Thornas combination also Tanner-Thornas combination also the combination of the combin

ITALIAN TERRACE

ITALIAN TERRACE

(PITTSBURGH)

William Penn hotel's supper dance spot has brought on Lawrence Welk's corchestra from midwest to replace the property of the pr

trios and glee clubs. They mesent a striking appearance too, all out-fitted in white ties and fails, to lend a definitely class atmosphere. Since spening supper room in October, management has climinated cover and continues with minimum check of \$1.50 not berson week nights and 2 Saturdays and holidays. Cohen.

HOTEL ROOSEVELT

HOTEL ROOSEVELT

(NEW ORLEANS)

It used to the Hotel St. Charles in New Orleans, but ever since Seed Roosevelt, this is the capito of the lown. Conventions converge on this bostlery, so that the turnaway atoms is a boon for almost every other hotel and rooming quarters, and, of course, the Roosevelt's Blue Room the top nitery snot of the town. Weiss, local politico notentate, long-the top nitery snot of the town. Weiss, local politico notentate, long-the top nitery snot of the town. Weiss, local politico notentate, long-the top nitery snot of the town. Weiss, local politico notentate, long-the work of the Raibh Hitz style of hatel (centique that the Roosevelt automatically suggests a life opera.)

tion (National Hotels Corp.), although latter doesn't rim it. Weiss, is head man, but has a wriking a greement will Hitz shockins and additionally. Is purposed with him in N. Y's litter.

The show, as unfolded, is headed by Mal Hallett, whose socko densapation, registers in the Divis belt as it has up north. Gwynne, vet vaudeville magician, is even more effective in a cafe floor with his leterdemain and disappearance illusions. The cabbient trick, even the properties of the control of the control

house marhandler, with the orenes-tre are other specialists.

In a snot by herself is Ivene Prov-botch songologist with Hellett. Girl has vertness and nersonality that he-speaks of much promise. Abel.

Stanley. Pitt. Slates To Continue Vaude

To Continue Vaude

Pittsburgh, Jan. 11.

Vaude type of bills, having clicked last two times out, Stanley, WB deluxer, will continue them indefinitely until name band situation clears up. House has show headed by Mary Brian and Diamond Bros., currently, and beginning Friday (14) goes in for what publicity department is calling a '3 show.—3. Stooges, 3. X. Sisters, and 3 Queens. In addition, Stepin Fetchit and Glor Gilbert have been booked for same layout.

Following: week, Stanley gets its first orchestra, in more than, a month. Hal Kemp opening Jan. 21, with Ted Weems at his heels. Wayne King, whose contract house has held for two years, was originally set for first week in February, but he's asked for another postponement.

Al Pearce Will Return To Vaude Next Month

Al Pearce returns to vaude with a brace of bookings, Fcb. 18 at the Palace. Cleveland, and following stanza at the Fox, Detroit. Comic hasn't appeared in four-a-day for more than a year, His Tuesday night broadcasts over CBS for Ford Deal-crs will be picked up from his personal? Itinerary. Most of his radio personnel will be included in the unit, which is being booked at \$6,000 net weekly.

unit, which is being booked at \$6,000 net weekly.

Show will earry "Fizzie Lish" (Bill Comstock), 'Lord Bilgewater' (Monroe Upton), Andy Andrews, Arlene Harris and Carl Hoff, all of whom appear with Pearce on his program. Two novelty vaude acts will be added. Hoff will not earry his orchestra, but will baton house orchestrated to be added. tra set up on stages.

Fred LaReine to Quit N. Y. Hospital in Week

N. 1. Tuppital in vicen Fred LaReine, who recently had both legs amputated, is still in the French hospital, N. Y. Ledves in about a week in wheel chair, pur-chased for him by Bill Robinson.

chased for him by Bill Robinson.
Although the recipient of much publicity on his courage in playing a harmonical during his survicel troubles. LaReine failed to collect any cash. Most of nibbles netered out. We, the People, radio progranter showing interest, let the marketime.

STATE, N. Y.

Sock vaude bill or tive acts, including willite and bugene howard, is the post-new Year support for "Navy, Bitto and Gold" (McJ., here after a Christmas engagement at the Capitol, Business is fixely to be above average, in view of the large surfaces of the return and the added bo, pull of the resources.

the reature and the added b.o. pull of the mowards.

On first in the third position, following the Liazeed Arapian Troupe and Booby Pinkus, Howards to around 11 minutes of talk, topped by a song and balcony interference from a song and balcony interterence from a plant. Sessions starts them off aus-piciously. After Eddie Peabody goes on for a health spell, working around 18 minutes, Willie Howard strikes back with his Professor Pierre Gins-berg monolog. It is smash comedy all

Is minutes, Willie Howard strikes back with his Professor Pierre Ginsberg monolog It is smash comedy all the way.

The closing spasm, following the Harrison and Fisher dance interlude, is the quartet from 'Algoletto' with Howards in character and Willie exceptionally comical. Team employs a prima doina for this final number, who, in the tradition of op stars, is anything but an ingenue. She becomes the excuse for some clever-clowning by Willie.

The meat of the show lies in the Howards, Peabody and Pinkus, last mentioned also in the comedy division, with the Liazeeds and the Harrison-Fisher combination to dress. This is the first eastern appearance for Peabody in nearly two years. He gets the maximum of results from his banjo, violin and harp-guitar, but overdoes to some extent his attempt toward parlor friendliness. However, a sock for a musicial stempt toward parlor friendliness. However, a sock for a musicial suffer his properties of a crooner in love, wrestling the mike all over the stage, loss and grace. Coing in mostly, for clowning, he does falls, panto, etc. Harrison and Fisher, with the Howards in last season's 'Zieffeld Follies,' are doing three ultra ballroom 'specialties with smoothness and grace. Liazeeds, long around vaude, open in a fast endurance and umbiling turn. Chart

EARLE. PHILLY

EARLE, PHILLY

Philadelphia, Jan. 9.
Always a strong draw for colleciate trade here, Hal Kemp combo
at Earle this week, spinning wickets
in usual snappy fashloi. Balance of
show no heavy strain on the coinsack, but doke enough. Pic is 'Sh, the
Octopus' (WB).

Even nut on the usually nitry stage,
settings used by the Earle-has been
the tall, blond stick-swisher. Orchestrace opens the show and then Kemp
introes vocalists and other acts.

Chirpers are Kemp's standard Bob
Allen and a newcomer, Rosalind
Marquis. 'Allen, good-looker, has
piese better suited to dance or nitery
floor rather than a 3,000-cest vasual
filmer, but the stage of the conchirper's a fairly attractive mite; but
ns.h as a warbler.

Kemp aggregation is good in renchirper's a fairly attractive mite; but
ns.h as a warbler,
howell sas tooter, who gets over
with novelty vocals. Band has nitty
arrangement of Stanaus, swell from
Ballroom duo of Gower and Jeanne
Bob Williams and Red Dust, dog
act, then comes, on with a nitry—
Ballroom duo of Gower and Jeanne
Bob Williams fast floor out of go,
will and stall of the good of good of the good of

when Williams really sess obusiness.
Flash finish provided by Four Kraddocks, acrobats. Do some swell pantomime, all in time to music, and plenty of comic tumbling. Thoroughly, proficient in. both humor and hand-to-hand stuff.
Curtainer is a socko quartet number by Allen, Miss Marquis, Dowell and Kemp.

CIRCLE, INDPLS.

Indianapolis, Jan. 9.
House takes its second fling at vaudilim with a winning combination of Clyde McCoy and Don Bestor orchestras in battle of swing. Both bands present on stage through combination of the best of the best

hot music reached as orchestras alternate:
Regulation swing music in the accepted popular sense is not heard, however, until the closing tune, when both bands get together to jam it on Bei Mir Bist Du Schoen.

Both leaders fill spots about middle of show with their specialties, McCoy playing 'Sugar Blues,' When Day is 'Done,' and 'Hot Lips' as a begoff. Bestor scores at the vibraharp with 'Make Believe,' sharing soot with his sax and trombone play-

begoff. Bestor scores at the vibra-Hoover, harp with 'Make Belleve,' sharing when las spot with his sax and trombone players, who do choruses of 'Stardus,' and 'Contented'.

Dick Ware m.c.'s, also doing a couple of songs and tap dances. Sunny Rice, femme tapsier, is spotted after opening number but is no standout. Bennett Sisters at with drops.

McCoy orchestra and do only two vocals, 'St. Louis Blues,' and 'Rosalie, in which they have assistance of Wayne Gregg, band vocalist. Gregg also solos 'Once In A While.' Bestor bandster out of the work of the second of the work of the second of the work of the second of the work of

Embassy Newsreel, N. Y.

Practically all the spot news in this week's unreeling revolves around the Washington front. There are a few snatches of the Sino-Japanese conflict, but not a thing from Spain. While the celluloid parade proves a decided letdown in excitement as company to the previous and the state of the sino-Japanese conflict, but not a thing from Spain. While the celluloid parade proves a decided letdown in excitement as company to the previous and the same and the sino-Japanese conflict and the sino-Japanese conflict the sino-Japanese commendation of state of the sino-Japanese sino-Japanese since the craft and the sino-Japanese since the craft and the sino-Japanese since the sino-Japanese sino-Japanese since the sino-Japanese since the sino-Japanese sino-Japanese since the si

FOX, K. C.

Kansas City, Jan. 9.
Lull in activities this week with all bets on Spitalny girl unit that blows in next week. Budget paring reflects strongly in entertainment value of this week's opus. Pic is Tarzan's Revenge (20th), with b. o.

Tarran's Revenge (word, mild.

Turr the customers will remember is that of Powell and Nedra. Main and woman team scatter colored sand on state and get some fine results in landscape pictures. Good lighting essential for their work and they get it. Good showmen, they build their first picture with plenty of flourish and suspense. A good novelty.

their first picture with pienry their first picture with pienry their first picture. A good novelty general picture with a good novelty general picture with some unnecessary hoofing.

Sonorous-voiced Ray Conlin, ventriloquist, puffs his stogic and feeds his dummy some wacky lines. Doesn't get over solid until he comes back his dummy some wacky lines. Doesn't get over solid until he comes back his dummy some wacky lines. Doesn't get over solid until he comes back his dummy some wacky lines. Doesn't get over solid until he comes back his dummy some wacky lines. Doesn't get over solid until he comes back his capable hands.

Al Allan, a familiar comic here, closes with his new partner, Peggy Hoover. Allan doing same act, as when last caught here. Shapely gal handles lines better than she sings and dances. Allan gets laughs with his gadgets. Dies better than she sings and dances. Allan gets laughs with his gadgets lines better than she sings and dances. Allan gets laughs with his gadgets lines better than she sings and dances. Allan gets laughs with his gadgets lines better than she sings and dances. Allan gets laughs with his gadgets lines better than she sings and dances. Allan gets laughs with his gadgets lines better than she sings and dances. All new lines Best is line to the laught lines better than she sings and dances. All new lines better the laught lines better than she sings and dances and lines his lines his lines better than she sings and dances all lines his line

PICCADILLY, LONDON

London, Jan. 4. Firth Shephard is presenting a mique idea in a season of mixed entertainment, consisting of music,

entertainment, consisting of music, film, vaude and a play,.
Show begins at 8:30 with Eddie Carroll and his Swingphonic Orchestra holding forth to good advantage. Then comes the latest British Movietione Newsreel, followed by Nelson Keys, who does three of his familiar character skits. Nelson, using old character skits. Nelson, using old Latest Disney colored cartoon has audience roaring with laughter.

Far and away the hit of the show

audience roaring with laughter.
Far and away the hit of the show is the mimicing Florence Desmond, who does impersonations of famous stage and screen stars. Besides the dof familiar faces, she is right up ing Garbo as Marie Walewske, and Sacred half, of the reservent

ing Garbo as Marie Walewska. Second half of the program is taken up with a comedy by Anthony Pelissier, produced by Claud Gurney. It has an exceedingly humorous basic idea and there is a considerable amount of smart, witty dialog, constantly bordering on the farcical. But the players are overwhelmed by irrelevant details despite an able cast headed by Yrome Arnaud.

EARLE. WASHINGTON

Washington, D. C., Jan. 9.

Revue staged by Guy Wonders, of local Warner staff, is short, sweet and good mate for "Wells Fargo' (Par).

and good mate for "Wells Fargo" (Par).

All done in one set, western effect opens with Gae Foster girls (16), held over for second week, introducing top-notch acrobatic and high kick dances by brunet Nadine Gae. Stalley Bros. Keep things pepped up with more acrobatics and tumbling Massey and the Westerners, song and instrumental act, click with Texas. Trail: and 'Gay Ranchero.' Clinch encore with current pop tearjerker, 'Gold Mine in 'Sky.' Groupcloses to rousing hand, with medley of western favorites.

Then it's right back in the comedy with, Monroe and Grant winning the stall of the comedy with the comedy the come of the comedy the comedy of the come

LYRIC, INDPLS.

Indianapolis, Jan. 9.

Indianapolis, Jan. 8.

Ted Lewis and troupe turn in entertaining show with stage settings attractively lighted for special effects. Varsity Co-Eds, vocal sextet, to the control of the co

ored hoofer.

Lewis does comedy number called 'He's the Leader of the Band,' which gets plenty of laughs. Sylvia Manon and company follow with adagio turn which evokes gasps from audi-

turn which evokes gasps arous audience, ence.
Ray Royce does a drunk bit in talls and high hat to display his acrobatic ability in falls and head flips.
Two stock numbers are still in show. Me and My Shadow dance by Lewis and Whitter and the Musical Magical Man. 'Peanut Vendor' follows, with goobers thrown to the audience. Spotted next to closing is Dies Mir Bist Du Schoen, with Co-Ed and orchestra working well together.

Eds and orchestra working went ungether.
Lewis finishes with special lyrics to That Old Feeling, in which he says he prefers the stage to radio and pictures. Entire company comes on for bow at final curtain.
Pic Thank You Mr. Moto (20th) and biz good at first show Friday Kitey.

batics for a full 13 minutes for enjorment. Small La Vere and Helen Ware, in comedy chatter, sort of wear themselves out, with the audience not farbehind, on final exit. Miss Wear is still a moderately good voice in straight and comedy numbers, and La Vere is a typical vaude jokester, with an almost useless accordion. Hal Le Roy is a cute comic with use of some good homey jokes used as a breath-catcher-between terping. Lank its still personable and endown. Lowe, Hile and Stanley, newly formed slapstick trio of a midget, middler and a giant, and late of RKO's 'New Faces,' and a troupe of Big Applers, supposedly from N.Y.U., round out the swell bill. Comickers turn in good performances. Most of the foolery is trite, but altitude of the major portion and top trouping Films, 'Shadow' (Col) and 'Expensive Husbands' (WB). STANLEY, PITT

of trio save it.
Films, 'Shadow' (Col) and 'Expen-sive Husbands' (WB), STATE-LAKE, CHI

Chicago, Jan. 9.

Chicago, Jan. 9.

Bill didn't look so hot opening day despite headlining of Lita Grey Chaplin. Acts ran too long for major difficulty rear Sigfried in the opener has a good, novel act, tossing cannon halls around in neat style. Two gals augment with acrobatics. Clipped in half, irid be better.

In the deuce is Jackle Green, back to vaudeville after 12 weeks in niteries here. More singing this time and less impersonations. He murders Bei Mir Bist Du Schoen. On far boo long but flash finish, sends him of the sender o

comedians, look like a couple amateurs.

Lita Grey Chaplin does okay but would click better if act was abbreviated. Songs are fairish, but style is what puts em over.

Windup has Manno and Stratford, ballroom team, off to a slow start with a slow posing thing to accompaniment of organ. Second routine, satire on kid ballroom dancers, is neat takeoff. House line gives bill sparkle. Business off on dinner show opening days, Picture is Living on Love (RKO).

Loop.

ORIENTAL, CHI

Three of the five acts are nov-

em. Three of the five acts are novelties.

Two fine line numbers by Dorothy
Hild gals break up the show nicely
wally and Verdyn, Stapleton follow
the opener with a neat little dancing
turn, aided by an excellent choice
of musical accompaniment. Ballroom
work and tap routines make up their
act, and their youthful exuberance,
seides their pleasant style, gives
them the jump from the bell.
Allan Rogers warbast the forse,
solid novelty comedy, gets over,
Gal's costume is a wow, but speech
of act is not in keeping with its
clean tone, and should be eliminated.
Old-fashioned but suitable entertainment is the Rigoletto Bros. turn.
They do magic, juggling and comedy
acrobatics to get a good hand. Nitty
interlide is contributed by two
opening speech, Art Frank act is excellent stuff. Frank's hooding as
enough to get over on its own.

Picture is 'Thrill of a Lifetime'
(Par). Business okay last show Friday.

Gold.

Capitol, Washington

Washington, D. C., Jan. 9.

After revue-type shows for several weeks, house reverts now to 45 minutes of straight four-act vaude. Opens with La Lage, European aerialist, who gets things off to fast start with some better-than-average sturns on rings and single rope. Girl, shim and attractive blond, insures solid hand with spectacular spin finale.

finale.

Lee Sims and Homay Bailey, in second spot, make pleasant impression with song arrangements. Their best bid is Gershwin's Rhapsody in Blue.'

Summertime, by Miss Bailey, also gets over.

Chicago, Jan. 9. There's a fine novelty-loaded show on the stage currently. It breaks plenty of traditional rules of vaude booking but audience doesn't notice

Pittsburgh, Jan. 9.
Spotty entertainment but laden with possibilities. Nothing here that the scissors and a few words of advice can't correct.

the scissors and a few words of advice can't correct.

Chief offenders are Bert Frohman and 3 Diamond Bros, although, in totally different ways. For Frohman it's merely a lapse in judgment, the result of too much nitery work. He's slick mc, has an ingratiating personality and gets himself into mob's good graces immediately with his straightforward announcements. But when getting around to his own spot midway, with a session of songs, he's deadly. That's because he insists upon having all his numbers played at a terribly slow tempo. It's all right on a floor when there's a succession of undraped beauties parading behind him. But up on a stage, three songs in a row at such a monotonous pace is inviting disaster.

R's different with the 3 Diamonds,

notonous pace is inviting disaster.
It's different with the 3 Diamonds, however: They're simply the victing of bad tasted material. Crack-time of bad tasted material. Crack-time of the control of the c

Otherwise, however, Stanley layout shapes up smartly. Opens with
Helen Reynolds and her eight roller
staters, who take the breath away
staters, who take the breath away
stream and their flash
urn would be cinch anywhere.
Here it clicks big unusual for a getaway act. They're followed by 3
Orchids (New Acts) in some harmony singing but less effective than
it should be because of overorchestrations.

mony singing but less effective than it should be because of overorchestrations. Fred Sanborn starts the laughs rolling and keeps them going right through his 12 minutes. He's carrying two stooges, first of whom is announced as an individual act. He comes, out for some minor rope tricks, with Sanborn hecking him with pantomimic interruptions leading to latter's always sure fire study on the xylerob in rolling the artist times and funnier than ever, customers being reluctant to let him go.

Next-to-closing is Mary Brian, the

and funnier than ever, customers being reluctant to let him go.

Next-to-closing is Mary Brian, the flicker name, in a smart dancing act with two be-tailed lads, Arena and Fisher. Hinterlands are accustomed to seeing the cinema ladies do practically nothing, and when one comes along who's actually in there batting a pushover. In the comparison of the c

KEITH MEMORIAL

(BOSTON)

(BOSTON)

Boston, Jan. 9.

An all-colored revue opens the vaude season at the de luxe Memorial, and the season at the de luxe Memorial, and the season at the de luxe Memorial, and the season at the season at the season and season a

Roberts-Boila Vaude Set for Philly Opening

Set for Philly Opening
Another Chicago-produced unit
wends east when Sam Roberts and
Nick Boila send their 'Can You,
Take It?' to the Atlantic slope.
First date set is week of March II
at Fay's, Philadelphi, Unit gets
\$4,500 a week and has been playing
the midwest spots for past few
months.

Show will be the second Chicago unit to come east this season,
a year notable for its absence of
midwestern layouts booked on eastern time. Anton Scibilia's Waikfik
Nights is routed in from the Great
Lakes country next month.

STRAND, B'KLYN

STRAND, B'KLYN

Management has gone for vaude comeback with purse open, with the result showing in attendance and on the stage. Looks like it will last as long as the good standard is maintained, and might grow to more than seekends.

Runoft is semi-presentation style. Runoft is semi-presentation style. Runoft is semi-presentation style for the stage of the stage of

bid is Gershwin's Rhapsody in Blue. 'Summertime,' by Miss Bailey, also gels over. 'Jack La. Rue, screen, villain, and Vince Barnett, Hollywood's No. 11 Jack La. Rue, screen, villain, and Vince Barnett, Hollywood's No. 11 ribber, in next-to-shut. Boys couldn't have spent much time putting the act together, Just spend a few minutes on stage, with Barnett stooging and taking slaps in the face while La Rue does straight. Latter goes into dramatic bif from 'Blood and Sand' for a moment but it doesn't make much of an impression.

Bill closes with its best turn of an impression. Bill closes with its best turn dances by Beauvell and Tova. Duo hacked to the rotations, light, refreshing, and the strain of the strain

Variety Bills

NEXT WEEK (Jan. 17) THIS WEEK (Jan. 10)

Numerals in connection with bills below indicate opening day of show, whether full or split week

Will Mahoney
Hich & Adair
Wilf Green's Co
Betty Hobbs 3
Jack Francois
Evic Hayes

Claudia Coralli Elsie Carroll 3 Blades

Angelo's Rhu'b Ivy Cole June Carroll Anne White 3 Little Sachs Laura Deane Renes Villon

Bill's Gay 96's

Hill's Gay 96's Ethel Gibert Ann Courtney Spike Harrison Emmett Casey Clies King Markèret Padula Jerry Mife Henry LaMarr Jack Arnoid Sid Hawkins Lerry Ryan Black Cet

states. Mar.

States. Mar.

Jahanond Ld. Perry
Amanda Randolph
Rudy Smith.

Callente
Beth Rabora.
Ruth Wayne
Carol Sis
Carol S

Club Cavaller Club Cavaner Chappie Dirante Or Gall ('atroll Francine Lang Jean Parker Juck Laurie Marie Doherty

Club Norman Buddy Wagner Ord Josn IIIII Club Yumuri

Club Yumur Eliseo Grenet (Amando Castro Rosita Ortega Manchito Teddy Rogers Rosita Rodrigo

Bertolotti's Hembree's Oro ngelo's Rhu'ba Bd

RKO

BOSTON
Memorial (18)
Chester Hale Girls
3 Swifts
Gomes & Winona
Palace (14)
Palace (14)
Marjorie Galnawith
Dikidland Jazz Bd
Sunny O'Dea
(1) Herman Hyde Red Skelton

CINCINNATE Shubert (14) Play Girl U Red Skelton

Red Stolton
CLEVELAND
Palace (14)
Phil Spitalny Oro
Mean Dupree & L
Boy Foy
Carl Fred Co
M Dees & M Blue
3 Stooges
SCHENECTADY
Proctor's (13-15)
World Fair Foilies
TROY Proctor's (13-16) Walkiki Nights

Loew

NEW YORK CITY
State (13)
3 Cossacks
Gill Lamb
Harry Burns Co
Benny Flelis
Donatella Bros & C
EVANSVILLE
Kajestio (13-15)

All Aboard Hawail
NORFOLK
State (14)
Harry Rose Co
WASHINGTON
Capitol (14)
Benny Davis Co

Paramount

NEW YORK CITY
Farimount (13)
Fred Waring Oro
BOSTON
Metropolitan (14)
Tip Tap Toe
Frakson hans
9 Silvertones
Patricia Bowman
Sylvia Clark
4 Ortons
BUFFALO

BUFFALO Buffalo (14) Buffalo (14)
Maj Bowes Co
Chicago (14)
V Del Chiessa
Fred Sanborne Co
Ghezzis
DETROIT
Michigan (14)
Joyce Bros & D

Sybii Bowen,
Rigoletto Brod
Beptie & Calabb Co
Worth (14)
Dave Apollon
5 H Wood Coeds
Case Daley
Makine Lewis
Bob Rips
Max & Gang
Lydis & Jarreno
Metropolitan (14)
Jan Garber Orc
Orpheum (18-19)
In Rany Hutton

MADISON
Orpheum (18-19)
Ina Ray Hutton
Nichols & Roberts
NEW HAVEN
Paramount (14)
N T G Rev

Warner

Gus Van
PHILADELPHIA
Earle (14)
Tim & Irene
Benny Baker
Löulse Massey Co
(7)
Hal Kemp Orc.
Gower & Jeannie
4 Kraddocks
Robert Williams
Red Dust

PITTSBURGH
Stanley (14)
Stooges
Gloria Glibert
Steppin Fetchit

3 Queens
X Sis
(7)
Diamond Boys
3 Orchido
Panny Sambor
Panny Sambor
Panny Sambor
Mary Brian Co
Bert Frohman
WASHINGTO
Clode Lucas Oro
Edna Strong
Lowe-Hite &
Louise Massey Co
Stanley Bros
Monroe & Grart
Odding Gard
Nadline Gay

Independent

CHICAGO
State Lake (14)
Zang & Todd
Willie Shore
Hazel Harmon
Canestrellys

INDIANAPOLIS
Lyric (14)
Bowes Rev
KANSAS CITY
Fox-Tower (14)
Retta Ray
Gifford & Pearl
Nick Lucas

London

Week of January 10

Canterbury M. H. 1st half (10-12) Masa 3 Taylor & Marce fasa 3 faylor & Maree 2d half (13-15) White Flashes Michael Moore CAMDEN TOWN

Gaumont Belzer Sis Wences Ralph' Holbein Raiph Holbein
CLAPHAM
CLAPHAM
CLAPHAM
Robby Howell Bd
Claby Howell Bd
Claby Howell Bd
Clatter
Jimmy Nit.
EAST HAM
Granda
Rokhara Tr
Crobk's Ponies
Guidan's Bears

January 10

ISLINGTON
Blue Heal
1st half (10-12)
4 White Finshes
Michael, Moore
2d half (13-15)
Masa 3
Taylor & Maren
LETYONSTONE
Riatto
Trojse Mandollers
Trojse Mandollers Troise Mandollers
STREATHAM
Palace

Palace 20 Singing Scholars TOOTING Granada Granda Bobby Howell Bd Philco 4 Gco Latter Jimmy Nit WALTHAMSTOW

Teddy Rogers.

Tosiga. Rodrigo.

Cotton Cibia.

Cal Calloway. Ore.

Tosiga. Rodrigo.

Teddy Jiste.

Teddy Jiste.

Teddy Jiste.

Teddy Jiste.

El Chier.

El Chier.

El Chier.

Teddy Jiste.

Tosiga.

El Chier.

Tosiga.

El Chier.

Tosiga.

Till & Pellin
Famous Door
Louis Prima Oro
Ast Tatum
Garho

Einll Romano Ore Johnny Nucomer Mickey Feeley

Artini Jeanne Devereaux Maurice & Crance Jaoqueline Mignad Emilie Gregoire Janets of France

Gene Fordick Ord Calgary Bros

Kid, Cole Jimmy Keily's Jimmy Keily's
Joe Capcillo Orc.
Allan Small Orc.
Montmartie Eoys
Mary Lene
Gene Walters
Lee Leslie
Gladys Fay's
Santos & Elvira.
Carter & Schaub.
Swank 2
Suzanne & Christin

Carter & Schaub
Swank Z
Suzanne & Christine
Lesar & Fedora
Georgette
Isabel Brown
Peggy De La Plante
Lillian Craig
Danny Higgins
John Rockwood
Ira Yarnell
Kit Rat Club
Haules Roccy Ure

Mit Mat Club
Maurice Rocco U
Dorothy Salters
Dorothy Rhodes
Hotcha Drew
Sally Gooding
Flash & Dash
John Cooper

La Conga

Ia Conga Geo. Olsen Oro Filma Souser Hida Souser Hida Souser Hida Souser Hida Souser Hida Souser Karol Kana Frank McFarlan Silvertone 3 Maria Forbes Frank McFarlan Dolorge Rogers Consuelo Flowerton Lawevod, N. J.) Jerry Livingston

Le Coq Rouge:

Le Coq Rouge:

Murray Driscoll O

The Great Maurice

Le Mirage

Harry Horton Ore

Figure Fi

Will McCune Ore Hotel Commodore Tommy Dorsey Ore Edythe Wright 3 Esquires Jack Leonard Lee Castaldo Allan Storrs

Lee Castaldo
Alian Storra
Bofel Edism
Blue Barron Orc.
Hotel Essex Woyne
Richard Himber for
J & E Wernon
J & E Wernon
Silse Graves
Stuart Alien
Rollini 3.
Hotel Gov. Clinton
Eddle Lane Orc.
Rotel Lincoln
Libam Jones Ors

Motel Lincols
Isham Jones Ore
Motel Lincols
Isham Jones Ore
Motel McAipin
J Messner Ore
Jeanne D'Arry
Genne D'Arry
Genne D'Arry
Genne D'Arry
Hotel McAipin
Jones
Dorothy Wilkens
Hotel Fark Central
Hory Biaine Ore
Bonters & Borgia
Jack Morrison
Tanner & Thomas
Hotel Teckedilly
Jeno Bartal Ore
Bote General Core
Hotel General Core
Motel Teckedilly
Jeno Bartal Ore
Botel Feres
Hotel Fleterially
Jeno Bartal Ore
Botel Fleters

Hotel Plaza

Pawn & Jordon
Hotel St. Regis
Emil Coleman Orc
C Codolban Orc
Clos Elliman
Tana
Hotel Taft
Geo. Hall Orc
Bottly Dawn
Motel Waldorf
Astoria

Astoria

Xavier Curnt Ore
Paul & G. Hartma
J. & L. Seller
Gower, & Jeanne
Hotel Wellington
Ed Mayehoff Ore
Hotel White

Hotel White
Jacques Krakeur
Rhoda Chase
Nancy Noland
Tascha Bunchuk or

Tascha Bunchuk or

Satin Tuni Loa

Satin Tuni Loa

Satin Tuni Loa

Belle Baker
Terry Lawlor
Jeri Withes
Walter Long
Lee Sullivan
Lee Sullivan
Cynthia Cavanaugh
Shannen Desn
Place Elegante
Wille Palerno Ore
Bill Farrell
Harrell
Arck Hone
Toto Canglos
Jario Basini
Plantation Cleb
Ovlo Alston Ore
Lee Simmona
Sultump & Stumpy
Barrington Guy
Barr

Avon Long
Taps Miller
Queen Mary
Joe Webb Ore
Vivin Hall
Ray Jones
Law Wye Merane
Phil Scott
Rainbow Grill
Bert Block Oro
Dade & Wardel
Hallibow Roam

Dade & Wardell
Ralislow Room
Ruby. Navman Orc
Eddle Le Baron Orc
Afrique
Raye & Naid
Eleanor Sheridan
Rostia Rios
Roumanian Village
Charley Swartz Orc
Ludwig Satz
Henry Berman
Leo Fuld Henry Berman Leo Fuld Henrich Cross Doloris-Rosina Gypsy Nina Russian Art

řísha Datsko Orc Anna Kouznetzova Anna Kouznetzowa Mara Voshla Sinda Voshla Kali Spivak Zachar Martinoff Russian Bear Yuriy Rutin Oro-Costya Krumia Lonya Kalbouse Eléna Siavnala Nicholai Grushko Juliah Altman Juan Korniloff Bussian Kretchm

Nicholas Matthey Or Michel Michon Nsdla Sokoloskaya Marusla Sava Simeon Karavaeff

Simeon Kara Mischa Stork Club Robby Parks Orc Nilo Menendez Orc Swing Club Wingy Mannone On Willie Smith

Versallies
Larry Siry Oro
Gus Martel Oro
Corinna Mura
Cross & Dunn

Cross & Dura
Village Barn
Johnny Johnson O
Mirlann Yerman
Phil Goldran
Larine Whitner
Reb (Tayer Co
Francis Broulliard
Voodoo
Voodoo
Dancers
Roy Rector
Billy Haywood
Cliff Allen
Whirling Top
Fran Craven

Whirling Top
Fran Craven
Musical Tops (3)
Honey Johnson
Wirel
Bob Asen Bd
Arline Whitney
Jola Marine
Bob Lee
Ginger Sutton
Gontinenta-3
Dorothy Wenzel
Vene Club

Yachy Club
Ralph Watkins Ors
Frances Faye
Dan Healy
Bea Saxon
Floria Vestoff
The Gilberts
Johnny & George

Jay Freeman Ore Toby Wing LOS ANGELES

Ambassador Lounge Bill Roberts

Ball George Miller Bruz Fletcher

Little Old New Yor joe Howard Edde Leenard Edde Leenard Bob Millikin Chet Dougherty Merry-Go-Round Al Apollon Oro Leo Destys Demar & Ivena Mirador

Demar & Ivena
Mirador
Johnny Powell
Jerry Baker
Judy Lane
Pinky Lee
Jean Scott
Ann Page
Julia Gestry
Carrol Sis
Oscar Calvet Or
Charles Murra
Al Glassor
Johnny Adame
Mort's

Morl's

Mori's
Lou Ferris Oro
The Oaks
Al Lambs Oro
Tommy Lyman
Gene Archer

Onyx Club
Stuff Smith Ore
Maxine Suilivan
Leo Watson
Faradise

Heverly Wilshire Nick Cochran J Debutantes Muzzy Marcelleno Ted Fiolito Org

Ted Flolitto Oru

Billimure Boys

Immy Grier Ore
Julie Glbson
The Stapletons

3. Trojans
Paul Regan
Nelson's Marionet's
Dick Webster

J. Rhythm Rascais
Cafe De Pures
Billy McDonaid, Ot

Cafe De Puree
Billy McDonaid Ot
Lafayette & LaV'
Cafe international
Joe Venut Ore
Beth Wilson
Caroline Mason
Rosillanos
Earl & F Roberts'
Girl Rev
Leon Mohika

Girl Rev
Leon, Mohika
Cafe La, Mate
Park Ave Buys
Stan Clare Orc
Clob, Marri
Vera Lang
Curomant Grave
Jos Ratchinan Orc
M Ray & Waldl
Latry Slewart
A Murray Dancers
Fanous Don
Fats Walfer Orc
Bawalian Arasiles
Fats Walfer Orc
Bawalian Arasiles Bawallan Paradle

Heary Monct
Macquerite Lewis
Thora Maithasan
Marguerita dei Rio
Juan de Martinis
Seven Seas
Lily Gibson
Hombrid Dancera
Limity Lowell Co Helen King Nan Blackstone Hal Brown

Frankie Gallagher
Dorothy Roberts
Arden Sila
Fred Thompson OrcTongre
Alice Huiett
Judy Lane
Garwood Van Orc

CHICAGO

Hotel Brevoort ros Sis ari Smith ommodore Duo on Pariato Kay Kyser Orch Loyanne & Rens Jo Andrews

Orville Tucker Balicy Sis Bonnie Baker

Lotel Palmer Hone (Emplre Room)

(Empire Room) Shep Fleids Orc Mitt Boughas Great Galby 3. Nonchalants Johnny Bryant Phil Dooley Orc Abbott Dancers (College Inn)

The Rose Bowl

Ches Fares

Harry Richman
Grace & Nikko
'terry Lawler
Johnny Woods
Crans 2
Gwen Lee
Henry Busse Orc
Ella Logan Jos Parialo
Hotel Congress
(Casino)
Benny Microff Rev
Drake Hotel
(Gaid Coast Room) (Gald Coast Room)
(ferbie Kay Orc
(filbert Bros.
Van Cello & Mary
Grand Terrace
Dari Hines Orc
(Geo D Washington
Al & Anise
Edgewater Beach
(Marine Room)
Orylle Tucker Or

Ella Logan
Colosimos
Henri Gendron C
Cliff Winehili
Grisha & Brona
Keller Sis
Ceclle Bluir
The Castelios
Barry, Breen &
Aubrey & Dodge

Paramount 3
Club Paramount
Harry Vernon
Mile Jeanne
Sonia
Rose Catalina
Haxton & Harvey
Mildred Kelly
Joe Mussi

Buddy Rogers Rev (Continental Room Confidental Room Music Hall Boys Plorre & Temple Covert & Rennie Carlos Mollna Ora Herbert Dexier Irene St. Clair Marya & Martin Royale Frolica Mark Fisher Oro Rels Bros Kay, Katya & K Ploris, Westoff, Annylater, Sola Annylater, Sola Annylater, Sola Annylater, Sola Annylater, Sola The Rose Boyl 885 Cinb

Fay Sheron
Suzanne
Nina Rinaldo, Oro.
Gay 90's
Lew King.
Marno'
Marlon Parker
Colleen
Emmet Vance Oro
Herry's N. L.
Cabaret
Chas Engles Oro
Jack Irving
Dorothy' Wahl.

The Rose Bont Disks Pointer Plielps 2 Mona Morrison Disk Baker, Hail Behan Three Deurer Roy Elidage Ore. Glidays Palmer Fred Reed. Monette Moore Yacht Club Hugo De Paul. Orene Sis Paul Hugo De Paul Art Buckley
Al Wagner
Red Hoffman
Mildred Rock
Dorothy Johnston
Hi-Hat
Frank Libuse
Ondrea & Michel
Hotel Bismarch (Walnut Room)

Eddle Varzos Oro Ruth Pryor Oxford Boys D & S Jennings

PHILADELPHIA Anchorage
Shaw & Meade
Dorothy Jeffers
Sally LaMarr
Johnny Graff Oro

Arcadia Int'i
Johnny MacAfee
Vera Fern
Chaney & Fox
Leighton Noble Ore
Edith Caidwell
Don Renaldo Ore

Bala Inn Manny LaPorte Or Milt Signiund Bellevue-Stratford (Planet Room)

(Planet Room)
Meyer Davis Ore
(Burgindy Room).
Frank Jucie Orc
Ben Franklin Hote
(Georgian Room).
Leo Zollo Orc

Georgian Room).
Lee Zoilo OreBenny the Runy
Deloyd McKay
Deloyd McKay
Deloyd McKay
Deloyd McKay
Bennon
Botty Bennon
Ross Irwin
Vera Nive
Vera Nive
Vera Nive
Winifred Bryant
Muriel Thomas
Richard Hach
Gard Metropole
Bernie Berle Ore
Cedarwood Inn
(Malags. N. 3.)
Giarene Mich Ore
Pauline Francis
Ben Alley
Ciccanut Grove
Clock Muliery
Ciccanut Grove

Pauline Francis
Icon Ailey
Coccannet Grove
Coccannet Grove
Coccannet Grove
Coccannet Grove
Coccannet Grove
Lanny, Forte Ore
L

15 Club Jerry Delmar Ore Dick Thomas Ruth & J Watson Billy Frances. 1523 Locust

1523 Locust
4 Deaville Boys
Midgac Fellowek
Jinda Ray
Byelyn Ilyndley
Dolores O'Nell
Pepper Garat
Donnie Kay
Helen Tuner
Vinnic Moore
Lana Furness
Connib Powel
Swing Kings Ore
Hollywood Cafe
Grose O'Unra

Grace O'llara Billy Hays Ore Hotel Adelphia (Cafe Marguery) Bob Roltner Victor Nelson Oro Streets of Paris
Babe La Tour
Jewell Ello
Eddle Brow

21 Club Mitzi O'Nelli Billy Vine Anne Rush Lee Lamont Biaine Fay Rarbara Blake Roy Oliver Pola Borgia Jerry Brandon Music Weavers

Memory Lane Weber's Hof (Camden

Memory
Weber's Hof Uram
(Camdon)
Logic Chailtin Ora
Logic Chailtin
Logic Cha

Ina Benson
Club Mayfuir
Toe Smith Ore
Joe Smith Quartet
Hazel-Harmon
Putsy Orglen
Rodrigo & Francine

Rodrigo
Coconut Gro
Lew Conrad Oro
George Rand Clis 8
Gardner & Kane
DuBdd
Torry Andre
Ruthina Warner

Marcia Ray
Hotel Bradford
Frankle Ward Orc
Carmen Trudeau
Billy Paine
Gale 6
3. Whirlwinds
Line (10)
Hotel Brusswick

Vaughan Monroe Or Yaushan Monroe Or'
Hotel Copley Plaza
(Sheraton Room)
Michael Zarin Ore
Billy Lossez
Hotel Copley Plaza
(Merry-Go-Round)
Jlinmy Avalone Ore

Hotel Statler (Terrace Moom)

Vernon Rickard Burns & White Frank Gillen Org Dorothy Mayo Powatan

Book-Cadillac Hotel (Book Casing)

Emery Deutsch Orc Enrico & Novello.

Club Continental Plantation Club Continental
Johnny Howard
Minn! Stewart
Lorna Wolfe
Ruth Martin
Jimmy Nolan
Phil Skillman Ore
Frontenao Casina
Lee Walters Ore
Rosemary Calvin
Curley Baldwin
Ken Conroy
Norman Priest
Heien Barbour
Hotel Stinter

Sake

Ten-Forty Club

Billy Lankin Adorables (6) Phil Kaye Betty Jerome Coyle McKay Ore

Billy & Joy Severia Georgia Lee Larry Funk Ore Buildy Hayes

Marks first contract negotiated for singer by William Morris office, which picked her up when she quit NBC Artists Service three weeks ago. Agency is also working on radio deal.

Philadelphia, Jan. 11.

Harry Biben, Philly and N. Y.
agent, has taken over booking of
five Warner houses here, which
have just signed contracts with musicians' local to use vaude two days Philadelphia, Jan. 11.

They are Allegheny, Kent, Ox-ford, Alhambra and Frankford. Biben now also booking the Holly-wood, Atlantic City.

Hirst Circuit

Week of January 16

Hare Facts - Lyrlo, Alientown, Mon-ness: Orpheum, Ronding, Wed. Ballyhoo: Hloward, Boston, Whirl of Girls - Hudson, Urion City, Yhn: Parade' - Troo, Philadelphia, Merry-Go-Round - Gayety, Washing-

on.

'Blg Reyue'—Gayety, fialtimore,
Smart, Set —Cusino, Pittsburgh,
Shanghal Beautles'— Gayety, Cine

Shingral Beauties — Gayety, Cin-phasit,
Lug, and Laughter — Garrick, St., Louis.

Laughter — Raino Chirago,
Laughter Malis — Gayety, Patrott,
Wantly, Marker — Gayety, Burtott,
Wantly, Marker — Gayety, Buffalo,
Dizzy Damez — Empire, Newark,

Provincial

Week of January 10 ASHTON UNDER
LYME
Empire
Saeneer's Circus
BECKENHAM
Regal
Roat & Whaley
Fred Hudson

Irone Price
Liptomettes
GRIMSBY
Ritz
Turner Layton
KINGSTON
Empire
Ride 'em Cowt

Granada Troise Mandollers

Cabaret Bills NEW YORK CITY

NUNEATON

Archie Juve Bd WARRINGTON Ritz Billy Cotton Bd

Barney Gallant's Burgone & Bane Peggy Alexander Claire Carroll Greenwich Village Casino Casino
Ray O'Hara Oro
Alleen Cook
Chlquita Venezla
Dolores Fraris
Frank McCormack
Ruth Kidd

REAL MCCOFMACE
RUTH MICHAEL
DON GHISPETO OFF
JOSE MANZANCES
MARITA Ellin
Mercedes Co
Antonita
Juan Martines
Jesoritat
Juan Martines
Central
Carlos Vivian
Carlos Vivian
Carlos Sis

Hickory House of Marsala Oro Joe Marsala C 3 Peppers Adele Girsrd Blue Drake Peggy Newton

Dick Gasparre Orc Adelaide Moffett J& E Vernon Hotel Astor Sande Williams Or

Hotel Plerre
Nat Brandwynne O
Betty Bryant

Duchin Orc Paul Draper Hotel Ritz-Cariton Freddy Martin, Orc Holland & Hart Vi Mele

Hotel Ronseyelt Guy Lombardo Orc Lukewela Oro Hotel Sayo, Plana Gerry Morton Orc Mittal Mayfair Alfredo & Dolores Don Alfonso Oro

Don Alfonso Oro.

Rotel St. George
(Wrooklyn)
Merrill Hughes Oro.
Wynne Rolph
Hotel St. Moritz
Raiph Gonzales Oro.
Basil Fomeen Oro.
Claire Vermonts
Pawn & Jordon

Little Club

racille Sunset Clu
George & Nametic
Annabelle Lee
Persy Page
J. Bardas
J. Ba

Ken Henryson Moreno a Valencia Rudy La Tosca Helen Golden Henry Monet

Somerset House Jant Jordan Juck Owens Swing Club

Joe Francito Orc Gomez & Winona Freda Sullivan Bill Blake Ed Ricard Afrique Floridians Orc Hotel Philadelphia (Mirror Room) Beth Challis Joe Millkopf Orc. Kathryn Smith Walton & Joanne Terry & Walker Bardiland Bros

Little Rathakeller

Jack Griffin Ore Jack Griffin Ore Roy Sedley DeCarlos & DuBols Cooper & Madrus Archaleo Pat Perry Jerry Marcelle Palumbo'e

Rendezvous Ross 3 Yvonne Monnoff Charles & Barbara Les Barclay Milray Girls (6) James Nogra Orc Russian Kretchma

Russian Kretchms Mira Tunanova Olga Timkimov Gynsy Rita Gregory Dnestroff Tova Gorodctsky Stamp's Cafe Dainly Meatgomer Sophistogerats Marle LaTell Hella Jielimont Charlotte Johnny Welsh nv: Welsh Hutchine

Jack Hutchingon
Bilver Lake Line
(Clementon)
Bill Honey Or
Mary Ciliford
Tony Senna
Bilanche & Gillette
Marthn Kaye

1214 Club
Frances Fave
Bubbles Shelby
Ifoney Sis
Louise Rozella
Flo Hodges
Zoe Kennedy
Belle Gray
Hattle Morean
Jimnie Blake Jattle Morean Jimine Halake 20th Century Tarent 20th Century Tarent Louis Jongson Control of the Control of the Century Louis Louis Large Control of Century Datasy Event Control of Century Louis Shin Romes & Feorage Cent

Music Weavers
Venice Grille
Teddy Moors
Rose Venuti
Viola Klaiss Oro
Theima Cavaller
Marthelli Magic
Deanne Rodyne

ROSTON

Brown Derhy Jimmy McHale Orc Buddy Walker Heleno Wynne Lester & Danlelson N Sherman Gls (10) Ina Benson Hotel Copley Square Hotel Somerset

Murray Sack Oro Scott & Douglas Merrivilies itita Bell Coley Worth

Coley Worth

Levinggl's

Tom Reynolds Or
Kathleen Quinn
Corbett & Triana
Paul Dule

Joan Murman
Lou Walters Go 10 Lou Walters Normandle Bi Will Osborne Janico Todd

Will Osborne Oro
Janice Tool
Boothland
B Catiowny Oro
B Control of the Control
B Catiowny Oro
B Control of the Control
B Catiowny Oro
B Control of the Control
B Control of the Control
B Control of the Control
B Contr

DETROIT

Leonard Reed Julia Hunter Strangeman Little Honey Willie & Willie Rsiph Brown Pearl Bulley Cecil Lee Ora

Glenn Dale
Meiford & Lee
Dee Lange
Bette Thompson
Jane Thomss
Eddle Bratton Ore

Webster Hall (Cocktoll Grill)

Sherr Bros Itena Eastabrooks Jerry Farrar Hildegarde Will Open

Jan. 21 in Milwaukee Hildegarde goes into the Riverside theatre, Milwaukee, Jan. 21 for one week at \$650. It's former NBC art-

ist's home town.

BIBEN'S PHILLY BOOKINGS

Meredith Pleads Equity Unity, Extension of WPA, Open Hearings

At its regular session yesterday (Tuesday), Burgess Meredith, new first vice-president, exhorted the Actors Equity Assn. council to strive for unity. He stated willingness to withdraw if his activities do not meet with approval.

Meredith presented what he calls a nine-point plan. Young leader who heads the so-called progressives formerly known as the Actors Forum and more recently as the opposition group, vigorously denied accusations that he favored radical changes in

that he favored radical changes in the association. Equity is democratic in Meredith's opinion, but there has been too much bickering and he hopes that will stop.

Principally he seeks the confidence of the council and membership. Vice-prez pointed out that his position does not permit him to rule the works and that the council is Equity's actual controlling body. Socialled opposish faction in the council is a minority, which is one reason why the others have been asked for support. support.

for support.

Meredith announced that he is ready to sit down and talk things over with any one or more councillors outside of council meetings. Should his actions worry any of them he wants them to tell him about it. Same goes if any member (Continued on page 63)

'STAR WAGON' 1ST PIC **BUY OF SEASON: 55G**

First sale of picture rights of plays produced this season was recorded last week when The Star Wagon, Maxwell Anderson play at the Empire, N.Y., was secured by Selmick-International. Reputed price was around \$55,000, although nearly double that sum was mentioned. Reason for slackness of film buys on Broadway this season was the presence of censurable matter in a number of plays, also high prices asked, it, is believed.

5-L. intends using Wagon. First sale of picture rights of plays

ber of plays, also light prices execu-ted by the best of the play is enacted by Lillian Gish, but the first lead is played by Burgess Meredith. Rights to other current plays reported in negotiation include 'Susan and God,' Mice and Men' and 'Golden Boy,' while several shows due soon have caught the eye of pic-ture neonle in script form. ture people in script form

ILGWU to Choose Best Labor Script This Week

Two plays selected as outstanding labor scripts of the year were chosen by the judges of the International Ladies Garment Workers union last week; and will receive total prizes of \$3,000.

of \$3,000.

Decision resulted in the vote, the plays selected being After the Gleaners, by Nelisse Child, and Sunup to Sundown, by Francis Edward Faragoh. Latter is in rehearsal and will be produced by D. A. Doran, on leave from Columbia Pictures.

bia Pictures.
Final decision had been expected from the judges early this week on which play would win the first prize of \$2,000 and second prize of \$1,000 but this will not be decided until later this week.

Brooks' Two Plays

Hollywood, Jan. 11.

Matt Brooks, RKO writer on leave from studio, planed to New York to work two plays, 'Pooh Pooh Pulitzer' and 'Social Security'.

He's due back late in January.

DET. FTP'S 'CHRISTIE'

Detroit, Jan. 11.

'Anna Christie', will be produced by local Federal, theatre_project early next month. Local showings will be followed by a state-wide tour.

In the cast will be Peggy Fenn and Ray Rawlings, on loan from New York project, Elynor Knight and A. Courtney White.

Equity Survey

Actors Equity Assn. council yesterday (Tuesday) authorized the firm of Day & Zimmerman, industrial engineers, to conduct survey of the office and personnel at Equity headquarters to acquaint Burgess Meredith, first vice-president, with the entire workings of the association affairs. It was stressed that this is not to be construed in any way as a reflection upon the administration that has served so long and so faithfully.

fully."
Survey will take in every phase of Equity workings and affairs, including accounting of the association finances as far back as necessary — 'prol not more than five years.' - 'probably

FTP CLEANUP **COAST THREAT**

General housecleaning looms for Federal Theatre Project in Southern California as result of the appointment of Lieut. Col. Donald H. Connolly as director of the Santa Barbara-to-San Diego zone, and the retirement from active local management of Mrs. Hallie Flanagan, naional FTP director, and J. H. ward Miller, her assistant. While Mrs. Flanagan and Miller will continue to decide national policies and play selections, general administration hereabouts is now out of their hands. Selection of Linton H. Smith as Los Angeles county co-ordinator marks first of many changes reported im-

minent.

FTP is inaugurating a new stock company at the Mason, L. A., Jan. 15, having leased the ancient legit house which it utilized for several months for 10-20-30c offerings. Initial production will be Eugene O'Neill's 'Ab! Wilderness,' with O. D.

O'Neil's 'An' wilderness, with O. D.
Woodward directing.
'Days Without End,' another
O'Neill drama, goes into the FTP
Mayan Thursday (13) with Lorin
Raker directing.

Reis in Pasadena 'Horse'

Reis in Pasadena / Horse Pasadena, Jan. 11.

Three Men on Horse, with George Reis in featured spot, is current at Community Playhouse. Supporting cast includes Blanche Blake, Stevan Darrell, Ted Brooks, Ruth Levison, J. F. Dawters, James Lawry, and Oliver B. Prickett.
Victor Jory directed, with Rita Glover doing sets.

Polly's Coast 'Suspect'

Santa Barbara, Jan. 11. Arthur J. Beckhard inaugurates the new season at Lobera theatre Thursday (14) with Pauline Fred-erick in Suspect, English play by Reginald Denham and Edward

Supporting cast will include Rus-II Hicks, Blanche Yurka and Anna

SHUBERTS END **ACTORS' SUIT** ON WAGES

Differences between the Shuberts and two English players, Hugh Sinclair and Valerie Taylor, who were brought over for the short-lived Love of Women, were settled by arbitration. Two-way decision was to the effect that the managers are to the effect that the managers are to provide return transportation to the Britishers provided they sail within three months after the clos-ing of the play.

ing of the play.

Show, which stopped Dec. 18 after one week on Broadway, was tried out for several weeks. Managers contended they were not liable for the return fares unless the actors departed within 30 days, later reducing the period to two weeks. Players said there was no time limit set when the engagement was arranged by cable.

Sinclair and Miss Taylor also sought half a week's salary on the grounds that the start of rehearsals was delayed three days for no special reason. Arbitrators awarded.

was delayed three days for no special reason. Arbitrators awarded, them \$142, although their joint salary was reputed to be \$1,000 weekly. Margaret Bannerman, also imported from London; by the Shuberts at \$1,000 for a guaranteed 10 weeks, is reported to have returned after receiving a settlement, in full. She appeared for three weeks in Three Waltzes on the road, not coming to Broadway with the show. Balance due under the contract and said to have been paid was \$1,000.

Unofficial Censorship Boosts 'Women' in Tulsa

After being called indecent by the Tulsa Legion of Decency, the Okla-homa Diocesan Council of the Na-tional Council of Catholic Women and the Ministers' Alliance, The Women' played to a full house in the Convention Hall here Jan 4.

the Convention Hall here Jan 4.
Despite the fact that several selfappointed censor boards gave a
strong no' headshake and appealed
to the mayor and city council, the
majority of the audience seemed to
get a kick out of the strictly women
cast headed by Miss Lois Wilson.

Mystery of the Missing Actor

Or What Happened to the Wayward Harlemite, Plus (or Minus) Three Train Fares to the Coast

When Merle Amitage, Los Angeles manager, opens Porgy and Bess' at the Philharmonic there, he may be minus one of the Negro actors he engaged in New York for the Gershwin opera. Fellow was last reported on his way west, but with no certainty of making the grade.

Harlemite was first given transportation money (amounting to \$75) to the Coast, but he went on a spending binge. Was next given a ticket, but he redeemed that and tossed away the proceeds. After an unsuccessful appeal to Equity, the actor asked for another ticket and was given a non-negotiable one. Still not entirely satisfied, Charles. L. Wagner, Armitage's rep in New York, put the actor on the Chicago train. But nothing has been heard of him since.

Generally actors being sent to an

him since.
Generally actors being sent to another city for an engagement are given tickets, but the colored player was handed the money because the next fall when AGMA sets permit company was not being sent out in lent scales for such engagements.

ia block. Settings for the show are being made on the Coast. Another problem in connection with assembling the 'Porgy' cast was over the transportation for the Eva Jessye Choir, which was in the original production of the show, done by the Theatre Guild. Singers were engaged by Isabel Scott, acting for Armitage in New York. It was arranged that, the choir would travel by bus, making the trip to Los Angles in three jumps of 48, 48 and 72 hours, respectively. That would permit/ brief, stopovers for concerts in St. Louis and Stillwater, Okla.

Singers squawked to Chorus Equity over the terms offered, but were referred to the American Guild of Musical Artists. After lengthy dickering with Miss Scott, acting for Armitage, it was agreed to pay the singers \$7 a concert, plus \$6' sustenance money' for the trip. Pointed out that the rate will be boosted next fall when AGMA sets permanent scales for such engagements.

Dramatist Guild Again Feuding With the Bureau of New Plays

Julie Havdon's Mebbe Guester with Pitt Ams

Pittsburgh, Jan. 11.

If 'Shadow and Substance,' in which she's now featured, doesn't click on Broadway, Julie Haydon may do a guest for the Pittsburgh Playhouse later in the season in 'Autumn Crocus.' She tentatively promised as much to Fredrick Burleigh, Playhouse director for whom she did Noel Cowards' The Queen Was in the Parlor' at Cohasset, Mass, last summer.

'Autumn Crocus is scheduled here for the middle of March, with George Lueddeckens, student at Carnegie Tech drama school and son of well-known Scandinavian actor, playing the Francis Lederer role. Pittsburgh, Jan. 11.

'Father Malachy' Moves. 'Wine of Choice' Delays: TMAT. Musician Angles

Moving of Father Malachy's Miracle' from the St. James, N. Y. to the
Guild theatre, dated for next Monday
(17), confirmed reports that the Theatre Guild's 'Wine of Choice', slated
for the latter house, will not arrive
on schedule. Winet will be brought
back after completing the current
date in Pitsburgh, and the script
will be revised. There will likely be
cast changes, too.

will be revised. There will likely be cast changes, too.

Miriary Hopkins, on leave from Hollywood, co-featured with Leslie Banks and Alexander Woollcott, was reported having handed in her notice. That is inaccurate, since she has a run-of-the-play contract. However, upon the closing of the show, all contracts are out. Guild management says that Miss Hopkins has yet to indicate a desire not to appear in Wine when it resumes. Woollcott went into the cast after its Chicago date. His salary reputed to be date. His salary reputed to be

\$1,000.

Switching of 'Malachy' to another house started things around the St. James, operated by Boris Said and Eddie 'Dowling, especially when it was known that the latter's 'Shadow and Substance' would not follow in, requiring a smaller theatre. Said declared the show could not move because it has not fallen under the stop limit. It appears however, that the stop limit is there was mercally a verbal

because it has not fallen under the stop limit. It appears, however, that the booking there was merely a verbal agreement without stipulations other than one week's notice.

Guild's theater faced darkness with the delay of Wine, and it is understood that Mrs. Lawrence Langner (Armina Marshall), who aided Worthington Minor Malachy's staging, suggested to Delos Chappell, its presenter, that the play would be welcomed at the Guild. When Chappell was undecided about Malachy after he had abandoned it, Warren Munsell, general manager of the Guild, was among several showmen who saw a dress rehearsal and indicated willingness to lake it over.

Theatrical Managers, Agents and Treasurers union, however, advised Chappell, that the removal was regarded unfair, since the union box-office staff at the St. James would be thrown out of work, while the girls in the Guild bo. are not in TMAT. Producer was told that the Guild would be picketed, it has been for some weeks.

Understood that the musicians and stagehands' unions were contacted by TMAT, with a possibility that the latter, might figure support of TMAT because of the change in theatres. Musicians' union vere contacted by TMAT, with a possibility that the latter, might figure support of TMAT because of the change in theatres. Musicians' union vere contacted by TMAT, with a possibility that the latter, might figure support of TMAT because of the change in theatres. Musicians' union vere contacted by TMAT, with a possibility that the latter might figure. Support of TMAT because of the change in theatres. Musicians' union very contacted by TMAT, with a possibility that the latter might figure. Support of TMAT because of the change in theatres. Aussicians' union very contacted by TMAT, with a possibility that the latter might figure. Support of TMAT because of the change in theatres. Aussicians' union very contacted by TMAT, with a possibility that the latter might figure. Support of TMAT because of the change in the account of the product was a support of the product was a

OUR TOWN' PREEM

Princeton, Jan. 10.
Thornton Wilder's new play, 'Our
Town,' with Frank Craven in the
leading role, will have its premiere
at the McCarter Theatre, Princeton,
Saturday, Jan. 22. Jed Harris is the
producer.

producer. Play is skedded for New York opening Jan. 24.

Row between the Dramatists Guild nd the picture-financed Bureau of and the picture-financed Bureau of New Plays, Inc., broke out agai last week when the authors body demanded that Theresa Helburn, director of the Theatre Guild, either relinquish that post or resign as head of the bureau. Intimated that Miss Helburn as signatory to the dramatists basic contract had placed herself in a peculiar position, being a manager but also head of the bureau which the authors oppose. That authors may be induced not.

herself in a peculiar position being a manager but also head of the bureau which the authors oppose. That authors may be induced not submit scripts to the Theatre Guild if Miss Helburn does not comply, was an indicated possibility. Author's charge, made by Robert E. Sherwood, president of the DG, to the effect that the bureau has no production department and therefore plays secured in its competitions for scholarships and awards cannot reach the stage and may be bottled up for probable Hollywood use. That brought reply from Miss Helburn, who said: "You are deliberately misinterpretting or distorting the functions of the bureau, which is not a producing organization, and has no intention of becoming one." She added that the bureau's purpose was to help young authors through their trial period and aid them to secure productions of their special productions through their trial period and aid them to secure productions of their special productions through their trial period and aid their productions who accept scholar-ships.

It is known that several persons who were on the bureau's committee were told to resign or drop their DG membership. Miss Helburn made mention about being 'dictated to in your private Hig by a union.' Authors organization is not a labor union. Indicated that while the DG will not 'take action' against bureau will be a support the commitment of the comm It is known that several nersons

will not 'take action' against bureau competitors up to now, there might be restrictions placed against such writers in future contests.

Guild has repeatedly charged that the bureau is merely a Hollywood stalking horse aimed to break the dramatists' basic contract.

PRIESTLY MORRISON ILL. OUT OF 'TAKE IT'

Pittsburgh, Jan 11.

Opening of 'You Can't Take It With You' here last week found Priestly Morrison, who plays Grandpa Vanderhof, so seriously ill his understudy. Clarence Oliver, was forced, to take over the role for the entire Pittsburgh engagement. Morrison's wife came on from New York and took him back east for a long rest, with the management figuring Oliver will continue in the part indefinitely.

Morrison's poor health has made it necessary for Oliver, who ordinarily has a second-act bit in the show, to step into the breach several times since the troupe opened in Boston, so he wasn't exactly new to the part. Cricks' here applauded him generously for his performance, but weren't so cordial to the company general, calling it in the main second-rate.

Salt Lake's 3 Legits

Salt Lake City, Jan. 11.
Booking of three legits for t
Paramount theatre bere

"You Can't Take It With You is initialer to be staged on Feb. 11: The Women, March 2, and Victoria Regina, with Helen Hayes.

'MADE HER BED' DEBUT

Made Her Bed Debut Hollywood, Jan. 11.
Harry Hayden's next for the Bliss-Hayden minn theatre. Beverly Hills, will be Daniel Kussell's comedy romance, She Made Her Bed.
Set for mid-January opening.

B'WAY'S FAIR-HAIRED BOYS

Whole 'Pins' Cast to Join Equity; CIO-AFL Angle, Split Jurisdix

All people in Pins and Needles, saliric revue presented at Labor Stage (formerly Princess), N. Y., by the International Ladies Garment Workers union, will join Equity, according to Louis Schaffer, manager of the show for the union. Originally he asked Equity to take in half a dozen principals and exempt the others.

a dozen principals and exempt the others.
Equity did not seek membership among the company because the show was sponsored by a labor.
Equity was willing to exempt the whole outfit, which is a CIO affiliate, while Equity is AFL. There was also the angle that players in the show are already paying union dues might object being forced to kick into another union.
Equity indicated that it did not earse to establish a precedent of a split jurisdiction which would have obtained if only some of the Piny company joined. Schaffer thereupon decided that all should become Equity because ILGW intends turning its show unit into a commercial venture.

Equity because LGW intends turning its show unit into a commercial venture.

There are about 35 people in the revue, not all being principals. About half will join Equity, the rest going into Chorus Equity, Initiation to the latter \$15, with \$9 annual dues. Initiation to Equity, Initiation plus \$18 dues. Whether the initiations will be paid from the 'Pins' treasury apparently was not settled, but there seemed to be no objection on the part of the company to pay the money themselves. It is proposed to tour 'Pins' in the principal keys where union support assured, also to produce other shows. On such grounds Schaffer, figures the outfit should come under Equity regulation which calls for the posting of a bond guaranteeing salaries and transportation; the latter requirement comi if and when, long to the road.

ter requirement, comi il and when going to the road.

Majority of the ILGW is made up of men working in the cloak and and suit industry. All the show are amateurs from the shops and offices. Number are regarded as having talent.

CLEAR DISPUTE OVER 'DEAD END'

Dispute between Norman Bel Geddes and Sidney Kingsley, producer and author, respectively, or Dead End, 'was adjusted by arbitration last week. Both had retained counsel to defend a plagiarism suit which was thrown out of court. Gedder's lawyer cost more than Kingsley's but the arbitrators ruled the author not responsible for the fee Geddes paid.

Kingsley, however, was ordered to share the money paid for use of the 'Prisoner's Song,' for which there had been a claim, of the arguments, \$1,355 was awarded the author and \$525 to the manager. Former charged that by, holding back the coin the latter acted in bad faith, not explaining the reason for non-payment. Because of that the arbitrators ruled it to be an improper practice.

'But Don't Quote Me'

Hollywood, Jan. 11.

Elmer. Rice is in town and more quiet about it than if he weren't here at all. Says he isn't here for a picture job. Denies he has play to sell. Ridicules slovy that he has given up Broadway for the career of novelist. Says he expects to blow town immediately. Won't talk about his future plans. Hasn't time to go out with anybody for lunch.

Is hiding, like everybody else, at the Beverly Wilshine, which is fast becoming the rendezvous for the comrades who can't think without aviar.

While Alex Burns

In asking the local critics to pass up the opening of the Guild's Wine of Choice' in Philadelphia because he was new in the cast and was not ready, Alexander Woollcott led with his chin. Boys pulled out their hammers and gave him a shellacking.

Henry T. Murdock, of the Evening Ledger and regarded as one of the ace Philly reviewers, opined that Woollcott is okay as a critic and radio commentator, but that his ability as an actor is a poor third. Unless, added Murdock Woollcott is a croquet player; in which case, that is third.

Croquet is Woolcott's favorite outdoor sport.

1ST OF FINAL ATC AUDITIONS

First of the American Theatre Council's four final auditions were held on Monday (10) afternoon at the Guild theatre, N. Y., with a cast of 22 actors previously seen by the committee of the apprentice theatre, of which Antoinette Perry is chairman. Committee has auditioned more than 600 applicants, of which 80 have been selected.

Rest will be seen by managers in the subsequent three afternoons. Frances Fuller heads the sub-committee on auditions. Writers who contributed the scripts received no royalty.

contributed the scripts received no royalty.

Brock Pemberton appeared as a curtain raiser, requesting that no criticisms be written. Program, which was under the supervision of Winifred Lenihan, follows:

Sne
Directed by Theron Bamberger
THE STRAW' By Eugene O'Neil
Girl Helen Shield
ManLeslie Adams, Jr
Nurse Dorothy Darling
Directed by Robert Bell
PARIS BOUND' By Philip Barry
Richard Titus Ringe
MaryIlona Bucke
Jim Donald Green
Directed by Harry Ellerbe
'NADIR' By Lavinia Duni

	By Sidney Howard
Hester	Shirley Gregory
Robert	David D. Savage
	by Donald MacDonald
TILL THE	DAY I DIE'
	By Clifford Odets
Ernet	Jay Davie

Major	Will Davis
	Jay Barney
	Mabel Mignon
Directed by	William Miles
HE FIRST YEAR	By Frank Craven
	Larry Parks
Grace	Louise Buck
** **	

Mr. Barstow Jay Barney
Mrs. Barstow Edith Leslie
Scrvant Viola Kates
Dick Ralph Bell
Directed by Robert Ross

'Road' Back at L. A.

Los Angeles, Jan. 11.

Sam Grisman's Tobacco Road unit, which has been touring the sticks with east headed by Johin Barton, is set for week's run at the Billmore here starting Feb. 7. Show did 17 weeks on first stand.

Carlt m Miles, for several years with Henry Duffy in San Francisco, is ahead of show, with Dick Lambert booking.

bert booking.

CRIX PASH FOR INDIE GROUPS

Mercury's Barestage 'Cae-sar,' 'Shoemaker,' LGWU's 'Pins' Are Legit's Current Rage-Lads Toss Celebrations, Eye Bigger Houses Regular Managers Wonder What the Reviewers Would Have Written If They'd Tried It

HISTORY REPEATS

Success of presentations by independent groups this season on Broad way has the regular or -calle -called commercial managers thinking. The

way has the regular or called commercial managers thinking. They are wondering how the critics would have accepted similar productions had they been put on under established tags. There is no doubt that the indie shows have overshadowed the mid-winter crop, with one of two exceptions, thus far.

Guess of the regulars is that the press would have jumped upon them harder than usual if they had dared to offer fitually barestage shows such as Julius Caesar, 'The Shoemaker,' Holiday' (which sports the bawdiest lines of the season). Pins and Needles' or 'The Cradle Will Rock.' Trick in most of those shows, however, is the lighting, plus the energy in performance; mostly by younger players.

Revivals, 'Caesar' and 'Holiday,' the first two shows of the Mercury Theatire's repertory, sellouts. Pins and Needles', put on by the International Ladies Garment Workers union, which proposes to make the theatre unit a commercial venture, advertises that it is sold out for the balance of the month at the 299-seat Labor Stage, Gromerly Princess', Cradle, Will Rock' now being commercially presented at the Wind-Continued on page 63).

Unemployment Census of Equity; Data as Wedge for FTP Increase

It Never Rains

Mercury Theatre, N. Y., has two current productions, Julius Caesar' and The Shoemaker's. Holiday, alternating at the Mercury. Actor, who is in both attractions, last week met a; producer acquaintance on the

T've been waiting for seven years to get into a hit, he said, and now I'm in two at the same time.

LONDON CALLS TO GREENWOOD

Rather than chance a poor Broad way impression with a poor vehicle Charlotte Greenwood may return to Calariote Greenwood hay return to London where she hasn't the qualms she and her husband-manager, Mar-tin Broones, are experiencing cur-rently. The Shuberts want the comedienne to bring her 'Leaning on Letty' (musicalized 'Post Road') into Letty (musicalized Post Road) into Broadway, from Boston, where it is in its final week, but Miss Green, wood feels that she's favorably remembered since her last Broadway appearance 14 years ago in the Ritz Revue.' She doesn't want to spoil that with a poor vehicle.

She has script ready b doesn't feel it strong enough f Broadway, hence the probability the Broones will return to England.

Broones will return to England.

'Letty' has been touring 16 weeks
and a provisional notice is up in
Boston although, if bit pieks up it
may linger another fortnight beyond this Saturday although at precit it is deemed unlikely. It all depends on the outcome at the end
of this week.

Census of unemployed Equity actors is being made and it is honed that a better approximation of the number will be secured than hereto-fore. Questionnaires have been sent out to all members whether or not in good standing or unheard of recent seasons.

Object of the tabulation is to pro Object of the tabulation is to provide figures, which a delegation headed by Burgess Meredith will present in Washington late this week to WPA administrators. Latter will be asked to place more people on the Federal Theatre Project during the balance of the winter.

balance of the winter.

All recipients of the questionnais are urged to respond Immediately and stamped addressed return velopes are enclosed for such puirpose. Because of the migratory naturn of actors the last recorded addresses may be inaccurate many instances. Those not receiving questionnaires may send in the written information. Even though the answers are not received in time to be included in the data to be presented to the delegation, the questionnaires may be sent into New York head-quarters, anyhow, so the census con supplement the figures placed before WPA heads. Questionnaire asks:

1. Are you in the theatre now?

2. Are you wholly employed?

- 2. Are you wholly employed? 3. How many weeks have you worked in the theatre during the last three years?
- 4. Are you in WPA or the FTP?

three years?

4. Are you in WPA or the FTP?

5. Are you on home relief?

Equity is well aware of the shrinking of its membership. the last eight years. In 1929 there were approximately 11,000 members, although not all were in good standing. At the present time there are around 5,000 members, half of whom are paying dues. However, in 1929 there were 200 stock companies and 500 tent and repertory troupes.

Considerable percentage of the membership were people in the latter two classifications, which have been wiped out, although there are a dozen or so roving tent outfits in the midwest and on the Coast. Chatauquas, some of whose people also belong, having disappeared also.

It is believed that even if a majority of the questionnaires are returned the unemployment census will not be compilete. Many legiters have gone into other amusement fields, particularly radio and pictures. Understood the Associated Actors and Artistes of America will gather additional data from the Screen Actors (Guild and the American Federation of Radic Artists, latter union being well advanced in its organization drive.

TA to Step In on 'Devil' Benefit: AFM, Stagehands, Chorus Equity

N. Y. Theatre Authority will attempt to step in on the Between the Devil' benefit to be given at the National theatre, Washington, D. C. on Jan. 23, which President Rossevelt is backing. Producer, planned to pay the expenses of transporting the entire company from N. Y. to aid the National Paralysis Fund. Devil' is playing at the Importal monster Red Cross benefit was the floods of last year when the proposition of the state of the proposition of the state of the control of the proposition of the state of the constitution of the T. A. per proposition of the proposition of the

ages amount of all, is a matter that was not calculated at the outset.

musicians salaries, chorus girls - ages and transportation and Expenses for the Devil' benefit to be given at the National theatre, Washington, D. Con Jan. 23, which President Rosseviet is backing. Producer planned to pay the expenses of transporting the entire company from N. Y. to aid the National Paralysis Fund. Devil' is playing at the Imperial New York and the Imperial New York and the stage hand both have regulations connected with the show will also step in and demand payment for services of their men. Musicians 'AFM' and the stagehands both have regulations forbidding gratis services. There are a couple of loop holes, but the situation at hand will not fit in those grooves. Chorus Equity Js also et to demand salary payment for the chorus girls as well as their transportation.

Equity and the Chorus branch are already affiliated with the Thatre Authority. Decision of latter group at its council meeting today. Wednesday will decide for those two groups which appear only a benefits cleared through T. A.

T. A. seeks 15% of the gross for distribution to it various actor charities. This is deemed proper in view of the stars who are appearing gratis. Their salaries could not be boald, of course, and T. A. plans using that premise to collect.

Shuberts have stated that they will underwrite part of the nut them; even the following evening. Cost of the propose of the reference of the propose of

56

Plays on Broadway

Yr. Obedient Husband

Broaditival, Y., Jan. 10, '38, by Mar-
well Productions (Predric March and John
Connwell); written by Horace Juckson,
(comwell); written by Horace hackson,
March and Florence Eldridge starred, Dame
May Whitey featured. Staged by Crom-
and the destroy of the same
Well; South Light Dame May White
well; \$3,30 top. Mrs. Scarlock Dame May Whitty
Prie Street Annual Pried Allman Hickard Steele Fredric March Loseph Addison J. W Abasin Ferriblee Marth Wolfson Friedle Marth Wolfson Highlighth Marthy Solic
Produle Mouth
Titeffered Steele
Joseph Addison M. Austin-
Particular
Prizedicth
Harold Thomas
Training Tomos
Silve Laulihalem
Lade Envil.,
Fijzeneth Antiver 2010 Futick Harold Thomas Sitas Pennyileld Watter James Lady Egyil Figure Lady Egyil Louis Lady Envil Louis Technic John Cav. Ethel Morrison
John Cay John Pletard
Mcs. Howe Ethel Morrison
Thomas Howe, P A. J. Herbert
Thomas Howe,
Tady Warwick Katherine Stewart
Lard Finch

'Yr. Obedient Husband,' first known as 'Christian Hero,' favorably impressed first nighters, especially during the last half of the performance. Yet it is doubtful of attracting as well on Broadway as on the road, despite the picture stardom of Fredric March. Limited, engagement indicated,

Miss Edvider has an availant and

ing as well on Broadway as on the road, despite the picture stardom of Fredric March. Limited, engagement indicated,

Miss Eldridge has an excellent part and wins the honors during the first two acts. The head of the first two acts are the start two acts and the start two acts are the start two acts. The head of the start two acts are two acts and two acts are two acts and two acts and two acts are two ac

Guild repertory, which led to Holly-wood.

Dame May Whitty, as Prue's hu-morous mother, Katherine Stewart, as another old girl with a crisp tongue, are in chief support, Marilyn Jolic, as the child, and Montgomery Clitt score.

Clift score.

Production is heavy, costumes look costly, and the staging paces the performances very well.

Ibee.

Time and the Conways

Frama in three acts by J. B. Priestley.
Presented by Crosby Galge, in association.
with Joan V. Grombach, and George
Greening, at the Ritz, N. Y., Jan. 3, '38,
at \$3.30 top (\$4.40 opening). Features
Cold the control opening); rentures.
Sybil Thorndike. Directed by Irene Hent-
schel; seiting, P. Dodd Ackerman.
Harel Terry
Harel Terry Carel Mary Jones
Alun
MadgeJoan Henley
Kar
Kay Jessica Tandy
Mr. Conway Sybit Thorndlke
Josu Heifard
Garald Thornton Norman Wooland
Bruest Beevers Guy Pelliam Boulton
Itabin

One of those 'interesting' plays this appears to have only a moderate chicken and the state of t

runt who terrifies her. Carol, the youngest and most promising of the family, has died. Madge is a disillusioned, finity old maid school marm. Once a dashing young warfyer. Robin is a now shiftless, drunkler of the state of th

lier children's fortunes and foretelling bright futures for them. Kay realizes the dire things actually in store.

Play grows in intensity through the first two acts in which Priestley and the store of the store o

RIGHT THIS WAY

MAIGH 1 FILES WAY

Mariet in Vive net (10 corne) presented
by Allier Alexandre at 48th Street theatre,
N. L. Jan. 3. S. Festiaws Guy Mobrison, Tamirin, Joe E. Lewis, Staged by
Mariet S. Harden, S. Lewis, Staged by
Mariet S. Harden, S. Lewis, Staged by
Mariet S. Harden, Mariet, With additional
Brown, Waters, with additional
Dances staged by Mariety, Fledling with
indict Interduces by Pablas, Nowey, Sotlines, Nat Natronh, costumes, Mins White,
Bombooki - Caracteristics of the Control of the Control

Bombooki - Caracteristics of the Caracteristics of the Control

Bombooki - Caracteristics of the Caracteristics of the

ľ	Lissa, the m:Leona Stephens
ı	Jen Doane
Ϊ	
1	Plora Raldwin beona Powers
J	James Withington Millon Parsons
١	The Girl April
ı	The Poy Jack Williams
1	Smalling Joe E. Lewis
'n	Spatialing
ľ	Phil Donne
	Judy March
	Butlers J. Glichrist, Joey Ray Mimi's Assistant Dorothen Inckson
	Mimi's Assistant Dorothen inckson.
	Condesse De Marca Dorothy Maris
	Peasant endorLeona Stephens SamJoey Ray
	Sam. Joey Ray
	Ladley of the Ensemble: Christine Brom-
ď	lev. Mainte Carroll, Violet Carson, Ginger
	Dixon, Virginia Grimes, Frances Holmes,
ż	Derothea Juckson, Catherine O'Neal, Dor-
	othy Spelcher, Zynnid Spencer, Charlotte
٠	Stall, Edith Stromberg, Plorence Ward.
	Gentlemen of the Ensemble: Nelson Bar-
	elitt. William Cope, Charles Curran, James
	enti, wimam cope, charles curran, sames
	Cushman, Hugh Ellsworth, Robert Gom-
	pers, Clark Lesion, Jack Riley, Harris
	Woodford. The Four Toppers: Leon Law-
	rence, John Lewis, Hal Holia, Theodore
ì	Scott.

Right This Way is too plot-filmsy, tune-shy and non-combustible to last long as a Broadway musical. It's a book show without a single genuine situational complication. Most of its semi-success as entertainment results from two interpolated vauderoulle routines transferred in closely would be merely a dull boy-losses gicl-gets-git-back hashover. The E. in Joe Lewis billing is a new affectation for musical comedy billing.

ing Music is pleasant, but not melodi-ously memorable. Dancing is nice, but not socky. The players are ex-perienced, but author-stranded. The definite pluss include Lewis doing his vaudeville stuff, Blanche Ring sounding a nostalgie note leading a boy number and the costuming of Miles White, which is consistently tasty.

Locale is the living room of the ConMiles. White, which is consistently,
tays in a suburban English town.
Characteris the Conways and,
their friends.

After Act One has revealed the
cherished hopes of the Conways as
they're grayly assembled for Kay's
21 birthday, Act Two shows the
pitiful fate in store for them. Instand of awriter of great fiction. Kay
has become the sob sister of a Londin paper. She despises her work
and a romance with a married main
has brancht her added bitterness in
stand of contentment.

Model quee the town belle, is maried to a sadistic, selfish, successful

blance of life and animation in anything no basically lethargic as the Pot and general layout.

Plenty of struggles and fixings preceded the N. Y. opening. Some of the stray ends of the surgery are still visible. At the beginning of Act Two. there are a few forgotten lines that bad not been edited to conform with transpositions in percently clumsy and slooppily written. The surgery are still visible. At the Deporture of the control of the conform with transpositions in percently clumsy and slooppily written. Tamara and Leona Powers. Miss Powers and Miss Ring are both stelling performers. The audience must instinctively feel that sooner or later they'll get going. Their crisp delivery and syllable-exact lines and the structure of the structure o

Greatest Show on Earth

Greatest Show on Earth
Comedy in three focts 402 series) by Vincent Duffy and treen blosunder of the
Greatest of the Committee of the
Greatest of the Committee of the
Flacknowse, N. Y. dan. 5, 38, at \$3.00 to
Greatest of the
Flacknowse, N. Y. dan. 5, 38, at \$3.00 to
Greatest of the
Flacknowse, N. Y. dan. 5, 38, at \$3.00 to
Flacknowse, N. Y. dan. 5, 38, at \$3.00 to
Flacknowse, John Root, continues
Frank Levan.

Ann. John Root, Columnia
Helper Columnia
Marchagan

Anthony Columnia
Helper Cub.

Junior Keith Funder
Gub.

Junior Keith Funder
Gub.

Junior Keith Funder
Gub.

Junior Keith Funder
Helper
M. Shieley Indies
Honey
M. Main Greatest
M. Arhin Chiefe
M. Junior Geria House
M. Junior Geria House
M. Folar
J. Junior Geria House
M. Folar
M. Folar
J. Junior Geria House
M. Folar
M. Folar
J. Junior Geria

This is one of the most unusual plays of recent seasons. It might also have been one of the most notable, but the possibilities in its imaginative idea have been tossed-away through inept writing. Even eloquent playing and brilliant settings and costumes don't save it. The Greatest Show on Earth has only a slim chance on Broadway. Its prospects for film material would depend almost entirely on the adaptation.

Play is about the animals in a circus and deals with them as if they were humans. Actors play elephants, lions, horses, bears and a snake. No humans are portrayed, although the keeper is an offstage although the keeper is an offstage alty is seen. Story is simply that of the snake's plot to have the keeperkilled. He does this by playing on the feelings of the lions, who long for freedom.

Animals are shown to have 'char-

ine snakes plot to have the keeperidied. He does this by playing on the feelings of the lions, who long for freedom.

Animals are shown to have 'characters' and 'disposition' of the sort generally imagnied; lions being markets, and 'disposition' of the sort generally imagnied; lions being markets, and the second of the sort generally and the second of the sort generally and the sort the sort in a several scenes of intended comedy relief. They are, wrong on both counts. Two scenes about the horses aren't even remotely connected with the story; they aren't funny and aren't a relief. Simply ill-thosen smut that impedes the action and cheapens a distinctive play. Not until these authors thought of it has anyone suggested animals have dirty onto been exclusively human.

Show offers real scope for settings and costumes, and John Root and Frank Bevan, respectively, have admirably, handled those departments. Circusy traveler, with flags and posters, creates an immediate sawdust and sideshow atmosphere. Most effective sets thereafter are the lion cages and the elephan quarters. Costume sourticular good.

Virtually the entire cast turns in a sparkling herformace, but several stand, out. Edgar Stehli, as a sarkling herformace, but several stand, out. Edgar Stehli, as sarkling herformace, but several stand, out. Edgar Stehli, as sarkling herformace, but several stand, out. Edgar Stehli, as sarkling herformace, but several stand, out. Edgar Stehli, as sarkling herformace, but several stand, out. Edgar Stehli, as sarkling herformace, but several stand, out. Edgar Stehli, as sarkling herformace, but several stand, out. Edgar Stehli, as sarkling herformace, but several stand, out. Edgar Stehli, as sarkling herformace, but several stand, out. Edgar Stehli, as nearly herformace, but several stand, out. Edgar Stehli, as nearly herformace, but several stand, out. Edgar Stehli, as nearly herformace, but several stand, out. Edgar Stehli, as nearly herformace, but several stand, out. Edgar Stehli, as nearly herformace, but severally

of venom, he achieves a striking effect.

Anthony Ross and Dorothy Patten, as the adult lion pair, give a magnificent effect of caged, leoning to rage. Frank Lovejoy also convincing as a young lion; while Margaret Perry as a nearly adult lioness is sincere, forceful, direct and moving. Her performance mentis a better written part. Alice Belmore Cliffe and John Alexander are persuasively ponderous as eleohants.

Greatest Show on Earth is a better show than it is a play. But it's still better as an idea. Hobe.

Shoemaker's Holiday

Comedy revival in one act by Thomas bekker, Presented by the Mercury The-ire Group, In rejectory. Produced and laged by Orson Weller all the Company of the Company of the Company of the International Company of the Company of the 2.76 top (33.30 opening).

the King	1.15
tin tingle Years Prederic Toze	1'0
towiund Lacy	еń
Askew Mow	1.7
ir Rover Oteley John Hoysra	dt
daster Warner John A. Wills Unster Scott George Dutl	ırd
United Scott George Dutl	ı ie
ilnon Eyre	ue
Cirk Hiram Sherm Rafph Elliatt Re Dodger Francis Carpent	'nπ
Colob Ellight Re	old
Andreas Prancis Carpent	er
butch Skipper Stefn Schnat	ne)
loy Arthur Anders	on
serving Man William Alla	nd
Alice Fre	at
toge Alice From Barron Barron Marian Warring Mani	ott
Mustan Warring Man	ev
ane Ruth Fo	re
Attendants: William Howell, Charl	104
Baker. Soldiers: Charles Baker, Tilesi	OT
erry George Lloyd, Frederick Ro	ě.
rederick Thompson, John Berry, She	
nakers: Richard Wilson, William He	
lames O'Rear, Frank Westbrook	
lames O Rear, Prans. Westbrook.	. 9

incident flownson, John Herry, Shor-James Richard Wilson, William Herr, James O'Rear, Frank Nestwook.

Mercury Theatre has dipped into Thomas Dekker's archard Wilson Herr, James O'Rear, Frank Nestwook.

Mercury Theatre has dipped into Thomas Dekker's archard Wilsonery, It is a 'Shoemaker's Holiday'. When it is a 'Shoemaker's Holiday' turned to festive holiday.

When it is a 'Shoemaker's Holiday'. When it is urned up several weeks ago with the modern version of Julius Cesar', the O'rson Welles group became the wonder of the Stem. With Holiday', it definitely takes its place among the topflight. The bamdy dialog amused the opening might audience considerably will do next. It has undertaken what few have dared, producing a play low have a stem of the first time in more than a quarter of a century that has found little favor among playgoers. It is the first time in more than a quarter of a century that it has been produced in this country, as far as is known.

Orson Welles has staged it with his usual ability, cutting the original play to run a brisk hour and the more than a quarter of a century that the standard of the working man during this period. He working man during this period. He wisions an existence for him akin to a Utopia. To Dekker there is seen even the possibility of the lowly rising to the heights, as indicated by the ascension of Simon Eyre, without benefit of an Earl Browder.

Love, too, has its place in the cast mart when even king sees the advantage of balancing the social scale by fostering romance without benefit of an Earl Browder.

These are stout roles undertaken by the cast. There is not one that the other of the deep man as the buffooning Firk.

Sherman cavorts about with gay abandon that smacks of grand comedy, wistfull in simple, supine way.

ing Fire.

Sherman cavorts about with aga abandon that smacks of grand comedy, wistful in simple, supine way, yet delightful in his impish spoofery. Edith Barrett beats the drums as the vixen lady's maid. Other splendid performances are turned in by George Coulours Joseph Cottene Prost, Norman, Lloyd, and Elliott Reid.

There is one setting, rough, yet

Reid.

There is one setting rough, yet impressive of a London street. Shoemaker's Holiday a fitting addition to the Mercury Theatre repertoire. Of course, it has no film possibilities.

London Opera Company

Pour on-eact opera presented with the London-Intimate Opera Company by Wester Springly Dodge, Miniature sets designed and executed by Walter Sprindherry, act the Little, N. Y., Jan. J. 33, 33, 000.

A pastoral opera by Dr. T. A. Arne, Adapted, Arranged and produced by Frederick Woodhouse.

Winter Finding Company of Prederick Woodhouse.

Geoffrey Dunn Geoffrey Dunn Geoffrey Dunn

The Brickdust Man' Musical by Charles Dibilin; adapted and urranged by Geoffrey Duni and Gwenn Kalkin. Produced by Geoffrey Duni Geoffrey. Duni July Wildrig Radford

Devised by Francesea Allison, with musu by Henry-Turcell, words and production by Geoffrey Dunn.

Frederick Woodlongs June Quince.

Geoffrey Dunn.

Maritornes.

Winifred Indford

This is opera a la Ruth Draper, plus two more characters. It's certainty not for Broadway but might do for Chautauqua, being more of a concert presentation. First reperfory program consisted of three short life to the constant of the short life of the constant of the control of the century less and one of the century less and one of the century less and the concert interludes and three songs. Most of the audience was politie enough to stick if out.

Perhaps it isn't the fault of the three actor-singers that it dull evening. The rediscovered master-pieces' might be more charming if presented on the concert stage. At best this program only likely to interest students of music.

Frederick Woodhouse, bariton Winifred Radford, lyric soprano, and

Geoffrey Dunn, tenor, perform in a style somewhere between light and serious opera, but fail to fill out the stage with their efforts. Instrumental selections played by a very competent orchestra, between numbers, are by Bach and Purcell. Three 18th century songs are rendered by Woodhouse. Miniature sets are well executed.

The Grand Monarch

Dince drains presented by Haroid, R. Peat, Inc. (12 seenes). Starw Jucques Cartier, Difected by Junes Norris and Arthut Sirean. Written by Cartier: music written and played by Mary Morky the Little, N. Y., Jan. 10, 38, 22.77 pp.

written and played by Many Morley, the Little, N. Y., Jan. 10, 38, 32.75 km.

Jacques Cartier, dancer, who appeared in Ziegfeld musicals' and more recently in pictures, is now presenting a full evening's performance traces and for the women favorable out of town notices. Show is probably a cinch for the women's clubs, but it's not likely boxoffice in a legit thouse. Friendly audience opening night, however, gave every indication of liking the program, booked for a one-night stand.

Performance traces the life of the French king through various phases, with Cartier doing several scenes in dance, and playing three characters besides the king. It's well staged costumes designed by the actor-authordancer are colorful and attractive.

Mary Morley's music is well and the standard of the first and lags anament aper howevers tough as anament aper howevers tough as anament aper in the first and lags anament appressed by Harold Peat, concert manager turned impresario for the occasion.

Shows Out

Three holiday incomers were fast

Three holiday incomers were fast flops as indicated at the respective debuts, while a run show also quit the Broadway boards last week.

In sight of a year's stay, 'Having Wonderful' Time: closed at the Lycum last Saturday (8) after 46 weeks. Plans to move the show were dropped, new house with large enough stage being unavailable. Time did moderately well all the way, averaging \$8,000 to \$8,000 weekly. Road company also closed.

HAVING WONDERFUL TIME

TIME

Opened Feb. 20, '27. Excepting one dissension, first stringers unanimously okayed this comedy. Anderson (Journal) said, 'It is unsteady, ilitie awkward, and finally tedious,' Mantie (News), 'I shall classify the play and Katherine Locke as Joint hits.' Variety (Kauf), 'Show won't be a smash, but should be okay for a while for pretty good business.'

'Tell Me Pretty Maiden' stopped Saturday (10) at the Mansfield after three and half weeks to small takings.

TELL ME, PRETTY MAIDEN TELL ME, PRETTY MAIDEN
Opened Dec. 16, '37. Critics
didn't like this Bushar and
Turek production. Anderson
(Journal) said. 'Whole piay
iacks point.' Coleman (Mirror), 'Almost good piay.'
Variety (Ibee), 'Has a chance
for a moderate engagement.'

One Thing After Another folded Saturday (8) at the Fulton after two lean weeks.

ONE THING AFTER ONE THING AFTER
ANOTHER
Opened Dec. 28, '37. Secondstringers gave this going
over, with one or two liking
it. Barn (Heraid-Trib).
'Third rate play.' Variety
(Ibee), 'Brief stay at best.'

'Straw Hat' was yanked from the Bayes (roof) after four perform-

STRAW HAT

STRAW HAT
Onened Dee, 39, '37, Opinions
were against. Brown (Post).
Title defies the calendar with
distressing results.' Watts
(Herald Trib), 'Feeble and
Hopelees.' Variety ((bee),
'Amateurish, will not even do
for the cut rates.'

HARRIGAN TO ROOST

Hollywood, Jan. 11. William Harrigan is en route to Manhattan to start rehearsals as lead in 'Roosting,' which Al Lewis

lead in Hoosting, which is producing,
Actor was committed for role in Harold Lloyd's Professor Beware, but was released for the stager.

Chi Steaming: Victoria' \$25,400. 'Tovarich' \$13,500, 'Take It' \$11,500

Chicago, Jan. II.
What with a combination of holidays, conventions and swell weather, the Chicago legit-season-sails-along, and the cast was paid out of the Equity bond after nine performances, which wound up Sunday (2). Heavy exploitation, society backing and locale couldn't help.
On the other hand, Tovarich, You Cap't Take it With You Who Asson was the cast was paid out of the Equity on the couldn't help.
On the other hand, Tovarich, You Cap't Take it With You Who Asson was the couldn't help.
On the other hand, Tovarich, You Cap't Take it With You Cap't Take it With You Cap't Take it With You was the work of the work of

FRISCO ONLY SO-SO: 'STREAM' MILD \$10.000

San Francisco, Jan. 11.

Lady Precious Stream' was only lightly attended at the Curran last week, but the Chinese drama has been retained for a second session. San Francisco Light Opera Guild. bolstered by the presence of Frank Moulan and Vivian Hart in the cast, is though the crist of the cast, but hough the crist of the cast, bit has been okay. Estimates for Last Week

Lady Precious Stream'. Curran (2d. week) (1.500; \$2.50). Ten thousand. dollars claimed for first week, m.s.g., but stays second starca.

San Francisco Light Opera Guild, Centry (3d week) (1.00; \$1.65). Even Presional stardmanes not up to professional stardmanes not up to professional stardmanes how the beer good. Second week showed profit at \$8,000.

Detroit Hot for Legit; Maurice Evans \$15,000

Detroit, Jan. 11.

Past two stanzas have been profitable ones for Cass theatre here. first with Joan Bennett's Stage Door, and last week with Maurice Evans. Richard 11. House is dark currently but reopens next week.

Through New Year's 'Stage Door' clipped of a rand \$1.300 prefty clipped of a rand \$1.300 prefty clipped of a rand \$1.300 prefty clipped of a rand \$1.500 prefty clipped \$1.500 prefty cli

'Door' \$15,700 St. Loo

St. Louis, Jan, 11.
Stage Door, bit \$15,700 at the American Theatre last week. First-class plays with New York casts have lifted legit in this conservative burg from the doldrums and even the business recession has not been able to nick interest.

so nick interest.

Stage Door, American (1,707;
\$2,50). Fine biz for eight performances, \$15,700. Brother Rat pulled \$17,137 the previous week. Edna His Wife with Cornella Otls Skinner, started Monday (10) for a week's engagement.

'CAN'T TAKE' \$22,000, PITT; 'WINE' CURRENT

Pittsburgh, Jan. 11.

Biggest smash of legit season so far, with he had been smash of legit season so far, with he had been season so the history of the had been season season season season season when season s

of the year with one exception, toria Regina. At \$22,000, great.

PHILLY SPOTTY: 'BABES' 141/2G, **'RAT' 11G**

Philadelphi, Jan. 11.

All local houses (a possible total of four) are sporadically booked for the next two months. From present indications, however, there will, be plenty of juggling and switching of shows, to say nothing of a scattering of dark weeks. With all four houses of the second of the

enough in second week to warrant holding.

Abbey Theatre Players arrive next wonday (17) not at either the Locust or Chesthut as previously announced, but at the Forrest. After the Abbey, the Forrest has two weeks unbooked, then two of Murder in a Cathedral and then (as announced here) two common than the last one. If not, 'The Women' (return) will probably be the booking, Chestnut, now playing 'Shadow and Substance, doesn't report another thing until Yes, My Darling Daugher Feb. 21, but's figured likely part of that four-week gap will be filled in.

of that four-week gap will be filled in.

Estimates for Last Week

Having Wonderful Time, Erlanger

1,859, \$2). Closed Saturday (8) after two weeks; \$7,000 last week kay. No bookings until Jan 31, then durable the second subsection of the second

'ROOM SERVICE' \$7,000; **CLEVELAND IN SLUMP**

Cleveland, Jan. 11.
Terrific slump after New Year's eve took the starch out of Room Service. Comedy got only a handful of a crowd, despite good notices, and gave the Hanna, just a weak \$7,000 in agree the Hanna just a weak \$7,000 in current Tonight at 8:30 did a brisk business in advance ducuds and is more promising. You Can't Take It, previous to. Room Service, was hot enough to keep the Hanna out of the effor January, Pulled in \$22,000 in 10 performances, a house record for the scale.

the scale.

Bookings are in such a state of flux that the house faces a couple of dark weeks. Play House holding 'Amazing Dr. Clitterhouse' and 'Night of Jan. 16,' both stock, for a fourth

Room Service, Hanna 11,435; \$2,50). Poor \$7,000, due to quiet post-holiday conditions.

'Can't Take It' Booked

Cincinnati, Jan. 11.

Town's only legit this week is
three performances by Maurice
Evans in King Richard II' at the
2,500-seat Tatt. Friddy and Saturday
14-15). Shubert bookings revert to
Lair Take Cowing 22

Michael Take Cowing 22

Chart Take Cowing 22

Compeliated Cowing 23

Compeliated Cowing 23

Compeliated Cowing 24

Statistics of the Scason for visiting shows. Cornelia

Colis Skinner in Edna. His Wife' is
scheduled for the Cox Feb. 10-12.

Estimate for Last Week

Tonight at 8:30, Cox (1,250; \$2,75).

Hit around \$8.000, olay but below
expectations. Had a party-sellout
first night. After that biz was limp.

Room Service' the previous week
drew \$11,000 in nine times; \$4,516 in
two shows New Year's Eye.

'DAUGHTER' O. K. \$7,500, L. A.; 'WOMEN' FOLLOWS

Les Aspeles, Jan. 11.

Yes, My Darling Buaghter, starring Florence Reed, winds up three
profitable weeks at the Biltmore this
Saturday (15). House reopens the
following Monday (17) with a three
weeks' run of The Women. Tobacco Road returns Feb. 7 for single
weeks sojourn.
Federa Theatre Saturday with a
new stason Theatre Saturday with a
new Milderness, set for two
weeks, FTP also has a deal on for
priet tenantry of the long-darkened
Belasco theatre.
Estimate for Last Week

Yes, My Darling Daughter, Biltmore (C-1666, \$2,75) (3d week). Interest held fairly strong on second
week for return Fa.

'Days Without End, Mayan Debuts
Thursday (13) with Kenneth. Patterson, and Roy Winborn topping the
cast. Lorin Baker Jiereting,
'Lovaities,' Hollywood Playhouse
Opening next week after successfulrun of Androcles and the Lion.
Torduct The Saturday (15).

SCHADOWIN MORE 814 TOO.

'SHADOW' NICE \$14,500; WASH. PERKING AGAIN

Washington, Jan. 11:
Legit-hungry citizens, with nothing to sate their appetite since Maurice Evans' King Richard II' a month previous, brought happy days back to the National over the holidays. Spring, Thaw, Clare Kummer comedy scorned pretly generally by keep customers' from 1900 to Sec. Roland Young, week of Dec. 27. He is responsible, however, for just about all the show's estimated \$11,000 gross.

about all the show's estimated \$11,000 gross.

'Shadow and Substance,' with Julie Haye', Cedric Hardwicke and Sara Allgood, last, week, wonhuzahs and built gradually on word of mouth, each day mounting over day previous. Saturday night best of week, unusual for house.

Constance Cummings opened yesterday (Monday) in 'If' I Were You, we farce by her, husband, Benn Levy and Paul Hervey Fox. Latter is producer.

Levy and Faul increase.

Estimate for Last Week

'Shadow and Substance', National
(1,698; \$2.75). Opened mildly, then
built to approximately: \$41.500, sweet
considering general business locally.

'Glitters,' Abbott Show, Ghttering in Baltimore

Baltimore, Jan. 11.

George Abbott is back in town with another pre-Broadway try. All That Glitters, at the Maryland. Good sale, mounting on strength of Abbott's previous 'openings here of Brother Rat' and Room Service.

"Max Gordon's latest effort, Spr. 1988, Gordon's latest effort, Spr. 1989, Gordon's Latest effort, Spr. 1989,

Nothing on the books for the com-ing weeks at both legit houses. Legit biz here generally okay this season.

Treasurers Club Show

Treasurers Culu, whose membership consists of box office staffs in New York legit theaties, will hold a benefit show at the Imperial, 26 20. Sole purpose of the event to replenish the organization's sick and bujual fund.

It will be the 47th annual treasurers' affair.

'Rat' \$7,000, Mpls.

Minneapolis, Jan. 11.

Brother Rall drew a good \$7,000 for three nights and matinee at Lyceum last week. You Can't Take It With You' is underlined for an entire week next month.

Tonight' \$8,000, Cincy; Can't Take It' Booked Post-Holiday Slump Wallops B'way, Some Closing, Others Will Tour; 'Right' Again Top 32G, 'Hooray' 27G

Post-holiday pace along Broadway found business markedly off among many shows. Long-stayers felt the decline more than others. Oncolosed, another will go out next work of the season will probably be scheduled to take to the road.

Only major production which held form was 'Id Rather Be Right,' which sold out every performance but one, and approximated \$32,000. Hooray for What!' which leaged to the lead during New Year's week slipped back with takings of around \$2,7000.

Press again went to town for the Mercury theatre, which revived A Mercury theatre, which revived A "Tell Mercury theatre, who was the taken to the tell with the taken to the tell with the taken to the tell with the taken the tell with the taken the tell with the

used to take to the road.

Only major production which held to form was 'I'd Rather Be Right' which sold out every performance but one, and approximated \$32,000, Hooray for What!' which leaped to the lead during New Year's week, slipped back with takings of around \$27,000.

Only major production which held for form was 7d Rather Be Right, which sold out every performant was allowed to the lead during New Year's week, "More of the week along with a strong of the week and the lead during New Year's week, "Somemaker's Holiday," playing the show part of the week along with the part of the week along with show part of the week along with show part of the week along with the week along with the part of the week along with the week along with the part of the week along with the week along

Plays Out of Town

Baltimore, Jan. 10.
Comedy in three acts by John Barnswin and Kenneth Simpson. Freested an directed by George Abbott. Settings by Joh Barnswin and Manyland, Baltimore, Jan. 10 35, 32-24 top.
Settion.

\$2.20 top,
To Sulton David Orrick
fram Muggy Williams Allyn Joshyn
V Hamlin Royal Heal
Jein Casto

Indiculus. George W. Smith Edwards.

Returning to comedy and the same heater that saw the birth of Brother Rat and Room Service, George About has whacked out another hit for himself. 'All That Glitters' is smart, fast, sophisticated and excellent theater from the first curtain. Given the Abbott flare for laugh buildup, this new one can't miss on Broadway and in pictures.

It's the story of a Park avenue practical older who introduces a chippy into society. The complications that follow, both comic and almost trazic, present a series of suspense-filling situations and twists that hold up in steady fashion. Dia piece sing story much on the land of the story much on the land of the story of the story

IF I WERE YOU

Prince by Paul Hervey Fox and Benn Wey, suggested by an Idea in Thorn the survey is the survey of th

Jebra Batty, Janet Hill
Nalle Blunt Constance Cummings
Conneth Batty Hurold Vermilyee
Maxis Maxbrick Irving Morrow
Constable John O'Connor
Dr. Alexander J. Malcolm Dunn

Comedy turns out to be a crazy rutty, spectacle, and its chances of clicking are favorable. It's got justy should have. Opening night audience however, and it is chances of the control o

ALL THAT GLITTERS of a highly technical nature which might interest the laboratory boys, but not the average theatregoer. It could be shortened considerably. But from the moment the principals from the moment the principals change sexes, comedy races along and builds up to a hysterical last act

and builds up to a hysterical last act curtain.
Constance Cummings, after a sorry excursion into the Theatre Guild's Madame Bovary, returns to happier, ground in the role of, the scientist's wife. It's, a difficult part and, she does it remarkably, well: Bernard Lee, brought o'er from England to play the role of the hapless scientist, does it creditably. Betty Fields is excellent as Nora, the maid, while other parts are well beautiful and the scientist of the s

Dunn,
Fline settings have been contributed by Raymond Sovey and the production expertly staged by Levy.
'If I Were You' has excellent film possibilities.

REQUIRE 10 PIT MEN FOR 'CRADLE ROCK'

Although they are not used in the performance, Sam H. Grisman was required to engage an orchestrator 10 pieces when he presented The Cradle Will Rock regularly at the Windsor, N. Y., starting last week. Theatre is "penalty house," one which does not use pit men regularly and the pay rate is \$100. per man, Cost of the musicians is nearly as much as that paid the whole company.

much as that paid the whole company.

Manager, when taking over Cradle, had been advised by two musicians union representatives that four men in the orchestra would be satisfactory. Union later stated that its people had no authority to make such a ruling and the manager was told that 10 men would go on the payroll or the show could not open. Cradle was one of the Mercury Theatre shows originally limited to Sunday performances. One of its features the music, emanating from piano on the stage, pianist explaining the 'scenes' as the performance proceeds. It is a barestage show which was first described as 'opera'. Refusal to classify the performance, whether musical or not, caused the musicians, situation.

Hecht-MacArthur Suit Vs. Billy Rose Settled

Vs. Billy Rose Settled
Suit for \$14,000 which was brought by Ben Hecht and Charles MacArthur against Billy Rose and Jumbo, Inc., in connection with the radio rights to the production, was settled out of court last week for an undisclosed amount.
Royalties ceased after the first 13 weeks, Rose claiming that the Texaco Circus Concert was no longer the Jumpo program, Jimmy Durante having throped out. Controversy over extended serialization is believed to have been the first of its kind.

ENGAGEMENTS

wer his follure to accept her advice not benefit by the incantation consisted in a hook given to her by her mutation in the state of th

I.MILLER hoe Jala eds expressly for I. Miller 4 Orig. 6.95 & 7.95 MADEMOISELLE.« 562 Fifth Ave. 450 Fifth Ave. 49 W.34St. 1552 B'way

Current Road Shows

LEGITIMATE

WEEK OF JAN. 10 'All That Glitters.' Maryland,

Abbey Players, Copley, Bos-

ton.
'Brother Rat,' Locust, Phila-

delphia, Brother Rat, Davidson, Mil-

waukee (9).
"Edna, His Wife" (Cornelia
Otis Skinner), American, St.

'Housemaster,' Plymouth, Bos-

ton.

If I Were You (Constance Cummings), National, Washing-

ton.
'Leaning on Letty' (Charlotte Greenwood), Wilbur, Boston. 'Night of Jan. 16,' Werba,

Brooklyn.

"Richard II" (Maurice Evans),
English, Indianapolis (10-11),
Hartman, Columbus (12-13),
Cox. Cincinnati, (14-15).

"Room Service, Royal Alexandra, Toronto.

"Room Service, Academy of
Music, Roanoke (10); Lyric,
Richmond, Va. (11-12), Playhouse, Wilmington (13-15).

"Shadow and Substance,
Cedric, Hardwicke-Julie Haydon's, Chestut, Philadelphia,

"Stage Door" (Joan Bennett),
Grand Opera House, Chicago,
Tobacce Road, Aude, Fresno,
(11-12); Aude, Modesto (13),
Aude, Slockton (14); Aude, San
Jose, Cal. (15).

"Tonight at 8:30," Hanna,
Cleveland.
"Tovarieh" (Eugenie Leontorooklyn. 'Richard II' (Maurice Evans),

Cleveland.
"Tovarleh" (Eugenie Leontovich), Selwyn, Chicago.
'Victoria Begina' (Helen
Hayes), Erlanger, Chicago.
'Whie of Choice' (Miviam
Hopkins), Mixon, Pittsburgh.
'Women, Paramount, Austin
(10): Majestie, San Antonio,
11): Texas, Houston (12-13);
Plaza, El-Paso (15).

(11): Texas, Houston (12-13): Plaza, El Paso (15).

'Yes, My Darling Daughter,' Biltmore, Los Angeles,

'You Can't Take It With You,' Harris, Chicago.

'You Can't Take It With You,' Can't Take It With You,'

Temple, Meridian, Miss. (12); City Hall Aude, Montgomery (13); Temple, Birmingham, Ala. (14-15)

(14-15).

"You Can't Take It With You.'
Weller, Zanesville, O. (10);
Union, New Philadelphia, Pa.
(11); Colonial, Akron, O., (12);
Park, Youngstown, O., (13);
Shea's, Bradford (14); Shea's,
Erie, Pa. (15).

'Flame' Chorus Girls In N. Y. Equity Group

Chorus girls 'The Fireman's Flame, at the American Music Hall N. Y., have joined Chorus Equity and a contract is in process of being negotiated with the Krimsky Brothers, producers of the old-style mel-Understood it has not been decided in just what classification the girls will come, the house may be classed either as a nitery or

In the case of chorines in musical In the case of chorines in musical comedy, the minimum salary rate is \$35 a week, but no minimum has been set for interv chorusers. Figure a rate will be set after huddles between the Krimskys, and Edith Christiansoi, Chorus Equity executive secretary. Reported that Chorus Equity was called in by the producers when the 16 girls in Flame-chorus had kept to a barrage of squawks for various reasons.

Cases Vs. WPA B.O. Men To Be Dropped, Report

Because the indictments were faulty, charges against half a dozen, box office men formerly in the WPA theatre project, N. Z. will be dropped. Men were alleged to have accepted easual jobs at the ball park, last summer while still on the lief payrolls. According to reports, federal attorneys failed to secure we indictments from the January grand jury.

Men involved declared there was Mcn involved declared there was no intent to defraud. They were on a broken time schedule with the project and saw nothing wrong in earning extra pay when not on duty. Mixup in time sheets caught the attention of investigalors and the charges resulted.

Inside Stuff—Legit

Everything went wrong backstage at the Barrymore, N.Y., last Thursday night (6) when the entire company of 'The Women' was thrown out of line via a series of 'accidents' that could only hippen once in a lifetime. Upscits started when Phyllis Povah fainted on stage, Curtain was ruing down but the electrician was not at his post for the first time in 54 weeks, so lights also were down for a few minutes. Following the first two mishaps the zipper on Betty Lawford's dress stuck with stagehands all fumbling to help and forgetting the scenery. Dress shop saleswoman in show became panicky duting the scene which necessitated Miss Lawford's slapping woman, which in turn precipitated more confusion and a fight. Since then a dress of Miss Lawford's has been forn, accidentally.

Miss Povah's place was assumed by Edith Gresham who was standing by in street clothes. Latter finished act reading from a script and then Barbara Adams, regular understudy, was located and replaced the filterinner. Meanwhile scripts could not be located causing further uproar until one was found and rushed into service.

After missing the Friday performance, Miss Povah returned to the cast Saturday (8)

After missing the Friday performance, Miss Povah returned to the cast Saturday (8).

Future of the New York production of 'The Women' is uncertain. Present plan is definitely to move it from the Ethel Barrymore theatre, but no decision has been reached on whether to take the show on the road or move to another house. In the latter case, it would take a bigger house and decrease the scale to a \$2.20 top. Barrymore seats 1048.

In case 'The Women' goes out of town, it will play the eastern keys, opening its tour March' T. If it stays in NY, but at another house, road company will play the eastern dates already mapped. Play is how in its 55th week at the Barrymore. Road company has been cleaning up through the midwest.

Production cost of 'Yr Obedient Husband,' which had a delayed premiere at the Broadhurst, N. Y., Monday, (10), approached the \$90,000 mark. Period, comedy drama starring Fredric March and Florence Eldridge has two heavy settings which required two baggage cars on tour. That necessitated the purchase of 40 railroad fares, although the company consists of 19 persons.

Reports were that despite the excellent grosses, 'Husband' could not break even on the road. It is highly geared, but some of the running expense has been cut and the show can break even on a gross of \$14,000. It was a consistent draw in the keys. In St. Louis the takings were not far from \$20,000.

Instead of leaving the cast of 'Husband,' he was last week reported doing, John Pickard is remaining in the show. Guy Middleton, who was to have replaced him, is not doing so. Fredric March and Florence Eddridge are co-starred in the play.

Understood Middleton was originally wanted for the cast, since he was considered a strong type for the part in question. But Middleton was in 'French without Tears' and was unavailable. Part was therefore changed and given to Pickard. When 'Tears' closed recently: it was intended to bring Middleton in to play the part. But late last week the management decided not to change the play.

First time in several years that Burns Mantle, drama critic of the News, N. Y., failed to attend a premiere was the opening of Yr., Obedient Husband, Morosco, Monday (10). Reviewer was ill with the grippe. Slar system was not applied in rating the show, evidently awaiting Mantle's

recovery.

Usually John Chapman bats for the critic and does the coverage on openings when more than one show debuts on the same evening. However, Robert Sylvester, of the News drama department, reviewed 'Husband' and, although expressing an opinion, the notice mentioned that 'further and official rating must await the boss of these columns.'

Stated in a number of items concerning Katharine Cornell's proposed world tour, now abandoned, that she never appeared in London. That goes for the new generation, but Miss Cornell appeared in Little Women' in London with Jessie Bonstelle in 1919, playing the part of Jo and attract-

ing attention.

Stuart P. Armstrong of the Spencer High School of Ripley, W. Va., Is one of those who called attention to the star's London appearance. Several years ago the drama class of the school gave a performance of 'Little Women' and the printed version used listed the cast which appeared in London, with Miss Cornell in the part mentioned.

In its run of 46 weeks at the Lyceum, N. Y., 'Having Wonderful Time' grossed approximately \$428,000. Play opened Feb. 20, 1937, and closed last Saturday (8): Rang-up-\$475,500-in the 14-weeks of the 1936-37 season and added \$252,500 in the 1937-38 stanza. Picture rights brought an added \$82,500 and there were some moderate grosses on the road. RKO's film version, with several members of the legit company in the cast, will be released soon.

Joseph Glick is mailing out neatly printed cards to the effect that it is his supreme pleasure to announce his resignation from the staff of Jed Harris for whom he was general manager for the last six years.

He was on the road with 'A Doll's House' and upon returning to New York found that 'Sidney Hirsch, an auditor whom Glick placed in the you, had moved into his office. That started an argument and Glick walked.

Future Plays

'Man on the Dock,' farce by Sam Rosenbergs and Henry Ephron, starts rehearsal latter part of this month under the aggis of Felix Jacoves,

under the aegis of relix Jacoves.

Porcupine, new play by the
Hungarian playwright, Ladislaus
Bus-Feket, has been placed on Gilbert Miller's production schedule.

The Lady Has a Heart, a moderate
success which closed 10-week run
last month, was the author's B'way
debut effort.

'Once Is Enough' will be Gilbert filler's next venture. Ina Claire Once Is Enaugh will be Gilbert Miller's next venture. Ina Claire will star in the Frederick Lonsdale comedy already in rehearsal. Show opens New Haven Jan. 27 and will come to N. Y. some time next worth.

Murder in the Cathedral,' an Eng-Murder is the Cathedral, an English play which has been performed more than 600 times in London and other British cities, has been imported by Gilbert Miller in association with Ashley Dukes, its original producer. An all English cast will arrive in Boston on the S. S. Carinthia Jan. 24 and will begin an American tour there Jan. 31. Play will come to B way first week in March.

B'klyn Legit Has Lull

Brooklyn, Jan. 11. Definite Iull in City of Churches,

Definite Iult in City of Churches, with only two houses now offering full sized dramas. Werba's Brooklyn with 'Night of Jan. 16' looks to receive mild \$4,500 for week.

Mary Hart, 'playing lead role in Rand meller, and Broadway gag of paying cash fees to jurors solicited from audience being used. At old Little theatre. Brattleboro Players giving 'Oliver,' Oliver,' comedy by Paul Osborn. Theatre is tiny and take will be negligible.



Cincy Ed Joins '21' Club

E. B. Radcliffe becomes drama and
motion picture editor of the Cincinnati Enquirer Jan. 15, succeeding
Herman J. Bernfeld, who is resigning
to join the managerial staff of Jack
and Charlie's '21 Club' in New York
City, Bernfeld is a brother of
Charlie Berns.

Radcliff 21'.

City. Bernfeld is a prother of Charlie Berns.
Radelifie joined the Enquirer in 1931, transferring from the Cincy Commercial Tribune, now defunct, where he was assistant financial edi-

Bernfeld joined the Enquirer in 1931 as motion picture editor. Two years ago he assumed the added chore of drama editor, upon the death of George A. Leighton. Two other predecessors. William Smith Goldenburg and Carl Adams, died during Bernfeld's stint with the paper. Frederic Yeiser continues as music critic of the Enquirer.

Eagle Feuds Echo

Sailing is not yet altogether smooth at the Brooklyn Daily Eagle where the 14 weeks' Newspaper Guild strike was settled just before Guild strike was settled Just before Christmas. There have been several meetings of the grievance committee with the management and squawks are gradually being ironed out. There are still many petty feuds, however, between strikers and non-strikers, and these will probably take some time to iron out.

ine to iron out.

Regular film critic Gould Cassal was among the 40 laid off last week, but receives 20 weeks' pay. Herbert Cohn, former political writer

berf. Cohn., former political writer, is now picture critic. Martin Dick-stein, who quit the strike and returned to work, is film editor.

Arthur Politock is back, but in the reshuffling his status seems somewhat uncertain. He is now 'assigned' to cover plays by the drama editor. Bettina Whyte, advertising solicitor, seems to be very prominent in statuane.

Northwest Staff Changes

Northwest Staff Changes
Frank Taylor: business manager of
the Spokane Press, has been transferred to the Fortland (Ore) Newsrelegram to be publisher. Howard
Ely, former publisher, Becomes general manager of six Scripps League
papers in the Pacific northwest.
News Telegram, Spokane Press,
Seattle Star, Tacoma Times, Coeur
d'Alene Press and Bremerton Sun.
Mel Vorhees is general manager of
the five other Scripps League papers:
Boise (Idaho) Capital News, Provo
(Utah) Heriald, Logan (Utah) Herald,
St. Louis Obispo. (Cal.) Herald and
ballas (Texas) Dispatch.

St. Louis Obispo (Cal.) Herald and Dallas (Texas) Dispatch. William Wiswall, former class ad-vertising manager of the Portland News-Telegram, succeeds Taylor at

Miles Heads Spancs

Miles Heads Spanca.

John Miles is the new prexy for
Society of Publicists and Newspaper Correspondents, replacing Bill
Thomas, who resigned because his
graduation to associate producer
ranks at Paramount interfered with
club activities. Miles also acts as
chairman of the entertainment committee. Spanes will resume meetings, so

affairs with guest talent,

Femme Scribe Prizes

Femme Seribe Frizes.

N. Y. Newspaper Women's Club will again award prizes for best feature writing, reporting and columns by femmes during the year. Entries must be submitted by Feb. 1 and awards will be made at the Front Page Ball next April, There will be three cash prizes of \$100 each.

DuPonts Sue Lundberg

DuPonts Sue Lundberg
Libel action for \$150,000 has been
brought by E. I. duPont de Nemours & Co., Inc., against Ferdinand Lundberg, author, and the
Vanguard Press, publisher, of the
book, 'America's Sixty Families.'
Suit was brought last Thursday (6)
in Federal Court, N. Y. Nature of
the alleged libel is not set forth in
the court nafeers.

the court papers.
Plaintiff charges one paragraph in
the book falsely states that the Govthe book falsely, states that the Government claimed the company had defrauded it on war contracts and billed it \$57\$ for, the burial of every worker who died during an influenza epidemic, at one of, the plants and had sold the bodies for \$11 each as well?

Fawcett Coast Huddle

New York execs of Fawcett Publications, including Allen Norman, general manager; Roger Fawcett, assistant general manager; Conway Bolstad, treasurer; and Ralph Daigh managing editor, are in Hollywood holding annual huddle with Capt. Billy Fawcett, prexy of outfit.

10.912 Books in 1937

Past year sets a new record in Past year sets a new record in the book publishing business, with more new books appearing in 1937 than in any other previous year. The 1937 total was 10,812 as compared with 10,436 in 1936, which was the previous record, an increase of 476 last year.

Annual survey which is compiled by Publishers' Weekly reveals 9,233 new books as against 8,584 the previous year. There were fewer new editions, 1,631 as compared with 1,832 in 1936.

were fewer new editions, 1,631 as compared with 1,852 in 1936. Fiction figures are about the same, the 1937 figures being 1,896 as against 1,899 the previous year. Until 1936, the peak figure for total books published was 8,506, established in 1931.

Klemmer as Kennedy Aide
Harvey J. Klemmer, ex-Detroit
newspaperman, has been named
serretary to Joseph P. Kennedy, new
ambassador to Great Britain. Born
in St. Clair, Mich. Klemmer formerly was on staff of Detroit Free Press and Detroit News and for past two years has been associated with Maritime Commish. He recently au-thored a book on his sea experiences.

Temmy Stern Promoted
Shift top officials of Philly Record, made by board of directors last week, puts J. David Tommy'. Stern, 3d, in general managership the also moves from secretary of the company to vice-president. J. David Stern, his father, remains as publisher and president, relinquishing general managership to concentrate more time on his New York Post. Jacob Omansky, business manager of the Record becomes secretary in the shake-up. David. Stern Loeb, Stern's nephew, who has actually been in charge as assistant business manager for the past three years, assumes full title.

Tommy Stern's old post as promo-

assumes full title.

Tommy Stern's old post as promotion manager has been taken over by Carl Biemiller, copywriter in the promotion department.

Dayton Sunday Boost

Both Dayton papers, the Journal and News, raised their Sunday prices from seven to 10c, and added features to compensate for the increase Boost is laid to higher production

Boost is laid to higher production costs.
Journal made a radical change affecting type and makeup and increased its theatre and film space to three pages, with A. S. Kany as editor. News made no radical change other than adding a tabloid 18-page magazine devote entirely to pictures, a few local and the others from picture services.
Increase to 10 cents was made without previous announcement.
Daily papers remain at three cents.

Pitt Guild Elections

John E. Jones, Jr. Post-Gazette reporter, has been re-elected president of Pittsburgh chapter of American Newspaper Guild for second consecutive term. Edward Salamony, photographer with Sun-Telegraph, named first vice-president and Bernice Shine, of same paper's society department, won second vice-presidency. For first time, Guild has picked its secretary-treasurer outside active ranks to serve in a paid job on part-time basis. Is Mrs. Helen Minear, former Pittsburgh newspaperwoman but more recently engaged on WPA writer's project.

Nark Corp., Story Mag.
Nark Corporation changed its
name to Story Magazine, Inc., and
Story Magazine, Inc., has dissolved,
according to notices filed with the
Secretary of State at Albany.
Mine Publications, Inc., N. Y., also
dissolved

LITERATI OBITS THIS WEEK

LITERATI OBITS THIS WEEK
Frank H. Spearman, 78, author of
Whispering Smith and other novels,
died in Hollywood, Dec. 29, from a
stomach allment.
E. G. Parson' Barnard, 74-yearold pioneer cowboy and author of
the book, The Rider of the Cherokee Strip, died at Enid, Okla,
Jan. 4. Jan. 4.

Jan. 4.
Frederick G. Beach, 84, advertising manager of the Rochester (N. Y.) Democrat & Chronicle for more than 30 years until 1928, died at his home in Rochester, Jan. 1, after a brief illness. After relinquishing the managership, he wrote his memoirs of early days in Rochester for serial publication in the

memoirs of early days in Roches-ter for serial publication in the Democrat & Chronicle. Julian J. Schwarz, advertising di-rector of Hears's Albany Times-Union 1930, died Jan. 5, in

New York. He was previously local advertising manager of Hearst's Baltimore News and American, na-tional advertising manager for Gan-Baltimore News and American, na-tional advertising manager for Gan-nett's Albany Knickerbocker Pres-and national advertising manager of the Scripps-Howard Post in Bir-mingham. Brother, Melvin, is ad-vertising director of the Atlanta Georgian, also a Hearst paper. Wife daughler, sister and two brothers survive.

Francis Kellog Kyle, 66, state editor of Troy Times Record, died Jan. 5 at his home in Troy, N. Y., after a brief illness.

George M. Simonson, 75, for 35 ears a correspondent for Reuters, years a correspondent for Reuters, died on Jan 8 in Gainesville, Fla Body was sent to Mount Vernon, N X, for the funeral Burial is in Woodstock, Conn.

Woodstock, Conn.

Arthur H. Lea, 78, retired publisher, died in Chestnut Hill Hospital, Philadelphia, last Friday (7) after a two-week illness. He was a partner in Lea and Febiger, Philadelphia, book publishing firm found ed by his father.

CHATTER

Hearst's Daily Mirror in N. Y. laid off 15 employees last week.

Literary Digest has been cut from 36 to 24 pages. Staff stays as was.

Jack Hackett, of the Literary Digest, has recovered from bron-chitis.

Digest, has recovered from bronchitis.

Hendrik Van Loon working on a'
new book tifled 'A History of the
Average Man.

Lee Duncan pocketed Warners;
check for screen rights to his novel,
'Over the Wall.

Aubrey Wisberg back in N. Y. after six weeks in the South. 'Has
finished a new novel.

William Wister Haines, Paramount seribe, crashes Satevepost
with novel, 'Good For Burning'.

Dave Marlow, English waiter who
wrote 'Coming Sir.' due to arrive
from England next Monday (17).

Reginal J. Whitley, editor of London Daily Mirror, in Hollywood
third-degreeing film personalities.

Lengel office recently; concluded a
reciproal arrangement for clients
with Raymond Savage, Ltd., of London.

Don Morgan succeeds to unit p.a. spot at 20th-Fox vacated after two years by Les Wagner, forced out by illness. Illness.

Jimmy Fidler has added the Dayion (Ohio) Journal-Herald and the
Miami (Fla.) Daily News to his syn-

dicate list.

Edna May Reed, N. Y. lit agent, on Coast to open Hollywood branch, drydocked after L. A. street car

accident.

PM, the mag for production people and art directors, has a 96-page
issue, its largest since it was started
three years ago.

Gilbert Gabriel, ex-N. Y. American
drame, tries phosphage in at Para.

issue, its largest since it was started three years ago,
Gilbert Gabriel, ex-N. Y. American drama crick, checked in at Paramount to start scripting stint after trans-U. S. motor jaunt.
Judge has added Edward P. Borden, Oliver O. Jensen and Ted Key to the staff. John S. Boyd is assistant to the publisher.
Tentative title for new Marc Connelly show is 'Spring Legend. Deals with early Americans,' Author has just returned from Havana.
J. Eugene Chrisman, former Western editor for Faweett Publications, and Arthur W. Levy have opened Hollywood publicity factory. Cedric Belfrage's Hollywood novel, Promised Land,' is due, for British publication this month, with U. S. publication to follow soon.
Geoffrey Homes, who crashes the February Cosmopolitan with a complete novel, is Dan Mainwaring, of Warners Burbank publicity mob.
Edward L. Bernays, publicits, has opened a new department to offer consultation service to publishers of books, magazines and newspapers.
Stuart Cloete's novel, The Turning Wheels,' has been banned in Capetown, South Africa. Had topped best sellers there at Kmas.
Ohio State Board of Education has adopted "Talking Pictures,' authored by Barrett C. Kiesling, of Metro's Hollywood praise mill, as textbook on pix.
Donald Wayne, formerly a stage.

Donald Wayne, formerly a stage manager for Max Gordon, is work-ing on his second novel titled The Show Must Go On! Seribner's will

N. Y. Concerts Get Healthy Wallops; Met Jolted for \$12,000, Symph Fair

Town Hall, N. Y.

FEBRUARY

- Desson Choles Edwin Grasse Adolf Busch, Rudolf Serkin: Póyla Frujsh, Jexander Brallowsk Jacob Weinber

- s. eve samuel Carriell

 9. Art. Noem: Biltroneourt.

 9. Eve Ara Drittell:

 10. Art. Invalido. Pierce.

 12. Five Aragonier Brainwsky.

 13. Eve Hogonier Brainwsky.

 13. Eve Hogonier Brainwsky.

 14. Eve Hogonier Brainwsky.

 15. Eve Hogonier Brainwsky.

 16. Art. Josef Marqib.

 16. Art. Josef Marqib.

 16. Eve Harriel August-Albert Spail
 16. Eve Harriel August-Albert Spail
 17. Art. Josef Marqib.

 18. Eve Freesio Bernino.

 19. 3rt. Adxander Brainlowsky.

 20. Art. How Priends Music.

 20. Art. How Priends Music.

 20. Ich. Jumes Sykles.

 20. Ich. Jumes Sykles.

 20. Ich. Jumes Sykles.

- 19. Eve.—Mullamm (slo);
 0. Att.—Reino Luoma;
 20. Att.—Shem Frienda Music,
 20. Eve.—Amers Sylos;
 21. Eve.—Helen Treschner Tras;
 22. Eve.—Helen Treschner Tras;
 23. Eve.—Staffnyn Meisich;
 24. Eve.—Gladys Avery;
 25. Eve.—Gladys Avery;
 27. Att.—New Friends Music,
 27. Att.—Awe Friends Music,
 28. Eve.—Alla Dorfmann. Eve.—James Sykos,
 Eve.—Helon Teschner, Tas (sic),
 Eve.—Helon and Robort Scholz,
 Eve.—Kathryn Meisle,
 Eve.—Fieler Frederick,
 Aft.—Alexander, Brullow,
 Eve.—Gladys, Avery,
 Aft.—Mex.

TAITS BOOK TIBBETT. FLAGSTAD FOR AUSSIE

Kirsten Flagstad, with the Met Opera, and Lawrence Tibbett are going down-under this spring for concert engagements under the management of J. & N. Tait. Tibbett will leave for Australia the end of March, Miss Flagstad some time in May. The latter is expected to give force to a movement initiated by the Tait interests to raise funds for a memorial to Madame Melba, native of Australia. Miss Flagstad has cabled Frank Tait her endorsement of the plan.

Dorothy Stewart, Aussie represen-

of the plan.

Dorothy Stewart, Aussie representative in New York for Tait and other interests, arranged the Tibbett and Flagstad deals for the Taits.

Miss Stewart recently sent the J. C. Williamson people several Americans who opened Dec. 27 in a new musical, Okay for Sound, among them Nirska, dancer, Gale and Carson, comedians, James Evans, juggler, and the Demnatis Arab Troupe.

GRACE MOORE SETTLES SUIT IN OKLAHOMA CITY

Okla, City, Jan. 11.

Okla. City, Jan. 11.

Grace Moore has settled a suit for \$50,000, brought by Mrs. Frances Potter Hauser, charging Miss. Moore failed to keep an engagement at the Shrine auditorium here.

Amount involved in the settlement was rumored to be \$50,00 but Mrs. Hauser refused to confirm. Miss Moore has agreed to come here for a concert March. 7.

Hollywood, Jan. 11.

Grace Moore trained east today (11) for annual appearances with Metropolitan Opera. Singer opens: 'La Boheme,' with Singer opens: 'La Boheme.'
'Manon' set as second vehicle

FARDULLI, CHI, TO SOLO

Chicago, Jan. 11.

Jean Fardulli, baritone with the
Chicago City Opera company, steps
out as a solo on Monday (17), giving
his own concert in the Civic Theatre here.

nis own concert in the Civic Theatre here.
Fardulli will include in his selections several modern Greek songs.

Hollywood praise mill, as textbook on pix

Donald Wayne, formerly a stage manager for Max Gordon, is working on his second novel tilled The Show Must Go On. Scribner's will publish.

Nat Ferber, fictionist, and his wife have descried, their New England farm for the balance of the Winter and are sunning themselves in Hollywood.

Lunch being tossed for Louis Sobol on Friday (14) by show business and newspaper friends, as testimonial, for his services to Federation of Jewish Charities, Ed Wynn is chairman of the luncheon committee.

Charles Hammond of the bureau

Of. advertising of the American Newspaper Association, is engaged to RKO messpaper Association, is engaged to Rosemary Sistrom, daughter of RKO messpaper Association, is engaged to newspaper Association, is engaged to resord the Mare to messpaper Association, is engaged to resord the Mare to messpaper Association, is engaged to the Mare connelly-field Blau of the Mare Connelly-Bela Blau of t

N. Y. concert grosses led with their chins last week and ended up on the ropes. Met Opera, which al-ways hits a big deficit on its 16-week season, led the parade down the toboggan slide, chalking up a \$12,000 loss for the stanza.

lioss for the stanza.

Philharmonic got by with an average take, but the Boston Symph missed its normal sardine-like audiences. London Intimate Opera Co., at the Little theatre, faltered with the pack, sliding under expenses at about \$4.200, but expects biz to build.

Ace event of the coming week is Benny Goodman's swing concert' at Carnegie Hall this Sunday (10) and the sunday (10) and the sunday (10) are supported to the sunday (10) and the sunday (10) are supported to the sunday (10) and the sunday (10) are supported to the supporte

Estimates for the Week
Metropolitian Opera Co., Mct
Opera House (3,500, \$7.54) (6th
week). For seven performances,
most brutal week so far this season, estimated around \$52,000, Company went into the red for \$12,000,
Claimed the previous week's eight
performances were all sellout, which
would figure \$55,000.

would figure \$86,000.

Philiharmonic-Symph, Carnegle
Hall (2,760; \$3.\$2.\$1.75) (12th-week),
Wednesday (5) eve., Friday (7) att.,
Saturday (8) eve., Suday (9) att.,
Georges Enesco conducting Attendance Saturday and Sunday
about average, Wednesday and Friday sellout, as usual, estimated
\$14,500 on four concerts.

Baston Symph Orch Carnegie Hall

S14,500 on four concerts.

Baston Symph Orch, Carnegie Hall, (2,760; \$3.30). Thursday (6) ever, Serge Koussevitsky conducting, with Heisinki University Chorus; Saturday (8) att., Emma Boynet, pianosloist. Both dates were about capacity, with Thursday better; \$7.400 and \$7,000 respectively.

Hippedrome Opera Co., Hipp. (5,500; 99c.), Saturday (8) night. Claimed \$2,600.

Claimed \$2,600.

Lotte Lehmann-Lauritz Melchior,
Carnegie Hall (2,760; \$3.30) last
night (Tuesday). Joint recital by
the operatic soprano and tenor
pulled capacity; estimated \$8,500.

London Intimate Opera Co., Little
theatre (532; \$3.30) (1st week).
Opened last Tuesday (4) night,
changing bill weekly; subscription
but still not quite breaking even;
Sunday (9) wasn't up to expectations; window sale climbing and may
get by.

ARTISTS' GUILD SLATES N.Y. SESH FOR TONIGHT

Preparatory to going into negotiations with the Met Opera management for recognition, wage agreenents, etc., the American Guild of Musical Artists will hold a meeting tonight (Wednesday) at the Plaza hotel, N. Y., for artists on the Met. list. Virtually, the entire talent personnel of the company is expected to attend.

Scheduled to speak are Lawrence Tibbett, Guild prez; Lauritz Mel-chior, Ezio Pinza and Richard Bonelli. Other stars expected to be present include Kirsten Flagstad, Lotte Lehmann, Elisabeth Rethberg, Giovanni Martinelli and Rose Pauly. AGMA has not officially approached the Met to arrange a meeting, but such a move is expected late this week or early next.

week or early next.

While Guild seece refused to reveal what proposals they intend submitting to the Met management, it is believed one important item on the list will be the elimination of the clause. Met artist contracts giving the management a franchise on all outside professional activity of the artist, In many cases this clause has resulted in artists payof the artist. In many cases this clause has resulted in artists paying the Met more in commissions from radio and picture work than they earn from their operatic gagements with the Met. While the top money singers can afford to do so, the lower bracket artists musuften forego radio or picture work.

Salzburg's \$200,000 Net

Vienna, Jan. 3.
Salzburg Festival cleared a profit of \$200,000 last season. Figures were revealed by committee headed by President Bore. Puthon at the annual general meeting. Plans for the new season nounced as opening July 23 and closing. Aug. 30, were also gone over.

Broadway

George D. Lottman to Mian Lou Goldberg expected back wn Friday.

Phil Spitalny bought a new home in Bellerose, L. I.

in Bellerose, L. I.
Lobster restaurant latest to put in
Muzak installation.
Leonard Hanower reappointed city
judge of Long Beach, L. I.

judge of Long Beach, L. I.

Jack Daniels to Coast for role in
Metro's 'Marie Antoinette.'

Metro's 'Marie Antoinette.

John Carroll, baekstage doorman
of Plymouth, died Saturday.

Stanley Gilkey, g.m. for Guthric
McClintic, beat the grippe.

Chris Dunphy in via auto and going into the Buchanan agency.

Hal Tillotson is now in the ad-ertising field Los Angeles.

vertising field. Los Angeles.
Arthur A. Lee off to Chicago and.
Detroit on Gaumont-British biz.
Treasurers hold their annual benefit at the Imperial theatre Feb. 20.
Bill Pine, of Paramount's Coast
producing staff, due N. Y. this
week.

producing spain, our week.

Belle Greenfield out of Jed Harris office. Now secretary to Felix Jacoves.

Tom Waller took possession of his new house at Long Beach, L. I., Mon-

Tom Waller took possession of his new house at Long Beach, L. I., Monday (10).

Carl Fisher back from Baltimore general managing new George About show, the second of the

White' for RKO.

Jess Gourlay, of the Warner art
department, received a broken leg
when hit by a car.
Barelay McCanny managing 'Room
Service' on the road.
Rosie Moran, of 'Three Waltzes,'
sent local columnists New Year's
gifts of hangover first aid kits.
Tyree Dillard Jr., of Metro's legal
staff, back from holiday vacation at
North Carolina home.
Beatrice Lillie, in town after havnice of the columnist of the columnist of the foundation
Ruth Ford, of Mercury theatre, befing tested by Faramount and Metro.
She's also modeling for class mags.
Frances Simon, former p.a. for
Richard Aldrich, has joined United
Artists' home office publicity staff.
Frairs fetting Bill Corum, sports
columnist of the Journal-American,
Jacob with a dinner at the Hotel
Gregory Dickson, Walt Disney's
Gregory Dickson, Walt Disney's

Astor.
Gregory Dickson, Walt Disney's exploiteer, east for a fortnight attendant to the Snow White preem at the Music Hall.
Sophie Tucker's broadcast tomorrow night (Thursday) on the Metro-Maxwell show will celebrate her 50th hirthday.

row night (Thursday) on the Metro-maxwell show will celebrate her 50th birthday.

Hy Gardner did a good Life mag takcoff in honor of Bobby Feldman's the Metro-Bard of the State of the Alvin Feb. 27. George M. Cohan-taking an active part.

Following marriage of their daugh-fer, Bernice, to Phillip H. Grecco, the Phil De Angelises threw a party for Bard of the State of the State of the State of the Bard of the State of the State

first since 1911. The theatricals there as Boy Scout Buglers.

Mickey Baron of the Alex Yokel office, back from Detroit after managing, an operetta revival group. Unit's plan has been temporarily shelved.

Fernand Gravet, Irving Asher, John Sloan and Herman Maler, latter trio from Warner's London outfle, sail from NY. for London Saturday (15).

day (15).

Lou Donnatin, recorder of Meeca Temple, passed his 70th birthday last Wednesday. Friends threw a dinner-dance for him at the Astor. An analysis of the control o

Temple, passed his 70th birthday last Wednesday. Friends threw a dinner dance for him at the Astor. An anual affair.

Louise Platt, making film bow in 1 Met My Love Again, has gone 10 Philadelphia to make a p.a. at opening of picture tomorrow (Thurs.) at the Aldine.

Gaby Barrese, Peter Donald and Charles Baloterialio wittens, have the Addine. The Addine of the Seven Loria Prox. for Ritz Bross forthcoming Kentucky Moonshine.

Alvar Loria, of the Seven Loria Bross, abed with diphtheria in Philadelphia hospital. Brother Juan's also sick in his native Yucatan. Other was the Arry Riehman flying from Cheago to New Orleans to fill a benefit day for one of Seymour Weiss' nethatives, and thence on to Miam Bench for Weenless and thence on to Miam Bench for Weenless and thence on to Miam Bench for Weenless and the Platter of the Seymon Weiss' nethatives and thence on to Miam Bench for Weenless and the Platter of the Weenless of the Weenle

elry on oceasion of opening of 22d house in string that day, the Juliet at Poughkeepsie.

at Poughkeepsie.
Helene and Monte Samuel, Variery
mugg emeritug in New Orleans, may
skip their annual pilgrimage to
Broadway, en route to European
points and make it a Rio de Janeiro
and Buenos Aires exeursion this
time.

Paris

Peggy Taylor in town. De Nagaroff to Davos. Henri Garat off to Brussels Paul Poiret to star in En Mer.'
Madelein Renaud off for Berlin Edmond Greville in and out again Ernest Hemingway in for holidays. Paul Muni luncheon guest of Paris

Harris, Shannon and Claire to Ri-Glen K. Pope Xmasing from Hol-

Gaston Paris and Yves Bonnet to London. 'Heidi' (20th Cent.-Fox) opening at Balzac.

Beatrice Wanger throwing Xmas eggnog party.

Eddie Foy and band at Ambassa-deurs, Cannes.

Eddie Foy and band at Ambassadeurs, Cannes.

Broadway Melody' (MG) opening at Normandie.
Sessue Hayakawa forming own film company.
Madelein Cheril and John Lodere in from London.

'The Emperor's Candlesticks' (MG) at Marbeut.
Rene Clair in and off to Cote d'Azur for holida is French femme rener of Flute Club.
Virginia Van Brunt, 'Vogue', prizewinner, in to start work.
Mme. Thir Rossi presiding at Kmas fete for Corsiean children.
'The Gorgeous Hussy' (MG) opening at Cinema Champs-Elysees.
'The Awful Truth' Columbia) opening at Miraeles-Lord Byron.
Julien Dutviere writing from Hollywood that he's still looking for scenario.

nario. Henri Poupon signing to star in Pagnol's next, 'La Femme du Boulanger.'

er.'
ouis Verneuil acting in own play
Train pour Venise, recently

Louis Verneous educing in own pay. Lee Train pour Venise, recently opened.

Le Train pour Venise, recently opened to Annabella and Danielle Derretext paying Xmas presents together educing the Traque ("Trapped Man'), by Francis Carco, to be adapted for films.

Lifomme Traque ("Trapped Man'), by Francis Carco, to be adapted for films.

Interiors of "SOS Sahara" to be made in Germany. Jacques de Baroncelli at meg.

Jim Witteried in from London, with Peggy Cochrane and Jack Payne. talent hunting.

La Feerie Blanche first ice revue oresented in Paris set at Mitty Gold-in's Mogador. Georges Milton starring.

in's mogador, deviges among a frie.

Film rights of Zola's Germinal' sold by author's heir, Mauriee Lebond. Dietrieh talked of as star, with yon Sternberg directing.

Maurice Cummane finishing Une de la Cayalerie '(One of the Cayalry'), adanted by Pierre Maudru and Jean Robb from a Jean Rioux seenario. Duvalles starred,

Pittsburgh By Hal Cohen

John Hooley back on the job again after a bout with the flu, and the state of the wife and son off to Sarasota for the winter. C. J. Lattas' marriage is now of age. It was 21 years old last week. Film Row's Art Morrone will be a grandpappy before very long. George Lerko's dotter, Mrs. Lenore Wolk, doing little theatre work. Bill Lewis expected back at his desk next week after two-month absence.

ce. lorence Fisher Parry, columnist crick, in N. Y. catching the new

lows.

Lou Bolton back to Hollywood to
ook after his proteges, the 3 Gali

Sisters.
Frank Souchak, Pitt end, got his All-American honors at Variety Clubdinner.

London

Max Schach in Berlin,

J. Cheever-Cowdin expected here shortly:
Sam Eckman on his annual trip to St. Moritz. , Moritz. Pop Goodman in hospital with in-rnal trouble.

Pop Goodman in hospital with internal trouble.

Josephine Houston at the Cafe de

Josephine Houston at the Cafe de

Ealfadium to have three months'
season of vaudeville.

Frances Day after Florence Desmond at the Piceadilly.

Clifford Heatherley left estate
valued at around \$15,000.

Lawrence Wright on threeweeks Mediterranean cruisar given
forthight's extra pay as bonus.

Kuri Robitschek offering Rebla

5000 per week to go to America.

Kurl Robitschek offering Rebla \$000 per week to go to America. Elleen Ford, of De Wolfe, Metcalf and Ford, over here to do a single. Wilson, Keppel and Betty going into Coliseum iee show next month. Gipsy Nina taking week's holiday after a run of 54 consecutive weeks. Reggie Persglove. Embassy club band leader, down with hand poison-ing.

ing. Harriett Hutchens at Ciro's club for month, with Niek Lucas following... Irene Vanbrugh will appear in Noel Coward's new musical, Oper

Noel Coward's new modern of the cette.

Frank Boor in Lady Carnarvon's private hospital with a nervous

Frank Boor in Lady Carnarvon's private hospital with a nervous breakdown.

Harry Riehman cabling Foster's agency to line him up English dates from May onwards.

Earle and Josephine back from three weeks in south of France to play the state of the state

three weeks in south of France to play Piccadilly hotel.

Marie Tempest to star in a new play at the Haymarket, to follow The Phantom Light!

When 'Marina, iee show from Earls Court, closes in the spring, it goes, on a U. S. tour.

Al Stone (Stone and Lee) a prize winner of the Monte Carlo lottery Cliffed for Stone and Lee) a prize control of the Monte Carlo lottery. Cliffed for Stone and Lee) a prize control of the Monte Carlo lottery Cliffed for Stone and Lee) a prize control of the Monte Carlo lottery. Cliffed for the Monte Carlo lottery Cliffed for the Monte Carlo lottery. All the stone was successed to the Monte Carlo lottery was successed to the Westmannia Becomes Electra, having become a success at the Westmanter, Roughly and taking flat in town to be near his film and radio work.

Chicago

Mary Pickford planed to N. Y. Mrs. Allen K. Foster in town. Paul Low back from Cincinnati. Henry Markreit new prez

my Dudley back from Pittsburgh trip.
Jack Hunt's twin daughters in the

Joe Kinsky, of the Blank circuit, for some biz and visiting; Joey Jacobson considering a Coast ip this month to pick up some tal-

nt. Margie Marsh to the Spector-Good-nan agency for special ether scribman agency for special ether serib-bling. Bill Murray, radio head of Wm. Morris agency, in for week's signa-

turing.
Carl Wester finally getting into new suite at London Guarantee

building.

Dorothy LaMour press partied by Prake, where hubby, Herbie Kay,

building.

Dorothy LaMour press partied by Drake, where hubby, Herbie Kay, holds forth.

Peggy Wall trained to Arizona for a fortnight's vacash before starting new ether stint.

George Banyai stopped off on his was to Rioliboud with some European of the starting new of the starting new ether stint.

Sam Morris and John Juricek, veteran Chi news cameraman, setting up photo shoo.

Aliee Fardy, Darryl Zanuck and Aliee Fardy horough on way to In Old Chicago premiere.

Harry Cohen, N. Y. Customs director, through town on way back home after visiting in L. E. Kendall Harry Minturn and E. Kendall Harry Minturn and E. Mendall Chicago premiere biggies to Milya Rederal Theatre biggies to Milya Rederal Theatre biggies, to

Address of the state of the sta

Sydney

Sam Kramer, booker for Tivoli chain, paid a visit to Australia from America.

chain, paid a visit to Austidia Hom-America.

Hoyls intend building further nabe theatres in N. S. W and Victoria during next year.

Williamson-Tand-To-ad showing Switch and Over She Goes New Zosland.

Pelix Deneity, from Royal College of Dancing, London, is giving a series of Lectures in McBourne.

Film Beard of Trade is expected

to introduce many new plans shortly to cover exhib-distrib operation. Teddy Lane expects to leave Brisnes shortly to take up the position of advertising manager here for Greater Union.

After a splendid run with 'victoria Regina.' Fay Compton will appear, in Tonight at 8:30' for Williamson-Tait at King's, Melbourne.

Regina, Fay Compton, was a first at King's, Melbourne.
Tonight at 8:30' for Williamson-Tait at King's, Melbourne.
Hoyts sets Warner's 'Life of Emile Zola' to open their new. Century theatre here. House will be an intimater with a long run policy.
Montague Marks, representative of London Films, has hinted that Alexander Korda may make a pie here.
Marks is on a looksee tour of Australian territory. The series of the seri from screening in Australia lonewing the divorce mess. Not expected that the government will take any

that the government will take any action.

Cinesound will probably preview Lovers and Luggers' in Brisbane through GUT soon. Exces say that this is one pic that should have little difficulty in breaking into the American field.

Cleveland

By Glenn C. Pullen

Harry (Happy) Stevens copping a Universal flicker test April 15.
George Stevens, Cameo, whittles toy model airplanes and seulps statuettes as hobby.

as hobby

Floyd Zimmerman, who coached Aquacade's swimmers for Billy Rose, now selling autos.

Variety Club sponsoring free film programs for hospital shutins once a week, union projectionists donating services.

Minneapolis

By Les Rees

By Les Rees

Nate Shiren, Columbia homeoffice auditor, a visitor.
Peek Gommersall, Universal district manager, in town.
Johnny Branton, Publix booker, recovered from long illness.
Al. Hell, Fantages douse manager, in the state of the state

ager, vising to branches.

Dimitri Mitropoulos here from Greece to take over Minneapolis Symph conducting.

Des Moines

Mrs. Jimmy Cagney spent Christmas with her sister here.
A. H. Blank and G. Ralph Branton scheduled for a N. Y. trip.
Panay films being viewed at picture houses without applause 'any form of demonstration.
Mrs. Thelma Washburn back at RKO after a long convalescence from all the control of th

ville.

Ronald (Dutch) Regan, now with Warner Bros, and former ace sports announcer for WHO, broadcasted the Rose Bowl game for WHO.

Henry C. Plude, assistant manager at the Des Moines; to manage Tri-States' new \$40,000 neighborhood house in Highland Park, Firm now has eight houses here.

Palm Springs

Norma Shearer readied herself for Norma Shearer readied herself for her screen return through three weeks of daily tenns matches. Walter Batchelor, the missus and daughter, Beverly, have leased the DuPont Carpenter manor for several

Duront Carpenter manor for several which are the ready and the ready and

Hollywood

Lionel Stander floored by flu. Melville Cooper back from Yosem-Luigi Luraschi celebrated birth-day. Anita Louise celebrated 21st birth-day.

Bryan Foy back from Dallas va-Madly: P. Kelly went under operatio Billy House back from eastern

Don Terry roughing it in Arizona wilds.

Director William Wellman bedded by flu, Hugh Clark joined Bob Brandeis Agency, Dorothy Peterson back from Soda

s. mond Katz in hospital for ton-Raymond Katz in hospital for ton-jerking. James Cruze, Republic, to direct a sil

James Cruze, Republic, to direct a prison story. Fred Astaire in from N. Y.-Florida sight-seeing. Mrs. Gabe York hospitalized for observation. W. C. Fields tolling on script of his

next picture.

Richard Arlen played host to visiting golf pr William pros. m Dieterle mending after his

William Dieterie measure auto crackup, Joe E. Brown and frau at Arrowhead Springs, Robert Montgomery skiing at Sun Valley, Idaho. Dorothy Lamour is doing Chicago for two weeks. Carole Lombard readying for three months vacash.

months vacash.

Tom Conlon in hospital for sur-

gical goingover.
Rosita Moreno Palm Springing under doe's orders.
Rex Bell honor guesting at Salt

Tom Conlon in hospital for surgical goingover.
Rosita Moreno Palm Springing under doe's orders.
Rex Bell honor guesting at Salt Lake City rodeo.
Scott R. Duits precovered from a control of the second of the secon

swank motor for frau, jallopy for self.

James Spotswood, N. Y. stage actor, on Coast for first major film

actor, on Coast for first major film role; Henry Henigson recovered from sinus attack that sent him to hos-pital. Marjorie Kceler, Ruby's sister, dis-charged from hospital after auto-smash

smash.

Frank Messenger, Metro unit manager, back on job after faree weeks' illness. ager, pack on you millness.
Dolores Del Rio nursing bruises after being tossed by nag at La clinta.
Mabel Todd-bedded by spinal hurt-sustained in tumble from motorized

scooter. Toni Noviska, Polish danseuse, re-turned after holidaying with friends turned after holidaying with a technical turned after holidaying with a technical to bonald Crisp reading up on hula lore preparatory to spring vacash in South Seas.

New Haven By Harold M. Bone

Stage Door restaurant did a foldup. Maybe three-day vaude at Bijou

oon.

New Year's eve midnite show biz

New Year's eve midnite show bit below par.
Alexander Winnick new prez local Fed. of Musicians,
"Hurricane" back at Roger Sherman for quick repeat run.
John Hesse has worn out the electric train his kid got for Christmas.
Ben Cohen perusing books on Indi in preparation for February transfer to Bombay.
Gerald Novack in from N. Y. for scripting of city's terentenary, pagcant at Yale Bowl.
Shubert relights to morrow (13-15) with 'On Borrowed Time' premiere, and follows with 'Julius Caesar' (20-22).

CHICAGO PAYS ITS FAIR DEBT IN FULL

Chicago Jan 11

Chicago, Jan. 11.

First World's Fair ever to finish without a deficit, the Chicago Century of Progress Exposition last week actually closed its books with a profit of \$180,000, which it immediately distributed to seven public agencies as

gifts.

It washes up the final details on the Century of Progress, with every bill and item taken care of, even the settlement of the \$25,000 water claim of the city of Chicago.

Surplus of \$160,000 was given to scientific institutions for the most part, with all the gifts but two made to local organizations. Only non-

to local organizations. Only non-Chicago spots getting coin were the Smithsonian Institution in Washing-ton and Yerkes Observatory in Wis-consin. Two biggest chunks, of \$40-000 each, went to the Chicago Park District and the Museum of Science

and Industry.

Presentation and final settlement
was made in Superior Court by
Rufus Dawes, prexy of the 1933-34

FREDDIE VS. FREDDIE HAS APOSTOLI TOPS

By JACK PULASKI

By JACK PULASKI

There was a flock of reports out concerning the fight Friday (7) at Madison Square Garden; when welterweight champ, Freddie Steele, of. Tacoma, was stopped by Freddie Apostoli of San: Francisco in the ninth round. The scrap came two days after Al Weil, matchmaker for. the Twenthieth Century Sporting Club, told the boxing writers he had booked five champions into the Garden, all with a view to outdoor appearances next summer. Bad showing of Steele probably nicked that part of the open air schedule.

Reported that Apostoli planned.

part of the open air schedule.

Reported that Apostoli planned coming in at the 160-pound limit with the intent of copping the title, although the match was an overthe-weight cortest and therefore the championship was not at stake. To guard against any monkey business, it was chalked up for 12 rounds, whereas all title encounters in New York must be contracted for the 15 round distance.

Fortungately for Steele that was so

Fortunately for Steele that was so, otherwise he would have dropped the crown before a fair to middling crowd—the fans refused to bite on the ballyhoo. Wise guys never figured that the Tacoma lad had gone back, although it—was noted—that—he hadn't done much fighting of late. Even so they made him favorite at 13 to 5, remembering that Steele had knocked out Apostoli when they first met several years ago. Fortunately for Steele that was so

first met several years ago.

The champ put up a disappointing exhibition and if this match is a criterion there are other men in the division who can take him. Surprisingly, he displayed no defense, was backed around the ring repeatedly and permitted himself to be pocketed into corners where he was given beatings.

Steele may have won three rounds. His pet punch was a right uppercut which often missed. Champ was cut and battered, while the contender was hardly damaged. In the seventh round. Apostoli missed with a hook and bumped into Steele who hit he deck. Few moments later he dropped his and claimed to have been hit low, although he acted as though an ankle was accounted.

sprained.
Referee: Arthur Donovan waved Apostoli away and there was a 20-second interdue, during which time Steele partially recovered. Under the rules, there are no fouls and when a man falls from a low punch he be counted out. Steele forsot about that. He managed to stay the next round, but the ninth, after 54 seconds, the ref declared the match finished. It was a technical kayo.

Whatever the angles, the stock of My and were there-Apostoli went up and he is now fore graffiled with Friday's result.

Second champ on the list to appear at the Garden appears tonight but at the Hippodrome, Frisco Fred (12), Henry Armstrong, voted the dropped a decision to Ken Oberlin best fighter in the world, being of Carolina. Plenty of fans thought stacked up against Enrico Venturi.

TOO MANY TAXES

Electric Sign Men Seek Co-opera

Salt Lake City, Jan. 11. Salt Lake City, Jan. 11.
The electric sign big, a branch of assertedly tax oppressed industry, this week sought operation of Salt Lake City theatre owners and radio station operators, to voice vigorous objection to city, commissioners over unjust levies. View of advancing labor and other overhead

costs.

Theatres and radio stations are among the largest users of tube signs, along with beer taverns and

niteries.

Installation permit fees, maintenance fees, ladder fees, costs of
Indemnity bonds required by the
city and miscallaneous property
taxes were enumerated as some of
the many charges causing overhead
expenses of the business to mount.

Smith as Barnes Topper: Cronin To Head McCov Trick

Los Angeles, Jan. 11.
George Smith has been named,
manager of Al G. Barnes-Sells Floto
circus, succeeding S. L. Buster
Cronin, his erst-while boss, who is
slated to head the new Tim McCoy
show which hits road next season.
Cronin held Barnes reins for eight
vers.

Cronin held Barnes reins for eight years.
Smith, former assistant manager of the Barnes show under the Samuel Gumpertz regime general manager of the Ringling interests, was sent here following retirement of Gumpertz and return of tented properties to Ringling estate to ready Coast's own outfit for the trail.
Rumor has it Smith will shake up the personnel, with Jake Newmangeneral agent, among those slated to go.

Henie Wows Det.

Detroit Jan 11

Detroit, Jan. 11.

Behind blanket exploitation. Sonja
Henie and her ice trotupe wowed Detroiters for seven performances during past week and will pull out of
town today '(13) with something like
\$140,000 as take on seven days.

After hanging out the sr. for
skedded five performances coupla
days in advance of her first showing
at. Olympia arena. Wednesday (6),
management got together with
hockey officials and worked out a
two-day extension of skater's original engagement. Meant postponing
a carded Red Wing pro game and
coupla amateur league contests, but
also meant another \$40,000 for ice
revue, for 12-000-seat spot figured
close to \$20,000 at \$2.75 top when
filled. And it was for seven nights filled. And it was for seven nights straight

straight.

Gross not only meant a new record for Olympia, where numerous hockey championships and fights have been staged in past, but ditto for Detroit.

Kutztown Fair Out

Kuitztown, Pa., Jan. 11.
Although the Kutztown Fair, of grounds in Kuitztown, midway between Reading and Allentown, set a new high attendance record last August, the association has given up the phost.

the ghost.

Its grounds will be sold at sheriff's sale this month. The lot has been used for fair purposes for 32 years.

MERRE OHIO WON'T

MEBBE OHIO WON'T

Columbus, O. Jan. 11.

Whether Ohio will participate in the World's fair at New York city next year was a matter of conjecture here this week.

House of representatives has defeated a resolution providing for the appointment of a joint legislative and executive committee to investigate the advisability of a state appropriation for participation. A motion for reconsideration was left pending, however.

Zack Miller's Luck

Oklahoma City, Jan. 11.
Col. Zack Miller, one of few remaining old time wild west show operators, has instituted an appeal before the U. S. District. Court to have his petition in bankruptey reinstated on grounds that discovery of oil on the famous 101 Ranch will enable him to stage a comeback.

COLE SHOW TO GO COMMERCIAL

Jesse L. Murden, ad manager of the Cole Bros.-Clyde Beatty show announces that the trick from Peru will increase its commercial tie-uns this year. For the past two seasons it has used a trick automobile in a prominent stunt, and last season added a tiein to a conrectioner to supply circuis tickets with his candy bars. This season a number of tie-ups will be contracted for—if the adagencies come to terms. Differs from the old-time blanket, stunt in that the wares to be advertised, will, be worked up into acts and promigently played up. All stunts will be planned along comedy lines and will be under the supervision of the producing clown.

Last the Mix show used Suppless and dry ground stores for

clown.

Last the Mix show used auspices and dry goods stores for hook-ups, and it looks as though the idea is about to spread. Looks like a good opening for Howard Dietz to change the billing to 'Clyde Beatty and his Metro Lions.'

Units Fliv

(Continued from page 49)

roughly with the unit game this sea-son, although a few small town ex-hibs, robbed of their beloved banko and screeno by lottery decisions from state supreme courts began tryin vaude on the nights usually reserved

for giveaways.

Units have been given Thursday. Fridays and Saturdays here, and for a fair insight on the tough situation, nearly every one of the shows mean about the trouble they have filling the Sunday. The Sabbath used to be a cinch above all other days in the week.

Cushman got brave last year and announced a no-band idea, partly beannounced a no-band idea, partly because the union was always howling about the obviously non-scale traveling musicians who were carrying cards, also because nearly all the larger spots were nailed for a house-standby, anyway, and partly to allow added money for talent. Idea has hit with little squawk, everyone feeling better. Only rub is the small-town house, where no music is available. Grain and hay helt hard hit by

house, where no music is available. Grain and hay belt, hard hit by drought and in the midst of bir standstill, not the best territory this year, although other days it turned up quite a number of dates. Kansas and Nebraska take but lightly: Iowa is barren. Missouri has only a couple of stops for the low-pricers, same going for Illinois, Situash no better in the western states, but travel is bad in the mountains. Oklahoma and Texas are only panting places.

Band units are practically non-

only panting places.

Band units are practically non-existent, although Frederick Bros. Kanisas City, tried one last year for ballrooms. Ballroom biz, not too forte itself, went very moderately for the idea, and nothing further has been heard of it. Idea didn't click so well for Sally Rand, either, in the higher-price field. Jackie Coogan's orch, with Princess Luana and Lila Lee, did only fair, the ballrooms not taking kindly because the view is bad and everybody has to stand to see.

Cushman Shelves Vaude

Hollywood, Jan. 11.

Mith business conditions through-out the midwest at such a low ebb that his routes have been reduced to approximately six weeks of playing time. Wilbur Cushman has practi-cally shelved his vaude unit bix un-til spring at least. Meanwhile, he has established a permanent abode here.

Despite fact that there are cur-Despite fact that there are currently only five or, six towns financially able to play his onits, s against 30 to 35 during height of season. Cushman is hopeful that there will be sufficient improvement, it he situation, in next few months to permit resumption.

Rodeo. Turtle Groups Reach Pact At Parley, Ending Two-Year Feud

Groaning in the Goo

Omaha, Jan. 11.

Indi mud match, latest rassle craze, splattered Omahans for first time last week at Ak Coliseum, Idea being to pit two beef hetters in ring covered by four or five inches, of genuine gumbo. Case of 'fo victor belongs the soils' with goolest grappler winning out.

At box office mud rassle showed some stuff, but appears good for only one shot in each rassle center in this territory. 'Sport of well digers' making tounds countryside here, but no more set for Omaha. Omaha Jan 11

New L. A. Track Handed 33 Days: **Anita Trim Seen**

Hollywood, Jan. 11. Ear-to-ear grins of Santa Anita shareholders opening of the track four years ago, due for an eclipse following the action of the State Racing Board granting license to Hollywood Turf Club and license to Hollywood Turf Club and approval of 33-day summer, session at the new Inglewood saucer starting J. ne 11. This means to Cotal of 89 days of racing for Los Angeles this year, exclusive of the 25 days allotted Bing Crosby's Del Mar Turf Club, only a short haul to the south of

to.

In limiting the Hollywood club to 33 days, the state board is preparing Doctor Strub's outfit for the stock that will come next fail when Santa Anita, is trimmed to a similar calendar, according to the Vine Street railbirds.

Ohio Betting

Columbus, O., Jan. 11.
Ohio horse racing fans wagered an all-time record total of \$8,850,181 during 1937, it was revealed, in a report made public by the State Racing Commission.

The report representing Ohio's fith year of legalized betting covered 203 days of racing at five running horse meetings, five harness horse meetings, nine county fairs and the grand circuit trots at the state-fair.

Gross play during 1937 surpassed the previous record of \$8,480,942 established in 1934 by \$369,239.

Spreading the Oil

Tulsa, Okla, Jan. 11.
Quarter million being invested in
permanent buildings for International Petroleum Exposish, held horeevery two years, with dates set for
May 14-21, 1938.

May 14-21, 1938.
Among them will be cafeteria seating 1,000, three new exhibit buildings
and special; exhibit structures to be
built by private firms. This year's
show will be tenth. Exansion program-because 60 per cent, more exhibit space already contracted for
than used in 1936, says Mgr. William
Medical Process of the cent of the c

Ogden, Utah, Jan. 11.
An amicable settlement of the twoyear-old imbroglio between the Rodear-Odden and Cowboy Turtle. Association, on the
latter's demands for a closed shop
and the right to select its own rodeo
judges, was reached at the annual
R.A.A. convention here Jan. 7-8.

judges, was reached at the annual judges, was reached at the annual R.A.A. convention here Jan. 7-8.

The Turtles lost, but 1938 R.A.A. resolutions were adopted to avertany strikes at yippee-events. The provisions pleased the C.T.A. and they passed the peace pipe around to seal the deal.

Jimmie Minotto, Phoenix, Ariz, donned the No. 1 toga for the Tirrites, aided by Everett Bowman, C.T.A. prexy, and who claims the 1937 world's cowboy championship.

Minotto dismissed the demand for a closed shop on the final day of the conclave with a terse Let's forget it. Previously he, along with other professional cowboys, championed the cause. He agreed, in behalf of his organization, to play ball with rodeo managers, in allowing them to select competent judges, with the provision that they would be subject to removal if any beefs arose in C.T.A. camps and reported to R.A.A. scerearies.

iries.
Judge Maxwell McNutt, of Red-good City, Cal., was re-elected to his

Judge Maxwell McNutt, of Redwood City, Cal, was re-elected to his 10th term as president of the R.A.A. Livingston, Mont, was selected as the 1939 convention burg. The entire list of officers and board of directors was re-elected.

While internal troubles were ironed out. Fred H. Kressman, manager of the Chicago stadium, site of one of the five largest redes in North America, warned 'that trouble awaits us from outside sources, for example, the fumane societies, who charge redees are guilty of cruelty to animals.

to animals."

Bowman, who was awarded about, \$2,000 in cash and prizes for being the topnotch boots-and-saddle artist last year, said at the award-banquet that rodeo managers should plug events as 'contests' rather than 'shows'. He also asked that newspa-

shows. He also asked that newspapers treat rodeo handouts and
counts as sports news.

Only one of the three major C.T.A.
issues surviving the two-day joust is
the request that at all 1938 cowboy
events all entrance fees in each event,
must be added to the guaranteed
prize money of each event. R.A.A.
officials will further consider the
claim at a future executive meeting,
Minor changes in rules; governing
calf roping, steer tying, team tying,
and bareback horse riding were altered and approved. Ogden's cowboy
mayor, Harman W. Peery, was general chairman of the convention.
More than 300 members from all
tions of the country attended. tions of the country attended.

More Seats in Lima

Lima, O., Jun. 11.
Erection of a coliseum audi-prium Lima's newly acquired torium Lima's newly acquired Schoonover park was disclosed to be Schoonover park was disclosed to be among the plans under consideration by the committee in charge of renovating the site, a former amusement park, donated to the city last October by T. R. Schoonover.

Lack of facilities for accommodating audiences of 3,000 or more at road shows or sponsored events was cited.

5.000-PIECE MINIATURE

show will be tenth. Expansion program because 60 per cent, more exhibit space already contracted for than used in 1936, says Mgr. William Way.

Pontchartrain Goes Out

New Orleans, Jan. 11.

Pontchartrain Beach, recreation spot used by Orleanians, will be rused at the end of 1938 to make way for intensive development of the lakefront residential area.

Leves board voted to approve for another year a contract with Hairy Batt, operator of the amusement center, with the understanding that this would be the last year of operation on its present site.

New Fair Ground

Charlotte, N. C., Jan. 11.

Jesse A. Jones, president of NouseAtlantic Fair, Inc., announced that the torporation had leased 50 acres in Kinston, and will construct exhibit halls and a race track thereon.

OBITUARIES

J. B. DUGGER

J. B. DUGGER

J. B. Dugger 49, district manager, and prominently identified with the picture industry since he joined Paramount 21, years ago, died suddenly Jan. I in Dallas, Texas, at his home. He had been in failing health for several months, but his condition was not considered serious until few weeks ago, when he relinquished his duties at the Dallas office.

He started the newspaper busi-

He started the newspaper business but joined Paramount in 1916 at the Boston exchange, where he subsequently was made a salesman. In 1921 he was appointed branch manager at Indianapolis, being transferred to head Detroit office early the following year. In 1923 he was made special representative for the southern territory, becoming branch manager at Dallas a short time later. He was made district manager over Dallas, San Antonio and Oklahoma in 1932.

He is survived by his widow.

WE-CHOCK-BE

Mrs. James Conway, professionally known vaudeville as We-Chock-Be, died in Syracuse Dec. 18. Of part Re died in Syracuse Dec. 18. Of part Indian blood, she went to live with the Sloux following her graduation from a university in Monroe, Wisters acquired the materials for the act familiar to theatregoers of the pys, singing Indian songs in a deep contratto approaching the bartione quality. When her daughter, now Mrs, Clara Evelyn Patsurs, became old enough, she went into the act, doing cowgirl to her mother's Indian characterization. They retired in 1915 when Mrs. Conway came into a considerable legacy, part of which was dissipated in litigation over the estate.

estate.

She was the author of a number of poems, printed in the N. Y. Sun and national magazines, wrote considerable music; chiefly Negro spirituals, and was a gifted artist in

Her daughter survives.

CHARLES MAST
Charles Mast, 61, was killed in a motor accident at Fairhaven, N. J., Jan. 3. A vet stage manager, Mast had been in retirement since touring with the tab version of 'Rio Rita' on the Loew circuit five years ago.
For 15 years Mast was a stage director for the productions of the late Charles Dillingham, handling during that time all the Fred Stone musicals. Earlier he was producer for the La Salle Opera Co. of Chicago and for a time served as stage for the La Salle Opera Co. of Chicago and for a time served as stage manager for the old Haymarket theatre in the same town.

Burial in Red Bank, N. J., Jan. 6.

Survived by his wife.

SAM E. ERVIN

Sam E. Ervin, 65, former stage manager, died Jan. 2 at his home in Irondequoit, a suburb of Rochester, atter five years illness.

Beginning his career as a stage carpenter, he welked up to manager and was connected with theatrical enterprises for 35 years. For 12 years he traveled with Bringing Up Father, and Mut and Jeff companies and also was with 'Midnight Sun', 'Forty-five Minutes from Broadway,' Sultan of Sulu,' White Caplive,' and 'Gri in a Taxi.'

His widow, the former Emma Lindner of Rochester, is his only survivor.

survivor.

THOMAS A. R. NELSON

THOMAS A. R. NELSON
Thomas A. K. Nelson, 64, retired gymnast, who for years headed the Flying Nelsons on the Barnum & Bailey and other circuses, died in Knoxville, Tenn., Jan. 5.
He retired from show business about 14 years ago, with a modest competence which was dissipated in a crash. Since then he has onerated

a crosh. Since then he has operated a cigar stand, billiard parlor and latterly road house. a cigar latterly

atterly road house.

He is survived by his widow, for-nerly with the flying act, and a merly

MYISTLE STEDMAN Myrtle (tednian, 50, veteran-ctress silent pictures and active lately character parts, died of heart trouble in Hollywood Jan. 8. Under contract to Warners as a stock player, her final appearance before the cameras was in 'Hollywood Hotel.'

Born in Chicago, she appeared in light opera and musical comedy for many years. She had been in pic-tures since 1913:

She is survived by her husband,

Marshall Stedman, who conducts an L.A. dramatic school, and a son, Lincoln, film actor.

GRACE NOLAN

GRACE NOI.AN
Mrs. Grace Landy (Grace Nolan),
47, died of a heart aliment East
Hempstead, L. L., Jan, II.
Former
musical comedy performer was
moved to the hospital Jan. 9.
She was known on the stage as
Grace Nolan when she appeared
with three of her sisters. Two of
them, still living, are Mrs. George
M. Cohan and Mrs. Frank Otto of
hollywood. The late Mrs. Sam H.
Harris was also a sister. Team appeared Little Johnny Jones and
Tailor-Made Man and other musicals.

cals.
She is survived by a daughter, four sisters and five brothers.

MILTON BODE

Milton Bode, 78, theatrical manager and part owner of the Theatre Royal, in Bristol, and a director of the Theatres Mutual Insurance Co, died Mapledurham, England, Monday (10).

He formerly owned theatres in Carlisle, Northampton, Reading, and other parts of England. He also produced a number of offerings the first of which he presented at the Public Hall, Tauston, July 1886.

VLADIMIR DUBINSKY

Vladmir Dubinsky, cellist with the Syracuse W.P.A. Symphony or-chestra, and founder of the Esardy Trio of radio, died, Jan. 10, while rehearsing with the Symph outfit at

Syracuse.

He was a graduate of the Imperial Conservatory of Music in Moscow, Russia, and appeared as soloist with numerous bands in Europe and the United States.

EDWARD M. KIMBALL

Edward M. Kimball, 78, stage and screen actor and father of Clara Kimball Voung, died Tuesday (4) in Hollywood hospital after four-day

illness.

Deceased, a native of Iowa, began his stage career in 1877. He went to the Coast in 1915, and for the last decade has served as chaplain of the Troupers' Club.

He is survived by his daughter,

MARGARET COX.

Margaret Cox, native of Wilkes-Barre, one of five dramatic coaches selected to stage productions at St. Louis Expo in 1904, died at Pitts ton hospital, Jan. 3, after an ap-

pendectomy,
Until recently she held dramatic
posts at Alviene School and Weyburn School, New York,

ALVIN E. JENKINS

Alvin E. Jenkins, vet showman in Montgomery county, Pa. died Thursday at his home near Lans-dale, Pa. He was a partner with

IN LOVING MEMORY Of My Dear Departed Wife

MARCELLA ATWELL

Who Passed Away Jan, 43, BEN ATWELL

his brother, Horace, in the Jenkins Amus. Co., operators of picture houses. Montgomery and Bucks counties. They also operated a skat-

A. J. DANTELS

A. J. Daniels, 41, former concert planist, died in Atlanta hospital Jan. 7. Daniels was second lieutenan during World War and after armis tice was concert planist on old during world war and after an tice was concert bianist on Keith-Orpheum circuits.

He was connected with really service firm at time of death, sister, of Los Angeles, survives.

MILDRED ROUCLERE

MILDRED ROUCLERE
Mildred Rouclere, wife of Harry
Rouclere and who with him toured
as Mildred and Rouclere, mind
readers, died at her home in Ridgewood, N. J., Jan. 7.
She went on the stage at the age
of nine and was a song and dance
performer before her marriage. They,
rethred about 10 years ago,

BENJAMIN M. JENNINGS

Benjamin M. Jennings, 35, vocalist Agriculture of the first singers to the first singer to the firs

broadcast from early Cincy radio stations. He was unmarried,

MIRANDO KALULUI

Mirando (Sonny) Kalului, member of the Detroit rac; team of 'Chick, Sonny and Wade,' died Jan, 2 in De-troit.

Before coming to Detroit h a member of the original South Sea Island troupe which broadcast over national networks.

GEORGE RAND

GEORGE RAND
George Rand, radio actor, died
Jan. 8, 1938, in Oakland, Cal., of
poison he swallowed in suicide attempt New Year's eve. Long in
legit and dramatic stock he joined
NBC in San Francisco in 1829 and remained until a year ago.
Details in radio section.

HELEN de STAFINI Helen de Stafini, 58, stage and screen player, died Jan. 8, in Holly-

Actress toured in stock for many years before turning to film work Her widower, Joseph de Stafini also an actor, survives.

BRUNO ULM

Bruno Ulm, Columbia studio painter, died Dec. 31 in Los Angeles from hurts sustained in an auto

WILLIAM R. DAVIS

William R. Davis, 55, manager and dancing instructor at Cain's Dancing academy, Tulsa, died of heart attack Dec. 31. His widow, Edith A. Davis,

PAUL D. FIDLER

PAUL D. FIDLER
Paul D Fidler, 50, for nearly 35
years a member of the theatrical
acrobatic team known as Melvin
Brothers, died at his home in Laureldale. Reading suburb. He leaves five

ISAAC OCHBERG
Isaac Ochberg, 58, director of Kinemas South Africa, died Dec. 1 aloard the S. S. Warwick Castle en route to South Africa. Body was brought to Capetown for buria Widow and daughter survive.

JOHN T. PRINCE
John T. Prince, 66, veteran stage
and picture actor, died Dec. 24 in
Lus Angeles. He was in legit for
many years and had been playing in
pictures since 1919.
He leaves his widow.

MICHAEL J. McCARTHY
Michael Jóseph McCarthy, 58,
former Metropolitan Opera singer
and second cousin of John L. Sullivan, died of heart attack in Los Angeles Jan. 4.
Widow and son survive.

WILLIAM ABBATECOLA

William Abbatecola, RKO electrician, died of injuries sustained Dec. 31 when he plunged from a catwalk at the studio in Hollywood.

BEN MULLER

BEN MULLEL Ben Muller, 42, theatre manager, was found dead in basement of his home in Lodi, Calif., Jan. 4. Police called it suicide. His widow sur-

JACK EDDY Jack Eddy, 43, in private life Clar-ence Edwards, acrobat and adagio lancer, died in a Memphis hospital,

Jan, 2,
Details in the vaudeville section.

FREDERICK BEHRENS

FREDERICA BETTERS
Frederick Behrens, 84, stage and
sereen actor, died Los Angeles,
Jan 5. His widow, two daughters
and three sons survive.

FRANK HARTLEY
Frank Hartley, 53, auditor of the
Screen Actors Guild, died Los
Angeles, Jan. 7.

GEORGE A. WATSON George A. Watson, 26, fi died in Hollywood Dec. 5.

James J. Costello, 55, New Orleans political leader and father of Don Costello, New York radio actor, died Jan. Jan. following a heart attack, widow and another child su

Wife of Joe Smith of Smith and Dale, vaude and legit team died on the Coast of complications last Thursday (6),

Wife of A. J. Kendrick, vice president World Broadcasting Co., in Chicago, Jan. 3. Father of Harold Golstein, in

News From the Dailies

This department contains rewritten theatrical news items as pub-lished during the week in the daily papers of New York, Chicago, San Francisco, Hollywood and London. VARIETY takes no credit for these news items; each has been rewritten from a daily paper.

East

Chichester gave the first showing of motion pictures in a cathedral in England last Sunday. Religious shorts.

Costa Rica officials turned Germany's request to ban 'The Road Back.' Second nix, the first having been on the film in toto, the second on certain deletions.

Lily Pons at the Met Jan. 22.

Soviet blames sabotage for slump in Russ pix.

Sunup to Sundown' and After the Gleaners' top money in the Garment Workers' competition. Francis Ed-work and the Sundown's Baragon wrote the former and Gleaners' is work of Nellise Child.

Wards range of the en-dertainment at the N. Y. World's Fair, says he has received more than 7,000 suggestions. Perhaps hair a dozen offer a practical idea.

dosen ofter a practical idea.

Hearn's dept, store opens a dramatic school to develop kid talent for its radio broadcasts. Joan Hamilton in charge.

Mrs. Pauline Creeron, 34, former ballet dancer, leaped or fell from the second story of her home in Mt. Vernon, fracturing her skull. Police listed thas a suicide.

Las a suicide.

Las

Home of the Actors' Fund last week. Spoke optimistically of the stage's comeback. Toscanini will conduct five operas at, Salzburg this summer. Tannhaeuser' to be one of them. Several personance of them of them of them of the several personance of the s

sunreme court.
Stanley Harrison replaces Sidney Greenstreet in Amphitryon 38' while latter takes time out to enjoy a spell

latter takes time out to enjoy a spell of iliness.

Alexander Alexay, back from Cuba Thursday, confronted at the gang-blank by his former wife, who charged him with having kidnapped their son, who had been living with her in Cuba. She flew up to contain the contained with the contained with the contained with the contained with the court.

Son Market the child was placed in custody of the Children's Society to await the decision of the supreme court.

await the decision of the supreme court.

Metropolitan to do a series of Wagnerial malineers in February and March. To include Tannhaeusen, and March. To include Tannhaeusen, and Meistersingers in addition to the Nibelungen Ring.

Rev. John Haynes Holmes to discuss Many Mansions at the Community church next Wednesday.

Irish Repertory Players, of N. Y. o produce "Candida," Have been downant on account of the visit of the Abbey Players.

doment on account of the visit of the Abbey Players.

William Arnold, orch leader, suing-Elsa Maxwell, party thrower, for 1900; Says she never paid for the music at her Red and White ball-coind years ago.

Cop pinched Marion L. Groody, employee of art shop in the Breyort, on a charge of selling him indecent pictures. Photos turned out to be covies of paintings from the Freinch galactics and court is taking line out to figure what to do about it.

Time out to figure what to do about the Benny Leonard, who runs a restaurant now, in court charged, by a first now, in court charged, by a contended that if he had scaked the plantiff as charged, the monard would the same view and let the former hamp lose of his court to test ty. Judge of the plantiff as the restate of the late Sydney S. Cohen, the mone bead of hix chain resported to court as \$652.767 net, after deducting the restaurant of the same view and let the former themp loses. However, the same view and the the former late of the la

writer at WCAE, Pittsburgh, died in Cleveland at her home last week.

Mother of Preston Foster, 20th-Fox director, died in Sunland, Calif., Jan. 3.

mitted to probation in Washington on charges of obtaining passports on fraudulent affidavits. The yused the passports on a far eastern professional tour Miss St. Clair is not an American citizen. American citizen. There were 68 trailers that trailers are up and motorcycles down. There were 68 trailers added last year, for a total of 543, while chus-cycles went from 651 to 588.

588. Man dives from the 25th floor of Lincoln hotel, off Times Square,

Lincoln hotel, our Annes oquas, Monday, First day of compulsory auto inspection in: New Jersey results in new machines of various state executives being rejected on sundry minor.

ounts. U.S.S. Leviathan being resided for (Continued on page 63)

MARRIAGES

June Clayworth to Sid Rogell, skedded for mid-January in Wilkes-Barre, Pa. Prospective bride is Metro actress; he is RKO director.

Illiana to Stan Laurel, in Yuma, Ariz, Jan. 1. Bride is Russian nitery singer; he is film comedian. Mary Bell Currle, to Arthur B. Carpenter in Yuma, Ariz, Jan. 2. Bride is Universal contract player.

Carpenter in Yuma, Ariz, Jan. 2. Bride is Universal contract player.

Annette King to Frank Reid, Jr., in Aurora, Ill., Jan. 1. Bride is NBC singer, groom non-pro.

Irene Shreeve Woodworth to Val Ernie in Stuart, Fla., Jan. 5. Ke is orchestra leader, bride non-pro.

Velma Kenney, to Leo Hartley in Seattle, Jan. 1. Bride is non-pro, he is manager of Blue Mouse theatre, Seattle.

Ruth Kalde to Bill Cook, announcer at KWK, St. Louis, last week in St. Louis.

A. Dana to Waldon Salt in Yuma, Ariz., Jan. 8. Bride is Metro player; he is scenarist.

Frances Margaret Harvey to Wilbur R. Schultze in Ponca City, Olkla, Jan. 8, 1938, Bride is continuity writ at station KANS, Wichita, Kans. Groom advertising mgr, of Oswego (Kans.) Democrat.

Jane Olsen to Morton L. Stevens, Jan. 49, in N. Y. Bride is non-pro, he is an actor.

Bernice De Angelis to Phillip H. Grecco in Yonkers. N. Jan. 69 Bride is Con-pro, he is an actor.

Grecco in Yonkers, N. Y., Jan. 9. Bride is daughter of Phil De Angelis, for many years engaging in billpost-ing work for large film companies; he is connected with Metro at the

ho.

Josephine Foster to Keith Weeks at Palm Springs, Calif., Jan. 8.
Groom is a unit manager for Metro.
Frances Bacon to Russell G. Trost in Hollywood. Jan. 8. Bride is daughter of Lloyd Bacon, film director.
Groom is assistant casting director.
Dorothy T. Lubow to Teddy Hart in New York, Jan. 10. Bride is writer. Groom is brother of Lorenz writer. Groom is brother of Lorenz Hart and member of the cast of Room Service, N. Y. legit.

BIRTHS

Mr. and Mrs. Sid Levce, daughler, in Los Angeles, Dcc. 28. Father with M. C. Levee talent agency. Mr. and Mrs. Frank Phillips, daughter, Los Angeles, Jan. 1. Father is camera technician at Metro.

Mr. and Mrs. Bing Crosby, son.
Hollywood, Jan. 5. Mother is Dixl
Lee, atress. Fourth lad in family.
Mr. and Mrs. Bela Lugosi, son, in
Hollywood, Jan. 6. Father screen

Hollywood, Jan. 6. Father screen actor.

Mr. and Mrs. Francis McNutt, in Hollywood, Jan. 4. Father RKO, story department.

Mr. and Mrs. Eddie Davis, daughter, Jan. 4. in Los Angeles. Father is radio and film comedy writer.

Mr. and Mrs. Jack Glazer, son. in Hollywood Jan. 1. Father is RKO

Hollywood, Jan. 1. Father is REO film cutter.

Mr. and Mrs. Walter Sickles, son,

Hollywood, Jan. 1. Father is RNO imm cutter.

Mr. and Mrs. Walter Sickles, son, in Pittsburgh, Jan. 1. Father program director of WWSW and mother is former Alice McCorkle, singer with So-and-So femme trio.

Mr. and Mrs. Peter Wemboff, son in Detroit, Dec. 29. Father Vanterry's Detroit migg.

Mr. and Mrs. Todd Ferguson, girl, in Oklahoma City recently. Father is in film industry in Oklahoma City-tis in film industry in Oklahoma City-tis in film industry in Oklahoma City-tis in film industry in Oklahoma City is in the industry of the industry in Oklahoma City is auditor at WJSV, Washington, D.C.

Mr. and Mrs. Donnelly James, twi sons, in Denver, recently. Father is an orchestra director

n orchestra director.
Mr. and Mrs. Harold Dobbs, son, an 10. Hollywood. Father is Re-ublie's easting director.

News of Dailies

(Continued from page 62) (Continued from page \$2).

Another Father Divine 'Heaven' burned to the ground in Philadelphia.

Canned Chimes, 'replacing English beliringers, soundly denounced by English village inhabitants.

Coast

Mrs Ann Berestord Whitehead mother of Anita Louise, made de-fendant in \$150,000 allenation action filed in L. A superior court by Mrs Bernice Whitehead upon return from honeymoon with latter's ex-mate.

Stan Laurel announced he would seek court ban on Mrs. Virginia Lau-rel's heckling, since he cloped to Yuma, Ariz, recently with Illiana, Russian singer.

Russian singer.

Clyde Cook, film comedian, appearing in L. A. superior court in answer to divorce summons, agreed to pay \$250 monthly, plus rent, for wife and child pending trial.

child pending trial.

Filing reply to Willy Pogany's, \$3,500 suit in L. A., superior court. Constance Bennett admitted commissioning the state of the finished canvas as a purported resemblance.

La Verne Matthew Moore, golf wizard legally became John Montague in, name-switching appearance in L. A, superior court.

Body found in Carmel Bay, near pel Monte, Calif., Jan. 6, was identified as that of wife of Martin Flavin, playwright.

Second amended complaint was

fied as that of wife of Martin Flavin. playwright.
Second amended complaint was filed in L. A. superior court in Judith Allen's \$2,000,000 suit against Delphine Dodge Godde for alleged thefting of Jack Doyle, puglistic canary. Mrs. Bay Duval, cook in Fay Wray's Hollywood manor, held for observation in mental ward after ailegedly holding actress, infant and nurse captives for two hours after threatening their lives.

Barbara Stanwyck cleared of con-

Barbara Stanwyck cleared of con-tempt of court charges in connection with attempt of ex-husband, Frank Fay, to see their 5-year-old adopted

son.

Tom Mix lost decision in district court of appeals at Los Angeles in seeking to have set aside suit brought by his former wife, Victoria de Olazabel, to collect on five notes aggregating \$50,000.

Oliver Hardy asked Los Angeles superior court for right to pay his former wife less than \$250 weekly alimony when his in time falls below \$1,000.

alimony when his in 'me falls below \$1.000.

Long-shuttered Agua Caliente Hotel, below the border, was seized by 400 Mexican workmen as protest against government plan to take over \$10,000,000 resort for use as military aviation school.

Joe Penner was made defendant in \$10,200 L. A. court action by Charlie Paglia, who charges actor's pooch took a free bite.

Joan Davis filed answer to court action brought by Olive Hatch, Hollywood agent, who alleges comedienne owes \$1,355 in commissions and should be compelled to pay her additional \$11,970 for breaking contract.

Luis Alberni, film character actor, sized in L. A. for divorce and custody of three sons.

Luis Alberni, film character actor, steed in L. A. for divorce and custody of three sons. States in the control of the control

Dec. 27.

Jimmie Grier, orch leader, charged
with cruelty in divorce complaint
filed in L. A. Superior court. Property settlement already made.

Richard LaPan, scenario writersaved from poison death by Hollywood Receiving hospital attaches.

Police called it a suicide try.

'Zola' Border Biz

(Continued from page 1)

circumstances would any

under circumstances would any picture theatre in this province be permitted to exhibit it.

The reason is not so much the picture, though that is not patitudity, graiffying to the authorities, but the name. Zola's works being on the Index may not be read here and it was feared there might be a run on the libraries. That is what has happened and is still continuing. Meanwhile picture theatres in border cities in Oniario have been doing a very satisfactory out-of-lown bis on the picture that is the arest it will ecome to this province

WHAT THEY THINK

Screen Scripts-and Junk Rochester, N. Y. Dec. 26. Editor, VARIETY:

Editor, Variety:
In your story on Script Scouting
Jitters, you say pictures being practically the only market in the world
in which the buyer seeks the seller.
Please be advised that pictures is
not the only market in the world
in which the buyer seeks the seller.
This condition prevails, too, in the
Junk business, an industry which
does more than \$1,000,000,000 a year
business. business.

does more than \$1,000,000,000 a year business.

In the junk business the seller, too, has the upper hand. Just think of this; almost every industry has, or seeks to have, a high tariff for the purpose of shutting out from the United States market competitive foreign goods; but the buyers of scrap iron in the U.S. are moving, heaven and earth to have a law enacted in Washington which will make it illegal to sell scrap iron to the many firms overseas who are so anxious to buy' it. The steel mills in the U.S. maintain they are ready to buy every available ton of scrap iron offered.

And the demand for rags so

iron offered.

And the demand for rags so enormous that buyers cut-throat each other for every available pound. The demand is much greater than the supply that buyers all corners of the globe for rags.

In all businesses

for rags.

In all businesses, the bigger the order placed the lower the price paid; but it's just the reverse in the junk business. The more junk you sell a firm the higher the price is paid. That is to say, one gets a higher price if one sells a carload of junk than when one sells less than a carload. Many men who have amassed millions in the junk business have

lions in the junk business have never learned to read and write. In hever learned to read and write. In fact their phenomenal success can be directly attributed to this fact. For who but an ignoramus would go poking his hands in garbage can picking out scraps of paper and bits

picking out scraps of paper and bits of junk. That's the way many millionaire junk dealers got started. I am writing a book about an idiot who amassed many millions in the junk business. When this idiot went to school his teachers predicted he would become a public charge; he appeared to be so utterly hopeless to cope with life. Yet this idiot—because he was an idiot—made millions in the junk business.

K. Pundus.

Theory on Swing Plainfield, N. J., Jan. 4.

Editor, VARIETY:

Plainfield, N. J., Jan. 4.

Béditor, Vanery:

As a musician and singer of the classics and ballads, it is my opinion that the 'swing' music of today is merely part of an evolution. American music. From it will come a new school of classics, breathing the life of this country which is different from all the nations which have preceded it.

Though there is nothing new in the world, there are different cloaks and definitely the American has created a different garment for everything that he has touched. Music, whether it. Wagner, Beethoven, Verdi or Mozart is all based on primitive fundamental rhythmis. The treatment of these by master hands former eras has created the classic music which we know today.

In the love for 'swing among the masses. America, I believe we have the expression of a people trying by return to fundamental rhythms to build new school of classics for the future.

Dorothen Leurence.

Dorothea Laurence.

Sammy Kaye Vs. Kay Kyser Philadelphia, Jan. 6.

Editor, VARIETY:

Editor, Vanery:

With desire, really, to be a rascally little quibbler over a very minor error in the Anniversary issue of Vanery, which was a treasure of information and interest. It want to call your attention to what I be lieve was an unintended unfairness in one of your articles. You wrote, in your review of Tin Pan Alley, Came Swing and Sway with Sammy Maye, perhaps, the only new-style maestro this year.

The truth of the matter is that Mr. Kaye's siyle, including arrangements and his method of introducing nurbers by having the title words sung,

bers by having the title words sung, is an irritatingly exact copy of what Kay Kyser, and his orchestra have been doing for the past several years. Kyser, before the solnist launches into his bit, also plays a measure or

two of his theme, Tm Thinking of | You?

You."

Although Kyser has not been east since he introduced this pleasing style and novel touch, he is tremendously popular from Pittsburgh on through the middle west, has been aired on networks from Chicago's Blackhawk Cafe and Pittsburgh's Milliam Penn, where he was a sen-sation, and is surefire on the road all through that section of the coun-

As one who has listened to Kyser and was impressed by his novelty when he first heard it, I think Mr. Kaye is being given credit where it Kaye is being given credit where it isn't due. I am no relation, no press agent, just a newspaper guy who in-terviews the radio, tage, and screen girs who come to the Earle in Philly—and likes Vaniery. Prank Brookhouser, Philadelphia Eve. Bulletin.

Robt. Earle's License

Chicago, Jan. 3.

Editor, VARIETY.

In a recent VARIETY you carried an article regarding my suit against Buston Pierce. In said article, there is a statement which reads that I, the undersigned, am not licensed. I wish to correct this statement and to advise that my license is 303, 5 we of Illinois, issued by the Dept. of Labor in Chicago. Labor in Chicago,

Robert Earle

No Rights to Memories New York, Jan. 3.

Editor, Variety.

In connection with a statement in Dec. 1 Literati column, the magazines published by the organization mentioned are still being published, but under a different cor-

published, but under a different cor-porate set-up.

In the item entitled 'Spook Kid-ding Series Carded for WMCA and again in 'Houdini's Brother Nay-Nays WMCA Idea' the name of the magazine is incorrectly given. According to the report, Mr. Hardeen believes that such a series would be Acbelieves that such a series would be an infringement the Houdini estate which he claims to have in-herited. Unfortunately, that inestate which he claims to have in-herited. Unfortunately, that in-heritance did not include Miss Bose Mackenberg's memories of her de-tective work with Harry Houdini. MECHANICS AND HANDICRAFT. Joseph H. Kraus.

W8XW3's Status Detroit, Jan. 4.

Editor, Vanistri:

We wish to correct an erroneous report which appeared on page 32 of Vanistry fur Dec. 29, 1937, under the title WWJ's Commercialized Shortwayer Will Build Own, Not Rebroadcast Unit.

Rebroadcast Unit:

The Detroit News Ultra Short
Wave Station, W8XWJ, will begin
on or about Jan. 17 to program a
full 14-hour day's broadcast prepared by W8XWJ's staft for airing
over that station only. The station
will be definitely non-commercial
and will not carry programs beard
over WWJ, any other local broadcaster.

caster.
W8XWJ does not have permission of FCC to commercialize the Ultra band, but will be first to inaugurate new program policy of producing own shows in line with Commis-sion's evident desire to popularize this new broadcast allotment.

this new broadcast allotment.
During the past tiwo years waxwJ has been rebroadcasting a portion of WwJs daily programs on 31.6 megacycles, with a power of 100 walts. A new 500-watt Western, Electric transmitter will supplant the old 100-watter on frequency of 41 megacycles in the newly FCC created broadcast spectrum.

A. B. Allen,

Summation Duals
Brooklyn, Dec. 30.

Editor, VARIETY:

Editor, VARIETY:

As a regular, though non-professional, reader, I dislike double features. I can think of nothing that can honestly be said on their behalf, from the public's point of view. On the other hand, here are just a few of the things that can be said against them.

(1) They are the learn that are the said against them.

essuns them.

(1) They are too long. No other form of alleged entertainment, not even a Wagnerian opera, requires, the spectator to remain in his seat for nearly four hours lest he miss something.

(2) They keep the film-goer up too late. He used to like to walk to the nabe house after supper and come out with plenty of time to buy a soda and be in bed by 11. Today as oda and be in bed by 11. To the same, span of time he could travel in to Time's Square and a show.

(3) They create a dualized and

confused impression. Plays and single features leave a unified and often profound impression, whether tragic, comic or melodramatic. After sitting through a second feature, the sitting through a second feature, the film-goer has largely lost the impression made by the first, and leaves with the feeling that neither one was of any importance.

(4). They, fatigue and sometimes harm the eyes.

(5) They curtail the distribution of newsreels, shorts, carloons and travelogs.

travelogs.

(6) They encourage the production of inferior pictures by guarantceing a market.

a market.

(7) They cut the number of shows by to three a day, reducing the exhibitor's turnover.

I have missed more than one worth-while picture in the last year just because I couldn't bear to sit through the trash with which it was Sam Harold

Seeking Jack Hammes

Philadelphia, Jan. 11. Editor, VARIETY

am writing to help me locate my brother. He was in show business under the name of Jack Hammes, He left home when he was 19 and we haven't heard from him for the past eight years. He is now 32 Am writing to help me locate

we haven't beand from him for the past eight years. He is now 33.

He worked at the Hippodrome, N. Y., and with the Columbia circuit in 1922 or 1923. There was a piece in the paper about two years ago which said that a Jack Cohen married Molly O'Day, the silent screen actress. He has a very dark complexions about a week provided the complexity of the control of the complexity of the control of ion, brown eyes, real dark hair, height about 5 feet, 10 inches. Thanking you,

Samuel Cohen, 5529 Pemberton St.

Equity Unity

(Continued from page 54)

of, the council has ideas which others oppose. Emphasizing the point that he can execute only what the council approves, he said the office was an open door for the purpose of ironing out difficulties. Meredith, who is appearing in The Star Wagon, Empire, N.Y. is devoting all his spare time to Equity affairs. His Equity post is bonorary and calls for no remuneration. Vice-presidency was left vacant by the death of Osgood Perishas and was filled by the vote of council recently. Appointment goes for the balance of the season, but whether he will be a candidate for presidency in May has not been indicated.

dicated.

Whoever is elected will fill out the two-year term vacated by Frank Gillmore, who withdrew to handle the reorganized Associated Actors and Artistes of America. Meredith's activities may point in that direction, but it is doubtful that he would

activities may point in that direction, but it is doubtful that he would retire from the stage at the age of 29 for such purpose.

Nine-point plan has to do with the extension of the Four A's, summer theatre-festivals, the Coffee bill, the N.Y. World's Fair and WPA theatre project. For those objectives and others he seeks concerted effort: Immediate extension of WPA employment to 3,000,000 persons and open hearings by the House of Representatives on the proposed Federal Arts. (Coffee) Bill is sought resolutions adopted by a mass meeting of 1,000 at the Center hotel in N.Y. last Friday 17). Session was jointly sponsored by 23 unions of the Arts. Unions conference. Burgess Mercdith, first. president of Actors Equity Assn., presided. Conference intends to send delegation to Washington, to see President Roosevelf, urge him, to spend the present WPA appropriations by March 31 instead of by June 30, and secure a defleiency appropriation for the intervening three months.

in the other hand, here are just a lew of the things, that can be said gainst them.

(1) They are too long. No other the highest strength of alleged entertainment, not wen a Wagnerian opera, requires the spectator to remain in his seator mearly, four hours lest he misson mearly, four hours lest he misson bear on the house after supper and one out with plenty of time to buy soda and be in bed by 11. Today so gets out of the theur at 12. In he same span of time he could exvel in to Time Square and how.

(3) They create a dualized and the content of the American definity floid, and the could exvel in to Time Square and the could be supported to the s

Fair Haired

(Continued from page 55)

sor (formerly 48th Street). Pins' was reported moving to a larger theatre and ticket brokers were sked about a ticket buy. But the latest plan is to stay in the little theatre through February, at least.

Mercury, consisting of some for-mer players in the Theatre Union, former radical group of 14th street, is headed by Orson Welles and John Houseman, both of whom quit, when defeal Theatre Project, when ad-ministrations turned themse down on Federal Theatre Project when administrators urner thumbs down on Cradle last summer. Monday of last week (3), frankly exuberant over their success, they decided to throw party at the theatre. Only one Broadway manager was invited and he was surprised to find the hosts had gone to town on refreshments. ments.

ments.

Champagne, booze and sandwiches were served, and it was evident that few of the players, for whom the affair was tossed, had ever slipped the bubbly. Group's leaders were not cocky over their succus, but said the Mercury might not again have four companies, and therefore they thought the party should be given at this time. Mercury's four shows are the two being alternated on their heatre, 'Cradle' and a road-company of 'Caesar, 'also under commercial management.

Plan is to move 'Caesar' and 'Holj-

Plan is to move 'Caesar' and 'Holi-day' from the limited capacity Mer-cury to the larger National' Brother Rat, at the latter house, will have to move. Mercury theatre will then be used for rehearsals and Sunday events

Critics' Pots

Critics' Pois

Enthusiastic reception accorded the Mercury 'production' of 'Caesar' was highlighted by the severe pasting the critics handed the other Shakespeare revival which opened about the same time. Contrasting with the barestage 'Caesar,' the 'Antony and Cleopatra' done by Rowland Stebbins, starring Tallulah Bankhead, was an unusually ambitious effort said to have cost about \$80,000 to present.

Not only for the opening but in

tious effort said to have cost about \$80,000 to present.

Not only for the opening, but in follow or the subsequent Cradle Will Rock' and 'Shoemaker,' the critics have handed out bouquets to the Welles-Houseman combo. Brooks have handed out bouquets to the Welles-Houseman combo. Brooks Atkinson, in his column in the N. Y. Times last Sunday (9), again complimented the Morcury group. Same issue of the paper also carried letter from Jasper Deefer, of the Hedgerow thea.re, Moylan-Rose Valley, Pa. expressing the hope the Ladies Garment. Workers' inion would not follov the course of the old Provincetown Players and be smashed by success.

smashed by success.

Another indication of the Mercury boom is that Henry Senber, pressagenting the group as a part-time job from his duties as drama editor.

of the N. Y. Morning Telegraph, left that sheet Monday (16) to give all this time to the theatre. Since the initial click of 'Cacsar,' the supers in the show kicked up a rumnus in the show kicked up a rumnus in the show kicked up a rumpus and were placated with boosted sal-

smashed by success.

What some observers are wondering is whether the Mercury and LGWU will follow previous theatrical skyrockets of the Broadway scene, have their moment of glory and then subside. Or whether they will continue to be successful and solidify their positions. Some years ago the Provincetown group were the candy kids of legit. They later became the Theatre Guild and fair game for every wallop from the critics. There have been others, recently the Group Theatre, which had its vogue and its nov considered pretty much as just another compensations. its vogue and is now considered pretty much as just another compe-tent commercial group.

KAYOES 'THRIFT' NITES

Louisville, Jan. 11.

Louisville, Jan. 11.

Circuit Judge Joe L. Price, of Paducah, has ruled that Kentucky's anti-Lottery laws prohibit thrift. night' awards and granted a restraining order forbidding the Columbia Amus, Co. weekly awards in two theatres there. Opinion was the first delivered by Kentucky court on bank night awards.

Leo V. Haag, stockholder and employee of the amusement company, flied petition for a court order prohibiting the dissipation of funds in weekly awards.

Judge Price in his ruling stated. We think the great weight of authority, among the courts of last resort. that the scheme of their hight is a luttery and the court will hold that the plaintiff, is, titled to the relief sought.

EDGAR BERGEN

Presents

THE PEOPLES CHOICE

CHARLIE McCARTHY



1937

Chase and Sanborn
"Goldwyn Follies"
Record Attendance
for Personal Appearance
at Paramount Theatre,
Los Angeles



1938

Chase and Sanborn

A John M. Stahl Production
for Universal Pictures

MANAGEMENT

World's Largest Theatrical Agency

MUSIC CORPORATION OF AMERICA MCA ARTISTS, Ltd.

LONDON NEW YORK CHICAGO SAN FRANCISCO BEVERLY HILLS CLEVELAND DALLAS

SEVEN OFFICES TO SERVE YOU, EACH OFFICE A COMPLETE AGENCY IN ITSELF

Published Weekly at 154 West 64th Street, New York, N. Y., by Variety, Inc. Annual subscriptic Entered as accond-class matter December 22, 1995, at the Post Office at New York, N. Y., under COPYRIGHT, 1938, BY VARIETY, INC. ALL RIGHTS RESERVED. ription, \$6 Single copies, 15 cents, under the act of March 3, 1879.

Vol. 129. No. 6

NEW YORK, WEDNESDAY, JANUARY 19, 1938

64 PAGES

\$155,000,000

Picture Business on Both Coasts Hears of Proposed U.S. Crackdown

Start of long-anticipated series of sweeping anti-trust actions in the picture business probably will await the outcome of comprehensive moves already started against other industries. Understanding is that the oil business in Minnesota and northwest territory is regarded by the administration, or at least the Justice Department, as a test action. And if it is not as successful as anticipated, the attorney-general may seek a rethe attorney-general may seek a re-vision of the anti-trust laws so that so-called violators may be brought

vision of the anti-trust laws so that so-called violators may be brought to foe the mark. It has been known in the film business that for some time the Justice Department regularly has perused all papers filed in damage cases brought under the anti-trust provision for possible follow-up Federal prosecution. However, the business recession and shift in administration policy towards one purportedly of cooperating with business apparently has delayed any immediate Government suit. It is no secret that Department of Justice officials have been going over books and records of picture companies both here and on the Coast, as well as files of the Motion Picture Producers & Distributors of America for the last six months or more.

more.
Idea of taking any Federal anti(Continued on page 59)

Minnie Chautauqua Gets Her Innings At This Year's FDR Fetes

As result of experience in previous years where operating costs in some communities at up most of the intake, this year's parties in celebration of the President's Birthday (Jan. 29) and for the benefit of infantile paralysis funds will largely be amateur. Local committees will sell cikets to basketball and other sporting events, amateur choral societies will be heard, little theatres, prize fights, gymnasium exhibitions, etc. Minnie Chautauqua will strut the stuff.

Some 12.000 towns and cities in 2.500 counties of the United States are said to be organized. In contrast to 1937 when 4.200 balls were given, his year, perhaps as few as 50 balls in all will be held. This is the most direct attack on the problem of Keeping musicians, hotels, waiters and whatnot from getting all the dough. As result of experience in pre-

Aimee and 'Snow White'

Aimee and 'Snow White'

Hollywood, Jan. 18.

Aimee Semple MacPherson may have been a flop at the Capitol N. Y. but she still knows how to hitch her salvation routine to a hit. Currently at the Angelus Temple she is giving a religious version of a recent picture release, a tieup which has sort of become routine with her now. which has sort of with her now. Her biblical play is called 'Snow White and the Seven Dwarfs.'

Doubling as Claque

Management of a Broadway Management of a Broadway show that's just managing to stick via the cul-rates, instructed the femme understudy in the company to go out front every night as claque for the opus. Girl refused. Since then the actress has replaced another member of the cast in a regular part.

Management has refused to pay her more than the Equity minimum, however, although the girl she replaced was getting \$75 a week. Newcomer is a junior member of Equity and gets \$25 a week.

2 UNIONS PUSH DRIVE TO ORG. **NITERIES**

Joint national campaign to organ-

Joint national campaign to organize niteries will be waged by the American Federation of Actors and Chorus Equity. Plan was agreed upon Monday (17) at a meeting of the Associated Actors and Artistes of America board in N. Y. It avoids a threatened major battle within the Four A's ranks over jurisdiction of nitery chorus members.

At the same time, Chorus Equity is engaged in a tussle with Billy Rose over salary and rehearsal demands for his new show at the Casa Manana (formerly French Casino). N. Y., due to open last night (Tuesday). Also revealed that Chorus Equity had signed a contract with the International Casino, N. Y., and that AFA last week obtained pacts with Billy Rose, Le Mirage and the Merry-Go-Round, N. Y., bringing the (Continued on page 51)

From Ice to Wheels

Cleveland, Jan. 18.

Cleveland, Jan. 18, s Taking a cue from the ice shows, Bobby Burns started a new fad with his roller-skating revue featuring liceal wooden-wheel experts. Experiment opened Monday (17) in Charlie Horvath's Stateland, which producer manages, for three-day run. In early spring Burns is routing it through middlewestern roller rinks, backed by circus bullyhoo.

Cast made up of ballet of .32 'dirls in precision skating and-28 salorists doing spins, figure work tagan and acrobatic pecialties on wheels. Majority have had vaude experience before. Local chorus picked from Cleveland Roller Club, which was rembership of 1,400, after two months of auditions.

GROSS TOPS ALL

20th-Fox's 1937 Domestic Gross of \$37,000,000 the Record American Intake -Metro's \$65,000,000, of Which Foreign Is \$29,-000,000 - Paramount's Gross, \$43,000,000 of Which \$16,000,000 from the Foreign Market

NET PROFITS

BY SAM SHAIN

Biggest domestic grosser among the companies, in 1937, was 20th Century-Fox. This company, under the guidance of President Sidney R. the guidance of President Sidney R. Kent. according to estimate, raked in \$37,000,000. The company sold to 10,800 accounts, in 1937, a high water mark in the industry. This year, according to indications, the company should better this mark, possibly reaching a new and all-time industry high level of 11,000 domestic accounts.

At this pace, 20th Century-Fux is calculated to count around 25,000 round-the-world accounts. That's an industry record.

20th Century - Fox company's round-the-world gross, in 1937, was (Continued on page 8)

(Continued on page 8)

RADIO 'SCHOOL' IN DEPT. STORE

Hearn's. New York department store, has opened a school to teach tots radio performing technique as well as tap and ballet dancing. Kids are tapped 50c a lesson.

Joan Hamilton, radio actress, who worked on CBS shows as well as hoofed in ballet, profs the school. Hearn's is the first emporium to go into the talent tapching bix as a money-making scheme, but not the first department store to point up what entertaining abilities link in tots. Litturai's see east—years are rain a free school of the soft for a short time as a promotion stunt.

Reissuing Cohan's 'Prez' On Stage Show's Strength

On Stage Snows Strength Chicago, Jan. 18. Paramount is reissuing the Phantom President which stars George M. Cohan. Exhibitors booking it because of the publicity that Chan is getting nationally now due to the Td Rather Be Right' musical, in which he also plays the part of the chief executive of the U.S.

\$65,000,000 MGM Film Stars Wary of B'way Legit; Remain in H'wood Storm Cellars

Payee Auditioners

Pittsburgh, Jan. 18.
Something new in swing concerts is being planned here next Sunday night by Bob Clayman, former dance maestro now in the booking business. He's inviting night club and dance hall proprietors to comprise the audience.

But the novelty is Clayman's theory that there may be some business resulting for the musicians, hence they have to pay an entry fee to appear at the jam session auditions.

EXPOSE FREE COMMERCIALS IN FILMS

Hollywood, Jan. 18.

Names of contributors to and agents of a huge industrial lobby maintained here for the purpose of garnering free film advertising worth millions of dollars for its manufacturer-clients' products, through inclusion of samples in features turned out by the major studios, are being sought by the Motion Picture Producers' Association in an undercover investigation now under way.

Six to eight high-salaried Hollywood agents of the lobby, operating under orders from New York headquarters, are reported to be tossing out a fortune annually in cutertainment and gifts to studio exece and workers. Hollywood, Jan. 18.

workers.
Attention of the Hays office was Attention of the Hays office was called to the situation when a larke eastern industrial corporation, not included in the pay-off group, complained of competitors being played up in screen productions, although his concern ranked as tops in its line. One expert is said to have spent more than \$25,000 to plant his product in a picture.

uct in a picture.

Hays investigators, checki g recent pictures, have uncovered several ex-amples of definite plants.

GOTHAMITES WONDER OVER N. Y. CAFE DROP

Financial collapse of such more-than-a-quarter-of-a-century restan-rant-nitery institutions as Moris, of Greenwich Village, and the Russian Bear in downtown N.Y., his the night club bunch wondering about the fickleness of the spending public. This, couoled with what's haubened to the Hollywood, French Casino, Harlem Uproar and other soots, and

(Continued on page 43)

Quick fold on Broadway of the Fredric March-Florence Eldridge-John Cromwell production, 'Yr Obe-dient Husband,' which cost around

John Cromwell production, Yr Obedient Husband, which cost around \$65,000, coming on the heels of a succession of flops of other plays with picture names, is giving the stay-at-home film bunch reason to appreciate Hollywood.

West coast defenders point to the quick demise of Tallulah Bankhead, Constance Cummings, Sylvia Sidney, Roland Young, Jack Pearl, Ina Clarge and other shows to prove that even a name known to film fans and Broadway alike seoningly isn't enough to carry a weak play.

Theatre Guild's "To Quito and Back', with Sylvia Sidney, was costly; Tallulah Bankhead's 'Antony and Cleopatra' represented a \$100,000 loss; Constance Cummings' Madame Bovary,' around \$40,000 in the red, to cite a few known figures.

Bovary, around \$40,000 in the red, to cite a few known figures, Max Gordon folded his 'Spring Thaw,' the Roland Young show, without bringing it in. Arthur Hammerstein's straight comedy-drama, 'One Flight Down,' with Jack Pearl, represents about \$15,000 in the red. Bushar & Turerk's 'Tell Me Pretty Maiden,' with Doris Nolan, didn't last long, nor did Guthrie McClinitic's Ina Claire production, 'Barchester Towers.'

Towers.'
Shows with names have been strong on the road as a general rule, unless they've been panned in New York. Then they're poison anywhere. Instances of touring shows cleaning up out of town were 'Madame Bovary.' 'A Doll's House' and 'Yr Obedient Husband' (latter was in and (Continued on page 56).

Now They're Booking Bingo Spielers Who Can Gag on the Side

Strand building, N. Y. has a new source of income to offset the slack-ening of the amateur racket. Bookers' are now engaged in placing bingo amouncers in theatres.

Calling of numbers has grown from a straight run-off to a semithespic standing where gagging, ad libbing, etc., te entertain while spieling is part of the routine.

Inexpensive payoff for announcers, usually \$5 per session, lessens manager's labors and presence of Broadway recruits lends a semi-show touch. Price quibbling a la amateurs is rife alrendy with theatres and bookers seeking to cut down payoff to \$0, and frequently succeeding. Bookers themselves are even taking the job to heln halt the wolf who has been howling very budly in the building of late.

Charley Under Cork

Comes now the Harlem version of

the Edgar Bergen vogue. Charlie McCarthy di blackface are popular. dummies in

Goldstone-Hammons' \$1,000,000

In a good position on sales contracts for the current (1937-38) seaton, but badly handicapped on product to meet commitments with the atres, Grand National may take into it fold either Phil Goldstone or E. Stockholders and creditors of Phil Hammons or high in an effort to Goldstone's demand for deather pears. it fold either Phil Goldstone or E. W. Hammons, or both, in an effort to secure much-needed financing. Negotiations having already been started with both, there is a good possi-bility they will hook up with CN, with each putting up cash required at this time to meet deliveries on

The amount may run 3500,000 from The amount may run \$500,000 from Goldstone and the same from Hamons, with latter shifting his shorts for release by Grand National, starting with the beginning of the coming (1938-39) season. A deal following discussion among principals in New York, with Goldstone having arrived in the east Monday (17, is expected to be dependent upon conditions and terms. Hammons and Goldstone are unlikely to put up money for GN unless each is satisfied w. he conditions affecting both, with clear

unikely to put up money for Gr unless each is attisfied w. i. the con-ditions affecting both, with clear understanding as to how each will function, how the money will be allocated on production, etc.

Should \$1,000.000 be provided by the Goldstone-Hammons team, it probable that in lieu of financing GN both these principals would want an understanding on exactly how the money was to be used; how produc-tion budgets were to be set up, and what deals personally would be made. Goldstone is slated to take charge of production, Ed Alperson remaining over administrative af-fairs, and Ed Peskay, who has done a good job over sales, sticking at that post.

Hammons' Position

Hammons Position

How Hammons woul? fit into the
picture as an active executive, if
wanting to become active in GN in
that manner, is not indicated. He
may wish to remain as he is, with his
Educational organization, shifting
his shorts product to GN next
son, similar to his present arrangement with 20th-Century-Fox, except
that with GN Hammons would be
financially interested in the companty.

that with GN. Hammons would be financially interested in the company.

The Educational contract of five years with 20th-Fox, under which the latter has been selling and distributing the Educational product, expires with the end of this season's deliveries. Although it, had been thought 20th-Fox would renew with Hammons, it now looks otherwise, as 20th is planning to produce its own shorts, with Truman Talley, editor-in-chief of the newsreel, in charge of production. Under the contract with Hammons, 20th-Fox agreed not to make any shorts itself excepting the Magic Carpet' and Adventures of Newsreel Cameraman' series. Should he swing to GN, bringing financing with him at a critical time, Hammons is expected to lay down certain conditions before signing on the dotted line. On a move to this company, he would probably take his organization along with him, including Jack Skirboll and others, as soon as they move out of 20th-Fox.

An alliance of Goldstone and Hammons in the GN camp would reunite these two picture men. They were associated together in Tiffany, with Goldstone in charge of production at that studio for sometime prior to elimination of the company from the field.

Looks Fromising

Looks Promising

Looks Promising
Insiders are of the opinion if capital is provided now to get production rolling that with the sales tracts written this year, enough money should soon be available from rentals to carry the company along. GN promised a program of 65 pictures this season and Peskay obtained an impressive number of deals for a company not yet two years old.

tures this season and Peskay obtained an impressive number of deals for a company not yet two years old, including with various—leading chains, major and independent.

In addition to reducing overhead through eliminating people, both at the home office; and in the field some Grand National executives went off salary starting Christmastime, while other people on the payroll took citts. Through these measures, the company has beer attempting to struggle through, feeling that liquidation of playdates would shortly help it over the most critical period of its young career.

The studio on the Coast is the old Educational plant, owned by Hammons. Obligations to Hammons under the lease are being met, no back rent being due, it is understood. As properly belonging to Hammons, its

stockholders and creditors of Phil Goldstone's demand for drastic reorganization, with a sweeping shakeup of executive personnel, is all that is lacking to start the flow. \$1,000,000 in Goldstone-controlled coin into the depleted treasury of Edward A. Alperson's producing and releasing company. To meet the terms of, Goldstone's rescue offer, Alperson, GN. founder and president, will be forced to relinquish command of production in favor Goldstone and devote all of his time to the distribution end of the business. Goldstone pushed off from Holly wood last Friday (14), for New York, where he will lay his prospectus before the shareholder and banking groups having the final say, Earle Hammons of "Educational, whose 20th-Fox releasing deal will not be renewed, is understood to be in on the Goldstone proposition, although his exact status has not been made known. Goldstone who has been delving

his exact status has not been made known.

Goldstone, who has been delving into the GN situation for several weeks, is convinced current assets of the company will sho.' a conservation of at least 50% of the coin already tossed into its coffers. The concern, he pointed out, has good contracts and a strong sales force but landed in the financial mire because production costs have been out for proportion to incom.

Recent disbursements by GN, he revealed, included a \$90,000 payoff on Victor Schertzinger's producer director contract, and \$5,000 for the story. Angels With Dirty Faces, which was to have been used as a James Cagney vehicle. Cagney has already returned to Warners.

arready returned to Warners.

Philadelphia, Jan. 18.
With James Cagney revealed as
out of Grand National, many local
exhibs who have signed for the
exchange's full load are dropping
their 1937-38 termers. They'll take
what they want out of GN's offerings, they declare, but feel they can't
be forced to complete their contracts
inasmuch as the binders were bought
on strength of two Cagneys this
season.
Exhibs are still

Exhibs are still owed one Cagney Exhibs are still owed one Cagney pile from last season, 'Angels With Dirty Faces.' They were given Something to Sing About' last year with explanation that it was this year's product and 'Angels' would be forthcoming later to fill out 1936-37 the company of the commitment. Another film, title un-announced, is also due.

Mitzi Green in Astaire Support on Comeback

Hollywood, Jan. 18,
Mitzi Green and Jack Oakie will
head the supporting cast in the next
Fred. Astaire-Ginger Rogers filmusical, 'Carefree,' set to start Feb.
15 under Pandro S. Berman's production guidance. Assignment is exfilm moppet's first under new RKO
termer.

Berth provides her with six Irving Berlin song numbers, among them You Can Be My Cave Man. Mark-Sandrich will direct.

Gracie's Own Whodunit

Bankroll for Grand National

The providing street of the motion picture industry, and the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves is later than usual meters of the motion picture industry. Because halves are also an an

ing in mid-March may be delayed.

A BROADWAYITE ON BROADWAY

By IACK OSTERMAN

Well, the big event of last week was the second triple-play dinner of the season, only this one was a luncheon that, with few more speakers, would have segued into a dinner. Remember the first one—Mrs. Ted Lewis to Sophie Tucker to a intractive to a right time. The was the season of the finest in the profession. Wynn paid tribute to a right little, guy. Louis Sobol, who, not only looks like he just stepped out of a bandbox but also just out of a benched drawing.

As the celebs from all walks of the theatrical, world stepped off at the eighth door of the Astor hotel, one wondered whether it was given for charity or just to give the mob a chance to see what the Friars Club used to look like on Ladies Day.

Show started off to great start with Ed Wynn (New Acts), opening it with a bang. No. 2, and staying on long enough to finish next to closing, was Judge Proskauer. Now with all due respect to the learned judge's ability, his speech was probably written by Eugene O'Neil. He talked so long that, even though lunch was hardly over, folks began to get hungry again. He spoke eloquently, but he wasn't selling a jury this time—just the Jewish Federard from Calmest of all was Sobol and smartest—considering the glosing spot. When called upon his speech ran three minutes—two minutes

smartest considering the closing spot. When called upon his speech ran three minutes—two minutes longer than 'Yr. Obedient Husband.' Sally Rand caused a murmering when together with other announcements of large donations, she gave \$1,650. [Lucille, we just bought you two fans; now darn it start practicing!]

st.sou. (Lucille, we just bought you two fans; now darn. it; start practicing!)

We sat at what you might call a diversified table—Jack Cohn, v.p. Columbia Pictures; Irving Caesan, and the property of the p

Hollywood, Yan. 13.
S. S. Van Dine has been contracted by Paramount to author an original yarn for George Burns and Gracie Allen under the title of The Gracie Allen Murder Mystery.

Lewis E. Gensler will handle the Black of the Constant o

Other News of Pix Interest

	George Jessel radio-renewed	
ľ	Grace Moore's radio	٠,
,	Paramount's radio yen	Ì,
	Nelson Eddy's air plans	:
	Radio reviews of Mickey Mouse show, Ben Bernie, Eddie	ŀ
ì	Garr, Jack Mulhall, Robert, Taylor	
	Mae West and radio	
ŕ	Benny Goodman's Carnegie Hall swing concert	į.
	Toby Wing's and Micha Auer's new acts at the Paradise, N.Y. Page 51	
ř	Miriam Honkins and Richard Bennett bow out of legits Page 56	i.

Hays West at End of This Week After Philly Visit Philly Indies' Prez Urges Exhibs' Resistance to Film Sales 'Drives'

REVIEW OF DALLAS CASE

U. S. Supreme Court to Get Brief on Distribs' Appeal

on Distribs' Appeal

U. S. Supreme Court review of the Dallas anti-trust case in which complaints of three exhibitors against him major producers and distributors were sustained by the Federal district court was sought Monday (17). Convicted distributors idestepping the circuit court of appeals through special expediting procedure designed to hurry important rulings, filed notice of their appeal, which is resisted by the Justice Department. Briefs will not be submitted until later. Case grew out of beefs about majors practice of stipulating minimum admission prices and barring use of their product on double feature bills.

Tiff is of considerable importance since the action of the Supreme Court will go long way toward clarifying the question of what authority producers have to dictate the way their allins shall be ex-

thority producers have to dictate the way their films shall be exhibited. Block booking, however, is not directly involved in the litiga-

Hall's Follow-Upper

Hollywood, Jan. 18.

Jon Hall, who zoomed to prominence in Samuel Goldwyn's 'Hurricane,' will top the cast in a vehicle laid against a snow country background as his next assignment. Helen Meinardt, RKO scripter, has been drafted to do both the original and the screen play.

Goldwyn plans to send the picture into production immediately upon his return from Honolulu, where he is now yacationing.

is now vacationing.

Bye Bye Broadway

Hollywood Jan 18.
Charles Winninger, Alice Brady
nd Tommy Riggs have been asgined top roles in Universal's
Goodbye Broadway,' Edmund

Grainger to produce.

Ray McCarey is directing from script by Dorian Otyos and Brown Holmes.

Freddie's 'Lord Jeff'

Hollywood, Jan. 18. Freddie Bartholomew has drawn Lord Jeff' as his next Metro ve

hicle.

Pic has been set to roll as soon as kid thesp finishes in 'Kidnapped as kid thesp at 20th-Fox.

ARRIVALS

Bernard H. Hyman, Hofrat F. Schneiderhan, Auguste Geutner, Maj. Lawrence A. Leech, Al Crown, Alex-ander, Brailowsky, Artur Schnabel, ander Brailows Archie Mayo.

terrific departure. No truth in the report that Carnegie goes into a combo policy of pictures and concerts, first bill being revival of Humoresque with Kriesler and Elman on the stage.

Dan Walker reports 'Alexander's Ragtime Band' will not be the life of Irving Berlin. Tell us on the q.t., Dan, will it be a picture?

Thoughts While Thinking Thanks, Larry Adler, for beautitul card from London. Dr. M. Elias, noted physician, has his own Rainbow Room in his private office. If this observation worries you visit him yourself, but in good health, of course; we're not a shill. Interesting article from Harry Dolgin, the head of the 46th St. branch of Western Union, who knows your business before you do. Will print if next week. Wonder what would have happened to Jack Kirkland had Schmeling been dramatic critic of the Herald-Trib instead of the quiet, unasuming Dick Watts-Kirkland figuring his play wasn't a knockout had to score one some place, somehow. And Dick Watts-Kirkland figuring his play wasn' a knockout had to score one some place, somehow. And when Jarrett says he can't be too sore at Rose, who can, when Rose is one of the few producers left. Understand there's a Jewish commentator on the East Side who, if he likes a picture, gives it Four Phoceys and remember, you can live forever, if you're clever enough to know how to live!

Philadelphia, Jan. 18 With start of the annual 'drive' season by distribs, Philly exhibs are being asked by execs of United Mo-Eastern Pennsy to adopt an attitude of passive resistance. What did the exchanges ever do for you?' is their

stand.

Lew Pizor, UMPTO prez, warned all members by mail last week: Again the distributors are organizing drives, UMPTO has gone on record against drives, of all nature for the reason that they are of no benefit to the exhibitor, and when an hibitor does cooperate in the drives, such cooperation is soon forgotten by the distributor.

by the distributor.

'Again the organization repeats that the exhibitor is the only fellow who gets stuck in drives. He finds himself either over-bought or sold for too high a price. No matter how friendly you may be with the exchanges conducting drives, do not let your personal feelings get the better of your good sound business judgment.

Think twice and do not join the big push. It is a wise man who buys what he needs when he needs it. What did these constantly 'driving' exchanges ever do to benefit you in any of their drives?'

Production Slack At Metro and Others Due to March 1 Taxes

Hollywood, Jan. 18.

Production slack at Metro, due to approaching State Property Tax crackdown on all film on hand, sulted Monday (17) in a score of layoffs technical departments.

Although M-G exces deny personnel curtailment, it is known studio notified the State Unemployment Department of the months isseta, to comply with requirements. Slump hitting all plants as producers are reluctant to start, new

ducers are reluctant to start new pictures until after the Mar. 1 checkup is completed.

L. A. to N. Y.

Constance Bennett, Joseph Bernhard, Charles Bickford, A. C. Blumenthal, A. C. Blumenth Jack Chertock, Phil Cohan, Harry Cohn, Lee Dixon. Charles Einfeld. Ben Goetz. Phil Goldstone. Harold Hurley Harold Hurley.
Fred Kohlmar.
Eddie Manni
Mr. and Mrs. Alan Mowbray.
Betty Philson.
I. H. Pratt.
Howard Strickling. Claire Trevor. Harry M. Warner.

SAILINGS

Feb. 1 (New York to Capetown), Mr. and Mrs. Ben Beyer (New York). Jan. 19 (New York to London), Payne Jennings, Roman Freulich (Berengaria).

Jan. 19 (New York to London), Payne Jennings, Roman Freulich (Berengaria). Jan. 15 (New York to Buenos Aires), Max Kosarin, Pearl Enrico (Western World). Jan. 15 (New York to Genoa), Claudette Colbert, Dr. Joel Pressman

Claudette Colbert, Dr. aver 7 cont. (Conte di Savoia). Jan. 15 (Los Angeles to Honolulu). True Boardman (Matsonia). Jan. 15 (New York to Paris). Fernand Gravet, Eddie Sobol., William Haines, Jacques Charles, Phil Reisman, Eugene W. Castle, Frances Harles, Twing Acher, Jacqueline Porel.

ley, Irving Asher, Jacqueline Porel, E. K. Cohan, Francis Salabert (lle de

N. Y. to L. A.

Helen Broderick. Broot Flynn.
Mrs. Sam Rheiner.
Moss Hart.
Benjamin F. Holtzman. Abe Lastfogel. Pare Lorehtz. Sam Lyons, L. Rey.

BIG OPPOSITION-SPORTS

Selznick and Goldwyn Now May Ally in Acquiring UA; Ed Small Rejoms Co.; Wanger's Financing

Sam Goldwyn-United Artists buyout isn't entirely dead. Latest tack is that the Dave Selznick-Jock Whitney interests may be allied with Goldwyn in purchasing the Pick-ford Fairbanks - Chaplin interests. Formerly, the talk revolved about a Goldwyn-Alexander Korda ac-

However, this possibility is still in However, this possibility is still in the talking stage strictly. Dave Rose, Goldwyn, Ltd., vice-president and financial man for the outfit, has been continuing the palavers with John Hay (Jock) Whitney and David O. Selznick in Goldwyn's ab-sence in Honolulu on a vacation from whence he's not due back until Feb. 15.

from whence he's not due back until Feb. 15.

Meantime, Edward Small has signed with UA to produce for a period of three years, making two to four films per annum. Small will finance himself wholly.

Wanger Into Work

Simultaneously, today, it was agreed that Walter Wanger would get further financing and continue his UA affiliations. He's starting pronto with three into work of which The River is Blue, an original by Clifford Odets, gets rolling almost immediately.

inal by Clifford Odets, gets rolling almost immediately.

Sidelight this is that Odets, with Lewis Milestone, has not been getting along with Wanger. Just as Eddie Small had left the UA organization (Reliance Pictures was his unit), through not getting along with Coldwyn. However, everything's smooth now in both camps,

smooth now in both camps.

Indications are that Selznick and
Goldwyn can get together on that
UA buy-out, but a prime condition
would be no interference from or
domination by Goldwyn. These discussions have been on and off the
past year and half, and the resumption now is merely an extenof these talks.

Meanting remand of Schoolst.

of these talks.

Meantime, renewal of Selznick-International's distribution via UA hinges on the question whether united Artists will acquiesce to a flat 20% distribution charge for world-wide coverage, the same proposition offered him during his recent Metro negotiations. recent Metro negotiations.

his recent Metro negotiations.

Return to Hollywood from Honolulu of Goldwyn Feb. 15 will signal the start of a series of contabs to be participated by Goldwyn, Mary Pickford, Douglas Fairbaaks and Charles Chaplin, with Selznick's demands the main business. Co-owners figure they will be able to trim UA distributing expenses sufficiently to meet Selznick's terms providing they are successful lu enticing new production units into the fold, thus boosting the number of pictures against which sales costs charged.

As an extra life to newcomers, the

charged.

As an extra life to newcomers, the UA partners are reported to be multiple of the dead of dividing the company's profits with the individual producers after pocketing 50% for themselves, the bonus to be based on the number of pictures each filming unit turns out. Plan has already been discussed by Miss Pickford, Patrbanks and Chaplin, and now is said to wait only Goldwyn's okay.

While the washing of his proposed

While the washup of his proposed Melto deal brought him new bids from Paramount and RKO, Selznick is reputed to favor a continuance of relations with UA.

Silverstone, Korda, Et al.

Alexander Korda is London, Sam Goldwyn is in Honolulu, Mau-rice Silverstone is in New York. In Hollywood are Dave Selznick, Wal-ter Wauger, producers; and the part-ters. Mary Pickford, Douglas Fair-ters. Mary Pickford, Douglas Fair-

(Continued on page 59)

Newspaper's Bally

Minneapolis, Jan. 18.

Minneapolis, inewspapers continue to it local theatre interests from time to time by putting on shows in opposition to the showhouses. Latest is big free entertainment being staged this week by the Tribune at the Auditorium in connection with a novel exploitation stunt.

As a means of plugging its special features, the Trib has brought its syndicate feature writers and cartoonists here to introduce them to the local public in person. They will be the 'stars' of this week's Auditorium' entertainment.

Arthur (Bugs) Baer heads the contingent which also includes Russ Westover of Tilly the Toiler fame; Harry Foster Welch, the 'Popcye' of the Segar comic strip; Ida Jean Kain, diet authority; Lyman Young, creator of Tim Tyler'; Otto Soglow, cartoonist; Jimmy Murphy, Toots and Casper' creator; Alice Hughes, author of the daily syndicated column, 'As a Woman Looks at It,' and Feg Murray who draws 'Seein' Stars'.

Stars.

The Tribune 'stars' will appear before numerous luncheon clubs, as well as at the Auditorium, during the current week. The Auditorium show is expected to draw 12,000 people Thursday night.

Acad May Have To Hire a Hall to Take Care of Oscar Mob

Hollywood, Jan. 18.
With additional studi groups, including the Screen Actors Guild, participating in this year's Oscar handouts by the Academy of Motion Picture Arts and Sciences, committee charged with the task of picking the award banquet spot developing a real headache. Early ticket demand, indicates 100% increase over 1937, when the diners complained Biltmore Bowl was crowded. Sile sleuths, headed by Howard Estabrook, are scanning the Ambassador hotel and Pan-American Auditorium as possibilities for the

sador hotel and Pan-Amer Auditorium as possibilities for gathering. The Biltmore has the business for several years.

WB THREATENS SUIT IF DONAT COMES TO U. S.

Hollywood, Jan. 18.

Hollywood, Jan. 18.

Robert Donat is due for a legal shellacking from Warners if he attempts to make pictures this country until after he discharges his commitment to WB studio. Warners claims a contract breach and lost out on a legal skirmich in London due to a technicality.

a technicality.

Matro's negotiations for the actor
are avoiding the Warner contention
by having him work abroad. Donal
does not like the climate here, anyway, and is steering clear as he owes.
Edward Small and Ben Goetz a pieture cacli. Deal was cemented after
actor, scored. 'Count of Monte.
Cristo film. actor scored Cristo film

RAPF VACASHING

Hollywood, Jan. 18.

Harry Rapl. Metro producer, companied by his wife, left last Fri-day (14) for Florida on first lap of a month's vacation, in South America

Exec recently completed Every-body Sing and Bad Man of Brim-stone.

BASKETBALL, ICE SHOWS VS. FILMS

Midwinter Sport Contests Cutting In on Picture Houses—Skating Exhibitions and Stellar Cagers, with Name Talent, Among B. O. Competition Elements

B. B. GROWING

Minneapolis, Jan. 18.
Increased opposition from winter sports—ice shows, basket ball, etc.—is a new thorn in the side of theatres is a new thorn in the side of theatres here, and is making the going increasingly tough, exhibitors complain. While part of the present drop from the corresponding period a year ago is due to the general business recession, the considerably more numerous athletic events are regarded by theatre owners as an important factor. More musical attractions than ever before also are cutting in. cutting in.

Most of those who attend evening athletic events and musical attractions are weaned away from film theatres, the exhibitors feel. Winter counter-attractions are more numerous than those of the summer, they complain.

Here is an example of what the picture houses were up against last week in Minneapolis:

Sunday 4,000 watched John S. Johnson skating races at one of the

Johnson skating races at one of the city parks,

Monday—University of Minnesota played the Indian basket ball team before 11,500.

Tuesday—Paul Jones and Gus Sonnenberg attracted 3,500 to their mat card.

Author of the control of the control

ket ball game at the Minnesota Field-House.

And last week the Minneapolis-professiona. A. A. league hockey-leam was on the road. On Sunday afternoon the Minneapolis Symphony orchestra played before 4,000 people in the University Ardiorium, on Friday night, before 4,000.

The fact that these opposition at-tractions are being staged in federal-state and municipal buildings which (Continued on page 8)

Hollywood, Jan. 18.

Damages totaling \$1,000,000 will be demanded of Paramount in a suit to the filed in Los Angeles this week by Emanuel Cohen aftermath of Paramount's sudden termination of Major. Pictures' producing contract. Papers are now being drafted by Cohen's attorneys, Lloyd Wright and Charles E. Millikan.

Paramount, which had been dickering with Cohen for several weekin an effort to agree upon a price for immediate termination of the contract under which it was to distribute, as well as partially. Among the contract under which it was to distribute, as well as partially. Among all discussions with Cohen Jan. 12 when it forwarded to him written notice that it had cancelled his deal. Only nine films had been completed under the pact, which still had 18 months to run.

Of the nine films actually made under the agreement, one. Bing Cro'y's 'Doctor Rhythm,' was still in the cutting room when Paramount's final word was laid on the desk of Cohen. who immediate of the color o

Of Joe Kennedy's

Labor Technique

Manny Cohen Readies \$1,000,000 Suit

Against Par for Voiding Prod. Deal;

Spurns \$350,000 Payoff; Ends Long Tiff

in the cutting room, when Paramount's final, word was laid on the dosk of Cohen, who immediately passed out dismissal notices to his entire pirsonnel, effective that night. Major has been headquartered on the General Service lot.

Bickcring between Cohen and heads of the Paramount organization, in which he formerly ranked as production chief, has been going on for some time, the Major boss charging Paramount heads with 'an utter lack of cooperation' and with 'putting Paramount heads with 'an utter lack of cooperation' and with 'putting every possible obstacle in our way' to prevent the successful coordination of production in which the contending organizations shared.

Adolph Zukor is reported to have offered Cohen \$350,000 for a peaceful invalidating of his contract, but the latter was insistent in his stand for \$500,000.

That Cohen sensed the end approaching as early as Jan. 3 is indicated by the fact that on that date he started to pay off talent and workers on whom he had term strings. He is reputed to have paid out \$130,000, of which \$30,000 went to workers whose wage dependence was involved with continued production, and \$11,000 to his 11 personal contractess.

While Cohen's legal advisers are Here's a Sample

rushing the inking of the complaint, Paramount lawyers are all set to file a counter-action based on charges identical with those hurled by the

Seattle, Jan. 18. Joseph P. Kennedy, new Ambassador to England, formerly one of the head men in the moving picture industry, visited here with his old friend, John Boettiger, at one time assistant to Will Hays, now publisher of the Scattle Post-Intelligencer. Hearst am. sheet, and settled in a few minutes a waterfront dispute that has been holding this port closed for days. The technique of motion picture conferences was successfully carried out with the long-shoremen and employers and both Mr. Kennedy and Mr. Boettiger were given a vote of thanks by the public. The dispute which has held this port closed for so long was demoralizing, business in this section with thousands of people thrown out of work and all shipping being transferred to Tacoma and Everett where the boats were moved for loading and unloading. Kennedy missed his schedule east to Washington and when told about his plane being roady to fake off he remarked. To hell with the plane, let's finish this work. contractees. While Cohen's legal advisers are

Published Weekly by VARIETY, Inc. Sid Silverman, President 154 West 46th Street, New York City SUBSCRIPTION

120

INDEX

Burlesque Chatter,.... Concert 59 15 Years Ag Film Booking Chart 21 Forum Cirl's Eye View House Reviews Inside—Legit Inside—Music Inside—Pictures Inside—Radio International News..........12-13

Jack Osternian Literati 60 Music 44-46

Nite Club Reviews 41:

 Obituary
 62

 Outdoors
 63

 Pictures
 2-27

 Radio
 28-43

 Radio-International
 43

 Radio Reviews
 34-35

 Podds Changanghin
 Radio Reviews...... Radio Showmanship....

Spitz East Feb. 1 to Set RKO Policies; Depinet on Coast for Program Sesh

RKO studios and theatre, will, be formulated until append Feb. 1 when Leo Spitz returns to N. Y. He is currently discussing picture costs and studio operations with Audrew Christiansen of the Irving Trust

Before leaving for the east Spitz will work out the 1933-39 pr. of with Ned Depinet, distribution head due here at the end of the week.

Hollywood, Jan. 18. Frances Mercer, Rita Ochmen and No definite operations policies for Wield Lester tagged for the stock list. Distant reliefeds—set—to start vestured back to permit producer Jesse Lasky to find new lead to replace Barbana Stan-wyck, who walked out on the part.

R. A. Rowland 10%ing

Hollywood, Jan. 18.
Richard A. Rowland, former producer and one-time head of First National Pictures; has joined the Wil-

liam Morris agency.

He will handle general assignments out of the office 1, specializing in scripts.

Chicag Jnn. 13.

Recurring report that Les Spitz will work out the 1932-29 propint distribution had been at the end of the week.

Meanwhile, the company' talent by resident who know Spitz's backbuyers are reaching out for additional players, with Trene Duine, Cary Grant Dourlas, Fairbanits, Jr., Richard Dix and Chester Morris RKO reorganization setup in full among those handed termers, and stride.

Mounting Need for Trade Reforms Points Up MPTOA's '38 Convention; NW Allied's Invite to 'Big Fellows'

Mounting need for trade reforms Mounting need for trade reforms which during the past year became all the more urgent in the face of playdating boycotts, and: trust legislation and highly increased resentment against participation in radio by pictures, is forcing early thought of. Motion Picture Theatre Owners of America leaders for a 1938 consention.

It will probably be held in March with Ed Kuykendall, president of the organization, due in New York shortly to discuss convention plans and a rally of independent exhibitor

shortly to discuss convention plans and a rally of independent exhibitor strength which would eclipse that of other years. Last Spring's convention in Miami was important in that it adopted a very definite program against radio and in the direction of much-needed trade reforms, but it has been partly stymied during '36.

There is little likelihood the convention will be held, 'Miami again due to the cost. It may be Havana this year. New Otleans, which proved popular three years ago, its favored. by mány members of the MPTOA because it is central but here again costs and hotel reservation difficulties are a problem. Louisville at Derby time, also sugested, is very unlikely due to doubt over proper accommodations at that time.

Kuykendall is reported anxious to Kuykengali is reported anxious to stage the convention at Biloxi, Miss., a gulf resort in his home state less than 100 miles from New Orleans and about as central as the latter. The president of the MPTOA is from Columbus, Miss., where he owns sev-eral theatres

eral theatres.

The board of the MPTOA will set the place and date, probably in New York shortly after Kuykendall gets

here.

Help Solve Their Headaches.
Minneapolis, Jan. 18.
This territory's independent exhibitors want the producers-distributors to tell em how to runtheir business—to the extent of figuring out the way to make both ends meet in the face of rising film remtals and other mounting costs all down the line' and inability to hike admission prices because to fixen and other mounting costs what President W. A. Steffes, of Northwest Allied States says, explaining why leading figures in the industry have been invited to attend Northwest Allied's Silver Jubine' anniversary convention here Jan. 31 to Feb. 2.
Steffes is hopeful that Adolph nere Jan. 31 to Feb. 2.
Steffes is hopeful that Adolph nere Jan. 31 to Feb. 2.
Steffes is hopeful that Adolph Acceptances of invitations already have been received from Charles Pettijohn, W. Ray Johnston and Eddie Golden.

Maybe the big boys can solve the little fellows: problems' says Steffes. If that's the case, much better. Conditions in the territory preclude the possibility of an admission price boost. Such a move

from the transmission of the tension of the tension

sly high. And labor is making still greater demands,
Many of the smaller independent exhibitors, and some of the larger ones, will be completely exterminated unless this trend is changed. If any great number should be forced to the wall-it will-be a heavy blow for the industry generally.

Maybe the leading producers-distributor, can advise us properly at this perplexing and critical juncture. We need the help of the industry's forcinost brains. Perhaps they can give us pointers on how to run our theatre more efficiently and at a profit.

run our theatre more efficiently and at a profit.

Steffes proposes to have the 'big boyn' and his 'little fellows' meet it a round table and discuss these problems. He feels that co-opera-tion among all'elements is necessary order to save the industry!

Just a Jaunt for Hart

Hollywood, Jan. 18. Moss Hart has arrived here from the east to chin with his medicos. Writer has no studio tieup.

METRO SETS LEADS FOR 'THREE COMRADES'

Hollywood, Jan. 18.
Robert Taylor, Margaret Sullavan
and Robert Young have been set
for the leads in Metro's "Three Comrades, to be filmed from the Eric
Maria Remarque novel,
Joseph Mankiewicz will produce.

STUDY CONDOR **REORG SETUP**; I. C.'S 77B

Hollywood, Jan. 18.
With Feb. 7 set as the final date for filing of creditors' claims, Federal Judge George Cosgrove has docketed Condor Pictures' reorgani-

eral Judge George Cosgrove has dockeded Condor Pictures' reorganization plan for hearing Feb. 14. H. J. Rothman, chairman of Condor's board, is currently working out the details, which will be studied by Clinton E. Miller, Condor receiver, before submission to the court. Meanwhile, Miller has petitioned the fribunal for permission to send into production two Ken Maynard westerns, budgeted at \$18,100. each, and aiready set for Grand National release. Receiver informed bench and siready set for Grand National release. Receiver informed bench and siready set for Grand National release. Receiver informed bench alms could be launched with actual cash outlay of \$800.

International Cinema, Inc., commercial film laboratory dealing mainly with indies and which hoisted the 77B flag last Friday (14), cited its differences with Production Finance Co. as one of the reasons for its current financial difficulties. Pertitioners listed concerns' assets at \$717,342, against liabilities of \$225,647.

Federal Judge Paul McCormick signed an order permitting harassed

Federal Judge Paul McCormick gned an order permitting harassed outfit to continue operation of plant, which employs 30 lab and 14 office

AT IT AGAIN

Hecht Takes Another Stroll From Goldwyn to M-G

Hollywood, Jan. 18. Miffed because he was refused permission to take six pals into a projection room to view first assem-bly of 1938 Follies, Ben Hecht, set other

o write 1939 edition, has done another walk on Sam Goldwyn.

He has gone over to Metro, where it joins his writing pal, Charles

Fay Bainter Pacted

Hollywood, Jan. 18.

Fay Bainter has been awarded a
termer by Warners following completion of her role in the Bette
Davis starrer, Jezebel.

Her next assignment will be in White Banners, with Edmund Gould-

COLUMBIA HAILS DEMILLE

Dr. Butler, University Prez, and Hays Among Speakers

Making no mention of Birth of a Nation, conceded to have been the biggest film grosser, Cecil B. DeMille, at a luncheon to him Friday (14), stated that his "Ten Commandments" and Metro' Bendur' were the tops as money getters. At the same luncheon, Will H. Hays eited figures showing that 27,000 feet of film is handled daily by the domestic exchanges and is seen, on an average, by 12,000,000 people. Hays and Dr. Nicholas Murray Butler, president of Columbia U., and others in attendance, took the occasion to arge consideration ray Butier, president of Columbia U., and others in attendance, took the occasion to urge consideration of the fact that future performance for increased appreciation of film might be measured by the possibilities. Dr. Butler stressed the educational force of films and moral effects on audience, depreciating these values so far as radio is concerned. A delegate from the N. Y. Public Library, accepting the original corrected script of Buccaneer from DeMille, tried to make an elocutional marathon of the lunch. On Sunday afternoon (16) Paramount hosted DeMille at a cocktain party at the Savoy-Plaza, also in connection with The Buccaneer. Doing his portion of the usual Monday night Lux Theatre broadcast from New York, DeMille left late that night after the broadcast for Boston in connection with premiere there of Buccaneer. He will also make stops at Chicago and Kansas City on the way back to the Coast.

Tenor Crickets; or Roach Should Bonus His P. A.

Princeton, N. J., Jan. 18. Princeton, N. J., Jan. 16: In the plaintive note of a Cali-fornia B flat cricket, Hollywood has asked Princeton University to find six crickets which sing in the key of G. Professor Ulrich Dahlgren, of the Princeton scientific faculty, has received the following telegram from the sound department of Hal' Roach Studio:

Nucloi:

"Would appreciate cooperation of your department of zoology in obtaining data on Gryllus domesticus or Gryllus neglectus, required for special song number in new Laurel and Hardy musical film, 'Swiss Miss.'

All California crickets record in B-flat. We need one in the key of G to fit voice range of Walter Woolf King. If possible should be one-beat chirp in four-four time.

chirp in four-four time.

Mechanical devices such elevator starter's chirp, castanet tinkle,
catgut twang tried but unsatisfactory. Please advise our expense
where such crickets may be found.
If indigenous your vicinity would
greatly appreciate shipping six to us
immediately.

There it was the such as the such as the such crickets in the such as th

Even if New Jersey crickets are G

Even if New Jersey crickets are G crickets, they're all abed for the winter season, and can't be found, so Prof. Dahlgren decided not to bother with the problem.

Prof. Roy D. Welch, head of the Princeton Music Department, baffled by the Hollywood request, pointed out that if there are any music technicians in Hollywood, all they have to do is transposs their G music a half tone downward to the tone of G flat and then the star's voice range would be accommodated, and you couldn't tell B flat crickets from any other kind. other kind.

Perhaps there may be something about California that makes all crickets record in the same key' he added, but that seems very unlikely. The whole thing seems a lot of hooey."

Legits Balk Studio Failure to Grant Leave of Absence for Stage Work

Sam Lyons, head of Lyons, MeCormick & Lyons, in New York, is
now in Hollywood on his first
trip west, for the express purpose of trying to convince the stidos that it might be mutually advantageous to give a little consideration to Broadway. This revolves
about the express desire of certainlegit performers who balking
at film bids because the studios will
not give them the necessary time out
for a stage play.
Players like Ina Claire and Jules
Garfield, among other Lyons clients,
state that term contracts being offered them for pictures, should per-

mit them, or any other Broadway recruits, time out for play. They want a mutually protective clause calling for 60 days' notice, for instance, that a play is in the offing Present Hollywood termers only allow 12 weeks' layoff out of 52, and these not consecutively, and with the player having no choice. Film studies, while offering fancy salaries, can't understand, says Lyons, that certain dyed-in-the-wool legitors have such love for the thetare that even the money, equation isn't enough to alienate them wholly from the idea of doing an occasional stage play.

Doom 100 Coast Little Theatres Sans Equity Tie; Scouting Taboo

COOPER DRAWS \$3,500 **WEEKLY ON MONO DEAL**

Hollywood, Jan. 18.

Jacki Cooper, erstwhile moppet, will hike over to Warners for a role in White Banners' before starting work under a new two-picture deal just inked with Monogram. Pact provides lad with 43,500 weekly pay check, with a minimum guarantee of \$10,500 on each assignment, plus star billing and right to o. k. scripts. Monogram is mulling the idea of using him in sequel to 'Boy of the Streets'.

20TH CANCELS **OLAND ON HIS** 4TH WALK

Hollywood, Jan, 18.
The Charlie Chan series at 20thFox were called off by Darryi
Zanuck when Warner Oland walked
off the set for fourth time and
drew suspension. Zanuck has also
ordered scrapped the actor's current
film, 'Chan at the Ringside,' which is
partially completed, at cost of
around \$100,000.

When Oland walked on director.
James Tinling, Monday (17), he was
immediately taken off the payroll
and the other cast members were
paid off. Studio. figure Oland
is too closely identified with the
Chan, character to make a substitution for continuation of the current
film.

Chan character to make a substitution for continuation of the current
in.

Oland previously tiffed with the
studio, claiming that the stage where
he was working was too draughty.

Change to another stage was made
but the actor apparently nursed
other grievances. His ticket has several years to go.

Oland's two-day walk on the
grounds that Stage 6 at the old Fox
tor on. Western avenue, Hollywood,
was drafty and would subject him to
the risk of catching cold, may have
sounded all right in the blizzard
areas, but around Hollywood it was
the laugh of the year. Town has
never had such a warm and sunny
winter and on the day Oland took
his walk temp in the shade was 77.

Weather in fact was balmy the
C, of C, talked over idea of getting a
flock of extra photographers and
blurb writers to pile up copy for the
next 25 years when things are sure
to be more normal than they have
been this winter. But Oland got his
wish. Without being docked the
two, days he was moved over from
Stage 6 to 7.

Fritz Lang's 2-in-1

Hollywood, Jan. 18.
With Fritz Lang dualing as both
producer and director Paramount's
long-delayed 'You and Me' finally
got, under way last week with
George Rait and Sylvia Sidney
heading the player roster.
Supporting cast Includes Harry
Carey, Warren Hymer, Guin (Big
Boy) Williams, Carol Paige, Lloyd
Nolan, Robert Cummings and Roscoe Karus.

Contractees' Field Day

Contractives Field Day
Hollywood, Jan. 18.
Contracts were passed out with a
lavish hand on the 20th-Fox lot last
week, with Jack Healy topping list
of players awarded extensions.
Bernard Herzbrun, art director,
was inked for another year, while
Edwin Blum and Paul Gerard Smith
were re-set as scripters and Bohert

were re-set as scripters, and Robert Planck, Daniel B. Clark and Arthur Miller as cameramen. Fred Scrsen technician, and Hi Moulton, musician also drew stay-over papers.

Away From It All Hollywood, Jan, 18, Harold Hurley, Paramount execu-tive producer in charge of B pictures, departed Jast Saturday (15) for New York on first lap of a month's va-cation.

Hurley's current filming schedule is in the works.

Hollywood, Jan. 18.

Hollywood, Jan. 18.

Speedy shuttering of more than 100 wildcat little theatres now dotting the Coast from San Diego to Seattle is expected to results from action of the Motion Picture Producers and Distributors Assn. in backing up Actors Equity and the Screen Actors Guild in the latter organization's drive against non-Equity showcases. In ordering tulent and play scouts of major studies to shun places not flying an Equity banner, the Hays office robbed operators of the most potent comeon in their sales argument to novices. Of the 40 showcases that have mushroomed in the Los Angeles area, only five operate under Equity contracts. They are the Bliss-Hayden, Ben Bard, Stage Door, Douglas Cooper's Callboard and Jack Lieder's Spotlight. In Santa Barbara, Arthur Beckhard, legit theatre impresario, who also operates a miniature in connection with his drima school, is the lone holder of an AE ticket there.

Deal for the Hays office entity in the battle resulted from a series of huddles participated by Fred Beetson, secretary creasurer of the MPPDA, Kenneth Thomson, executive secretary of SAG, and I. B. Kornblum for Equity MPPDA orders to talent and play-buying personnel of major film plants are already in effect.

H'WOOD HOTEL' UNIT SUES WB OVER TITLE

Harry Howard and his 'Hollywood Hotel Revue' filed suit Monday (17) in N. Y. supreme court sixing in-junction against Warner Bros Pictures, Inc., and Vitagraph, Inc. over film's use of the vaude unit! title, Hearing, scheduled before Judge Peter M. Schmuck yesterday (18) was adjourned to next Tuesday (25). Howard claims that use of title by film commanies is competitive since

film companies is competitive since picture and stage revues play same theatres at same prices. I. Robert Broder is attorney for the plain-

WB film is based on the 'Holly-ood Hotel' radio show (Campbell's

SHORT MEMORY

Grauman, Who 'Made' Hollywood Blvd., a Forgotten Man.

Hollywood, Jan. 18.

Sponsors of the celebration on Monday night (17) of the 35th aniversary of the Hollywood Hotel on the boulevard pulled a grievous error of omission in not naming Sid Grauman to the committee.

It has been pointed out by those who know the village that it was at Grauman who made Hollywood Boulevard a byword of the world in 1822 from the cow pasture it was at the time. He made picture history with long runs at the Egyptian theatre and later at his Grauman's Chinese theatre. The Grauman type of exploitation called attention to Hol-

nese theatre. The Grauman type of exploitation called attention to Hollywood Hotel.

It figured that plenty of publicity space for the shanty has been lost through omitting Grauman's name from the entertainment committee

Knopf's European Trek

Hollywood, Jan. 18.
Edwin Knopf, Metro writer chief, heads for Europe this weekend on a

six weeks' vacash.

Kenneth MacKenna, who recently replaced Bertram Block as astern replaced Bertram Block as astern story head for studio, will come here to sit in during Knopf's absence,

GRACIE FIELDS' NEXT

GRACIE FIELDS' NEXT

London, Jan. 10.

Gracie Fields' second picture on her 20th-Fox deal is being readled at Denham, and will be adapted from a short story by Jane Pembridge, titled 'Beloved Enemy, so obviously demanding a title change. Setting will be the Great War period, and motivation the rivalry between two stars of legit and vaude reerpectively. Sam Engel put 'He Was Her Mau' through well to schedule.

N.Y. SOUR ON L.A. GHQ IDEA

Blumberg-Rogers Production Accord | SEASONAL | DEA Keynotes Closer Cooperation at U

Universal, under Nate Blumberg, new president of the firm, has established an esst-west production basis; whereby both ends of the company sit in on production. This is a move by Blumberg and Charles R. Rogers, production chief, for closer understanding and cooperation between the home office and the studio and

tween the home office and the studio end.

Trimming operations within income possibilities, without depressing the number of help or limiting the scope of the firm's operations, is another aim of the Blumberg administration. Operations are being coordinated and knitted under his supervision for the purpose of greater cooperation.

Understood that the firm's intake was very substantial, last week, with the firm receiving around \$250,000 from England alone, although officially, there is no word on this. Blumberg's chief aides are Vice President Matty Fox, his assistant; william Scully, sales manager, and Joe Seidelman, in charge of foreign, all of whom entered the firm with him.

Resignation of Charles E. Ford as

him.

Resignation of Charles E. Ford as
newsreel chief means that Joseph
O'Brien and Tom Meade will be in
charge of that end, for the time

being.

John Josephs will make a trip to
the Coast to inspect the Universal
studio and confer with production
forces as soon as it's possible to get
away. Before going he plans getting
his publicity-advertising department

his publicity-advertising department into shape at the ho, only appointment so far having been Dave Lipton. Others are under consideration. A departure under Josephs U will be a closer welding of the advertising and publicity divisions which in the past worked virtually as separate units. It may be a matter of weeks before Josephs goes west.

AUTRY DEMANDS MORE MONEY FROM REPUBLIC

Hollywood, Jan. 18. Hollywood, Jan. 18.
Gene: Autry, Republic's cowboy
star, is demanding more coin for his
buckarooing from studio. He
threatens to stay on the road doing
personals until terms are met: Attorneys for both sides are trying to
work out an amicable settlement
while two other companies are also
in the market for Autry.
While sethils are demanding Autry.

in the market for Autry.
While exhibis are demanding Autry
films from Rep, his current film
Washington Cowboy' held up
pending the negotiations.
Both Paramount and 20th-Fox are
ready to top Republic's best offer if
the yodcling cowhand is free to make
a deal.

Par's N. Y. Studio Heavy **Skedded on Shorts Prods**

With eight subjects being readied for release, Paramount's New York studio is busiest in its history. Among the films in preparation are three musical 'Headliners,' four 'Paragraphies' and the current 'Paramount Pictorial'

Leslie Roush, production manager of shorts, is in charge,

Sid Silvers Glorified

Hollywood, Jan. 18.
Bob Hope, Frances Dee and Sid Silvers have been set as the upper bracket names for Paramount's The Stooge, which will have Jeff Lazarus as producer.

as producer.

Opus is from pen of Silvers, Phil
Baker's ex-razzer, and Lillie Hay-

Filmites' D. C. to L. A.

Washington, Jan. 18.
Randolph Scott, Bruce Cabot and
Mrs. J. H. Whitney left here vesterday (Monday) by train for the Coast.
Scott's home is Virginia.

No Baby's Rattle

Hollywood, Jan. 18.
Teaching Shirley Temple how
to ratile the sticks on a drum
proved an expensive item for
the moppet's next picture at
20th-Fox.
In order to engage Johnny
Williams, percussionist, with the
Raymond Scott quintet, as instructor, studio was required to
put the entire crew on salary
during period of i-pprenticing
the plant's top grosser.

ASK PROBE OF PA. CENSOR **BOARD**

Philadelphia, Jan. 18.

Investigation of the Pennsy Censor Board was demanded by prez of a prominent women's group this week, as result of its ban on 'Baltic Depty'. Board has been hanging by its nails from edge of a boiling cauldron or almost a year now following one unfortunate. nix after another on films simply because their political complexion wasn't approved.

Liberal groups, maintain official 50.0 sers have no right under law to put the ko. on film because it's Communistic, Fascistic or anything clee that has to do with politics or economics. Board's sole duty, it is maintained, is to eliminate obscenity. Elimination of films because they are propagandistic or advocate political, action is termed violation of freedom of speech and press by the liberals. Investigation of the Pennsy Censor

liberals.

Latest blast at the censors was taken by Mrs. Arthur Goldsmith, of Philly Motion Picture Preview Study Group, organization which is anything but radical in its political tendencies. Mrs. Goldsmith declared, I am going to advocate an investigation of the censor board. In the first place I want to know where, profits, if any, go after they are supposed to be turned back to the State Department of Education.

be turned back to the State Department of Education.

T am going to advocate that the profits be used for purposes of visual-education. Furthermore, we are going to bring the matter of censorship into the open and find out excensored in pictures.

Statement followed pronouncement by Mrs. A. Mitchell Palmer, board chairman, last week, when she was testifying in court on why. Deputy was axed. She said at that time pic good, but she didn't like Communism gave it the business.

ness.
Board has also given Governor
Earle, who appoints members,
plenty of call for headache remedies.
Distinctly a liberal, and spoken of as
a certain possibility as presidential
candidate in 1940, he's been embarrassed by board's narrow rulings.
He's tried to keep out of frequent
fracases as far as possible, but when
dragged in has backed up his appointees. Part of reason for this is
strictly personal, as Mrs. Palmer has
for many years been a close friend
of the governor and Mrs. Earle. It
thus would be virtually impossible to
fire her, although when some of the
heat cles down she may be, talked
into being kicked upstairs from her
\$5.000 a year post.
Board is the first one in history
whose rulings have been upset by
the courts. Judge Levinthal reversed-decision-on-lis-Judge.
In Hames and Baltic Deputy
thumbs-down now before the
court. Board has also given Governor

GIVEN BRUSHOFF

Harry Warner's Personal Desire to Reside on Coast May Prompt Move of Some WB Executive Detail West—But By and Large the East, as the Fountainhead, Remains Supreme

LAFF IT OFF

Grave doubt exists in Warner home office circles and in the minds of executives with other companies that this major firm, or others, will attempt to shift ho, functions, such as advertising, publicity and sales, to the Coast except possibly in a very minor way. Authority over a department like advertising and publicity might be transferred to the Coast, with S. Charles Einfeld directing it from that end but with a ho. department still in force in the east, although possibly reduced somewhat in size.

Other ho, functions such as testing, which has already been shifted to the Coast, might prove practical enough for WB, but discussion of trying to direct sales from the Coast, is looked upon as highly undesirable throughout the industry. If Harry M. Warner urges a transfer of sales to California, it is expected he will meet with considerable opposition to such a plan by Major Albert Warner, Grad Sears and others, not only because of the expense of the transfer but because of the obvious difficulties which would figure in trying to rum distribution from the west.

Sales managers in other com-

Sales managers in other Sales managers in other com-panies look upon such a transfer, if it's to amount to any kind of a trans-fer, as a pipe dream, contending that sales logically must be directed from the east. A great majority of film deals each season are closed in film deals each season are closed in New York, with buyers coming in from all parts of the country to ne-gotiate contracts. Sales heads them-selves frequently make trips to close deals, but since 75% of the accounts are east of the Mississippi, any trips are east of the Mississipp), any trips from the Coast, to required points would entail far more traveling and time than from N. Y. Even for the largest chain west of the Mississippi, Fox-West Coast, most of the deals with the distributors are made in New York. In other cases, if neces-

(Continued on page 16)

WB'S BETTE DAVIS AS MRS. LESLIE CARTER

Hollywood, Jan. 18.
Warners will film Mrs. Leslie Carter's life under the title 'A Lady With Red Hair,' with Bette Davis in the title role. Finally settled upon adverse controversy with Morris Gest, who handles the estate of his late father-in-law, David Belasco.

Belasco. After making a deal with Mrs. Carter before her death, Warners sought Gest's permission to highlight the feud between the actress and the producer that led to their splitthe producer that led to their split-ting. Gest demurred on the ground that Belasco's biog was more impor-tant than. Mrs. Carter's for filming and that the actress should be made incidental to the producer's life.

Gest finally capitulated when the thing off, and took the short end of the check.

in Flames and Baltic Deputy thumbs-down now before the court.

Albany Jan. 18.

Justices sitting in N. X. supreme court, appellate division, here, re- for the picture.

Milestone's Squawk Against Hal Roach Arising from 'Road Show'

Gets His Bone

Hollywood, Jan. 18.
Mr. Asta-Smith, canine thesp, who skyrocketed in the Thin Man' films and copped additional laurels through his work in The Awtul Truth, finally coming into his own.
Pooch has been inked by Nat Ross, Metro producer, to topline a series of shorts.

MASS. GETS PIX 'COMMISSION'

Boston, Jan. 17.
Legislation of potentially farreaching importance to the motion
picture industry has been introduced
for the consideration of the Great
and General Court of Massachusetts
at its current annual sitting. The legislation proposed is to create a motion pictures commission for this
state with sweeping powers to rule
with an iron hand the showing of
dims within the confines of the
Commonwealth.
With but three specific exemptions,
all films brought into Massachusetts
would have to be viewed by the proposed new commission and a license

Commonwealth.

With but three specific exemptions, all films brought into Massachusetts would have to be viewed by the proposed new commission and a license issue before they could be shown. The license fee would be five day for each 1,000 feet or fraction thereof of original film and \$2 for each additional copy thereof.

Exempted from the provisions of the law would be required for their showing. Films of a strictly scientific character would have to be given a permit provided that they are not to be exhibited at private or public places of amusement. Films introded for educational, charitable or reliaous purposes or for the instruction of employes could be granted permits without examination.

The commission, a five man board, would be paid, but the bill in its present form does not specify the slaries of the members. Also, there is a penalty clause for violation of the permit requirements, but the nature of the pennity has been left to the discretion of the Legislature.

The motion picture industry experiences considerable trouble in creating films that satisfy the public, declared State Son. Thomas M. Burke of Boston, pctitioner for the motion picture commission. The showing of a picture leaves such an concurring impression on the minds of the people watching the story unforted impression on the minds of the people watching the story unforted impression on the minds of the people watching the story unforted that only pictures that tend to better the public mind should be produced.

An butter understanding of just when the public mind should be to review every ultim screened before it is shown to the general public. In this way, pictures would portray real art and yet avoid immoral, indeed in pictures that the same ime standardize all films to a point where they would be carectual to the average person.

REPUBLIC GETS JUMP WITH CLIPPER YARN

Hollywood, Jan. 18.
Republic was first, on the draw, with plans to film feature around trans-Pacific Clipper disaster of Pago-Pago, rushing through registration of title, Plane Missing, within two hours after first flash of craft's disaster.

Al Cahn, studio story editor

Al Cohn, studio story editor, is penning the yarn.

Hollywood, Jan. 18.
Suit against the Hal Roach studio charging violation of the state Labor, Act will be filed this week by Lewis Milestone, director. Action will seek recovery of eight weeks salary and other damages allowed under the act. Suit will allege that the studibreached Milestone's directorial contract on 'Road Show.' Director will charge that he encountered trouble in getting the cast he wanted for the picture after spending 10 weeks with the writers on the script. Complaint will further allege that the studio went to extremes to have him agree to cancellation and when he refused, his contract was terminated on Jan. ntract was terminated on Jan.

Studio execs deny there was any question of casting as the script for the picture—is—not—yet—completed—They said Milestone was paid \$60,000 to date at the rate of \$5,000 weekly during the work on the script.

The studio has countered with the allegation that it gave Milestone its own ideas on script treatment and he invariably would come back with his own. The director was told flatly to prepare the story as the studio wished and to incorporate his own version. When he falled to comply with their instructions he was rewith their instructions he was re-moved from the payroll on the pic-ture, it was stated.

FOWLER READYING COOPER'S GOLDWYN

Hollywood, Jan. 18.

After announcing that he was going to China for Collier's to do 15 articles at \$1,000 aplece. Gene Fowler reversed his field and signed with Sam Goldwyn, and Goldwyn took a trip to the South Seas instead. Story Fowler will work on is an army item set in the Philippine Islands and has been previously worked over by Charles Bennett a year ago. Gary Cooper will star in it.

a year ago.
in it.

Fowler's 'Salute to Yesterday' is
entertained at various Fowler's 'Salute to Yesterday' is still being entertained at various studios, but particularly at Par for W. C. Fields.

Dubin Layoff Gives WB a Cleffing Worry

Hollywood, Jan. 18.
Al Dubin's departure for New-York, where he plans a six-week stay to recuperate from overwork, has left the cleffing assignment on Warners 'The Garden of the Moon, one of year's prize musical chores, high in the ozone, with studio execs trying to decide whether to give Harry Warren a new team-mate or assign an entirely new duo.
Dubin-Warren combine have provided numbers for 25 features last 12 months.

Mae West's Personals

Hollywood, Jan. 18.
Mae West is set for personal appearance with her 'Every' Day's
Holiday' at the Paramount theatre,
Los Angeles, week of Jan. 27.
Slar will collect 50% of the gross
from the first dollar for her share.

More personals by Mae West may follow now that her latest Par picture has been on release a couple of weeks and the public reaction favorably tested. That was the major factor in calling off her most recently the conditions of the condition of planned itinerary.

Ermine for Barrymore

Hollywood, Jan. 18.
John Barrymore has the role of
King Louis XV Metro's 'Marie
Antoincite,' in which Norma Shearer

w. S. Van Dyke is directing.

Junior Actor Guild Control In **Balance**; Would Do Own Casting

Hollywood, Jan. 18. Fight for control of the Junio Screen Actors Guild gets under way this week when a committee of and junior board member

consider demand that director-employes of the Guild be prohibited ployes of the Guild be promised from voting with the board of di-rectors. Approval of the resolution would ban Aubrey Blair, secretary, Murray Kinnell, assistant treasurer, Pat Somerset, checker for Sr. Guild, Pat Somerset, checker for Sr. Guild; Nate Edwads, Robert Ellsworth, John B. Berger and Antrim Short, studio checkers, from participating in de-liberations of the Jr. board.

liberations of the Jr. board.
Drafting of this resolution is first move by a Jr. group to change policies of organization by checking activities of Guild employes and electing a new board of directors at annual election April 10. Campaign, which has been kept pretty much under cover, expected to break out in the open at general mass under cover, expected to break out in the open at general mass meeting of Jr. Guild scheduled for Hollywood Legion Stadium Feb. 13.

Group, which is dissatisfied with operations of Jr. division, is already circulating petitions to nominate candidates for board of directors. A candidate for director can be nominated by 25 paid-up members of junior division.

junior division.

Counter-campaign for reelection of Blair and all officers and members of board has been started by friends of administration. While Blair, Kinnell, et al., are said to have support of Robert Montgomery, SAG president; Kenneth Thomson, executive secretary, and other tops, several leaders in senior division are said to be supporting drive for change in administration of junior division.

Mull Central Takeover

Demand for closed shop, for extras, with permission to close books, is most important request in amendments to Guild shop contracts now being drafted by SAG tops for submission at producer-labor conferences in New York in April. Proposal of producers that SAG take over operation of Central Casting Corp. will also be discussed at sessions. Several Guild tops are said to favor proposal if producers will sions. Several Guild tops are said to favor producers will grant demand for closed shop, with permission to hold registration of extras to around 4,000, and help defray cost of operating the SAG call bureau, which would take place of Central Casting.

Central Casting,

Board of directors of Sr. SAG is now drafting demands for improvement of working conditions for free-lance players. Suggestions were relance players, Suggestions were re-ceived from special committee and Guild members as result of question-naire malled out from SAG head-quarters. Guild will ask that free-lancers' be given: definite commit-ments from studios on work engage-ments, and that studios abolish prac-tice of hitms players on daily rate ments, and that studios abolish prac-tice of hiring players on daily rate and then switching them to weekly basis when it becomes apparent they will be working more than three

days.

Deal for reinstatement of James

technician at Metro has Shaw as technician at Metro has been dropped by the International Alliance of Theatrical Stage Employes following demand of Shaw that he be paid in full for time since he was discharged March 12. Technician claims he was fired because of his activity with the 37 White Rats of Hollywood, which started original campaign for local autonomy for the four IATSE studio locals.

Prepare Sample Verdict

Prepare Sample Verdict
Plea of the Screen Writers Guild
for an election of screen writers to
select a bargaining representative
has finally been turned over to review division of National Labor Relations Board. Attorneys for this department will make an analysis of
the evidence and exhibits and prepare a sample decision for consideration of the board.

Dr. Towne Nylander, regiona rector for the NLRB, and William Walsh, special attorney sent here from Washington to conduct the case

for the Government, expect decision to be handed down last in this month.

Mayor Shaw finally vetoed ordinance which would have made picking during strike impossible, ollowing receipt of complaints from the SAG, studio painters, carpeners, teamsiers, etc. Move to pass it over the mayor's yeto also was defeated.

Yates West After Rep's Sales Powwow in Chi

Chicago, Jan. 18.
Republic Pictures' franchise-holders from eight surrounding states
convened in Chicago last week to
discuss 1938 product and sales outlook. Quality and quota of product and rentals to remain on par with 1937.

with 1837.

H. J. Yates presided with the following in attendance. Max Roth, central district manager, Grover Parsons, of San Francisco, western supervisor; and franchise holders, Irving Mandell and Harry Lorch, of Chicago; Jack Frackman, Milwaukee; L. W. Marriott, Indianapolis; Sam Seplowin, Detroit; Gilbert Nathanson, Minneapolis; Nat Steinberg and Barney Rosenthal, St. Louis, Bob Withers and Clarence Schultz, Kansas City, and E. J. Titlon, of Des Moines and Omaha.
Yates, accommanied by Parsons,

Des Moines and Omana.
Yates, accompanied by Parsons, left immediately after the meeting for another session on the Coast to line up production at the studio. Had previously attended a tranchise-labely meeting in the coast of t holders' meeting in the east.

14th Annual Conference Of Nat'l Board This Week

The 14th annual conference of the National Board of Review of Motion Pictures opens in New York tomorrow (Thursday) and will continue through Saturday (22), at the Hotel Pennsylvania.

Pennsylvania.
Conference opens in the morning at the Cinema de Paris where 'an important film' will be shown, reviewed and discussed with comment by James S. Hamilton, of the committee on Exceptional Photoplays. Afternoon session will be devoted to The Importance of the Movies, Speakers include: William P. Montague, Jr., Sidney K. Wolf, Herbert S. Walsh, Leon J. Bamberger, Wilton A. Barrett, executive secretary, National Board of Review, will preside.

side.
Thursday night the Conference
delegates will visit the exhibit The
Making of a Contemporary Film
From Script to Preview, in the
Museum of Modern Art.

Museum of Modern Art,

Friday morning session will be devoted to reports on community and club motion picture activities throughout the country, Dr. Frederic M. Thrasher will act as panel leader, Afternoon topic for discussion will be "Taste, and Demand in the Movies." Among the speakers will be Mark Van Doren, Mortimer J. Adler, Gilbert Seldes, Alistair Cooke, and Ward Marsh. Dr. Russell-Potter will preside. "The Film As Document and News," will be the program Friday, night at the New School for Social Research. Edgar Anstey, director of March of Time, Ltd. of London, will then speak. The conference will close with a fluccheon on Saturday. Joseph M. Price will be toastmaster.

Youngest Young Sister

Georgianna Belzer, youngest of Loretta Young's acting sisters, will embrace moniker of Ann Royale in

Tag for debut in Universal's 'Mad About Music' was selected by sis-ters Loretta and Polly Ann Young and Sally Blane.

She'll Try Again

Hollywood, Jan. 18.

Doris Nolan, whose recent legit vehicle, Tell Me, Pretty Maiden, shuttered in New York after six weeks, is back on the Coast for an-

other try at pictures.

Her agent is making the rounds.

At Victory's Studio

Hollywood, Jan. 18.
Old Foy studio in Culver City, recently taken over by Victory, indie
outht, was swept by fire Sunday (16),
with loss around \$50,000. Long standing sets went like tinder in spectacular blaze.

It's the second fire within a year at the plant.

ADULT PRICES FOR 'DWARFS'

there is plenty of Although quawking by independent exhibitor in the Twin Cities and throughout the territory over the terms demanded by RKO for Snow White and although many have declared flatly they won't buy the picture, thus precipitating an individual and inofficial 'strike;' the local RKO exchange seems to be doing all right with the film.

In two weeks of selling L. E. Goldhammer, RKO exchange manager, claims to have closed more than 100 deals, none calling for less than a 50% split for the company and the a 50% split for the company and the percentages running as high as 60-40, with RKO on the top end, in some situations and ranging between 50 and 60 in others. Moreover, he says, every contract requires the exhibitor to charge adult prices for children, and there will be no contracts made except with this provisio.

Philadelphia, Jan. 18 Philadelphia, Jan. 18.

Local indies are strongly protesting
the 50% rental demands by RKO for
Disney's 'Snow White.' The local exhib association has resolved, in the usual manner to resist!

RKO distrib organization in New RKO distrib organization in New York is making a sales issue of the idea to urge exhibitors not to cut admissions for children, when play-ing 'Snow White' and to 'charge a uniform admission both for adults and kiddles.

Another sales ballyhoo by RKO is that the Disney film is the work of three years and a special proposition hence the demand for a 50% rental

nence the demand for a 50% rental.
One local N. Y. exhib in the Times
Square sector, but of nabe calibre,
is showing a Snow White and the
Seven Dwarfs marionet show, plus
old Mickey Mouse and other Disney
shorts.

Hollywood, Jan. 18.

With the early b.o. response to 'Snow White,' Walt Disney will go through with his original plans to make a scond feature-length animated cartoon in color. And of course it will not take him three years this time, benefiting from his experience, with the pioneering on 'Snow White.'

Imperial Picts Wants To Float a New Issue

Washington.

Permission to market 425,000 shares of \$1 common was requested from the Securities & Exchange Commission by Imperial Pictures of New York Friday (14) in registra-tion statement covering 961,286

Planning to withhold nearly half the for subsequent filling of options to insiders, the company exthe for subsequent filling of options to insiders, the company expects to raise \$637,500 for payment of debt and to provide working capital for production activities. The underwriter, A. D. Braham & Co., will get 75,000 sharies as a bonus, for sale at a price which will net \$112,500 profit. Public issue, at \$1.50, will comprise 425,000 shares.

will comprise 425,000 shares.

Scheduled to be withheld for one year, company also included 461,226 tickets which destined for insiders receiving options. Of this amount, the banking firm to receive 100,000 at prices from \$1 to \$1.10; William M. Pizor, president will get 250,000 paying from \$1 to \$1.30, and employees will get 111,286 at \$1.25.

2d Blaze Within Year Lefty's Doorstep Foundling Has More Changes Than a Protean Act

By Joe Laurie, Jr.

Coolacres, Cal., Jan. 18.

Dear Joe:

We stare are sorry to hear about our pal, Ted Healey, going 'upstirs,' He was a grand guy, with a great sense of humor. Aggie and me was talkin' about the time he brought Shep, Curley and Moe, his three stooges, on their first trip to California. They had a room next to his, and he was always pulling some gag on them. Well, one morning they were in the bathroom shaving when one of those 'unusual baby quakes' shook the hotel and knocked pictures off 'the wall 'n' every, thing. The boys were nearly knocked over, so they ran into Healey's room and said. 'Cut' it out will you Ted, we're trying to shave.'

Well, things are going along status quo with us. They send us a good picture now and then—sort of disinfectant—it takes the smell off the bad ones. We played 'Wife, Doctor and Nurse' for two days. The director figured when in doubt have the guy operate on somebody. They were in and out of that operating room so much I almost smelt hee ther. That Loretta Young is a swell looker and that Virginia Bruce gives her a photograph finish for looks, We didn't do any business with the picture but me and Aggie enjoyed it so we charged the loss to entertainment.

Speaking about doctors, Aggie and me had to replace some old parts. Aggie had to have her porcelain fixed and I had to get a pair of new cheaters. Looking at that red ink, kinda got my eyes bloodshot. Those eye doctors and dentists are as bad the film exchanges. The dentist don't want a tooth for a tooth and the oculist won't take an eye for an eye. They want dough. I gave them my fast routine, to which I added some new stuff about havin' to support a kid 'now, and I finished up tiging them little cash and the balance in passes.

The kid is swell and is growing so fast I'm afraid he'll be a year old before his birthday. We are now teaching him to keep quiet. Aggie is knitting him mittens and leggins; the guy has got a better wardrow and more changes than Owen McGivney.

Those two guys that were hanging around town who I thought were gonna open opposition t

of those wise guys.

Give our best to the gang back home and tell 'em I hope they keep their chests heaving regularly. Sez your pal.

Lefty.

P. S.—Bill O'Donnell, from San Antonio, Texas, Winter is a season when you keep the house as hot as it was in summer when you kicked about it.

Industrials' Bonanza To Plug '39 World's Fair

To Plug '39 World's Fair Is. expected to have more motion picture projectors in operation and more thousands of feet of film shown daily than any exposition ever held. Vast majority of big industrial firms with exhibits at Manhattan's show will have one more motion picture exhibitions in constant operation. Now estimated that close to 100 companies will cash in on industrial films and special subjects, especially made and special subjects, especially made for the purpose, at the 1939 fair.

for the purpose, at the 1983 that the Chicago exposition, many projection machines being operated that a special service outfit was established on the fair grounds to provide supplies and servicing.

Bulk of films shown will be 18-

millimeter variety because of safety an ease in handling. Numerous pro ducers of industrial shorts and long features are increasing their plant capacity in order to turn out special subjects designed for N. Y. fair use.

'Jezebel'-In 2 Parts

Hollywood, Jan. 18.
Henry Blanke, associate producer on Warners 'Jezebel,' has split his troupe into two sections and turned director himself in an effort to speed up the picture's completion.

William Wyler is guiding the main dramatic unit, which includes Bette Davis, with Blanke assigning him-self to piloting chore on secondary

After two years on Warners pay-roll, Gordon Oliver has left lot, with completion of his part in 'Jezebel.'

Lola 'Torchy' Now

Hollywood, Jan. 18.

Lola-Lane draws the title role in the first of the new Torchy series for Warners, 'Torchy Blane in for Warners, Torchy Blane in Panama, subbing for Ann Sheridan, originally set as successor to character popularized during the last year by Glenda Farrell, Humphrey Bogart has the male lead.

NAZIS SOUAWKING OVER M. OF T. FILMS

against the March Protest against the March of Time's latest edition Nazi Ger-many to be released Friday (21). will be lodged with the German ambassador at Washington by Fritz Kuhn, leader of the German-Amer-ican Bund, and N. Y. vice-consul Kreause-Wichman. Both previewed the film at M. of T. offices in N.

the nim at M. vi L. vinces.

Y. Monday.

Large portions of the film which depict the totalitarian, state were smuggled out of Germany by M. of T.'s roving photog Julien. Bryan. He took 30,000 feet with him from that country undeveloped, and it is believed this is the first time this has been accomplished. After seeing the picture Kuhn is reported to have said, 'If Hitler sees this film, 'I'll be ruined.'

be ruined."

Explained by M. of T. that the pictures were developed in N. Y. and that the only reason Bryan got out of Germany with the material was that officials relaxed their vigilance while Mussolini was visiting and went on a general holiday.

Tito Guizar Sued

Hollywood, Jan. 18.

Tito Guizar is defendant in
\$51,200 breach of contract suit by
Skarbo Productions, Inc., which
charges the Mexican singer with
failure to keep pact to do 'Alma
En Pena, Spanish film.

Complaint reveals Guizar was to have received \$5,000 cash, plus 10" of profits after \$40,000 production cost had been returned."

Any contemplated deal to use Tito Guizar in Puerto Rico productions for Paramount release is strictly in the conversational status with small the conversational status, with small chance that the foreign star would be loaned out. Representatives of Cobian Pictures, newly formed com-nany to make films in Puerto Rico, talked with Par officials last week. Guizar is under exclusive contract to Paramount.

'Hurricane' Whirlwind 22G in Chi; 'Wise Girl'-Ken Murray Nifty \$20,000, 'Holly Hotel' 28G, 'Fargo' 20G 3d Wk.

Chicago, Jan. 18.

Drawing rave notices and built up on publicity due to the Chicago Tribune's editorial squawk at the delayed release in this town, Hurricane' zomed away on Saturday (15 at the United Artists, headed for one of the biggest takes the saturday (15 at the United Artists, headed for one of the biggest takes the saturday of the biggest takes the saturday of the long the large transport of the long is good. Wells Fargo' establishes precedent by coming into the 75c too Oriental for a week's stay after having had a fortnight's wow business run at the 75c too Chicago. From the Oriental Fargo will move to either the Gartago and the saturday of the saturday is to personality. Palace is also toplining its vaude show, headed by Ken Murray, always favorite hereahouts, both of the saturday saturday getting local buildups—Buscaner' due into the Chicago and Jassis.

Estimates for This Week

isis. Estimates for This Week

Estimates for This Week
Apollo (B&K) (1,200; 35-45-55-55)
—Rosalie (MG). Moved here after
three weeks, at UA; where it did
better than expected. Currently
headed for \$5,000, okay. Last week
'Every Day' (Par) held on Mae West
strength to good \$5,100.
Chleago (B&K) (4,000; 35-55-75)—
'Hollywood_Hotel' (WB) and stage
show. Musical is getting big younger
element play, and with steady night
business trotting, into profit figures
with satisfying \$2,000. Last week
'Wells Fargo (Par) finished smackling two weeks with a humming
\$3,300.

\$33.500.
Carrick (B&K) (900; 35:55-65-75)
—Marihuana' (Indie). Strictly exploitation picture getting business with come-on front and lobby; grinding the mooches to \$12.000, strong. Last week 'Submarine' (WB) finished excellent three-week run in town to fine \$6100.

Cellent three is \$6,100.

Oriental (B&K) (3,200, 35-55-75)—
Olis Fargo (Par) and vaude. Third celk in a major loop house, coming the following two great sessions in e. Chicago, and holding here to tay \$20,000. Last week was pitful, \$13,500. for Thrill of Litetime (3)

at \$13,500. for Thrill of Litetime (Pra).

Palace (RKO) (2,500. 35-55-85-78).

Palace (RKO) and vaude. Ken Mitting (Pra) and vaude. And vaude

in a good \$15,500 on its opening session.

State-Lake (Jones) (2,700; 25-35-45-55)—Married Artist; (Col) and vaude. Build-up for Willle Shore, comic mc. on state; looks good this week to \$14,000. Last week of, \$11,700 for Living on Love. (RKO).

United Artists (Bart-Ua) (1,700; 35-35-65-75)—Hurrieane (UA). Opened on the control of the

L'VILLE GETTING BY: 'TARZAN'-'GROOM' 7G

Louisville, Jan. 18.

Bright soot along film row is the fary Anderson, where 'Hollywood tole' is making the wicket hummall capacity of the house will pre-lude a smash gross, but ho, is alloust a certainty.

Small capacy, clude a smash gross, During clude a smash gross, During most a certainty.

Tarzan's Revenge' tops the bill at the Rialto, and should show the way to a satisfactory \$7,000, while Navy to a satisfactory \$7,000, while Navy to a satisfactory \$7,000, while Navy to a satisfactory.

split with 'Lancer Spy' (20th)' and 'Perfect Specimen' (WB), dual, okay, \$2,400.

Loew's 'State (3,000; 15-30-40)—
Navy Blue and Gold' (MG) and 'She Married an Artist' (Col), dual. Appears no stronger than \$6,500 or slightly over. Last week 'Hurricane (UA) whammed through for \$14,000.

Mary Anderson (Libson) (1,000)
Early pace indicates swell-should with evident holdows (1,000), and (1,000), with evident holdows (1,000), and Seventh Heaven' (20th), dual. Good enough (1,000), with evident holdows (1,000), dual. Hitting along at average pace, \$3,800, mebbe more. Last week 'Tour'e a Sweetheart' (U) and Panay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and sanay bombing film pulled okay \$3,500 on holdows (1,000), and

'SACRED' \$34,000; **HUB MOSTLY SPOTTY**

Boston, Jan. 18.

Spotty biz for the film stands this week with Nothing Sacred the standout, playing Loews orph and State. Keith Memorial vaude policy clicking with Mischa Auer on stage and Wise Gil' on the screen. Tovarich at the Met, with stageshow, opened teolidy.

and Wis Girl on the screen. Tovarich a the Met, with stageshow, one tepicly.

Due to film commitments in opposition houses, Loew's cannot run MC product in newly acquired Hub theatre, and an unconfirmed rumor has it switching to Translux for a newsreel stand. New Brooklime theatre (Harvard Amusement Co.) opens Jan. 29, making two houses under same ownership in a town long closed to films.

Estimates for This Week

same ownership in a town long closed to films.

In the state of the week and town long closed to films.

Boston (RKO) (3200 25-40-55)—

You're a "yeetheart" (U) (2d week) and "yeetheart" (U) (1d week) and "yeetheart" (U) (1d week) and "yeetheart" (U) (1d week) and "Taran's Revenge (20th), double, okay \$10.000.

Fenway (M&P) (1,400: 25-35-55)—Wells Fargo' (Par' (2d run') and Borrowing Trouble (20th) double, strong \$7,000 gallon Last week, "Missing Witnesses" (WB) and Love on Toast (Par'), double, okay \$7,500.

Keith Memorial (RKO) (2,900; 25-40-55)—Wise Girl' (RKO) and stage show headed by Mischa Auter Oliaz \$16.000 promised Last Etek Worze a Sweetheart (WB) and stageshow. Metropolitum (M&P) (4,300; 25-40-65)—Tovarich' (WB) and stageshow, topped by Ella Logan, tepid \$18,500. Preview, of Bucaneer slated for tonight (Tucsday) with Cecil B. DeMille and Margot Grahame taking bows from the Stage.

Orpheum (Logw) (2,300; 25-35-40)

Grahame taking bows from the stage.

Orpheum (Loew) (2000 25-35-40-55)—Nothing Sacred (UA) and Born to Dance' (Col), dual Socko S20,000. Last week: Rosalie (MC) (2d week) dandy \$10,000. [25-35-55)—Wells Fargo (Par) (2d, 11,000 25-35-55)—Wells Fargo (Par) (2d, 11,000 1) dual. Alming at good \$10,000. Last week, Missing Witnesses (WB) and Love Toast (Par), dual, mild \$0,200.

to a satisfactory \$7,000, while 'Navy' So 200.

To a satisfactory \$7,000, while 'Navy' So 200.

State and Gold' at Loew's State looks good for \$6500.

Estimates for This Week Brown. (Fourth 'Ave. Loew's) (1.5-2014).

State 1.5-20-40)—'Wells Fargo'-(Par)-(Par

Estimates for This Week Criterion (Standard) (1,700; 10-35-40)—'Love and Hisses' (20th). Looks like \$5,500, good. Last week, 'True Confession' (Par) did \$4,600, not so

Contession: (Par) did \$4,000, not so hot.

Liberty (Standard) (3,000, 10-20-25).— Mr. Moto (20th) and High Flyers (RKO) (20th) and High Flyers (RKO) (20th) and Angel (20th) (20t

\$5,000. Gas verses for State (Noble) (1,400; 10-25-40)—Awini Truth' (Co) (3d week) Will do \$4,000. Last week, smash a \$5,500. Universe (1,000)—Youte Only Young Once (MGM). Should'do average \$2,500. Last week, Yosatie' (MG) (2d week) did house average of \$2,500.

CINCY BIZ IMPROVES; 'HURRICANE' HUGE 19G

Biz in the main is much improved ver last week. Gigantic pull of over-last week. Gigantic pull of Hurricane, which is fetching \$19,000 for the Albee, and the addition of stage shows at the Suretra are the Hollywood Hotel' is under expectations with a \$11,000 tag for the Palace. Hitting a New High is below par for Keith's at \$4,000. Other ace stands have holdovers.

stands have holdovers.

Estimates for This Week.

Albee (RKO) (3,300; 35-42)—Hurricane. (UA). Hefty advance publicity and rave reviews helping for a zoom \$19,000. Last week, True Confession (Par), \$12,000, okay.

Capitol (RKO). (20,000; 35-42)—You're a Sweetheart' (U) (2d run). Slow \$4,000, Last week, 'Slage Door' (RKO). (1,000).

Tamily (RKO). (1,000). (1,000). The part of the pooling of the property (BKO). Federal Bullets' (Mon), 'They Won't Forget' (WB), singly. Big, \$2,800. Last week, 'Adventurous Blonde' (WB), 'Ingly. Big, \$2,800. Last week, 'Adventurous Blonde' (WB), 'Ingly. Big, \$2,800. Last week, 'Adventurous Blonde' (WB), 'Slow (1,000). Sparter (Ges. the Groom' (RKO), 'Separter (Ges. the Groom' (RKO), 'Separter (MG), '3d run, '4,500, blant' (MG), '3d run, '4,500, blant' (MG), '3d run, '4,500, blant' (MG). Last week, 'Love, and Hisses' (20th) (2d run), '5,500, blant' (1,000), blant' (1,000

\$3,000, poor.

Palace (RKO) (2,800; 35.42)—Holywood Hotel' (WB) Disappointing,
Sheart (U\$11,000, Disappointing,
Sheart (U\$11,000, Disappointing,
Shubert (RKO) (2,150; 42,60)—
Bett, Borrow or Steal' (MG) and
Jack Fine's unit, with Red Skelton
added; first week of vaudfilm. Nice,
\$12,000, Last week, "Tovarich' (WB)
(3d week), \$2,500, ordinary.

B'KLYN STEAMING

'Fargo'-'1st Lady' Magnif \$24,000, 'Sub' 'Portia' \$17,000

Brooklyn, Jan. 18. All appears well among the de luxers. Excellent assortment avail-able with Fabian Par and Fabian Fox ahead of the others. Par is doing truly socko biz with 'Wells Fargo,' going into second tanza, and may go

truly socko biz with 'Wells Fargo,' going into second tanza, and may go third. At Fox 'Submarne D-1' and Portia on Trial.' are also packing them in and will hold over.

Estimates for This Week
Albee (2500, 25-35-55)—Love and Hisses' (20th) and 'Big Town Grid (20th). Will take in plotid \$14,000.
Last week-'Hitting New High 'RKO' and There Goes Groom' (RKO) second There Goes Groom' (RKO) second (2000, 25-35-55)—Submarine D-1' (WB). and 'Portia on Trial (Rep). About \$17,000 anticipated, and holdover. Last week 'Jil Take Romance' (Col) and 'Daughter, of Shanghai' (Par) excellent \$16,000.

Met (2,400; 25-35-55)—Navy Blue and Gold' (MC) and 'Exile to Shanghai' (Par) excellent \$16,000.

Met (2,400; 25-35-55)—Navy Blue and Gold' (MC) and 'Exile to Shanghai' (Rep). Unexciting \$14,000. Last week 'Last Gangster' (MG) and 'You're Only Young Once' (MG) and 'You're Only Young Once' (MG) and 'You're Dny Young Once' (MG) and 'Holdover, Last week 'True Concession' (Par) and 'Pirist Lady' (WB). Magnificent \$24,000 expected, and holdover, Last week 'True Concession' (Par) and 'Missing Witnesses' (WB) neachy-\$24,000.

Strand (2,000; 25-35-55)—Buildon 'Drummond' (Par) and 'Dute Comes Rack' (Rep) plus vaude, headed by Gus Van for weekend, Headed for St. (2000) (Sappointine, but still in chips. Last week 'Expensive Huebands' (WB) and The Shadow' (Col) with nart-time. Vaude produced dandy \$9,000.

Okla. City Only Fair; 'Hisses,' '52d St.,' \$5,500 Oklahoma-City, Jan. 18. Business so-so, nothing special this week, 'Love and Hisses' (20th) looks Strong \$108,000; 'H'wood Hotel' 32G, Strong \$108,000; 'H'wood Hotel' 32G, Hurricane' 35G, Loy 25G, 'Chi' 18G

People are coming back to the the-atres this week, with Broadway tak-ings up substantially in spite of a lot of bad box office weather. An all-day snow that melted almost as fast as it fell hit theatres hard Monday (17) and yesterday (Tues.), with cold arriving, the damage was continuing However, most houses will finish their weeks nicely on the right side of the ladger

their weeks nicely on the right side of the ledger.
Three new pittures account for a lot of coin built all would be in higher brackets with better breaks from the climate. Snow White and the Seven Dwarfs, on which the Music Hall crowd may have oversnot in estimating a run of dood word will do fine business at \$100,000 on the first seven days. Big ad campaign figures on engagement here, RKO participating with Hall in cost, and notices were unusually good. Kids filled the house over the weekend, and advance seat sale is very hefty.

Both 'Hurricane' and 'Hullywood Hall in cost, and notices were unusually good. Kids filled the house over the weekend, and advance seat sale is very hefty.

Both 'Hurricane' and 'Hullywood Hall on the him one and 'Hullywood Hall on the Riv Staturday (15) and on its first week may hit a splendid \$35,000. Hollywood Hotel, with the draught of Benny Goodman in this film counting, is close to that at around \$32,000 on its initial week, also holding. 'Pargo' is one of the best grossers for the Par inches the heat grossers for the Par inches the hind stance is very sturdy at \$36,000.

Man-Proof' is not up there with the leaders but is holding its own capably at the Capitol, looking better than \$25,000, while 'I met My Love Again, at the Roxy, will get induce the contained of the house benefited to some extent over the weekend from the overflow at the Music Hall. Many couldn't get into the latter, especially on Saturday, when kids, out of school, were storming the house with their parents.

Neither the Cap nor. Roxy hold over at their current figures, former brings, in the received on the received house with their parents.

Neither the Cap nor. Roxy hold over at their current figures, former brings, in the figure of the part of the part of the parent of the pare

Astor (1012; 55-\$1.10-\$1.05-\$2.20)— In Old Chicago' (20th). Od week): Held down a little by weather but potent at \$17.800 on first weck ending Sunday night (16), after initial four days of \$14.200. Scats sold eight week ahead, with advance much stronger, than average for \$2 shows here.

here.
Capitol (4,520; 25-35-55-85-51.25)—
Man-Proof (MG). Gets only one cycle here but good enough at \$25,000 or better. Last week, second for Resci (MG). around \$23,000, good. Manneguin' (MG). Joan Crawford's latest, opens tomorrow (Thurs.)

(Thurs.).

Criterion (1.662: 25-40-55)—(She's Cot. Everything' (RKO). Getting a light play, only about \$7,000, mild. Last week, 'It's All Yours' (Col), much better, close to \$10,000.

much better, close to \$10,000.

Globe (1,274; 55-\$1,0-\$1,65-\$2,20)—
Taizan's Revenge (20th) (2d-final week). Kids are making this one pay, maybe around \$5,000 this week after first seven days surprisingly good \$8,500.

good \$8,500.

Palace (1,700: 25-25-55)—Sub D-1'
(WB) and 'Merry-Go-Round' (U)
both 2d run, dualed. This twain may
come close to \$9,000, pretty good.
Prior weeks duel, 'You're a Sweethear! (U) (2d run) and Exponsive
Husbands (WB) (1st run), built to
\$9,500.

show (3d. week). Aided by a preview Monday hight (17) of Buccaner' (Par), it's fancy stepping here at \$38,000 on the third week ending last night (Tues.). Scood week was \$48,500, but no surprise since 'Fargo' is grossing strongly all over the country. Goos a fourth week, Every Day's a Holiday (Par)-and the Benny Goodman band being set to open Wednesday (26).

Goodman band being set to open Wednesday (26).

Radie City Music Hall (5,980, 40-60-85-99-\$1.65)—Snow White Being-RKO and stage show Regardless of the wenther, we wist of a round 180,000 and bolds over. Picture topped \$40,000 on the weekend alone and had one of its strongest Monday mats of all time, despite show and slush, hitting \$14,000 on that day. Last week, second for To-varich' (WB), biz weakened considerably to \$76,000 but profit.

Rahite (750; 25-40-55)—Spy Ring' (U). At \$7,000 or bit over, okay. Last week, "Crashing Hollywood (RKO), \$6400.

Rivell (2,092; 25-55-75-85-90)—Hurricane' (UA). In here from recent \$2 run at the Astor and clicking strongly—possibly \$35,000-first week—and holds. In ahead, "Wise Girl' (RKO) a severe disappointer, under \$12,000.

Rosy (5,836; 25-40-55-75)—I Met My Loye Again' (UA) and stage

(RKO) a severe disappointer, under \$12,000.

Roxy (5,836; 25-40-55-75)—I Met My Love Again' (UA) and stage show. This one looks about \$32,000, fairish. Last week, second for Love and Hisses' (20th). \$32,000, okay Happy Landing' (20th). \$501; Alenie's third for: 20th, opens Friday (21).

Strand. (2,767; 25-55-75)—Holly-wood Hotel' (WB). An excellent gross-getter, around \$32,000 first week ending last night (Tues.), Holds. The second week for 'Sub D-1' (WB). in ahead, good enough at over \$20,000 to have; stayed a third but RKO-wanted it for its N. Y. circuit, State (3,450; 35-55-75)—Navy Blue

wanted it for its N. x. circuit.

State (3,450; 35-55-75)—Navy Blue
and Gold' (MG) (2d run) and vaude
headed by Benny Fields, Business
brisk enough to total to \$25,000 or
better, good Last week nearer

FRISCO A BIT UP; 'HOTEL' \$18,000

Although biz has picked up a bit Antough by an placet and a better the natives still hibernate except Saturdays and Sundays. Best of the new crop on the street are 'Hollywood Hotel' at the Fox and 'Man Proof' at the Warfield.

Estimates for This Week

Estimates for This Week
Embassy (Cohen) (1512; 35-55-75)
—Sheik Steps Out' (Rep) and 'Boo's
and Saddles' (Rep) (2d week). Lack
of product is the only reason for
holding this pair which didn't draw
flies last week. Will go in the red
on three additional days, only \$1,000.
Last week (2d) '900-930.

"Holly week Hotel' (WB) and 'Only
Young Once' (MG). Looks set for
heity \$18,000. Last week (2d) 'Weis
Fargo' (Par) got \$14,000.

Golden Gate (RKO) (2,850, 35-55-

Golden Gate (RKO) (2,650; 35-55-75).—Crashing Hollywood' (RKO) and vaudeville, Will hab \$13,500, soon Last week 'Wise Girl' (RKO), \$14,000

30) Lbs. were wise the Charles and Charles (TACO). Orpheum (FACO) (2.440; 23-55-75) — (11) Wale (Romance' (Col)) and (Lbs. 12) a

United Artists (Cohen) (1,200; 35-55-75)—Nothing Sacred (UA) (4th week). Considering everything, can't complain at \$5,500. Last week (Ud), good at \$7,000.

come close to \$9,000, pretty good.
Prior week's duct, 'You're a Sweet's hear! (U) (2d run) and Exponsive Husbands (WB) (1st run), bull: 0 \$9,500.
Paramount (3,664; 25-55-55-85-99)—
Wells Fargo (Par) and Waring pit (2d, week) slid to a bad \$7,000.

Mpls. Tottering; 'Tovarich' \$8,500, 'Hisses' \$8,000, Leading the Pack

Minneapolis, Ilan. 18.

Weather is mild again, with grosses likewise. All signs point to tume takings eperally, although Tovarich, Love and Hisses' and Victoria the Great' rate highly. Heavy coin just isn't in the enrich these days, except in occasional instances.

Estimates for This Week
Aster (Publix-Simper) (300; 15-25)
—Angel' (Par) split with 'Hold Enn Anyy' (Par') (2d run) and last three days dual first-funs. Dangerously Cours' (20th) and Living on Love (RKO). Mild \$700 individed (20th) and Love (20th) and Expensive Husbands' (WB) dual (1st runs), tame \$800.

Content (Publix-Simper) (1600 23.

apilt with Love on Tonst' (Par) and Expensive Husbands' WB) dual (1st runs). tame \$800.

Century (Publix-Singer) (1,600: 23-35-40)—1711 Take - Romance' (Col). Not delivering; lucky to reach light \$1.800. Last week; 'True Confession' (Par) (2d week). \$4,000. fair. Mimesota (Publix-Singer) (4,200; 1-25-35-55)—Tovarien' (WB). Highly praised and getting good play at matiness, but fair \$8,500 looks like the light of the last of

reissue 200.

1. (200: 25-35).

Piptown Publis: (1,200: 25-35).

Piptown of Zenda'. (UA). First neighbor of Zenda'. (UA). (UA)

MONT'L PLENTY HEFTY: 'VICTORIA' \$8,000, BEST

Three repeats and no standout at the first-runs puts. Victoria the Great' as probable best seller currently with \$8,000 gross at Palac. Severe weather still holding down attendances.

rently with \$8,000 gross at Palace Severe weather still holding down attendances.

Estimates for This Week
Palace (CT) (2,700; 50)—Victoria for the Control of the Control

week.

Cinema de Paris (France-Film) (600; 50)—La Grande Illusion (3d week); \$1,500 gross expected. Good \$1,800 last week.

St. Jenis (France-Film) (2,300; 34)—Yoshiwara' and 'Prends La Route' House doing well every week and look for \$7,500. Last week 'La Danseuse Rouge' and 'Porte-Veine', strong \$7,000.

'Tovarich' \$3,400 Nice; 'Navy' \$3,000, Lincoln

Lincoln, Jun. 18.

Lincoln, Jun. 18.

Navy. Blue and Gold, at the Lincoln, is the leader of the tiwn. To-varieh' is doing fairly well, with Sam Clurk, in from the Warners office in Chi, helping with the bally.

Estimates for This Week

doing fairly well, with Sam Iron the Warners office in Iron the Ir Estimates for This Week
Kiva (Westland) (440, 10-15)—
King Solomon's Mines' (GB), fairich \$900. Last, week, h. of Manhattan Merry-Go-Round' (Rep)
slumped, so was pulled after doing
\$400 on four days.
Liberty. (Cooper) (1:200, 10-15)—
Law for Tombstone' (U') and Expensive Husbands' (WB) split with.
Thunder Trail' (Far) and Missing
Witness' (WB), Oke \$1,000. Last
week, Love on Toast' (Par) and
Shats Over Anizona' (Mono) split
with Walkik Wedding (Par) and
She Loved a Fireman (WB), all
right \$950.

"Navy Blue and Gold' (MG), very strong, \$3,000. Last week. 'Ebb Tide' (Pan') started hefty and finished light, but good in the total, \$2,800.

Orpheum (Cooper) (1,380; 10-15-20-25)—Big Town Girl (20th) and High Elvers' (R(O) in for four days, will get about \$1,100, which is good for that time. Last week. Barrier (Par) and Cooper (1,90); 10-25-40)—"Tovarich' (WB), Slightly over average \$3,400. Last week, Damsel in Distress' (R(O), a flounderer, \$2,800.

Varsity (Westland) 1,100; 10-15)—Outlaws of, the Prairie' (Col) and venus Makes Trouble' (Col) split with 'Where There's a Will' (GB) and 'Squadron of Honor (Col) Fais, \$900. Last week, Tamsel, Trouble' (Col) and Speed to Spare' (Col) split with 'Beloved Yagabond' (Sol) \$100.

'MANNEQUIN' \$13,500, 'HURRICANE' 15G, BUFF

Buffalo Jan 18 Business appears to be scattered at local box offices this week. Mannequin' is okay, although indications are for figures somewhat under reent takings. 'Hurricane' is climbing and should come in with a fine figure. Elsewhere the grosses are spotty, with the Lafayette slipping to subnormal

Estimates for This Week

Estimates for This Week
Bindio (Shea) (3,600; 35-40-60)—
Mannequin' (MG, Probab), recording the state of the

\$10,000.

Hipp (Shea) (2,400; 30-50)—'Rosalie' (MG) (2d run). Not such a fast pace, \$5,000. Last week 'Wells Fargo' (Par) (2d run), return engagement didn't materialize into much; fair

\$5,000.

Lafayette (Ind.) (3,400; 25-35)—
Life Begins with Love (Col) and
Outlaws of Orient (Col). Looks
plenty low at about \$5,500. Last week
You're a Sweetheart (U) (2d week) and 'Dangerous Adventure'

DENVER LOTS LIVELY: **'BRIMSTONE'-'GIRL' 10G**

Denver, Jan. 18.
Plenty of life town with the
National Western stockshow here.
Wells Fargo' continues to hold up
strongly at the Denham. Opening
days of the stockshow the cowboys,
stockmen and their ladies gave the
house two holdouts daily. Manager
Dave Cockril cracked that he'd like
the bill too many giveaway nights
already and he must do something
to get his banknight fans back again,
Figure the perfect weather is hurting
biz by sending crowds to, the stockshow, but mayne some of the cowhands come to the films.

Estimates for This Week

Estimates for This Week

Estimates for This Week
Aladdin (Fox) (1,400; 25-40)—'Love
and Hisses' (20th) (2d run). Hefty
\$4,000; goes to the Broadway next.
Last week, Tovarich (WB) (2d run)
was fair at \$2,500.
Mayerling (Pax-French). Not bad
\$1,500. Last week, Til Take Romance (Col) (3d run) did only
\$1,250.

mance' (Col) (3d run) did only \$1.250.

Denham (Cockrill) (1,392; 25-35-400—Wells Fargo (Par) 3d week). Purcheroo \$8,000. Last week, same pic did \$11,500, only about \$1,000.under the opening week. Denver (Fox) (1,255: 25-35-50)— Hollywood Hotel' (WB). Strong \$0,000; to the Alnddin rext. Last week, Love and Hisses' (20th) nice \$3,000.

First Runs on Broadway

Week of Jan. 20 Astor—'In Old Chicago' (20th)

(3d wk).

Capitol — 'Mannequin' (MG),
(Reviewed in Vaniery, Dec. 22)

Criterion—'Bordertown' (WB)

Criterion—Bordertown (was, (Revival) (21).

Globe — Boy of Streets' (Mono) (22).
(Reviewed in Variety, Dec. 1).

Music Hall—Snow White, 7 (Reviewed in Vanery, Dec. 1).

Music Hall—Snow White, 7

Dwarfs (RKO) (2d wk).

Paramount — 'Wells Fargo'
(Par) (4th wk).

Rialto—She Loved a Fireman'
(WB) (21).

Reviewed in Vanery, Dec. 17).

Rivieli—'Hurricane' (UA) (2d

Rexy-'Happy Landing' (20th)

Strand — 'Hollywood Hotel'

(WB) (2d wk).

Week of Jan. 27

Astor—'In Old Chicago' (20th)

(4th wk), Capitol — 'Mannequin' (MG)

(2d wk).
Criterion — 'Lady Behave'
(Rep) (28).
(Replemed in Vaniery, Dec. 29).
Music Hall—Tom Sawyer'

(UA).
Parameunt — Every Day's a Paramount — Every Day's a Holiday' (Par) (26). (Reviewed in Vaniry, Dec. 29). Rialto—Love Is Headache' (MG) (28). Roxy—Happy Landing' (20th) (2d. wk).

(2d wk). Strand — 'Hollywood Hotel' (WB) (3d wk),

Portland, Ore., Holdovers; 'Sweetheart' \$5,800, Oke

Porlland, Ore., Jan. 18,
"Thrill of a Lifetime" at the Orpheum and 'You're Only Young Once' at the UA are doing good biz as the only new picts in the burg. Heavy ducat selling still goes to three holdovers, "Hurricane' in a fourth strong week at Parker's Broadway. "Wells Fargo' smashed the policies of the big Paramount by holding for a third week. Rosalie' also in a fourth week at the Mayfair.

Estimates for This Wash.

fair.
Estimates for This Week
Broadway (Parker) (2,000; 30-55)
—Hurricane' (UA) and "Prescrip-tion for Romance' (U) (4th week), good \$4,500. Third week big \$5,700. First two weeks topped a total of

good \$4,500. Third week Dig \$5,100.
First two weeks topped a total of \$19,000.
\$19,000 weeks topped a total of \$19,000.
\$19,000 in Parker-Evergreen) (1.500,000 in Parker-Evergreen) (1.500,000 in Parker-Evergreen) (1.500,000 in Parker-Evergreen) (2.000; 30-55)—Thrill of a Lifetime (Par) and The Great Garrick (WB) and The Great Garrick (WB) and Night Club Scandal (Par) (2d-week), fair enough \$5,000.

Paramount (Hamrick-Evergreen) (2d-week), fair enough \$5,000.

United Artists (Parker) (1,000; 30-55)—You're a Sweetheart (U) and You're Only Young Once (MG) (Getting Strong \$5,500). Last week, Manproof (MG) and Missing Witnesses (WB) answered to exploitation for good \$5,800.

Out to Top 'Topper'

Hollywood, Jan. 18.
Prompted by box-office grosses piled up by Topper, Hal Roach will send sequel before the cameras with the same cast and production crew. Constance Bennett, Cary Grant, Roland Young and Billie Burke are the repeaters,
Jack Jevne has already completed this treatment on the Thorne Smith story, and is now at work on the screen play. Norman McLeod will direct.

Joan Bennett Leaving Stage Door for Film

Hollywood, Jan. 18. Hollywood, Jan. 18.
film commitments of Joan. Bennett are forcing her retirement in
two weeks from the road company
of the legit 'Stage Door,' current at
Grand Opera House, Chicago.
Miss Bennett was loaned to Sam
H. Harris by Walter Wanger, who is
calling her home to go into Columbia's 'Holiday.'

'Turnabout' Grinding

Hollywood, Jan. 18.
With Robert Montgomery and
Virginia Bruce heading the cast,
Metro's Turnabout was sent before
the cameras yesterday (Mon.) with
Richard Thorpe directing,
Norman Krasna is producing.

Big Opposition—Sports

(Continued from page 3)

they, as taxpayers, helped to build and help to support, doesn't make the exhibitors feel any better.

It is only in the past few years, too, that the exhibitors have had so much night club, beer parlor, tayern and saloon competition to contend with, they point out.

Growth of Basketball

When James A. (Pop) Naismith set up a couple of hoops and outlined a rough court at Springfield College, Mass., 47 years ago, he never con-ceived the havor that basketball might wreak on show business. day, the game, started as a hobby,

day, the game, started as a hobby, numbers several millions of players and has reached a point where it has become a factor relation to the picture theatre boxofices.

Showmanship serum has buoyed up the situation, particularly in amateur and pro leagues. The hottest woost is the name angle, most being All-American cagers, and names from baseball and football ranks. Enrollers from the feminine ranks of topnotch athletes also are bo, magets.

b.o. magnets.

ranks. Enrollers from the feminine ranks of topnotch athletes also are b.o. magnets.
Commercial firms, including several Hollywood film companies, such as Universal, Fathe and Warner Bross, are increasingly subsidizing teams. Last year, it was estimated, more than 2,500 teams bore the titles of commercial products in the U.S., for which they drew a guarantee. Usually, it was between \$150 to \$400 per game. Cagers, too, will hustle for any firm or product offering them, a fairly good job instead of acceptance of profesh kale.
Pro basketball has its strongest toothold in and around N. Y., Philly Detroit, Chicago and Milwaukee.
American colleges anticipate arbititud year, from basketball ceipts. An instance of 1938 popularity is displayed in the record crowds attending games at Madison Square Garden, N. Y. More than 18,000 fans trekked through the turnstiles to watch C. C. N. Y. lose to Stanford and Minnesota beat Long Island U on Dec. 27. The average for the season so far at the Garden is 14,000 per night. The Garden also, has high school games played Saturday afternoons. In numerous hinterland schools, basketball grosses surpass? those from football, general admission rivals that of a ticket to deluxe house. Firms have a unique method of pedding ducats for such games. The foreman recreation officer of a concern-personally sells to all of the help. The variety spirit has percolated into many a factory which manufactures bolts and nuts. While the

concern-personally sells to all of the help. The varisty spirit has percolat-ed into many a factory which manu-factures boits and nuts. While the workers are at liberty to turn down the tickets, few do, and most of them buy lem for their families and friends. This coin is dumped into a welfare fund, During the past sev-eral years, freak teams have barna wenare fund. During the pasts serial years, freak teams have barn-stormed around the country, com-peting with towners on a 65-35 bard. Outstanding in this category included are House of Davld and Harlem Hotare House of David and Harlem Hot-tentols, who, usually stage floor show between halves; the Roller Bearing Flashes, who play on roller skates and. The Masked Wonders, who pitch baskels while blindfolded. Kate Smith's N. Y. Celtics, one; of the nation's strongest pro-quints, is garnering loads of publicity for the ether warbler; All are former col-legiate stars.

legiate stars.

legiate stars. Tennis, badminton and basketball on stages have been variously, tried out by Doc Joe Lee at the Brooklyn Paramount, by Panchon & Marco at the Roxy, on Broadway, and the Paramount, Los Angeles, and by other exhibs.

Henie's \$132,000

Cleveland, Jan. 18.
Sonja Henie and her ice show got
off Sunday (16) in Al Sutphin's new
Arena with every one of the 9,100
seats sold four days in advance.
Troupe was originally booked for
five days but sixth peformance will
be added

five days but sixth petermance will be added.

Exploitation campaign laid down almost wholly with a view for deby Al Sutphin's five press agents considered record-breaker yet there was one kick-back. Show so over-sold that natives got the idea around \$9,000,000, foreign. Columbitation more low-priced tickets and reck, at approximately \$7,000,000, that scale of \$1.10 to \$4.40 was higher than the \$2.75 in Detroit. At Warner Bros. figures aren't defailed.

last minute before opening \$4.40 seats for rest of engagement going so slowly that they put on a battery of telephone girls, to push the old will-you-pick-up-your-reserved-tickets' gag, which hypoed sales.
Sutphin, owner of Barons hockey team, figured that Heme will pull in around \$132,000 in six days under capacity business.

Also Roller - Skating

Sait Lake City, Jan 18.

A new headache for Sait Lake City nabe house operators, in the guise of a revival of roller-stating is causing a dent the bo. biz of the 15c houses

In the past month, two new large indoor rinks have opened on the fringe of the theatrical district, offering coasters rental of skates, struction and rink attractions at rates below cost of admish to a double feature.

Baskethall Daft

Fort Wayne, Jan. 18. In basketball-mad Indiana, rad In basketball-mad Indiana, radi stations are more or less required to broadcast every major game. Westinghouse WGL has signed up sponsors for the big games and coming tournaments. Lingooln National Bank-Trust Co. has bought time for two games; Perfection Biscuit will-sponsor the sectional and regional fournaments in Fort Wayne, and Buick Motor has purchased air rights for the state finals in Indianapolis, which totals, to date, 16 full hours of sponsored time.

John Hackett will handle the play-by-play details, with Carl Vandaguift supplying color for the broadcast.

\$155,000,000

(Continued from page 1)

around \$57,000,000, of which feign biz amounted to \$20,000,000.

eign biz amounted to \$20,000,000. The biggest over-all grosser, in 1937, was Metro, with an estimated \$65,000,000. Metro also was the big-gest 1937 foreign grosser with estimated \$29,000,000.

Metro's \$14,500,000

Metro's 1937 net was \$14,426,000. 20th Century-Fox will show earnings of around \$8,700,000, abouts, Of this sum, \$7,000,000 or more was earned by 20th Fox, from

distribution and production. And probably the biggest, on that end, in the business. The split in Metro's profit on theatres and distribution, isn't de-

When Sid Kent joined the old Fox firm, in 1932, the firm's round-the-world income was approximately \$29,000,000. Its domestice tak ap-\$29,000,000. Its domestice tak approximated \$17,000,000, and \$12,000,000 was from foreign. Since then, the company has climbed upwards steadily, until today it has doubled that mark.

When Paramount was tops, which was when Kent headed the firm's distribution, the company had around 9,500 accounts. Then it pitched into a decline following the 1929 depression and, in the immediate years which followed. Par's business dropped off. Receivership and bankruptcy took toll of Par. Also, reorganization.

Par's \$43,000,000

Par's \$43,000,000

For 1937. Par probably will show an over-all gross intake of around \$43,000,000, or which some \$27,-000,000 is domestic, and foreign \$16,000,000. That's according to unfolicial estimate. Probably Par will show earnings of \$7,000,000 in 1937. No common stock dividend is expected. These earnings, from indications; are wholly from the the utre end. According to estimate. Par received around \$9,000,000 from its theatre department in 1937. its theatre department in 1937.

Twentieth Century-Fox company's rise to top ranking in domeste-take; and Metro's tremendous lead, in foreign, are natural developments. The figures show clearly that McIro has been making films with an to the foreign market, Twentieth-Fox has done this also to an extent.

Paramount, on the other hand in recent years has been making films almost wholly with a view for domestic markets.

Philly Off; 'City Girl'-Vaude 21G, 'Hotel' \$20,000, 'Wise Girl' \$11,200

What started out as a record breaker last week faces is following is and the started out as a record is and the started out as a record of the started out as a record of the started out as a record of the started out as a record out and the started out as a record out as a

though doing oke for this sustained no. at \$8,000 for the five days. Last week got nice enough \$14,100 to earn the added mileage.

Karlton (WB) (1,100; 40-50)—You're a Sweetheart' (U) (2d run'). Doing fair, but also being shoved out two days short of a full week to make the state of the sta

BALTO JUST AMBLING: MARRY'-VAUDE \$14,000

Baltimore, Jan. 18.
Biz is on an even keel, somewhat below par. Combo Hippodrome is leading the field with No Time to Marry. thanks to stage presentation of Hal Kemp and orch, ringing up a profitable \$14,000. Not much excitement over Mae West's Every Day's a Holiday' at the Stanley, with takings not expected to reach over a fair \$8,500.

Estimates for This Week

Century (Loew's-UA) (3,000: 15-5-35-40-55)—'Man Proof' (MG).
Mild pace to possible \$9,000. Last yeok 'Last Gangster' (MG) fairish

week Last Gangster (MC) fairins \$1,000 padrome (Rappaport) (2.20); 15-95, 95-40-85-60) — No Time to Marry' (RKO) with Hal Kemp orch on stare. Pleasing \$14,000. Last week. 'Ill Take Romane' ('Col) and Hollywood Bandwagon' unit, \$12,200. Keith's (Schanberger) (2,500) 15-25-35-40-55)—'You're a Sweetheart' (U) (2d week), Mild \$4,500 after first session profit to \$6,300. New (Mechanie) (1,400: 15-25-35-40-55)—'Checkers' (20th). Daytime biz helping some to \$3,000. Last week Charlie Chan (20th) unexciting \$2,200. WHD) (2,450: 55-85-56)

ing \$2.200.

Stanley (WB) (3,450; 15-25-30-40-55)—Every Day's a Holiday' (Par)

Just fair \$8.500 anticinated. Last week 'First Lady' (WB) struggled through to \$4.400.

Omaha Making the Grade;

Hisses'-Lancer' \$8,000

— Omaha, Jan-18.
— Exhibs are keeping their fingers trossed these days, as snow flurries and wind storms play around this are lavorable, but gave a seare Thursday. (13) and then turned warmer.

Omaha and Orpheum have too thows, with Omaha having the edge.

with 'True Confession,' although 'Sophie Lang,' as second feature, nothing but an anchor. Estimates for This Week Brandes thinge grid (RKO) and October (WB) on double bill, with new March of Time added. Not more than \$4,300. Last week 'Percet Specimen' (WB) and Crashing-Hollywood' (RKO) dualed for good Omaha (Blank) (2,100; 10-25-40)—True Confession' (Par) and 'Sophie Lang' (Par) twin-billed. Weather held down opening, baded for \$7,-300. Last week 'Wells Fargo' (Par) and 'Partners in Crime' (Pan) held out to 14th day as double bill. Seond seven days very acceptable at \$7,000 after memorable first week. Orpheum (Blank) (2,976: 10-25-40)—Love and Hisses' (20th) and 'Tancer Spy' (20th) in duo. Strong \$8,000. Last week, 'You're a Sweetheart' (U) and 'Great Garrick' (WB) around \$7,000, not bad.

SEATTLE SO-SO; TOVARICH' 81/3G

Seattle, Jan. 18.
Shows are holding up in this burg, although the waterfront tieup the past week had a harmful effect, Cargoes were diverted to other Puget. Sound ports: However, this week the trouble was settled.
Town's toppers are 'Hurricane,' Wells, Fargo, and 'Brimstone,' all-holdovers.

Sound ports. However, this week the troule was seed.

Wells Fargo and Brimstone, all-holdovers.

Estimates for This Week.

Riue Mouse (Hamrick-Evergreen)
(1900; 27)—They Won't Forget (WB)
and Partners in Crime' (RW)
and Partners in Crime' (Far) dual.
Looking for fair \$2.100 (Last week,
Great Garrick (WB) and Ouduch
3 (1911; 1914) (Hamrick-Evergreen)
(1,900; 21-32)—Double Wedding (MG) and 'Hold Em Navy (Par)
dual. Indicated slow \$2,700 (Last
week 'Dead End' (UA) and 'Sophie
Lang' (Par) dual, four days, \$1,900.

big, split with 'Vogues of 1938 (UA)
and 'Chan on Broadway' (20th) dual.
Indicated slow \$2,700 (Last
week 'Dead End' (UA) and 'Sophie
Lang' (Par) dual, four days, \$1,900.

big, split with 'Vogues of 1938 (UA)
and 'Chan on Broadway' (20th) dual.
Intree days, for week's total, \$3,600.

Totalonial 'Trail' (Col) dual. Expected mild \$1,900. Last week Living on
Love' (RKO) and 'Game That Kills'
(Rep) dual, \$2,100, fair.

Fifth Avenue (Hamrick-Evergreen)
(2,400; 32-37-42)—Tovarich' (WB)
and 'Only Young Once' (Col) dual.
Heading for hefty \$3,500 (Last week
Rosalle' (MG) and 'Did
Ack, dipped to \$5,800. Mild.
Liberty (Jensen-von Herberg) (1,900; 21-27-42)—Hurricane' (UA) (3dweek). Going places for possible
\$8,000. great. Last week, same film,
\$5,600. terrif.

Music Box Harrick-Evergreen)
(2,700; 32-37-42)—Wells Fargo (Tan)
single bill Hilling strikes to (20th)
and 'Dauker of Shanghai' (Par)
and (Dauker) (Slerling) (Rep) dual, \$2,800.

Week). Going places for possible
\$8,000. great. Last week, same film,
\$8,600. terrif.

Music Box Harrick-Evergreen)
(2,700; 32-37-42)—Wals Fargo (Tan)
single bill Hilling strikes to (20th)
and 'Dauker of Shanghai' (Par)
and 'Dauker of Shanghai' (Par)
dual, \$2,800. okay.

Or phe um 'Hamrick-Evergreen)
(2,700; 32-37-42)—Wals Fargo
(3,100; 32-37-42)—Wals

Trouble' (20th) dual (2d week) \$7,000, immens (sterling) (850; 21-32)Roosevelt (Sterling) (850; 21-32)Alcatraz (WB) and Llife Begins
With Love' (Col) dual, Indicated fair
\$2,400. Last week 'Perfect Specimen'
(WB) and Manhattan Merry-GoRound' (Rep) dual, \$2,900, good:

'Buc' Getting N.O. Bucks

New Orleans, Jan. 18. "The Buccaneer, world-premiered here at the Saenger, finished its first week at \$22,000, largest gross

But 'H'wood Hotel \$21,500 Detroit, Jan 18. Some pickup in auto plant rehir-ing but still boo carly to affect b. . especially in face of slippery weather. With vaudilmers off again, fairest bet otherwise looks like Mannequin, at the United Artists, which gave the Joan Crawford opus its 'world pre-miere' behind snappy exploitation.

miere behind snappy exploitation.

Estimates for This Week
Adams (Balaban) (1,700; 30-40-50)

"You're a Sweetheart" (1) (2d run)
Plus 'A Girl with Ideas' (1), Okay
\$4,500. Last stanza; \$4,700 on Love
and Hisses (20th) (2d run) and
Westland Case' (U).
Fox (Indire) (5,000; 40-60-75)
Dinner at the Ritz' (20th) with Ted
Weems band on stage, Disappointing
at \$17,000. Last week, around \$20,000, okay, on 'You're a Sweetheart'
(U) plus Vincent Lopez band on
stage.

(U) plus vincent Lopez bana stage.

Madison (United Detroit) (2,000; 40-50-75)—Tovarich' (WB). Should get good \$8,500. Last week, \$6,000, okay, on "Hurricane" (UA) 163 week (100) following stanzas of \$12,000 and

following stantes street, and the street of the street of

(RKO) and Dorothy Stone topping vaude.

Falms-State (United Detroit) G.
300; 30-40-50) Bordertown' (Williams-State United Detroit) G.
Gravella (Table 1) Bordertown' (Williams-Real Late 1) Bordertown' (Williams-Real Late 1) Bordertown' (Parl 1) G.
Gravella (Parl 1) G.
Wells Fargo' (Parl 2) (2d run), plus 'Night Club Scandal' (Parl)

United 'Artists' (United 'Detroit) G.
Listed as 'world premiers' and ballyed nicely for likely \$10,500, fair.
Last week, 'Man-Proof' (MG), only \$6,009.

'HURRICANE' 13G BLOW: INDPLS. LOOKING UP

INDPLS. LOOKING UP

Indianapolis, Jan. 18.

'Hurricane' is the big breeze this week in the first runs and is blow-ing along at Loew's to one of the season's best grosses. Major Bowes upon a transparent of the season's best grosses. Major Bowes upon a transparent in the runner-up spot with a take considerably above average, while 'Every Day's a Holiday' at the Indiana is doing okay. All the downtown houses dropped their balcony seats from 40c to 30c nights and Sundays beginning with their current pograms.

Estimates for This Week
Apolio (Katz-Dolle) (1,100; 25-30-40)—'Wells Fargo' (Par). Bryught back for a repeal engagement follower session. Take will be \$4,000 okay. Last week. Tovarieth (WB) (2d week), lightweight at \$2,500.

Circle (Katz-Dolle) (2,800; 25-30-40)—'Wells Girl' (RKO) and 'Prescription for Romance' (U). Not doing a great deal at \$4,500. Last week. More and the season of the control of the contr

Providence Still N.S.G. 'Hotel'-Vaude \$10,000

riotel - Vaude \$10,000
Providence Jin. 18
Another so so week is in prosspect.
Entertainment is rown week is in prosspect.
Entertainment is rown week as a whole. Two the district instead of the unit for another week at Lowey State of the control o

Estimates for This Week

Estimates for This Week
Albee (RKO) (2,20), 25,35,501Crashing Hollywood (RKO) and
Tamm In Love (RKO). Nothins
much doing here: looks like the
trailer, \$3,800. Last week. 'She's Got
Everything' (RKO) and 'Wild 'Iniocence' (Inde), also off at \$6,100.
Carlton (Fay's-Loew's) (1,400, 25,
35,50)-You're a Swetchear! (U)
and 'Preseription' for Romance (U).
Not likely to go over, \$3,000. Last
week. 'Rosalie' (MG) was oky af
\$4,800.

week. Rosalie' (MG) was oky at \$4,800. Fay's (2,000; 25-35-50)—City Girl' (20th) and vaude. Pacc much better; should be around \$7,400. Last week. Tarzani (20th) poor. \$6,200. Loew's. State. (3,200: 25-35-50).— Hurricane (UA) and Psid to Donce!

Det. Still in Doghouse But 'H'wood Hotel' \$21,500 Biz Strong in L.A., 'Hurricane' \$31,500, 'Chicago' Smash \$13,500, 'Proof' 23G. 'Sweetheart' 17G, 'Gangster' \$7,200

(Co)) 223 week). Gross should reach good \$9,000. Last week same bill operated to \$16,400, terrific.

Majestic (Fay). (2,200; 25,35-50)—
Hollywood Hotel (WB) and Patient in Room 18* (WB). Should be around \$10,000, nice going. Last week, You're a Sweethear! (U) and 'Prescription for Romance (U) started off well but slid. 10 \$7,000.

Strand (nic.) (2,200; 25,35-50)—
Daughter (nic.) (2,200; (Par) and Only, fair, Last week, Wells Fargo (Par), splendid \$12,800 10-day showing.

'HISSES' \$21,000; WASH. SIMMERS

Washington, Jan. 18

Washington, Jan. 18.
Paydag finally rolled around and
the Government clerks who've been
broke since their holiday bills the
first of the month are seeing films
again. Last week all houses openedtoirly strong, but after weekend fell
off sadly. Business of the town: is
divided between the Palice, with
'Yeuricane', and the Eurle, with
'Wells Fargo'.

'Wells Fargo'
This week the customers are out again, but they have only three firstruns to chose from. Only one 'Love and Hisses,' at the Capitol, looks strong.

and Hisses; al the Capitol, 100ks strong.

Estimates for This Week
Capitel (Loew) 0.3424; 25-35-40-66)
—Love and Hisses (20th) and stage-slow. Out front without too much competition, heading toward sweet \$21.000, Last week, Bad Man of Brinistone (MG), did fair \$18,000.

Brimstone: (MG), did fair \$18,000.
Columbia (Loew) (1,583; 24-40)—
'Rosalie' (MG) (2d run). Third week
on main stem for this and its still
good for lush \$5,000. Last week,
Man-Proof' (MG) (2d run) held up
for same \$5,000.

Man-Frod track state of the man state of

\$17,500. Last week "Wells Fargo" (Par swell \$19,500.

Keith's (RKO) (1,830; 35-55)—

You're a Sweetheart" (U). Alice Faye apparently not yet the draw here she is in other-spots and this looks like disappointing \$9,500.

Last week, "Damso! in Distress' (RKO) had worst second week of an Astaine film in house history, ending with sorrowful \$6,500.

Met (WB) (1,853; 25-40)—'Tovarich' (WB) (2d run). Expected to follow swell week at Earle with neat term here, pointing toward \$6,500.

Last week, 'Dr. Syn' (GB) died painful 'death at \$3,900.

Palace (Low) (2,363; 35-55)—

ful death at \$3,900.
Palace (Loew), (2,363; 35-55)—
Hurricane' (UA), (2d week). Still
packs a punch and expected to stick
at nice clip for better-than-oke
\$1,500. Last week, same film hit a
little better than estimated, closing
with plump \$19,500.

Pitt Showing 'Em How; 'Brimstone'-Vaude 28G

Dittsburgh Jun 18.
Give 'em what they want around here and vecession, weather and what-have-you won't, make the shightest difference. That's born cout this week, with takes on the upswing again and being paced by sock o'biz of 'Bad Man of Brimstone' and Three Stronees, Stepin Fetchit stage show at the Stinite, and well-liked 'Hollywood 'Hotel' at Penn.

Estimates for This Week
Alvin (Harris) (2000: 25-35-50)—

Estimates for This Week
Alvin (Harris) (2,000; 25:35:50)—
She Married an Artist (Col), and
Westland Case (U). Nothing much
expected from this weak dualer so
blz ispit exactly disappointing; non
much Bornace (Col), also
disappointing much
in Bornace (Col), also
disappointing (Co

Cooper flicker around \$20,000 18

Wenn (Loew-UA) (3:300: 25:35:50)

Henn (Loew-UA) (3:300: 25:35:50)

Hollwood Hotel (WB). Looks
like: \$15,500 anyway, first rate.

Son around \$30 anyway, first rate.

Son around

Los Angeles, Jan. 18.
Trade spotty, with the bulk of the houses doing satisfactory but not smash biz. Samuel Goldwyn's Hursteine, released to the duy-date. Werner Bress Dewntown and Hollywood 3d days after completing two dilling up a lucrative combined gress, sufficient to warrant holdover decision carly in the run.
In Old Chicage made its debut as a two-dayer at the Four Star

cision only in the run.

The Old Chicage made its debut as a two-adayor at the Four Star last Friday (14) and basis of carly returns should equal, if not pass, the previous opening weeks highs at the house, held by Lost Horizon. (Col) and The Firelly (Mur Proof is headed for fair returns at the State-Chinese while Pantages and RIGO will fare okay with You're Sweetheart. Snow White continues to show strength while (Wells Farro' is winding uper profitable third week at the Paramount.

white Wells Fairo is withing uppery profitable third week at the
Paramount.

Estimates for This Week
Carthay Circle (Fox) (1,518; 5533-110-165) Show White and the
Seven Dwarfs (IKG) 4th week,
for this Direction of the strong for the

brought satisfactory \$4,200.

Four Star (Fnx) (900; 55-83-1.10165) 'In Old Chicago' (20th) (1st week). Preemed at \$5.50 top, opening brought nifty \$3,700 and substantial biz since then should bring yery neat \$13,500 on nitial stanza.
House dark last week.

ing prought nift \$3,700 and substantial Philageness (Par) should bring very neat \$13,500 on initial stanza. House dark last week.

Hellywood (WB) (2,756; 30: 40-55: 65) 'Hurriche' (UA) and 'Expensive Husbands' (WB) dual. First week should end with smash \$16,000. Last week, 'Tovarich' (WB) on five-day second week, '\$5,000, 'Orpheum (Bdwy) (2,200; 25-30-35: 40) 'She Loved a Fireman' (FN) and Thoroughbreds. Don't. Cry' (MG) dual and vaudeville. Broadway and Thoroughbreds. Don't. Cry' (MG) dual and vaudeville. Broadway and the standard of t

is important this week looks like unexpected click \$28,000 at least a figure house rarely sets except with name bands on holiday weeks, Last week Stand-In 4UA) and show far

week. Slaud: II OA3 am. S19,700.
Wainer (WB) (2,000, 25-40) — Great Garrick (WB) and Adventurous Blonde (WB). Mixthe S1,250, highly good. Last week. Thespile (MG), (2d mi), sabsfactory at \$6,700.

Worlds NUMBER ONE

FOR 1937

VARIETY's

Around-the-World Box Office Survey



Biggest Money Draw!



Expect Action by U. S. Distribs Vs. Aussie Rejection Law Rash

With two states in Australia hav-ing quota laws carrying rejection rights for exhibitors and a similar one in another state soon to be ap-proved, definite teps to halt or one in another state soon to be approved, definite 'teps to hatt or counteract this trend probably will be taken by major picture companies. Thus far this rejection complex in New York in the next few weeks. Thus far this rejection complex in Aussie states has been described as mere pin pricks, but it is doubtful if American production-distribution companies will be content to sit by dily and watch the idea spread. New South Wales revised quota law allows exhibs 12½% rejection right, while Victoria has 25% rejection privilege. Tasmania's 25% rejection privilege. Tasmania's 25% rejection privilege. Tasmania's 25% rejection plan seems assured of becoming a law, after being approved by one house.

jection plan seems assured of becoming a law, after being approved by one house.

Jea of cutting off this percentage, of profit from distribs seems a logical protective measure on paper, but it fails to work out so well in practice. Actually, distribution companies pass on the loss via upped rentals so that both the exhibitors and public pay eventually.

There also is the likely possibility that distribution companies will be aroused into concerted action. A radical step would be to shut off temporarily the supply of pictures, with the chance that reverberations from such action would force a revision of rejection clauses. It is certain that exhibitors would not be content to see their boxoffice take a nosedive should the supply of U. S. films be materially curbed.

Close study of, the revised New South Wales quota will be taken up by foreign department heads and the Hays organization in the next few days.

Sydney, Jan. 1.

Both the moderation of terms in the revised New South Wales quota and the speed with which changes were made surprised film industry leaders and political observers. Local producers generally are satisfied with the new 3% for distributors, indicating the present studies in this state will be capable of handling the necessary production.

"To foreign (U. S.) distribs, the new

state will be capable of handling the necessary production.

To foreign (U. S.) distribs, the new quota means one or two features will be required locally per year in contrast to the old act for. 1938;39, whereby the percentage rose from 10% to nearly 15%. It's long been admitted that the old quota could not be made effective.

Theatre erection restriction does not sit so well with some distributors. This regulation provides a government board to pass on applications for theatre construction. Supposed to halt building in overseated centers, though it has been mentioned in parliament that certain distributors had threatened to erect opposition theatres unless exhibitors bought product.

Today, N. S. Wales has five studios, four of which have not been in operation for some time. Cinesound controls two but ness one largely, National has one; Mastercraft and Commonwealth one. Cinesound has two features finished, 'Lovers and Luggers' and Broken Melody,' while Commonwealth one. Cinesound has two features finished, 'Lovers and Luggers' and Broken Melody,' while Commonwealth is nearing completion on Typhoon Treasure. National leased its plant to New Era. Melbourne unit, for The Avenger, Mastercraft has been shuttered dor several years but may be opened via Argossy Films.

Robt. Kreier Named To

20th's European Board

Bound Berlin, Jan. 10.

Robert A. Kreier, general director of the German Fox Film, has been made member of the European department of the board of directors of the 20th Century-Fox, at the same time kecking his old post as director of the German Fox A. G.

Distrib head, Erwin Schmidt, was chosen as a member of the board of directors and is already acting as business manager.

MEX CRIX ORGANIZE

Mexico City, Jon. 15.

Mexico City, Jon. 15.

Newspaper, magazine and radio dramatic crities have formed hational union. Its first action was to present a memorandum to President Luzaro Cardenas ascenting the control of the control present a memorandum to President Lazaro Cardenas, asserting that the government-backed Palace of Fine Arts (National Theatre) is falling short of its function of spreading culture by presenting inferior entertainment.

Add Exhib Headaches: Must Have Seat Charts

London, Jan. 12.

Since a radical County Council took control of the metropolis, London exhibitors have received a regular series of shocks in fresh restrictions. tions. Are now groaning under a new demand that all theatres regu-

tions. Are now groaning under a new demand that all theatres regulate admissions and show an auditorium plan in the foyer with prices of various sections clearly marked. Idea in minds of LCC is to eliminate the phonus-bolonus of theatres faddling with prices so as to induce waiting patrons unknowingly to pay higher admissions than they intended. Move, it may be said, is direct outcome of recent scandal alleged against the Curzon, when a patron charged the management with anouncing cheaper seats as full, when, in fact, there were two rows completely empty. ICC. Entertainments Committee, when it heard the complaint, indicated it did not intend to permit such tactics and renewed the theatre's license for three months only, so as to see if the practice recurred.

Bernstein Yens Retiring, Report; **Into Producing?**

London, Jan. 18.

Sidney Bernstein, leading indie owner of picture houses in England, is understood to be anxious to dispose of his theatre holdings and retire. Reported he is in active negotiation with Gaumont-British, who already have a booking interest in his circuit, to take over the properties on an arrangement whereby he will receive a large payment in cash and the remainder preference shares in the GB circuit.

His houses, many of which are called Granadas, are mostly-of-large capacity, well located, and yielding substantial profits. They number 34 at present and two more are under-construction, one at Woodford, the other at Swansea. Eighteen of them are in the London area.

Although a veteran in the exhibitor business here, Bernstein is a comparatively young man, very ambitious, and the probability of his retirement is extremely remote. Last year he paid a protracted visit to Hollywood, where he spent months studying picture production. At the time, it was freely predicted the intended to embark in the picture-making industry. He never denied these rumors, but when confronted, always smiled noncomittally and let it go at that He has also been huddling recently with John Maxwell.

Polley at his major theatres em-

maxwell.

Policy at his major theatres embraces feature pictures, headline variety acts, act organists, etc. Dozen Granadas, have been built in the last two years at a gross cost of \$5,000,000.

JAPANESE MULL 100-PIC OUOTA

Tokyo, Jan. 18.

Japanese government is considering a quota foreign films and short subjects which will limit importations to a selective 100 annually. Regulation would be adjustable quarterly.

Exhibitors are hopeful that the planned legislation will become effective by April 1 and help ease the complications the current warfare has brought. Tokyo, Jan. 18.

Mexican Tax Boost

Mexican Tax Boost

Mexico City, Jan. 5.

Boost of 100% in the tax-on-theatre grosses is planned by the government. Rate now 15% of the
t gross and the raise would bring it
to 30%.

Showmen claim the tilt would put
them cut of business, but they said
the some thing when the original
5% tap was slapped on.

Berlin Expects Record Year; 65,000,000 Admish

Berlin, Jan. 8.
Although 1936 has so far been the prize year for it e pic biz hers, Berlin is expecting to set a new record this year with a sale of 65,000,000 fokels.

Looks as if it would work out, for Looks as if it would work out, for already the number of patrops up to the end of October in the foregoing year totals 55,000,000. In October alone the increase over the same month in "36 is over 500,000, it doesn't look haid to beat the year's record of 61,000,000.

PANAY BOMBING **SHOCKS JAPAN: GIVE BENEFITS**

Tokyo, Jan. 4.

Bombing of U.S.S. Panay on the Yangtze came as such shock to the Jap public that a wave of sympathetic feeling for Americans almost instantly swart the analysis. most instantly swept the entire country. Countless meetings were held in various cities as expressions

held in various cities as expressions of regret.

Among the first of such meetings was held by the theatrical profession at the Ofuna Studio of Shochiku. Large number of celebs were present and raised a sum of money to be presented to the crew and survivors. Money and comfort bags were delivered to the American Embassy.

London, Jan. 12.

General Films got a headache over the Panay pictures when they announced an exclusive special of the incident to comprise three reels of Norman Alley's footage, without anticipating material was available to competing newsreel organizations. When it was discovered Gaumont-British News and Movietone had 1,500 feet of authentic material to incorporate in normal issues, General hastily revised plans, finally offering a single 1,000-foot special, treating in greater detail sequences effectively covered in Universal. Pictures drew comparable reaction to that at first American presentations, garnering whole pages of national press space, with enlarged clips from the films, and packing theatres. London, Jan. 12.

Mexico City, Jan, 11.

All the real meat wa. sliced out of Universal? "Sinking of the Panay by the government's pic censors. Sa'l that the clipping, including all of the actual bombing and other super horror sequences, was done at the instance of the Japanese legation.

super horror sequences, was done at the instance of the Japanese lega-tion.

Pic is now playing the swank Cine Regis here. It is being intensively advertised and is drawing well.

Norway Nixes Dubbing: Denmark Prefers Own

Oslo, Jan. 10. more dubbed foreign films will be shown in Norway—at least for some time. After a recent test of dubbing, the old system of super-imposed titles in Norwegian will be used.

imposed used.

As an experiment, the German film, 'Pan,' from the book by the Norwegian author, Knut Hamsun, was dubbed with Norwegian voices for local showing. Laid one of the costllest eggs of the year.

costliest eggs of the year.

Copenhagen, Jan. 10.

Italy's most ambitious pic, 'Scipio d Africanus,' was a resounding flop here. Played at a first-run house that usually keeps films about six months. 'Scipio' folded after a single week. Beet wasn't over the Mussolini propaganda, but because the opus was too long and too dull. Another dud here was 'Yoshiewara,' French-made Japanese film, which ran only a couple of days.

Biggest foreign film success during 1937 was Metro's 'Good Earth,' followed by the French 'Kerneses Heroique.' However, Danish comedies all netted better than the foreign product.

Most colossal flop of the year was 'Make Way for Tomorrow' (Par), twhich played only four days to empty houses. Film's Danish tile twas 'To Mennesker' (Two People'), d House manager said the name was all about right, since there never were more than that many in theatre.

New Tax Law May Shutter Every Film House in France; 25% Boost

Nielsen Back to U. S.

Stockholm, Jan. 18.

Carl Nielsen, district manager and supervisor of Scandinavian countries for 20th-Fox, is leaving his post to return to the U. S. after eight years of service.

Film Board of Trade banqueted him last night.

Realignment of 20th-Fox district managers in the Scandinavian countries has been necessitated by the resignation of Carl Nielsen as manager for Stockholm. T. Isdahl, Jr., who had been manager at Oslo, Norway, goes to Sweden in the spot vacated by Neilsen. E. Mathiesen has been moved up to Isdahl's old position as chief over Norway.

General European headquarters of 20th-Fox remains in Paris, with the general manager system covering principal nations in Europe.

Universal Starts Film Production **In Buenos Aires**

Buenos Aires, Jan. 12. First major U. S. company ac-tually in local production Uni-versal. Four pictures are mapped so far, and first of them, 'Los Caraduros' ('Pigheaded Fellows'), is Caraduros' (Pigheaded Fellows'), is already before the cameras at the Metropolitan sets. Pic is a musical with Roberto Paez and Leonor Rinaldi in the leading parts, written and directed by Ernesto Vilches. U will release 36 films in Argentina during 1938.

Argentine film releases during 1937 amounted to 552 pictures, against 516 in 1938. From these 552 pictures, 392 or 71% are U. S. product. Second importer is England with 40 films, 35 pics came from Germany, 23 are French, nine Spanish, nine Italian, five Mexican, and one Hungarian, Egyptian, Austrian, Armenian, respectively,
Argentine national production

Argentine national production contributed 31 pictures.

HAKE TO AUSSIE ON 20TH FOX FILM DEALS

Sydney, Jan. 20th-Fox will send Clay Hake here in charge of 'Old Chicago,' it has been learned. Trade is wondering whether Hake will stay in territory to handle further 20th biz in an official capacity.

Paris, Jan. 10.
Every large cinema in the country
ay close its doors as the result of
law passed by the Chamber and
enate just before rising for the

Senate just before rising for the January recess.

Statute, which was rushed through at the last minute but has not yet become effective, calls for a new tax on show cases of certain categories with a lessening of taxes for certain types of other houses. Drafted and presented by Communis Deputy Berlioz, its terms are as follows:

Lowering by 25% of the state tax for cinema houses whose programs include stage shows or a pit orches-

Raise of 25% on the state tax for cinema-house whose monthly ceipts exceed \$65,000 and whose programs do not include stage shows or a pit orchestra.

Conditions of application shall be fixed by a decree making the abovestipulations effective.

One look at the above conditions shows just what the law can do-for the film business in this country, which vitally includes the exploitation of American films. Taking everything into consideration, the laws seems difficult and in some cases practically impossible to apcases practically impossible to ap-

cases practically anywards for the bill ply.

Immediately the terms of the bill became known associations and unions of film distributors, owners and directors of cinema houses got busy to see what measures could be taken to prevent its eventual application.

busy to see what measures could be taken to prevent its eventual application.

In Paris alone as many as 50 houses would be affected by the new law. Number is much higher for the entire country. And the application of the law in practically every one of them would call for a complete reorganization of the business lines mow being followed.

Managers say the addition of orchestras would in some places raise operating costs as much as 50;. That figure, however, would also include an additional tax which is levied on houses now carrying orchestras or offering stageshows.

Joker of the law is that if it were applied in some houses as they are presently constructed the police under existing laws, would be forced to close the show cases. Hundreds of cinema houses have been built for films only, have no stage or have ones not built to permit stageshows.

Hew It Works Out

How It Works Out

How It Works Out
Just how that would work was explained by M. Umansky, who directs
the three large Paris houses, Le
Paris, Cinema de I Avenue and
Cinema Lord Byron, 'Arbitrary
character of this tax is without
comparison in any other industry,'
he said, 'and creates a dangerous
precedent.

precedent.

'If we don't use orchestras or attractions we have to pay an additional 25% tax. On the other hand if we do put in orchestras and variety acts our houses would be immediately closed by the police. And if we have to meet the regulations we would have to undertake reconstructions costing from \$12,000 to \$20,000 at least.

ing whether Harke Will stay in territory to handle further? 20th big in an official capacity.

It will be remembered that Walter Hutchinson came to Australia years ago with 'Over the Hill' and stuck to run affairs for the local organization. John Nolan came out with 'Cavalcade and also stuck to take charge of official running. Whether Halke will stick to take charge of official running. Whether Halke will stick to take charge of any local job remains to seen. When Hutchinson was dand the tips around that further surprises are in store.

Joe Hummell, Warner's local boss, has gone across to New Zealand to welcome Hummell.

Mexico Sair-Film Meet

Mexico Sair-Film Meet

Mexico Gity, Jan. 10.

New officers of the Mexican film producers' association are: John Pezet, prez; Jose Saigo Piquer, vp., Sallvador Bueno, treasurer, and Eligio Hidaligo Alvarez, scoretary.

Mexican film and air artists and directors have organized the Cine Radio club, headquarters of which are Pasco de la Reform, 156, here.

Officers are Alfonso Sanchez Tello, Roberts, also a producer, vp., and Roberts, also a producer, vp. and Roberts, also a producer, vp. and Forman an

Expect No Anglo-U. S. Trade Pact For Months; Favor Reciprocity

Little likelihood that any Anglo-American trade treaty can be perfected between U. S. and England until months: flen March 31, when industry leaders expect a new British quota law, when old act expires. Proposed trade treaty has been only discussed thus far and deliberations may consume a full year. Any workable trade pact with Great Britain figured by political observers to take precedence over any quota law that may be passed by England. Hence, the importance attached to forthcoming discussions so that film industry may be properly

England. Hence, the importance atached to forthcoming discussions so
hat film industry may be properly
represented in trade schedules.
Consensus of opinion currently in
the industry is that the greatest hope
of relief for U. S. distributors in the
Pitlish market is this treaty. Consequently, picture company executives are more than mildty pleased
that Joseph T. Kennedy shortly will
be officially okayed by Congress as
Ambassador to England.
As Secretary of State Cordell
Hull's man on the spot, Kennedy
doubtlessly will be able to carry on
gegotiations with keen insight because of his long contact and familiarity, with the picture business of
this counity. It is, well recognized
in the industry that his spotting in
the important British post is a real
break for the film business.
U. S. Undecided

U. S. Undecided

With the British quota scheduled for passage before the end of next month production and foreign departments of most U. S. companies are still undecided on definite plans for extensive producing schedules in England. It all will depend on the ultimate wording of the new quota. Production under the new English quota for U. S. companies will depend to considerable extent on whether the letter of the law is observed under the new regulations or the spirit of the measure is followed

whether the feet of the tax is on the spirit of the measure is followed to a reasonable extent. It merely the letter of the measure is followed, major companies here would depend largely on Englishmade product or films turned out possibly in Australia. Would mean a maximum of \$75,000 quickies.

However, any reasonable British quota may find numerous American producers going in for extensive films making on English soil under their own company supervision and direction. Some in the industry believe that this will go far toward improving England's film business as desired by quota framers.

Improving England's film business as desired by quota framers. Actually feature production by American companies for English quota will cost more than the same Hollywood feature. Reason is obvious to veteran producers. Everything on the Coast is operating at taximum efficiency, while the production setup: in England would gradually have to be brought up to a comparative level.

Thus it is estimated that a feature

a comparative level.
Thus it is estimated that a feature costing \$500,000 to produce in Hollywood would be budgeted at \$600,000 or more in England, even with U. S. company guidance and methods. Average \$1,000,000 feature is figured to cost \$1,200,000 or more if Jupilicated with the came guilly in Eng. cated with the same quality in England or away from Hollywood,

Producers naturally are hopeful

land, or away from Hollywood. Producers naturally are hopeful that such a margin may be reduced. However, they are inclined to think that a special quota picture department or supervisor, either for each company, group of them, will be essential in Hollywood. Such an expert, familiar with American production and foreign field, would be able to earmark sets, costumes, etc., from certain Hollywood features, as they are being made as deemed suitable for a quota picture.

And in London Jan. 10. London, Jan. 10.

Quota situation much alive, though the parliamentary committee does not meet till Feb. 3. Greatest stimulus has been aroused by the general request of Oliver Stanley, Board of Trade head, for opinions his alternative proposal submitted as a compromise on divorced quota plan. This proposition would have British pictures not resistered for distributors' quota ranking for distributors' quota on a woofor-one basis.

45 Mex Films in '37; Plan 60-65 This Year Mexico City, Jan, 18.

Mexico City, Jan. 18.

Mexican film production in 1937
totaled 45, including three subjects
in color and two animated cartoons,
an innovation in this country.

Production this year is to be between 60 and 65 productions. Stu-

tween to and to productions. Sul-dios are booked up full until the end of April. More studios are to be established. Much American be established. Much American equipment is to be purchased for

WORLD RELEASE

Mexico City, Jan. 10.

Bid for world distribution is to be made by the latest Mexican pic producer, Films de Artistas Mexicanas Asociadas (FAMA), headed by Francisco de P. Cabrera. Gets under way with the making here of "Refugidos en Madrid" ('Refugees in Madrid'), tale of the experiences of those who found asylum in the Mexican embassy during the darkest days in the former Spanish government capital. Film, which is to have English tilles, will be released about the end of March. Arrangements are being made for extensive exhibition in the U.S. and elsewhere abroad.

Damage suit for \$1,000 has been started by FAMA against Miguel Ligero, Imperio Argentina's leading man, who is accused of pocketing \$1,400 and failing to fuifill his contract to come to Mexico for the lead in 'Refugees'. Ligero is now working for Ufa in Berlin. His films have been boycotted Mexico by the powerful Confederation of Mexican Workers and Farmers until he clears himself with FAMA. Mexico City, Jan. 10.

Danish Exhib Licenses For Film People Only

Copenhagen, Jan. 8.

Copenhagen, Jan. 8.

Enormous profits formerly made by film exhibs will be cut to normal solutions of a new ruling on the issuance of licenses by the Minister of Justice, it is reported. At the same time, licenses will be issued to film ipeople exclusively.

Formerly were given to retired actors, down-and-out legit managers, widows with important connections, relatives of government officials, etc.

Copenhagen Fire Hits Foreign Film Outlet Copenhagen, Jan. 8,

Cigaret stub left under seat last week caused for that destroyed the Park theatre, one of Copenhagen's largest; and best-situated pic houses. Loss is estimated at \$250,000. Shirley Temple's Wee Willie Winkle' was: the current film. License for the house was owned by the Copenhagen Sports Stadium. Ahl-Nielsen was director. Destruction of the theatre is figured a wallop to foreign distribs, since it was one of the few remaining houses playing American product. Most of the others show only Danish films.

Modern Times' in Tokyo

Tokyo, Jan. 3.

Charley Chaplin's Modern Times has been definitely booked for simultaneous release Feb 9 in 12 Shochiku spots Tokyo, Osaka, Kobe and Kyoto.

First time any pic has had such wide simultaneous release,

British industry are credited with mitted as a compromise on diovered quota plan. This proposition hoping that some quota measure will be constituted, which will enable to large for distributors' quota on a wofor-one basis.

Stanley proposal seems to have a chance of approval. Assertion of C.M. Woolf that reciprocity was virtually essential for better class of British productions partly clarified the air. He and other leaders in the

ITALY'S OPERATIC PIX

Filming Verdi's 'Rigoletto'—Schips

Rome. Jan. 11. New producing company, Era Films, with Vittorio Mussolini as president, is making a pic version president, is making a pic version of Verdi's opera, "Rigoletto," and doing another yarn based on the composer's life. Tito Schipa has just
finished a film, "Chi Piu Felice ol
Me' (Who Is Happier Than I?') for
S.A.F.A., with music by himself. Another operatic star, Beniamino Gigli,
has wound up work in 'Solo per Te'
('For You Alone').

('For You Alone').

Other pix in production here clude an Italian-French effort and
Tre Desideri' ('Three Desires'), clude an Italian-French effort and Tre Desideri' (Three Desires'), which the Italians are doing with the Dutch. Madeleine Carroll is to play the lead in an Italo-French production, 'Venice Carneval,' with Tullio Carminati in a leading part.

Finally there is a joint Anglo-Italian documentary film in Techni-color, showing various scenes in Rome, including interior color shots of Saint Peter's church and unusual views of other historic spots. It has just been finished.

JAPS THREATEN CENSORSHIP, **SHANGHAI**

Shanghai, Jan. 3. Japanese having taken over censorship of films in Peiping and Tientsin, now are determined to interfere with the Shanghai Interna-tional Settlement censorship. Purely perfunctionary measure, but em-barrassing to local distribs.

parrassmg to local distribs.
Chinese Government censors have
not been functioning since October.
In keeping with military policy of
Japanese, they assert the right to
act as did the Chinese previously.
Very little actual interference is not
anticipated, but their actions will
delay screening of films for several
weeks.

weeks.

Probable charge will be \$6 per 500 meters, running upwards of \$30 per feature. Meanwhile Jap propaganda films pass without customs duties and are shown in controlled sections of the Settlement.

Provided Page 1997

President Roosevelt's recent peace President Roosevelt's recent peace speech in Chicago, recorded in news-reels, has been banned from Shanghai screen by censors for the International Settlement, No reasons have been given. U. S. Consul-General E. C. Gauss has indicated he will not interfere, but L. Paulson, local rep for 20th-Fox, has appealed to Stirling Fessenden, Secretary-General of the Council. Little hope of success however. of success, however.

of success, however.

Japanese, violating the Shanghai
International areas, arrested Yen
Chun-tang, prominent Chinese film
director, together, with his wife and
children. Family were later released, but Yen is still held, allegedly because he had made anti-Japanese pictures.

Tucker's London Hit; Set for Circuit Tour

London, Jan. 10.

London, Jan. 10.

Charlie Tucker's vaudeville unit,
Variety's Show Boat, starring
'Hutch' (Leslie Hutchinson), Billy
Bennett, Owen McGiveney and Billy
Bailey, last here with the Cotton
Club revue, at the Palladium,
opened at Stratford Empire, and
looks set for year's run.

Show is already booked for 22
weeks on the General Theatres Cortororation circuit, and Val Farnell, the
GTC booker, who saw it opening
night, is ready for more dates. Expected week's takings will be around
\$6,000, which is near record for the
house.

One of the best bits in the show is The Wager, which McGivency is re-viving from 10 years ago, when he played it around the Moss tour, with Billy Bennett.

LIL HARVEY'S CO-OP

Berlin, Jan. 8. Reported that Lilian Harvey is set to star in a new German-Italian op pic to be made in Rome. Film, which will have its activi-

will have its setting

G.U.T.-Hoyts Product Battle Near Climax; WB Set, RKO, UA, Col Ditto

U. S. Acts Click in Eng.

London, Jan 10.

Cabaret openings include Harriett Hutchins, at Ciro's, pleasing the customers with her sophisticated material, and Joan Andrews, youthful songstress, who is doing nicely. Savoy hotel has Brown and La Hart, coupla skaters over here some six years ago, and still arresting.

Three Music Hall Boys return to Sorkeler hotel for four weeks and

Berkeley hotel for four perkeley hotel for four weeks, and then to the Savoy and Ritz hotels.

NIX PLANS FOR '38 PARIS EXPO

Paris, Jan. 10.
Proposed Paris expo in 1938 died a uick death at the hands of the Senate after having been passed by the Chamber of Deputies, by a medium majority.

Paris Municipal Council gave the

Chamber of Deputies by a medium majority Paris Municipal Council gave the '38 expo a unanimous vote and the cabinet was in favor of another year. When the chamber put its ok on continuation Mr. Caillaux, president of the senate finance committee, went to work to stop it.

Premier Chautemps entered the argument himself, pleading the necessity of propaganda at the present time. Debates had lasted only an hour and a half when M. Caillaux sushed the bill to a vote that killed it. 224 to '3. Caillaux's theory was that the expo could not be reopened without the same delay that occurred last year, putting the opening date some time in June or July.

Furthermore, he stared the country could not stande he extra expense necessary for continuation and that should the country be able to standfurther taxation to get the funds they would be better spent on national defense.

Demolition of pavillions has already begun, but at least four months will be necessary to clear the grounds. Press propaganda has been running high to save some of the buildings for at least another year and open a totally French show. Numerous attempts have been made to save the Palace of Discovery in the Grand Palais and keep it as a science museum. It doubtful, however, that anything will remain besides the permanent grounds: improvements, the Trocadero and the new Modern. permanent grounds improvements, the Trocadero and the new Modern Art Museum.

Slight Rise in British Film Production in '37

London, Jan. 10.

Slight increase in the number of British films was registered during 1937 as compared with previous year. Features totalied 225, against 222 in 1936. In this period, 571 foreign features and 562 shorts were registered. Only 211 British shorts in the same

period.

Included in British features were four registered for exhibitor quota only. Of the total feature footage of 5.155.188 feet, local origin was represented by 1,420,452 feet. Noteworthy point is registering of certain British features and shorts for exhib quota only. Reported this was done on advice of present Advisory committee, this gives precedent for similar tactics in new quota act.

New Mex Film Co.

New Mex Film Co.

Mexico City, Jan. 18.

Another film production enterprise has been established here. It is Superproduction Mexicanos. S. A. and Santiago Reachi, member of a noted family the amusement world, chairman of the board. Company has paid up capital of \$560,000, all Mexican subscribed. It is to produce three features, each fosting \$85,000, a new high for Mexican ple making before summer-fleadquarters of the company are at Balderas, 32, here.
Fernando de Fuentes, ace Mexican director, is to handle these productions, which to have titles in English.

English.

Sydney, Jan. 15.

Free-for-all battle for product be-tween Greater Union Theatres and tween Greater Union Theatres and Hoyt's neared , climax here today, when Charles Munro, of Hoyt's, finalized terms with Warner Bros. to take its product on a 10-year deal. Same pact, was made with RKO and United Artists, and a three-year-old agreement with Columbia. Joc Hummel represented Warner's in the first contract deal. tract deal.

tract deal.

Munro also fixed long-termer
for the same product for the SniderDean affiliation with Hoyt's key city
theatres, registered as National The-

with GUT and Hoyt's at each other's throats for the last 18 months. or more, some sideline partisans claim that the distributors, especially U.S., have been having a field ay. Competition between the two circuits in this bitter fight for life-blood in their theatres operations, good films, naturally has benefited the distribs in securing better rental deals.

Competition between the two the-

Competition between the two the Competition between the two the-atre outfits has attracted American companies to the situation. Result has been that there probably have been more foreign (U.S.) film rep-resentatives in Australia in the last two years than at any time in the previous 10 years.

previous 10 years.

Deal Warner Bros. RKO,
United Artists and Columbia pictures about clear, up the slate. 20thFox set because of heavy holdings in Hoyt's. Understanding is that
Universal, alone, has to consummate
a deal and that probably will be with
GUIT.

Metro has three outlets via its own theatres in Brisbane, Sydney and Melbourne. Paramount thus far okay for distribution because of theatre deals. It gets its product into the Prince Edward, Sydney, through the franchise the company holds while the Capitol in Melbourne is owned by Par.

National Theatres is listed as hav-ing a capitalization of \$90,000. Munro, Sam Snider and George Dean are the directors.

JAPAN'S SHORTS PASH; PRODUCING AND EXHIB

Japan has become intensively shorts-conscious. Evidences of it can be seen all over the country. Japan Moving Pictures Production Co. has been organized to produce shorts exclusively. Idea is to make films suitable for export. First production now before the camerus at the Fuji studios.

at the Fuji studios.

Sempucu department store, in the Shinjuku sector, has opened a news-reel theatre in its building. Idea is to draw customers into certain departments, particularly the restaurant and soda fountain. Admish is six cents. six cents.

Announced also that Gaumont Ac-tualities, French newsreel outlit, sending a crew to Japan to make a number of shorts. Expect to be here about six months, then move on to China if conditions permit.

Mexico City, Jan. 18.

Mexico City, Jan. 18.
Cinematografica Latinoamericano,
S. A. (CLASA), which was recently
reorganized with the backing of Alberto J. Pani, ex-inance minister
and a leading capitalist, is to complete this year its contract with the
federal government for the production of 52 shorts. These subjects,
mostly two-reelers, deal with public
works, industrial, development and
tourist lore.

They to be widely exhibited.

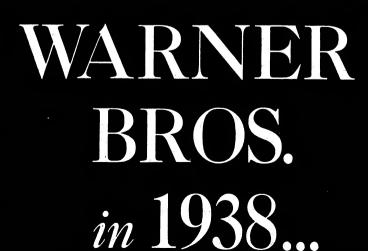
They to be widely exhibited abroad under government auspices.

London Legit Co-Op

London, Jan. 10.

First West End: thentre co-opera-tive will be Herbert Farjeon's revue-enterprise at Little theatre, when every member of the con pany from leading lady to doorman will receive the same minimum salary each week. Position will, however, be equalized by distributing varying percentages of profits throughout the company. Plan has approval of every person in the unit from the author down.





JANUARY

TOVARICH

(Claudette Colbert, Charles Boyer, Basil Rathbone, Anita Louise, Melville Cooper (sabel Jeans)

HOLLYWOOD HOTEL

(Dick Powell, Rosemary Lane, Hugh Herbert, The Hollywood Hotel Program with Louella Parsons and Frances Langford, Benny Goodman & His Swing Band, Lola Lane)

THE INVISIBLE MENACE

(Boris Karloff, Marie Wilson, Eddie Craven)

SWING YOUR LADY

(Humphrey Bogart, Frank McHugh, Louise Fazenda, Nat Pendleton, Penny Singleton, Allen Jenkins, The Weaver Brothers and Elviry)

FEBRUARY

PENROD AND HIS TWIN BROTHER

(The Mauch Twins, Billy and Bobby, Frank Craven, Spring Byington)

GOLD IS WHERE YOU FIND IT

(In Technicolor; George Brent, Olivia de Havilland, Claude Rains, Margaret Lindsay)

JEZEBEL

(Bette Davis, Henry Fonda, George Brent, Donald Crisp, Margaret Lindsay, — Fay Bainter, Richard Cromwell)

MAY

FOOLS FOR SCANDAL

(Carole Lombard, Fernand Gravet, Ralph Bellamy, Allen Jenkins, Isabel Jeans, Marie Wilson)

THE KID COMES BACK

(Wayne Morris!)

LOVE HONOR AND BEHAVE

(Wayne Morris, Priscilla Lane, and "Bei Mir Bist Du Schoen")

THE DUDE RANCHER

(Dick Powell, Pat O'Brien Priscilla Lane, Johnnie Davis, Frank McHugh, Dick Foran)

APRIL

ROBIN HOOD

(In Technicolor: Errol Flynn Olivia de Havilland, Basil Rathbone, Claude Rains, Melville Cooper, Eugene Pallette, Ian Hunter, Alan Hale, Patric Knowles, Una O'Connor) JUNE

GOLD DIGGERS IN PARIS

(Rudy Vallee, Rosemary Lane, Priscilla Lane, Johnnie Davis, Hugh Herbert, Allen Jenkins, Melville Cooper, Penny Singleton)

GIRLS ON PROBATION

(Season's Exploitation Special!)

MARCH

SLIGHT CASE OF MURDER

(Edward G. Robinson, Jane Bryan, Allen Jenkins, Ruth Donnelly Willard Parker)

OVER THE WALL

(By Warden Lewis E. Lawes!)

WHITE BANNERS

(By the Author of 'Green Light'!)

HE COULDN'T SAY NO

(Frank McHugh, Jane Wyman, Cora Witherspoon)

WOMEN ARE LIKE THAT

 (Kay Francis, Pat O'Brien, Ralph Forbes, Melville Cooper, Thurston Hall)



The Girls' Eve View

By Marian Squire

Walt Disney's Big Little Novelty

Walt Disney's Big Little Novelty
Walt Disney's Snow White' bowed in a the Music Hall Thursday (13)
with the longest credit list known to the cinema industry. This first
feature-length animated cartoon lives up to its ballyhoo from the beauty
and spectacle angle—which takes a bit of doing. It is a fascinating piece
of work from a technical standpoint, but the question is, would you care
to see another one? Mr. Disney is said to be planning a second, even more
ambitious one on the same order, and after all, too much of animated
drawings are api to be something—like—Charlie McCarthy, without Edgar
Bergen.

drawings are api to be something like charme mechanic without logue. Bergen.

The picture is delicate, gentle and lovely—but even the little kiddies today are geared to a swifter pace, what with radio thrillers available at a touch of their bloodthirsty little paddies, and western and gangster films at the neighborhood picture houses. As a steady diet, the little onsenand their parents—will probably prefer, from Mr. Disney's facile imagination, Mickey M. and Donald D.

"Snow White' is unquestionably a magnificent feat and well worth seeing if only out of respect for the ambitious and painstaking work of Mr. Disney and his imposing staff. But after the ohs and also of wonder are disposed of, it will take just as much plot and story to keep an audience seated happily for two hours watching imaginary characters as it does to keep them interested in more solid performers.

Music Hall's Periodical Plugs

Several publications get a -plug in the Music Hall stage show with the

Music Hall's Periodical Plugs

Several publications get a plug in the Music Hall stage show with the Magazine Rack' theme. The ballet represents the French L'Illustration in powder blue ballet dresses, sprinkled with pink roses and dark blue velvet sashes. The Glee Club with Viola Philo, is in the Sphere sequence, and Whitey and Ed Ford appear for Punch.

Life (goes to a party) with an Elsa Maxwell mistress of ceremonies in black velvet with rhinestones, cowboy hat and neckerchief. Assorted sunbonnet and western costumes give the barn dance flavor. The Rockettes, as milkmaids, give a splash of color with polka dot blue short dresses over white ruffles; white ruffled bonnets and bright red gloves.

'Man Proof' and a Miscast Gigolo

Man Proof and a Miscast Gigolo

Three authors operated on the Fanny Heaslip Lea novel, "The Four Marys", to produce Man Proof for no apparent reason except to heckle nice people like Myrna Loy, Franchot Tone and Walter Pidgeon. The scenario drops an itinerant father, who figured in the original story, but there isn't anything Pop could have done toward making the film concrete. Endless gabfests employed to delineate the plot serve only to weary the audience.

Pidgeon, especially, suffers from casting. A strong, almost rugged type, you are asked to believe that he is a fickle playboy with a touch of gigolo. Mr. Pidgeon simply is not the male gold-digger type.

Miss Loy looks exceptionally well in a bridesmaid outfit—full skirt, transparent gown and enormous horsehair hat tied under the chin with narrow ribbons.

Rosalind Russell is a bride in a high, medieval headdress and flowing train, made of something that looks like cellophane, and gallantly accepts her husband's philandering in various flowing negligees and in a metal cloth dirndl evening gown with draped neck and full gathered skirt. Nana Bityant, in neat black, with touches of snouting reals of bovich mother.

Eranchot Tone has the unknown chare of snouting reals of bovich

Nana Bryans, in increment mother, mother, Franchot Tone has the unhappy chore of spouting reels of boyish philosophy and brotherly advice. A boxing bout dragged in to liven the proceedings, doesn't.

T Met My Love Again—and Tempus Fugit
Some femme novelists have the trick of dragging a will-she-get-her-man
yarn into about 60,000 words, and making enough splash to lure a picture
company-huy. And then what happens? Sometimes, something like T Met
My Love Again happens—in short, nothing in particular.

The author has the privilege of describing the same situation over and
over again, in different words. But the performer, confronted by identical
scenes, must of necessity display the same emotions, to the point of wearisome repetition.

For nearly two hours (10 pictured years) Joan Bennett is on the verge

For nearly two hours (10 pictured years) Joan Bennett is on the verge of marrying Henry Fonda when something happens—and there you have T Met My Love Again, nee Allene Corliss' Summer Lightning' Miss Bennett is convincingly 18 in a twin sweater outfit and slim skirt, her soft hair falling below her shoulders. A superior cast, including Dame May Whitty, the Alans Baxter and Marshall, Dorothy Stickney and Louise Platt, is wasted on the opus.

Miss Platt, who bears a faint resemblance to a muted and softened Katharine Hepburn, is a wilful heiress in casual sports clothes. Her lone evening gown is black drop shoulder effect, a corsage of artificial flowers at the low decolletage. at the low decolletage.

Miss Bennett wears a floating angel sleeved white chiffon with a roll of

Miss Bennett wears a notating angel steeted white children was the material twisted across the neckline.

Henry Fonda, when he becomes a professor, is given spectacles to indicate the passage of 10 years—much to the amusement of the audience as the likable young man is the same Henry Fonda, with glasses. Miss Bennett marks the years by putting her hair up in a neat little roll.

Jarrett and Ash Should Get Together
Art Jarrett, heading the Roxy stage bill, was startled out of his whitetoothed smile Friday (14) when he and Roxy orchestra leader Paul Ash
failed to connect at the finish of 'Nice Work it You Can Get It.' Mr.
Jarrett was all through when he discovered that Mr. Ash had quite a few
probes left over

left over left. Rosalie, the Gae Foster girls assist, wearing daffodil For the singer's 'Rosalie,' the Gae Foster girls assist, wearing daffodil yellow skirts dotted with blue flowers and blue brassleres. The girls open in red and blue jerkins over a few inches of swing skirt for a conglomeration of modern hot dances. Specialty dancers in collegiate clothes of Harlem pink and Bleeker street greens and reds.

Faith Hope wears trim black riding habit to put her two-man 'horse' through his paces. Maysy and Brach alarm the customers with acrobatics, understander Brach mounted on a unicycle.

Edna Hall sings in a horizontal striped sweater with white swing skirt and calci

Replete With Marquee Names

Replete With Marquee Names

'Hollywood Hotel' is crawling with names, specialties and more bands than you could wave a baton at—but the outstanding feature of the film is Alan Mowbray's superb portrayal of a gent whose soul mates are eggs. Not cured, but incurable ham.

If anything, 'Hollywood 'Hotel' suffers from a little too much music, and fi it isn't too late maybe something could be done about the Raymond Paige' 'Dark Eyes' number. As previewed at the Warner studio, the voices come out with an ear-shocking blare just as the music is off to a heavilful start.

beautiful start.
Warner's, in a typed message, asks that the program elimination of the late Ted Healy's name be noted. Offhand, this doesn't seem to make sense, as the Healy performance (one of his best) has not been eliminated, and is a great help to the picture.
Rosemary Lane, attractive Dick Powell's heart interest, Lola Lane, a temperamental film star, and columnist Louella Parsons, are all well gowned by Orry-Kelly.
Lola Lane has the most exaggerated of the gowns, with yards of swirling skirt, no back and little more front, and mountains of white fox.

Frances Langford wears a man tailored light suit with black ascot and

rances Language wears a man tanored light suit with black ascot and at with a change to white bugle-bead evening frock for 'Silhouette in he Moonlight' with Jerry Cooper,

Tailored suits and dresses are worn by Rosemary Lane, with a switch hips-wathed Oriental effect evening gown when doubling for the fe star.

pic star.

For her broadcast, Miss Parsons wears a low cut white lace, the neck outlined with a tiny ruffie, and a long glittering black and white necklace. Glenda Farrell is simply dressed as the star's secretary. Miss Farrell could have more to do, but she makes the most of the cracks allotted her.

The dialog can hold its own in fast company, the lags coming mainly in the long drawn out barden numbers. The day hasn't arrived yet when a band can hold on the screen as it does on the stage.

Not Particularly Annoying

If an actress has an extra talent that she doesn't care to exhibit in public, she'd better not let her film bosses learn of it. If she can bake a If an actress has an extra talent that she doesn't care to exhibit in public, she'd better not let her film hosses learn of it. If-she can bake-acake or stand on her head, and the studio finds it out, it will be bally-hooed to the world and incorporated in her next picture. Fyinstance, Simone Simon sings in 'Love and Hisses', Someone found out that she could manage a time without going off key. Certainly, her voice hasn't the richness for parlor numbers, and it doesn't seem to have whatever is required for torrid ditties. Her small voice is not particularly annoying. It just doesn't matter much one way or the other.

A little-girl type Miss Simon is dressed mostly in clothes of the wide-eyed variety. Black suspender practice trunks with a sheer white blouse serve for her initial song. And there is the inevitable bolero dress, given a more Spanish favor with a Cabalerro hat, crown draped with a long scarf. An evening gown combines quaintness and knowingness with a full spangied net telephone doll skirt, and a top consisting of a scarf around the neck, halter style, and the wide ends secured to the skirt in front. That's all there is above the waist.

Walter Winchell continues his 'feud' with Ben Bernie. Also dramatizes the famous Winchell Walloping, or the Mystery of the Crowned Columnist. Teaming hectic Joan Davis with Bert Lahr has the earmarks of inspiration. Film swarms with Broadway atmosphere, tunes that all faithful dialers are now familiar with — and eases in a whopping marquee plug for the same company's forthcoming 'Sally, Irene and Mary.'

Fredric March's Jean Lafitte

Fredric March's Jean Lafitte

A black mustache, black eye-circles and a French accent disguise Fredric March as blustering Jean Lafitte in 'The Buccaneer,' lusty saga of piracy and patriotism. Mr. March, with the aid of the makeup boys, fits well into eld fashioned scene, and he clings consistently, if a bit stilledly at times, to the accent. The flesh is willing, but the spirit isn't swashbuckling. He doesn't seem quite happy with the command of 1,000 pirates—but maybe Lafitte wasn't happy, either.

Everyone else is having a marvelous time, including the two picture purloiners, Akim Tamiroff as Napoleon's ex-cannoneer, and Walter Brennan in the much smaller part of General Jackson's aide. Hugh Sothern as General Jackson does a good job of scene dominating himself.

The femme contingent is of minor importance, as the 'Buccaneer' is mainly concerned with battle on land and sea. Gowns are all of the period, and a happy choice for Margot Grahame who looks exceptionally well in the low outfitted bodices and high-piled curls.

Franciska Gaal, Hungarian import, has more fun than Miss Grahame in

well in the low outfitted bodices and high-piled curls. Franciska Gaal, Hungarian import, has more fun than Miss Grahame in the film, as she follows the pirate band on their adventure. To be sure, Miss Gaal and her personality pup are forced to walk the plank, but rescue is almost immediate so neither. Miss Gaal nor the audience are greatly concerned about it. This scene, incidentally, is brazenly stolen by the plank-walking pooch. Miss Gaal wears Dutch costume throughout, except for, one ball gown of beaded white sheer in Directoire style.

An interesting story and a collection of excellent performances lift 'The Buccaneer' out of the blood-and-thunder, and more-Revolutionary-war class.

At the Hotel Plaza's Mirror Room (N. Y.) Sunday (16), to doff bonnets to Cecil B. DeMille. Akim Tamiroff and Margot Grahame represented the Buccaneer' cast. Star Frederic March was forced to 'regret,' having been

Buccaneer' cast. Star Frederic March was forced to 'regret,' having been attacked by an infected leg.

Miss Grahame wore a splash costume of black gown with scarlet chiffon scart, drooping brimmed black hat with scarlet bird in flight across the crown and, for a startler, black gloves with red fingernails attached. Authoress Thyra Samter Winslow turned out in silver cloth dress, street length, topped by a matching hat with turned-up fur brim.

Mr. DeMille gallantly squired one of the soiree's most interesting visitors, Blanch Sweet's grandmother, and dignified, white-haired Father Daly added a picturesque note.

Mr. DeMille didn't care to talk about anything but the recently completed 'Buccaneer,' and is justifiably proud of the fact that Governor Leche of Louisiana issued a formal proclamation urging the state, en masse, to see the film.

He is also pleased with having uncovered priceless historical documents during the research for the picture, which cost \$75,000, before a camera crank was turned. And he doesn't mind if someone reminds you that out of 64 personally supervised DeMille films, only four failed to ring the b.o.

bell.

Brushing off the old 'DeMille bathtub' days, the director says he has always been interested primarily in American history.

T believe, he said, that there are more unturned pages of American history than there are in any other country existing. Every section, historically, is practically a country in itself and the field holds unlimited drama and excitement. Besides making the study of history painless to children, such subjects are equally interesting to adults, when properly presented.

resented.

'Properly presented' undoubtedly means something like the 'Buccaneer

DeMille's favorite picture of the moment.

Wise Girl' Shows a Neat G. V.

Wise Girl,' involving Miriam Hopkins and Ray Milland in a child custody battle, is an unimportant comedy which seems highly enjoyable to Rivoli audiences.

Rivoli audiences.

During a sojourn in Greenwich Village—incidentally, in a more beautifully clean courtyard than the Village ever possessed in its heyday.—Miss Hopkins consistently wears simple sweaters and skirts. As a millionaire's daughter she is decorative in a pebbled metal cloth gown, small halo had and yell, with fox-collared coat, and a very low cut black velvet gown with wing can elseves. with wing cap sleeves.

Betty Philson and Marianna Strelby lend a semblance of sanity to the

plot by being attractive enough (although super-sophisticated) youngsters to inspire a custody fight,

'Sub D-1' Commandeers Doris Weston

Strictly masculine doings at the N. Y. Strand, with Pat O'Brien and Wayne Morris adventuring undersea in 'Submarine D-1', with George Brent and Frank McHugh.

Doris Weston is commandeered for the necessary love interest, but it's quite obvious that either of the gents vying for her hand would choose their beloved diving ship if matters came to a showdown. The picture abounds with brusque commands, sea shots, loyalty to ship and captain, and the inevitable cafe brawl among the middles.

Miss Weston turns up occasionally—once in a severely fitted checked coat with black ascot and beret—and finally chooses Morris over Pat O'Brien.

Climax of the picture—rescue from the sunken sub—is handicapped by the fact that the action is necessarily slow. It is done in painstaking detail, but there is no way to speed up a man-at-a-time rise from the bottom of the sea in a 'rescue tube,'

L.A. GHO Idea

(Continued from page 5)

sary, distribution executives include negotiations on F-WC buys during periodic trips to the studio.

Must Stav East

It is held that authority over sales It is held that authority over sales or publicity-advertising might be directed from the Coast, with frequent trips east instead of vice-versa, as now, but with departments continuing to function in New York otherwise. During the past year distribution bosses and advertising heads of most majors have made trips west oftener than before in order to maintain a better check on production and progress. This is favored by all companies. companies.

companies.

Those familiar with the operation of ho. departments cannot see how distribution, advertising or other distinction, to which the east is important, this including theatres, could function effectively from the west. Even the theatre departments of the various majors find it important in no small measure to have the advertising-publicity and sales bosses, with their crews, close at hand for discussion of pictures, playing time, campaigns, exploitation, etc.

So far as advertising-publicity

campaigns, exploitation, etc.

So far as advertising-publicity branches are concerned, the necessity is outstanding for the existence in New York of a complete roster of persons to contact newspapers, national and fan mags, news syndicates, etc. Virtually all of these important avenues for advertising and publicity are centered in New York. Even fan mags tried to run themselves from the Coast but ease it un. selves from the Coast but gave it up, coming back to New York.

Publicity might be planted from the Coast but considering that the majority of the population of the country is in the eastern half of the country is in the eastern half of the U.S., it is regarded as much more sesential to get into the papers reaching that population than into the papers in the west. Anything planted with a wire service from. the Coast may run in the west in full but by the time it is relayed by these services to the east, the story, or whatever it is, may be reduced to almost nothing or killed. Thus, publicists point out it is far more important to plant with wire outfits from New York because it's in the east that the most readers are reached.

H. M. Warner and Einfeld are due H. M. Warner and Einfeld are due in New York tomorrow (Thurs.) for further discussion of shifts west, whether any will be made, and to what extent. Sears returned Monday (17) from California. Discussion on moving any h.o. functions to the Coast has been up in Warners periodically for sometime now but has come closer to a head lately with protracted slaw on Coast of but has come closer to a head lately with protracted stay on Coast of both Warner and Einfeld. The president of Warners has taken a home on the Coast and plans spending virtually all his time on that end, but this, from account, has been partly motivated by a desire on the part of the senior Warner brother to closely oversee production oversee production.

Other companies rumored as considering some shifting of departments west are not giving such a plan any serious thought.

Coast All Set For It

Hollywood, Jan. 18.

Plans for a shift of some Warner Plans for a shift of some Warner Bros. executive and distribution staffs from New York to Burbank will get under way with the ar-rival in New York next Thursday of Harry M. Warner, company prexy, who trained out yesterday (Monday) completely sold on the idea. While his enthusiasm for pro-rough the office with its motifized to idea, While his enthusiasm for pro-posed home office switch is motivated mainly by accountants' estimates of huge savings on overhead, the pro-ducing firm's top man admits his re-cent extended sojourn in California has sold him on a permanent Coast residence.

residence.

Plans for new structure on the Burbank lot to house the big executive-distributing forces now quartered in Manhattan have already been drawn. First of the easterners to draw definite orders for trek is S. Charles Einfeld, publicity-divertising chief, with Feb. 15 set as date for start of westward jaunt of his crew. Einfeld is now N. Y. bound with his boss to arrange transportation for his personnel.

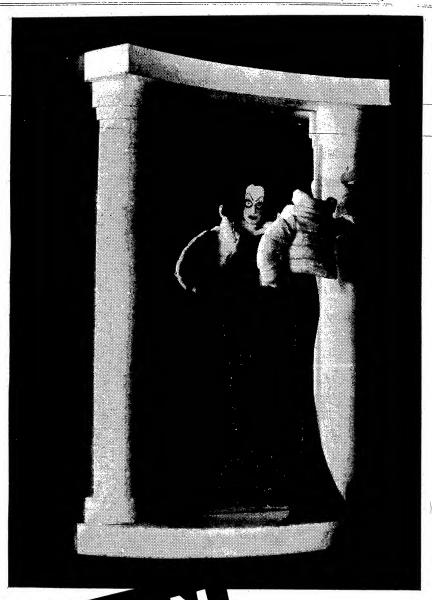
While Major Albert Warner and

While Major Albert Warner and Gradwell Sears are not yet completely sold on the scheme of entraining their distribution bureau, Harry Warner feels he will overcome their resistance at their initial powwow in N. Y.



Fredric March in Cecil B. DeMille's "THE BUCCANEER"
with FRANCISKA GAAL and Akim Tamiroff • Margot Grahame • Walter Brennan
lan Keith • Anthony Quinn • Hugh Sothern • Evelyn Keyes • A Paramount Picture
Directed by Cecil B. De Mille • Screen Play by Edwin Justus Mayer, Harold Lamb and C. Gardner Sullivan
Based on an Adaptation by Jeanie Macpherson of "Lafitte the Pirate" by Lyle Saxon

JOAN CRAWFORD and SPENCER (TRACY in "MANNEQUIN" with Alan Curtis, Ralph Morgan. A Frank Borzage Production. Screen Play by Lawrence Hazard. A Metro-Goldwyn-Mayer Picture. Directed by Frank Borzage. Produced by Joseph L. Mankiewicz.



MANNE QUIN
THE DRAMA OF A SHOPGIRL'S MILLIONS

THE BEST
JOAN CRAWFORD
PICTURE IN
5 YEARS!

The Divorce of Lady X

The Divorce of Lady X
(BRITISH MADE)
(IN COLOR)
(Inied Atlain, respectively the color of the col

Picture takes unusually long in getting going into brisk action and the repetitions during the first half hour are many.

Robert E. Sherwood's deft writing is apparent in the screenplay job he did along of the state of the sta

him to handle the divorce case. He learns his friend's wife had three former husbands, plus two 'incidents.' Bo one when she 'confession' had been a substance of the his friend. Ending, which finally unites the pair, is rather weak for a comedy which sustained lisself through a sturdy series of sterling situations. Miss Oberon impresses more than she has in recent efforts. Her light role is in sharp contrast to the heavy historical she has been called upon the sharp contrast to the heavy historical she has been called upon the sharp contrast to the heavy historical she has been called upon the sharp contrast to the heavy historical she has been called upon the sharp contrast to the heavy historical sharp contrast to the heavy historical she had been called upon the sharp with the standard and the sharp with the sharp wi

fine quality of its tinting. Natalic, Kalmus went to England to supe the Technicoloring; it will be hailed as fine a pigmentation as has yet appeared. Costume display is rich and will cause much terme interest. Bat. Bad Man of Brimstone Man Brey Man of Brimstone Man of Brimstone Bad Man of Brimstone' is a box office sleeper, and it's up to the ex- Britist of the simulation. Bad Man of Brimstone' is a box office sleeper, and it's up to the ex- Britiston of to be deaught napping.	Mr. Ball. Mr. Ball. Mr. Ball. Big Itumann William Heicheutsch. Waller Kingsford. There's a laugh a minute in Paradise for Three. a genuinely Tunny farce which is played humorously. by a cast that knows how to stir. It is a fill of general appeal. Possessing unusually fine pictorial features, and suited to all types of theatres. For the lobby and marquee display are popular narres of players, including Frank Morcan. Compared the property of the property o	when his smuggled coffee was being, landed, So the handsome Erminion to being the outlaw after all, Carlotta marites him, and the same goes for lita with Sindulfo, while under tries to keep his toes from getting, an official stepping-on. Sleuthing, smuggling, intringery garden was the same goes for late with shape years and the control of the same property garden was the same property of the same propert	Hollywood, Jan. 18. L. G. Leonard, Coronet production chief, sirened, the start of autother Buck Jones starrer, 'The Pony Express.' Unit is renting space on the Selz-	11141163634111723411
'Bad Man of Brimstone' is a box	sneak fortnight's vacation under	Paul Donetts		
hibitor not to be caught napping,	winter resort. Frank Morgan sel-	Trivial whodonit for the duals. Is		0
Picture has not had the advance	dom has had a better opportunity	I short on theills, mystery and hasn't	mek-international lot.	1

bally many a less worthy feature has received, but it will make an inselible impression at the wicket given half a chance. With Wallace Beery in probably his most likeable, bad man role since 'Viva Villa.' top-flight yarn, production and support will push this along to strong grosses because of ability to build on word-of-mouth momentum, Half-decent opening buildup will turn the trick. Besides grabbing nice money solo, it's a must in the No. I solt in firstrun houses with established dual policy.

it's a must in the No. I stole in its into houses with established dual policy in the content of the content of

John Qualen. Charley Grapewin and Robert Barrat are splendidly cast as to type.

J. Walter Ruben's direction sets a heady pace and never lets up. He has inserted numerous suspenseful moments that are sure to go big. He also collabed with Maurice Rapf on the moving yarn. Nice adaptation is credited to Cyril Hume and Richard Mapaum.

Mathaum.
Picture has been done skillfully in sepia tone but so well that few will notice difference. Fits in aptly with colorful-western backgrounds. Clyde de Vinna's camera is effective, especially in the outdoor movements, and Harry Rapf's production is tip-

Exhibitors should sell this as allround entertainment, not strictly as
a western.

Wear.

Paradise for Three

Paradise for Three

Meiro-Goldwyn-Mayer pelegae of Sam
Zimbalist production, Features Frank
May Oliver, Pitornee Elice, Reginald Owen,
Directled by Edward Hussell. Screen's ay
W George Oppenheimen and Harry Russcore by Edward Ward; camerin, Leonard
Smith; montines, John Hoffman; film editor, Elino Veron; asst. director, Dolph
Smith; montines, John Hoffman; film editor, Elino Veron; asst. director, Dolph
Kwestwood, Jan. 14, 38, Hunging this,
15 Mins
Handline Hoffman; Mergan
Mrs. Market. Edward Young
Mrs. Kniket. Edward Worgen
Mrs. Kniket. Edward Worden
Mrs. Kniket. Edward Worden
Mrs. Kniket. Edward Worden
Mrs. Kniket. Edward Gwen
Mrs. Folier. Herman Bing
Mr. Toller. Herman Bing
Mr. Toller. Herman Bing
Mr. Toller. Mrs. Miller Knigsford
There's a Jauch a mittel in ParaThere's a Jauch a mittel in Para-

Miniature Reviews

FILM REVIEWS

'The Divorce of Lady X' (UA). Alexander Korda Brit-ish-made technicolor comedy, co-starring Merle Oberon and Laurence Olivier. Set for good

'Bad Man of Brimstone' (M-G), Wallace Beery romps home in best role in years, as

home in best role in years, as a likable villain,
Paradise for Three' (MG),
Excellent comedy played by
Frank Morgan, Robert Young,
Mary-Astor, Edna May, Oliver,
Florence Rice, strong enough
to top double bills,
"5py Ring" (U), M.
whoching in the company of the company

whodunit.

for his drollerles. Masquerading as a nobody, he gets into some comical scrapes, including a breach of promise suit. What starts out to be a frolic develops complications that are fresh and amusing.

Mary Astor is the adventuress who becomes the nemesis of the multimillionaire. Her acting is delightful and her good looks are accentuated by marked the content of the complex of the multimillionaire. Her acting is delightful and her good looks are accentuated by Robert Young and Florence Rice, whose playing improves with each film, and there are some broad comedy characterizations by Edna May Oliver and Reginald Owen. In a meagre but interesting role, Henry Hull appears as a hotel kitchen man. Others who fit easily into the troupe are Herman Bing, Sie Rumann and Walter Kingsford. Film is completely satisfactory from every mechanical speech. Film.

GASPARONE

GASPARONE

(GERMAN MADE)

Ufa release of Max Pfeffer production.

Ufa release of Max Pfeffer production.

Start Max Pfeffer Pfeffer Max Pfeffer Pfeffer Max Pfeff

Universal release of Trem Carr proble-
Hon. Directed by Joseph H. Liewis, As-
Matant director, Gleng Cook; associate
producer. Paul Malvern; story and series
play, George Waggner; cimera, Hurs
Neumann: film editor, Charles Cril. Vi
Bialto, N. Y., wek Jon, 13, 38, duct.
Running time, 65 mins,
Capt. Told Hayden William Hall
Blaing Burdette
Jean Bruce, (ather B dated
Frank Denion Lon Ave.
Don Maybow But Vex the 'a
Timothy O'Reilly
Col. Burdett Boott Wirwest
Charley Pout Sut a
Tex Bandolph shock Mall ill
Pal. Bowen
Capt. Sc 11 Plate Trent
Paul Donette, Ray Mason

a trace of name draw. Just an economy item for the studio and strictly from hunger for exhibs.

Yarn is about a group of free-lance spies out to swipe the specifications for the U. S. Army's new anti-aircraft machine gun. Careless scripting makes, the culprits the clumsiest set of bad men on record, lengthy sequences are given to polo matches at an army camp and a dull party at the officer's club. Anyway, the hero finally foils the conniving blond menace and her sinister buddies, saves Uncle Sain's fate and gets the wide-eyed heroine. And that's the wide-eyed heroine. And that's the wide-eyed heroine. And that's the wide-eyed heroine and the same and brief study of the religious practices of the Penitentes (fanatical fagellists) may interest a few into paying, but they will be disappointed the wide-eyed heroine. And that's the wide-eyed heroine and the same and brief study of the religious practices of the Penitentes (fanatical fagellists) may interest a few into paying, but they will be disappointed in the unrecling. Contains very little of quality, from production to

that.
It's all pretty silly and certainly
couldn't harm the kiddics. Under
the circumstances, then, say the performances are adequate. Direction,
camera, sound, etc., are something
less than that.
Hobe.

HALKA

Star-Film release of lax-Film production.
Star-Film release of lax-Film production.
Stars law a handbrowska-Turgeta. Directed
ichiller from Pollsh quera by Sinulsako
Music, Stanlslaw Moniusako
camera, A. Wyweria, A. Belmont, N. T.
Solnik, J. 28. Runstal Moniusako
camera, A. Wyweria, A. Belmont, N. T.
Solnik, J. 28. Runstal Wilezownsk
Solnik a Janina Wilezownsk
Zoffa Janina Wilezownsk
Janusz Wilodd Zachirewicz
Janusz Wilodd Zachirewicz
Jonek Lodds Kichura
Lodds Kichura

(In Polish; No English Titles)

Interest of the control of the contr

Szerelembol Nosultem

(Tve Made a Love Match') (HUNGARIAN MADE) Budapest, Jan. 8.

by Istvan Szekely.	Scenario, Karoly Noti:
music. Inme Hald	u. Made al liunnia Stu-
dlos, Budapest.	
Idly	
l'eler	
Barna	Julius Kubos
	llona Eszterhazy
Kerekes	Julius ('sortos
House eener	Phoska Vaszary
Secretary	Monya Iclas
Lawyre	
Another lawyer	

(In Hungarian)

(In Hungarian)
Out of the large crop of unpretendus screen comedies manufactured by the dozen in Hungary during the nest year, Love Match' is not particularly outstanding, but belongs to the better type. It's pretty good entertainment, well made and well photographed, but so unimportant that you have forgotten all about it after you've left the theatre. I mer Raday and Mitzi Erdelyi are I mer Raday and Mitzi Salay I mer Raday business partner, Kabos, stages an intridue with the punpose of making the bride's father pay a big dowry by which the young husband's business would benefit, but the only succeeds in making a misunderstanding which estrances the young people bust to patch up the rift he has caused, but its only after complicated and amusing proceedings in court that their baby brings the young husband and wife together again.

Cast is good, both Raday and Mitzi

Ander However, Capi. S. Brakins Los and Cratal Affress. At Creatal N. Y. don, week Jan. Jl. 38. Bunning thee, of number total lack of reculsin will get this supposed thriller nowhere but fast, where exploitation is extra heavy it might get by. The Andre Roosevelt name and brief study of the religious practices of the Penitenles (fanatical flagellists) may interest a few into paying, but they will be disappointed in the unrecling. Contains very little of quality from production to social support of the story, could have been sustained longer and more of them included. As is, there is too much of everything and not enough of any one thing in what looks like an attempt to cash in on all exploitable angles. Battle of a bear and a lion does not ring. A slithering reptile, a leopard a couple of simians and a jaguar complete collection of tropical deniens and thrills.

Underwater shots, when expedition scarches for sunken treasure, are of the kid serial type of entertainment. Submerged archee simpling diversions of the submerged archee simpling diversions of the submerged archee simpling diversions. Hurt among Central American Negroes for a stolen treasure themes And Thomas and a production in reverse.

Hurt among Central treasure themes And Thomas and a low more and the submerged and the subme

CSALADI POTLEK

('Family Bonus') (HUNGARIAN MADE)

Nora thanson and the property of the productions of the productions of the production of putting production of the produ

SOUTH RIDING

SOUTH RIDING
(BRITISH MADE)

London, Jan. 10.

United Artists, release of Jondon, Min. 10.

United Artists, release of Jondon, Min. 10.

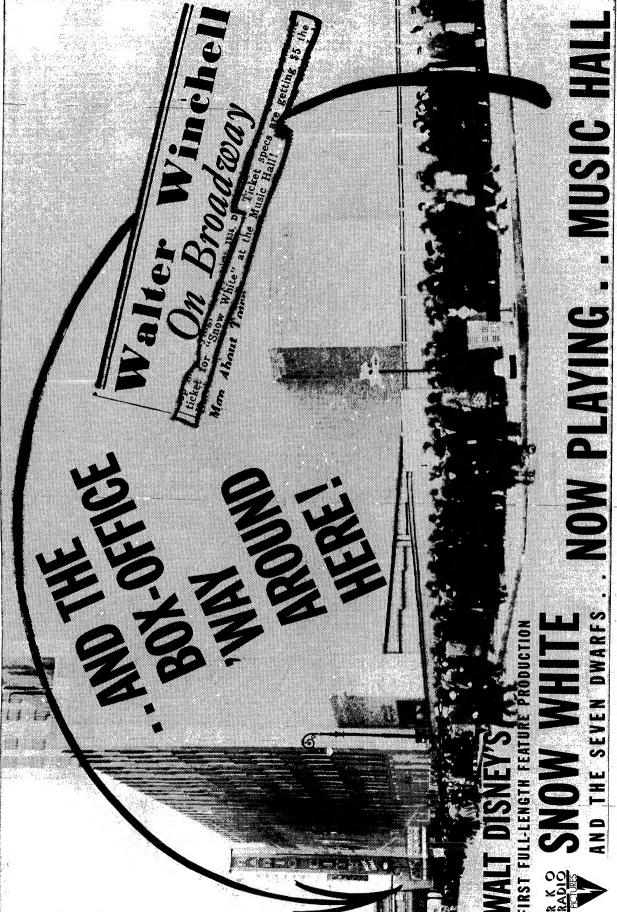
Franciscon, Stara Ridan Rest. Raibh Britant-bon, Edmund Gwenn, Directed by Rocale and Vietney Sauller; servers play, lant Indra with Sauller; some sauller; some Hartists, and Hartists,

Another artistic Korela film, with a cast not only of first rate principals, but with every bit partray of by competent West End player. South Riding, however, is lacking in story of popular aim and.

Filmization of Winfred Hollow's novel, and the ador's takes for transfel the picture (see is familiar with the story and Jacole. This is carried out to the extent of having and continuing on parts 22).

(Continued on page 27)

a sa san andria ani ilahilin manisa (isa ara-i)



21

FILM BOOKING CHART

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

COPYRIGHT, 1938, BY VARIETY, INC. ALL BIGHTS RESERVED

PRODUCER DISTRIR DIRECTOR TIME REVIEWED MINS. BY VARIETY OF RELEASE MR. BOGGS STEPS OUT
THE LAST GANGSTEB
THE BARRIER
LIVING ON LOVE
SPRINCTIME IN ROCKIES
DANGEROUSLY YOURS
MURDER ON DIAMOND ROW
MERRY-GO-ROUND OF '38
ADVENTUROUS BLONDE Ben Pivar MGM H Sherman M. Cohen S. C. Siegel Sol Wurtzel A. Korda B. G. DeSylva Bryan Foy S. Erwin-H. Chandler
E. G. Robinson-R. Stradner
L. Carrillo-J. Parker
W. Bourne-J. Dynn
G. Autry-P. Rawles
C. Romero-P. Brooks
E. Lowe-S. Shaw-A. Todd
B. Lahr-B. House-Auer
G. Farrell-B. MacLane G. Wiles
E. Ludwig
Les. Selander
Lew Landers
Joe Kane
M. St. Clair
W. K. Howard
Irv. Cummings
F. McDonald MGM Par BKO Com-Dr Drama Outdoor Com-Rom Western Rom-Dr Melodrama Musical Com-Rom 1/5 11/10 11/3 11/3 11/24 10/20 11/17 10/27 12/1 11/12/87 Rep 20th UA GN U WB ADVENTUROUS BLONDE
HOLLYWOOD ROUNDUP
AFRONTIER TOWN
NAVY BLUE AND GLU
NIGHT CLUB SCANDAL
DAMEELIN STANS
THE DURE COMES BACK
SECOND HONEYMOON
SEND STREET
IT'S LOVE I'M AFTER F. McDonald

Ewing Scott
Ray Taylor
Sam' Wood
Ralph Murphy
Geo. Stevens
S. Newfield
I. Pichel
Walter Lang
H. Young
Archie Mayo Western
Football
Mystery
Musical
Western
Western
Rom-Dr
Com-Rom
Musical
Comedy Buck Jones
Tex Ritter
L. Young-L. Bayymore
J. Startymore-Overman
Astartymore-Overman
Both Steen-B. Steent
L. Land-H. Angel-G. Tobia
T. Power-L. Young
B. Baker-P. Patterson-Carrille
L. Howard-B. Davis Col MGM Par BRO Bep GN 11/19/37 S. Zimbalist Par
P. S. Berman
A. W. Hackel
Ed Finney
H. Schlom
R. Griffith
W. Wanger 95 72 100 11/17 12/23 12/8 11/10 10/6 7/21 64 75 80 Ecp 20th UA WB Wanger J. Brown TF'S LOVE I'M AFTER

SHE MARRIED AN ARTIST
THOROUGHBREDS DON'T CRY
COUNTY TO THE
TEXAS TRAIL
HIGH FLYERS
WILD HORSE RODEO
45 FATHERS
DINNER AT THE RITZ
NOTHING SACRED
SOME BLONDES ARE DANGEROUS
SUBMARINE D-1 H. J. Brown
S. Buchman
H. Rapf
E. B. Derr
L. Hubbard
Harry Sherman
Lee Marcus
S. C. Siegel
John Stone
R. T. Kane
D. O. Selznick
E. M. Asher
L. Edelman L. Howard-B. Davis

Boles-Lull Deste
R. Sinclair-M. Rooney
F. MacDonald-M. L. Lender
O. Homolka-F. Farmer
W. Boyd-M. Allen
W. Sullen
W. Sullen
J. Withers-T. Beck
Annabella-P. Lukas
Lombard-F. March
W. Gargan-D. Kent
F. O'Brien-D. Weston M. Gering
J. W. Rubin
H. Bretherton
Jas. Hogan
Dave Sellman
Eddie Cline
Geo. Sherman
Jas. Tinling
H. D. Schuster
Wm. Wellman
Milt Carruth
Lloyd Bacon Comedy Com-Rom Rom-Com Drama Western Comedy Western Comedy Rom-Dr Comedy Com-Dr 1/5 11/17 11/24 10/13 11/26/37 Col MGM Mone Par Par EKO Rep 20th 20th UA U 77 80 71 91 58 70 J. F. 12/15 11/10 12/1 11/10 11/17 71 75 75 65 ALL-AMERICAN SWEETHFART BEG, BORROW OR STEAL BLOSSOMS ON BROADWAY TAKING THE TOWN GLAMOROUS NIGHT BIG TOWN GIRL PRESCRIPTION FOR ROMANCE FIRST LADY W. MacDonald
Joe Cohn
B. P. Schulberg
M. Cohen
W. C. Mycroft
Milton Feld
E. Grainger
H. J. Brown Rom-Com
Comedy
Com-Rom
Comedy
Musical
Melodrams
Com-Rom
Rom-Com S. Colton-P. Farr
J. Beal-F. Rice-F. Morgan
E. Arnold-S. Ross-Trent
Fred Stone-D. Vaugnam
M. Ellis-O. Kruger
C. Trevor-D. Woods
W. Barrie-R. Taylor
K. Francis-F. Foster L. Hillyer
W. Thiele
Richard Wallace
Edw. Killy
B. D. Hurst
Alfred Werker
S. S. Simon
Stan Logan 12/8 12/1 11/17 12/3/37 62 70 Col Par BRO Rep 20th U 11/10 12/22 0/1 88 68 82 HEADIN' EAST
THE SHADOW
FOURE ONLY YOUNG ONCE
LOVE ON TOAST
DANGER PATEOL
BORROWING TROUBLE
ADVENTURE'S END
MISSING WITNESSES L. G. Leonard W. MacDonald Harry Rapf E. Cohen Maury Cohen Max Golden Western
Melodrama
Comedy
Rom-Com
Melodrama
Comedy
Speciacle
Melodrama Buck Jones
B. Hayworta-C. Quigley
L. Stone-C. Parker
J. Payne-S. Ardler
S. Ellers-J. Beal
J. Prouty-S. Byington
J. Wayne-D. Gibson
J. Litel-J. Dale Ewing Scott
C. C. Coleman.Jr.
C. Dorian
E. A. Dupont
Lew Landers
Frank Strayer
Arthur Lubin
Wm. Clemens 12/29 12/22 1/12 12/22 11/24 11/17 11/17 12/15 Col Col MGM 12/10/37 66 57 80 65 89 69 63 Par BKO 20th U WB Bryan Foy UNDER SUSPICION
NON-STOP NEW YORK
BOMANCE OF ROCKIES
BORN TO THE WEST
COLORADO KID
SHE LOVED A FIREMAN J. Holt-K. DeMille Anna Lee-J. Loder Tom Keene-B. Wallace J. Wayne-J. M. Brown Bob Steele-M. Weldon D. Foran-A. Sherldan L. D. Collins
R. Stevenson
R. N. Bradbury
Chas. Barton
Sam Newfield
John Farrow Col GB R. N. Bradbury Par A. W. Hackel Bryan Foy Melodrama Rom-Mel Western Western Western Com-Dr Col GB Mone Par 12/22 12/17/37 61 72 56 56 1/12 11/17 I'LL TARE ROMANCE
LOOK OUT FOR LOVE
ROSALIE
TELEPHONE OPERATOR
HITTING A NEW HIGH
THANK YOU, MR. MOTO
THE HURRICANE
YOU'RE A SWEETHEART
TOWARICH E. Riskin
Herb Wilcox
Wm. A. McGuire
Lon Young
Albert Lewin
J. L. Lasky
Sol Wurtzel
S. Goldwyn
B. G. DeSylva
Robt. Lord Grace Moore-M. Douglas
A. Nearle-T. Carminatl
A. Nearle-T. Carminatl
N. Eddy-E. Powell-Bodger
J. Allen-G. Withers
C. Lombard-Machurray
L. Pont-J. Howard-Oakle
P. Lorre-J. Regan
Jon Hall-D. Lamour-M. Aster
A. Faye-G. Murphy
C. Colbert-C. Boyer Edw. Griffith
H. Wilcox
W. S. Van Dyke
S. Pembroke
Wesley Ruggles
Raoul Walsh
Norman Foster
John Ford
David Butler
Anatole Litvak Col GB MGM Mono Par RKO 20th UA 12/24/37 12/22 Musical 85 Musical Rom-Dr Musical Rom-Dr Comedy Musical Mystery Drama Musical Drama 123 12/22 11/24 12/1 1/12 11/10 12/15 12/0 85 80 66 110 97 C. Colbert-C. Boyer
C. Starrett-I. Meredith
W. Cahoon-S. Colton
W. Beery-V. Bruce
McCrea-B. Burns-F. Dee
M. Hopkins-B. Milland
S. Ellers-N. Hamilton
Winchell-Bernie-Simon
Hall-J. Wyman-J. Cariton
B. Regan-M. Maguire Affatqle Litvak

Sam Nelson
Lam Hillyer
J W. Rubin
Frank Lloyd
Leigh Jason
Lloyd Corrigan
Sid Lanfield
J. Lewis
B. R. Eason OUTLAWS OF PRAIRIE
WOMEN IN PRISON
BAD MAN OF BRIMSTONE
WELLS FARGO
WISE GIRL
LADY, BEHAVE!
LOVE AND HISSES
THE SPY RING
SERGEANT MURPHY H. L. Decker
W. MacDonald
Harry Rapf
Frank Lloyd
Edw. Kaufman
A. E. Levoy
K. MacGowan
Trem Carr
Bryan Foy Weste n Meller Outdoor Rom-Dr Rom-Dr Musical Mystery Drama Col Col MGM Par RKO Rep 20th 12/31/37 1/19 12/8 12/29 12/29 12/22 1/19 12/22 95 115 70 68 90 60 62 WB Loy-R. Russell-Tone
J. Barrymore-L. Campbell
Lee Tracy-J. Woodbury
Three Mesquiteers
P. Brooks-R. Cortez-E. Mulr
G. Morris-E. Holm R. Thorpe Louis King Lew Landers George Sherman Alfred Werker D. R. Lederman MAN-PROOF
BULLDOG DRUMMOND'S REVENGE
CRASHING HOLLYWOOD
THE PURPLE VIGILANTES
CITY GIRL
TARZAN'S BEVENGE Com-Dr. Mystery Comedy Western Rom-Dr Outdoor MGM 1/7/38 L. D. Lighton 80 55 60 12/15 12/22 12/29 Par
Cliff Reid
Sol C. Siegel
Sol Wurtzel
Sol Lesser Par RKO Rep 20th 20th 60 70 1/12 TARZAN'S BEVERGE

NO TIME TO MARRY
LOVE IS A HEADACHE
EVERE DAY'S HOOLDAY
EVERE DAY'S HOOLDAY
HE OLD BARN DANCE
HEADLINE HUNTRESS
HAWAILAN BUCKAROO
ACTION FOR SLANDER
THE JURY'S SECRET
HOLLYWOOD HOTEL Nat Terris
F. Stephani
E. Cohen
Wm. Sistrom
Sol C. Siegel
Sol Wurtzel
Sol Lesser
A. Korda
E. Grainger
Sam Bischoff G. Morris-E. Holm
M. Astor-R. Arlem
G. George-F. Tone-M. Booney
Mar West-E. Lowe
Mar West-E. Lowe
Gene Autry-S. Burnette
G. Stuart-M. Whalen
Smith Ballew
C. Brook-M. Scott-A. Todd
F. Wray-K. Taylor
D. Powell-F. Langford Harry Langdon R. Thorpe A. E. Sutherland C. Cabanne Joseph Kane Jas. Tinling D. R. Lederman Tim Whelan Ted Sloman Rusby Berkeley Com-Rom Com-Dr Comedy Rom-Com Western Rom-Com Outdoor Drama Meller Col MGM Par RKO 1/14/38 12/22 1/12 1/12 Rep 20th 20th UA 58 F. Wray-R. Taylor
D. Powell-F. Langford

M. Russell-T. Hall
J. Matthews-J. Whiting
J. Crawford-S. Tracy
J. Canowa-Kacht Club Boys
Bob Steele-K. Ellot
A. Faye-F. Allen-J. Lang
V. Leigh-R. Harrison
P. Muni-B. Davis
B. Karloff-M. Wilson
F. Morgan-F. Rice-R. Young
W. Boyd-Gwen Gaze
B. Breen-I. S. Cobb
P. Revan-F. Singleton
W. Oland-V. Field
N. Grey-D. Woods-E. Kenned
H. Bogart-L. Fazenda
E. Fellows-L. Carrillo
Joe Louis-C. Muse-E. M. Harris
F. Brice-A. Jones-J. Garland
March-F. Coal-A. Tamiroft
T. Keily-M. Robson
B. Granville-D. Costello
C. Starrett-D. Grayson
W. Huston-B. Bondi Ralph Cohn
Ralph Cohn
Boye Manckiewicz
Miss Fanchon
A. W. Hackel
Gene Markey
A. Korda
Robt. Lord
Bryan Foy
S. Zimbalist
Harry Sherman
Sol Lesser
Harry Sauber
John Sinr
Son Bisthoff
W. MacDonald
Law Goler
Harry Son
Harry Sauber
John Sinr
Son Bisthoff
W. MacDonald
Law Goler
Harry Cohen
John
Trem Carr
D. O. Selznick
Bryan Foy
H. L. Decker
J. Considine, Jr.
Par
P. S. Berman WB Musical 12/22 SQUADBON OF HONOR
SAILING ALONE
MANNEQUIN
THRILL OF A LIFETIME
PAROLED TO DIE
SALLY, IRENE AND MARY
STORM IN A TRACUP
BORDERTOWN (REISSUE)
A STRANGE HONEYMOON C. C. Coleman
Sonnie Hale
Frank Borzage
G. Archainbaud
Sam Newfield
Wm. Seiter
Victor Saville
Archie Mayo
John Farrow Meller Musical Rom-Dr Musical 1/21/38 12/22 11/10 1/12 92 72 55 Musical Western Musical Comedy Drama Drama Comedy Western Musical Comedy Mystery Mystery Comedy 88 89 9 /9 1/29/35 Victor Saville
Archie Mayo
John Farrow
Eddie Buzzell
Les Sclander
Ed. Cline
John H. Auer
Eugene Forde
D. H. P. Garrett
Ray Enright BORDERTOWN (REISSUE)
A STRANGE HONEYMOON
THREE MEN IN THE SNOW
PARTNERS OF PLAINS
HAWAII CALLS
OUTSIDE OF PARADISE
CHARLIE CHAN AT MONTE CARLO
BLACK DOLL
SWING YOUR LADY
LITTLE MISS ROUGHNECK
SPIRIT OF YOUTH
EXEMPT OF YOUTH
EXAMINED OF YOUT 1/28/38 Par RKO Rep 20th 71 12/22 WB Col GN MGM O. Rav Enright
Aubrey Scotto
Harry Fraser
E. L. Marin
C. B. de Mille
Lew Landers
E. Forde
I. Lubin
Norman Taurog
Art Lubin 72 Com-Rom Action Musical Drama Meller Drama Meller 2/4/38 66 1/5 __ 1/12 124 Com-Dr Drama B. Granville-D. Costello
C. Starrett-D. Grayson
C. Starrett-D. Grayson
W. Ayres-L. Campbell
G. Rogers-R. Skelfon
L. Ranger-L. Roberts
S. Henle-D. Ameche
N. Berry, Jr.-R. Barrat
G. Brent-C. Rains-J. Litel
N. Pilbeam-D. DeMarrey
R. Taylor-L. Barrymore
B. Crosby-B. Lillie
M. Honkins-R. Milland
Annabella-Wm. Powell
W. Morris-J. Travis 62 1/12 Western Drama Comedy Comedy Western Musical Outdoor Outdoor Art Lubin

Sam Nelson

Jarence Brown

James Hogan

Al Santell

Wm: Witney

Rov Del Ruth

W. Gittens

M. Curtiz

All Hitchesele 2/11/38 Col MGM Considine, Jr
Par
P. S. Berman
Sol C. Siegel
D. Hempstead
Henry Macrae
Sam Bischoff Par RKO Rep 20th U WB THE GIRL WAS YOUNG
A YANK AT OXFORD
DOCTOR RHYTHM
BRINGING UP BABY
EARONESS AND BUTLER
KID COMES BACK GB
Michael Balcon
E. M. Cohen
Cliff Reid
Ray Griffith
Bryan Foy Com-Dr Comedy Comedy Rom-Con All Hitchcock Jack Conway Frank Tuttle Howard Hawks 2/18/38 GB MGM Par RKO 20th WB Rom-D. Drama n-Dr Walter Lang B. R. Eason 61 12/29



MOB DAILY AVERAGE \$10.03

CANADA'S VISIO **EDUCATIONAL** WEDGE

St. John, N. B., Jan. 18, At the annual meeting of the Mari-time Film Board of Trade it was re-vealed that during the past year 16 films had been booked into schools vealed that during the past year 16 films had been booked into schools and colleges. This is considered the opening wedge for the use of moving pictures in educational institutions on a really large scale within the hoard in public safety and charitable causes was commented on. During fire prevention week, trailers had been supplied and shown in all the picture houses within the board's jurisdiction. Another commentary was on the complete disappearance of the touring picture showman, ousted because of modern demands for safety. The year had also been a poor one for traveling flesh shows of all types.

Elected president of Maritime Film Board of Trade is Ernest A. Whelpley, manager-saleman for RKO Distributing Corp.; vice-president, Aber

ley, manager-salesman for RKO Dis-tributing Corp.; vice-president, Abe E. Smith, manager of Regal Films; treasurer, Reginald G. March, man-ager of 20th Century-Fox; chairman of charity committee, Gerald Hoyt, manager-salesman of Empire-Uni-versal Films. Alice Fairweather re-elected executive secretary for eighth consecutive year.

LOEW'S BALLOTING FANS' FILM IDEAS

Loew's is trying to get a poll from its patrons on single and double bills, the voting to determine whether to give single bills a trial. Sectional preference for either would also serve as a possible guide for local policies

would also serve as a possible guide for local policies.

So far, according to Loew's, the balloting is surprisingly close, but the position taken is that possibly those favoring single-feature programs are more eager to vote on the matter than those liking doubles, probably because the dual-bill addicts feel they're getting what they want, so why vote. On this theory, the voting might not give an acturate chock except to indicate how many people are against dual bills. Loew's is otherwise feeling around on the single vs. double bill thing and recently sought to get some line through a test by playing 'Good Earth' in some theatres singly while in others on dual shows. The test showed that the theatres.

Earth in some theatres singly which in others on dual shows. The test showed that the theatres playing 'Earth' with another feature were better altended than the houses playing 'Earth' singly.

Charles Ford Slated For H'wood Production Spot

Charles Ford, editor of Universal newsreel, resigned last week to accept an offer as producer on the Coast, is in Florida on a two-week vacation but will return to N. Y. before leaving for a Hollywood production borth. Tom Mead and Joseph O'Brien have been elevated to top spots, latter on editorial and makeup and Mead on assignments and business division. Both had been with U six years.

New connection for Ford prob-

New connection for Ford probably will be announced on his return from south.

'Condemned' to Start

Hollywood, Jan. 18.

'Condemned Women, with Sally
Eilers. Anne Shirley and Louis
Hayward in the top roles, was given
the starting signal by Producer
Robert Sisk at RKO last week.
Lew Landers drew the directorial

EDNA CANTOR TO WED

Hollywood, Jan. 18.
Eddie Cantor has announced the engagement of his daughter, Edna. 19, to Jimmy McHugh, Jr., 21, son of the songwriter. Couple plan to wed sometime in May.

Hunting Hunt

Buffalo, Jan. 18. Dick Walsh, demon flack of the Lafayette, now knows what the Lafayette, now knows what-drives publicity men screwy. Scanning the press book of 'You're a Sweetheart' and dis-covering that Frances Hunt hailed from Buffalo and that her father was 'connected with Buffalo theatres,' Walsh laid out ner tatner was connected with Buffalo theatres, Walsh laid out a mental preview stunt to include friends and acquaintances of the family. The idea was abandoned when a 10-day search, including run-down of all available clues, failed to turn up any trace of the Hunts or uncover anyone who knew anything about them.

Several days after the picture opened, Walsh was waited on by a cap-in-hand employee of the theatre who inquired, 'How did you like my girl in the picture, Mr. Walsh?' Hunt, Sr., has been a member of the stage crew of the Lafayet! for the past three years.

WB PHILLY MANAGERS HYPO TO JACK UP B.O.

Philadelphia, Jan. 18. With nabe grosses here way off, Warner Bros. circuit has inaugurated Warner Bros. circuit has inaugurated a Managers Parade in an effort to boost the take. Drive will continue for eight weeks. Managers, during that period, are being encouraged by the h.o. to use every possible means of showmanship and exploitation to jack up sagging b.o. S. Central publicity office, under Julian Settzer, providing many schemes for local managers and co-oppung with them in any ideas they may devise themselves.

selves. More than \$1,700 in prizes will be handed out to managers showing greatest degree of pick-up, at termination of the drive on March 5. Competitive spirit being kept up during the eight weeks by publication of a weekly bulletin giving the relative standing of the men. standing-of-the-me

WB Wins \$50,000 Suit; Col. Settles Another

William La Varre's \$50,000 piracy action against Warner Bros. Pictures, Inc., was tossed out of N. Y. supreme Inc., was tossed out of N. Y. supreme court last week before the case went to jury. Judge Leary. dismissed the complaint because he held that any verdict in favor of the plaintiff would have been set aside. Defendants had not even put in its defense, decision of court being based on a comparison of pictures with alleged stories the plaintiff claimed to have written. to have written.

to have written.

La Varre alleged that 'Bedside' and 'Gambling Lady' were piracy on his stories, 'The Bedside Manner' and 'The Fated Woman, 'respectively, Stanleigh P. Friedman, of defense counsel, stressed the importance of the case to film companies.

It disposes of synthetic claims of alleged piracy in use,' he said, 'to which all picture companies are from time to time subjected, and should be a warning that the courts are alert to protect picture companies against unprotect picture companies against un-justified claims.'

justified claims.

Infringement suit brought by Plain Talk mag against Columbia Pictures Corp. and Screen Classics, Inc., has been settled out of court, a stipulation dismissing the action in the N. V. federal. court revealed. Plaintificalismed its, story. "The American Emperor." had been thefted and later produced by Col. under the title. "Norton First, Emperor of America. Suit was for an accounting and domestic the produced of the produced Suit was for an accounting and dam

Hall, Dunn's Personals

William Hall, under contract to Universal, is being offered eastern vaude houses as, a single. Curtis & Allen agency handling and asking \$1,250 per, week. No dates set. In radio, before going before the kleigs, Hall has been playing some nitery time in a two-act with Esther Ralston. Pair recently closed a stand at the Yacht Club, Chicago.

James Dunn is also being offered in vaude as a single by Curtis & Allen. Actor is now on the Coast.

EXTRA PAY IN '37 NEAR \$3,000,000

Day Jobs for 198,922 Men, 87,741 Women Last Year -Guild Shop Tilts Average - Fewer Youngsters Used-Adjustments Swell Total

ALL TIME HIGH

Hollywood, Jan. 18. Cost of extras employed by the major studios during 1937 reached an all time high of \$2,986,372. This se of \$505,919 over was an 1936, according to figures compiled by the Central Casting Corp.

1938, according to figures compiled by the Central Casting Corp.

The total placements for the year showed 294,307 extras obtaining employment during past year as compared to 268,436 in 1936. The figures also showed a tilt of 31 in the daily average wage of players, extras earning an average of \$10.03 in 1937. Figured on a seven-months basis beginning with June 1, when the Gulld shop contracts with the Screen Actors' Guild became effective, the daily wage of the extra was \$10.91.

The average daily placement in 1937 was 944, a gain of 86 jobs per day. In the 12 months 198,922 men extras received \$1,773,675, and 87,741 women extras were paid \$792,000.

The statistics disclose that 4.354 boys were employed and paid \$31,664, and 3.290 girls, who received \$24,311.

The gain was made on the part of adult extras, both men and women, showing a substantial increase in the number of placements were well under 1936, when 7,712 boys and \$5,003 girls were employed. When brotten down, figures disclose that 637 men, 567 women and \$6 children found daily employment as extras,

ent as extras. Biggest cost in employment of ex-Biggest cost in employment of ex-tras came during the last seven months of 1937, after Guild shop-contracts became effective. Expendi-tures for extra players from Jan. 1, to May 31, 1937, was \$1,173,038, com-pared to \$1,813,333 during remaining seven months of year. Of this amount \$237,922 was in overtime and adjustments sectured for the players adjustments secured for the players by the Screen Actors Guild.

Minimum at \$5.50

Much of this increase was accounted for by the fact that the \$3.20 check was abolished under agreement between the producers and the actors, the minimum pay for extras being fixed at \$5.50. Other increases were made, the \$7.50 check being tilted to \$8.25, the \$10 rate to \$11, the \$12.50 to \$13.75, \$15 to \$16.50, etc.

Total placements from Jan 1, to

\$16.50, etc.

Total placements from Jan. 1 to
May 31 were only 128.101 as compared to 166.206 during final seven
months. There also was a decided
increase in the number of calls received in the higher brackets.

Table shouring numbers of calls in

Table showing number of calls in (Continued on page 27)

PROBATE REIS' WILL

89-Year-Old Showman Left \$250,000 -No Close Kin

Objections having been withdrawn by a second cousin of the late Moses Reis, that veteran showman's will has now been admitted to probate by has now been admitted to probate by Mortimer Fishel, his attorney and executor. Reis died at 89 last Octoexecutor. Reis dieg at 89 last Octo-ber. Was a bachelor, leaving no im-mediate family other than two sec-ond cousins and other distant kin. Value of his holdings was near the \$1,000,000 mark some time ago, but now about a guarter of that. He dis-pected of his extensive Reis circuit

posed of his extensive Reis circuit of houses—more than 100—to Wilmer & Vincent, Feiber & Shea, Warner Bros. and Comerford many years ago, retiring 10 years ago. The Reis houses were legit theurtes at first, later becoming cinemas.

Sharpshooting Units

Leadoff letter in Forum on page 63 details one exhib's woes with a wildcatting unit producer.

ducer.

The unit got a favorable review in VARIETY and was seemingly booked on this paper's notice—long a practice in show business—but when it finally reached his Wichita theatre, the show had been switched, inferior personnel substituted, etc.

ANNUAL WILL ROGERS CAMPAIGN UNDER WAY

Major L. E. Thompson, RKO exec. again chairmaning the annual Will Rogers National Theatre Week. A. P. Waxman is director of the campaign. Plans for the drive were outlined at a luncheon yesterday (Tucsday) and a date set for the forthcoming event. Coin raised will go to the Will Rogers Memorial (old NVA) Sanitarium.

Will Rogers Memorial (old NVA)
Sanitarium.
Owen D. Young, Jesse H. Jones,
Patrick J. Hurley, Amon G. Carter,
Col. Joseph M. Hartfield, Sen. J.
Henry Walters, Y. Frank Freeman,
Spyros P. Skouras, W. C. Michel,
Joseph N. Hazen, Harold Rodner,
John A. Gifford, Walter Trumbull.
Will H. Hays, Charles C. Moskowitz,
Joseph R. Vogel, Neil F. Agnew,
Joseph Ungar, Gradwell L. Sears,
John D. Clark, Jules Levy, Abe
Montague, Edward J. Peskoy and
others prominent in the drive.

Shifts in Par, GN and GTE Shown in S.E.C. Reports

Washington, Jan. 18.
Few transactions in film securities by corporate insiders during November came to light Monday (17) in the semi-monthly report of ground-floor operations recorded by the Securities & Exchange Commission.

Only dealing involving a major Only dealing involving a major company was purchase of 1,400 shares of Paramount second preferred by E. V. Richards of New Orleans. Few days earlier Rochelle Investment Corp., in which he is interested, unloaded an identical batch, following a purchase of 2,000 shares in October. Firm's stake at the end of November was 3,600 pieces of the second preferred.

One other time company trade was

second preferred.

One other film company trade was unveiled. Edward. J. Peskay received 950 shares of Grand National common as compensation and shifted them to a trust.

Belated reports showed that in July and August, Chase National Bank cleaned out its holdings of General Theatres Equipment Corp subscription warrants and that during October George H. Robinson acquired through transfers additional

ing October George H. Robinson acquired through transfers additional Translux common.

The Chase holding of G.T.E. warrants was erased on Aug. 14 when the last of 2,965 tickets were pedied. In July the bank dumped 600 and in August the remaining 2,365 were unloaded, Bank continues to represent 181,213 shares of G.T.E. common

common.

The Translux report showed that in Fobruary, 1936. Robinson's stake was cut by the sale of 600 common shares held in a joint account and that in October last year this increst was wiped out through transfer of 4,400 shares. Meanwhile, in October, Robinson in his own name acquired 2,200 shares, half of the joint account. joint account.

MILSTEIN AD LIBBING

Hollywood, Jan. 18.

J. J. Milstein, former general sales manager for Republic Pictures, is here for a month's rest before making a new connection.

Company paid off in full on his contract, which had until next June

Col Borrows Cowan

Hollywood, Jan. 18.
Columbia borrowed Jerome Cowan from Sam Goldwyn for second lead in "There's Always a Woman."

AUTHORS BALK AT JOINING UNION

Ratification by the U. S. Senate of the treaty by which this

try would become a member of the International Copyright Union is opposed by the Authors' League of America, representing the Authors Guild, Dramatists Guild, Screen Writers Guild and Radio Writers

Guild.

During the recent session of Con-During the recent session of Congress the Senate Foreign Relations Committee reported out the treaty. It is now on the executive calendar and may be acted on at this session. Committee, in reporting the measure, recommended that the treaty should not become effective for at least a year to permit legislation to bring our domestic law in line with our treaty obligations. Attitude of the Authors' League is outlined in a letter from Elmer Davis, vice-president, to Senator Key Pitman, chairman of the foreign relations committee.

SERUM FLOWN TO SAVE BILL SKIRBALL'S LIFE

Cleveland, Jan. 18.
Life of William N. Skirball, owner of a chain of nabe theatres, was saved when pneumonia serum was flown here from New York by Edward Harrington in a chartered plane. Exhibitor had been critically ill for five days when doctors said only the srecial serum would pull him through. His brother, John H. Skirball, who is a vp. of Educational Pictures, phoned Rockefeller Foundation for the medicine and then put in a rush-order for a pilot. Flyer got in on time, with help

Flyer got in on time, with help of police escort, making a front-page story. Head of the Skirball Bros. circuit is now out of danger.

Weaver Family's Home Town Preem for WB Pic

Town Preem for WB Pic
St. Louis, Jan. 18.
Some 3,000 persons blocked traffic on the main stem in Springfield, Mo. Friday (14) to gander at Cicero, Frank and Elviry Weaver, natives of the town, as they returned to attend their first flicker, 'Swing Your Lady,' which was world-premiered at the Gilloz theatre.
Warner Bros. premiered their first screen opus in their native heath, and Springfield made the event a gala one, a Chamber of Commerce dinner preceding the preem.

Film Co. Dividends

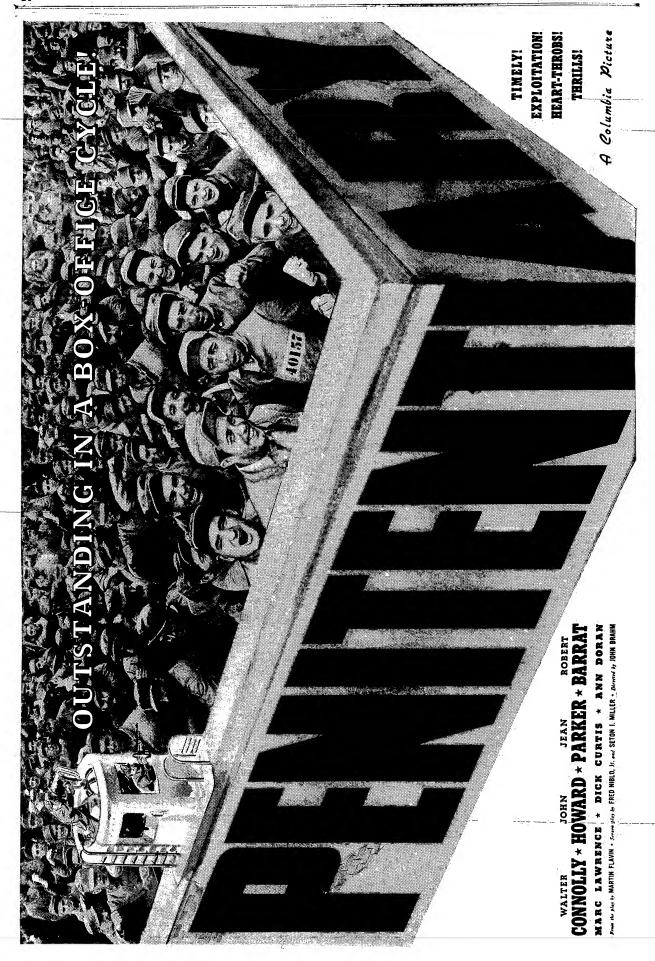
Regular quarterly dividend of 68% per share was declared on the preferred stock last week by Columbia Pictures. This maintains the annual rate of \$2.50 a share. Preferred divvy is payable Fcb. 15 to stock on record Fcb. 1. Stanley Co. of America, subsidiary of Warner Bros., reported net profit \$2,230,902 from operations in fiscal year ended Aug. 28, 1937, with net income for same period \$6,220,161, before charges and dividend-interest. Income. Bearned surplus carried to

ocupe enarges and dividend-interest income.—Earned surplus carried to the balance sheet as of Aug. 23 totaled \$3.492.045. Report showed that the company paid out \$2.714.539 in dividends during the fiscal year just ended.

Friedl, Gordon in N. Y.

John J. Friedl, operator for Paramount in the northwest, and Sol Gordon, partner with Paramount in the Beaumont Amusement string in Texas, are in New York conferring with Y. Frank Freeman and other executives.

Cowan, former stage player, re-cently finished chore in The Gold-attorney for the Mike Shea estate in Buffalo.



Inside Stuff—Pictures

Two striking differences of opinion regarding Walt Disney's 'Snow White' have been registered in N. Y. dailies. Westbrook Pegler, in his World-Telegram syndicate column last Saturday (15), called it 'the greatest picture ever made.' N. Y. Daily News editorial said 'we'll take Ginger Rogers.'

Rogers.

Pegler stated that in his opinion the picture was 'the happiest thing that has happened in this world since the armistice.' Thought the picture should be acclaimed as a national achievement, because no other country on earth has produced anything that is even comparable, and any other country that did would be busting its buttons with national pride. Pegler ran another column plugging Disney about a month ago.

ran another column plugging Disney about a month ago.

The Daily News 'minority report captioned 'Exception, Your Honors,' topped the editorial column in that paper yesterday (18). Between cuts of Ginger Rogers and Princess Snow White, was run the following sentence: Nevertheless, we'd rather see seven reels of Ginger Rogers, Jeannette Macdonald or several others than seven reels of Princess Snow White.'

Dissent was registered despite the News crick's eight-star rave; the ultimate four stars for adults and four stars for children.

Miriam Hopkins, playing Pittsburgh last week in the Theatre Guild's

Miriam Hopkins, playing Pittsburgh last week in the Theatre Guild's Wine of Choice, won't ever be bothered again by at least one newspaperman on her future visits to the Smoke City. He's Kaspar Monahan, drama editor of the Press. For two days Monahan tried to land the actress for an interview, being stalled off several times daily first by her secretary and then by the company manager.

Finally she agreed to give him 'a few minutes perhaps' around 5 p. m., which would have been too late to make Monahan's deadline for his registar Wednesday interview column. So he devoted the space instead to a detailed account of how he tried to land Miss Hopkins, winding up with 80 Monahan told his secretary to tell the company manager to tell her secretary to tell Miss Hopkins that Monahan said to hell with the interview.

view.

Later in the week her husband, Anatole Litvak, film director, came to town and suffered the consequences of his wife's indifference, most of the working press passing him up despite the fact that two of his pictures, 'Mayerling' and 'Tovarich' were playing in Pittsburgh at the time.

Another headache for exhibitors in the Province of Quebec. La Semaine Another headache for exhibitors in the Province of Quebec. La Semaine Religieuse, official Roman Catholic organ, announces appointment of a province-wide committee to study the religious, moral and cultural aspects of the motion picture industry. Decision to appoint a "Catholic Action cinematographic committee" was reached Thursday (13) by His Eminence Cardinal Rodrigue Villeneuve of Quebec, and the archbishops and bishops of the province. What the cardinal says usually goes. It is tacitly recognized that the cardinal says usually goes. nized that Premier Duplessis cooperates.

nized that Premier Duplessis cooperates.

The announcement stated that 'the committee will make a thorough study of the motion picture situation and will direct all the forces and the may of Catholic Action toward general improvement of the cinema.'

One effect of Catholic Action already has been the barring of 'The Life of Emile Zola' from all picture houses in this province, although generally recognized all over the continent as one of the best pictures of the year.

Dedication of the Lon Chaney bench on the corner of Hollywood

Dedication of the Lon Chaney bench on the corner of Hollywood and Vine by his son, Lon Chaney, Jr., donated by Norris Nelson, has replaced one that disappeared. Old bench was used by Chaney and his son when waiting for a ride over to Universal City and when later he became a star he would pick up a whole carload of extras who were parked on the bench waiting for a lift.
Cinderella twist to the restoration of the bench was the fact that Norris Nelson, who is the entrepreneur of the U. S. Jr. Chamber of Commerce's talent hunt, arrived in Hollywood 12 years ago to the day he restored the Chaney bench for the town's layoffs and when he first arrived the best he could do was to get a job as dishwasher. Morning he presented the bench he had signed an insurance deal with the Board of Education for a \$10,000,000 policy.

Noted novelist was recently approached by Paramount with an offer of \$1,750 a week to do an original on the Coast. Writer nixed it and the bid was upped to \$2,000 a week. Writer then made a counter-offer to the effect that he'd do the job for \$1,500 a week it he could remain at his home in the east for the job, rather than go to Hollywood. Said his offer was final and he wouldn't listen to a compromise. Studio turned thumbs down and matter stands there.

and he wouldn't listen to a compromise, Studio turned thanks of the matter stands there.

Writer's idea was that if he stayed east he could direct research on material for a new novel he has under preparation. Figures his time is worth more than \$2,000 a week to himself, even if the next book doesn't draw an added price for screen or legit adaptation.

Only major company apparently through with experimenting with full color in features, Metro is congratulating itself on the manner in which it has developed film tinting. Outstanding example of this is in 'Bad Man of Brimstone,' with the sepia tinting employed fitting in neatly with the outdoor, western backgrounds.

outdoor, western backgrounds.

Result is that tint job never deters or interferes with plot development or interest in it. Job is so skillful that few realize that the feature differs from usual black-and-white print. Few night shots are covered up by exciting action. Night scenes offered one drawback previously in sepia tinters.

Sam Goldwyn got rare international recognition when he received cable from Francis Carco, member of Goncourt Academy (second in prestige only to French Academy), congratulating him on excellence of 'Dead End.' Carco cabled, 'In behalf of members of Academy Goncourt and large group of French critics, and in my own name, permit me to express our enthusiastic congratulations on your great creation 'Dead End,' which we were privileged to preview in Paris. Also let me express our admiration for the work of Director William Wyler.'

Tribute is particularly appropriate, coming from Carco, recognized as leading realistic novelist of French tenderloin and slums, as evidenced by his selection some years back as translater of Eliner Rice's 'Street Scene.'

Astute publicity men of the Federal Housing Administration have eached around 100,000,000 people through the aid of motion picture

reached around 100,000,000 people through the aid of motion picture exhibitors.

Despite efforts to restrict government propaganda of all types. Congress found out that the F. H. A. has been conspicuously successful in selling the idea of home ownership and modernization to theatre owners and through them to the taxpayers. Report to the House Appropriations Committee estimated that there were 350,000 screenings of the New Deal unit's eight. Better News Flashes' for an estimated 94,000,000 persons. Since July 1, 1937, one new film has been shown about 15,000 times to an estimated audience of 4,500,000 people.

Booking of Jackie Cooper for a personal at the Stanley, Pittsburgh, Feb. 4, was the direct result of surprise biz his current picture, 'Boy of the Streets' (Mono.) did for three weeks at the Fullon in that city, Cooper had been offered the Stanley couple of months ago but didn't get a tumble until 'Boy' came along to prove the year's biggest unexpected click. 'WB immediately got hot for the kid on a personal and pencilled him into Philly as well as Pittsburgh.

UTAH TRADE ASS'N **FIXES NIX ON GAMES**

Salt Lake City, Jan. 18. Salt Lake City, Jan, 18.
Pronto elimination of giveaways
at 11 Utah theatres were ordered
Tuesday (18) by the Utah State
Trade Commission. Ban shelves rissing popularity in Beehive state of
banko and 'ten-o-win' nights. Most
of the-houses affected-are nabes and
all but two, Roxy and Tower, are
located outside of Salt Lake City.
Trade schemes and alleged eith.

Trade schemes and alleged gift enterprises was said to be contrary

enterprises was said to be contrary to the Utah unfair practices act in that it was carried on 'for the pur-pose of injuring competition or where the effect 'thereof may be sub-stantially to lessen competition.' Theatres; cited in the cease and desist complaint are Tower and Roxy, Salt Lake City, Ogden, Egyp-tian, Paramount, Lyceum and Co-lonial, Ogden; Roxy, Grand, Capitol and Lyric, Logan. and Lyric, Logan.

Lancaster Theatre Ops Worry Over City Govt.

Lancaster, Pa., Jan. 18.
Considerable concern is being felt considerable concern is being about new city government, w took office Jan. 1, and its probattitude toward the theatre.

attitude toward the theatre.

Operators here have had pretty
much their own way for the past
several years due to very tolerant
administration. Theatre men believe
stiff ethical code may be carried into
politics and city affairs by new
group, headed by the Mayor, who
is a dotor.

ops are doing everything possible ops are doing everything possible open to to encourage good will, even to booking and handling shows for doctors' convention, and helping them promote the affair.

Newsreels Giving New Fast Film First Trials

New Agfa super-speed stock and similar ones either ready for marsimilar ones either ready for mar-keting or about to hit market from Eastman Kodak and DuPont Film Mfg. are getting first break-in by newsreel companies. New stock is conomical because eliminating bat-tery and lights crew necessary in night shooting. Uniformly clear re-sults and evenly distributed light have proved satisfactory with news-reel camera lads.

Aside from saving in operations for night scenes, new film stock enables

night scenes, new film stock enables photographers to operate with more mobility. It has resulted in increased usage of hand cameras.

usage of hand cameras.
Nearly all reels employed highspeed film in catching New Year's
eve revels this year, eliminating
awkward light crews in streets as
well as in hotel interiors. Same type
of stock also is being employed when
newsreel companies desire to catch
milling crowds at big premieres.
Another improved stock is the finegrain one Eastman has out for features where excellence of tonal

tures where excellence qualities is desired. of tonal

CONTRACTS

Hollywood, Jan. 18.
Dorothea Kent, Universal player, given another option hitch after year and half on lot.
RKO extended Frank M. Thomas acting contract.
Robert Ellis and Helen Logan issued new writing pacts at 20th-Fox.
Darrell Silvera, in charge of sets at RKO studio, given year's contract extension.

at RKO studio, given year's contract extension.
Ed Kelso pacted for Principal's writing staff.
Bonita Granville inked to termer by Warners.
Herbert Dalmas given Metro scribling term, and assigned to short subjects.
Glenda Farrell bagged on two-pix deal by Universal.
Douglas McPhail signed to Metro writing termer.
Marvin Hatley, musical director on Marvin Hatley, musical director on Marvin Hatley, musical director on Sawyes.
Ann Gillis rewarded with termer by David Selznick for work in Tom Sawyer.
Helen Greco, moppet canary, inked

Sawyer.

Helen Greco, moppet canary, inked by Universal.

TITLE CHANGES

"What Price Safety is new lag for Metro's crise stock. Safety for Wing. Columbia Stock Safety Safety

PEACEFUL QUAKERTOWN

Insurgent Exhibs on High Seas Exchanges Happy

Philadelphia, Jan. 18.

Philadelphia, Jan. 18.
Local exchange managers are all heaving audible gasps of relief here with annual exodus of the 'bolsheviks,' Bolsheviks,' as they kiddingly term themselves and are popularly known on the street, are ringleaders of. United Motion Picture. Theatre Owners and backbone of the various drives on exchanges. They planned, put up the coin and fought the various battles recently with Metro; with Par its failure to deliver all films promised on 1983-37 contract, and now campaigning against RKO on demands for 50% on Snow White. White.

Brains behind majority of recent coups and the man exchanges probably happiest to see leave is Dave Barrist, chairman of UMPTO's 'war board.' He leaves next week for 61 days in Egypt and Palestine. Charles Segall, another tough one to handle, is already aboard ship for Rio de Janeiro along with Jay Emanuel, locl exhib, often a quiet thorn in the exchanges' sides. Also heading southward are Lew Pizor, prez of UMPTO; Dave Shapiro, Ben Shindler and Morris Wax, all at various times cause of shouts for an aspirin. Which makes severone look for the Brains behind majority of recent

Which makes everyone look for the first peace in Philly since the selling season got underway last July. Ter-ritory, since then, has been most turbulent in the country.

Philly's New Show Club

Philadelphia, Jan. 18. New Showmen's Club, made up of about 250 members of local film industry, will open quarters in the St. James Hotel within next two

weeks.

Org has leased the hotel's main ballroom at \$2,400 a year as g.h.q.

Management is redecorating and installing new furniture.

Detroit, Jan. Detroit, Jan. 18.
William Carlson was installed as chief barker of local Variety Club last week at banquet in Book-Cadillae Hotel. John J. Harris, of Pittsburgh, national prez of Variety clubs, officiated.

clubs, officiated.
Other officers elected for 1938 include Alex Schrieber, first assistant
barker; Harold C. Robinson, econd
assistant barker; David Newman,
property master; Jack Saxe, wagon
man; Cully Buermele, William
Flemion, Ray Moon, Charles C.
Perry, Sam Seplowin and Jack
Stewart, canvas men.

Des Moines, Jan. 18.
At the annual election of officers of the Des Moines Variety Club, G. Ralph Branton, general manager, for Tri-States Theatres Corp., was named president; Harold McKinney, lowa Film Delivery, v.p., Frank Rubel, Pioneer Theatre Corp., treasurer, and Dave Dewey, Tri-States Theatres, secretary. Directorate includes the officers and Lou Elman, RKO; Lou Levy, Grand National; Myron Blank, Central States Thea-Des Moines, Jan. cludes the officers and Lou Eiman, RKO; Lou Levy, Crand National; Myron Blank, Central States Theatres; Elmer Tilton, Republic Midwest; Leo McKechneay, Tri-States, Chuck' Ites, Iowa Film Delivery; Stanley Mayer, 20th-Fox, and Bill Toney, National Theatre Supply.

Salt Lake City, Jan. 18. John Rugar, indie theatre opera-tor at Park City, Utah, reelected president of Intermountain Theatres president of Intermountain Theatres Ason, Other officers are George Smith, Magna, U., v.p.; Beverly S. Clendenin, Salt Lake City, secretary and treasurer; J. J. Gillette, Topele, U.; Martin Harris, Evanston, Wyo. Stanley Rich, Montpelier, Idaho, Joseph L. Lawrence, Salt Lake, Paul De, Mordaunt, Blackfoot, Ighn, Rugar and Smith, board of directors.

Ernest Moore Suicides

Hollywood, Jan. 18. Ernest Moore, 37, miniature set technician at 20th-Fox, shot himself fatally Monday (15) with a rifle. He had been despondent over ill health.

GB PUB-AD REALIGNMENTS

Realignment of posts in Gaumant-British advertising-publicity depart-ment places Louis Eerg, for acr pub-licity assistant, in charge of 40 pub-liciting, and Peggy Goldberg han-dling fan magazines, under Albert Margolies, in charge of all advertis-ing magazines. ing-publicity, Charles Garrett hundles advertis-

ing production, with Jack Savage, art

SHRINERS ADD CLEVE, FOR **BENEFITS**

Series of Shriner benefit shows planned for Philadelphia during March and April will also be given in Cleveland. Deal was finally set last week—when the Cleveland city council okayed the rental of the 8,000-seat Municipal Auditorium there over the opposition of the RKO chain of film houses, which controls the city's picture distribution. Mayor had refused to rent the hall, but turned the decision over to council. Opposing RKO in trying to negotiate the deal were the Sirriners and Music Corp. of America, booking the series.

RKO's argument for nixing the

booking the series.

RKO's argument for nixing the presentation of the shows in Cleveland was that it would crimp theat biz before, during and for some time after the affairs. RKO worked through the Cleveland Variety Club is the first than the control of the co in fighting the deal.

in fighting the deal:

Series includes vaude shows,
Bestas, legit productions and concert
attractions. Among the names listed
are Eddle Cantor, Ted Lewis, Eddy
Duchin, Shep. Fields, Mary Brian,
Grace Moore (for Cleveland only),
Gladys Swarthout (for Philadelphia
only), Philadelphia Orchestra and
Monte Carlo Ballet, with Eugene
Ormandy conducting; Albert Spaulding, Lily Pons, and the legit tourers,
Yes, My Darling Daughter. Room
Service. Brother Rut, You Can't
Take It With You' and 'The Women.'
Mannie Sacks is booking the series
for MCA.

Cleveland, Jan. 18.

Cleveland, Jan. 18.

Although a combine of theatre executives tried to block deal by Al
Koran Shrine's Amusement Guild to
bring Eddie Cantor, Grace Moore,
Cladys Swarthout and several bigtime shows here in the next three
months, it finally had to withdraw
opposition because of political factors.

tors.

Complaints were registered when fraternal organization announced that nine of its attractions would be staged in civic auditorium. Four leading showmen accused the hall manager and city's mayor of violating unwritten agreement that hall was not to enter show biz, or to pent was to to enter show biz, or to pent was to to enter show biz, or to pent was to computitive radishows that was not to enter show biz, or to rent space to competitive roadshows that should play the regular commercial theatres. Herb Buckman retorted he gave the Shrine a blanket contract on the auditorium without knowing inside plans. Since deal was signed and delivered, theatre exces decided to drop case after warning city officials they would fight any future violations.

lations.

Sponsors are circusing sale of 190,600 subscription books at \$2.50 a
copy as a civic enterprise, emphasizing fact that profits will be turned
into the Shrine's welfare fund, Stunt
was originated by Louis H. Wieberg, of, its amusement guild, and
plugged by Elmer Wiener, who
booked Cantor into Public Hall for a
record-smashing week about five Vears ago

Usher Prevents Fire Panic at Kids' Matinee

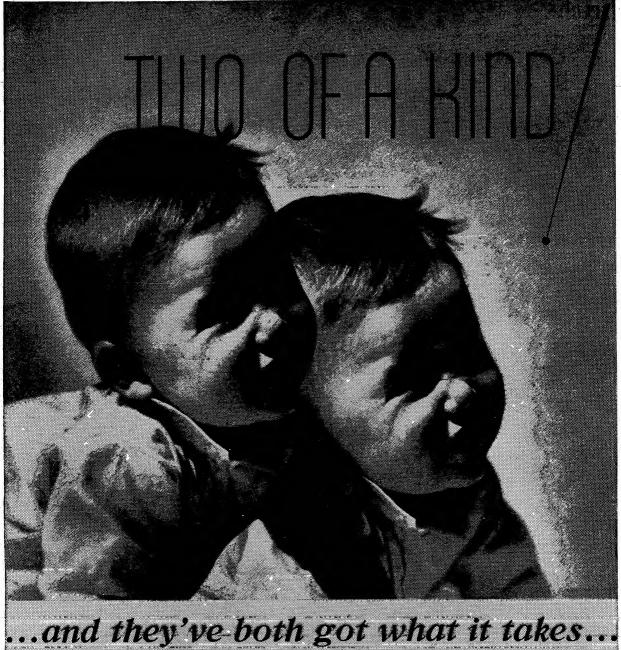
Girard, O., Jan. 18.

A cool-headed usher, John. Ezzo, prevented the possibility of a panic here: when he got more than 300 children quietly out of the Wellman theatre while the project operator, Peter Patti, battled a fire in the booth, which caused \$8,000 to \$10,000 damage to the interior.

damage to the interior. Film caught fire during the children's matinee. It til finally shut the fireproof doors of the booth, while Ezzo hurried to the front of the theatre and announced to the children. The show is over. It cannot have fire trucks reached the scene.

Fire which started in the boiler Fire which started in the batter room, and a series of emplasions which resulted when the things reached and destroyed a large questroyed a two-sary workness of the Exchange at Bones Book. Pathe Exchange at Bones Book. N. J. Monday 117 morning Fed also consumed a flock of all Pathe commany federals.

e mpany records,
Fire started at 1.30 .
there as instead in the was brought index e an hour by fireman, 1 whe thin e.li mated at several thousand a clars.



Life ... vigor ... action ... looks ... charm ... appeal. • Pre-vues by National Screen Service ... lobby displays by National Screen Accessories. • Selling fire by both . . . seat-selling by both ... top service by both. • For ... just as the Pre-vue has been solving your screen advertising problems for eighteen years . . . this new theatre advertising giant . . . now in its third year . . . solves your lobby display problems. • Complete service in your lobby on every picture you book with the same efficient booking system ... the same "always-on-time" delivery system ... the same care and thought in production and selling angles. • More than 11,000 showmen know there are no headaches with National Screen Pre-vues . . . and now the big swing is on toward its lobby display twin. • That's why the word goes round "double your theatre advertising punch with . . .





\$1,000 Award to Femme

The girl and other witnesses tes-tilled that she was told that she had-been guilty of such indecent conduct as rendered her unfit and an im-proper character to enter the show, that she had been guilty of inde-cent and low-down conduct in the show.

The supreme court said it was 'almost unbelievable that a grown man of even half sense would have been guilty of that sort of language ad-dressed to a 12-year-old girl.

Nigh Directs 'Rose'

name spot.
Picture has been set for Jan. 24 start, Dorothy Reid producing.

Yawitz Kicks Off Hollywood, Jan. 18.

Bert Granet and Paul Yawitz have been assigned by RKO to do script-ing on 'Mr. Doodle Kicks Off.' Task first under Yawitz's newest

option pickup.

Hollywood, Jan. 18. William Nigh has been dottedlined y Monogram to direct. Rose of the io Grande,' with Movita in the

Patron Vs. Saenger Corp.

EXPLOITATION :-: By Epes W. Sargent

Nothing Overlooked

Nothing Uverlooked.

Loew's Valentine, Toledo, got out of the rut for 'Nothing Sacred' with a four round bout staged at the local fights, the contenders being a husky young woman and an undersized man in evening clothes. The announcer explained what it was all about with house nd picture plugs. Milked the idea by advertising in the local classified for the woman.

the local classified for the woman.
Doorknob hangers and 'closed' and 'local' and 'local'

Added Contrast

Extensive tie-up with Weis Fargo (Par) with two ress company includes user) with two ress company includes user) with two ress company includes user with two research with two research with four-horse team, meeting the films as airfield, upon arrival, the films as airfield, upon arrival, there from Hollywood by plane. This contact of the slow-old and the fast-new mode of transport got nice space in newspapers.

n newspapers.
Driver of the coach and attendants were oldest men in remploy of express company, some of whom did drive horses a lot. Bub Burns, brother of Bob Burns, was with the gang for the stage ride from air field to theatre (Paramount). Bub is editor of local travel mag, 'The Puget Sounder.'

Looks Like a Plant

One excited Norfolk woman provided unusual exploitation for Hurricane, playing through Dec. (20) at Loew's State, Norfolk. Said housewife espied hurricane flags flying in front of theatre and rushed home to start telephones buzzing.

The newspapers, radio stational the work.

start telephones buzzing.

The newspapers, radio stations and the weather bureau got calls as a result of zeal with which this woman, whose identity was not established spread the word. Her neighbors took calls seriously, as Norfolk has been striking spot for burricanes in pass striking spot for burricanes in pass to the pass of the particular of the pass of the p

Result: more people in Norfolk knew about the current attraction than otherwise.

'Romance' at Auction

'Romance' at Auction
Philadelphia.

Opening of 'Ill Take Romance' at the Irving theatre, Wilkes-Barre, was, preceded by a preview especially for the blind, arranged by Bob Sidman of Columbia exploitation department. Only other persons allowed in were two who had bought a pair of tickets at auction. Almost \$500 was paid for these two seats, the money going to the Association for Prevention of Blindnes in Wilkes-Barre, Souvenir tickets were printed for the going, going, gone biz and were autographed by Grace Moore and Melvyn Douglas.

At the conclusion of the preview Miss Moore phoned from Hollywood William Multer, orez of Wilkes-Barre Lions Club, talked with her, their conversation being amplified through the house.

All Set in Pitts.

All Set in Pitts.

Biggest break a flicker has everreceived around here long before it's
been dated was accorded Walt Disney's 'Snow White and Seven
Dwarfs' here last week. Children's
theafter operated by Kaufman's, bigdepartment store, produced its own
version of the fairy tale in its auditorium for Xmas trade and at same
time used all its windows for displays of replicas of Disney characters.

acters.

Then mercantile establishment tied in with TWA in having leading lady flown from New York for special greeting by Mayor and subsequent publicity tie-ups which were handled by Joe Feldman, advertising director for Warners here.

WB went along with promise from Kaufman's that when Disney's 'Snow White' is finally pencilled in through this territory, circuit, will have first will have firs

this territory, circuit will have fi call on store's showmanly set-up.

Shooting De Mille

Atlanta. Lucas & Jenkins' Fox theatre of-fected a nitty tieup with Hearst's. Georgian and Sunday American in connection with Cecil B. De Mille's personal appearance here at pre-miere showing of The Buccaneer. Paper conducts a snapshot contest weekly to cash in on candid camera craze and Fox stunt was to offer De Mille as camera subject during his Atlanta visit. Camera fans were given 30-min-

Atlanta visit.

Camera fans were given 30-minute periods on two successive days to snap producer—first timed to give luucheon-hour snap fans-a crack at him; second for benefit of students and arranged so school kids wouldn't have to play hookey to get in on it. All-expense trip for week to Hollywood as De Mille's personal guest at Paramount studios goes to winner.

This One Was Dangerous

Mineapolis.

Police reserves were called to rescue a Minnesota theatre ballyhoo youth from a mob that rushed him, when he gave away money on the loop's busiest corner. Attired as Santa, the young man wore banners in front and back reading: Believe it or not. There is a Santa Claus. I will give away \$10 every hour on the hour, starting at noon.

Stunt was to pass out cards plugging Wells Fargy with real ranners attached. Cards told all about the picture at the Minnesota and also read 'This is your lucky penny.

'Mannequin' Raffles

Detroit. For current world premiere of Munnequin' (MG) at United Artists theatre here, MG is sponsoring a 'Catch the Mannequin' (Raffles) contest through Detroit Times, with \$50 daily prizes.

daily prizes.

Gag is for readers of the Hearst print to study masked photo of gal in newspaper, get a good look at her while masked at designated corners downtown at given hours, and then be able to identify her when she's unmasked and in different togs at other designated corners adolher designated corners and the prize of the study of the

Numbered Wires

Indianapolis.

Indianapolis.
Ted Nicholas, manager of the Lyric, in order to plug Ted Lewis appearance on stage, had 15,000 heralds distributed by Western Union in downtown office buildings and neighborhood districts. Each herald was numbered, and 10 numbers posted in window of box office each day. Those holding corresponding numbers were admitted to the theatre that day free.

White 10% resenose of winning

While a 10% response of winning numbers was all that reported, Nicholas figured the idea a good one if it caused the person receiving a herald to hold it long enough to absorb the ad copy.

Cold Weather Stunt

Regina, Sask.

Regina, Sask.

Walter F. Davis has another one for theatres where the mercury hits the low spots. Just inside the door of Capitol he has a box with tear-off sheets of cleaning tissue and an invitation: "Wipe your glasses here. Coming in out of cold patrons eyeglasses tog badly and tissue is a life-saver.

Box of 300 sheets cost 21c, at drug-store, is cuit in half to make 600, and is winning friends galore.

Double Feature

Metro got out two campaign books for 'Rosalie,' one containing the advertising and publicity and a second devoted to exploitation. Other similar books have had the various sections loosely inserted so that they may be distributed to the proper persons, but this seems to be the first instance of an exploitation book with its own colored cover.

Included in this second volume is an -insert with-the accessory and trade hook-ups outlined and inserted in a pocket. Makes for a complete campaign.

'Sawyer' Exhibit

'Sawyer' Exhibit

Comprehensive exhibit on Tom
Sawyer' by Seiznick-International at
the Museum the International International
Tenational International International International
Tenational International Int

SOUTH RIDING

(Continued from page 19)

(Continued from page 19)
one of the characters go all through
the piece with a tubercular cough,
which has no bearing on the story
as filmed. Other Irrelevancies,
which may possibly have been good
pen pictures in the novel, use considerable footinge. As a cresult, a
into no hour takes 90 minutes.

in one hour takes 90 minutes.

Story is laid in Yorkshire, with carefully—toned, down—dialects the make them understandable, and concerns a country squire whose family had lived on the estate for generations, and who is on the verge of bankruntew. Jeent Chunty Council is besieged to take up a scheme for doing away with the still developed to the work of the council buy a site on which they will make a handsome profit. In the end they are exposed, and the honest squire gives his manor house for the purpose.

In the interim, there is a pretty.

posed and the honest squire gives his manor house for the purpose.

In the interim there is a pretty schoolmistiess with whom the squire falls in love, and other more or less interesting happenings that lend themselves readily to a filmization of life as it is, but not making for drama in the theutre sense, hence lacking sufficient appeal for the general picturegoing public. They even had to resort to the old flag-waving expedient of finishing the picture with the national antheu old many to the content of the

Theatre Changes

Philadelphia.

Philadejphia.

Max Gillis, Columbia salesman, has been named Philly manager of Republic. He replaces Harry Lavine, upped to co-manager of Republic lies eastern division. Gillis' spot at Columbia being taken over by Joe Schaeffer, Grand National salesman.

Los Angeles Los Angeles.

Fox West Coast opened the Bruin.
900-seater, in Westwood Village New
Year's eve. It's circuit's second house
in the suburb.
Pacific States Theatres opened its
new 900-seat Strand at Redondo

new 900-s Beach (6).

Galveston.

Appointment of R. C. Oldfield as manager of the State theatrs here, announced by A. Martini, interstate city manager.

Charlotte, N. C.
Plans for the construction of a new theatre to replace the Y.M.C.A. the atre, Kanapolis, which was destroyed by fire several days ago, are already taking definite form, according to John Yandell, director of the atres for Cannon Mills Company owners.

Oklahoma City.

Pix cened in Wewoka Dec. 29
under joint managership of W. A.
Nave and Tom Ward, formerly of
Ada. First runs only.
Earl W. Shutt is new owner of
oy Theatre at Gage. Shutt also
owns houses at Freedom, Mooreland,
Carter and Hammon.
Todd Ferguson now managing
Midwest, Oklahoma City.
State, Oklahoma City. now managed by B. H. Pfottenhauer. T. B.
Noble is managing director.

Herbert J. hs has succeeded it Mooney as branch manager here for Warner Bros. Mooney recently resigned from the company.

Downtown, theatre, former RKO showcase, reopened last week under banner of Lipton Astrachan on a doub.-feature policy. House seats 2,600 and wi'l show revivals and subsequent run flickers at 25 cent top. Spot was abandoned recently by 'rim Brothers' circuit, which had taken over the house last summer.

Joel D. Smith is the new manager of Hall Industries Rex and Rialto theatres, Alice, Tex. He succeeds Samuel Schiwetz, transferred to his old post in Three Rivers, Tex. William (Billy) Farnsworth, Jr. ex-New York city seribe, recently joined the Majestic staff, San Autonio, to learn the trade.

V. Rateliff, local filling station R. V. Ratcliff, local filling station operator, is planning the construction of a theatre is cost \$75,000 on Jensen Drive in the suburbs, where his gas station is located, and will lease it for 20 years to G. L. Petit, of Algona, Ia. Petit, settling here a few weeks ago, recently sold a string of a dozen theatres the had operated in Inwa.

House he takes over here at \$4,500 a year will seat 1,000.

Average \$10.03

(Continued from page 23)

various divisions during first five months of 1937 follows: Rate Calls Total Wages

Rate	Calls	Total Wage
\$3.20	10,464	\$33,484,8
5.00	28.092	140,460.0
5.83	1,353	7,887.9
7:50	35,363	265,222.5
8.33	9	74.9
9.00	25	225.0
10.00	38,458	384,580,0
12.50	123	1,537.5
15.00	14,157	212,355.0
17.50	8	140.0
25.00	49	1,225.0
Total	128 101	\$1 047 192 7

Overtime and Adjustments 125,846.18

Jackson, Miss, Jan. 18.

Theatre managers had better be careful about what they say to persons who may be causing disordering the picture show. That was the deduction from an opinion handed down by the Mississippi supremodure uphoiding a judgment for \$1,000 by the lower court against Saenger Theatres Corp.

In the Forrest County Court trial it was shown that a 12-year-old girl, it was shown that a 12-year-old Grand Total\$1,173,038.94 Table showing employment of ex-tras in various divisions during final

seven	months of 1937	follows:
Wage	Calls	Total Wages
\$5.50	38,039	\$209,214.50
6.50	6,544	42,536.00
7.50	52	390.00
8.25	45,160	372,570.00
8.33	None	None
9.00	5.	45.00
11.00	56,326	619,586.00
13.75	156	2,145.00
16.50	19,903	328,399.50
25.00	21	525.00
Tota	1 166 206	\$1 575 411 00

Overtime and Adjustments 237,922.95

Grand Total......\$1,813,333.95

Grand Total... \$1,813,333.95
Big increase during last seven
months under Guild shop contracts
negotiated by Screen Actors Guild
will be called to attention of Junior
members of the Guild at mass meeting scheduled for Feb. 13. Tops in
SAG said tilt would have been even
larger but for economy program put
into operation by major studios in
Scptember, production at many studios being at lowest ebb since 1932.

N. Y. Luxer Opens Fri.

Philadelphia, Jan. 18, George E. Merring, assistant man-ger of Trans-Lux here, has been nifted to New York Trans-Lux shifted to New York Trans-Lux skedded for debut at 52d street and

here Gerard Becker has also been as an assistant to Manager named as an assist Harry T. Jordan, Jr.

U's Fight Films for Eng. Lexington avenue Friday (21).

Basil S. Nichols will take his spot Universal has the British distribu-on rights to the Jim Braddock-

ommy Farr films.

Fight is at Madison Square Gar-icn, N. Y., this Friday (21).

New York Theatres





Spencer TRACY CRAWFORD FORD • 1
Metro-Goldwyn-May
"MANNEQUIN"



Carole Lombard—Fredrie in "NOTHING SACR Stage Jack LaRue and

HOLLYWOOD HOTEL BEST WARNER MUSICAL"-Stran

Back from the Isle

Hollywood, Jan. 18. Bernard Menedell, for last decade on London stage and in British pix, has drawn the heavy roll in 20th-Fox's Charlie Chan at the Ringside. It marks start of his American comeback.

On the Stage ALL 25° TO PM. RAY HEATHERTON

"HAPPY

LANDINGS"

"SNOW WHITE And the 7 DWARFS"
Spectacular Stage Productions

EADIO MUSIC HALL

PARAMOUNT TIMES

HELD OVER-FOURTH WEEK Wells Fargo'

WARING Joel McCrea Bob Burns Frances Des And His Pennsylvanians

AN OW



EVERETT WEST

SENSATIONAL NEW TENOR

Currently Headlining Chicago, Chicago

Orchestration 'Lost' on Purpose To Force Substitute Song Is **Latest Plugger Stunt Reported**

Great lengths to which certain songpluggers will go and how in-delicately primed, was manifested last week at one of the major networks. It reached the stage where a singer's orchestration, costing \$50 or \$60 for the special arrangement, or sou for the special arrangement, was 'lost' by a studio attache, in order that the singer substitute other song she had just learned. Motive back of all this intrigue was the desire to 'add one more plug in order to make the radio log.'

order to make the radio log.' Production man on show is alleged to have assisted the over-zealous song plugger in Tosing' the competitive firm's orchestration, in order that his own firm's song be substituted. A seemingly trivial matter than the song the substituted.

substituted.

A seemingly trivial matter, it may become a casus belli in studio and tin pan alley relations, since sundry other, manifestations, thereof have

other manifestations thereof have cropped up. This stems all from the same desire to 'get on the list' and' malt a showing.'

There have been incidents of frank subsidization where a te looked imminent in order to nose out a rival either for No. 1 or well up in the first 10, As regards the above incident, it revolved about a minor ranking in the radio log. minor ranking in the radio log.

Millionaire Wants NBC Short Wave Tie-Up For Round-World Flight

Hollywood, Jan. 18 Howard Hughes, one-time oil millionaire film producer and now playing to the hilt his hobby of flying, is negotiating an arrangement with NBC whereby one of the net's tech-NBC whereby one of the net's technicians will accompany him on what
he hopes will be a round the world
non-stop flight. Daily broadcasts via
short wave would be originated from
various points of interest over which
h plans to fly and the airing of a
daily log.
So far NBC has not committed itself, preferring to hold off until the
flight takes more concrete share

flight takes more concrete shape. Hughes is now having the ship, dubbed by those working on it the baby clipper, put in shape for an early trial.

SPENCER BENTLEY IS VICTOR IN ACTION

Spencer Bentley, currently in Betty and Bob, on CBS, won a verdict of \$1,700 in his \$10,000 damage suit in N. Y. supreme court against James A. Dunn, insurance company advertising man, on charge that he fractured his jaw last winter. Jury sustained plaintiff on all four principal counts, but decided that Divin and his wife, Mina, inflicted all the injuries sustained by Bentley and his wife.

Motion to appeal the decision was denied in court yesterday.

Motion to appeal the decision was denied in court, yesterday.

Bentley was struck so hard on the side of his jaw that he was unable to continue as announcer for Pepper Young's Family' for six weeks while-fracture was taped up. As a result of beating he lost this job and only did occasional radio work until late in August when he was signatured to 'Betty and Bob' show, emanating in Chicago, Bentley came to N. Y. for trial, being written out of script for two doays.

George D. Carrington, husband of Blaine Sterne Carrington, author of

Pepper Young' show, was counsel for Bentley.

Baker, Packard Due East

Return of the Phil Baker-Good Gulf show (CBS) from Hollywood to New York has been put off to the middle of February. The exodus had been scheduled for the end of January

January.
Packard stanza, handled by the same agency. Young & Rubicam, won't likely move east until April.

NBC's Stoki-Toscy Gag

Extreme reverence in which Arturo Toscanini, is held at NBC was illustrated last week by a deletion in the Fred Allen script. Latter, hissed his orthestra leader, Peter Van Steeden and then explained why: I heard Toscanini last week.

week.

NBC blue-pencilled the gag and changed it to read, 'I heard Stokowski.

NBC MAY HIT **WEST THROUGH CKLAHOMA**

Oklahoma City, Jan. 18.
Reported that NBC is giving thought to switching the junction point for its telephone setup to the westcoast from Kansas City, to Oklahoma City so as to avoid the occasional breakdown in wire service which come with sleet and snowstorms. If the changes go through, the lines will run from Chicago to St. Louis and then to Oklahoma City, down through Amarillo and to Albuquerque, and on to Los Angeles.

Current alignment has them running from Chicago to Omaha and then through Kansas City, Denver, Salt Lake City and out to Frisco Much of this overland trail involves pole-line service. Another reason for the re-routing of lines is NBC's contemplated expansion of wire service in the southwest.

PASSION PLAY ON NBC

Music, Not Dialog, To Indicate Presence of Saviour

NBC is plotting a series of five programs on the Passion Play for airing during Holy Week on a sus-taining basis. National Council of Catholic Men will foster the broad-casts, with Father: Burke of the Catholic University, acting as ad-viser.

Catholic University acting as adviser.
Networks have always veered from building programs of this sort on their own. Few which have been carried were remote pickups, such as the time NBC carried short-wave slice of the Oberammergau Players' pageant from Germany.
Although indie stations have often had Passion Plays and other religious dramatizations with Christ as a speaking part, NBC will not. Music will indicate His presence and actions.

Ralph Wonders Out

Ralph Wonders leaves Rockwell-O'Keefe Jan, 31. He figures on open-ing his own dajent booking office. Wonders came to R-O'K last March. He was formerly with the CBS Artists Bureau.

Rates & Data Book In Strong Protest Against Free & Peters Stunt

Publisher of Radio Advertising Rates and Data has addressed an appeal to its advertising agency subscribers to refrain from using the leather covers for the book, which Free & Peters, station sales reps, distributed in December. Plea the January issue and the mailing of a reprint of the publisher's statement to agencies came after Free & Peters turned down recuest that they themselves call in the covers Another. selves call in the covers. Another move made by RAR & D was to -

selves call in the covers. Another move made by RAR & D was to crease the length of the January issue, hoping thereby to frustrate the binder's further use.

Outht behind the rate compilation acted after station rep advertisers in the book complained that the leather binder served to conceal their advertisements in the book; and to give Free & Peters' self-inserted list of stations dominant ad position. The reps, that did the compilating were Edward Petry & Co. and John Blair Key. A was a self-inserted list of stations dominant ad position. The back cover of the rates publication. Appeal to, time buyers points, out that the continued use of the leather binder would contribute to a violation of the first function of all advertising; that of giving the 'utmost value to the advertiser in return for his investment' and that 'any interference with the steady flow of income threatens the efficiency which the book has 'always maintained.'

Blair & Co, contemplated putting out a similar binder in October of 1936, but the idea was dropped after it had received a protest from the RAR&D's publisher.

CBS LINKS KARM, KROY TO PACIFIC NETWORK

KARM, Fresno, and KROY, Sacramento, have become available as part of the CBS Pacific Coast Network. Other latest addition to Columbia's list is WBRK, Pittsfield, Mass., but the date of affiliation is Feb. 1. All three stations operate at 100 watts nights. WBRK has 250 watts days.

When the Sacramento outlets are on the air they must be used in combination at a rate of \$150 per nightime hour. Fresno's may be had for \$100 an hour, if the other station isn't available. Night time rate for \$100 an hour if the other station wBRK is \$125, KARM is owner by George Harm, local Cadillac dealers. Lou Keplinger is mgr., John Scales, chief engineer; Dick Wegener, program director; Bob Day', news editor, and Jerry Lansing, Bert Hale and Walter Sheppard, announcers.

ter Sheppard, announcers.

Mrs. Mae Lopez, wife of Joe Lopez, manager of WICC, Bridegport, appendectomized at Bridgeport hosp.

Boy Soprano Overnight Sounds Like Chaliapin, So Bernie Air Deal Is Off

Ben Bernie booked adolescent Harold Nicholas of the Nicholas Bros.

RURAL DATA RELEASE IN LATE FEBRUARY

young colored as a boy soprano, but a couple days before his first rehearsal for U.S. Tire the maestro discovered that young Nicholas was three tomes deeper than Chaliapin. Youth's—changing voice gave his mile values a completely new twist, with result that the Campbell-Ewald agreed to pay him off at the full rate of \$500 a week for the minimum four weeks' contract. Herman Stark, managing director of the Cotton Club, N.Y., which controls the Nicholas Bross theatrical activities, is talking about legal action on the ground that the summary cancellation damaged Nicholas, Among the Bernie-U.S. Tire ideas was to use the youth in his oncestandard Cab Calloway hie-de-ho impressionisms, but with his boy soprano having suddenly switched into basso profundo he's gone from scat to 'Asleep in the Deep' in songalog.

Joshing Network Salesmen

John U. Reber's remarks about the networks' laxity in apprising general media buyers of the big things that radio has accomplished in the merchandising field has been taken as a cue for anecdote spinning by some of the wags around the trade. One gag (fictional) tells of an agency exec calling network sales chief to inform him that there was some one in his office posing as an NBC salesman. The fellow obviously an imposter, the agency man is imputed to have continued. We have done a lot of business with your network but no salesman has ever called on us. Do you think we better notify the police?"

work but no, salesman has ever cause or us. 20 you man we connotify the police?"

One effect of the Reber story and charges seemed to be that the sales promotion departments, rather than the actual sales contact brigade, felt accused, or were. Actually the essence of the charge of underselling radio was disparagement of 'order-takers' and not of the departments that struggle to supply ammunition, statistics, presentations and what not. These are credited with much of the industry's

real aggressiveness.

Order-taking' has been described by those who have watched some network salesmen' at work' as the fine art of stalling, making themselves personally popular, talking business as little as possible. Defenders of the practice say that the salesmen adjust their tempo to the mentality of the people they have to sell. Latter, they aver, like to kill time, idle, have fun but not listen to too much serious salesmanshin.

General Electric Big Co-Op Deal Due With Utilities; Includes Radio Adv.

Ken Murray Back Feb. 4

Hollywood, Jan. 18. Ken Murray, Oswald, Marlyn Stuart returning to Hollywood Hotel airshow Feb. 4.

Emceeing next two broadcasts are John Barrymore and George Mur-

IRONIZED YEAST TAKES ON 'GOODWILL HOUR'

Goodwill Hour, which lost its sones over Mutual basic web and WMCA, N. Y., with list last Sunday (16) broadcast, picks up another th's coming, Sabbath. Macfadden Publications went off, Ironized Yeast takes on.

New bankroller will expand the show by adding, in addition to what it has been using the entire Inter-City regional of 10 stations along the Atlantic seaboard. WMCA fountain-heads Inter-City.

Ironized Yeast has been holding off air advertising all this season. In the past account was a fairly large buyer in the national spot field. Sponsor, in going on Mutual basic, is also considering expanding the spread to include the Don Lee Regional on the Coast.

Ruthrauff & Ryan agency handles both the Macfadden and Ironized accounts.

IT GETS ANNOYING

Audition Abruptly Cancelled—Rec-ordings Stalled by Reorg

crdings Stalled by Reorg

Columbus. Jan. 18.

Abram Ruvinsky, WHKC musical director, is getting fed up with doing a lot of work and having nothing to show for it. Scheduled Mutual broadcast of 50-piece symphony which he was to direct Sunday as an audition for prospective sponsor was postponed when sponsor decided to sit tight for three months.

Ruvinsky also has two-weeks' supply of discs lying around WHKC while station awaits word to go with a "scheduled" transcription series. Sponsor is House of Del Van. cosmicties company in Ft. Wayne. Ind. which engaged local maestro. to direct 16-piece orchestra and guest stars in 15-minute disc series to run six days a week on WHKC and WOWO, Ft. Wayne.
Dozen transcriptions had been waxed when Ruvinsky got the stop sign. Understood cosmetic firm in throes of reorganization but, program expected to start any day now.

Hoff's 5th for Luckies

Carl Hoff orchestra follows the Richard Himber crew on the Lucky Strike Hit Parade on CBS Feb. 12 It marks outfils fifth return to the program. Contract is for 10 weeks, but following opening broadens crew will be given time out for pa's with the Al Pearce radio show opening in Cleveland, Feb. 18.

Upon closing of vaude tour band returns and picks up for remainder of time.

Big broadcasting barrage of spots is imminent when General Electric sets its co-operative promotional campaign with flock of utility companies. GE, in an effort to peddie its gadgets, is tying in with various utilities in a manner which will permit the public to buy luxury' electrical appliances at about half usual cost. Utilities will help public buy by partial underwriting and get theirs through upped use of juice and gas.

Several of the big western utilities.

and gas.

Several of the big western utilities are already in with GE. Campaign will break when the latter has hooked in with as many of the public-servers as it can. GE hopes to get around \$75,000,000 from the utilities for their contribution to the underwriting.

Spot buying on stations to ballyhoo the drive will be in ratio to the amount obtained by GE from each utility outfit in each specific area.

CBS CATALOGS **LOCAL STUDIO SET-UPS**

Columbia Broadcasting System home office in New York is gradually gathering from all its own and affiliated stations a complete file of photographs and data Illustrating the studio, transmitter and other technical facilities locally available. Increasing tendency of commercials to originate for special occasions outside the chief network centres made the building up of such a file desirable.

the building up of such a file desirable.

CBS credits the idea to KMBC,
Kansas City, that made a showmanly
presentation confined to its equipment only.

NITE CLUB PROGRAM FLOPS: GARR WEST

After one broadcast. Eddie Garr's program for Bromo-Seltzer is off the air. Initial show of the series originated at the International Casino, NY. last week. Not only the sponsor, but J. Walter Thompson agency and the William Morris office were dissatisfied with the results.

Morris office is setting a new deal for Garr, program to originate on the Coast. Harriet Parsons, film gossiper, soes into the Bromo spot tonight (Wednesday) a substitute for Garr and the niterie idea. She's, been given a three-week contract. Nothing has been decided on beyond that jate (Feb. 2). After one broadcast, Eddie Garr's

Cantor From Phila. March 16

Eddie Cantor broadcast March 16 for Texaco will originate in the studios of WCAU, Philadelphia. Comedian will be there that week for a vaude date for the Shriners.

CARTER OVERTURES LAB

NBC 1937 Time Sales by Biz

		Percentage
		up or down
		compared
Class.	Amount.	to 1936.
Drugs and Toilet Goods	\$13,322,990	+ 19.3
Food and Food Beverages,	11,008,762	+ 13.4
Laundry Soaps and Cleaners	., 3,392,383	— 53.4
Automotive	2,726,823	- 6.1
Lubricants and Petroleum Prods	2,045,918	- 24.0
Cigars and Tobacco	1.716.638	+ 10.8
Radios and Musical Instruments	1.275,184	+117.3
Miscellaneous (Excl. Political)		- 43.0
Stationery and Publishing		+ 41.6
Financial and Insurance		+ 10.9
Paints and Hardware		+ 10.1
Building Materials		- 6.0
House Furnishings	190,623	+ 14.6
Shoes and Leather	185,142	+118.8
Jewelry and Silver		+ 7.2
Confections and Soft Drinks	122,688	- 38.2
Clothing and Dry Goods	75,164	- 62.7
Sporting Goods	156.356	None in '36
Wines and Beers	58,020	+ 39.0
Machinery and Farm Equipment	13,344	None in '36
Schools and Correspondence	. 8,940	— 90.7
Garden and Field	5,200	No change
Travel and Hotels	4.590	- 82.8
		1977 · · · · · · · · · · · · · · · · · ·

Murray, Burbig, Singers

Head New Mennen Revue

Mennen (shaving cream) starts a new weekly program tonight (Wednesday) on NBC-red. Quarter-

hour program carries dialect comedy

hour program carries dialect formedy duo, Ray Murray and Henry Burbig, Funnyboners harmony trio and Henry Novak orch. H. M. Kiesewetter is, the agency.

Sponsor earlier this month faded its 'Famous Jury Trials' dramatization series off the basic Mutual net.

ASK \$2,500 PHILO

VANCE'ROYALTY

NBC is trying to bag a sponsor for

a series of mystery dramatizations by S. S. Van Dine (Willard Hunt-

ington Wright). Network's program and sales department is cooperating

in offering a weekly half-hour night-

in offering a weekly half-hour night-time show.

Best-selling author was difficult to pin down for radio, When ap-proached by NBC he asked \$3,500 per script. Network was able to whittle the price down to \$2,500, which Wright declared was his rock-bottom figure and the price at which he is now being hawked.

Proposed programs would bear the label of 'Philo Vance' detective char-acter which Wright created. Vance' has been the subject of four films, but has never been ozoned.

In the event that Wright gets a sponsor he will receive the biggest fee any scrivener has ever received for penning air scripts.

Sloan's Radio Research

Alfred P. Sloan Foundation has given the University of Chicago between \$35,000 and \$40,000 to do exploratory work leading toward the broadcasting of economic information.

broadcasting of economic informa-tion.

Money is to come out of dowment of \$10,000,000 in securities which the General Motor, head turned over to the foundation last December:

Chicago, Jan. 18.

Paramount Now Sponsor-Minded: Many Hurdles

Hollywood, Jan. 18.

Rubey Cowan, chief of radio contracting for Paramount, while admitting the studio is now eager—a reversal of policy—to exploit its films via commercial program, claims no deal has yet been made for a radio program with any sponsor.

sponsor.

Hindrance, according to Cowan, In preparing a package show for the from Paramount players is that so many of the studio's contractees have programs of their own. This situation is due to the fact many of the Par stars have clauses in their picture pacts which permit them to make their own radio deals.

Don Searle Brings In

Don Searle Brings In

New Program Director

Omaha, Jan. 18.

James C. Douglass took position of chief program director for KOILKRAB-KFOR last Monday. He comes from WAAW, Omaha Grain Exchange, where he has been sistant manager past year or so. Douglass will make his office in Omaha studios and position is newly created by Don Searle, new g.m. of company who took over reigns from John Henry Jan. 1.

Each of company's three stations will have separate program director working under Douglass. Expected some minor changes staff will be made later in week.

At WAAW Douglass position will not be filled, but Duane Gaither will take direction of programs called the direction of programs. Gaither has been announcer and continuity writer, previously for KOIL, and recently for WAAW.

Bob Cumnincham, program director for KOIL past two years.

Bob Cunningham, program direc-tor for KOIL past two years, tendered his resignation last Satur-day (15).

They Depart in Silence

They Depart in Silence

Philadelphia, Jan. 18.

Sanford Guyer, WIP gabber, was replaced last Friday (14) by Walton Newton, formerly of WNOW. Alistin, Tex. Neither the spieler nor the station would comment on sudden departure of Guyer, who has been with the outlet for two years, and is one of the oldest announcers in Philly from point of service.

He did between-innings baseball spiels last season;

spiels last season.

Grace Moore Air Series

Hollywood, Jan. 18.

Crace Moore takes over the Chesterfield broadcast from Lawrence
Tibbett March 31 on a 13 week deal.

Miss Moore will combine her airing from the Coast with her picture
work.

ANY 'CENSORSHIP

Unions Cloud Up Against General Foods Commentator-He Replies Manufacturers Also Upbraid

PHILLY HUDDLE

Philadelphia, Jan. 18. Boake Carter has offered to cease discussing controversial labor prob discussing controversial labor prob-lems after he begins his series for General Foods. Despite that bid, however, boycot of the sponsor's products, voted by several CIO unions locals, is expected to stand. Attitude of CIO leaders is that the broadcaster should continue to have the freedom of the air, and, they would not accept a 'deal,' limiting, his right. Their squawk he's 'unfair,'

his right. Their squawk he's unfair.

Offer by Carter was made at a two-hour meeting at the Penn A.C. here today (Tuesday). Among those sitting in the session were Carter, Dr. Leon Levy, president of station WcAU, where Carter's broadcasts originate; Thomas Ray, secretary of the N. Y. Martime Council, Morit Borow, secretary of Local No. 2. American Radio Telegraphist Assn. Y.; William Leader, Philly Clo head; M. Herbert Syme, Mayor S. Davis Wilson's labor representative; Jacob Billinkopf, local labor relavious head under the old NRA and Mrs. John D. Graham, of the board of directors of the Cooperative Distributors, Philadelphia, and exec of the Philadelphia and Bucks county Consumer's League, Neither Genal Foods nor Benton & Bowles, agency handling the account, was represented.

After the session, Leader declared tunlikely that the Philly Clo Organ.

After the session, Leader declared it unlikely that the Philly CIO organ-Atter the session, Leader declared it unlikely that the Philly CIO organization would reverse its previous boycott order as a result of Carter's offer. Similar suggestion was previously made by the broadcaster, Leader revealed, but the union boycott was voited regardless. Labor group's complaint is that Carter has invariably been biased in the discussions of labor problems. Charged he represents views of the Penna. Manufacturers Assn. In reply, Carter that the manufacturers in their turn have accused him of favoring labor. In refusing to yield to the broadcaster's offer to avoid discussing labor. CIO is figured ducking the charge of forcing a condition of censorship.

Ivan Black, director of publicity for the Federal Radio Theatre, got himself a cuffo eight-day, ride to Bermuda, Shipped as an entertainer and did a couple of monologues on board in exchange for the trip.

Radio's Wondrous World

The Crowell publishing house has enlivened a dull January by drawing a skull and crossbones on showmanship, marking it Poison—stay away, and has, consequence, received a number of network written replies; that say, in effect, 'By what right do you insult our sponsors by calling

What a terrible thing it is in our backyard to taunt the boy next door with being a showman! And how ashamed he feels at the implied stigma. And what crushing 'you're another' retorts he thinks up. There's measles on our street but they got the pox around the corner.

Up Boston way that smell isn't codfish. It's state-wide political scandal in which radio is playing the dangerous role of crusader. If radio wins, and it may, that makes heroes, but hardly radio. Radio was made before it went crusading. If radio loses, and it may, that makes something else to worry about.

Last week a native phoned Earl Gammons, WCCO, Minneapolis-St. Paul, general manager, at his home to register a complaint on Methodist minister's dotter who warbled on a Major Bowes show and wound up asking the Major to come out (to her native middle west) and see them some time. Bowes replied, 'I'd like to, but I don't know what the Knights of Columbus would think about it.'

Columbus would think about it."

Gammons couldn't find out whether the carper was a miffed Methodist or a rankling Knights of Columbus.

Conscientious objectors also claimed that WCCO musickers jazzed up 'Silenf, Night' at Christmas time. Happened to be doing a Christmas fantasy which included part of 'piece' called for slightly faster tempo.

Meanwhile Mae West is getting the hush-hush but not with the same emphasis they give it to Toscanini. Curves and culture are radio's and NBC's two great attention-getters at the moment. And the radio shows are starting to come back from Hollywood.

Rockwell-O'Keefe Acting as H'wood Representative for Consolidated

Camel Carayan,
Bill Lawrence producing 'Dr.
Christian', while Dorothy Barstow respites Europe,
Harry Sosnik writes a new score
for every week's chang of Tyrone
Power's Woodbury dramairers,
Vetyl Carew, 14-year-old canary,
taken on Signal Carnival for a long
hitch

Walter Huston will do his Lincoln sketch on the Lucky Strike show Feb. 9.

Joe Venuti was billed on Bing Crosby's Krafter as Giuseppe Venut-

ski.

Mercdith Willson stays through '38 as musical conductor of Signal Carnival.

Vine Street
Crosstalk

Hollywood, Jan. 18.

Zack Freedman in from New York to Join Small agency and distensive that's different.
Some talk of framing Russell Patterson's Personettes for an air whith.
Erson's Personettes for an air whith.
Bay Witmer, sales chief for NBC, surveying the Coast market with Don's Gliman and Syd Dixon, home execs,
Jo Stafford took over the warbling ditties from Katherine Kane on Camel Caravan.
Bill Lawrence producing 'Dr. Christian' while Dorothy Barstow respites Europe.
Harry Sosnik writes a new score for cvery weck's change of Tyrone Power's Woodbury dramairers.
Veryl Carew, 14-year-old canapy, taken on Signal Carnival for a long high.

arter Consolidated's takeover of Toin Coakley's American, Associated Artists, Inc., in Frisco: Latter outfit has 14 bands on its roster with the St. Francis hotel and the Bul Taberin being among the spots which it now has units.

La Roche Treks West

Hollywood, Jan. 18.
Chet LaRoche, Young & Rubicam
prez, gets in today (Tues.) for discussions on the Packard airshow.
Program is now on an even keel
after few rocky interjudes due to
changes and additions.

Hurricane Mutes LT5

Buenos, Aires, Jan. 12.
Radio station LTS, Radio Chaco at Resistencia, has been seriously damaged by: a heavy hurricane. Both towers of the broadcaster were over-thrown and the studios also, suffered the effects of the slam.

Station, which belongs to the Blue and White network of Radio El Mundo (LR1). Buenos Aires, will be mute for while.

Drug Trade Shifts Its Acts

Philadelphi , Jan. 18.
Drug Trade Products has shifted Drug Trade Products has shifted Happy Valley Boys from hier Jocal WCAU twice-daily show to New York. Dixic Plow Boys have been moved here from Rochester: their stead.

Mort Lawrence, Your City Slicker, remains as gabber on the shows locally.

Blackett-Sample-Hummert in 1937 Bought \$10,361,446 of Radio Time

which the General Motor head turned over to the foundation last December:

Franchot Tone on Pop's Show Buffalo, Jan 18.

Carborundum Hour, weekly CBS band concert from Niagara Falls, NY, get a Hollywood guester cuffor on Saturday (15). He was Franchot Tone, whose pappy Frank J. Tone, is Carborundum prexy.
Franchot gave out 107 words of greeting during his surprise visit at the milke, then had trouble getting out of the auditorium when autograph hounds surrounded him, it was the filmster's first visit home in six years.

Bromley House; of Brace Beener Agency, Detroit, in Indianapolis two days last week to service accounts.

In 1937 the Blackett-Sample-Hummert ad agency placed, \$10,144 worth of time on radio stations and etworks. This 'be largest air between the largest air between the sliling agencies the amount of money spent on radio time. In network billing alone B-S-H was more than \$1,700.000 ahead of the milke the part of the words of greeting during his surprise visit at the milke, then had trouble getting out of the suddiorium when autograph hounds surrounded him, the words of greeting during his surprise visit at the milke, then had trouble getting out of the chiefle of the suddiorium when autograph hounds surrounded him. It was the filmster's first visit home in six years.

Bromley House; of Brace Beener Agency, Detroit, in Indianapolis two days last week to service accounts.

JESSEL SHOW RENEWS

op Sponsors Okay 13 More—Los Angeles Firm Stalls, However

Multi-sponsored show headed by George Jessel, which clears over Mutual Sundays is set for another 13-week cycle. Original set of agree-ments expire Feb. 7.

Only sponsor on the cross-country trail, which hasn't assented to another 13 time. the stove outfit which does the paying over KHJ, Los Andoes the paying over KHJ, Los Angeles, the program's originatingpoint. Of the three parhers in the
stove company two have nodded in
favor, while the third wants to do a
little more coglifating on the subject.
Station thinks it can close with another local account if the current one doesn't yield soon.

MUSICIANS' AIR PACTS START; INITIAL CHECK SHOWS STATIONS PLAN SPLURGE

Many Broadcasters Hope to Convert House Orchestra Into Business-Getting Asset-Union States About 30 Stations Refuse or Delay Signing

solved.

AFM reported Monday (17) that.
218 affiliated stations were represented in the contracts tunced in by Ideal unions, while there were 30 stations that have either retured to negotiate or had failed to consummate negotiate or had tailed to consummate an agreement. International union figures that the whole 30, if acquiescent, couldn't wouldn't have to employ 20 men, because of the amount of their gross income.

Network Figures

Amount of their gross income.

New York local 802 helped expedite the date of effectiveness for the general agreement by yielding to a compromise of its own agreement with the network owned stations. Though the union won out on the issue of a three-year contract it made concessions on its original demand that the minimum sustaining salary for the third year be \$120 a week. Local expects an appreciable increase of employment among its ranks to accrue from the reduction of hours stipulated in the new deal as well as the basic level of staff musicians established with NBC. Stipulation as to the minimum number of musicians NBC must employ is something new. While the network is now using 140 men regularly, because of the requirements of the Arturo Toscanini series, the average high in the studios has been 74 men. Under the new agreements with both NBC and Columbia the maximum working week is five days. Those who previously worked the Maximum working week is five days. Those who previously worked the same and the studios has been reduced to 20 hours, while the 24-hour shift has been reduced to 20 hours, with salaries staying as is all around.

No change in scale is called for in the first year of the agreement. In the second year sustaining salaries for up \$5 a week and the same apiles to the third year. There will be no change in the commercial scale for the 45xt two years, but for the third staff men are to get \$100 more a week.

a week.

MBC is committed to spend \$120.000 more this year than last for musicians in the New York studios, while Columbia's obligation is a minimum of \$60.000 more. Latter networks New York studios put on 11 additional musicians last week, and is fluvred to employ an average staff of 80 men a week as contrasted with 1937's average of 65 men.

Earle Anthony Not Signed

Los Angeles, Jan. 18.

Earle Anthony Not Signed
Los Angeles, Jan. 18.
Frank D. Pendleton, president of
Muslcians Mutual Protection Association, has returned contracts and
agreement of KFI-KECA, to the International headquarters in New
York after local stations executives
failed to reach an agreement under
terms of new set-up. Union officials
in New York have wired Pendleton
that they will handle the negotiations in the east with representatives
of KFI-KECA, and attorneys of
MBC. Pendleton said Earle C. Antthony should carry the bulk of the
assessments for additional
to the days at \$120 per man.

Hillbillier Don't Count
indianapolis, Jan. 18.
Yesterday (17) new music policy
recontract with Indianapolis Musicals Notellon A. T. M. Westerday
(17) new music policy
recontract with Indianapolis Musicals Notellon A. T. M. Westerday
(18) New Tork here; while details
on personnel of musicians on staff of
the with the being worked out today (18). WIRE contract with union
of was first one signed here, accordday (18). WIRE contract with union
of the MFBM Walter Reauleaux is rement on the matter, stating that his
two stations were still negotiating
with the union. He claimed he
didn't know the matter had been re-

KNX (Columbia): using 23 men, on permanent: basis, and adding two librarians, one copyist and two arrangers. Lud Gluskin, music director. Estimated will spend \$60,000 more under new agreement than first 12-month average of station's wnership.

ownership.

NBC: spending \$60,000 two
years for both nets. Will use basic
group of 18 musicians paying Coasscale. Meredith Willson, music director. Estimated will cost additional \$50,000 for performers and
others needed for sh vs built around
orchestra. NBC starting from
scratch as it employed no studio
crew.

crew.

KHJ and Don Lee network in Los Angeles will spend more than \$84,600 annually maintaining c staff orchestra at the station, un's terms of the new agreement with Musicians Union, local 47, Carlton Kelsey is musical director. His regular staff orchestra consists of 23 pieces, and will be enlarged starting Monday to 28 or 30, Agreement with union will mean than KHJ adds approximately \$11,000 annually to their music payroll.

KEHE, Hearst station in Los An-KEHE, Hearts station in Los An-geles, has been operating for some-time on union basis with 11 regular members on their staff orchestra, conducted by Claud Sweeten, as mu-sical director. They do not contem-plate adding any men to orchestra at nresent.

NBC Yields to Petrillo

NEC Yields to Petrillo
Chicago, Jan. 18,
Just before he trained, Saturday
(15) for Florida and the executive
meeting of the American Federation
of Labor, James C. Petrillo, chief of,
the Musicians' Union here, signatured,
contract with NBC, the last hold-out
of the networks in making new threeyear deal with the musicians here.
NBC signaturing came just under
the wire, since the old contract expired on Jan. 18. NBC had been objecting strenuously to a clause in the
contract which prohibits the network
here from feeding programs to, or
taking programs from, stations which
here from feeding programs to, or
taking programs from, stations which
are placed on the unfair, list of the
American, Federation of Musicians
However, Petrillo also refused to
back down, and rather than wake up
on Sunday (16) without any musicians, NBC finally decided to okay
this clause.

New contract with NBC, with the other networks, calls for a 25-hour week of five hours daily for five days at \$120 per man.

classical group, known as Bohe-

mians.'
Hill-billies not counted as staff musicians under terms of contract, while WFBM had to add only one man as staff musician to raise its number to the contractual five required. However, staffsters are all practically new faces to WFBM, as follows: Sarl Gordon, plano and organ; Watter Reauleaux, musical director and cello, Paul Brown, bass yiol, and Tommie Pogianni and Samuel Kaplan, viol'ins.
Walt Reauleaux is also personnel director of the Indianapolis Symphony Orchestra, airing on a Mutual-WIRE line for network feeding.

Spokane Union Terms

Spokane Union Terms

Spokane, Jan. 18.

Local 165 Muscieans' Union agreements with CBS-KFPY, NBC-Blue-KGA, NBC-Red-KHQ, start Monday, KFPY minimum staff quota raised to six men from three. James Clark continues as leader-director. KFPY agrees to spend minimum of 87,340 in year.

KFIQ, KGA, both owned by Louis Wasmer, Inc., have separate contracts, one leader, Earl Shinkoskey. Combined staff total raised to 11 from five. KHG, KHQ allocation for year-\$11.101; KGA, \$1.451. Each station must supplant staff quota for casual programs with union talent. All three stations have been union for several years.

WHO's Music Bill, \$36,000

WHO's Music Bill, \$36,000

Des Moines, Jan. 18.

Station WHO. 50,000-watter, will spend \$36,000 annually for musicians under a continuation of its agreement with the Des Moines local. No specified number of men must be employed. Gross expenditure for toolers solely involved.

KSO and KRNT, owned by the Des Moines Register-Tribune, are budgeted for \$20,000 jointly.

WLW-WSAI Employ 50

Cincinnati: Jan. 17.

Under agreement effective today, Under agreement effective today, three musicians were added at WCKY, NBC affiliate, and WKRC, CBS station, added one preparatory to taking on another to fill allocation of four.

Crosley's WLW and WSAI are far

of four.

Crosley's WLW and WSAI are far in excess of union demands with an interchangeable staff of 50 musicians, arrangers and copyists, exclusive of large number of musicians, arrangers and copyists, exclusive of large number of musicians, arrangers and copyists, exclusive of large number of musicians, arrangers and copyists, exclusive of large number of musicians, and constant of the WFO of Scripps-Howard chain, recently took on Harry Ogden, organist, who temporarily fills its allocation.

At WKRC Ruth Lyons switched from program director to music director and planiste Gladys Lee, sundiple in the work of the continues of th

Lincoln Hires Eight

Lincoln, Jan. 18.

Lincoln, Jan. 18.

Lincoln studios of KFAB and
KFOR will hire eight musicians plus
leader under A. F. of M. demand.

Salt Lake Very Optimistic
Salt Lake City, Jan. 18.
Utilization of 25 union cleffers and score of local flesh talent by KDYL (MEC) and KSL (CBS) during next score of local flesh talent by KDYL.
(NEC) and KSL (CBS) during next
two years will revamp tone of programs aired by each of the Salt Lake
City major chain affiliates. KSL, with
15 musicians, bathoned by Gene Halliday and William Hardiman, is spending \$23.000 for 1938 talent. Local 104
requested station to hive only 11 men,
but Earl J. Glade, KSL general director, upped provision to increase
versatility of station band. Staff orchestra began working Monday (17)
and will figure eight sustaining
and three commercials weekly.
S. S. Fox, KDYL prexy, hopes By
Woodbury's 10-piece band, wellknown as a dance combo throughout
intermountain region, to hypo previous sustaining shows by injection of
musical novelties. Woodbury, emeewill direct five sustaining programs.

musical novelties. Woodbury, encee, after many weeks of negotiations to will direct five sustaining programs, obtain the finest musicians in the

You Meet Some Nice People

Hollywood, Jan. 18

One of the cruelest deeds in radio is recorded at a nearby indicistation. When wife of owner had to undergo blood transfusion as last resort to save her life station's technician volunteered his blood. Test was made and he was accepted. Donor's blood pulled her through. Coupla weeks later boss called technician into his office and gave him his notice. His excuse was that he couldn't have anyone working for him to whom he is under obligation.

Connecticut Stations Sign

Connecticut Stations Sign
Hartford, Jan. 18.
Joseph Blume, violin maestro
whose Blue Room Echoes' were long
fed to NBC by WTIC has been
signed fo direct new house ensemble
at WDRC, CBS basic wafter here.
Others in combo will be Julius
Nussman, former conductor of 'Travelers Hour' at WTIC, violinist-violist;
Paul Rosenbaum, violinist-violist;
Saul Rubin, 'cello; Jean Severino,
bass, and Otto Neubauer, pianist,
Laiter leads Diplomats, dance band
now located at Hotel Bond.
WICC, Bridgeport-New Haven, has,
announced penning of Noy WardHarry Berman orchestra, directed by
Peter Loro, to work at New Haven
studio supplementing Gus Meyers'
house band at Bridgeport hase.

Pittsburgh Complete

Pittsburgh Complete
Pittsburgh, Jan. 18.
Luke Riley, pianist and veteran
Pittsburgh musicalian, has just been
named musical director for combined
stations. WJAS-KQV, last broadcasting ouifit to organize musical outfit
under new union regulations. Riley
takes his new duties immediately, with his personnol already set.
Understood that more than 100 had erstood that more than 100 had

Understood that more than 100 had applied for post.

His appointment completes musical-radio line-ups here, with Maurice Spitalny at KDKA, Earl Truxell at WCAE and Ken Martin at WWSW.

WJAS is only major station in town that's never had a live orchestra of, any kind and understood it will add around \$15.000 annually to payroll. It's the local CBS outlet.

WSB, Atlanta, Hires 14

WSB, Atlanta, Hires 14
Atlanta, Jan. 18.
Total of 24 local toolers are getting jobs out of American Federation of Musicians' national compact with radio stations.
WSB, 50 kw NBC Red outlet, has hired 14, including Perry Bechtel, leader. Marcus Bartlett, station's musical director, is union man. WAGA. 1 kw affiliate of WSB and less than a year old, which carries NBC Blue, has put on a strong trio under direction of Joan Norman.
CBS station, WGST, is hiring seven musicians.

Status of WATL, Indie, remains

Cellist with KOIN

quo.

Cellist with KOIN

Portland, Ore., Jan. 18.

Robert Sonderskov joins KOIN's musical staff. Coming to Portland Ore., last September with his wife, the new KOIN staff member has played cello this with the Portland Symphony orchestra.

Portland Symphony orchestra.

Stations Point with Pride
Washington, Jan. 48.

Some 33 local musicians were added Saturday (15) to staffs of NBC and CBS Washington stations under ultimatum issued by the American Federation of Musicians. Huffing and puffing with pride, NBC duo heralded the 'permanent' addition of 15 music boys, directed by Rudolph Schramm, for the enter-tainment of their radio fans. Few hours later, Columbia surpassed the NBC ballyhoo by announcing retention of 18 swingsters, with John Salb, pianist and organist for WJSV, as personnel director.

WRC-WMAL band was assembled after many weeks of negotiations to obtain the finest musicians in the obtain the finest musicians in the

Produced by Ted Kimball, program director. Fox scanning local and and each member of the orchestra is a solost in his own right.' Columbers sustainers, top show will be Hello Ladies, half hour stint daily except Sunday, with Woodbury, Shirley Davis, debutante warbler, Wally Roth, fiddler; Don Parker, vocalist, guest artists KDYL's outlay this year around \$20,000. KLO, indie station at Ogden, Utah, will spend \$1,700 annually, employing two planists for pop and concert work.

Program directors at KDYL and KSL, elated over musicians union national agreement, envision a rebirth of sincere hometown spilit to (24) under the direction of Meyer talent. Each station staged extensive papers and over air announcing new policy. Plan to review outstanding talent show of each station for next week.

will be conductor for a fortnight. CBS orchestra will have two half-hour periods weekly, with probable extensions. NBC has not yet an nounced how much time will be given to its new rhythm-masters. Probable that both bands will be Probable that both bands will be heard for the first time on the same day, since NBC has announced that its orchestra will rehearse for a week, starting Monday (17), before the first program.

Wheelahan, Uhalt Balk

New Orleans, Ja . 18. New Orleans, Ja 18.
Station WWL. was only signer
Monday (17) of Musicians Union
agreement on hours and wages. Will
use 10-man orchestra directed by
Pinky Vidacovich and Ray MeNamara, staff organist. Music cost to
station about \$18,000 yearly, with
minimum set at \$25 week for hour
and half dally. Pact signed between
Vincent Callahan, WWL manager,
and G, Jack Pepitone, union prexy.
Two other major stations balked at

Two other major stations balked at closed shop agreement on grounds it would take program control out of our hands. Harold Whoelahan, would take program control out of our hands. Harold Whoelahan, WSMB, said station willing to meet other demands. Joe Uhalt, WDSU, said no go as long as clause exists.

Union set noon Friday as deadline. Smaller stations not affected.

Columbus to Spend \$23,000

Columbus, Jan. 18.

Three Columbus stations will spend \$23,000 a year under tracts with Local 103 with 18 musicians on combined staffs. Scale per half-hour, \$5; quarter-hour, \$3.

WBNS has Walter Knick's 10-piece orchestra plus organist. Total, \$15,000 a year.

First time WCOL has had staff musicians. Contracts with WHKC, WBNS, substantially same as agree-ment in effect last six months.

Omaha Getting Organized

Omaha, Jan. 18.

Omana, Jan. 18.

Stipulations of A.F.M. agreement being worked out slowly here. Station WOW is hiring 10-piece or-testra, a station musical director, and Eddie Butler, organist and plantet

planist.
Present connections of those hired jis delaying matters as two week's notice required per union regulations. Manager John Gillin expects, situation settled by Jan. 24, but selection of director: encountering some difficulties. Station also creating new post of production manager and will fill post next week.
Station KOIL negotiating on A.F.M. agreement likewise. But final setup will not be reached for week or so. WAAW, grain exchange, unsaffected by A.F.M. as not network affiliate.

A Theory and a Dispute St. Paul, Jan. 18.

St. Paul. Jan. 18. WCCO. St. Paul-Minneapolis CBS affiliate, was first Twin Cities station to complete arrangements; with the musickers local for a staff band. Station signed 12 men, on a 24-hour basis, on Dec. 19. Wallie Olson is leader.

leader, KSTP in 1930 had a staff orchestra-of 35 men. In September of that year the local union demanded wage, scale which would have been practically double the sularies paid. Stan Hubbard, station head, always a stormy petrel, instead of capitulat-

(Continued on page 31)

Radio House Orchestras

(Continued from page 30)

(Continued from page 39)
ing to the union's demands, let the
whole crew go. On Jan. 15, 1938,
KSTP signed 19 musicians, on a 10hour daily basis. Hubbard says their
salaries are practically at the same
scale KSTP paid in 1930, before the
double else edict was handed
down. Result of the 1930 tiff, in cffect, means that KSTP saves salaries
of 15 musicians (the difference in
personnel between the 35 in 1930 and
the 19 hired on January 15) and has
saved the upicep of a studio crew
in the span of years embracing 1930saved the upicep of a studio crew-in the span of years embracing 1930-38. Leonard Leigh, KSTP's musical director and staff organist, is now leader also. WTCN with the state of the WTCN union musicians quota is two additional to the present three pieces but this newspaper-wined diminespolis Tribune and St. State.

pieces but this newspaper-owned Minneapolis Tribune and St. Paul Dispatch-Pioneer Press) transmitter is currently battling with the union as to how the term 'staff talent', should be construed. WTCN maintains its 'Whoopee John' three-piece group comes within union stipulations of staff falent, thus requiring no further personnel additions. Local arguing otherwise. Station has checked the decision up to union's New York headquarters for an interpretation of the term 'staff alent.' Should union decide in favor of the station, there will continue to be a staff crew of three pieces, if the nod otherwise, there will be five musickers making din and melody. Frank Zdarsky is leader. WDGY has been operating up to its quota of two men and a director, no musiclans have been added on this station's payroll. Al Sahlin is band leader here.

\$30,000 Budgets in Buffalo

Buffalo, Jan. 18.

New union agreement will effect slight, changes in orchestras set up of radio stations here. Both WGR-WKBW and WBEN-WEBR mainaned staff bands prior to new rules with Americo Bono and Erwin Glucksman, respectively, as directors.

rules with Americo Bono and Erwin Glucksman, respectively, as directors.

WGR-WKBW will carry 15 musicians counting staff orchestra novelty trio, and organist. WBEN is using 14 people meaning an addition of three men. Both hire additional musicians frequently. Six-day week. Each payroll around \$30.000.

WBNY unaffected by agreement. No house band. Sole A.F.M. representative is Art Crosson, organist.

Bostor Radir Staffs
Boston, Jan. 18.
Stations WAAB and WNAC combined will use Andy Jacobson's 11-piece unit and Bobby Norris' singing strings of six men. Also Francis J. Cronin, staff organist, plus attaff pianist to be signed next week WBZ will have Rakov's orchestra of clight men. also covering WBZA, of eight men. also covering WBZA, of eight men. also covering WBZA, start Monday while WEEI starts Jan. 24 with Charles Hector and 14 men.

House Bands in St. Louis

House Bande in St. Louis
St. Louis, Jan. 18.
Station KSD is the only local not
outlet that has, thus faı, signed with
the A. F. M. and negotiations are
still being carried with KNOX, CBS,
key, and KWK. By terms of its contract KSD, operated by the Pulitzer
Publishing Co, owner of the Post
Dispatch, has a 10-man orchestra,
headed by Russ Davis. This is an
increase of nine as Davis, was the
nly musician employed before the
contract was sig sed.

nly musician employed before the contract was signed.

KMOX regularly employs 21 and has unit of 15 headed by Ben Feld. Also has organist, arrangers, etc. RWK has had an orch of eight, betoned by Al Sarli for several years. It is now believed there will be some additions at both KMOX and KWK. With the national contract consummated, it is likely that the local situation will be cleared up shortly.

WHAS, 16: WAVE, 8
Louisville, Jan. 18.
WHAS for the past four years has lad a staff group of 12 pieces, for both sustaining and commercial programs, Leader was Harry Currie, violinist, who was recently replaced by saxophonist and arranger Bobby Hutsell. Several changes were also made in personnel, and the Hungarian violinist Louis Rigo, who formerly headed the staff, was added to the string section. To conform with AFM agreement, orchestra was increased to 16 men about three weeks ago. Salaries are \$45, Leader \$67.50. ago. Salaries are \$45, leader \$67.50. WAVE has added eight-piece house

band, directed by Harry Diekman, local leader, who formerly headed his own dance band. Salaries are \$27.50, with leader drawing \$40. a week. Station formerly carried a single pianist on payroll, as member of A. F. of M.
WGRC, New Albany, Ind., which maintains a studio in Louisville, operating during daylight hours only, has at present a studio pianist who is a unson member. Was recently recommended for unlimited hours of operation on frequency of 880 recommended for unifficient operation, on frequency of 880 kilocycles, 250 watts power, and if and when this should be granted by the F.C.C. there is a possibility that a staff orchestra will be engaged.

Rochester Adas 20 Men

Rochester Adds 20 Men
Nochester, N. Y., Jan. 18.
WHAM adds 11 men to have 14piece full tine and 15 more twice
a week. Charles Silverson staff program director, onductor Several
of the 11 were employed part time

when agreement is with J. Gordon
Baldwin, staff musical director, con-

WSAY not affected yet because not

Detroit Little Changed

Detroit, Jan. 18.

With all network affiliates signed except station WMJ. A.F.M. agreements went into effect here Monday with little change in picture and most stations carrying above limit

Although no pacts sought, indie stations here also found well above

stations here also found well above minimum on number musicians steadily employed. WJBK having 14 and WMBC 15 at present.

Although now employing 25 miscians full time WWJ and Detroited still at odds on contract but no trouble expected and agreement likely in couple days. Both sides in conference all Monday but still in disagreement on few minor points in contract.

disagreement on few minor points in contract.

Only employment gain effected so far at CKLW, Windsor, which agrees to add at least six musicians to present under directions of Matti Holli, Contract, effected by A.F.M. Windsor-local, calls for same pay scale as formerly and runs two years.

WJR contract providing slight increase in pay scale past two years is first written pact between years is first written pact between station and federation. Pay scale demanded understood to be slightly under what stations been paying, but previous wage will continue. Now employs 23 musicians under Sam Benavie.

WXVZ pact calls for \$2 upping per man, with no further change in policy or number 0, men hired, which now stands at 18 with Benny Kyte at belm.

Kyte at helm.

Richmond 11th Hour Pow-wow

Richmond, 11th Hour Pow-wow
Richmond, Va., Jan. 18,
A three-hour sessior winding up
at midnight Monday terminated with
local radio execs and musicians local
123 smoking the peace-pipe. All
matters happily negotiated and the
union musikers go into action at
three stations soon.
WRVA to carry a 10-piece musical
outfit. WMBG is planning on a per
manent nive-piece crew. WRTD undecided between a part time trio or
a permanent accompanist. Latter's
expenditure small because of comparatively recent entry into local
field.
No leader names or music combos

held.

No leader names or music combos in lead for openings. Stations will pick leaders and crews from local's

pick leaders and crews from local's roster by Thursday (20).

— C.-T. Lucy and Barron Howard, WRVA: Wilbur Havens WMBG, and T. Maxic, WRFD, represented stations. Frank Cowardin, president, and C. N. Walnnau, secretary, were the union reps.

San Francisco's Big Budget San Francisco, Jan. 18

San Francisco, Jan. 18.
With one-year agreement ready to
be signed Tuesday (18) by National
Broadcasting Co: in San Francisco
with American Federation of Musiciaus, Local 6, other San Francisco
stations expected to follow suit
within week. Only KFRC, MutualDon Lee outlet, has already signed
union ned. union pact.

nion pact.
Agreements will assure mainte Agreements will assure mainte-nance of same wage scales and work-ing conditions as have prevailed in past, and guarantee continuance of Sam Francisco as ràdio center, dis-pelling fears that increasing number of Hollywood productions would mean decreased activity here:

Union execs are concluding nego-tiations with NBC's two outlets, KPO and KGO, and with CBS and Mu-

RCA VICTOR PREPARING SUIT TO STOP STATIONS USING PHONOGRAPH RECORDS

Buffalo, Jan. 18 Buffalo, Jan. 18.
Layman chatting with Addi-son F. Busch, of WGR-WKBW, asked What does Herbert Rice do up at your station?

"He's production manager," replied Busch.
"Could he," asked the layman all seriousness, "work up all seriousness, 'work up from that to be an announcer?'

tual stations before approaching in-dies. KSFO, CBS outlet, is ex-pected to sign in day or two. Dif-ficulty is anticipated reaching satisfactory agreements—with KJBS and KGGC which heretofore have depended chiefly upon recorded mu-

depended chlefty upon recorded music.

Inder NBC's contract with Musicians Union, handled through Manager Lloyd E. Yoder, web's two stations combined will spend considerably more than \$100,000 during year. Amount is said to be as much as NBC spent in previous year and will be spread over 12-month period. Flgure is based on expenditures made during operations as Western Division Headquarters of NBC.

Best deal, was obtained by Manager Phil Lasky of KSFO because station's expenditure in nabe of \$20,000 is based partly on its operation sa Indie prior to its CBS affiliation year, ago. KFRC, now Mutual outlet, must spend minimum of \$50,000 figure being based partly on period during which KFRC was CBS affiliate.

NBC will continue staff of about

Miliate. NBC will continue staff of about 35-musicians, KSFO will retain 15-piece orchestra under Al White, while KFRC, will keep present 12-piece band under Chester Smith KYA, Hearst-owned station, is expected to sign union agreement within few days although no negotiations have been started yet. Station has staff of 20 musici under Walter Rudolphi, which is well over quota.

Situation in Cleveland

Cleveland, Jan. 18.

Musician lineup at local stations a

Musician incup at local stations as follows:
United Broadcasting Co. (WHK-WCLE): Louis Rich, director, Pinty Hunter, assistant; hires 15 men on minimum week of 15 hours. No additions now as above quota. May take on more men later.
WGAR: Walbridge Brown, director.

increased staff from six to nine men this week. Work minimum week of

this week. Work minimum week of 10 hours. Plan to reduce slaft to four men during 13 summer weeks.
WTAM: Walter Logan, director. No additions now. Have 15 staff members on 15 hour minimum week, two extras on 10 hour minimum and two staff pianists on 20 hour minimum.

-ls There a Future?——Warning—Letters Sent—by Registered Mail—Will Select One or More Stations for Test Suits-Protection of Recording Company Licensing Rights

the issue of phonograph record broadcasting to the courts. The pa-pers which will be filed in connecproacasting to the course and pers which will be filed in connection with the test suit have been pretty well completed. Next move will be to pick the defendant station and insert the necessary factual

will be to pick the defendant statuon and insert the necessary factual data.

Disc manufacturer indicated its litigatory intentions in a letter it addressed to all broadcasting stations. This letter instructed the broadcastiers to stop airing the Victor and Bluebird labels immediately and warned that if the notice were ignored Victor would be obliged to take such-action as is necessary to protect its interests. It was the first time that the RCA subsid had made any militant approach to the problem. Victor's proposed court campaign has been primarily prompted by the attempts of recording artists' organizations to license radio stations and other commercial users. It also wants to carry out the assurance the company gave Joe Weber, American Federation of Musicians prez, last September that it would do everything possible to curb the airing of its home use product.

Régistered Mail Letters to the stations went out by

Registered Mail

Registered Mall
Letters to the stations went out by
registered mail. RCA. Victor wanted
to make sure that no station could
offer as a defense the argument that
it had not received ample notice.
While all Victor release for the past
few months have carried anti-broadcasting warnings on both the label
and the disc envelope the company
also foresaw the possibility of broadcasters testifying that they had never
read either of these.
Closing paragraph of the letter
took recognition of the activities of
the National Association of Performing Artists and the American Society
Recording Artists, Inc., as follows:

of Recording Artists, fine, as follows:

We have been informed that certain individuals or organizations have been undertaking to license the rights of any of the parties.

RCA Victor is preparing to take radio stations to use phonograph record records for broadcasting purposes. In roadcasting to the courts. The pa- order that there may be no possibility of any misunderstandir ily of any misunderstanding as to this, we also, advise you that we have not authorized anyone to deal with our aforesaid property rights, or in our behalf to license the use of any of our phonograph records for radio broadcast or other commercial purposes.

It is understood that CBS legal department has advised its managed and owned stations that its all right for them to go on airing chonograph.

and owned stations that it's all right for them to go on airing phonograph records, but at the same time it urged that the use of such recordings, be kept down to the minimum.

RCA Victor has failed in its move to intervene in the injunction brought by Paul Whiteman against WNEW in the Federal court. N. Y. Judge J. C. Knox. a decision handed down. Monday (17), suggested that the denial was merely technical and held that the RCA petition showed beyond a shadow of a gested that the denial was merely technical and held that the RCA petition showed beyond a shadow of a doubt that it should be a party to the suit which seeks to restrain the station from further broadcasting of the bandman's records. RCA Victor counsel is preparing its own bill of complaint and expects to serve copies of it on WNEW. Whiteman, the National Association of Performing Artists and any others concerned by the end of this week.

Judge Agrees

Judge Knox wrote that he agreed that RCA Victor has a deep interest in the Whiteman suit and one that is antagonistic. Also a grievance against the defendants, so that if the petitioner were permitted to intervene it could not be aligned with either Whiteman or the station. Court felt that the best solution would be for Victor to file its own bill agains both plaintiff and defendants, making this ancillary or auxiliary to the pair wife Reth could then he tried

ing this ancillary or auxiliary to the main suit. Both could then be tried

Eddy Returns Aug. 7

Nelson Eddy has had his option picked up by Chase & Sanborn for next season. It obligates him to return to the java roaster's show Aug. 7. Until then his Jan. 30 broadcast will be the last for this account.

John Carter, tenor, who is replac-ing Eddy, will make his debut on the latter's fadeout occasion. He will do a duct with Eddy.

Pav Limit Rule On Appeal To A.F.M. Board

New York musicians local 802 last week filed with the American Federations of Musicians an answer to the protest of a group of 802 members (mostly radio musicians) against the rule which would restrict men carning \$54 or more a week on a job from accepting other engagements. Appeal made by the group asked that the international declare the rule invalid.

that the international declare the rule invalid.

Regulation was stated to go into next the latter part of Febrúary, Local answer has been forwarded to Miami where the AFM's executive board is currently holding its mid-winter session.

Cantor Grooming Moppet

Hollywood, Jan. 18.
Fiddie Cantor will ask his air fans
this week to help him pick a moppet,
whom he can develop into a star of
the proportions of a Deanna Durbin

the proportions of a Deanna Durbin or a Bobby Breen, rot five weeks he'll have as many youngstors on his program. Dialers will be asked to yole for the winner.
Confor for the past week has been highling off, a threat ailment in a been highly and the past week has been highling off, a threat ailment in a been highly off, and have highly threat all ware highly and have he had been all the same highly and had been highly a been highly

Blackett-Sample-Hummert's Music

Must Have Standbys If Originating from Radio Studios in Agency Office

Chicago, Jan. 18.
Chicago Federation of Musiciank headed by James C. Petrillo, had a heart-to-heart talk with Blackett-Sample-Hummert agency in the person of P. G. Parker, vice-president and general-manager. Subject of the discussion was the reported second the B-S-H radio studios for broadcasting and recording.
Thus, far B-S-H has used its studios for audition purpose primarily.

dios for audition purpose primarily, though it has, from time to time disthough it has, from time to time, discussed the possibilities of broadcasting direct from, its own studies, also of recording in its own studies, also of recording in its own-layout, but this has not yet come about. However, the agency is installing pickups to the panel boards of, the various networks and stations; her to take off, test and check-off recordings of its many shows.

Musiclass Union, in the meeting, simply informed B-S-H, through Parker, that if the agency was to make recordings or broadcasts from its studies arrangements would have to be made for stand-bys and the

its studios arrangements would nave to be made for stand-bys and li-censes; and the same arrangements would have to be made if the agency, decided to make some off-the-line recordings from the stations to the agency studios.

ARTHUR CHURCH WAX WORKS TURN 'EM OUT

Kanhas City, Jan. 18.
Quarter-hour dise series: 'Acioss'
the Breakfast Table' placed by
Compton Agency for Procter &
Gamble's Youry Family' on KMBC'
Kansas City, WCR, Buffalo and
KWY, Philadelphia. Show an
Arthur Church production and is
cut in KMBC's recording Jab.
Other Church placement last week Kansas City, Jan. 18

Other Church placement last week was the "Phenomenon' series which was taken by San Diego Consolidated Gas & Electric Co. Placed direct. "Phenomenon' gets 13 weeks."

A.N.A.'s Fall Meeting

Association of National Advertisers, 28th meeting will be held this year at the Homestead. Hot Springs, Va. Sept. 28 to Oct. 1. Nothing set for spring meeting.

Arthur, E. Tatham of the Chicago firm of Bauer & Black has been inhered last week and the 1 manded chairman of the program committee.

Also the tenor, Milton Bowe.

Journal American

I. E. (DINTY) DOYLE

"Rambles of a newsman: Now that we are on the verge of the annual radio polls and all-America ratings, it seems to me that somewhere there should be a classification for Phil Spitalny, who is certainly entitled to bows for the manner in which he has collected and directed his talented group of lovely ladies . . .

The Detroit News HERSCHELL HART

"News that Phil Spitalny's 'Hour of Charm' all-girl orchestra will be going on tour soon gives us the opportunity to say here what we've said to several listeners—that Phil's girls put on as good a show outside New York as they do in, despite the extra theatre work . . . The 'Hour of Charm,' in our opinion, is one of the most colorful, restful and pleasing musical programs on the air today . What radio needs most is more 'Hours of Charm.'

BOSTON AMERICAN

NEWCOMB THOMPSON

"High enough in my estimation so as to leave no room for anything ahead of it in the musical half-hour classification, is the Phil Spitalny setting of all-girl orchestral offer-ings. Labeled appropriately 'The Hour of Charm' it thoroughly satisfies . . . You must know by now that I truly relish the Phil Spitalny all-girl airing immensely. In fact, I have yet to miss one of the programs since they started."

e Evening Washington, D. C.

IIM CHINN

"Phil Spitalny has given radio a unique and versatile band, which, like good wine, has improved with age. I've never found a flaw in the Spitalny radio shows, and am still waiting for television to cross the street so I can see the girls in action."

THE INDIANAPOLIS NEWS HERBERT KENNEY, JR.

"Phil Spitalny's girl orchestra represents the height of novel sophistication in music. It's a program I hate desperately ever to miss.

BUFFALO EVENING NEWS ROD REED

"Phil Spitalny hath charmers to soothe the savage breast.

DAILY D NEWS

SID SHALIT

"The singing and instrumental specialties with Phil Spitalny's All-Girl Orchestra combine to make this ensemble tops in the show band type of entertainment (WEAF-9:30).

DAILYMIRROR

NICK KENNY

"MAY WE SUGGEST??? Spitalny's all-girl ensemble, a glorious tribute to American woman-hood in music."

The Atlanta Tournal

ERNEST ROGERS

"Woman's place is in the home —that is, when it's not in Phil Spitalny's marvelous all-girl band. The girls ask no odds of their masculine contemporaries and afford listeners one of the finest musical offerings these ears have ever heard. Phil Spitalny is a necromancer, a magician, a genius. May his magic wand long continue to extract glorious melodies and harmonies from the gorgeous gals in his orchestra.

Pittsburgh Post-Kazette

DARRELL MARTIN

"Consistently high class is the entertainment offered by Phil Spitalny on Monday nights, a 'must' in the Martin household. Phil's music is as streamlined as those beautiful girls. Anybody who knows Spitalny can understand how this genius blends the power of Niagara and the grace of Venus into his really charming 'Hour of Charm.' Spitalny is vivacity personified.

KANSAS CITY JOURNAL-POST

JOHN CAMERON SWAYZE

"The Spitalny unit's wide versatility and unique style combine for a neat show. Few vocal instrumental combinations on a par.

THE COMMERCIAL APPEAL

ROBERT GRAY

"Phil Spitalny has defied popular orchestra traditions by organizing a group of lovelies into one of the smoothest musical hours on the air.



From Coast to Coast_ "THE HOUR

DAILY DIEWS

BEN GROSS

"Disregarding the fact that the group is all-feminine and judged solely on its merit as a musical organization, this outlit wins a *** rating for its all-around versatility and facility as both a dance and show band."



MERICA'S OPINION of **DF CHARM**"

The Cleveland Press

NORMAN SIEGEL

"Phil Spitalny's 'Hour of Charm' is one of the top ranking musical programs of the week. Spitalny's allgirl band is a well-trained aggregation of musicians that can give cless and sharps to most orchestras and still outplay them. This listener would like to hear them of-



New York World-Telegram.

ALTON COOK

"Comparable to the best male orchestros.

los Angkles Times

DALE ARMSTRONG

"Hear Phil Spitalny's girl band and get an education. When these damsels deliver romantic rhythms you want to swing on a shadow and dance down a moonbeamunless you simply can't leave that wheelchair."

TOLEDO BLADE

RICHARD PHEATT

"Phil Spitalny's all-girl orchestra is one of the unique institutions in American music today. It holds an impressive radio audience despite the keenest possible Monday night

New York Post

"What started out with all the earmarks of a nine-day wonder has developed into a staple of broadcast entertainment. We have in mind Phil Spitalny's all-feminine band . . . who are holding their place at the microphone because they do a performance which we men used to enjoy calling satisfactorily masculine.

CLEVELAND PLAIN DEALER

ROBERT S. STEPHAN

"Phil Spitalny's grand 'Hour of Charm' I rate as the top in its class among radio's first ten. The girls did Phil proud in his home town, Cleveland, last night with a gor-geous half-hour."

THE NEW ORLEANS ITEM

ROBERT MEYER, IR.

"Phil Spitalny's crew—swell gals swell band—swell tunes—swell for

The Boston Post

HOWARD FITZPATRICK

"Spitalny all-girl band spells grand

The Evening Gazette

DOROTHY MATTISON

"This 'Hour of Charm' is remarkably well titled, dispensing as it does the popular tunes of today and other days in their most glamorous dress ... One of the biggest novelties on the air . . . An orchestra which measures up to a real musician's definition of the word."

The Detroit News

PAT DENNIS

"Yes, Clarice . . . I vote in a big way for the 'Hour of Charm' presentation featuring the likable Phil Spitalny and the charming gals. I enjoy their theatre presentations. Monday nights I like to let them entertain me in a manner oh-so clever . . . I am sure Spitalny, et al., will stay high in the favor of radioland.

The Courier-Lournal.

GLADYS SULLIVAN

"Phil Spitalny all-girl band 'tops." By far the best musical program on the air today. More power to the women.

The Detroit Free Press

JAMES HOSKING

"The Phil Spitalny show is always listenable. Its music is as beautiful as its girls, which makes both items

STUDIO END OF **BERNIE DEBUT**

Ben Bernie, the old macstro, got the mosta of the besta from a New Amsterdam Roof audience on his air debut for the U. S. Rubber Co., wednesdey (Jan. 12). No program can be judged by the reaction of studio cuff customers, however, pectally on such a night as each of the control of the contr

Lew Lehr, dialect commentator, has a funny face and manner as a base of operation—but was gypped in the matter of material. He tended to play to the studio audience. A circumstance which must have been even more apparent over the air, without, his familiar, mugging to bolster it up.

circumstance which mass even more apparent over the air, without his familiar mugging to bolster it up. I dea of the 4000th, or something, installment of Just Plain Ben' was an outstanding bit, and announcer Ralph Edwards delivered the commercial with a fine touch of phoney reverence.

mercial with a fine touch of phoney mercial with a fine touch of phoney Touble was the skit that followed was in the nature of an anti-ctimax. Vocalist Jane Pickens played was in the nature of an anti-ctimax. Vocalist Jane Pickens played daughter, wearing swirling black velvet cut in a deep v, with two large roses perched on each shoulder. Running time fleeced Agnes Moore-head out of announement of her name, but she slayed the hill billy mother. In a soft strength of the nature of the na

An enlightening after-broadcast conversation between two U. S. Rubber Co. executives is worth recording. Said one-II went fine in the studio. J. think the listeners will like it, don't you? His companion replied with a shade less enthusiasm, Yes. If there is anybody who wasn't listening to Fred Allen.

MOLLY PICON

With Abe Elistein's Orch.
30 Mins.—Local
Maxwell House Coffee
Friday, 7:30 p.m.

WMCA, New York
(Bonton & Bowles)

Mocha account chases after Jewish patronage in New York City with
this layout and for its purpose it
is rightly primed and the good profeed of the complete of

Was not played nor even referred to Bert.

"HOBBY HOUSE"
With George Malcolm-Smith, Clarence T. Hubbard, George Bowe Interviews
15 Mins—Local
Tuesday, 645 p. m.

"HOLL Hard Mins. show was in works several years ago, before radio locame hobby-conscious. Now it's off the shelf to give WTIC listeners one of a series of local turns plotted for 1938 campaiga.

Drafted and staged by alert collaborators, George Malcolm-Smith and Clarence T. Hubbard, both Hartford men-shout lown flormer also handles presson a diverting 15-minute, Malcolm-Smith goes into character of 'Old Professor Smith and brings on guest hobby ists and flubbard, who has fine sense of conversational pace, puts the questions.

In session caught visitors were both men who have made circus life their avocation, one a founder of the Hartford end of the Lieu as a cloud when the Big. Show comes to town, and the other, a collector of clephanialrs, said, 40, be unique among American hopby its treased by hoss.

Announcer, assignment is George Bowes.

BEN BERNIE OECHESTRA
With Lew Lebr, Jane Pickens, Buddy
Clark, Ralph. Edwards
10 Mins.
LUNITED STATES TIRE
Wednesday, 9:30 p.m.
WABC-OES, New York City
(Campbell-Euald)

Ben Bernie's return to radio is a Ben Bernie's return to radio is as ringmaster and impresario of a \$12,000 revue. And opposite Fred Allen. Which is plenty of opposition. Allen now back New York, incidentally, with his mind freed of cinematic distractions.

First program was better than okay, but shy of smacko results. Material will ubviously be the prime worry, and the development of an effective comedy pattern and pattern any require time. Show compares in ottward form to the Jac Contention of the Jac Contention of

apropos the U.S. The brand name.

The program would be sturdier it, at least, one personality besides Bernie himself was a tried and virile broadcaster. Buddy Clark sings nicely; so does Miss Pickers. Lehr is at least breezy and easy-to-ge Finally the satire at the end, a la Jack Benny's spoofing playlets, was amusing.

In short, the program because of its cost may be trade-judged by too-exacting a criterion. In any event it is not a program that can be accurately—or fairly—estimated on a single hearing.

Land.

'HARMONY HANDICAP'
30 Mins,—Local
Justaining
Wednesday, 9:30 p. m.
KGLO, Mason City, Iowa

Wednesday, '39 p. m.
KGLO, Mason City, Iowa
KGLO has initiated Harmony
Handicaps, using pop tunes of the
day as ranked by the music fans of
north Iowa and southern Minnesota.
Sheet music and record sales are
tabulated by impartial fan for KGLO
and the winners are presented in
No. 1-2-3, etc., order on the Harmon Hannca spot, or the Hannca
mon Hannca spot, or the Hannca
mon Hannca
hannca spot, or the Hannca
hannca spot, or the Hannca
hannca spot, or the Hannca
hannca
hannca
hannca spot, or the Hannca
hannca
hannca
hannca
hannca
han

BETTY ROBERGE WEIR

Plano
15 Mins—Local
Sistaining
Saturday, 7:35 p.
WOKO, Albany.
Wife of the studio manager of
WOKO-WABY plays the works of
the masters. On the WOKO staff
I one her marriage, she was standard in local radio, Returned recently
mile will appeal to lovers and
students of classical music. Appeal
of this type feature is not considered
general, but a certain amount of pull
is there.
Mrs. Weir features numbers by one
composer in each shot. When caught
she keyboarded three Schubert numbers. Played them all smoothly
Snedden Weir, himself a trained
musician, handles the announcing.

Jaco.

MICREY MOUSE
With Fellx Mills Orchestra
30 Mins.
PEPSODENT
Sunday, 5:30 p.m.
WEAF-NBC, New York

WEAF-NBC. New York

Like Popeye the Sallor which was
sponsored a season ago by Wheatena
this transmutation into sound alone
of a comic cut has been built on the
premise that music and sound effects are the logical, indeed the
only, method for approximating the
illusion. Mickey Mouse on the air
is primarily to the company of the
interval of the company of the
classic invention of cinematic fiction,
Mr. Donald Duck.

On the radio his constant helling-

the furious peevishness of that classic invention of cinematic fiction, Mr. Donald Duck.

On the radio his constant belligerency, abrasive temperament and anti-finding alactive makes an amusing control of the control

EDDIE GARR Night Club Visits 15 Mins. BROMO-SELTZER

NIGHT CIME VISIGE

15 MINS.

BROMO-SELTZER

Widemeday, 8:38 p.m.

Wiz. NBC. New York

(J. Watter Thompson)

That 'night club visits' turned out to be singular. It was one broadcast and off for Eddie Garr. And, incidentally, a bit of, a shame for a performer who has been progress. You want to be singular. It was one broadcast and off for Eddie Garr. And, read the standard of the service of the

BOB CHRISTENBERRY

BOB CHRISTENBERRY
Interview
SWANSOS D.

WANSOS D.

WANSOS D.

WAS COUNTY OF THE COUNTY

Agonguith as Seen Shi the Valles show twice.

LARS and LENA
Mr and Mrs. Clinton Johnson
Dramatic

IS Mins.—Lecal
Daily
FISHER FLOURING MILLS
KIR, Seattle

Lutefick in the Pacific Northwest
is like turkey and dressing in the
corn beit of lows, so the Lars and
Lens skit duling to a qualitier hour
gets plenty of attention in this Scandinavian residential scaport. Mrs.
Johnson does the scribbling, which
revolves around the trials and tribulations of everyday life in a Swedish
family.

The despet—they fight Swedish and
interest of the swedish and interest
is the swedish and interest of the swedish
and interest of the swedish
and interest of the swedish
and interest of the swedish
and interest of the swedish
and interest of the swedish
and interest of the swedish
and interest of the swedish
and interest of the swedish
and the sw

HABOLD G. HOFFMAN

HAROLD G. HOFFMAN
Talk
ENERGINE
Sunday, 3 p m. W York
WEAK-NE (Suck-Goble)
Retiring governor of the state of
New Jersey has been offered to radio
advertisers as a news commentator.
His one-time appearance on the
Energine-sponsored 'Newsreel of the
Air' (16) was arranged by Fred Coll
of Publicity Associates on the basis
of the topical value. 'Hoffman has
consistently held appear with the sucked to the
superfect of the state of the

otiginal script as submitted. Looked like the broadcast would not be heard. But a compromise was patched up in time.

Hoffman spoke or his disposition of the award money in the Lindbergh case and on his series of articles. Explained, in answer to a question by Wally Butterworth, that he was more apitalizing on connection with the content of the challeng of the content of the challeng on competition with the content of the challeng of of

YOUTH MARCHES ON'
30 Mins,: Local
Young Communist League
Friday, 9:30 p. m.
WMCA, New York
Young Communist League laid a
revolutionary egg on the ether last
Friday in its 30 minutes on WMCA.
The control of the contro

LEE NORTON AND KEN WRIGHT Barlione, Organist 15 Mins. OKLAHOMA GAS & ELECTRIC CO.

is Mins.

OKLAHOMA GAS & ELECTRIC CO.

Daily, 10:15 p.m.

WKY, Oklahoma City

Nitty program and pulling fanmail without any contests comecons. Been running a week and tops
stations mail or requests.

Baritone Lee Norton smoothly
handles popular and classical songs
while Ken Wright, at the organ is
slick.

Norton does own m.c. and handles
in effective pleasing manner along
lines of one person talking to
other. No shouting or screaming,

Levols.

ANGELS IN BLUE With Audrey McGr Transcriptions 15 Mins.—Local Sustaining Sunday, 4:00 p.m. WHB, Kansas City

Sassawa, 209 p.m.
WHB, Kansas City
Letest sirplane drammer written
by Capt. W G. (Bill) Moore spun
out over WHB, after swell promotional campaign, on what DonDavis chooses to call a world (and
jainless) premiere. Two episodes
were needled at this airing, which as
a premiere amounted to a one-shot
built around a letter contest for
listener reaction before it goes on
the market. It glorifies the flying
hostess—something new in air fiction.
Into this sky-buggy spinner Capt.
Moore has tossed a messure of sex
and telescoping action. Dialogue okay
for the male voices but doesn't ring
any too true for the femme. sector.
But then it's hard to predict how or
what a woman will say when she's
excited or in hotwater and romancer Moore has the gals up to
their little pinc ears in both.
Noteworthy, considering the
author's successful juves, is the fact
that there's nary an ambitious kid
running all over the place squawking
strictly said. The Buckhart.

Extictly said. The Buckhart.

Extictly said. The Standard of the county in the county like those responsible have

All in all on a one-time listen it sounds like those responsible have capally framed an entertainment that can sell goods. World cut the platters.

FERDINAND LUNDBERG

Jauthor

15 Mins.

BROMO-SELTZER

WIZ, NBC, New York

Ferdinand Lundberg, author of America's 60 Families, got his chance last Thursday night (33) to America's 60 Families, got his chance last Thursday night (33) to America's 60 Families, got his chance last Thursday night (33) to the rejoint of General's air, paycheck, Groves Laboratories, yielded one of its NBC-blus periods for the rejoinder. Even though the account had for some time been trying to prevail upon NBC to make this comeback opportunity part of the series' policy, there apparently wasn't much else that either the net wasn't much else that either de net and described the book as being such a tissue of libel," father of lies' and the 'frankest' kind of communist propaganda'.

Perhaps it was due to the small amount of time (15 mins) allotted him, but the defense Lundberg put and the small the propaganda'.

Perhaps it was due to the small else and the the general hates (Interior Secretary) lekes' guts. Johnson's statement that he was prepared to prove what he said reminded Lundberg, was mainly prompted by the fact that the general hates (Interior Secretary) lekes' guts. Johnson's statement that he was prepared to prove what he said reminded Lundberg, of the behavior of the French of Emile Zola' (WB); these militarists had a powerful case until the fact and the truth were forced to prove what he said reminded Lundberg of the behavior of the French of the propaganday and the said the tetetrobard for his tirade. It had to do with Lundberg's version of an inner politician episode at the 1922 Democratic convention, and r

class for which Johnson poses the bold defender. Odec.

FRANCINE FASHION PARADE
With Billy Fayne, Marjorie Fossel,
John Kiley, John E. Reilly, Vivienne Mae Cameron
J5 Mins.—Local
FRANCINE FUR STUDIO
Sunday, 3.45 p. m.
WMEX, Boston
Swing of this new live studie show
the state of the state of

ROBERT TAYLOR

ROBERT TAYLOB

Talk

MAXWELL HOUSE COFFEE

Thursday, 9 pm.

WEAF-NBC, New York

Mentod fore well in its move
to build slobert Taylor as a regular
gin by way of the Maxwell House
to build slobert Taylor as a regular
gin by way of the Maxwell House
to build slobert Taylor as a regular
gin by way of the Maxwell House
to buy on NBC Thursday nights. Last
week's (13) was Taylor's second time
out as the program's m.c. and the
performance he put on showed that
he not only had the required manner but he could adapt himself to
the various shifts of mood that go
with: an air session of this type.
About the only off spot in his routine was the fadeout message. Over
done enthusiasm forced his voice-upan octave and the clatter of verbiage was not far removed from the
Besides calling off the items Tayor did some slick exchanging of
badinage with Frank Morgan and
Fannie Birce, interviewed Jimmy
Thompson, golf pro, and piled his
romantic self through a dramatic
except.

One of the brighter innings on this

Thompson, a crams of through a drams of the promattic self through a drams of the property of

rise. Odec.

MAUNIE SPITALNY DEBUT
Special Broadcast
2 Hours
Thursday, 9 p.m.
KDKA-NBC, Pittsburgh
KDKA-NBC, Staping-entire
show on stage of Stanley theatre. All
seats were reserved and everything
had the aura of a Hollywood opening.
Half hour, from 10.30 to 11, was
carried by NBC's Blue network, but
world's pioneer station took the entire 120 minutes.

1t was a great welcome for

world's pioneer station took the entire 120 minutes.

It was a great welcome for Spitalny, his brother, Phil, coming on with his Hour of Charm unit for 5 minutes, and KDKA parading its entire talent roster, including Adam and Eve in comedy sketch, dramatic staff in dramatization by Derby Sproul, Don Dixon and his Varsiters, Dot and Pat, and Jean-Hoft and Billy Sherman; Stanley contributing Bert Frohman, Mary Brian and the Three Orchids, harmony trio, and Cleveland division of NBC sending musical diffusion of NBC sending musical diffusion of NBC sending musical division of NBC sending musical diffusion of NBC sending musical diffusion of NBC sending musical division of NBC sending musical diffusion of NBC sending diffusi

New York on a pick-up with New-yrmphony.
For closing portions. Maurice Spitalny took over KDKA hand, topping with his own composition. A Gypsy's Love Is Like a Melody's as his themer, and violin-soloing in an arrangement of Victor Herbert tunes. Finished off smartly by leading com-bined orhestras of station and, Stanley. Whole show run off at a brisk pace, was packed with smart yadio showmanship and drew ca-pacity house to theatre at 85c. top. Cohen.

LOUIS KATZMAN ORCH.

LOUIS KATZMAN ORCH.

30 Mins.
Süstaining
Daily, 6 p.m., EST.
WINS, New York
In line with building up this station with its listening public, bosses
have Louis Katzman's musical combination back serving up likeable
tunes. His 30 (sometimes 25 mins, because of news) minutes present a
pleasant interlude at the night dinner table.
Katzman has a canny ability in ferreting out popular radio likes and
dislikes. Program caught was typical. Hardly a number that could be
rated modern-time music, yet his
choice of classical or semi-classical
selections prived endied in the country of the cou

SAMMY WATKINS' ORCHESTRA Dance Music SAMMY WATKINS URCE Dance Music 30 Minutes Sustaining Friday, 5 p.m. WHKC, Mutual, Columbus

Sammy Watkins' orchestra, play-ing in the Parisien Dining Room of ing. in. the Parisien, Dining. Room of the Neil House hotel, Columbus, sent 30 minutes of sweet and sophisti-cated swing to the Mutual network for the first in a series of twice-a-week remotes. It the first regu-lar network remote from a Colum-bus hotel and also the first time the Watkins band has obseed on the Watkins band has played on the Mutual chain.

Mutual chain.

Watkins' band, which came here from Cleveland's Höllenden, has improved considerably since its last engagement here. An electric organ adds body to the ensemble, which comes over the air sounding like a much larger orchestra than the 10 pieces actually used. Organ is also used: effectively in occasional solo passages.

used: effectively in occasional, solo-passages.
Neat arrangement of Donkey Ser-ended using the organ, an ocarino and vocal ensemble effectively, was-the high spot of the program. Num-the high spot of the program. Num-the high spot of the program with-out a cut of the program with-program with-the program with-out a cut of the program with-out a cut of the program with-out a cut of the program with-program with-the program with-out a cut of the program with-the program with-out a cut of the program with-the program with-out a cut of the program with-out a cut of the program with-out of the program with-out of the program with-the program with-out of the program with-out of the program with-the program w

BY POPULAR DEMAND',
With B. V. Kaltenborn, Joan Madi-son, Jackson Beck, Richard-Blaine,
Pat Lederer, Sidney Slom, Joe Julien

Julien

Mins.—Local

MODERN AGE BOOKS

Saturday 9:15 pm.

Recommended by 1:15 pm.

Rechemberimer, Dundes & Frank)

Sponsored air dramatization of books by new firm will be watched with interest by the publishing trade. Party, ceremoniously related to the broadcast, was tossed at the Chatham Hotel where reception was poor, so perhaps program was better than its sounded there. Second part of the program was much better than the direct.

perhaps program was better than its sounded there. Second part of the program was much better than the flester books were blugged. For the first two a brief excerpt was dramated winding up with for the rest, buy the book technique. Books elected were Walter Duranty's Babies Without Tails,' and David MacDuff's mystery, Murder Strikers. Three.' This part of the program sounded a bit hysterical and the sound engineering poor, though it is probable this may have been due to faulty reception facilities. Latter opinion was volunteered by friends of the agency who heard the broad of the agency with the part devoted to "Kallenborn Edits the News," and author appeared personally to interview actors cast as dictators. Windup here, however, had too many sound effects.

There was also a spiel to the effect that Seal Books, (as the Modern Age product is called) are light, compact, durable. Suggested also that they cannot be suggested also that they cannot be suggested as the summer of the program which is repeated several times, might-lead to some question, as it is not by popular demand, but a strictly sponsored affair. Results on sales will prove interesting and determine whether other publishers will follow suit on the effect.

Norman WacKitz, New Book of the Modern week the summer was the summer of the summer would be weeken the summer of the program which is repeated several times, might-lead to some question, as it is not by popular demand, but a strictly sponsored affair. Results on sales will prove interesting and determine whether other publishers.

Will follow suit on the ether.

Norman Winter produced for the agency.

agency.
WQXR's New Book-of-the Month
Club commercial is also reviewed in
this issue.

EDDY BROWN ENSEMBLE With Ernst Victor Wolff, Christo-pher Morley 50 Mins.—Local BOOK-OF-MONTH CLUB Saturday, 9 p.m. WQXR, New York

WOXE, New York

Publishers of books and book retailers have always been chary of
air advertising. Station upon which
the Book-of-the-Month Club has in-

remissers of books and ook fetaliers have always been chary of air affectising. Station upon with the control of the control o

ATTORNEY-AT-LAW With Jim Ameche, Frances Carlon, June Meredith, Ethel Owen, Lucy Gillman, Grace Lockwood

Gillman, Grace Lockwood

Serial:

Mon. Their Pri, 9:30 m., CST.

WLS-NBC Blue, Chicage
(Needham, Louis & Brorby)

Serialis of the morning seem to
have taken on a new glow, and this
one is no exception. Distinguished
by excellent writing of Jim Pease,
and is aided by a group of good actors, well directed, makes this a
stand-out from both technical andentertainment points of view.

Story, that of a young lawyer, is
unique in itself, and doubly so sincethe dialogue is so well written and
acted. In lead is, Jim Ameche,
brother of Don. He played kid parts
for five or six years, repritcularly in
title role of Jack Armstrong. Rest
of cast are standard.

As it stacks up, show is capital
entertainment, and seemingly directcd to right audi vec, having, every
thing that a woman-appenl scriptshould have.

Follow Up Comment

Walter O'Keele has resurrected his do-you-want-to-be-an-actor routine as part of the Fackard show. With Charles Butterworth chiming in on the wisecracks, O'Keefe passed the mike among last Tuesday's (11) weren't much on the funnasside were distorted to the word of the word of

Smug, saltless philosophizing of Dr. Karl Reiland continues on NBC-blue Friday nights at 7:15-7:30. Sponsor, Pepperell Mfg. Co. (linens), originally asked BBDO agency to frain from publicizing the program.

frain from publicizing the program, when caught (14) the gist of Reiland's ramble was that man's mind is superior to his body. Perhaps he will give his opinion later on the superiority of oxygen over nitrogen.

It's unbelievable.

OBS' Saturday Night Swing Club' really swung off on the trapeze of jive, moan and jam sessioning with its Jan. 15 broadeast. Time was swelled to one hour, twice the length of the usual control of the control of the Common of the control of the co

musicians turnished the backbonning. Possibly the bots isi-in the program has yet offered in its year-and-half of existence. Virtually all figures prominently associated with swing who could be found on the Coast clustered around.

ires' prominently associated with swing who could be found. In the Coast clustered around.

Louis Armstrong pierced the high ones on the third was an advertise at the compositions—high control was prebably the smartest cleffing of the pice yet how composition high control compositions—high control control

Swing.

Jack Mulhall, appearing in his 1,000th picture, described, in interview and dramatization, 'Holivood in Person,' CBS commercial, the experiment which Thomas A. Edison made 25 years ago at Orange, N. J., in combining voice and film, with Mulhall as the principal actor, Mulhall's story had an historical interest, in view of subsequent developments in the making of talking the story had a historical interest, in view of subsequent developments in the making of talking neighboring the story had a not a state of the subsequent developments in the making of talking neighborins in the making of talking neighborins in the making of talking in the subsequent of the subse

Columbia Workshop presented Affred Kreymborg's The House That Jack Dight Build last Saturday 15) over WABC. Intended to show backwardness of confemporary housing. The Columbia Workshop is the Chaffee made hat week by the WEVD labor groun that Workshop is reactionary. Technique used was having rubberneck bus stop at Third. Avenue and 336 Street, while conductor took the visiting peasants into the house of the future. Scripthed sits dull moments, least interesting being conversation in a ulopain bit. Columbia workshop is the Hotel Biltmore with an 'umph' injut that made a diverting quickie, unterting the work of the Motel Biltmore with an 'umph' injut that made a diverting quickie, unterting the work of the Motel Biltmore with an 'umph' injut that made a diverting quickie, unterting the work of the Motel Biltmore with an 'umph' injut that made a diverting quickie, unterting the motel and the Motel Biltmore with an 'umph' injut that made a diverting quickie, unterting the motel and beautiful the purposes of the Foundation, which was having rubber met a the motel and beautiful the purposes of the Foundation.

Horace Heldt put over 'variation of his showmand special middle put over 'variation' of his showmand special middle put over 'vari

Allen Scathingly Brushes Off Comics Who Use Visual Tricks on Ear Shows

DON ROSS Songs 15 Mins.-Local BOSCO BOSCO M-W-F; 12 noon WOR, New York

M-W-F; 12 noon
WOR, New York

(Kenyon & Eckhard).

A good, smart local show. Ross is
in his element as a pop baritone
with an air appeal that'll touch the
femme audience. Gals will pause to
listen as they're shuffling the
luncheon plates on the table. Singer
tastefully inserts the plugs.

He works under the label of the
hyming minstrel' but should chuck
that tag; was o.k. once but radio is
gradually growing out of the shortpants stage; and 'rhyming minstrel's
are certainly short-short-pants. In
fact, corny.

Ross would be better it an orch
backed him; but his pianist is helpful. Piano might be distanced from
the mike a bit for choicer effect.

This is the first air-adventure for

This is the first air adventure for the sponsor with a show; in past Bosco (milk amplifier) stuck to spots.

Bert.

on, Workshop director who recently succeeded Irving Reis.

Twenty Years Ago and Today, WOR, New York sustainer prepared by Fanchon & Marco handled automobiles, women's rights and the mobiles, women's rights and the factor of the

manutatining dats. Characterizasept of larme Matthew Benton was especially and the second item.
Flagted a bit in the second item which had Mrs. James S. Kramer, a women's 'rights champion on the program in person. With her high-pitched radio voice, she was no addition to the program and her role might more satisfactorily have been handled by an actress.

For the third part of the program comparison of Wilson's 1918 speeches with recent Rooseveltiana were used, consent for the latter freecordings. House, This was a good idea but there was a little too much of it.

Broadcast continues to have good possibilities, but should be crisper and tightened up to sustain interest throughout. Question 'What have we gained?' is weak and some better phraseology might be substituted. Show is well produced, music and sound effects being very well handled.

Epic of America over WOR last. Sunday (16) in its eighth broadcast of the series covered the James Truslow Adams chapter on Manifest Destiny. Took in period 1830-50 starting with events following the Alamo massacre in Texas, annexating control of the California odd rushing up with the California odd rushing up with

Well produced and acted it por-trayed origins of our lawless heritage including good bit on lynching. Show also touched panic of 1837. Acting was okay and one narrator excellent.

acting was okay and one narrator excellent.

Committee for the Celebration of the President's Birthday got a well-composed and entertaining contribution from Hollywood by way of the MBC red (WEAF) link last Saturday night (18). Considering the circums are considered to the control of the co

Fred Allen, who detests the radio practice of mugging for the benefit of studio audiences, illustrated what he means, and made it very funny

the process, last Wednesday (12) broadcast for Ipana-Sol Hepatica. Allen has been outspoken the process, within advertising and entertainment

circles for years on this theme.

Script had Allen, Portland Hoffa and Harry Von Zell discussing the subject of getting studio laughs that the radio audi. . . . such, does not understand because the humor based on optical, not aural, devices.

There was deadly critisism is the

based on optical, no: aural, devices. There was deadly criticism in the Allen spoof of comedians who wear, funny hats, nightgowns, shorts, outlandish regalia of all kinds in order to make studio rudiences whoop or yell. Allen and Von Zell introduced a couple of purposely flat jokes that got no response whatever, then procraded to repeat the same tepid gags, but accompanied this time by horseplay, grimaces, comic props, etc. Studio audience, as expected, went into roars of laughter. roars of laughter.

As heard over the air the original flat joke remained the same when repeated, although the near-hysteri evidence of the studio audience indicated vividly what d antics were presumably in progress.

Allen punched his 'message' by the remark: 'Isn't the radio audience supposed to be important, too?

remark: "Isn't the radio audience supposed to be important; too?

Alten interviewing woman backsmith, hit the 'hintest point of hilarity since he added the 'interesting septime feature to his NBC house people' feature to his NBC house people the meaning weather in foiling for the witty Allen, but this narticular 195-pounder increased the pressure on listeners' diaphragms by bursting infectious laugh at his questions and comments. She seemed to find Allen's quizzing as funny as did the studi audience Members of the latter were radio wise, as they attested by howing over Allen's final crack that he wanted to shake the lady blacksmith's hand to carry a remembrance of the incident when 'I am old and creeping down NBC's holls for a quest appearance on 'We the Feople. The first part of the broadcast sparkled with topical comedy of the kind which Allen almost alone purvey on the ether waves.

Lucille and Lanny, song duo using lyrics and arrangements by the later and guesting on previous Town Hall broadcasts; appeared as regular-members of Allen's company.

FRANK SIMON'S BAND With Billy Snyder 30th Mins. AM. ROLLING MILL Sunday, 3:30 p. m., EST WJZ-NBC, New York (N. W. Ayer)

Sunday, 3:39 p.m., EST
WZZ-NBC, New York

(N. W. Ayer)

More or less an institutional broadcasting ballyhoo for Big Business, Armeo's return to the air with Frank Simon's band presents the same setup as formerly, save that young musicians are being used as overhead to the same setup as formerly, save that young musicians are being used as overhead to be supposed to the same setup as former of the same setup. Simon's the was Sousa's assistant stick-swisher) outfit is very good for its, type and far removed from the general classification of birass band. Outfit can very acceptably do a tone of the same adepines it can splash into a military blare such as March of the Steel Men. Operctia tunes are also salted in.

Program has an unidentified 'counselior' billied 'the Ironmaster,' who bat sout the blather along the lines of Henry Ford's W. J. Cameron. For what it is, it's oke.

Dorne Scholbes

DORIS RHODES

DORIS RHODES
Singing
15 Mins.
15 Mins.
16 Mins.
Monday, 715 n.m. EST
Monday, 115 n.m. EST
Mon

\$7,000,000 in Radio Time Donated

Various Federal Government Bureaus Notable in Getting Free Facilities from Broadcasters

Washington, Jan; 18.

Washington, Jan. 18.

A single government agency chiseled over \$7,000,000 worth of free, radio time last year under the guise of educational activities, the House Appropriations Committee disclosed last week.

Declaring curbs should be applied to Federal propaganda the House group published statisties showing the Federal Housing Administration milked the three principal networks for \$2 hours and snitched \$28,160 hours from independent transmitters. Total of 147,667 dividual broadcasts were made as part of the FHA campaign to sell the New Deal housing program to

valuation this time,

The valuation this time, according to Housing Administration officials, is in excess of \$7,200,000. During a period of less than six months the agency created 3,250 15-minute programs, report showed. Simultaneously, the House crowd disclosed that curtailment of funds has forced the Rural Electrification Administration to cut down its radio crusading. The committee was unable, however, to get any info on the amount of free time which the Social Security Board grabbed when it was taking to the airways.

Social Security Board grabbed when it was taking to the airwayes.

The REA explained that a script service for broadcasters, describing the activities carried on as part of the rural juice program, had been dropped because of shortage of cash but material was provided on a weekly basis for 100 to 120 stations, will be more hears running low.

until the money began running low
Little data was supplied by the
Security Board. Chairman A. J Security Board. Chairman A. J. Altmeyer told the committee that the oulfit has not purchased any time and added that no staff or board members are engaged exclusively in writing or making speeches in person or by radio.

MICKEY MOUSE BAND PROMOTED BY DAILY

Tacoma, Jan. 18.

Mickey Mouse band, local kid aggregation of 65 pieces which has been spouspored for five years by John Hamrick theatres, has been taken by the Tacoma Times, atternoon rag. Will be managed by the p.m. sheet exploitation department.

Band was

ment.
Band was originally organized by
Bill Connor, local Hamrick theatre
manager of the Roxy, deluxer. Appeared twice on the Columbia network and has filled engagements in
theatres. Membership in the band
rages from 10 to 17 years of age.
Louis Wersen, will continue as director of the musikers.

STATUS OF BIXBY CASE

Involved Legal Issues Clarified by Latest Court Ruling

Carl Lyndon Bixby scored a point in his many-chaptered, long-pending suit against Coleman (Nick) Dawson, NBC and Woodbury when the Appellate Division of the Ny. Supreme court overruled a low court's granting of additional cost allow-ances to the defendants. Amount involved was \$1,000. Upper court otherwise affirmed the judgment issued against Bixby. Latter had sought to restrain Dawson and the others from continuing to broadcast

sought to restrain Dawson and the others from continuing to broadcast the serial, Dangerous Paradise, which Bixby claimed he created. While the court retweed to stop Woodbury from airing the serial or grant Bixby any damages, it ruled that the latter still had the rights to the title and the names of the characters and that as such he might still them to another sonosor. sell them to another sponsor.

WJAS-CBS Renew

WJAS, Pittsburgh, has renewed its contract with Columbia, through the network's station relations department. Deal is for five years.

George Couper Visits Chi

ijs, Chicago, Jan. 18.
George Copper of KXBY, Kansas
City, in town, for a business session
with agencies, and advertisers.
Also arranging a couple of new
shows.

Experienced

Philadelphia, Jan. 18.
Mrs. F. D. Roosevelt, speaking at Community Chest luncheon here last Friday, gave

ing at Community Chest functions here last Friday, gave WFIL staffmen, litters when she faced mike for skedded quarter-hour spiel without so much as a scrap of script. Boys hurriedly phoned studios to be prepared with a fill.

First Lady, however, not only filled her own time but the next 15 minutes as well, so that a commercial in the spot had ito be moved. After gabbing the 15 minutes overtime she glanced at her watch and cut at exactly one minute to one, leaving studio announcer required time to sign her off and sail smoothly into the next program.

'MUST NOTS' IN BASEBALL PACT **SPURNED**

Chicago, Jan. 18.

Local stations all refused to signature the broadcasting contract proffered by the White Sox of the American League for this coming season' baseball. Meeting between stations and Tom McAvoy, radio contact of the American League here, to iron out the difficulties will be held this

week.

Local stations objected strenuously to several clauses in the profered contract, all of which referred to broadcasting privileges and rights. In the tendered contract, the basell club had the right to cancel the broadcasting deal if it at any time objected to the advertiser, advertising copy, announcer, the type of broadcast or any remarks made over the ether.

the ether.

Contract also prohibited the subsequent use of any dope of the ball game by the stations, which could mean that the stations would not be permitted to use any information on the game in sports reviews, researchments, and might even prevent the broadcasting of, baseball scores.

Likely that these clauses will be revised at this week's meeting, particularly si the National League contracts have already been signatured and approved by both stations and Chicago Cubs.

and Cheago Cuos.

Philadelphia, Jan. 18.

Instead of Atlantic Refining and Kellogg's splitting sponsorship of baseball as they have done in past seasons here, they will compete with each other in airing games over two Philly stations. WEIL will handle games for Kelloggs, while WIP will carry them for Atlantic. Both accounts handled by N. W. Ayer.

Previously the sponsors had both American and National League games, airing all 154 games with plugs for the two accounts on alternating days. This season, however, they have been able to purchase only the rights to the American League. Athletics.

Phillies, National League team, will be aired by WCAU, with sponsorship split between General. Mills and Scoony-Vacuum. These two accounts also had all 154 games last year. This season, on days when the Phillies arent playing home, they will put on a two-hour variety show.

season, on days when the Phillies aren't playing home; they will put on a two-hour variety show.

Atlanta, Jan. 18.
Indications are pretty rosy that Southern BB Association directorate will lift ban on broadcasting of home games at their meeting in Memphis this week. This will open up field for stations located in eight towns that have reps in this league, which mow permits airing of road games only. It will be a particular boon to indie stations with no chain commitments.

Original proposal to permit home game broadcasts was broached at league meeting in November, but no action was taken then or at subsequent session held during national

KRSC, Seattle, Feeds Basketball to Three

Basketball to Three

Seattle, Jan. 18.

With Leo Lassen, dean of Northwest sportcasters at the mike, University of Washington basketball
games are to be aired this season
by KRSC. All games, both those
in Seattle and elsewhere on the
Coast loop are scheduled for Friday with Associated Oil sponsoring.
KRSC will feed KRLC, Lewiston,
Idaho; KFIO, Spokane, and KXLL,
Portland, play-by-play accounts of
each game. KRSC, 'smaller waxer,
stepping out front I'm sports withCoast League Ice Hockey matches
also going out over this station
weekly with Lassen blurbing plays.

Des Moines, Jan. 18.

Iowa schools have switched their basketball schedules from Friday evenings to Saturday afternoons so that the games can be broadcast conthat the games can be broadcast con-veniently over the Iowa Broadcast-ing System's outlets. IBS airings in this case are the regular school schedules which precede the spring championship playoffs. Gene Shu-mate is the announcer. Register and Tribune Coaches Training School at Drake Univer-sity last week drew 1,000 basketball coaches, players, and fane with

coaches, players and tans, with Gayle Hayes doing the interviewing of high school and university mentor an IBS hookup.

Indianapolis, Jan. 18.
WIRE sent Luke Walton and
WIRE engineers to Bloomington last
Saturday evening (15) to transcribe
a complete play-by-play account of
the Indiana-Northwestern Big Ten
basketball game. Record then rushed
back to WIRE studios here in time
to get it on the air at 11 pm. (CST)
that same evening. Pulliam did the
same thing again last night (17), for
the Indiana-lowa basketball game.
Commercial commitments won't

ommercial commitments won WIRE air the game while it

TRANS-LUX TO MARKET TELE

Trans-Lux Corp., which builds its screens for ticker service in stock brokerage houses and in theatres, as perfected a television screen and has begun marketing it. Screen suitable for any variety of television is obtainable in small, home size and in 18-foot dimensions suited for theatre

Trans-Lux claims no new improvements on actual television but i ments on actual television but is keeping pace with trends by making this screen available. Television screen is thinner optically but not in actual construction.

ARTA-WBNX Renew

American Radio Telegraphers Assn, a CIO affiliate, renewed its contract on Friday (14) with radio station WBNX. Terms include the closed shop, minimum wages of \$35 a week as compared with the former figure of \$30 a week, the six-day, 40-hour week, two weeks' annual vaca-tion and arrangement for sixe leave. tion and arrangement for sick leave: Under the terms covering sick leave, an employee's position will be held an emplo

Contract goes into effect Feb. 1 for

ssociation meeting in Milwaukee in

association meeting in the process of Chattanooga, Knoxville and Nashville clubs favor movement, with Atlanta feam exces committed to string along with them. Support of one of other four clubs involved, Little Rock, New Orleans, Memphis and Birmingham, will swing it.

Detroit, Jan. 18

Toothy Food and Drug Act Probable

Broadened Language Would Strengthen Federal Trade Commission Powers to 'Get At' Offenders

Rugged Vermont

Springfield, Vt., Jan. 11.
WNBX made special effort to
please town's new Chief of Police, giving him use of station's
teletype and occasional free air
time. Gratefully taking adtime. Gratefully taking advantage of these facilities, gold-bodger nevertheless fined station's salesman Bob Kelly \$8.70 for illegal parking on what was the Chief's first discovery of any of the WNBX gang breaking a law.

Kelly now wants to bill the police department for air time and feletyn use.

and teletype use.

DON'T LET IT HAPPEN AGAIN," SEZ F.C.C.

Promulgation of definite standards of program quality and adoption of stiff policy of holding licensees to stiff, policy of noiding licensees to account for offensive matter going, out of their transmitters were fore-shadowed last week by the attitude of the Federal Communications Com-mission in spanking National Broad-casting Co. and affiliated stations for the Mae West coffee program.

the Mae West coffee program.

Concrète steps in the direction of closer policing of the radio biz were charted by Chairman Frank R. Mchinch when he published the text of the rebuke which went to licensees, who carried the 'Garden of Eden' skit. Woodshed treatment extended to the film star, Don Ameche, and Edgar Bergen, as commish wrote finis on the incident. finis on the incident.

Commenting to newspaper re-porters that the commish considered airing of the West patter was a very serious offense against the proprie-ties! McNimch Friday (14) outlined an attitude which may cause the in-dustry continuous grief and is likely. to force material changes in the concept of a licensee's obligations.

The principal point involved in the F. C. C. pronouncement on the West incident is that all stations must pay close regard to the responsibility of operating in the public interest. This means the government will not countenance buck-passing in the event of any repetition of offensive entertainment and that future of reodernment blocks. fenders are likely to get harshar han dling.

dling.

Official verdict was that all stations which sprayed the Eden gass over the airwayes were guilty of failing to live up to their responsibilities. The web was accused of having a poor concept of its duty, with the commish declaring that both the West-Don Ameche act and the West-McCarthy chatter were far below even the minimum standards. below even the minimum standards which should control in the selection and production of broadcast pro-grams.

grams. Expressing the government's in-dignation in letter to Lenox R. Lohr, web prexy McNinch definitely and emphatically stated that the com-mish does not consider that the orig-inator or the distributor is the only guilty party such circumstances guilty party such circumstances and served warning that in the future trespasses against the public interest will be charged against every station engaging in such tres-

every station eigeness.

The commish chairman snorted at pass.

The commish chairman snorted at the it you don't like it, turn it off alibi. Pointing out that airwaved programs reach all types of peoples in all kinds of places, he said, 'It is no answer to say you can turn a key such a slant is tacit admission that there is considerable stuff coming out of the loud speaker which not of sufficiently high calibre, he re-

marked.

Elaborating on the statements in Elaborating on the statements in the letter—that every broadcaster must accept definite, inescapable and high public trust—McNinch said the commish considers the fact that stations may be bound by either network or sponsor contracts is of quite advertiser or chain, he commented.

Washington, Jan. 18.

Tighter government control of false food and drug advertising by radio was virtually assured last week by house approval of the revised Lea-Wheeler bill broadening powers of the deciral tradic commission. Although bitterly assailed by defenders of the agriculture department's food and drug administration, the modified measure was passed in the Jower chamber of congress Wednesday (12) by a wide majority, 107 to 10. Final action was deferred, however, when Senator Royal S. Copeland of New York, sponsor of a different food and drug proposal, pleaded for time to study various provisions of the Lea-Wheeler bill. Question of, senale concurrence in Washington, Jan. 18. provisions of the Lea-Wheeler bill, Question of senate concurrence in changes made by the house inter-state commerce committe comes up later this week. Recommended by F. T. C. officials,

the new ban would prohibit dis the new ban would prohibit dissemination by any means of advertisements for foods, drugs, devices, cosmetics which are 'misleading in a material respect' and would 'gag ballyhoo for such commodities which may be injurious to health.' Responsibility for complying with the law is placed the manufacturer or dealer, with publishers, broadcasters, and agencies specifically exempted and agencies specifically exempted from punishment unless they refuse

from punishment unless they refuse to, co-operate with the government in curbing violations of the law. Sweeping authority would be given the trade commish under the amend-ment to the present statutes, while stiff punishment could be meted out

ment to the present statutes, while stiff punishment could be meted out to sponsors who went beyond the bounds of honesty in describing, their products. Both civil and criminal penalties provided in the new measure.

Significant point in the definition of false advertisement' is fact that the propaganda need not be disseminated with intent to dupe the public. Even material which is innocently prepared may be prohibited if the effect is to mislead potential customers; fraudulent put ose does not have to be shown in punishing the offender.

The definition is broad enough to cover every form of advertisement deception over which it would be humanly practicable to exercise governmental control, the house committee reported. It covers every case of imposition on a puchaser for which there could be practical remedy. It reaches every case, from that of inadvertent uniformed advertising to that of the most subtle as well as the most vicious types of advertisement. as well as the most vicious types of advertisement.
Penalties, which the committee

Penalties, which the committee said are in proportion to the seriousness of the offense, range from a mere warning not to do it to heavy fines and iall sentences. Procedure to be followed in enlocing the law begins with issuance of a cease-and-desist order. In the event the offense continues, the commish can ask for a temporary injunction, which would be followed up by the usual court processes. Under the revised law, violation of a cease-and-desist order, would involve a civil negative not exceeding

volve a civil nenalty not exceeding \$5,000 for each infringement. Fla-So.000 for each infringement. Fla-grant cases of misrepresentation and defiance of the commish would be prosecuted in the courts under penal-clauses. Where the advertised article is injurious to beatth, first offense would draw a sentence of not more than six months or over \$5.000 or both, with the punishment for re-peaters doubly severe.

BRITISH INFLUENCE?

Tea-Drinking at Izzard Agency in Seattle Under Investigation

Seattle, Jan. 18. Izzard Company, local ad agency

has gone sissy.

Every afternoon at 3:30 a 15-mi
ute period is set aside for staff and
clients to partake of fea and cinuamon toast. Moon Mullins, radio demon toast. Moon Mullins, radio department head, said the tender drink softens the twittery, nerves. But the ceremony made the local Vaniery mug self-conscious.

Agency has some nearby Canadian contacts which might account for the sipping quarter hours.

LAWYERS DEFEND BIG PRICE

N.A.B. Reorg Proposals

Washington, Jan. 18.

Many changes in operating methods of the National Association of Broadcasters have been made in redraft of the reorganization program prepared
by special trade committee for consideration at next month's special con-

venuon.

Final report which went out last week outlined a greatly different method of picking directors and democratizing the institution. Other revisions affect district line-up, dues schedule and functions of the directions of the direction of

torate.

Bulk of changes are related exclusively to the selection of board members. With the number of districts being bumped up from 15 to 17, the governing body would have two more directors, six of whom would be chosen at large to represent particular classes of stations. Making the plan more concrete, reorg group has recommended an amendment which provides that two directors-at-large shall represent large stations, two the 'medium' transmitters, and two the smallies, with operating power governing the classifications.

Tenune of office proposal has been completely altered. Under the final

governing the classifications.

Tenure of office proposal has been completely altered. Under the final version the district directors would serve for two years instead of only one, while the terms of the directors at large would be cut from three years to one.

while the terms of the directors at large would be cut from three years to one.

Changes in nominating methods are suggested. District directors, who would be chosen in advance of annual membership meeting, are to compose the nominating committee which picks two tandidates for each of the seats for at-large colleagues. Originally the President was to select a nominating committee with one member from each district.

Better tie-in for the state organizations is suggested. New phraselogy contemplates issuance of charters to state and city groups which would contact the national bedy-through-the district-directors. Eventual establishment of an advisory committee consisting of heads of the subdivisions is in prospect, but no concrete scheme is outlined.

Creation of committees would be left-up to the board, instead of specified in the by-laws. Only pernanent group to be set up is the executive formittee, with the directors deciding what standing and special committees are necessary to proper functioning of the org.

Revised dues schedule, still based on net revenues, provides two more income brackets and lifts the financial load on the smallest stations. In stead of the previous thritten-bracket scheme with levies ranging from \$120 to \$6,000 per annum, new formula has 15 categories where the bill runs from \$60 to \$6,000. Scheme is as follows:

Class Income Monthly Dues

A 0, to \$15,000 \$5,500

Class	Income	Monthly Dues
A	0 to \$15,000	\$5.00
В	\$15,000 to 36,000	10,00
Č	36,000 to 60,000	15.00
Ď	60,000 to 80,000	20.00
E	80,000 to 120,000	30.00
F	120,000 to 160,000	40.00
G	160,000 to 200,000	50.00
н	200,000 to 300,000	75.00
7	300,000 to 400,000	100.00
Sec. 25.	400,000 to 500,000	125.00
	500,000 to 600,000	150.00
7	600,000 to 800,000	200.00
M	800,000 to 1,000,000	250.00
N	1,000,000 to 2,000,000	400.00
7	Over \$2,000,000	500.00

ALBERS OKAYS LEAVE, WAX MAKES POSSIBLE

Salt Lake City, Jan. 18.
Harriet Page, radio heart-throb columnist, currently doing a series of thrice weekly programs for Albers Brothers Milling Co. over KDYL, waxing nine stints to cover her absence during latter-part

cover her absence during latter-part of January.
Miss Page, active in civic and religious work locally, has been requested by the Latter-day Saints (Mormon) church to attend a special ecclesiastical conclave in Honolulu.
Albers, through Erwin - Wasey agency, okayed special permission for the et. discs.

Liberty Story Series

Chicago, Jan. 18.
In a tie-up with Liberty mag.
Libby, McNeill & Libby will present
a three-a-week disc schedule of Liberty short short stories, starting Jan
24. Will use four stations as an initialer, going on WLW, WLS, WHN
and WFIL in Cincinnati, Chicago,
New York and Philadelphia, hitting
at 6:15,p.m.
Set through the local Transamerican office with the J. Walter Thompon agency. Liberty, is tying in, with
both magazine and outdoor exploitation.

Simplified

St. Louis, Jan. 18.

Bart Slattery, chief of, WiL's announcing staff hung the tag of Johnnie Sharpel on a 22 year old warbler, recently added to the station's talent staff. Could not pronounce the youngster's involved name.

A MINOR TEMPEST

Yankee Network Attachment Routing —\$100 Bond All That Was Necessary

Boston, Jan. 18.

Uproar over Terry O'Toole and his
disagreement with the Yankee network dwindled to a routine affair.
Web's exchequer was never frozen.
A \$100 bond took care of the law's
requirements in damage actions
pending adjudication. Payroll in no
way affected or threatened.
All grew out of a program from
Chicago about another O'Toole.

Media Sports Rivalry

Media Sports Rivalry
Lincoln, Jan. 18.

Newspapermen are trying to figure
some athletic contest in which they
can top the radio staffers. Of three
promotional battles so far—a softball
game, a spelling bee and a recent
(4) basketball game—the scribes
could only take the spelling match.
Both the radio stations and the
newspapers, flatinoted, any conlests such as basketball in the future
due to the routeness.—Fear somebody will get hurt and the sponsors will be liable for compensation.

WREC Act on CBS

Jewel Cowboys from WREC will be fed sustaining to CBS starting Feb. 5 on a Saturday morning half hour. Includes Jim Sanders as m.c. and Mexican singer.

Act sponsored locally by Swift & Co.

Spelling Bee Success Story

Spelling Ree Success Story

Denver, Jan. 18.

Popularity of 'The Three Bs, a Sunday atternoon program on KLZ has forced move to a larger auditorium for the broadcast. It's a contest, spelling, pronunciation and word building. Sponsored by the Kortz Jewelry Co. of Denver. Watches. He's Hana Josef Milhim Aikikikie Fram Shina Minil Mazera Ferdibian, of a Syrian family,

KSFO, FRISCO, HEARINGS HELD

cide Financial Question of Sale Price of Stations-McNinch Counters with Rate-Rising Influence Question

CITE LAWS

Washington, Jan. 18.

Washington, Jan. 18.
Power of the Federal Communications Commission to interfere
with business operations of a broadcast station was questioned Friday
(14) when the right of Columbia
Broadcasting System to lease KFSO,
San Francisco, at a rate of \$25,000
a year, was argued before the full
Commish.

Commiss.

Flinging down the gauntlet with the flat statement that Congress has refused since 1912 to confer power upon any Federal regulatory body to limit transfers to the bare value of physical property. Duke M. Patrick, representing both CBS and KFSO, insisted that the proposed leasing of KFSO to the network by Associated Broadcasters, Inc., was a matter concerning only the lesser and the lessor. Fact that web is ready to pay \$25,000 per annum for a station whose tangible assets have been set forth in the vicinity of \$35,000 is not unusual. Patrick argued, pointing out that the transmitter has been earning up to \$18,000 annually and can be expected to produce approximately \$30,000 as the network's San Francisco oullet.

None-of-your-biz attitude concerning price-tags on transfers and leases—which appears to be becoming increasingly popular, among Washington radio attorneys—visibly nettled Commish Chairman McNinch, who wanted to know if it was Patrick's opinion that the F. C. Chas no power to determine what price may be paid for a station. Attorney said that this was his ballef, but lost some ground when he replied to McNinch's next question—whether the price might not be per se against the public interest—with a 'may or may not be' answer.

Muddle, which has kept CBS from acquiring its San Francisco affiliate for many months, was brought up for oral argument after plaints by the principals that an adverse report turned in by Examiner Hyde erred in several respects. Hyde did not confine himself to the specified issues, Patrick said, and submitted a report that was 'not sufficiently full.' Also made 'startling concessions' which were not backed up by the recommendation for a turndown such as the admission that the farental-fee did not appear to be out of line with the usefulness and value the KSFO operating assignment would have to the assigned and that improvements to the station's ce would result if the deal went through.

through.

Relates to Rates

through.

Relates to Bates

Suffle, between McNinch and Proke Service—if, and, when KSFO years are a controlled the argument momentarily into an exchange of austract questions and answers. Commiss Chairman wanted to know whether a broadcaster who paid million for a station might not be expected to raise his charges after acquirement. Attorney for CBS-KFSO countered with the supposition that the reason for purchase or lease might not be a matter of money to the applicant to which McNinch replied that he could hardly believe that anyone would want to pay prices in excess of physical values for fun.

Commissioners Case, Cream and Sykes joined in quizzing Patrick about his beliefs concerning the F.C.C authority to regulate prices, with Craven appearing interested in any going concern' value which might have been placed on the transmitter. Attorney had listed contracts with Musicians' Union.

ASCAP and other important heri-

Louis Caldwell Challenges Theory That F.C.C. Can Decide If Sale Price Of Stations Is 'Warranted' by Facts

tages including cooperation of the lessor as the intangbile assets CBS would receive if deal goes through. Point that Communications act contains nothing that would give the Commish the right to regulate the returns that any broadcaster might make under the use of a Federal license was made by Gov Case, who attitude appeared to be that price was not a controlling factor in transfer instances, save in cases where monopoly is threatened. In ability to, sell a station at a profit results in, a tendency to freeze control of stations in the present owners' hands, Case indicated, because of the loss that would be suffered if a sale were forced on the basis of physical value.

Replying to a quizzing that was for the most part friendly, Patrick established the following facts about the proposed leasing arrangement:

1. Columbia's interest in acquiring KFSO lies in a pressing need for an outlet at San Francisco, where ownership and control of a network station would result coperating economics and at the same time would improve local and network service of the company. For this reason, attorney pointed out, it would not appear unreasonable to pay at least \$25,000 a year for a transmitter capable of, producing \$30,000 annually.

2. Ownership of KFSO would put Columbia on a truly competitive basis with NBC and would permit CBS to take advantage of the proximity of Hollywood film stars for its programs and also of the superior advertising opportunities offered in San Francisco.

3. Arrangement would be a profitable enterprise the

advertising opportunities ordered a profitable enterprise.

3. Arrangement would be a profitable enterprise at the rental of \$25,000 a year, and interests of Associated Broadcasters. Inc., present licensee, would be protected by an agreement that payments would continue the event the lessee should lose its license for any reason.

present auxensee, would be protected by an agreement that payments would continue the event the lessee should lose its license for any reason.

4. Actual financial arrangement calls for \$25,000 annual payments, plus one-seventh of the annual gross take, above \$150,000, and contract contains two provisions for additional five-year extensions of the lease and an option, to purchase. Patrick tenaciously clung to his argument that the only power conferred upon the Commissioner, with reference to the financial set-up of stations, is vested in its rights to determine the financial fitness of the applicant. Also argued that price-tags were not involved in 'public interest' which was raised by the examiner.

Complaint that testimony in lyde's report was 'rather messy for the reason that West Coast officials had been informed that it would not be necessary to bring technical experts to Washington for the hearing last year, was made by the attorney who claimed that fuller information would have been available to the Commission if other witnesses had been on deck.

Stressing Columbia's plans to improve, service—if, and when KSFG, ose network—Patrick called attention to the webs' careful policy or regulating programs, especially those designed for children. Latter remark caused Commissioner Payme, who is sponsoring campaign to free the efter of hair-raising bedtime stories, to look up.

Assuming Commish can be led to agree that CBS is neither seeking amonopoly nor operating against the public interest in being generous with the rental offered. KSFO with the protein offered KSFO with the rental offered KSFO with the protein offered KSFO with the rental offered KSFO with the rental offered KSFO with a formerly planned.

Assley Scripting for Oakle.

Ita Ashley shipped from New York

Washington, Jan. 18. Adoption of any rigid standard for measuring the fairness of prices paid for broadcast stations would injure rather than promote the public tcrest, Louis G. Caldwell, one of the leading authorities on radio law, told the Communications Commission Friday (14),

As the matter of FCC authority to rule on station valuations grew into one of the most important issues yet to be settled, the first general counsel of the old Radio Commission—argu-

of the old Radio Commission—arguing in behalf of request to sell WNBZ, Saranac Lake 100-watter—raised the question of constitutionality of the present statute and politiely defied the Commish to assert the right to disapprove transfersolely on financial grounds.

Discussing the broad legal phases and paying scant attention to the particular circumstances involved in the proposed WNBZ transfer. Caldwell-warned that adoption of any rule of thumb—such as disapproving any transaction involving more than the physical worth of equipment and property—would freeze the industry and penalize conscientious aggressive broadcasters. Likewise, any attempt to follow a stop-gap policy—midway between absolute and no control—would be unwise and possibly lead to legal complications.

WREN. KSFO Cases

tions. WREN, KSFO Cases

Frequently-advanced theory that the Commish has no power to base approval or disapproval of a station

the Commish has no power to base approval or disapproval or a station sale on the price—mentioned recently at a fryuments on the WREN deal and the KSFO lease and debated in Congress over the past year—was espoused by Caldwell, who added that even if the board does have such authority it will regret trying to impose a rigid test, in safeguarding the public interest.

There is not a paragraph, sentence or word in the entire Act which either expressly or by clear implication authorizes you to pass on whether, the price to be paid for a station is or is not excessive, 'Caldwell declared.

To substantiate the view that the law does authorize such action, it is necessary to place a 'strained in terpretation' on Section 310 (b)—the clause dealing with transfers—and to cread into it meaning drawn from other unconnected sections of the statute, barrister argued, All this is in defance of a demonstrable internation by Congress that you should not have such power, shown by the legislative history of the Act and by strongly persuasive implication from the legislation was pending at the Capitol, 'Congress decided against the blever.

strongly persuasive implication from the provisions it contains. When the legislation was pending at the Capitol, 'Congress decided against the theory which you are now being urned to read into the statute.' Knocking down the opposition guments, Caldwell raised the following surgestive points:

11) How can the Commission approve differing prices for various stations without conferring upon one purchaser rights greater than he would have if he paid only the physical value?

(2) How can the Commish reconcile a decision to limit transfers to the worth of only the tangible property without conflicting with the Internal Revenue Bureau and infringing the Constitution?

Barrister emphasized the impossibility of treating licensees differently. Regardless of prices paid, all franchise-holders have to observe the statute, conform with Commish regulations, and perform the duty of operating in the public interest, he observed. Power to discipline broad-asters who do not meintain satistication of service.'

Craven Report On Economics Of Air Ready

Washington, Jan. 18 Long stymied report on economic problems of the broadcasting busi-

Washington, Jan. 18.

Long stymied report on economic problems of the broadcasting business, designed to steer the Federal Communications Commission in drafting new allocation rules and revising technical standards, will be unweiled in the near future. Momentus tome, which took weeks to prepare, has been mimeographed and will be submitted formally to colleagues by Commissioner T. A. M. Craven soon after work is finished on a digest. Tentatively set for lease next week.

Contents of the survey, which is based on sketchly evidence presented by the industry at hearings 11 months back, have been closely guarded, but it is well known that Craven will recommend far more thorough consideration of the economic aspects of the industry in the future. Reported he will emphasize the need for mass of estailed information and will suggest the Commish pay close regard to the complicated business aspects in handling out signments henceforth.

Whether an economic investigation will be launched to corral the tacking data problematical. Definite limitations. FCC finances may make it impossible to carry on a very broad study, although resources of the present accounting department—which deals with telephone and telegraph finances and rates—may be used to build up a background.

One of the principal points which craven is expected to help settle is super-power with the testimony about economic consequences of a higher wastage roof was based primarily on guess-work, his comments have been impatiently awaited since they unquestionably, will influence they unquestionably will influence they unquestionably will influence they commiss greatly in deciding whether to, allow establishment of several 500 kw. transmitters. Previously Craven has declared superpower is technically feasible but dicated doubt that it would be economically wise to permit many stations to boost their strength to this extent. nomically wise to permit many sta-tions to boost their strength to this

extent.

Other aspects of the general allocation question on which the report will have a strong bearing are break-down of clear-channels and duplication of facilities, place of regionals in the industry structure, and chain operation. Remains a mystery how. operation. Remains a mystery, how-ever, whether he was able to find enough data to back up any concrete recommendations on these issues.

Keller Dusts Off Shingle

Washington, Jan. 18.

Joseph E. Keller, former Ohionewspaperman and secretary for over three years to Federal Communications. Commissioner Thad H. Brown, quits the government this week to enter private law practice. Joins Fayette B. Dow and Horace L. Lohnes, who handle a substantial radio law business.

Keller is author of several treatises on communication: law and is conducting graduate course in radio and air law at Southeaster University. Successor will be Franklin C. Salesbury of Cleveland, graduate of Yale and Western Reserve.

Frisco Personals

San Francisco, Jan. 18.
Manager Wilbur Eickelberg of
KFRC, San Francisco, east for a
three weeks' jaunt to New York,
Chicago and Detroit on biz.

Chicago and Detroit on Diz.

Sam Hearn (Schlepperman to Jack
Benny fans) is filling a week's engagement at the Rooseyelt theatre
in Oakland. He missed the Benny
show from Hollywood Sunday (10)
as a result.

as a result.

Mikeman Tobe Reed of KFRC: San Mikeman Tobe Reed of Refect. San Francisco, and George Tillin gabber, used by W. P. Fulle paint company to record a special sales program. George McElvalh, supervising engineer for NBC. New York, d the web's Son Francisco offices over the week end.

the week-end.

Tom Brengman broduction chief for CBS in Saft Francisco, expects to originate his Fagiret Ambition series from the Paley hotel's Gold Room starting next Sunday (23).

F C. C.'s WASHINGTON DOCKET

Washington, Jan 18 (Avalanche of examiners' reports swamped the Federal Communications Commission last the Federal Communications Commission as week, making up for decided slump in matters acted on by the Commish and in the number of broadcast cases set for hearing. Some 21 reports advocated or suggested denial of as many pleas for assignment changes new standard or suggested denial of as many pleas for assignment changes new standard tions and other requests. Decisions totaled only eight (save for little stuff) while only four applications were referred to the examiners.)

DECISIONS

California: WeNAC, Don. Lee Buontengting Sestion. Los Augebr, granted, daud, power hood into felicition, broadensts agree of from 150 wetter to 14 kw.
Indiania: James vot Whabesh, Inc., area of Vigo Cuntry, Tented low experimental relax broadenst skulton to the observation of the experimental relax broadenst skulton to edited the experimental relax broadenst skulton to make the experimental control of the experimental

be concented: 1816, 2910, and 2370 kg with 50 waits.

Ohie: Wilk, Cleveland, groyled special experimental antimization to special resemble transmitter for experimental Perinsphane and Perinsphane Reading Broadcasting Co., investmental relay bounders: safeton to be operated, on 2110, 21600, 21600, 21600, 316000, 31600, 316000, 316000, 316000, 316000, 316000, 316000, 31600

and 40500 ke with 190 watts.

Vermont: WSYR, Ethip Weiss Music Company, Butland, therease granted in thue of operation from specified to united.

Aignila: W2XEN, W7AR, Radio, Corp., Norion, granted deletion, of present frequencies and the use of 2005. fee in-

SET FOR HEARING

Alaska: KFQB, J. F. Hannon, Anchorage, outloody latent from J. F. Hannon to E. E. McDonald.

McDonald.

New York: Orrin A! Henzel. Rochester, new station to be operated on 1500 kg with 100 watts nights, 250 watts days. North Curdilm: Jouas Welland, Collabora, new station to be operated days only on 1500 ke with 100 watts. Rhude Island: Peter J. Caldarone. Froutence, new to be guerated days on 1270 ke with 250 watts.

EXAMINERS REPORTS

Arlzona: (1). Go-light for Sims Brondensting Co. of Globe, on Sphileation for a station of be operated on 1210 fix with 100 watteringhts, 250 watts dusy, was indicated by Examiner P. W. Seward. Granting would furnish primary service, at brothers—a uninsiger, a britter; and unisident—was found to be qualified in all respects. Baytley T. Sims the inastematic behalf of the proposed station, if established, following its experience as former unisted director of KEHP. Los Angeles. Case was handled by Frank Stotlen-

of KGAR.

California: Upping of night power for KVBC, the Valley Electric Company, at San Luis Ohispo, received the nod from Examiner Merry. Owned and observed by a woman Christica Banniare Merry. Owned and observed by a woman Christica Unitation and has been valid to the AVEC of Interest to the community, Berry found, in addition, approximately 11,551 knob-widdlers woman he added to the KVEC builence. Louis G. Caldwell and Reed T. Rollo represented the applicant.

Louis G. Caldwell and Reed T. Rollo represented the applicant.

Connecticut-Massachusetts: Scrabble over the 10 feet frequency between a New Haven. Conn. transmitter and a new station applicant from Pittafield, Mass. was temporarily described to the property of the producting Gern. New Haven. Desire of WELLS (11); Brondcasting Gern. New Haven. Lo move from 100 to 340 Kc and change power from 500 watte days, imitted, whis oknyel by Examiner Seward, desbite a discrepancy in the engineering testimony offered. Bankiner testifying for the engineering testimony offered. Bankiner testifying for the actual distance was 80, report pointed our.

New salton apprirant Lawrence K. Miller, sought a day-time assignment on the same regional frequency with 120 watts. Granting of the Miller application, however, would produce a langle with a new station at Troy. N. Y., recently import. Seward, bottoned on, Wille the Uncommerced on the part of the product of the product

amperent in behaff of WELL, while Miller was represented by Eliner, W. Fratt.

Floridate Hopes of Wright Each, ticense of Wilfart, Partons Beech, for expansion of service were insafed, by Ther Berry, White Sach is qualified to make the necessar, changes, lift-parton large for all the skills to I kw and change in frequency representations of the skills to I kw and change in frequency representations. The skills to I kw and change in frequency representations the skills to I kw and change in frequency representations. The skills of the skills o

the signals free much attenuated. Applicant represented binnedf.

fulla : Application of Curits Radiocosing, Comp., Nanoville, for a new station rule operated on 1420 fc. (circl by a 415 nights, was recommended for death in Reaming, R. H.
Radio, R. Lee, and the state of the state of the Raming, R. H.
Radio, R. Lee, and the state of the Raming, R. H.
Radio, R. Lee, and the state of the Raming, R. H.
Radio, R. Lee, and the state of the Raming, R. H.
Radio, R. Lee, and Radio, R. H.
Radio, R. Lee, and Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.
Radio, R.

transmitter. Which operates days with 259 walts. Also asked unlimited operation to supplant-daytines.
Sigition has been twice washed out by floods and has now moved to the highest ground in New Albany. Swalping a work in the highest ground in New Albany. Swalping a work as the only thems, of communications out of the class of the control of the class of the cl

1. Froutte and Asirby L. Hawken. Lamishina: Dealid of the pire of William, C. Smith, Asin theirgopher, for a Smallie an 1220, to be located at Bigarlias was recommended for a turisdown by Examiner Seward. Plans to here's 24000 from a bank, to lobster this cynt assets his not brock "Asirbed four, Seward Count, and constructing of the probosed stalling wynds provide objectionable interferonce" WS211. New Origans. Smith, was regresqueed by Bonjard W. 2011.

problems of skillinn synulal provide objectionable interferences to WSAII, Now Grigans, Smith, was regressented by Benjartin WSAII, the Order of the State of the

senoratory, neposes of WSAX, was represented by Prints Stoflenweers.

North Cardi a: Construction of dayline station at Salisbury; to be notested on 12. Ke with 1. ke, was smilled on by Examiner Berry.

Ayth WER. Charlate, The meanest transmitter—32 miles distant—Qurnishing the only satisfactory service, need for addition—Qurnishing the only statisfactory service, need for addition—Qurnishing the only single small as a community enterprise without regard to the potent on, as a community enterprise without regard to the potent on, a continued by Charles needs of Price.

Object Tower atom for WGAR, Cleveland, who indicated by Estaminer George H. Hill, after wanting through pages of engineering testimony to a conclusion that no existing transmitters would be limited to believe a "Salising for Mudkon, Wise, would be implied to be between". John of the Market of the Charles New Station for Mudkon, Wise, would be implied to be between "John of the price of the

soried WGAR.

Oregon: Upping: KSLM, Salem, was tentatively approved by 'Examiner Seward, Service Would be virtually doubled. Seward pointed. by the loast from 150, to 500 watts. Station would also change frequency from 270-10, 1500 kec. 'Slight, interference to KUBB, Jonas Board, Culif., 1500 kec. 'Slight, interference to KUBB, Jonas Board, Culif., and service to the Salem area, Seward exhalmed. Coo was familled by Ben S. Fisher and John C. Jan John W. Kemball. Texas: Ambitions of a Deuton undertainer to own and open at a reading station were on their way to fulfillment when Kaminer Robert I. Issuin shaped the judge of Harvell V. Ben S. Fisher and the way to fulfillment when Kaminer Robert I. Issuin shaped the judge of the process of the seward of the seward of the large of the seward of the large of the seward of th

Seminier Robert I. Iwwin, shayed the plea of Harwell M. Schapard for a displien station to source on 1129 Ke with Jahan and the control of the transmitter, Shemard for a displien station to source on the transmitter, Shemard, sins admonred the infertions to liske the sit class telephone operator's flewage, order to quality a relief operator, the tunn held an animater's Evolutional Ideans since 1922. "Spik Stollenwerck apparent for Schepard Lieung St. Harwell Stollenwerck apparent for the formation of Schepard Lieung St. Harwell Stollenwerck apparent for the formation of the spike of the spike of the new tools of the spike of the spike with 100-230 wates, Shankling for Marwell & Martin was recommended the cause attempted lear-instale withdraway of the application, but for concrete reason was given for advocating a grant in the former Petropara station with the will become public mental former Petropara station, which will become public mental former Petropara station, which will become public mental for the petropara station, which will become public mental former Petropara station, which will become public mental former Petropara station, which will become public mental former Petropara station, which will become public mental forms the spike of the spi

NEW APPLICATIONS

California: C. Shappe, Miner, Pasadena, new shaftan to he operated and in the proposal control of the control of the control of the control of the control of corporation, from Don Lee (discovasel) to Thomas S. Lee, R. D., Merrill, and Beatrier Northan, executions of estate of ton Lee, Long shares compion, shock.

J. Lee, R. D., Merrill, and Beatrier Northan, executions of estate of ton Lee, Long shares compion, shock of the control of corporation from William Charles C. "risons, New Orleans, hunst common shock." Lapiteth to J. W. Woodrud, K., 500 shares common shock the control of the

days,
North Dakata; KFIM, University of North Dakata, Grand,
Packs, change power from 550 walts, nights, 1 kw days, to
1 see day and night; KGC, Mandan Hadda Association, Inc.,
Bandan, change hairs of operation, from specified hours to
another band yeard and more and more transmitter

milinticule, bishul verticul mutempa-and more (rassounces)
Glathoma, NYCO, "quint, hand); new transmitter, milke
Glathoma, NYCO, "quint, hand); new transmitter, milke
Glathoma, NYCO, "quint, hand, hand, hand,
Glathoma, hand, hand, hand,
Fernisellentha; WaN, Allentowa, Change haver-from 540
Hand Debrach, WaN, Nallentowa, Change haver-from 540
Hand Debrach, WaN, Nallentowa, change direction and
hight power from 1 kw to 5 kw, and change direction and
hight power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction for any
hight power from 1 kw to 5 kw, and change direction for any
hight power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 5 kw, and change direction and
high power from 1 kw to 6 kw, and change direction and
high power from 1 kw to 6 kw, and change direction and
high power from 1 kw to 6 kw, and change direction and
high power from 1 kw to 6 kw, and change direction and
high power from 1 kw to 6 kw, and change direction and
high power from 1 kw to 6 kw, and change direction and
high power from 1 kw to 6 kw, and change direction and
high power from 1 kw to 6 kw, and high power from 1 kw to 6 kw, and
high power from 1 kw to 6 kw, and
high power from 1 kw to 6 kw, and
high power from 1 kw to 6 kw, and
high power from 1 kw to 6 kw, and
high power from 1 kw to 6 kw, and
high power from 1 kw to 6

nonlikelin 10. is 5.00a. UNC 00. 006 Ke; 59. Front reco. 1. is Aug. 3. is Aug High. Melatest Breakers (1974) frava, new for keywords (1974) frava (1974) f

Congress Still Flirting With **Radio Taxation**

Washington, Jan. 18.

Increasing Interest on the part of Congress in special taxes on the radio business was unveiled last

week:
Prospect that eventually either broadcasters or listeners with the compelled to aite up t the government for the privilege of creating or.

compelled to nite up.1 the government for the privilege of creating or enjoying radio entertainment as trengthened when the House Appropriations Committee Thursday (f) published record of recent closed door discussion, at which members displayed varying degrees of thusiasm for a license fee, a wattage tax, or a charge on receiving sets. The perennal subject was brought up recently when Federal Communications Commissioner T. A. M. Craven appeared before the House group to testify concerning the Commission's request for funds for the coming fiscal year. Quizzing indicates that Representatives Richard Wigglesworth of Massachusetts and Clifton A. Woodrum of Virginia are particularly impressed with the possibility of getting slice of the money turned over in connection with broadcasting.

PRESS STATIONS ABOVE 30.000 K.C. HUDDLE

Washington, Jan. 18:

Washington, Jan. 18.
Contab between newspapers, press associations, and the federal communications commission scheduled next week as preliminary to promulgation of rules covering use of frequencies above 30,000 kc recently earmarked for mobile press station. Commish invited all, interested publishers and news agencies to sit around the table Thursday (27) to debate standards and conditions embodied in regulations which will govern the 15 channels set aside for transmission of news where wire facilities are not available.

Fails to Restrain KMAC

San Antonio, Jan. 18.
Plea of F. J. Minugh of Tulsa for an injunction restraining E. Colopy, Los Angeles, and W. M. McAllister, owner of radio station KMAC, from using Merchants' Essay Contest on which Minugh claimed to hold a copyright was denied Friday (7) when Judge R. J. McMillian refused, to grant', a temporary restraining order.

Minugh testings in

order.

Minush testified that the entry blank in the local contest was almost identical with the one he devised and copyrighted. Judge, fused injunction on the grounds that the use of the similar scheme did not involve violation of Minush's copyright.

University-Station Swap

University-Station Swap

Indianapolis, Jan. 18.

WIRE and Indiana University, at Bloomington (Ind.) are huddling on a deal for remoting three programs weekly from the campus, via long distance wires. A general committee, meeting with Acting Prexy Herman B. Wells, has had two meetings to discuss the purchase of the equipment necessary for the Bloomington end of the remotes, plus the prospective talent state-financed collesser can call upon, and to set the time for the broadcasts.

Eugene C. Pulliam, owner of

for the broadcasts.

Eugene C. Pulllam, owner of
WIRE here, has offered the free time
to Indiana University, and will pay
all costs, except the costs of equipment; to be installed and owned by
I. U. on its campus for three 15
minute programs weekly.

WOW-WIBW Delay

Omaha, Jan. 18.

Hearing case of WOW 8.

WIBW scheduled for Marshall, Mohas been postprined until Jan. 24.

Marks umpteenth delay proceedings

ROWN ON '2ND LICENSES'

ACTORS UNION GIVES TERMS TO 4A'S

Written outline of American Federation of Radio Artists objectives has been handed to officials of the two major networks and the American Assn. of Advertising Agencies. After the agency and network execs have had a chance to consider the various proposals, the reps of the various groups are expected to huddle again to try and reach an agreement.

reach an agreement.

Scries of sessions took place through most of last week, with AFRA spokesmen outlining their dieas verbally to reps of NBC, CBS and the agency group. Both networks and the AAAA committees were interviewed separately. Last week's sessions were informal in character. Hawing outlined their polition and submitted, written sumaries of their proposals, the AFRA reps now expect to huddle with the employer committees to negotiate reps now expect to fluedie with the employer committees to negotiate the various items. No meetings are definitely set, but will probably take place informally later this week.

Batten on Bank Board

Batten on Bank Board
Philadelphia, Jan. 18.
Harry A. Batten, prez of N. W.
Ayer agency, was elected a director
of the First National Bank of Philly
last Tuesday (11). Similar positions
were held by two previous presidents of the agency, F. Wayland
Ayer and Wilfrid W. Fr.
Batten joined Ayer's in 1911 and
became prez in 1936.

That 'Feud'

Vic Ratner, CBS sales promotional topper, has suggested, and the U. S. Tire Co. may okay, a twist on the Ben Berni Walter Winchell feud. Idea is to give a prize for listeners submitting the best insult Bernie can fling at Winchell. Later, for comedy, the contest is to be 'made tougher: prizes for those who can think up something nice about Winchell.'

ST. LOUIS UNIT OF **ACTORS UNION SET**

St. Louis, Jan. 18. St. Louis unit of the American Federation of Radio Artists has been organized here and states that 80% of approximately 200 eligibles have been admitted to membership. First election of officers, held last week, named Don Phillips, KMOX, presinamed Don Phillips, KMOX, president; Allan C. Anthony, KWK, v.p.:
Dave Ward, KSD, treasurer and
Nellie Booth, secretary. Executive
Board, in addition to the officers, is
composed of Roger Bacon, WIL; Dick
Pavey, KSD; Alex Buchan, WEW;
Harry Cool, KMOX; Allan Dale;
KWK; Warren Champlin, WTMV
and Herman Waldman, an actor.

A checker has been granted the

and nerman Waldman, an actor.

A charter has been granted the local unit by the national headquarters in New York and Philips has sent out a duestionnaire to all local members on which will be based an adjustment of working conditions and security of employment in this territory. Jurisdiction of the local unit, besides St. Louis proper includes East St. Louis, Ill., and Columbia, Mo. lumbia. Mo.:

NORMAN CASE BEING FOLLOWED

F.C.C. Will Hereafter Be Double-Tough Where Local Stations Seek Junior Auxiliary—Newcomers Will Be Favored Instead

FEAR MONOPOLY

Washington, Jan. 18.

Washington, Jan. 18.

In the first concrete move to prevent development of radio monopolies, the Federal Comminications Commission Friday (14) announced it will administer stiff examination to present licensees seeking additional facilities and set a precedent by denying application of WSMB, Inc., New Orleans, for a second transmitter in the Louisiana metropolitan area.

area.
The decision, which was announced

The decision, which was announced by Chairman Frank R. McNinch and described as of great significance, lays down the principal that, because of the limited number of frequencies available, a convincing demonstration of public need must be made by candidates for assignments.

While the general implications were merely hinted in the decision, the reasons cited for deaying the WSMB request signified clearly that henceforth any license holder will go to bat with two strikes on him whenever he seeks to expand his facilities in his own community. On the other hand, newcomers will have a material advantage, although they, too, (Continued on page 59)

(Continued on page 59)

Photographic Publications Credited With New Local Sponsor Possibilities

F.D.R. Holds Audience

According to the Cooperative Analysis of Broadcasters President. Roosevelt still fluctuates around hi same level of listener popularity. On hi Jan. 8. air talk, the President's rating was 20.

F.D.R. highwater mark in listener attention for any single shot on the ozone is 32; his low was 11.8.

was 11.8.

TUXES UNDER THOSE HILLBILLY OVERALLS!

St. Paul, Jan. 18.
Chicago manufacturing company in line for an air program was holding an executive huddle in Minneanolis last week. WCCO had a hilbibly act set for audition, but since visiting firemen couldn't take time out from their meeting to the studio, the mountain went to Mohammed.
Studio costumed the

Mohammed.
Studio costumed the act, sent it over to the meeting and put on the show between speeches. Several musicians who had to go later, to other engagements were their hill-billy cutfits over dinner clothes.

WKY Organizes Orchestra
Oklahoma City, Jan. 18.
Allan Clark, production manager
for WKY, is getting together a studio
orchestra for the station.
Doc Davis is in charge of music
instructions to the toolers.

Buffalo, Jan. 18,

Photo craze, which cluttering the mag stands (Life, Look, Pic, Click, etc.), has done all right by WBEN. Station now has two commercial programs sponsored by photo concerns for the camera bugs.

Camera Club of the Air, a Sat-'Camera Club of the Air,' a Saturday evening regular sponsored by Buffalo Photo Materials, has built up a membership of 800, believed to be the largest club of its kind in the world. Members not only do their listening, but also get together for an in-person assesson in clubrooms on month. Show gives tips on lenses, lighting, equipment, etc. Herman Lovett does the spiel.

Similar type airing Langtry's Cameld Camera Club, sponsored on

Similar type airing Langtry's Candid Camera Club, sponsored on Sunday nights by Langtry Photo Service.

Move Tommy Dorsey

Brown & Williamson tobacco Brown & Williamson tobacco moving Tommy Dorsey from his Friday evening spot on the NBC-blue to the 8:30-9 p.m. period on the NBC-red, effective Feb. 4.

Band will come just before the Fred Allen program but will have Eddie Cantor (Texaco) as opposition.

Reisers Form Dance Combo

Al and Lee Reiser, vet radio two-piano team, are forming an orch. Will augment themselves at the ivories with ten musikers.

NBC will give the band a sustaining buildup. Unit will be managed by CRA, subsid of the network.

HE PHILADELPHIA MA

.on extremely populous body of land completely blonketed by

50,000 WATTS · PHILADELPHIA

Bickford, Crusading Shepardite, **Demands Right to Summons As** Condition in Proving Charges

Leland C. Bickford, editor-in-chief the Yankee-Colonial Networks Leland C. Bickford, editor-in-chief of the Yankee-Colonial Networks News Services, was summoned before the Joint Rules Committee of the Massachusetts Legislature on Thursday (13) and after an hour and one-half, refused to prove his charges that members of the Legislature could be bought 'from \$100 down to a pound of teat,' unless he were given the right to summons. the right to summons.

the right to summons.

Hearing was continued to Friday, when both Bickford and the Joint Rules Committee refused to give in to each other. Martin Hays, former Republican leader of the House, was present on Friday after Bickford, on Thursday, named him as the intermediary of handling money from gangsters to legislators in connection with the dog track at Revere.

Bickford and Hays, within arm's

Bickford and Hays, within arm's reach of each other, tossed vicious words back and forth. Hays was present to defend charges hurled at him by Bickford. President Samuel H. Wragg, chairman of the commit-H. Wragg, chairman of the commit-tee, settled the Bickford-Hayes feud by ruling that Hays could not ad-dress the committee at the time.

Second day of the hearing closed in a deadlock, when Bickford refused to divulge names even in executive session unless absolutely assured that the names would not be made pub-lic.

Bickford became involved in more Bickford became involved in more trouble when after the hearing, he socked Rep. Edward P. Bacigalupo of the North End, after it is reputed the legislator called him names. Bacigalupo lost a gold tooth and blood flowed freely from his mouth, as a result of the heavy Bickford punch.

result of the heavy Bickford punch. Shortly afterward, Bacigalupo filed an order with the Clerk of the House calling for an investigation of an alleged tie-up between the Yankee-Colonial Networks stations, the horse racing interests and the New England Anti-Gambling Association, tagged by Bacigalupo asy, the most gigantic conspiracy to influence legislation by representations. islation by propaganda ever under taken in the Commonwealth.' Day before, Bickford admitted islation taken in the Day before,



Cleaner-Uppers

Boston, Jan. 18.

Head table guests at the Second Radio Conference of the Massachusetts State Federation of Women's Clubs held at the Hotel Statier last Monday cluded guests of honor, Major Smedley D. Butler; Mayor Maurice J. Tobin, Boston; and Leland. C. Bickford, editor-in-chief of the Yankee-Colonial Networks News Services.

When Bickford arose, he took advantage of the circumstances and commented 'That never have I had the privilege of being associated at the same place with two other cleaners. Major General Butler is the one who cleaned up Philadelphia. Mayor Tobin is cleaning up the City of Joston, and I intend to clean up the Commonwealth of Massachusetts.'

upon questioning by Speaker Horace Cahill of the Senate, that the Yankee Network had the bulk of horse racing ess in its stat

business in its stations.

Bacigalupo's order would have a committee made up of two Senators and five Representatives investigate the Colonial Network News Service, radio station WAAB, and the Sheard Broadcasting Service, inc., the Eastern Racing Association, Inc., the New England Anti-Gambling Association, and 'the private banking and checking accounts of William Turtle,' Hub barrister, for the purpose of ascertaining the financial interrelations between these interests, particularly anent legislative matters.

Bacigalupo order is primed to show

Bacigalupo order is primed to show that horse racing interests and the anti-gambling outfit are combining with the radio outlay to smash dog racing in Massachiusetts, while allow-ing the fillies to continue.

Eastern Racing Association, Inc., are operators of the horse racing track at East Boston and Revere. are operators of the horse racing track at East Boston and Revere. New England Anti-Gambling 'Association recently sponsored two referendum petitions, one to repeal both the ponies and canine racing in the Commonwealth, and the other just for the repeal of dog racing.

Rules Committee is at an admitted quandary over its next sten. Com-

for the repeal of dog racing.

Rules Committee is at an admitted quandary over its next step. Committee took time out over the weekend studying the case. It is likely it will consider action by some other tribunal. A consideration was to ask the Supreme Court to compel Bickford to furnish names of bribed legislators, as Bickford alleges. A coupla other ideas included legislation directing three judges to conduct a hearing a la inquest, or appointment of a special committee a la Seabury. Current conditic is interpreted as a juicy state-wide scandal.

It is further interpreted that Bickford's refusal to divulge information is enough cause to bring him before the House or Senate bar for contempt.

According to legal authority, 's witness before a legislative committee, testifying under oath, is permit-

ted to refuse answers only on the ground that self-incrimination would be the result if he did. Accordingly, the situation does not present itself at this particula, hearing, since witnesses testlying are immune from arrest or civil process, except for perjury, committed in the giving of their testimony. Representative Bacigalupo gave this statement to the press following his order filing:

Everyone knows that a prominent official in a radio, station involved

Everyone knows that a prominent official in a radio, station involved owns a horse racing stable and that the head of the radio station is a stockholder in a leading Massachusetts horse track. I can show the committee how to prove that the radio commentator of this station is in frequent conference with a horse racing baron. I can further show that the same horse racing baron has close contacts with the head of the New England Anti-Gambling Association.

Bacigalupo has reference to Chas W. Phelan, WNAC commercial manager, as the radio official who owns a racing stable. And to John She-pard, 3d, who has interests in a Massachusetts race horse track

NOVARRO'S SCROLL ECHOES IN B. A. COURT

Buenos Aires, Jan. 12.

Jaime Yankelevich, owner of
LR3, Radio Belgrano, was ordered
by Judge Quesada to pay 800 pesos
to the man who made the design for
the inscription on a parchment
which was presented by Inat station
to Ramon Novarro, when this actor
made a p.a. in B.A. Claimant, Elias
Watad, declared that he had been
instructed to prepare the parchment,
and promised 2,500 pesos for his
work, but Yankelevich denied that
he had given any such orders.
Evidence advanced by Watad
included photographs of the parchment, which expressly declared that
it was a present from Radio Belstrang and of the coremony of its Buenos Aires, Jan. 12.

ment, which expressly declared that it was a present from Radio Belgrano, and of the ceremony of its presentation to Ramon Novarro.

Judge considered that the evidence of the photographs, added to that of various witnesses, was conclusive, and in fixing the amount to be paid he took into consideration the nature of the homage, the renown of the recipient, and the position of the broadcaster.

Kellogg's Boston Buy

Boston, Jan. 18.
Kellogg has signatured Fred Hoey
to spiel its baseball sponsorship of
the Boston National (Boston Bees)
and American (Red Sox) League
games for the 1938 season. Colonial iames for the 1938 scason. Colonial Network, with origination at WAAB, Boston, will feed 14 stations; WSAR, Fall River; WFEA. Manchester; WLLH, Lowell; WRDO, Augusta; WEAN, Providence; WICC, Bridgeport-New Haven; WNLC, New London; WSPR, Springfield, Mass; WNBH, New Bedford; WBRY, Waterbury; WLBZ, Bangor; WLNH, Laconia; and WTHT, Hartford. Wheaties was last year's sponsor. N. W. Ayer & Son, Boston, with Don Gardner, account executive, looking for another sponsor to split the nut.

Gardner, account executive, looking for another sponsor to split the nut with Kellogg on an alternate basis.

Hearst Waxing on Coast

Hollywood, Jan. 18. Hollywood, Jan. 18,
In line with Hearst radio expansion as it affects the Coast will be
the installation of a transscription
department at KEHE. Howard
Esary, program director, takes
charge of the new setup which has
been tagged International Radio been tagge Productions.

Al Poska, chief announcer, moves into Esary's spot.

New Talent in Buffalo

Buffalo, Jan. 18.

New faces in local broadcasting studios include those of:

studios include those of:
Allen Werner, former WLW tenot
Hal Smith, baritone, formerly of
WIBX, Utica, both at WGR-WKBW.
Latter following his old boss, Phil
Ross, at WIBX, now night manager

here.

John Lohman, New York authorhas joined WBEN as scriplist to specialize in the educational department under Ben H. Darrow. Now writing a once-weekly feature, 'Dramas of Daily Living.'

Daily Living.

Peter Krug, former chief announcer of WSYR, Syracuse, joins the WEBR staff to replace Bob Mahaney who's going to WIBX, Utica. Leo Egan also joins WEBR as part-time spieler. Egan will double as an actor ou WBEN.

Inside Stuff-Radio

Disapproval of one of the reform measures launched by Chairman Frank R. McNinch in hope of curbing political meddling in Federal Communications Commission affairs was voiced in Congress last week. Complaint about extravagance occasioned in sending periodical summary of commish business came from Rep. Robert Luce of Massachusetts and was echoed faintly by Rep. Clitton A. Woodrum of Virginia, chairman of the Independent Offices Appropriation Subcommittee. Both doubted the value of the bulky round-up which McNinch is having sent out to all lawmakers and hordes of state officials.

Displaying the novel report, which his designed to end attempts to get inside info. Luce told the House he had sufficient curiosity to count the pages and find it comprised 130 mimeographed sheets. Added 'If they were sent to every senator and representative, there were used 69,030 pages of perfectly good paper for perfectly useless matter. If any man here went through these sheets and will rise and say he found any profit in them at all, I shall be surprised.

Neophyte comedy writers for radio this week were checking to learn more about 'The Humor Syndicate,' with headquarters listed as in Times Building, and its purpose in broadcast writing field. Syndicate by means of mimeographed letters signatured by Jack Houston sought persons listed in directories and others who previously had participated in amateur gag contests as contributors

Pertinent aspect contained in business-seeking letter was \$2 entrance fee, payable with first group of material, purportedly to cover phone calls, telegrams, special delivery and air mail stamps, your personal file, etc. This also explained that no other charges would be made since future mailing expenses will be deducted from commissions paid you.

Blackett-Sample-Hummert interposed a strong objection last week to the burlesquing of one of its serials, 'Just Plain Bill,' by the Ben Bernie troupe on the U. S. Tire stanza. Agency sought to have the entire sketch eliminated, but Columbia, which carries both programs, compromised the situation by inducing (zampbell-Ewald, which handles the tire account, to tone down the lines. Bernie takeoff was tagged 'Just Plain Ben.'

Dr. Walter Damrosch has been conducting the NBC Music Appreciation Hour on the red and blue webs but leaving the reading of his comments to Announcer Gene Hamilton, veteran batoner being ordered by his physician to remain silent for three weeks to recuperate from a bad cold. Damrosch, at the halfway point on Jan. 14 broadcast, expressed the hope his voice would be all right for the next Hour.

Adrian James Flanter is supplying his merchandising clients among radio stations with a series of made-to-fit-particular-industries' promotional material. Believed to be first instance of equipping broadcaster with retail sales ammunition to coax in local laundries, hamburger stands, barber shops, etc.

Rusty Pierce, p.a. for Cecil, Warwick & Legler agency radio programs, is handling praise pap on the side for a fighter. Leather-pusher is Lou Nova, Pacific coast heavyweight champ. Pierce met Nova in school when the boxer was intercollegiate ring king.

In its 'Log' WSPR, Springfield, Mass., announces a 1937 award for the best radio column in Eastern United States. Leo Miller's 'Taking the Air,' of Bridgeport Herald, gets it.

Newly elected U. S. Senator Lister Hill of Alabama is a brother of Luther L. Hill, general manager of the Iowa Broadcasting system stations, Des Moines.

C. Halstead Cottington has been named director of radio plans, merchandising and station time by N. W. Ayer & Son, H. L. McClinton heads up the agency's radio production department.

Tommy Riggs, who came to prominence via the Rudy Vallee session on NBC, will do two films for Universal. First is 'Shannons of Broadway,' with Alice Brady and Charles Winninger.

Mary Margaret McBride (Martha Deane) has to get written release from anybody she now air-mentions. Part of agency caution against pos-

Well. It Could Happen

St. Paul, Jan. 18.
When Alex Studer, arranger for
KSTP's Knights of Note, singinginstrumental group, finished airinghis first show of a series for a coal
company sponsor, the telephone
tinkled. Call was from the Knight's last year's sponsor, a rival coal con-

Congratulated the caller: 'It's one the best shows I've heard. More ower to you fellows.'



KGLO WEEK

January 17th to 23rd inclusive

America's Fastest Growing Station is one year old-Get detailed story of Results and Coverage from a Representative of Weed & Co., or write F. C. Eighmey, Manager, KCLO.

KGLO, Mason City, CBS Outlet



WHN ☆ DIAL 1010 ☆ 1540 Broadway, New York City



Under the Musical Direction of

Mark Warnow

Teaturing



CHANNING POLLACK . Playwright & Philosopher MORTON BOWE Popular Tenor THE HEINZ ORCHESTRA and CHORUS

GUEST STARS

EVERY SUNDAY 5:00 to 5:30 P. M. Eastern Time OVER THE COLUMBIA NETWORK FROM COAST TO COAST

> MARK WARNOW Alanaged Exclusively by THE COLUMBIA ARTISTS, INC.

RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

Outstanding Stunts

PHIL BAKER BEETLE YOUNG & RUBICAM.

Phil Baker's program for built Oil staking advantage of its found from the off taking advantage of its found from the off taking advantage of its found to the off taking advantage of the word winds of the off taking the off taking the off taking the off taking taking

Davis' Painless Premiere
Kansas City.
With what he calls a painless premiere Don Davis introduced WHB
listeners to the new Capt. W. G.
(Bill) Moore platter series, Angels
in Blue'. It was a one-shot effort



BOB LAWRENCE JIMMY BRIERLY MARION MANNERS JEANE ELLIS With Paul Whiteman at the Coccanut Grove, Los Angeles.

17 E.45#ST.

STAN LOMAX

to get listener reaction before of-fering the package to prospective

tering the package to prospective syonsors. Sponsors or the syonsor of the package to build-up that had fever in its pulse all the way. Started with a series of teaser ads in a daily paper, used lots of space on these and built them to the blow-off of a page advertisement. Davis even went illegrary and worder a short short-short was plugged daily over WHB. Airline hostesses were interviewed via the station. A letter contest with \$100 in prize money also went into the melange. Mailing lists were extensively used.

KGLO's Milestone Party Mason City, Iowa

KGLO plugged first anniversary on air Jan. 11-22, with anniversary on air Jan. 11-22, with anniversary on air Jan. 11-22, with anniversary on a construction of KGLO Week to lead off the gag fest. Ace show of celebration, entitled, The First Year, depicted outstanding events on KGLO. In 1937, including affiliation with CBS, power boost, talks by F. D. R., football games, World series, etc.
Another gag was issuing of but—Another gag was issuing of but—

games, World series, etc.
Another gag was issuing of buttons with KGLO WEEK' imprinted upon them, distributed throughout the industry, and locally. Station's new pack set was introduced to listeners in special afrings with one featuring Wandering Reporter' who treits about the biz section, chatting with, the local merebants. Pack set also used in dressing-room broadcasts following local basketball games.

games.

WEW Breezy Piece
St; Louis.
MEW breezily retales what has happened to the station since it went commercial a few months ago in novel promotional piece. Blurb matter is printed on flimsy paper, with each sheet carrying the notated the sheet carrying th

Good Mall-Puller

Yes and 'No programs, inviting listness to anower in this manufacture to a set of copy of the second of the se

20th question for use on future programs.
Prizes are radio broadcast and theatre tickets. William McGrath, production chief, handles show. Typical questions asked for 'yes or no answer include: 'A hawk is a bird,' 'Aloha means 'hello' and 'farewell' in Hawaiian,' 'Yellow is color of mourning in Egypt,' and 'Canada is larger than U. S. and Alaska combined.'

SPORTS

WOR—7 P. M.

Daily Press Agent Memo
New York City.
Mutual publicity coordination department in New York is utilizing
part of the time allotted daily to airing program corrections to sending
in the program corrections to sending
it in the program corrections to sending
it in the program corrections to sending
part of the time allotted daily to airing program corrections to sending
it in the program of the prior to the prior of the
part day's schedule. Margaret Kennext day's schedule. Ma

Washington Buzz

Washington, Jan. 18.
Unlikely that Congress will pay any attention this term to the Alcohol Administration's recommendation for an absolute ban on all liquor, beer, and wine advertising via radio. House Ways & Means Committee, which has jurisdiction over booze legislation, is so weighted down with other chores that members indicate it will be impossible to think about such matters for weeks. As soon as the tax bill, on which hearings opened Saturday (15), out of the way, members turn to amendments to the Social Security Act, which will require considerable time. Washington, Jan. 18.

Complaints about some of the factual info which the FCC gave the House Appropriations Committee recently are mounting.

Inaccuracies, in the table of prices paid for controlling stock or licenses were charged in legal circles last week. One attorney was especially puzzled when he discovered discrepancies between figures carried in the Commish tables and the amounts which are commonly reported to have changed hands. Typical is the Commish statement that Eugene Pulliam paid \$100,000 for WIRE, Indianapolis; general understanding is the tag was in the vicinity of \$300,000.

Feuding has broken out once more in the Federal Communications Com-mission. Recently, several members have complained to friends privately about the action of colleagues, while about the action of colleagues, while variety of squawks have been directed at Chairman Frank R. McNinch. Prolonged delay in tackling some of the outstanding policy problems—such as those Pan-American frequencies, super-power, sales, and television regulations—is irksome to some boardites. President Roosevelt may be compelled to bang some heads together.

Failure of Chairman McNinch to Fallure of Chairman McNinch to appear before the House Appropriations Committee in defense of appropriation requests for next year has aroused critical comment around the Capitol. Charge is whispered that the broomwelder can't take it and was afraid he would be tossed around. Reported that the Chairman was asked to attend on two occasions but each time was ill. but each time was ill.

Commander T. A. M. Craven, the Commander T. A. M. Craven, the other recruit on the FCC panel, is on another unpleasant spot. Asked by Congressman Richard B. Wiggles-worth to supply data on Westing-house-NBC leases, he is held responsible for a written statement that Commish files 'do not reveal any leases having been entered into between these parties with respect to tween these parties with respect to any stations.

Hamaker's WKY Prometion
Oklahoma City, Jan. 18.
George M. Hamaker, WKY, h
been promoted from assistant
chief continuity director. E. C. Su E. C. SutThe Propaganda Begins

St. Paul. Jan. 18.

St. Paul, Jan. 18.

KSTP's Sunday round-table almost went by the board last weekbeeause the Chinese wouldn't talk.

Thomas Dunning, Rishworth, codirector of the forum with Val
Bjornson, station's editorial commentator, thought a discussion of Japanese and Chinese reactions to the current Far East crisis should be interesting. First Jap student at the University of Minnesota who was invited to participate, agreed with alacrity. Then Tom ran into worry. Chinese students nixed spieling. Their argument was: We have relatives in China from whom we haven't heard in months. Maybe they've been killed by Japanese. We couldn't go into the same room with a son of Nippon and keep our heads. Rishworth finally got a University farm school prof to take the side of Cathay.

Watters Heads WCPO

Cincinnati, Jan. 18 Watters, former Mortimer C. Mortimer C. Watters, former di-rector of John A. Kennedy's West Virginia network of three stations, became general manager of WCPO last week. He succeeds William A. Kirkendale, who becomes advertis-ing manager of WMPS, Memphis. Kirkendale was acting manager and production director of WCPO for the nast nipe months. past nine months.

Watters is moving his family here from Charleston, W. Va.

KWNO Starts Operating

KWNO. newest radio station in Minnesota, made its debut Sunday (16), airing out of Winona. Operates on a frequency of 1,200 kilocycles, with power of 250 watts.

M. H. White and his son-in-law, H. R. Wiecking, both kingpins in the Winona Republican Herald, are principal stockholders. A. E. Mickel is station manager.

Churchon Back to Frisco

Churchon Back to Frisco
Pittsburgh, Jan. 18.
Leon Churchon, former program
director of Hearst station in San
Francisco, is returning to the coast
city this week to become head of
WPA radio activities there. Notice
of his appointment came a few days
ago and he's leaving to take up his
new duties immediately.
Since shakeup in Hearst organization, which ousted Churchon a
couple of months ago, he's been in
Pittsburgh, where he did radio work
for 10 years as a member of the

for 10 years as a member of the KDKA dramatic staff.

Neal Barrett's Title

Oklahoma City, Jan. 18. Headquarters for the southwestern ivision of the Hearst radio chain will be kept in Oklahoma City, Neal Barrett, newly appointed vice-presi-dent of Hearst Radio, Inc., an-nounced.

ton, who formerly held the position, has resigned because of illness.

Hamaker came to WKY from WIBW, Topeka, Kans, in 1936.

PLUG KENDRICK WITH W. VIRGINIA WEB

Charleston, W. Va., Jan. 18. Charleston, w. Va., Jan. 18.
D. E. Plug' Kendrick has joined
J. A. Kennedy's organization, taking the title of managing director of
WCHS, Charleston, and also of the
West Virginia Network. Tag is
newly created. Kennedy is prez and
gen. mgr. of the West Virginia set-

up.
Executive staff at WCHS remains
otherwise as it was; namely, E. B.
Ferguson, local commercial mgr.;
Nieholas Pagliara, program director,
and Odes E. Robinson, technical director and chief engineer.

Gimbel Partying His Staff
Philadelphia, Jan. 18.
Ben Gimbel, WIP prez, will toss
annual dinner party for station's entire staff at Ritz-Carlton Hotel on
Saturday, Peb. 5.
Shindig idea to build up morale
and promote go

Allan Parks, brother of Bert Parks, ex-Atlantan now with CBS in N. Y., will join announcing staff at WATL shortly. Bill Schell has been added to station's commercial department.

WENDELL

EVEREADY BATTERIES WRIGLEY GUM MAJESTIC RADIOS SHELL OIL FITCH CH SHAMPOO GILLETTE RAZORS

Address: 4351 N. Paulina St., Chicago

DON ROSS

WOR 12-12:15 P.M. EST FOR BOSCO

RUTH CARHART

CRS

SONO TIME" Tuesdays, 6:45-7 P.M. , Wed., Frl., 10:45-11 A.M.

'VARIETY' says-

Radio Daffodils

Philadelphia—WDAS has been forced to call off 'Man on the Street' broadcasts from in front of its building because of pickets sandwiching a shoe store on the ground floor.

Pickets kept getting in way of the mike to blast the store owner and shout their grievances.

Chicago Oxydol plugs that it makes clothes four shades whiter. Rinso proadcasts that it makes clothes not four shades whiter, but hospital white.

Pittsburgh—Echoing the Kate Smith-Vaughan de Leath quibble over the billing First Lady of Radio' it looks like Darrel V. Martin may start something. He's sponsored on WWSW as 'America's first radio editor.'

Oklahoma City — Roger King, KOMA vox popper, had program in progress on sidewalk when policemen, chasing a thief, nabbed him right in front of the microphone. Police refused to allow station to interview the culprit or even let him say 'hello, mom."

Waterloo, Ia. — A modern infanticipating father sent the following letter to WMT, Waterloo, Jowa: T. am writing to inquire concerning the cost of announcements over your station as we are expecting a blessed event in our family soon and would like to announce it by radio!

Hollywood—Engineering department at KNX vouchsafes the authenticity of this yarn. During first half of Joe Penner's broadcast last Sunday (9) phone company complained that unless audience laughs were toned down they would not be responsible if transmitters were thrown off the air. Gag writers Don Prindle, Latham Ovens and Syd Cornell said they weren't at all surprised.

New York City—Press agent Joe Glaston is stirring a publicity stunt or Vincent Lopez involving changing the melody of the American national

WILLIAM

Willys Radio Program

521 Fifth Avenue Murray Hill 6-2370

THE SMOOTHIES BABS - CHARLIE - LITTLE Second Year for Tums LW and NBC Red, Coast-to-Coas

Tues.-Thurs., 7:15 P.M., E.S.T. LUCILLE and LANNY

"2 Voices and a Pianny"
Appearing with FRED AL
"TOWN HALL TONITE" Arrangements by Lanny Grey Management NBC, Artists Bureau



NOT CRICKET' FRENCH CRY

BRITISH IMPOSE vertisers diverting funds into radio through France (and Luxembourg) has greatly increased. Station Normandie notably has prospered through English-language programs. About 10 stations in all will suffer considerable losses. WILL POLITICAL

French Broadcasters Furi ous as Their Government Prepares to Do English a 'Favor' at French Sta-Expense—B.B.C. and British Publishers Put on Pressure

PROTESTS

Paris, Jan. 10. French broadcasters are furious with their government for apparently readying to ban (later this ly readying to ban dater this month) advertising programs in English at the request of the British government acting for, it is known, the British Broadcasting Co. and, it is suspected, indirectly for powerful British newspaper and magazine proprietors who want to high the growth of advertising sponsorship of radio programs.

Frenchmen declare that French citizens and commercial interests are being arbitrarily damaged by

Frenchmen feel that the British broadcasting monopoly and the newspaper publishers have taken advantage in a manner that isn't British cricket. They feel that the whole maneuver cannot be defended on a fair play basis.

ed on a fair play basis.

Another thing which is stated to have annoyed the officials of the B. B. C. was the quality of the programs broadcast by the foreign stations. In many cases they were said to be much better than what was offered by B. B. C. itself and it was only natural that English listeners would tune in the foreign stations.

A political move might also be seen the French Government's promise to take such action. At no time since the war has France tried harder to cultivate British friendship as at the present at the recent visit of Chautemps and Delbos to London showed. So she would want to make no move now that might annoy the British.

and, it is suspected, indirectly for powerful British newspaper and magazine proprietors who want to mip the growth of advertising sports proprietors who want to mip the growth of advertising sports or ship of radio programs.

Prenchmen declare that French cifizens and commercial interests prices of the government edict. No political cobjection to the programs could be involved, they aver. But through politics the British business interests are depriving French stations of their principle source of advertising support.

British pressure on this matter, British pressure of the programs and the programs and the programs.

British pressure on this matter, but the programs and the programs are being support.

British pressure on this programs on the French stations of their politics the consisted almost entirely of Luxamber of London, Jan. 6.

English Notes

London Film Symphony Orches tra from Korda's studios gets an airing. national network in program called British Film Music. Under baton of Muir Matheson Denham's music boss, orchestra will play from the sound track of Things to Come. 'Under the Red Robe, 'Elephant Boy' and The Rat.' Same combination will give six concerts in all.'

Jack Slatter, formerly with the All Canada Broadcasting System, has gone with the H. S. G. Adver-tising Agency of New York as man-aging director of the Toronto office.

plied in the studios to prevent use of concealed advertising though West End shows, pictures and some other forms of commercialism got away with astonishing amount of publicity. Corporation has, further, contended commercial broadcasts from outside the U. K. are inimical to its interests, though in a large measure the plaint appears to be dictated by dog in the manger policy.

ger policy.

Unaffected by decree is Radio Luxembourg, as territory from which it takes its name is, a free principality enjoying its own self-government; representations to this body from British official sources have cont siously been ignored, as the radio station a useful source of revenue.

Also unhit is Radio Athlone, key station in Ireland, which also incorporates sponsored broadcasts in its programs, and it again-unlikely British governmental protests will influence the Irish authorities to give way.

Italian Stations Flood Into Argentine As British Romance Latter Republic

Statistics in Defense Of Second 15% Prepared

Montreal, Jan. 18.
Statistics drawn up by Martin
Maxwell, Associated, Broadcasting
Co. will be presented at the
forthcoming meeting of the Canadian Association of Broadcasters.
Officers extraction by Broadcasters.

nadian Association of Broadcasters in Ottawa next month, showing in detail the volume of effort involved in radio advertising campaigns.

Maxwell will endeavor to justify the second 15% granted station representatives and using for comparative purposes, \$10,000 radio advertising campaign.

Station rep. contends that agencies have three times as much work with radio accounts for 66% of the return a newspaper campaign return a newspaper campaign of the same amount.

About Time

London, Jan. 10.

London, Jan. 10,
Series of four-corner discussions
on the cinema are among spring
talks slaid down by the British
Broadcasting Co. Speakers will, be
Victor Saville, Alfred Hitchcock,
John Grierson and Lord Tyrell,
president of British Board of Film
Censors.
This will be first occasion on
which the censor has entered public discussion on picture matters.

Radio circles of this city declare that for some nights past four Italian radio stations have been simul-For Ottawa Hearing taneously broadcasting musical programs and tests for South American wireless audiences. Requests for ad-

wireless audiences. Requests for advice on the quality of reception has been asked for by these stations which are IRY, IQA, 2RO and IQZ. These stations have never before been locally heard operating at night, and it believed in certain quarters to be a preparation for answering the British government's new foreign language broadcasting policy.

A plan for mutual cooperation between the wireless p.opaganda section of the Argentine Ministry of Foreign Affairs and the British Broadcasting Co, has been announced by the local Foreign Ministry. BBC will gladly cooperate towards advertising the Argentine broadcasts in Great Britain and expresses willingness to publish announcements of forthcoming broadcasts in Its magazine World Radio.

Argentine state operating its wow station LRA. 50000 watter.

Argentine state operating its own station LRA, 50,000 watter. Since this transmitter is not a short-Since this transmitter is not a short-waver and is impossible to pick it up in England. Commercial short-wavers of Radio El Mundo (LR1) and Radio Belgrano (LR3), not involved presumably.

Vesta Victoria latest old timer set for a piece on the air, doing an act in 'Palace of Varieties.'

An acknowledgment

to the radio listeners of America

Thank You for Selecting for the Second Time

"FRONT PAGE NEWS"

as The Best Drama of the Week

(Re-enacted Sunday Night on The People's Choice Program Columbia Coast-to-Coast Chain)

Charles Martin

Writer and Director

P S.—Thanks, too, to the Biow Co. and Philip Morris, My Sponsor

On the Upbeat

Enid Hager, formerly of WFIL program department, Philly Record promotion department, to co-ordinate sheet's radio activities. She will nate sheet's radio activities. She will be in charge of production and copy for four shows a day, totaling 20 minutes, which the Record uses a time-space swap deal with WFIL, WIP and WDAS.

Ezra Stone, of the Brother Rat' legit company here, doing a guest spot on the Horn & Hardart Riddle program on WCAU, Philadelphia, Sunday morning, singe the show hit town. He began dramatic career on this air show half a dozen years ago.

Covert and Reed, singers, who appeared at Park Plaza's Crystal Terace for 14 weeks last summer, have returned for another engagement. Bob King, ventriloquist, in fourth week at the same place.

Joe Reichman, whose ork is currently at Mark Hopkins, San Francisco, will return to Hollywood upon completion of engagement to do three shorts for Paramount.

Merle Miller, University of Iowa student radio commentator and news columnist, has received a scholarship for four months' study with the British Broadcasting Co., London.

Six weeks at the Country Club and then six weeks at the Oklahoma Club, both Oklahoma City, is sched-ule of George Ande's orchestra. WKY airs music from both spots,

Charles Gaylord and his orch in second week at Chase Club, St. Louis, Sammy Walsh in fourth week as

Johnny Conrad, publicist at KWK, St. Louis, New York last week, Lammed over the weekend for a Chicago stopover.

Nat Brandwynne makes his first trip out of New York for a fling at the Statler hotel, Detroit, opening Jan. 24.

Frank Nicola's 14 pieces heading south for a winter stay at Trocadero Club, Orlando, Fla. Opens Jan. 28, hits one-niters en route.

ballroom, N. Y., Jan. 21. Just con-cluded at New Penn Club, Pitts-burgh, Pa.

Rita Rie into Vanity Fair ball-

Educado Durante's 38-niece Cuban orch contracted for dance numbe Metro's 'Girl of the Golden West.'

Eddle Duchin into the Trianon, Chicago, Jan. 28, and into the Aragon on the 30th for night each.

Ina Ray Hutton spotted into the Trianon, Chicago, for one night, Feb. 1, and the Aragon on the 3d.

Campbell Arnoux, manager of WTAR, Norfolk, on a tour touching midwest agencies.

Rudolf Friml, Jr., orchestra opens he midwinter season at the Essex Iouse, N. Y., tonight (Wed.).

Bubbles Becker tays at Cinema Casino, Miami, Fla, until Jan. 27.

Blue Barron stays put at the Edison hotel, N. Y., till April for CRA

Paul Whiteman hits Armory, Jer-ey City, N. J., Feb. 7.

Paul Pendarvis set for the Aragon ballroom, Chicago, opening Jan. 30. Hal Kemp moves into the Drake hotel, Chicago, Feb. 4.

Bob Pope orchestra held over one week at Club Lidd Tulsa.

Adolph Schneider on news staff of WHO, Des Moines.

Joe Sanders opens at Palace hotel, an Francisco, Jan. 21.

Dusty Roades at Club Continental Jefferson hotel, after year's absence

Anatol's Cuban orchestra went into ne Book-Cadillac Hotel, Detroit

the Book-Cadillac Hotel, Jan. 11 for a four-week stay. Erskine Hawkins crew now under the management of Gale, Inc., with the nighters to be booked through

Harry Reser opens at the Arcadia

TOBANI'S POINT

Claims Disputed Work His or It's In

Tobani family is appealing the adverse verdict it got in the suit against Carl Fischer, Inc., to the U.S. Circuit Court of Appeals, New York district. Federal Judge Wilbur Coxe, had in December handed down a decision holding that the original compositions and arrangements of the late. Theodore M. Tobani were the property of the Fischer firm as far as renewal of copyright was concerned and ordered the Tobani family to assign to the former any renewals it had taken out on such works.

Joseph M. Tobani, the son that obtained the copyright renewals, contends that the disputed works were written while his father was in the real estate business and not an employee of Fischer and that if the enewals he took are invalid then trict. Federal Judge Wilbur Cove

ployee of Fischer and that it the renewals he took are invalid ther the works are in the public domain since the Fischer firm had not gone after the renewals when they came

SALABERT SETS **UP AMERICAN SUBSIDS**

Before Francis Salabert, French-music publisher, sailed back to Paris-on Saturday (15), after sojourning in Hollywood for some weeks, he set up an Editions, Salabert, Inc., a U. S. corporation, wherein Jack Robbins is 50% partner. This company will handle Salabert's foreign musical works, whereas heretofore he placed bis stuff around with divers firms, notably Chappell-Harms and Harms in former years. in former years.

notably Chappell-Harms and Harms in former years.

Also, as part of his American stay, Salabert formed Continental Play Corp., with Frank Orsatti, Hollywood agent; Julian T. Abeles, N. Y. attorney, and Joachim Aberbach, his N. Y., rep., as partners. Branches in N. Y., Hollywood, Paris, London and Budapest will clear scripts for American films, etc.

As regards Editions Salabert, Inc., this brings some 10,000 non-copyrights into the American market, this brings some 10,000 non-copyrights into the American market, with special arrangements, and thus cuts into a field which G. Schirmer, Inc., and Carl Fischer, Inc., long dominated, on the proposition of availability for ASCAP usage.

Jimmy Campbell Finds Unusual Oceanic Route To and From California

Jimmy Cambbell and his wife (Betty Balfour) and baby are coming over by slow boat sailing from London Jan. 31 and docking in Nortolk. Va. From there the British music publisher, head of Cinenhonic Music, will motor directly to the Coast as he's bringing his car along, whereas Mrs. Cambbell and the baby disembark at Baltimore and plane to the Coast to precede him there. Campbell's tie-ins with 20th-Fox's London production activities, on song publications, necessitates another trip west. He contemplates sailing for home from L. A. and thus, on this year's U. S. visit, will not touch New York at all.

C.I.O. Music Union In Philly Blooey

Philadelphia, Jan. 18.
CIO withdrew from field of music last Thirrsday (13) in favor of the A. F. of L. after vain attempt to rack the tightly-controlled ranks of the American Federation of Musicans. Despite the fact, howeverhat John W. Edelman regional CIO lirector, announced the two-week-did CIO charter would be withdrawn from United Musicians Local No. 746 recanizers of the new union declared they would continue to proceed the formembers as an unaffiliated group if-constant. Philadelphia, Jan. 18. ssarv.

ent between AFM and CIO Agreer Arterment between AFM and Clo ome at a five-bur mediar, with M Verbert Syme, Philly labor mediator it, revealed that Clo in several months of active organizing had only produce 2.5 members—unone of them NFM affiliates in good standing.

15 Best Sheet Music Sellers

(Week ending Jan. 15, 1938)

	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Bei Mir Bist Du Schoen	Harms
*Rosalie	Chappell
There's a Gold Mine in the Sky	Berlin
*True Confession	Famous
*You're a Sweetheart	
Once a While	Miller
When the Organ Played O Promise Me	Morris
Josephine	Feist
I Double Dare You	Shapiro
Dipsy Doodle	Lincoln
*Sweet Someone	Feist
	Paramount
	Crawford
Bob White	Remick
One Rose	

• Indicates filmusical song. † Indicates stage production song.

The others are pops:

Inside Stuff—Music

Shapire, Bernstein & Co. has acquired the rights to the renewal of copyright of 'A Little Love, a Little Kiss' ('Un Peu d'Amour') from Lao Silesu, French composer of the melody and original lyrics, and from the estate of Adrian Ross, who wrote the English lyrics. The right to renew becomes available within a few months.

available within a rew months.

Song is being published in this country under the original copyright by
Chappell & Co. 'A Little Love' was credited with 6,500 performances by
the last annual compilation turned out by the American Society of Composers, Authors and Publishers. 'It also rates high as a black and while sheet seller.

'True Confession,' current No. 1 hit tune on VARIETY's breakdown of most played on the air, is the fourth ditty ever to attain a total for one week of 40 or more plugs.

played on the air, is the fourth only ever to stiam a total for one week of 40 or more plugs.

Fall of 1835 saw T. Found a Dream, published by Hollywood-Songs, set a record of 55 airings which endured until last month. Rosalle' supplianted it with a new record of 48 after There's a Gold Mine in the Sky had threatened with 43 a week or two before.

Something of a phenomenon is the manner in which Pins and Needles' songs by Harold J. Rome are selling in the lobby of the Labor Stage theatre. Around 1,000 copies a week are moved, many buying the three outstanders—Doin' the Reactionary. One Big Union for Two and Sunday in the Park—at the combo price of \$1, for the trio. The sale of 'production' music in lobbies went out of style quite some seasons ago, hence the novelty to Tin Pan Alley. There are two music butchers.

No 'Horsey,' No Date

London, Jan. 11. London, Jan. 11.

Henry Hall and his orchestra came up against local dictators at Manchester when they planned a Sunday concert at one of the Odeon theatres in the territory. When authorities saw the proposed program they blue-pencilled two numbers. Hall then cancelled the entertainment, arguing if he was not permitted to play his normal type of music he could not appear at all. Scissored numbers were 'Horsey, Horsey', and 'The Love Bug.'

Fred Motzer, orchestra leader, formerly with Bernie Cummins, and Lucille Coleman (lyrics) have collabed on My Days Are Just An Interlude for Clarence Williams who will also publish several other num-bers by Miss Coleman.

Union Heads in Smashup

Harrisburg, Jan. 18

Ralph Feldser, 35, secretary nd business agent of the Pennsylvania Conference of the National Musicians Union, was fatally injured

automobile crash at Springfield, 🖭 J., Tuesday (11) night. Also killed was Mrs. Laura Diffenderfer, of Reading, wife of Francis Diffenderfer, pres dent of same org. Her husband critically injured.

Féldser and the Diffenderfers were returning from N. Y., where they conferred on union matters with Joe Weber of A. F. M.

Chick Webb orchestra plays week at the Howard theatre, Washington, D. C., opening Jan. 28.

The "Home on the Range" of This Generation

THERE'S A GOLD MINE IN THE SKY

A Flock o' Hits from "SNOW WHITE AND THE SEVEN DWARFS" WITH A SMILE AND A SONG WHISTLE WHILE YOU WORK ONE SONG SOME DAY MY PRINCE WILL COME I'M WISHING

HEIGH-HO
(The Dwarf's Marching Song)

I'LL TAKE ROMANCE

COMING

The Greatest Musical Score in Years "RADIO CITY REVELS"

with Bob Burns, Jack Oakie, Kenny Baker, Jane Fro-man, Milton Berle. Ann Miller, and a gang of other musical stars. With Hal Kemp and His Orchestra.

IRVING BERLIN, Inc., 799 Seventh Ave. N. Y

FROM THE ROBBINS OFFERS 20th Century Fox's Greatest Picture and Grandest Score, "SALLY, IRENE and MARY" Songs by GORDON and REVEL SWEET AS A SONG GOT MY MIND ON MUSIC ngs by BULLOCK and SPINA HALF MOON ON THE HUDSON I COULD USE A DREAM

The IIIt of BUDDY DE SYLVA'S New Untversal Filmusical "YOU'RE A SWEETHEART"

YOU'RE A SWEETHEART

By NellUGII and ADAMSON

DEANNA DURBIN'S Song Hil from the New Universal Production "MAD ABOUT NUSIC"

A SERENADE TO THE STARS

By McHUGII and ADAMSON

MAXINE SULLINAN'S Onyx Club Ilit

IT'S WONDERFUL

By STUFF SMITH and MITCHELL PARISH

IN PREPARATION

1938's FIRST BIG NOVELTY SMASH

LOUIS PRIMA'S

YES. THERE AIN'T NO MOONLIGHT (SO WHATI)

ROBBINS MUSIC CORPORATION 799 Seventh Avenue

New York, N. Y.

MURRAY BAKER, Gen. Prof. Mgr.

WRITERS SEEK DECISIONS

ACTIONS FILED IN **NEW YORK COURT**

More Resignations from Songwriters' Protective Association as Irving Caesar Presses for Adjudication of Legal Issues

ONE ANSWER FILED

Confroversy between the executive council of the Songwriters Protective Association and popular music publishers reached the joining of issues stage last week with the filing of complaints in two test suits and the answer in the case of one action. Meanwhile the resignation of production writers from the SPA continued. Abe L. Berman, lawyer, turned over to Irving Caesar, SPA prez, the formal walking papers of Lou Brown, Ray Henderson, E. Y. Harburg, Harold Arlen and Jack Yeller.

rarours, narours, harden, and Jack Yellen:
Test suit, which has incurred the freater interest of the two in the industry that brought by Caesar, and the SPA against Mills Music, Inc. On the 'utcome of this action rests the enforceability of the SPA's claim to the control and administration of the mechanical rights of its members' works. Other suit, also brought by the SPA, but in behalf of Edgar Leslie and Joe Burke, is against Irving Berlin, Inc. and seeks to have the court determine whether the publisher has a right to deduct from the writer's moncy a share of the commission paid to the Music Publishers Protective Association for handling the licensing of a mechanical right. Bc. a actions are in the State Supreme Court, N. Y.

In Force Many Years
In answering the complaint against the Berlin firm. Gilbert & Gilbert, counsel, set up the defense that the writers must have been satisfied with the arrangement that existed between them and the publisher since they had for years condoned it. Also that they have always known that 10% had been deducted from the gross amount covering the license to meet the expense of a central license in your continuation of the music publishing industry. Amount named in Leslie and Burke's suit is \$400.

Litigation against Mills involves two causes of action. First alleges that two SPA members, Dick Sanford and Nat Simon, made a contract for the publication of There is a Platinum Star in Heaven Tonight' on a royalty basis and attached to this contract a sticker making the former subject to the assignment of rights contained in Article IX of the SPA's reserves the 'ght to handle as its obe distributed or guarantee anything to the members.

Second cause of action against Mills represents instance in which Mills took as ong for publication after the SPA had given him notice about the enforcement of Article IX (June 1, 1937.) and issued a contract on tendaning one of these stickers. Che named tune is Sweethcart of the Navy' and the writers. Harry Tobias and Jack Seen. Complaint alleges t

rights to the SPA didn't mean anything with the result that the SPA is prevented from exploiting and granting licenses in respect of said rights in said compositions, which rights are of a libstantial value. The SPA wants the court to declare that the writers' organization is the sole owner of the mechanical rights in the songs named and the only one that may grant licenses for their mechanical reproduction.

Common Defense?

Whether other important publishwill contribute financial support to the defense of the Mills suit is problematical. Consensus of opin-

ion among the industry's legalites is that Mills left himself open by ac-cepting a contract with a sticker on it and that fact in the cause of ac-

cepting a contract with a sticker on it and that fact in the cause of action does not apply generally in the trade.

These legalites do feel that the SPA will face a tasser when it comes to proving before the court that this Article IX prohibits a member from selling a song, thereby depriving the writer of his legal right to do business with a publisher. Also in proving that a publisher c: be held liable for non-conformance with Artitle IX, since when he publishes the number a statutory copyright is created and while the writer may have to account to the SPA the publisher has the right to do as he wishes with the various rights account grown to specify that the SPA will not have easy salling when it comes to explaining the association's by-law which hinds a writer to life-long membership and the wholesale resignations recently of production writers, supposedly out of fear of the effect this binder might have upon their future connections with stage and film producers.

M.P.P.A. DISTRIBUTES \$42,000 ROYALTIES

Mechanical rights bureau of the Music Publishers Protective Asso ciation will this week distribute \$42,000 collected in royalties from

\$42,000 collected in royalties from the manufacturers of radio discs. It will make \$77,000 divvy up among the music business within four weeks, the other \$35,000 having gone out Dec. 22. Included in this week's royalty plum is the \$25,000 paid in advance by the World Broadcasting System in connection with its sustaining li-brary. This year's music contract for the latter became effective Jan. I. for th Jan. 1.

Jack Robbins South

Jack Robbins heads for a Miami-vacation around Feb. 3. Spending two or three weeks south. Chiefly a rest cure. He'll travel with Harry Fox, MPPA g.m., who's also taking a vacash.

'Left' Songs Acquire Coin Value

'Doing the Reactionary' Played on Schaefer Program-'Cradle Will Rock' Purchased

Puzzled

Irving Caesar, Songwriters Protective Association prez, ex-presses himself as perplexed by the attitude of Sigmund Romberg, his predecessor, toward the disputed Article IX of the association's by-laws. Rom-berg is among the recent Coast resignees.

resignees.

Caesar points out that it was Romberg who had much to do with the insertion of this article in the by-laws. Romberg is now gags Caesar, referring to this article typographical error. The article runs to some 300 words.

Second deal involving publication rights to a 'lettist' song was closed last, week (14), when 'Chappell bought the score to Marc Blitzstein's legit-opera' 'Cradle Will Rock,' First such sale was a few weeks, back when Mills Music bought Harold J. Rome's tuncs in 'Pins and Needles,' Ruth. Morris agented the Blitzstein deal.

Ruth Morris agented the Biltzstein deal.

In both cases the scores were peddled around for some time, and only assumed commercial value when the shows attracted attention. Also may be due to fact that publishers hope for more from these promising composers in the future. Sale of recording rights to the Biltzstein 'Cradle,' may be negotiated shortly and hoped to get some of the tunes, on the air, as several are believed to have a chance to click. Several tunes from 'Pins and Needles' have been played on network broadcasts, with 'Doin' the Reactionary' played on the Schaefer Beer Program last Thursday (13) by Leo Reisman.

Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEAF, WIZ and WABC computed for the week, from Monday through Sunday (Jan. 10-16). Grand total represents accumulated performances on the two NBC links and CBS. 'Commercials' refers to all types plugs on sponsored programs. In 'Source' column, 'denotes film songs, t legit tunes, and 'pop' speaks for itself. Grand Commer-

Title	Publisher	Source Gr.	and Com	
True Confession	Famous	*True Confession	12	9 30
I Double Dare You	Robbins	. *You're a Sweetheart	39 1 36 1	
Bei Mir Bist Du Schoen	Harms	*Love, Honor and Behave	35 1	4 28
Once in a While	Miller	Pop	33 1	1 23 9 17
Sweet Someone	Feist	*Love and Hisses	31	6 15
Dipsy Doodle	Lincoln	Pop	25	6 15 3 10
There's a Gold Mine in the Sky	Chappell	Damsel in Distress,	23	6 16
Bob White	Remick	.Pop	22	5 16 5 16
Mama, That Moon Is Here Again	Paramount	. Big Broadcast	22	1 16
You Took Words Out of My Heart	Paramount	*Big Broadcast	21	3 13 3 12
In the Still of Night	Chappell	Rosalie	20	1 7
Sweet as a Song	Crawford	*Sally Trene and Mary	17	3 9 3 11
Thrill of a Lifetime	Marlo	*Thrill of a Lifetime	16	2 11
Sail Along, Silvery Moon	Select	Pop	16	3 9
In a Little White Lighthouse	Donaldson	. Pop	15	2 5
Whistle While You Work	Berlin	. Snow White, 7 Dwarfs	14	7 10
When Organ Played O Promise Me	Morris	Pop	14	4 B 2 10
Sweet Stranger	Ager-Yellen	Pop	13	3 9
Somebody's Thinking of You Tonight.	Schuster-Miller	.Pop 1	l3 :	2 7
Every Day's a Holiday	Famous	Every Day's a Holiday	13	1 7
Outside of Paradise	Santly-Joy	*Outside of Paradise	13	7
You Started Something	Marks	Pop	13	1 6
My Heaven on Farth	Feist	*Start Chapring	12	3 6
Thanks for the Memory	Paramount	*Big Broadcast	ii	2 8
How Many Rhymes?	Remick	Pop	11	3 7
Vieni Vieni	Berlin	Pon	10	3 8
Two Dreams Got Together	Remick	Pop	10	3 6 1 3
Some Day My Prince Will Come	Berlin	.*Snow White, 7 Dwarfs	10	1 2
My First Impression of You	Channell	*Having a Wonderful Time	9	2 8 1 6
Let's Make It a Lifetime	Jacob	Pop	9	1 5
I Can Dream, Can't I?	. Marlo	, †Right This Way	9	1 5 1 5 2 4
With a Smile and a Song	Berlin	Snow White, 7 Dwarfs	9	1 3
Josephine	.Feist	. Pop	9	1 0
Ebbtide	Paramount	•Fobtide	8	1 3 1 3
Cachita	Southern	. Pop	8	1 1
Lady Is a Tramp.	Chappell	*Hallywood Hotel	7	1 6
Foggy Day	Chappell	*Damsel in Distress	7	1 5
I Live the Life I Love.	Words & Music	+Fifty-Fifty	7	0 5
Jubilee	Famous Music	*Fvery Day's a Holiday	7	2 4
Have You Met Miss Jones?	.Chappell	tI'd Rather Be Right	7	1 4
Mama, I Wanna Make Rhythm	Santly-Joy	. Manhattan Merry-Go-Round .	7	1 4
Harbor Lights	. Marlo	Pop	7	1 3
One Rose Left in My Heart	Shapiro	Pop	.7	1 3
Tune in On My Heart	. Gilbert	Pop	7	1 3
Let That Be a Lesson to You	Harms	*Hollywood Hotel	4,14	2 2
Snake Charmer	.Marks	Pop	7	1 2
Romance in the Rain	. Red-Star	. *Harlem on the Profrie	7	0 2
If It's the Last Thing I Do	Crewford	Pon	6	1 5
Smoke from a Chimney	. Shapiro	Pop	6	1 4
I'm the One Who Loves You	Gem	Pop	6	0 4
Now They Call It Swing	Santly-Joy	Pop	6	1 3
I Want a New Romance	Famous	Love on Toast	6	1 3
Summertime	. Robbins	Porgy and Bess	6	2 1
Just a Simple Melody	. Witmark	. Script Girl.	6	1 1
You Have Everything	Crawford	Between the Devil	6	2 1
Rollin' Plains	. Schuster-Miller.	*Rollin' Plains	5	2 4
On Sunny Side of Rockies	. Hollywood	*Roll Along Cowboy	5	1 4
I Hit a New High	Bobbins	*Hitting a New High	5	3 3
Everything You Said Came True	Remick	Pop	5	2 3
I'll Take Romance	Berlin	". *I'll Take Romance	5	2 3
That Old Feeling	Feist	*Vogues of 1938	5	0 3
Down Where the Trade Winds Blow	Select	.*Hawaii Calls	5	1 2
Roses in December	Berlin.	*Life of the Party	2	1 2
More Power to You	. Witmark	Merry-Go-Round of 1938	5	0 2
Rockin' the Town	. Witmark	. Start Checking	5	2
Title True Confession You're a Sweetheart I Double Dare You Bei Mir Bist Du Schoen Once in a While Rosalie Sweet Someone Dipsy Doodle Nice Work If You Can Get II There's a Cold Mine in the Sky Mama, That Moon Is Here' Again I Wanna Be in Winchell's Column You Took Words Out of My Heart. In the Still of Night. I See Your Face Before Me Sweet as a Song The'll of a Lifetime Sail Along, Silvery Moon Silhouetted in the Moonlight Silhouetted in the Moonlight Silhouetted in the Moonlight Silhouetted My Wagon to Star When Organ Played O Promise Me Sweet Stranger Somebody's Thinking of You Tonight Every Day's a Holiday, Moon of Manakoora. Outside of Paradise You Started Something. I Still Love to Kiss You Goodnight. My Heaven on Earth. To Some Day My Prince Will Come Blossoms on Broadway My First Impression of You Let's Make It a Lifetime. I Can Drawn Can't I's Come Day My Prince Will Come Blossoms on Broadway My First Impression of You Let's Make It a Lifetime. I Can Drawn. Can't I's Can Drawn. Can't I's Can't I Sweet Stranger In an Old English Village. Ebbtide Cachita Lady Is a Tramp I'm Like a Fish Out of Water Forgey Day Under Haven My Soul Jubilee In an Old English Village. Bobtide Cachita Lady Is a Tramp I'm Like a Fish Out of Water Forgey Day I'm My Soul Jubilee In an Old English Village. I'm Never Happened Before Harbor Lights One Rose Left in My Heart Tune in On My Heart Tune in On My Heart You Can't Stop Me from Dreaming Let That Be a Lesson to You Snake Charmer Romance in the Rain My Day Sus Alife I Love. Love Alife I Swing I I'w And Swing I Swing I I'w Alife	to I ke to Destrict		V . 1	a, T. M. Sch

LEGAL BILL TO **SONG SUIT** LOSER

Plracy action brought by Herb Gately, Baltimore fireman, against Mort Dixon and Jesse Greer was dismissed yesterday (Tuesday) by Judge Libell in the Federal court, N. Y., after several days of trial, Court directed Gately to pay the attorney fees and other costs incurred by Dixon and Greer in defending the suit.

Litigation revolved around the

attorney fees and other costs incurred by Dixon and Greer in defending the suit.

Litigation revolved around the tune. Did You Mean 1t, which Did You Mean 1t, which Did and Greer had as writers placed with Irving Berlin, Inc., in October, 1936. Gately alleged that the lyrics of this tune as published were an exact replica of a set of lyrics he had malled to Fats Waller, In corroboration of this statement Gately's counsel put on the stand a Baltimore notary public who testified that she had attested the disputed lyrics on April 18, 1936.

Dixon and Greer's attorneys, Berko, Korshian and Berko, met this testimony with a statement by their own investigator. Latter declared that he had called on the same notary public on July 8, 1937, and obtained from her a signature of an acknowledgment dated back to Jan 25, 1937.

Fats Waller, put on as the final defense witness, stated that he med Gately while playing a Baltimore theatre and that the latter has been annoying him with his lyrics attempts ever since that date. Both Waller and his manager, Phil Ponce, swore that they had not received the lyrics which Gately alleged he had addressed to Waller.

Whiteman's Saddle

Fort Worth, Tex., Jan. 18. Fort Worth, Tex., Jan. 18.

A leather saddle with sterling silver trimmings, which Paul Whiterman ordered while at the Frontier Flesta in Fort Worth last summer, is ready for delivery. A silver plaque likeness of Mr. P. W. is on the cantle and a stamped sketch of him in cowboy regalia is displayed on the stirrup leathers.

Total bill, \$2,000.

Herb Marks' Son

Herbert E. Marks, oldest son of Edward B. Marks, music publisher, and an exec with his father's firm, became a father for the second time

Jan. 14.
The child, born at French hospital,
N. Y., has been named Anthony Ed-ward Marks. Couple also have a five year old daughter.

Goodman's Vipers Slay the Cats, But Salon Crix Don't Savvy Jive

By HOBE MORRISON

By HOBE MORRISON

Appearance of Benny Goodman in a swing concert' in Carnegie-Hall.

N. Y. last Sunday, night (16) was a natural of naturals—on paper. Idea of the candy kid of jazz turning on the heat in the temple of the classics just couldn't miss—on paper very standpoint: novelty, publicity, box office and as prestige builder-upper. And as things turned out, it was most of those things in performance. It caught the fancy of the mob, it drew lots of press attention, it was a sell-out in advance, and the sedate music roles of the second of the sedate function of the

Tom Devine Using Acts

Indianapolis, Jan. 18.

Indianapolis, Jan. 18.

Tom Devine, operator of the Indiana Roof Ballroom here, is going in for acts to draw in the cash customers. Current week, beginning tonight (18), is featuring Betty and Benny Fox, in a 'Dance of 'Death,' of feet above the dance floor (ball-room is about three stories from floor to roof). Devine also bills them for a 'Big Apple' on their high perch.

Current band at the Roof is John y Burkrath and Jimmy Dorsey, wingsters due for a one-nighter on Friday (28).

Davis at St. Cecilia's Ball

Meyer Davis and his orch played the St. Cecilia ball, Charleston, S. C., last Thursday, (13). Oldest society ball given in America. Band leader also playing the second St. Cecilia ball Jan. 27.

Slyly Clever! Hilariously Amusing!

Hearty and Lyrical!

Rubinoff Date Off

Minneapolis, Jan. 18.
Advance sale for Dave Rubinoff's solo appearance in Minneapolis was so bad that date was called off.
Violinist, accompanied by piano team, has been on tour since last October playing auditoriums the

playing auditoriums, theatres

Goodman, Lombardo. Fields Look No. 1. 2. 3 In N. Y. Par Ballots

Its second year of patron balloting for favorite bands, installed by the Paramount, N. Y., for fan stimulus and as a means of getting a line on public choices for booking purposes, with a weekly board in the lobby giving vote totals, will wind up Sunday (23) and wi decided. Bob Weitman, managing director, plans

day (23) and wi decided. Bob Weitman, managing director, plans giving a buffet party Sunday (30), at which the three leading bands will be presented with trophies.

According to the present voting. Benny Goodman is the most popular of the bands, Guy Lombardo No. 2 and Shep Fields hird.

Last year for 1936 balloting, the three tops in fan estivation were Lombardo, Glen Gray and Fred Waring. Lombardo, Bend His Maring Lombardo, and Waring have slipped seriously. Waring worse than Gray according to the patronage balloting, Ahead of both Gray and Waring in popularity, in addition to Lombardo, Goodman and Fields are Tommy Dorsey, Eddy Duchin, Horace Heidt and Hal Kemp.

Goodman onens today (19) with the Mae West film at the N. Y. Par.

Plugging Larry Lee Heavily Cincinnati, Jan. 18.

Dailies here have opened up in a big way for art and type blurbs on Larry Lee, local lad, whose orchestra recently moved into the Hotel Gibson for an inder stay.

Lee is under the wing of A. E. Tony Scheffer, former Clurcy pop dansant manager. His 12-piece combo has been playing steadily on the West Coast and in the Southwest for the past two years. Most of his musicians are from Los Angeles.

HAROLD J. ROME'S BRILLIANT NEW SCORE

NEEDLES"

"PINS AND

Puttin' It On-

Pretensiousness of the Benny Pretensiousness of the Benny Goodman 'swing concert' at Carnegie Hall, N. Y., was epitomized by the program notes pamphlet, Written by Irving Kolodin, of the N. Y. Sun music department, the notes were erudite style of explanation and interpretation of coving.

notes were explanation and interpretation of swing.

Numerous profound comparisons were made with the compositions, of the masters, with frequent use of technical phaseology. Whole pamphlet was in a style strikingly similar to regular symph program notes. Observers wondered if swing had ever received such dead-pan attention.

Kolodin is the author of the volume, "The Metropolitan Opera, 1883-1935," published two years ago.

IRVING MILLS' **DANCE TOUR** DEPT.

Irving Mills, back from the Coast, is reorganizing his dance band booking business with Harry Moss in charge to independently handle Mills Artists. This ends any thought of a reunion by Mills with Consolidated Radio Artists or Rockwell-O'Keefe, as was thought.

Jack Mills who is partnered with Irving in the music publishing business, but not in the talent agency, is currently on the Coast looking over sites in his behalf. Irving Mills heads west in a month or so.

A new Coast office will have Frank Kelton and Bill Harty in charge, also Louis Greenspan on publicity. After the Hollywood office is set, Mills plans reestablishing his own Chi branch.

Music Notes

Sol Lesser purchased 'A Cowboy's Life' and 'Bronco Busting Buckaroo', by Eddie Cherkose and Charles Rasoft, and 'When a Cowboy Goes to Town' and 'Dritting' by Albert von Tilzer and Harry MacPherson.

C. L. Bagley, vice president of American Federation of Music, trained out of Hollywood Jan. 12 or Miami to preside at mid-winter hud-dle of AFM international executive board.

Joe McCarthy and Charles Tierney, who did the original score for Irene, at RKO for new tunes in picturization of stage musical,

Alfred Newman, Samuel Goldwyn's musical director, has been borrowed by 20th-Fox to work with Irving Berlin on latter's production, 'Alexander's Ragtime Band.'

Milt Taggart orchestra arrived in Salt Lake City this week after barn-storming along the Coast and middle

Louis Armstrong will play a one-nighter at Covey's Coconut Grove dance hall in Salt Lake City Wed-nesday (19).

Allan Jones set to disc 'Cosi Cosa' and 'The One I Love,' numbers from Metro's 'Everybody, Sing,' for Victor Red Seal.

Edward Chamio cleffed 'Fudge and Fiddlesticks' and 'Don't Keep Me Guessing' for Metro.

Johnnie Burke and James Monaco pacted by Paramount, to cleft the next Bing Crosby picture.

Jules Loman planted his tune; Give Me a Martial Air, with Jack Robbins' Hollywood office.

Roy Webb handed musical assignment on RKO's 'Gunga Din.'

Yiddish Into Navajo

Salt Lake City, Jan. 18. 'Bel Mir Bist Du Schoen,' will be chanted by Navajo and Ute Indians at a 'squaw dance,' to honor the at a 'squaw dance,' to numer one birthday of President Roosevelt, Jan.

Local music store received urgent Local music store received urgent order for an arrangement of the ditty from a purchasing officer of a southern Utah Indian reservation, stating McCoy Americans wished to learn tune for a community dance in behalf of white infantile paralysis

Chi Hears Marek Weber **Temperament Cause Of** Non-Option by Stevens

Chicago, Jan. 18.
Failure of Stevens hotel, Chicago, to pick up option on Marek Weber is reported due to case of too much temperament. After spending largest amount of money ever spent by hotel to build up band name, inside bickering and attitude taken by Weber made it reputedly too trouble-some.

weber made it reputedly too trouble-some.

Cost of promoting Weber also in-cluded launching of brand new room; special signs, expensive brochures and a strong newspaper, campaign. Yet there was said to be many times that Weber had to go to the musi-cians' union to straighten out dif-ficulties; and often that Weber walked away from the bandstand broad-cast with attack of temperament.

Weber is reputedly wealthy and said to have received \$750 for him-self blus cost of the band. Also re-cently snagged \$1,000 for Carnation commercial. He's a Viennese, recently brought to America by NBC.

Hallett Gets Irene Day

To Succeed Teddy Grace To Succeed Teddy Grace Iren Day is the new vocalist with Mal Hallett's orchestra at the Hotel Roosevelt, New Orleans, succeeding Teddy Grace, who quit because of temperament and because of an accident in Cincinnati. Latter event, an auto spill, has hospitalized Norman Strutt. Hallett's sax player, with a fractured knee, Miss Grace is staying on in Cincy. Hallett is in for a month in N. O., and then goes either to the Adol-

and then goes either to the Adol-phus hotel Dallas, or possibly to the Congress, Chicago, following Tommy

Boston Dancemen Shift

Boston, Jan. 18.

Boston, Jan. 18.
Wholesale change of orchestras in local niteries effective this week, set Billy Lossez in to the Cocoanut Grove, replacing Lew Conrad, after more than 65 weeks at Barney Welansky's Hawaiian outlet. Lossez is in to attract the society crowd. Ben Pullo replaces Tommy Reynolds at Levaggi's Flamingo Room.

Room.
Buddy Raye, Martha's kid brother.
takes the Famous Door berth vacated
by Berni Wayne.
Frankie Ward orchestra with
singer Carmen Trudeau leaves the
Bradford Hotel Penthouse after a
record stay. Lee Elliott femme band

Jack Fisher's long stay at Steuben's Vienna Room annexed by Dick Mc-

Ginley.

Brunswick Hotel Casino folded with Yaughn Monroe orchestra transplanted at the Towne Club.

Salvy Cavicchio has the Hotel Statler Cafe Rouge room music signment.

J. Dorsey's Swing Session

Minneapolis, Jan. 18. Minneapolis, Jan. 18.
With his own orchestra and local
bands, including Jack Malerich and
Dick Long's, participating, Jimmy
Dorsey, staged a three-hour swing
concert at the Hotel Nicollet Sunday afternoon, the entire receipts
being donated to the Michael Dowling School for Crippled Children
here.

nere.

Scaled at 50c and \$1, the concert attracted a capacity audience.

Don Bester Loses Mother

ment on RKO's 'Gunga Din.'

Donahue Hits For Newman
Night of the debut of the Rub,
Newman orchestra in the Ruinbow
Room, N. Y. leader became ill.
Al Donahue, who had just moved
out, stepped back and batoned
Newman's band for two days pending latter's recovery.

Don Bestor Loses, Mother
Indianapol's, Jan. 18.
Don Bestor, appearing here at the
Circle theatre with his orchestra.
Circle theatre with his orchestra.
Inised shows the final day in
mother. Jirs. Carrie Elizabeth
Estor, who had died at her home at
LaCrosse, Wis. Mrs. Bestor would
have been 79 years old Fels, 22.

LAWS WOULD **CURB 'SCAB'** DATES

Albany Jan 19

Albany, Jan. 18.
State Assemblyman Francis J. McCaffrey (Dem., New York City) has
introduced the Legislature two
bills which would prohibit school
bands from playing outside dates and
public department and bureau

bands from playing outside dates and public department and bureau bands from doing the same. Purpose of the measures, which have the support of the AFM and State Federation of Labor, is to stop the use of such orchestras at functions for which professional musicians would otherwise be hired.

JIMMY CARR BEHIND **NEW BALLROOM IDEA**

Jimmy Carr, ex-maestro, is partnered in an ambitious ballroom promotion in New York, Philadelphia
and Boston, In N. Y., two spots
are being primed, one in the Times
Square sector and another in Harlem.
Feature of the new-type ballroomology would be 5,000-7,000 capacities, at pop prices, with clubroom
conveniences as means to lure
trade,

Joe Kayser Joins R-O'K

Joe Kayser, formerly connected with CRA, and later out on his own, has joined the Chicago office of Rockwell-O'Keefe. He will handle all one night bookings in the mid-west branch.

Bob Weems, formerly in charge of that dept., will handle night clubs and hotels.

Sterling Young to Chi

Chicago, Jan. 18.
Sterling Young's orchestra and musical aggregation open at the Boulevard Room of the Stevens Hotel here on Jan. 28.
Coming in from the Rose Bowl of the L. A. Hotel Biltmore.

Franz Waxman moved over to Selznick-International on loan from Metro to score, 'Adventures of Tom Sawyer.'



SHE'S TALL! SHE'S TAN! SHE'S TERRIFIC! Harlem Bolero

THE GREATEST MISTAKE OF MY LIFE

Carmen Lambardo's Latest
MY DAY

Sophisticated Swing

MILLS MUSIC, Inc.

The Hit to Succee "DREAM BOAT"

TWO DREAMS

Remick

1250 Sixth Ave., New York CHARLIE WARREN, Prof. Mgr.

Every Sang A Hit! SUNDAY IN THE PARK SING ME A SONG WITH

ONE BIG UNION FOR TWO

SOCIAL SIGNIFICANCE

DOING THE REACTIONARY

AT ME

WHAT GOOD IS LOVE? CHAIN STORE DAISY

NOBODY MAKES A PASS

Broadway Columnists Sing Out The News!

'Pins And Needles' is exciting . . . so good are the ditties . . . orchids to 'Sunday In The Park', a lovely lilt." WALTER WINCHELL

"'Sing Me A Song With Social Significance' and 'Doing The Reactionary' promise to be the song hits of the season."

DAN WALKER

"The country will soon be whistling the new Rome songs." LOUIS SOBOL

"'Pins And Needles'a smash score.

LEONARD LYONS "Recommended! The new hit tunes from Pins And Needles. NICK KENNY

MILLS MUSIC, Inc. 1619 Broadway New York City

IT'S HEARTS 'N' **FLOWERS IN** MIAMI

By BILL HALLIGAN

Miami, Jan. 10;

Editor, VARIETY:

Editor, VARIETY:

The theme song for Miami this season is hearts and flowers. The night clubs swept the populace off their feet New Year's eve but the gang is back on their feet again. The New York stock market has been answering for a lot of things lately, and the early off-season in the grapefruit sector will have to be another one.

The mob from New York The mob from New York up to its necks in gingerbread joints and wish they had stayed in New York and taken their chances with Dewey. Fire, Gridley, when you are ready Two legit spots are garnering all the shekels. Fan and Billy, and Mother Kelly's. The plank-steak kids are cleaning up; and Kell is running hem into a photo finish. Kell-took fiyer in Saratoga last August and hearly ran out of chips. The reason so far is dream walking.

so far is dream waiking.

Dempsey's hotel is doing okay but
the visiting firemen want Dempsey
here to greet them, and all they get
is Magnolia. William Vincent Dwyer,
the prexy of Tropical Park, is coming into his own. All the horse rooms are closed tighter than a dele-gate to the Legion convention.

rooms are closed ugnier una a dergate to the Legion convention.

The familiar pans are all missing with nobody but Lou Holts to keep the klobiash ball arollin.

Ted Lewis, Harry Richman, Sophie Tucker, Jolson, Joe Schenck and Rudy Vallee, all regulars, prominently absent. Gus Van and Art Jarrett worked down at the defunct. French Casino now gone cinematic, but the spot is in the delicatessen belt and strictly eppus. Charlie King and Jack Ryan are holding hem in at the Gay 90's while Guy Loomis from the Cherokee Strip is nis own best customer at his new spot, the Sans Souci. San Customers is more like it.

The sharpshooters miss the Earl.

spot, the Sans Souch san Customers, is more like it.

The sharpshooters miss the Earl Carroll gals at Bill Dwyer's old spot and are taking dead aim at the best looking waitresses but wind up with year the caustic but popular Dorothy. Dey kept things moving but a wrong item made another, one and she is, at liberty, pending a shot over the ether with a gossip program.

Miami has gone anemic and is looking for Bill Farnsworth for a transfusion. Hannagan better leave that table at the Stork and get down here quick.

that table at the Stork and get down here quick.

Smartest move from a showman's standpoint was made by Chiek Endor and Charlie Farell, Cleaning up. Twenty-four miles from Miami Beach but they have to put the customers out every morning after the milkman's matinee.

Their wives have dress shop in the same building, with the following billing on their window. The Mrs. Endor and Farrell—No Connection with the Place Next Door. Class spot that would fit perfectly at 54th and Park.

54th and Park.

The smart guessers point out that this year there are no one-armed bandits (slot machines), no gambling

bandis (site mannes) and no horse rooms. Then there is Havana and those senoritas. Me too! Bill (Tapacan) Halligan.

Hipp, Balto, Slates Ed Peabody as M. C

Hippodrome, Baltimore, departs from its policy of years standing next month when it takes a next month when it takes a permanent me in Eddle Peabody. Warbler-banjoist goes into the vaud-filmer on Feb 11- for a guarantee of four weeks, plus three options of four weeks each.

Izzy Rappaport, indie operator of the Hipp, will produce shows around Peabody each stanza.

Colonial, Philly, Adopts

Weekend Vaude Policy
Colegial: Philadelphia south side
spot, has adopted a policy of Saturday-Sunday vaude. Eddle Sherman
is booking.
Bills are non-name, consisting of
four acts. Budget for the two days
is around \$200.

Toss 'Em the Stews

Hollywood, Jan. 18. For wan to something new to regate the jaded mob that piles into the Cotton Club in Culver City nightly, Frank Sebastian of 'turning flock of rasslers loose on the dance floor... And just to make sure that the evening doesn't drag, he's booked a few femme grunt-in-graners to Hollywood, Jan. 18. ning doesn't drag, ne's booked a few femme grunt-ln'-groaners to have at each other with no holls barred. A regular Wednesday night feature.

Morris Agency Embarks Upon Booking Bands

could handle it, William Morris now going into the band agency That's the only major department which this otherwise extensive and well-manned organization hasn' and well-manned organization hasn't developed in big league manner. The Morris office has been handling bands for years but not to the degree where it warranted elaborate preparations. Now Abe Lastfogel, general manager of the agency east on a business powwow, plans giving it serious attention.

it serious attention.

Lastfogel this week took Lou Wolfson back into the Morris agency. Wolfson was for some months with Music Corp. of America in co-charge with Earl Bailey of the MCA London-fofice, returning a couple of months ago to headquarters in Chi, ostensiby to socut talent for MCA's new Hollywood branch. Wolfson, developed by Lastfogel, and after being a foreign specialist, is now a general agent.

agent.

His return will make possible Sammy Weisbord leaving the N. Y. Morris office to go into the Hollywood agency. On the Coast, Richard A. Rowland, producer, last week joined to handle scripts. Jim Geller, in charge of the Morris agency's Hollywood story department, is due in N. Y. next month on a periodic visit. Another, recent addition to the Hollywood Morris agency is Harry Friedman, young attorney formerly with Loeb, Walker & Loeb, in L. A., who is a specialist on theatrical contacts and now supervises that end. Martin Gang continues as the Morris agency's regular legal light.

Paul Small, who has been devel-

agency's regular legal light.

Paul Small, who has been developing the Morris office's cabaret business, started veering into the band thing. With radio, hotels and the better-grade niteries buying other Morris office acts, many of the talent buyers wanted to know why the agency didn't handle bands as

Ramon, Renita to Open At Havana Cafe March 1

Ramon and Renita follow Medrano and Donna, and Dario and Diane into the Casino Nacional, Havana, opening March 1 for six weeks, R. & R. team is introducing a new Ron-rico dance, routine, which E. B. Marks is publishing.

L. dey publicist brother of Ramon, is en route to the Coast to set a Hollywood deal for the dancers, and also to open a Cuban-type nitery in the film capital.

BERKOFF'S COAST ROOST

Hollywood, Jan. 18. The Berkoffs, Russian stage combo ave taken over the Club Balalaika here, and doing extensive re-modeling before opening with bid for the swank trade.

Louis Berkoff has been biz here recently. theatre

St. L. Jan. 18.
Billy Knight, old timer in vaude-ville, and showboat entertainment, sold himself to the management of the Washington theatre, Granite City, III, and every Friday p.m., 30 minutes of his show is broadcast over WTMV.

Khight, who bore the tag of 'The Little Old Professor,' does a question and answers skit for the benefit of the radio.

Musicians' Union Calls Philly Strike In Firings by Cafe

Philadelphia, Jan. 18. Mirror Room, nitery at Hote Philadelphian, threatens to toss out its union band tomorrow (Wednesday) and replace it with free lance tooters. Row arises hotel's elimination already of one of the two union bands with which it had hinders

binders.
Contracts for the two aggregations were made with Harry Pearl, booker, who had Mirror Room on percentage agreement. Coupla weeks ago Pearl was relieved and Bud Crawford, hotel manager, took over operation of room. He immediately canned the second band, contending contract was void, as Pearl, with whom it was made, was no longer there.

A. A. Tomel, AFM local prez, said he'd agree to the deletion if Crawford would sign closed, shop agreement. regard to bands for private-functions in the hotel. Crawford

ment regard to bands for private functions in the hotel. Crawford balked. Now, faced with walkout of remaining band. Crawford threatens to fire it before it can strike. Tomei is lining, up pickets in preparations for the day.

FRENCH CASINO, N. Y., **DISBANDS INT'L AGENCY**

With the arrival in N V last week of Clifford C. Fischer came the dissolution of the last French Casino subsidiary, the International Theatrical Agency, headed by Miles Ingalls.

galls,
International was formed by the
French Casino to service its own
niteries in N. V. Chicago, Miami and
London, as well as independent
spots, theatres and pictures. Ingalls
was brought over-from the Curtis &
Allen agency to take charge,
Ingalls now moves over to the
RKO Building to agent on his own.
With him goes Jack Davies, associated with the International, and
Milton Berger.

London Jan 11

Cliff Fischer has acquired a long lense of Les Ambassadeurs restaurant, Champs Elyseess, from Mrs. Clement Hobson, and starts his cabaret activities. May He intends to operate three months in the year, which is the French season, and will

which is the French season, and will have big stage show, on the style of the London Casino.

Show will be staged by Georgie Hale, who produced the present Grosvenor house show for Music Corp. of America. Fischer's idea of leaving it to Hale is because he will be busy with the new London Casino show, which falls due about the same time. But he will nevertheless do show, which tails due about the same time. But he will nevertheless do plenty of commuting between Lon-don and Paris to keep eye on both. Henry Lartigue will be director general.

Rockwell-O'Keefe Set To Take Over Hulten

Vive-Anne Hulten, Swedish ice-skating champ, has gone under the management of Rockwell-O'Keefe, management:

management of Rockwell-O'Keete, Inc. She was runnerup to Sonja Henie at the last Olympics. Miss Hulten is stated to organize an ice ballet in Europe this summer and, atter a continental tour, bring it to America.

Lincoln Vaude Problem

Folding of the Cushman vaude of

Folding of the Cushman value of-fice in Bev Hills, Cal., presented a problem for the Orpheum here, which wants to keep vaude on its present alternate week basis. L. J. Finske, Deriver division man-ager of the J. H. Cooper Enterprises, of which the Orph is a part, says he'll book straight vaude out of Den-ver. Cushman's last show is Sensa-tions of 1938, due Thursday (20).

SEATTLE NITERY FOLDS

Scattle, Jan. 18.

Club Esquire, some months ago taken from Vic Meyers (Club Victor) and livishly redolled, has

Club had been running week end

Cliff Fischer's \$300,000 Suit **Against Former French Casmo**, Now Billy Rose's Casa Manana

With Billy Rose taking
French Casino on Broadway, renaming it the Casa Manana, and
slated to premiere last night (Tues.),
Clifford C. Fischer, the previous impresario of the F.C. is back from
Paris with legal mayhem his
mind. Fischer deems his agreement
with Louis F. Blumenthal and Jack,
Shapiro to have been breached and
tomorrow (Thursday), before the
American Arbitration Association,
will start the trial of an alleged
tract breach approximating \$300,000.
That's the value of Fischer's claim

That's the value of Fischer's claim against Blumenthal and Shapiro, owners of the French Casino building, nee the Earl Carroll theatre, which Rose now has under lease, renaming, it the Casa Mannaa. Fischer, besides the \$300,000 involved. Fischer, besides the \$300,000 involved, which is the financial value of his contract, also wants the AAA to adjudicate his contract. A specific proviso in Fischer's deal with Blumenthal and Shapire was that, when and if a dispute arose, the AAA would officiate, rather than the civil courts, thus expediting the legal machinery. A ruling by the AAA has the same effectiveness as a court decision.

Meantime, Rose's deal with Blumenthal and Shapiro is strictly as a tenant and landlord. Rose is 100% sole owner-operator, B&S merely sole owner-operator, BAS mercily sharing in the rent, plus a split on the 'overage. That's beyond a \$30,000 gross. Since Rose's show is geared to a \$30,000 to \$35,000 nut. the 'overage' becomes matter of 'must,' if he's to operate successfully.

'Let's Play Fair!

Tue's Play Fair!

Rose's variety show, staged by John Murray Anderson, is titled Cet's Play Fair, It's a book cabaret production, in itself a nitery noveltidea, and will, be reviewed in detail next week, since Variety show to press last night before the Rose reviewes scheduled preem. Wini Shaw, Morton Downey, Oscar Shaw, Doc Rockwell, Saily Rand, Tom. Patricola, Prioske's Tigers, Stan Kavanagh, Willie West & McGinty Co. Walter Dare Wahl, Frazee Sisters, Hinda Wassau, the Rosebuds Sananie and Michi, Stuari Morgan Dancers and others comprise the show. Abe Lyman the No. 1 band; Joe Candullo the relief orch.

The hookup of the show is costly on production as well as on the talent budget, as evidenced by the above names, A backstage crew of 16 stagehalds is necessary.

Rose has been getting attention by a special photographic Western Union telegram showing the likeness of himself: and his principles, which same telegram blank also cound-robined the town, soliciting \$10 premiere reservations. Grover Whalen was the announced guest of honon, the essence of the Let's Play-Fair review satirking the forthcoming 1939 N. Y. World's Fair, of which Whalen is president.

Rose retierates that despite the fact he took away Richard E. Daly from the Ralph Hitz National Hotels Corp. to be general manager of the Casa Manana, neither Hitz nor any

from the Ralph Hitz National Hotels Corp. to be general imanager of the Casa Manana, neither Hitz nor anybody else financially interested with him. That goes also for Shapiro and Blumenthal who are merely his landlords although, Rose adds, he wouldn't mind having some partners, what with future activities—such as San Francisco Exposition idea in 1939—perhaps taking him out of N. Y.

Base Indenmified

Rose Indemnified

Rose Indemnified
Rose is indemnified against any legal harassment actising from the previous flop at the French Casino. Tomorrow (Thursday), along with the start of Fischer's proceeding against S-B, is the scheduled date for the auction of the old French Casino's fixtures, etc. There is 'reported \$8,500 bid, but Fischer's attorneys will also put in a bid in opposition. Meantime, the advent of the Casa Manana is no small worry to the other Broadway niteries. It's now axiomatic that the fickie high forex vere quiedly to larything new. The Paradise hasn't been helped much by the 77b and subsequent folding of the Hollywood, and the well from the process of the process of the subsequent folding of the Hollywood, and the the furnational Casino, which had been blamed for almost every rite club's lift, altready starting to case oft on its super big. Still terrif on dinners, however.

The IC has trimmed its show but folding of the Hollywood, and the new International Capito, which had been blamed for almost every nite club-ill, already starting to ease off on its supper by. Still territor of dinners, however.

The IC has trimined its show that had blear and heed the world by utting down the number of club-ills and otherwis trying to boost floor show,

the income by anding pop priced blue-plate dinners. the downstairs bar and in the Cosmopolitan room fadjacent to the Cosino- proper). With the huge overhead and the amortization of investment, running up to \$500,000, the net profit hasn't yet produced much, grayy for Jo Moss, Lou Brecker and George Olsen. Latter, incidentally, now holds forth with his own band at the competitive La Conga nilety. The IC found it could get along with a lesser costing band since the lavish. floor show is the major attraction. Rose recognizes that if he's to get out from under that overhead he must overcome the handleaps which he French and International Casinos have experienced—the dearth of supper biz. The attendance is oversold for dinners but getting em osit through a long revue around midnight has been a headache. Rose-contends he overcame that successfully when he operated the Casino de Paree, forerunner of the cabaretheatres, and in fact did a better matultnial gross than at dinner. Although he admits that the setup and conditions then were such that the C. de P. became a hangout for the boys, what with Jimmy Durante, et al. among the attractions. Rose already has a Sunday night winter Garden idea in mind to bolser that end of it. He'll book Milton Berle, or kindred, type mc. a sextra attraction Sunday nights to corral that biz.

Meanitme, Rose and Chorus Equity experienced a mild altereation on the eve of the scheduled preem, the association demanding a \$40 minimum of \$35. Rose argues it would materially add to his nut, and the matter has been bound over until tomorrow (Thursday) for further legal parleys before Chorus Equity files with the State Labor Relations Board, as originally threatened.

Nixon's Grand, Philly, Colored Films With Games: Vaude Out

Philadelphia, Jan. 18.

Philadelphia, Jan. 18.

End of first week following abolition of vaude and substitution of games six nights a week at Nixon's Grand here found both gross and net heavily slashed but the management well satisfied by results. Theatre, which used to play top Negro name bands and flesh plus flims, now offering same low-bracket indie pix but with a different game each night of the week. Prizes amount to \$2,500.
Gross last, week dropped from \$10,000 previous stanza to \$3,200.
Profits fell from about \$2,000 to \$500.
Operator Harry Slatko nevertheless claimed the experiment a success because smaller nut eliminates chances of heavy loss, and games provide equal and more certain nets than ups and downs of vaude.
Slatko explained that his \$7,000 to \$8,000 a week nut on name bands and other acts sometimes provided profits up to \$5,000. Bad weether or other causes, he said, might, on the other hand, give him \$2,000 losses several weeks in a row. He prefere, he declared, the more positive \$400 to \$500.
net provided by the games. He bointed out that atthough it nowed one night last week, gross didn't drop nt all, while with vaude this would have slieed bit haddly.
Nixon's Grand, for next two weeks has Negro films booked. Starting Friday will play Joe. Louis pleaver.
Miss Beaver will p. a. cnitre week.
Following meek will show Life Goes On, 'starring Louise Beaver.
Miss Beaver will p. a. cnitre week.
Following that Slatko plans to climinate indie product and use issues entirely, picking up best possible film of past five years.

MERRY-GO'S NEW SHOW

Nitery Reviews

RAINBOW ROOM (NEW YORK)

(NEW YORK)

New show at the Rainbow Room feed of under a handicap due to the control of the cont

course, is successful.

Miss Raye and Naldi have varied their terps with an unusual sequence of waltz, tango, paso doble and fast foxtrot. Naldi's holds and lifts are extraordinary as ever and Miss extraordinary as ever and Misses. foxtrot. Naidi's holds and lifts are as extraordinary as ever, and Miss Raye's cameo charm distinguishes this act on poise, poses and punch. The R.R. has contracted them for a series of return bookings, akin to the arrangement the De Marcos had at the Persian Room arrangement the l

Afrique, English mimic, whom the old French Casino syndicate first brought over, is another who has



JACK MORRISON

COCOANUT GROVE PARK CENTRAL HOTEL NEW YORK

AND HELD OVER THIRD WEEK

PLAYING STATE-LAKE, CHICAGO FEBRUARY 18TH

Variety, issue Jan. 12, 1938,

Jack Morrison clicks solidly with his essentic stepping and imitations. Should find thing in films or legit.

Jack Morrison, who's been around in vaudeville spots of N.Y. for the past year, now has tramed an act that is suited for night club customers. Lad cashes in on double-jointed trick in stepping and Frankenstein and Lon. Chaney imitations.

Morrison should attract atten-tion for musical productions and possibly pictures. Wear.

benefited with seasoning. He's more at case now for American, audiences, and blends his impersonations with a line change of pace, backed by excellent showmanship and a really good voice. When he does an impression of Richard Tauber, and the like, he is as effective in the vocal department, as in his sense of mimicry. His Beery, Cantor and English music-hall comedian impressions are tops.

The walrus-type English comedian,

tops.

The walrus-type English comedian, used as an encore, might be elided to accurate the english of the elider of the english of the english of the english of the elider of the elid

here.

Eleanor Sheridan, comedienne, is back with a stronger song cycle, adequate enough for pleasing little opener. She too little opener is she too little opener is she too little opener is she too little opener. The constant of the come of the

kers joint is the highlight.

Eddie Le Baron continues with his tiptop tango-rhumbaists; although this is his final week. Rosita Rushas developed in the second that the secon

SOUTHLAND, BOSTON

Boston, Jan. 16.

This week marks the first anniversary of the opening of Southland and the engagement there of Blanche Calloway's band. It also brings in a novelty floor show finale called 'Snow White and the Seven Dwarfs—Harlem Version.' Worked out as a satire by Hazel Green and Coleridge Davis, co-producers, the timely finale beat the fairly tale, which comes in Disney form to this town early next month. The line gals wear white beards and dwarfish costumes. A pretty, petite line girl is Snow White: Noma, the fan dancer, is the queen; Slanche Calloway is cast as a witch and Johnny Rudeins does the burnal to the stands out in the long line of common piece will hardly draw in a pack of customers, it nevertheless, an entertaining divertissement that stands out in the long line of common place nitery shows that come and go throughout the seasons here. Johnny Hodgins, person month of the states around the floorings. He states around the floorings He states around the floorings. Boston, Jan. 16.

plished showman, all Hudgins needs is some new material.
Hoofing is very good, as offered by Derby Wilson, a single tapper with class, smoothness and a sufficient of the standard of the stan

cer. lim and Teddie, tall and short b hoofers, have some neat somercro

sault tricks.

Bua Moten sings such double entendre stuff as 'He's My Handy Man.'
An opening skip-rope by the line
is oke.

Fox.

CONGRESS CASINO (CONGRESS HOTEL, CHICAGO)

CONGRESS CASINO
(CONGRESS HOTEL, CHICAGO)
Chicago, Jan, 16.
After a long run of straight dance combinations and shows, Casino has Benny Meroff and his vaude unit almost intact, Switch in policy indicates that the room is reaching out or new and different class of patronage, made more evident by the dropping of cover and minimum charges, even on opening night.
Impsus for a successful engagement is Meroff's local popularity. Made many friends during the years with the successful engagement is Meroff's local popularity. Made many friends during the years houses and at his recurrent loop vaude appearances. His entertainment is solid throughout.

After a novel introduction of the band, Meroff, brings on Wes Summerville, young, clean-cut lad who handles ballads nicely.
Proximity of Simpson's Marionettes to the audience enhances novelty of this standard act. Dawn Rolland evinces good basic training in ballet, and displays ample personaty in continuous ballet and daps.

Working in both the show and during Meroff's added 25-minute session with the band is Jackie Marshall, versatile comic, in whom Metoff has a good bet. Comedy mugging as a soda jerker stands out.

LE RUBAN BLEU

(NEW YORK)

(NEW YORK)

Le Ruban Bleu, or the Blue Ribon, is another in, N.Y.s., recent trend towards the French or the Latin motif. It's replica of the Blue Ribbon room, atop Le Boeir sur le Toit, in Paris, and similarly here, it's perched atop Theodore Tzitz's Chez Theodore on East 56th. Herbert Jacoby, from Paris, maestros the, new troom, very intime, on a 50-50 deal with Theodore. Seemingly it has already caught on, getting a rather super-Greenwich Villed and the super-Greenwich Villed and the super-Greenwich Villed and the super-Greenwich Villed and the type of divertissement is in keeping with the exotic atmosthere. Blise Houston sings Brazilian folk songs; Marie Eve is an odd terosicherean comedienne and Jimmy Daniels is a good looking Negro boy who sings French-American songs. He has a nice style, and is the outstander of the revuette. Jacoby himself m.S., hoss, etc. Music is super-Corteists. No couvert, no minimum, and a chi-chi drop-in spot after 11, when it opens.

H'wood Troupe to Miami

Hollywood, Jan. 18.

Myrt Wertheimer and Arthur
Childers took a troupe of 35 to
Miami, where they open at the Royal
Palm Club on 10. week booking.

Albert Deanno, wardrobe supervisor for David Loew pie productions, drew leave of absence to accompany outft. Jane Keenoy will
have charge of floor program.

Mass. Combo Resumes

Boston, Jan. 18.

Bates theatre, Attleboro, resumes a combo policy after lapse of three years. Stock line (8) and change of five acts, on two-a-week Friday-Saturday policy, booked by Al Mar-

Saturday policy; booked by Al-Martin here.
House was one of the Levenson-Bros. chain (Boston). Local owner-ship resumed, with Tom Ware, former Metropolitan theatre (Boston) publicity man, as manager.
Gayety, theatre (E. M. Loew) folded its weekly bookings of revues. Understood nut too big.

WOOLFOLK'S MICH, OFFICE

WOLFOLK'S MICH, OFFICE,
Kalamazoo, Jan' 18.
Boyle Woolfolk, Chicago booker
and producer, has opened a branch
of the Boyle Woolfolk Booking Exchange here.
Michigan office will book this
territory and will assist in band and
night club bookings elsewhere as
well. Office has a Michigan booking
license and an A. F. of M. band
booking license.

Wonder Over N. Y. Cafe Drop

(Continued from page 1)

(Continued from page 1)
the knowledge that nitery biz isn't
all that it should be in certain sectors, is plenty food for thought.
Nitery insiders are faced with the
knowledge that there are too many
spots for the limited circle of nitery
rounders. Any redistribution of
their spending wealth must perforce
effect the balance radically.

Detroit Dips

Detroit, Jan. 18.

Detroit, Jan. 18.
Local niteries are in a sorry plight.
Besides experiencing a high mortality rate due to auto plant layoffs and general biz letdown, spots are being besiged by American Federation of Actors, the police and state rum board.
Nocturnal takes, in the first place, have nosedived since a fairly noted.

state rum board.
Nocturnal takes, in the first place, have nosedived since a fairly profitable New Year's Eve, with result several spots have shuttered. Others, to keep wolf away, have been forced to drop floor shows, whole or part. Some upswing was noted during the past week in auto plant reemployment, but rosy future is pretty far distant.
To meet this emergency, several spots have jeopardized rum licenses by selling liquor after hours, with result state rum board now is pondering about 100 cases, many or which figure to end in license revocations or fines. Two of towns better spots, the Ten-Forty and the Continental, were fined last week and the latter faces loss of its license this week at another hearing. Heaped on top of these is the AFA threat to picket, or ask license revocation, of spots which compel entrainers to mix with patrons, or who fail to provide better dressing quarters for acts. Walter J. Ryan, business rep of AFA, charged 75 spots out of 200 having entertainment have no dressing rooms at all and that about an equal number of spots force acts to mix with tomers,

tomers.

Ryan's charges drew promise from police that niteries, violating a city ordinance on mixing and dressing would lose licenses. Allegations are being probed and action is expected shortly.

shortly. As if these problems were not enough, local prints are waging a 'cleanup' drive on beer taverns, occasioned by couple of sex murders and attacks recently, all of which had their beginning in drink spots. Because there aren't enough police to supervise all places, editorials are urging a 50% cut in number of liquor spots and stricter licensing laws.

Mpls. Bewails Decline

Minneapolis, Jan. 18.
Night club situation is getting reasingly bad for the operators ince reform wave hit the town.
Unable to sell liquor after mid-

BENETT LEONA

night, foreed to close at 1 am, and with all forms of gambling now taboo, the niteries can't make both ends meet, they claim. One of the largest and most elaborate of the loop establishments, the Cocoanut, Grove, is closed temporarily for redecorating. Two others, which have had runins with the law for allegedly selling liquor after hours, Lindy's and Curly's, are having their license renewals held-up by the city council. Following raids engineered by the Grand Jury, Ae South Side club, an all-night black and tan club, and another nitery have had their licenses revoked.

Prior to the present reform wave, many of the night clubs tossed away their keys and never stopped selling liquor. There also was plenty of, gambling. Now, with hardly an exception, the larger clubs are losing plenty of, dough. At present, the Minnesota Terrace of the Hotel Nicol-let, with Jimmy Dorsey and a swell supporting floor show, alone is packing 'em in.

New Orleans Cafes Slash
New Orleans, Jan. 18.
Unable to compete with bands, shows and swank surroundings of the Blue Room of the Roosevelt, local niteries have slashed prices.
Chez Paree, suburban nitery, has inaugurated traveling band policy to garner some of the trade. French Quarter spots have more or less cut own throats with inferior type of entertainment for stage shows. Operators claim this is only temporary policy and will bolster shows for inpuring of Carnival visitors, which is expected to start shortly,

GAGMAN TO INSPECTOR

Salt Lake City. Jan. 18.
Chester Dowse, local radio gagman and former me. at Hotel Utah's Rendezvous, swank nitery, switched vocations last week.
He's now toting an inspector's badge for the Utah liquor control

commission

JACK JACKSON

SIDNEY FISHER

PICCADILLY, LONDON, ENG.

Card Agents

Large profits easily earned selling new 21 Folder Assortment. Sells or sight for \$1.00. Other Holiday as sortments. Write for particulars.

DOROTHEA ANTEL 226 West 72nd St., New York, N. T

OLLIE

PERRY

FOUR FRANKS

Sailing for New York on the AQUITANIA Today After Three Years in Europe

Thanks to M. Derval for Offer of Year's Contract to Star in the New

FOLIES BERGERE REVUE, PARIS

But It's Time We Came Home

OPENING LOEW'S STATE **NEW YORK** FEBRUARY 17th

American Representatives SIMON AGENCY

European Representatives FOSTERS' AGENCY

WILLIE SHORE

DANCING SINGING COMEDIAN

NOW PLAYING STATE-LAKE, CHICAGO

Management CENTRAL BOOKING OFFICE, Inc.

The THEATRE of the STARS LOEW BLDG. ANNEX 160 WEST 46TH ST. NEW YORK Bryant 9-7800 H. LUBIN SIDNEY H. PIERMONT

RENE JAYE

THIS WEEK (Jan. 14) CHICAGO, CHICAGO

Philiy Burley House Hits Tough Luck As Law, Union Step In

Philadelphia, Jan. 18.

Philadelphia, Jan. 18.

Last week was termed 'hard luck'
week at the Shubert, Max Wilner's
burley house here. Tough stuff got
under way on Monday night when
reporters from lotal sheets arrived
early and parked themselves outside.
Questioning by Manager Tom German revealed city desks had tip-off
that police sex squad had been in for
the matinee and was preparing to
raid the evening show. German did
quick cover up job on Countess
Nadia, stripper, who was thought to
be only room for complaint. Newsmen waited all night but nothing
happened to justify German's worry.
Two days later Philly police

happened to justify German's worry.

Two days later Philly police
pinched Allen Gilbert, producer of
Shubert shows, on request from N. Y.
police. Metrop cops wired they had
warrant for Gilbert on grand larceny charge. He was held in \$1,500
bail, pending arrival of N. Y. papers
here. Gilbert said charge grew out
of nitery he and several other men
planned to open in N. Y. a year ago.
Fixtures and furnishings were bought
and installed, but the spot was never
opened. Bills remain unpaid and officers of organizing corporation have
been pinched as result.

Final straw broke Saturday when-

Final straw broke Saturday when Final straw broke Saturday when-orchestra leader Jimmy Jones got instructions from musicians' local not to let his men play for matine. Philly union had received letter from N. Y. local informing them that Wil-ner owed musicians there coin from last season; which they were having difficulty collecting. Walkout here was in sympathy. German got men hack in the nit

was in sympathy.

German got, men back in the pit after 15-minute delay in opening, while he did some perspiring telephone talking with N. Y. and Philly locals.

Gali-Gali Will Open Up In Los Angeles Feb. 1

Chicago, Jan. 18.
Gali-Gali, following vaude date in Detroit with the Eddy Duchin band unit, hops to the Coast for a stay in the Cocoanut Grove, L. A., starting

Feb. 17
He then chugs back to the midwest for an engagement with the Palmer House Empire Room, that dates him to April 1.

Spanky McFarland Set For Eastern Vaude Trip

New act being offered eastern vaudfilmers has Spanky McFarland, Our Gang' comedy kid, plus Jack

Our Gang' comedy kid, plus Jack Pepper and a girl. Youngster will perch in a box and heckle Pepper, who will straight for him. Curits & Allen agency is han-dling the act.

Will Morrissey's Fair

Hollywood, Jan. 18.

Hollywood, Jan. 18, Will Morrissey has closed a deal to stage a fair near the site of the Bonneville dam in Washington state during the first week in June.

Both Washington and Oregon will cooperate with the Florists' Association of America in promoting the event. W. B. Friedlander set to handle production.

Pauley's Opening Delayed

Lincoln, Jan. 18.
R. H. Pauley, who is rebuilding the burned Turppike Casino on the old site here, has showed the opening date back to mid-April from the original March I plan.

Reason is slightly sentimental, since he took over the old Casino, in the red and disuse for more than five years, on that date in 1936. Was a huge success under his handling.

Am Dancer's \$8,000 Suit

Buffalo, Jan. 18.

Buffalo, Jan. 18.

George J. Gammel. Dorothy Gammel and Austin W. Ensminger, operators of the New Ariel, east side, and the superme court here this week by Karyol Balser, high school student, who claims \$8.000 damages as result of a fall which she received on a stairway backstage of the theatre while performing at the theatre as a member of an amateur acrobatic group last year.

Miss Balser claims that since the specialant the hast hear unable, to

accident she has been unable

Sheila Barrett Booked

In N. Y. Waldorf Feb. 5 In N. 1. Waldoff reft. 5 After her current week at the Keith Memorial, Boston, Sheila Barrett opens Feb. 5 at the Hotel Waldorf-Astoria's Sert Room, N. Y., until sailing March 20 for London. Henry Sherek booked her for the Dorchester there, where she will open April 8 for eight weeks, with option for a similar period.

IRVING PLACE, N. Y., **GOES ON CO-OP BASIS**

Irving Place theatre, only N. Y. burley operating on a two-a-day basis, went under cooperative management Friday (14). House was at one time N. Y.'s are burley spot but since the crackdown by current administration, has found the going target.

tough. Under the new setup, everybody concerned is paid off nightly. After chorus and incidental expenses are paid, remainder of take is split among principals, musicians, stagehands and operator Tony Micchio.

Burlesque Reviews

ELTINGE, N. Y.

One of the four burlesk houses left in N.Y., this spot is still playing to good crowds. While other tease dispensers were folding or tottering, house was one of the few was the control of the few was the control of the few was the control of the whole current show can

which seemed to maintain a profitable pace.

On the whole, current show can not be rated outstanding. From the heights reached by comedy, via old hoke bits with amusing variations good for plenty laughs, it sinks into duil production numbers, only exception to that being a Chinese setting. In this, girls are dressed as Chinese maidens, while Bob Aida, que, creditably warbles Night Over Shanghal, followed by an Oriental dance by Chin Lee, billed as the most beautiful Chinese girl in they provided the control of shapeliness.

Show isn't heavy on the blue note.

most beautiful Chinese gir, in indegrats, She evidences an abundance
of shapeliness.
Show isn't heavy on the blue note,
although exhibiting plenty Colk,
flarry Fields and Sherty McAllister,
larry Fields and Sherty McAllister,
larry Fields and Sherty McAllister,
handle the comedy, resorting to aged
situations, but by inserting few
new variations, get-them over.
There are only two bona fide
strippers in this hour and 50-minshow, the blonde Mary Joyce and
Marie Clark. Both precede their
from the blonde Mary Joyce and
Marie Clark. Both precede their
for the blonde Mary Joyce and
Marie Clark. Both precede their
for the blonde Mary Joyce and
Marie Clark. Both precede their
for the loyce gal sings There
Goes My Heau't from the center of
the stage, flanked by undraped
showgirls. Pair smooth on the doffing. Miss. Clark affects a Gypsy
Rose Leeish coiffure. Miss Chin-Lee
closes show with an interpretation
of the Dance of the Marijuana,
finishing in a semi-strip,
finishing in a semi-

SHUBERT, PHILLY

Philadelphia, Jan. 16.

Philadelphia, Jan. 16.

Show this sesh is welcome breather from hash comics have been slinging recently. Although it's still much burley, with plenty of suggestive patter and biz, brush has been applied somewhat to give greater concentration on vital elements of humor and less on plain sith.

reseates, concentration on vital elements of humor and less on plain fith.

Kudos for the happy switch go principally to Phil Silvers, gogded furnyman, who authors and participates in about half-a-dozen turns that show amazing originality and purity in light of recent burley outpourings. They have, in addition, or more and the property of the prope

• 15 YEARS AGO • (From VARIETY and Clipper)

Hollywood in a ferment over Dickens' stories. Jackie Coogan had done Oliver Twist' and now Lesser and the Warners were scrapping as to who should film David Copperfield. Lesser had Coogan and Warner out-fit wanted it for Wesley Barry.

Mae West brought her act back without Harry Richman, Sime com-mented she was less successful with two men than she had been with one. Joseph Lettora worked in the act with her and Leon Flatow was at the

Helen Keller was one of the big numbers at the N. Y. Palace. Al Hermann wasted most of his 14 min-ates kicking because he had to close he show.

Audience at the Palace, Chicago, was so insistent that Ben Bernie stick around that after the fourth curtain call he dragged out Rae Samuels, who followed, and played her act for her. Staved off the demand and got the singer off to a big start.

Eddie Leonard, at the Frisco Or-pheum, jazzed up his holdover with a prize for the best imitation of himself. Novelty idea built up the act.

Equity agitating a 48-hour week for film players in the hope of build-ing its picture section. Got in a jam with Will Hays over the use of his name.

Will Rogers signed a contract to record for Victor at a royalty of 5c a record. Equaled that paid Ca-ruso. He was a certain seller for at least 100,000 discs.

Willy Passpart lost his suit against Martin Beck for commissions through default. His lawyer, William J. Fallon, failed to appear on time. Not only that, but the court allowed Beck's counter-claim for \$6.478.80.

Ill feeling between Keith office and Western Vaudeville Ass'n coming out into the open.

Reported that the western Or-pheum interests had bought \$1,000,-000 worth of Martin Beck's holdings. Intimated that might mean a new president in his place.

Dick Himber's aunt sought damages from a Memphis hotel because he had been roughly treated by the house officer. Then a minor and under his aunt's guardianship. Working in a vaude act.

Fox Films brought the horse, Sunshine, from the Wirth circus. Terms of sale carried the proviso that Col. Jack McGill, who looked after the horse, should be paid a salary of \$100 a week as attendant, with a minimum of five years.

Figured that about 150 indoor cires had been booked for Business at its peak.

Nitery Placements

Arthur Boran, Cinema Casino theatre, Miami Beach,
Glover and LaMae, Statler hotel,
Cleveland,
Ella Logan, Chez Parce, Chicago,
Ruby Newman orch, Arique, Mary
Raye and Naldi, Eleanor Sheridan,
Rainbow Room, N. Y.
Mayris Chaney and Eddie Fox,
dancers, A readia International,
Philadelphia,
Yanyegos Voodoo Dancers, Cafe
Latino, N.Y.
Barto and Mann, Paradise, N.Y.
Consuelo Harris, Kit Kat Club,
N.Y.

McCoy, Le Roy Open

Akron's Vaude Keturn
Akron, O. Jan. 18.
Policy of continuous stage shows,
scarded three years ago, will be
resumed at the Palace here this
weekend when Clyde McCoy and his
Sugar Blues orchestra and a supporting vaude bill, topped by Hal
Le Roy, open a four-day run,
Ethel Waters and her 'Harlem Hoilywood Revue' follows for three
days, then Vincent Lopez's orchestra comes in.

ANN CORIO DESERTS **BURLESK FOR VAUDE**

Due to the evaporation of bur-esque playing time, group, led by Ann Corio, heretofore prominently identified with that form of show identified biz, is migrating to vaude in a unit which will open at Fay's, Providence

which will open at Fay's, Providence, Feb. 4.
Show, as yet untitled and now rehearsing in Philadelphia, will star Miss Corio, who has for years been burley's top-money stripper. Joey Fay and Bert Gardner, vet burley comics, will handle the humor department. Cast will contain; 40, including line girls, novelty and dancing acts, with vaude, backgrounds. Allen Gilbert, stager at the Sbubert, Philly burley barn operated by Max Wilner, producing the show designed purely for vaude time.

Max Wilner, producing the show designed purely for vaude time. Price label has not been affixed to

Price label has not been affixed to the show, which plays its opening date in Providence on percentage.

Miss Corio, who has had flings in vaude before, will drop her strip routines for song-and-strut stuft. Fay and Gardner are also equipping themselves with new acts.

Saranac Lake

By HAPPY BENWAY

Harmon S. Auguste, N. Y. philan-thropist, who donated the \$250,000 Rumsey estate and recently, a \$5,000 gift to the local T.B. society, always has had a personal interest in this Actors' Colony.

Parnel LaTour (Wilson Co.) has for the past 10 years allowed an agent's, commission to all show people who came to see him. If you didn't have it you got your needs

anyway.
Mayor Thomas Ward, Judge Clif-ford McCormick and the town fathers are in favor of a memorial to the late William Morris, who really

fathers are. in favor of a memorial to the late William Morris, who really made this burg.

The Rev. Father Blais (St. Mary's Hospital) for 10 years donated his time to the N.V.A. sanatorium (now Will Rogers) and called on each and every patient weekly to learn of his health progress.

Ninety percent of the tourists who come up here ask for an eyeful of the N.V.A. sanatorium before Wanting to see anything else.

Dread of Saranac is merely a drop-in-the-bucket in thought. ne doesn't get sick up here he get's cured.

Bunny Berigan Hotel Saranacing with his frau. Will vacash here for some time. Taking up sking.

Helen Bryon, in private life. Mrs. Barney Fagan, who saw plenty service in Broadway productions, now living in Highland (Ulster County). Y. She is not faring so well.

Weather cloudy and dismal. Mrs. Willaim (Mother) Morris and Aunt Ella Berlinghoff, left Camp Intermission and the Actors' Colony to be Broadwayites for the balance of the winter. The lull is on but the memory lingers.

ory lingers.
State Conservation department in-

State Conservation department investigating the taming of fish at Lake Colby, a violation of local laws, Ben Schafter was asked what act he liked best, He smacked out; There three that I liked, Eddie Cantor the Ziegtfeld Follies, Eddie Cantor that pieture 'Whoopee, Eddie Cantor.on the air. Can youname me three better ones?" Visitors top population here since the holidays. They're here for sighting, skiing and winter sports.

BOUNCER GUILTY IN KILLING

Coy, Le Roy Open Akron's Vaude Return N.Y. HOLLYWOOD \$250,000 IN DEBT?

Liabilities of the Hollywood Res-taurant, N. Y., which went into re-ceivership on Jan. 8, may reach \$250,000, total not including two ad-ditional chattel mortgage claims of

ditional chattel mortgage claims of \$106,000.

Creditors committee has held two meetings since the first gathering of all creditors last week, and still hopes to continue operations as a going concern.

There are several offers under con-

going concern.
There are several offers under consideration at the present time, by a Boston group, a second by a syndicate and a third by a N. Y. Group. An action understood to be sponsored by Joe and Nat Moss, operators of the restaurant, is a plan by which the former employees would put up \$25,000 in cash to continue operations.

Liabilities include Government claim for at least \$30,000 for, cabaret and social security taxes. This claim may reach \$50,000. The Mosses are claiming back salaries of approximately \$50,000. Merchandise reditors are believed to have claims of about \$450,000. Leading creditors are the Kay Advertising Co, and Associated Advertising, who have claims of about \$400,000. Back salaries due employees are believed to be about \$10,000. No definite figures available as yet, as the books are still being worked on. They had ures available as yet, as the books are still being worked on. They had not been posted for nearly four months. months.

Creditors committee is headed by Alvin Kay, who is represented by Edwin M. Slote, counsel.

Edwin M. Slote, counsel.

First of the hearings before Referee Herold P. Coffin on the laurant's operation was held last Friday (14). Testimony of Herman Sulkin, attorney representing Max Sulki stated that in addition to a \$6,000 chattel mortgage, advances had been to the corporation for which he was to receive 25% interest.

terest. Sulkin stated that Joe Moss, who is president of the Iceland Corp., which also held a \$100,000 chattel mortage on the furnishings, last year furnished four affidavits stating, there were no other mortgages.

turnished four affidavits stating there were no other mortgages.

A permanent order restraining the mortgages from proceeding to take steps to enforce any lien or claim against the assests was issued by the court. Next step will be a motion to disallow these claims altogether, to prevent them from being recognized as a liability. Hearings will be continued today when Joe Moss will be examined by Edwin M. Slote. These are expected to bring out how much Moss withdrew from the business to invest in the International Casino in the past few months. Understood the figure is about \$15,000.

Moss will also be questioned on the connection with the Pavillon Royal on Long Island, which is also operated by the Moss freres.

6 ACE HIRST TOWNS GO STOCK BURLESK

Six ace towns on Izzy Hirst's wheel drop his rotating shows within 10 days and will go stock. Two weeks notice was posted in houses

weeks notice was posted in houses, Jan. 14. Houses will reopen undernew policies on Jan. 31.

Agents in N.Y. are now casting, for shows for Toronto, Buffalo, Detroit, Cleveland, Cincinnati, Chicaro and St. Louis, all of which change, Washington, Philadelphia, Baltimore, Boston, Union City, N. J., Newark and a couple of one-nier dates now comprise Hirst time.

It was first reported that the It was first, reported that theatres were going vaude with Harry Biben of Philadelphia handling booking a la Embassy Rochester, N. Y. Burley stands in Dayton, O., and Grand Rapids, Mich., were also possibilities, in a vaude change. Report now has all staying burley with keys going steel. going stock.

K. C.'S PREZ BALL

BOUNCER GUILTY IN KILLING
New Orleans, Jan, 18.
Ferdie Brown, bouncer in a night club at Port Gibson, near here, was convicted of murder Friday (14) in the death of Bernard Carter, 25, last October 5.
Carter and several companions, according to witnesses, were difficing in the place when Brown got into an argument with them. Carter was of a feature, will be a swing chorus slugged over the head with an iron bar during the melee and died later.

K. C.'S PREZ BAIL

This year's show at the Muny aud to the President's birthday has been cast of 2,000 and is being; prontoted brought in as headliner.

A feature will be a swing chorus of 1,400. Production and direction bar during the melee and died later.

MUSIC HALL, N. Y.

50

MUSIC HALL, N. Y.

Premiere of Walt Disney's Snow
White and the Seven Dwarfs' feature
assumed all the aura of a Metopera
opening. The air of expectancy and
dress-uppiness about the big Hall
Thursday (15)
The property of the control of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control

reviewed in Variety, issue of Dec. 29, 1937.

The stage portion, however, is a disappointer, it's the fourth version of The Magazine Rack, in this instance The Etude, Lillustration (Paris), The Sphere and Punch, both London, and Life, serving as the publications for the molifis. The deal generally fruitful of the decidence of the decidence here detected as some of the better not the stage of the petter.

he would not some of the better beloute.

"Bascally, it is all too much alike. The sameness of tempo and lack of pace-change creates not a little audi-ence squirming. Maurice Baron's skillful arrangement of 'Carnival of Venice' for the Etude overture re-sults in a marathon demonstration of virtuosity by every section—reeds, brass, strings, etc., so that it runs Devas the French mainter, is the

virtuosity by every section—reeds, brass, strings, etc., so that it runs overboard.

Degas, the French painter, is the motif of L'Illustration in a sort of Conversation Piece ballet staging by Florence. Rogge's basically expertences, but the terps, coming right after the sameness of the overture, palls, the scellegation, despite Viola Philo and the Music Hall Glee Club Philo and the Music Hall Glee Club (Vin Lindhe, director) vocalizing in their usually expert manner. Tschaikowsky's Andante Cantabile, with lyrics by Albert Stillman, their musical burthen.

Per usual, a dumb act elicks at the Hall, this time Whitey and Ed Ford the Hall, this time Whitey and Ed Ford tood results, first with Whitey, then encoring with another bright little terrier. This is the Punch may portion. And for Life, the Harry Jamesenny Goodman tune, Life Goes to a Party' (Stillman's lyrics again) renacts one of those Elsa Maxwell whoopee barn dances. The acrosic Carr Bross with the flootter of the stage corps—ballet choir, and of course the ever socko Rockettes—rounding it out. Helen Beehe does Elsa, March of Time' and Richard Chebert at the console complete the show.

Opening day business big, but not ocks. However, the specs smelled out something judging by the onen sidewalk solicitations by the scalo-ers who went heavy on the reserved seat reservation tickets. Abel.

CHICAGO, CHI

Chicago, Jan. 16.

Production highlights present show.
Fred Evans comes through with an eye-smacking and ear-tickling toy trumpeter number, gals all costumed brilliantly as toy soldiers and blowing toy bugles. Number is especially-effective in the windup when line breaks into a wooden soldier truckin routine. 'If's an appliaus getter from start to finish.

Acts are good dearly

routine. It's an applause getter from start to finish.

Acts are good, despite one conflict between the acrobatics of a Wing Hai turn and the Ghezzis. First is a good-looking eight-person Chinese turn with typical juggling, spinning and winding up with symnastics on the bar. Ghezzis make good with their hand-to-hand works good with their hand-to-hand works good with their hand-to-hand works high notes, especially in the Irish tunes. He excels the final production number.

Fred Sanborn, comic xylophone act, though he has changed a few minor items, does well in headline. There was a nicely filled main floor at the last show Friday, with 'Hollywood Hotel' (WB). Gold.

in blue pajamas. All right for a getaway.

Queens are followed by 3 X Sisters, who click,
Comedy is sandwiched wholly in the later sections, with Fetchit, the stooges and its action of the same of the company of the

LYRIC. INDPLS.

Indianapolis, Jan. 16.
Youth is present aplenty on this week's bill, with presentation of Major Bowes' Collegiate Revue, Show Turns 54 minutes with no slow spots. Standouts are the intercollegiate Shag Dancers, by far the best of the hoof shakers who have come control of the hoof shakers who have come the standout of the hoof shakers who have come the standout of the hoof shakers who have come the standout of the hoof shakers who have come the standout of the hoof shakers who the standout of the standout

STRAND, B'KLYN

STATE. N. Y.

STATE, N. Y.

State stage this week evokes memories of what yaude once was, for the five-act layout is composed of the ingredients which were estentially two-a-day, four-a-day and some the same as wealth of variety and supplies sturdy entertainment all the way. Layout is routine for vaude, opening with Willie Mauss' bike riding inside the big whirling wheel. Four-minute sensation act, the German importation has always had the sock effect to get a bill off with a bounce.

Four-minute sensation act, and cerman importation has always had the
sock effect to get a bill off with a
bounce.

Deueing, Gil Lamb's relatively rew
act now that he has severed from
Marion Belett, is smoothing with
each catching. Lamb could still inject a bit more variation in his limber-legging and make more use of
his comedy migging. Tonmy Sanford's sweet harmonicar playing is a
ford's sweet harmonicar playing is
act needs little comment other than
that it is the same trey-trick comedy
turn Burns has been trouping for
years. Still has Tony De Luca as
his stoogs and blonde Virginia Sully
as the femme foil. Helen Lockwood
also has a bit. As ever, a click.

Burns has been in several films in
he past year, playing comedy characters of nationalities other than the,
Italian type he has always d-me in
vaude.

Benny Fields is back again at the

Buthan type he hiss always one mande.

Benny Fields is back again at the Broadway house after a long stretch at the Chez Paree, Chicago nitery. When caught, the personality singre-worked 34 minutes at least two long. Effect was plain because after gripping 'em' for what should have been his logical length, a few of the patrons, strolled as the activate head on.

ter gripping, have been his logical tenament of the patrons, strolled as the act stretched on.

Fields is right there on delivery, with that slick selling ability that the up-and-comers should study, but one point in the Fields act might be criticized unlavorably. His different control of the control of t

Blossom secury, sand the wings during the course of the furnantella Bros. and Cormen, flash that is somewhat movel and swell son its smart setting, closes. Girl is a good control dancer and the two boys do nice squeeze-boxing. Lads should dance routine, which they formerly did. Elderly, man is ok. buffing the tune on his unusual Alboine sheoherd's woodwind; grey-haired lady is a strong movelty wind, up with the smooth rhythmic slapping. On screen, Navy Blue and Gold (MG). At final flourish opening night (Thursday), biz was bliehted.

PAR. NEW HAVEN

FAR, INLW HAVEIN

Paramount's experiment of one
stage show a month is determining
just what the local public will go
for in live entertainment. N. T. G.
has his Broadway Midnight Follies'
in for sever days and on Saturday
(15) stood em up in 15-above zero
weather a last show. As sea each
tere and is headed for a heavy gross
again this term.

weather at last show. A year ago, Granlund broke the, house record here and is headed for a heavy gross again this term. Ight, He carries again this term. Ight, He carries creates a second of the three Sailors, mayhem comics, troupe is pretty medicore but more sells it anyway.

Henry Busse's orchestra handles the music assignment, working in a cabaret setting on stage. Jean For and is followed by Elsar Harries, singer. Kid has isweet, but weak voice, necessitating, hugging the mike so close a million-dollar smile covered up. Sailors are on for gagging, and taper off with clever rope daneing. Christine Maple attempts a soing at mike but it's all tempts as soing at mike but it's all tempts as soing at mike but it's all tempts as originators and sailors neckling.

Nidle tableau here offers a burst of art that gives way to some fancy wriggling by Tanya Lutbova. Eve Arden's dance specially next, then display of models. Bunch, of kids, billed as originators of Big Apple, mix up a comedy introduction by the origination of the dance. For a couple of show, customers were invited on stage to Apple with NTG, gitls but the going got a bit rough and the stun was killed. Three Speeds, nifty roller-skating trio, close the show.

CAPITOL, WASH.

song arrangements and neat vocal imitations of pop bands.

Next up is Don Hooten in novelty rope number that's good, too, Followed by Margie Khapp, trim little miss, who immediately scores with high school kids, always in first show audience. Sells 'Mama That Moon's Here' then goes into 'Vou're a Sweetheart' for fast dancing finish. She sings better. Three Wiles come along with novel dancing and some comedy that's not so novel.

Bill then reaches high thermal

Bill then reaches high thermal point with trumpeting by Billy Blake, who wins the youngsters with milations of swing trumpet favorites: More swing by Hose Blane and Tiny. Wolfe, she an attractive girl, while he must hit close to 250 mairs. Some point of yumph and it's a ball black and the point of yumph and it's a ball black and the point of the point of

vaude.
Pic is 'Love and Hisses' (20th) and piz good.

ROXY, N. Y.

ROXY, N. Y.

Picture not being everything the doctor ordered, another strong stage show, including Art, Jarrett, takes the spotlight here. Unit is surefire. Film. I Met My Love Again (Wangerd, Van) Terweed in last work of the Again (Wangerd, Van) Terweed in last work of the Again (Wangerd, Van) Terweed in last work of the Again (Wangerd, Van) Terweed in last work of the Again of

FOX, K. C.

Kansas City, Jan. 16. Three of the visiting acts get palm patting this week, but it's a curjous reaction fourth turn, Dr. J. Robert reaction fourth turn, Dr. J. Modert Pauline, fetches with his 'psycho-logical feats.' It all simmers down to intelligentsia term for hypo. notism.

logical feats. It all simmers down to intelligential term for hypnotism.

Pauline diverts audience attention, commanding sympathy for his subjects. In contrast, he becomes to the audience a needlessly cruel master, exploiting a young boy and give been suspended, by stacking on the properties of the subjects of the subjects of the subject of the subj

Retta Ray, cute tapster, and Gif-ford and Pearl, mixed comics, get over. Latter handleap themselves with stale opening, but turn out to be entertaining, although light.

pe entertaining, although light.

Well-trained line scores with a banto burlesque on ballet school. Judy Conrad's band is in the pit and Harlan Christie dishes his usual gooly introductions. Pic is Big Town Girl' (20th). Biz so-so.

WINTERGARTEN

(BERLIN)
Berlin, Jan. 8

Nema ballet ho 'Jing from Inst month, and the only me of the bill being Loni Heuser, as on a worlding the traditional post-holiday slump are rather slim. Openers are the Fidettys on the trampolin, with little to offer. With Annelie Heider, instrumental artist, the concertina is the last which with the concertina is the last which is the concertina is the last which is the concertina is the last which is best—if a superlative is possible at all.

The deuce gives way to the Viennese chorines, who seem even more them the Concertina is the last which is is best—if a superlative is possible at all.

The deuce gives way to the Viennese chorines, who seem even more them the Concertina is the last which is the last which is a best, an opener, should get spotted in the middle of the first bracket, only shows that there's something rotten in the state of something of the middle of the first bracket, only shows that there's something rotten in the state of something of the middle of the first bracket, only shows that there's something rotten in the state of something of the middle of the first bracket, only shows that there's something rotten in the state of something of the middle of the first bracket, only shows that there's bracket, only shows that there are the special shows that there is a shown that the state of the shows that there is a shown that there is a shown that the shows that the shows that the show that

given a classier aude. Bailet offers two moves numbers and in closing are the Dario-Bario clowns. With less missic and more gast, than the verage, they score bigger than thi type of act around here in some time.

HIPP. BALTO

Making his first stage appearance, here. Hal Kemp and his orchestra, bolstered by a brace of standards and some olday talent from his own aggregation, is whacking out a pleasmant of the company of the

ing 44 minutes of stage doings here this week.

Utilizing a 13-piece combo. Kemp presents a modern style of music, smart and littling in effect. Open yokay arrangement of Caravan, to rousing returns. Taking hold of me. stint in straightforward and pleasing manner, maestro brings. Wera Ferir, youthful acro-dauces, two routines, pleasantly, sold.

Saxie Dowell, next, gives out with comedy vocals of Manna, I Want to, Mafe Rhythm, Bogey Man' and stew bit, good for laughs. Keeph and the composition of the stuff, and the stage of the stuff, and the stage of the stuff, are wown from the start. A somewhat new phase in eanine performance, Williams works for plenty of concey and the start. A somewhat new phase in eanine performance, while me, works for plenty of concey and a begoff at the finish, Makes a sood spot for Bob Allen, bands a soon spot for Bob Allen, bands a sections.

Rosalind Marquis vocals interesting the sound spot for Bob Allen, bands a sections.

Rosalind Marquis vocals interesting the sound spot for Bob Allen, bands a sections.

(Continued on page 51)

Unit Reviews

International Follies (ROXY, SALT LAKE CITY)

Salt Lake City, Jan. 16. Salt Lake City, Jan. 16.
A red-eared fox terrier steals the
show in this listless 65-minute unit.
Dual films, 'Navy Soy' (GN) and
Head Over Heels in Love' (GB)
also fall short. Unit title has been
used before, but this is a new edition of show.

also fall short. Unit tille has been used before, but this is a new edi-tion of show.

Highly educated canine and his master, Louis Podisak are spotted in the middle of the fleshers, of whom Sandra, exotic dancer, rates top bill-

master, Jouis and the spectrum of the middle of the Reshers, of whom Sandra, exotic dancer, rates top billAnimal acts always have been received enthusiastically in this burg. Dog's opening routine consists of balancing atop rolling barrel, encasing himself in a sack and a gallon gasoline can, followed by leaps through narrow hoops. Hound walks up narrow 20-foot ladder to get 'em hollering.

Bill Floor's band glee clubs in the hollering.
Bill Floor's band glee clubs in the hollering.
Bill Floor's band glee clubs in the hollering.
Bill Floor's band glee clubs in the hollering.
Bill Floor's band glee clubs in the hollering.
Bill Floor's band glee clubs in the hollering.
Bill Floor's band glee clubs in the collection of the hollering has been sufficient application of the hold of the hollering that the holler holler.

Bill Floor's holler holler.

Bill Floor's holler holler

undrapes part of her body in one number.

Junior Brown, m.c. apparently had a bronchial ailment when caucht, his introine through a mobile mike being inaudible past the first half dozen rows. Assisted by femme partner, pair engages in some boistecemblance to short the partner pair engages in some boistecemblance to the partner, pair engages in some boistecemblance to the partner, and the partner partner

promey lais. Brown's introductions are san's any attempts to gag fellow artists.

Whittaker and Nellie, next to curtain dropins are a pairs of mysed could be a pair of the promet of the standard of the profession of the same of the sa

panties and Ascots and does a Hartem number to 'It' Don't Mean a
Thing.

Richard Gunthorp, drummer, and
erstwhile Major Bowes' am contest
winner, deserts place on band cur to
present a creditable group of, bird
imitations, finishing up warbling 'The
One Rose' as an American canary
would do it-and good, too.

Military drum number by line, to
Double Eagle' and 'Stars and
Stripes,' wins femmes a good hand.
Earles do their stuff to close.

Wally Brennan, comic, billed out
front, failed to appear at show caught
(opener Sunday). Pic is 'Thank
You, Mr. Moto' (20th-Fox). Biz capacity.

House Reviews

HIPP. BALTO

(Continued from page 50)

(Continued from page 50)
ing arrangements of Bob White and
the 'inevitable 'Bol Mir Bist du
Schoen,' both on the 'okay side, If
somewhat late in the doings. Fenme
to be a side, If
somewhat late in the doings. Fenme
bit different. Crying need for cal
bit different. Crying need for cal
bock here is supplied by the Four
Kraddocks, who follow with their
comedy knockabout and acrobatics.
Tie matters up with a bang and
anti climaced Kemp's closing arrangement of Nice Work If You Can
Film is 'No Time to Marry'
(RKO).

Burm,

Famous, New Orleans

New Orleans, Jan. 16.
Return of vaude here marked by large attendance, with indications that it will last as long as management maintains good standard.
Sunshine's trained dogs open with trick act, which kids go for in big as so goes over. The Rambling Cowboys warble well enough, interpersing pop tunes with western ballads.

Joan Vauehn as management

spersing pop tunes with western ballons. Vaughn, an cycful, late of Billy Rose's Texas Centennial, would click better if she did more dancing and less singing. Windup has Pinky Vidacovich and band, swell aggregation of tunesters, who go to town with novelty and pop tunes. Vidy toots sax in hot style and warbles. Bit more brass would help band. Elit more brass would help band. Turn Of the Moon Zhuz.

and skiing in deep snow near Mt. Baker. Washington. Latter tops long procession of skiing views because of ingenious photography. Movictone introduces a kick with trick shots behind big unbreakable glassdoor. Ed. Thorgersen's witty comment on N. Y. rassling match is good for laughs (Fox). N. of D. makes something of Newark's safety campaign for auto drivers and has vivid photography of icy Great Lakes.

Lonsigned to dull classification are the comment of the comment

Coral Gables, and Manhattan's motor boat show. For the ho-hum department there is opening of 'In Oid Chicago' at Astor theatre, N. Y., and a ferriswheel parking space in Chicago. 'Ancient Cities of Southern France' (Screentravel) rounds out 65-minute program.

Goodman's Vipers

(Continued from page 46)

ates in the vaudfilm houses or cafes. Apparently those dignified surroundings were just too much for Goodman's vipers and his alligator fans. Apparently those of the first of the bard got away there of that, the band got away there of that, the band got away there of the first of the platform after the applause had died.

Program (with learned program notes just like a symph, concert) lasted about two-and-a-half, hours, including an intermission. Consisted of 25 numbers in nine groups. Standing, last the bard of 25 numbers in nine groups. Standing, last the last of 25 numbers in his bard of 25 numbers in his

serialists, fall to unloose any destretive on the swines. Does inner the swine that the swines as comic of the ras-lit vintage theretive on the swines. Does in the swines are considered to the swines of the construction of the Moon Litt.

Construction of the Moon Litt.

Embassy Newsreel, N. Y.

**

NEW ACTS

MISCHA AUER

Comedy 12 Mins, Keith Memorial, Boston

Reith Memorial, Boston

Auer's first vaude appearance is an auspicious one. Unlike many Hollywood celebrities, he has taken time to work out; something that looks like an act. Instead of resting on his filmland laurels and trying to ease by with flat dialog and hackneyed chatter, about the Coast, this comic entertains his fans.

comic entertains his fans.

Announcing at the start that he will skip the usual blab, Auer tells em he brought his own grapefruit. These he uses to trill out a hunk of Debussy on the piano. The novelty clicks and he's off to a perfect start, Jumping back and forth between the mike and the piano, he gives out a phoney naughty French song in faked French. Then there's an imitation of French train whistles, simulating a bit introduced by Reginald Gardiner here two seasons ago in a musical.

dating a but and a seasons ago in a musical.

A daffy Russian piano-vocal number next, and for a finish he grimaces like an ape, cil abs over the top of the piano on all fours—and off. The much-demanded encore is another woices in an open the data of the piano on all fours—and off. The work of the piano on the piano of the piano on the contract with the piano of the

TOBY WING

Singing
7 Mins.
Paradise Rest., N. Y.

Singing
T Mins.

Faradise Rest, N. Y.

Toby Wing isn't doing as much as she could, and the audience could stand more on her limited engagering of the could have been as the minutes of the could have been as the minutes of the could have been as the cou

FAITH, HOPE and ZINGO Comedy Novelty 8 Mins, Roxy, N. Y.

Roxy, N. Y.

This is one of those novelty comedy turns in which two men play horse, the girl, in riding habit, acting as the animal's trainer. It is only a fair act of its kind, but serves purposes of novelty dress where wanted. On the control of the control of

ELINOR SHERRY

Strand, Brooklyn
This plumpish, medium height
young woman is a singer of modern
tunes, mostly of the 'same type, such
as rhythm songs. She has pace but
no great register range or outstanding delivery. Also, she shows too
much inclination to caress the mice,
a gesture which hides most of her
onlysionromy from proper view. SugCot courteous attention here-onhadly presented bill against substantially superior associates. Shan-

MAYSY and BRACH Unicycling 7 Mins. Roxy, N. Y.

7 Mins.
Raxy, N. Y.

A unicycling turn of the befter brand which gets away from the conventional, thus improving the chances for both bookings and spotting. Act is calibered for pictur and yaude bills plus outdoors.

The girl figures in various handsits from the floor, shoulder stands, etc., while her male partner is up on the unicycle. Several types of the one-wheel bike are used, the weight of the girl as well as the balancing figuring for audience appreciation of efforts performed. One of 'he man's tricks is keeping aloft a high unicycle on a small table, where a miss on inches would man a flop.

The girl member tries to act cute every now and then, she would appear to befter advantage legit.

Char.

ABBOTT and COSTELLO (4) Comedy, Chatter One (Presentation) Strand, Brooklyn

Strand Brooklyn

Principal partners in this act are
a roly-poly chap and a tallar left.
Two others who appear in the first
half of the performance only may
not be regular stooges. Looks like a
familiar turn, but the New Act files
haven't them listed. It's mostly a play,
on words and misunderstandings a
la Dutch, but minus any accents.
Res additionally on funny costumes,
Res additionally on funny costumes,
thaki suit, and later, the two principals, in baseball shirts.

Pert, but not hilarious and with-

cipals, in baseball shirts.

Pert, but not hliarious, and without particular atmosphere; their routine appears to be recollective. For
business, the slimmer of the two frequently slags the other in the face.
Received okay here, in rather
homespun presentation. Shan.

Niteries Drive

(Continued from page 1)

total AFA-nitery contracts in N. Y. to 30. AFA deals cover only principals.

Suggestion Suggestion of a joint organizing drive by AFA and Chorus Equity was made by Ralph Whitehead, AFA executive secretary at the Monday session of the Four Ar Shoard. Meeting had been called to hear AFA's petition to be given jurisdiction over nitery chorines. Chorus Equity recognized by the Four AFs as having such jurisdiction, while AFA represents nitery principals.

Whitehead's proposal was immediated. of a joint organizing

sents nitery principals.

Whitehead's proposal was inmediately agreed to by Four A's officials and Edith Christianson, executive secretary of Chorus Equity. Another Four A's meeting was held yesterday morning (Tuesday) to expand the plans. As outlined so far, the drive will be pushed for a year, AFA's and Chorus Equity combining efforts and using a common treasury. AFA's 2 branch offices, 52 deputies (organizers) and five traveling corronganizers) and five traveling corronganizers will be active in the campaign, Both outfits will have equal representation on the committee directing the drive.

After a year a referendim will be

the drive.

After a year a referendum will be taken among the nitery chorus members to determine whether AFA or Chorus Equity shall be the permanent representative. Both organizations favor that idea. In making his proposal of a joint drive, whitehead withdrew the AFA petition for the nitery chorus jurisdiction, as well as its bid for representation of burlesque performers. Withdrawal wal without prejudice, however, so the petition may be advanced again if the present agreement lapses.

Punitive measures against the

The present agreement lapses.

Punitive measures against the
AFA for proceeding to organize burlesque on the road in violation of
Four A's orders will be decided at a
meeting of the board next Monday

(24). Expected that in view of the present peace pact, the Four A's ex-ecs will not be inclined to aggravate AFA feelings by imposing severe penalties.

a gesture which hides most of her hysiognomy from proper view. Suggests small rite club experience. Got controlled saternito here-on-abadic presented bill against substantially superior associates. Stan.

7 FREDYSTONES
Acrobats
5 Mins.; Two
Strand, Brooklyn
Circus act. Topnotch balancers and iceterboard experts in fast routines. Costumes are instructionally and present superior associations with the Chorus Equity has demanded a \$40-daweek minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, six-day week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, so week and rehearsal pay. Rose says his show will have a \$35-a-week minimum, so would boost the nut \$27,000 a year.]

Reports that Chorus Equity demands a would boost the nut \$27,000 a year.]

Reports that Chorus Equity demands a would boost the nut \$27,000 a year.]

Reports that Chorus Equity demands and the Chorus Equity would provide the care and t

Variety Bills

NEXT WEEK (Jan. 24) THIS WEEK (Jan. 17)

Numerals

nnection with bills below indicate opening day of show, whether full or split week

RKO

BOSTON mortal (20) Ademoral (20) Chester Hade Gir Hudson Wonders Hester Hester Gil Linish Mitsi Green (1.3) Chester Hale Girls Harvild Alonia 3 Sweltis Gomez & W

Swifts mez & Winona cila Barrett

ella Barrett Sedra-Auer (*H1CAGO Chleuge (24), Curdos Ivia: Proos autond Bros sedia Auer the Vernillion (13)

(14)

Bay Foy
M Jorle Galasworth
K Marray & Oswild
Disteland Jazz Ed

Sunny O'Dea CINCINNATI Shuthert (21) Shuthert (21) Hosse Wise Jr Kosse Wise Jr Kosse Wise Jr Kosse Wise Jr Kosse Jr Koss

Palice (21)
Bon Cummings
3 Stongers
Ina Ray Hutton
SCHEMBCTABY
Froctor's (20-22)
Walkis TROY
Prectur's (20-23)
Hwood Bd Wagon

AT THE NEW YORK ROXY

NOW

NOVAK and FAY SCHIEN and ENGLERT

Loew

NEW YORK CITY State (20) Herbert Renard 3 Stove Evans. Gine, DeQ & Lewis Jack Lia Rue Vince Barnett Count Basic Orc.

PITTSBURGH
Stanley (21)
Hal Kemp (20)
Hal Kemp (20)
Hit Man (20)
House (21)
Hound Hotel Re
WASHINGTON
Capital (21)
Stanford & Louise
Dolly Kay
Senator Ford
Milt Britton Ore EVANSVILLE Majealle (20-22) Havana Holiday

NEW YORK CITY
Paramenut (18)
Fred Waring Ore
BOSTON
Metropolitan (21)
3 Reddlingtons
Mith & Mack
8 Vinglinns
Georges & Jalna
Look Mator. orges & Jaina ck Major BUFFALO Buffalo (21) sef Cherniavsky

Josef Cherniavsk CHICAGO Chicago (21) Phil Spitalny Or Dale Whithrop Oriental

Oriental
Tip Tan Toe
DETROIT
Michigan (21)
Earl Pope & D

Warner

BROOKLYN Strand (22-23) Nick Lucas PHUADELPHIA Earle (21)

PHILADELPHIA
July and Common Andre Can
Andre Common Andre Can
Andre Common Andre Can
July and Ca

WASHINGTON
TO ANASHINGTON
TO THE STATE OF TH

Independent

CHICAGO Slute Lake (21)

Toring Day
Readinger (2)
KANNAS CITY
FOX-Timer (21)
National-Bris
Fred Lightner Co
MEMPHIS
Orthorium (22-25)
Jun Garber Orc Verno Wilcox INDIANAPOLIS Lyrie (21) Ted Weems Orc

London

Week of January 17

Week of Address D. H. Clows. Decor. & S. Cantechner M. S. Cantechner M. S. Henri Vanden Stein & Period Control of the Control

January 17
Iway Boys & Bercellys
Percellys
SMT HAM
Grammala
Bolter Brank Wilson
Druy & Rumond
Druy & Rumond
Jan belt (17-18)
11-1/de Sma
2d-balt (20-22)
Reput Vadden
Lettrowerone
Lettrowerone
Commission
Lettrowerone
Lettrowero

Tominy Martin

Tondeley b Dynamile Hook Freddy James Mae Johnston El Chico Fi Chico Don Alberto Oro Nuri Sis Jose & Patricia Sevillanas

Ward & Draper TOOTING Granada Wences
Wences
B'way Boys & B
Rublo Sis
WAITH IMSTOW
Graunda

Cook's Panies 2 Janduers Ward & Braper WOOLWICH Granada

Provincial

Week of January 17

ABERDEEN ABERDEEN
Tivall
'Brighton Foilles'
Jimmy Hünter
Ramon & Madelin
Elsle Griffin
Robby Watson
Bill Brewer
Hunter's Laddes
Jal Jones
Phill Board
Hartley & Miller
Bruce & Wynne

AITRINGHAM Regal Scatt & Whaley Fred Hudson HUDDERSFIELD

Archie Juve Bd IPSWICH Rita Ritz
Turner Layian
KINGSTON
United
Billy Cotton Bd

Rudolt d'Avalos

El Dorado
Cass Hagen Ore
Freddy Bernard
Curters
Stanley Burns
Barbara Reynolds

El Torendor

Don Juan Ore
Eausto De Irado
Teddy Rodriguez
Cortes & Maida
Ricardo De Caro
Titi & Pellin

The Reining Door

Lis Prima Ore.
Art Tatum

Garho

Kudl Romano Or.
Mickey Feeley
Burgone & Bane
Jay Johnson
Sid Hawkins

Groenwich Villag.
Casino
Ray O'Hara Ore
Aileen Conk
Manlacs
Kathleen Howard
Joe Lane.
Toumy Brunn
Beuny Martini
Have-

Havana-Madeld Don Gilberto Oro Jose Mauzaneres Marita Ellin Mercedes Co

Cabaret Bills

NEW YORK CITY

Bertolotti's Mergion: 5 Jos Hembree's Orc Angela's Rhu'ba Bd Tyy Cole June Carroll Anne White 3 Little Sachs Laura Donne Renee Villan

Bill's Gny 46's Ethel Gilbert Ann Courtney Spike Harrison Enimett Casey Class King Emmett Casey Chas King Hargaret Padul Jerry White Henry LaMarr Jack Arnold Sid Hawkins Jerry Ryso

Black Cat Betty Walker Dinmond Lil Pe Amanda Randolp Rudy Smith

Callente Beth Raborn Helen Shaw Ruth Wayns Carol Sis 3 Rhythm Boys Caliente Cabellet

Cesa Manana, Abe Jowns Ore, Joe Candullo Ore, Joe Candullo Ore, Joe Candullo Ore, Rockwist Ore, John Patticola, Sally Rand, Wini Shaw Oscar Sha Casa Manana

Martia Ellin Mercedes Co' Antonin in Mercedes Co' Antonin in Jenoritas Jenoritas Jenoritas Jenoritas Jenoritas Jenoritas Jinwalhan Yacht Castro Sis Jinwalhan Yacht Castro Sis Jinwalhan Yacht Chin Sharka Basiana Or Kita Wo Dick Gasparre Ore Adelaide Moffett J.& E Vernon

Souny Kendls Ore Mary Jane Walsh Bachelors

Barticlors

Hotel Bilimore
Harace Heidt, Ore,
Hab McCoy
Lavry Cotton
Lysbett Hughes
Art Carney
Lerry, 15 was
4 Kings

Hotel Bossert (Brooklyn) Will McCune Orc Tommy, Dorsey Or Earthe Wright Esquires Jack Leonard Lee Casinito

More Casmon
Hore: Edison
Hore: Edison
Hig Barron Ore
Hotel Esses
Radolf Frint Ore
Hotel Goy: Clint
Eddie Lane Ore
Hatel Lincoln
Islam Jones Ore
Note More
Hotel McAlpin
L'Messer, Ori

Hotel McAlpin

T Messner Ore
Jeanne D'Arcy
Houseles & Menner
Hotel New Yarker
Glonn Gray Ore
Ruberly & Farley
Juss Jones
Darothy Wilkens
Hotel Park Centra Jerry Blaine Ore teine Marvey Enrie & Burgla Jack Morrisun Tauner & Thomas datel Pennsylvan Bob Crosby Ore Ray Bulduc Kay Wajser

Arthur Behin Bob Millich Chet Dougherty Merry-Go-Rom Al Apollon Ora Leo Deslys Demay & Ivona Mirades

Lukewela Oro Hotel Savo Plata Govry Morton Oro Mitzl Mayfair Alfredo & Dolores Don Alfonso Oro

Ore Al Lambs Ore Tommy Lyman Gene Archer

Jais Elliman
Tain

Ilotel Taff
tice, Hail Ore
Dolly Dawn
Solel WridertAsturia
Tea Relshina Ore,
Nevier Cugat Ore,
Ne Le Seitstenne
Eve Symington
Hotel Wellington
Ed. Mayshoff Ore
Hotel White
Jacquez Krakour

Jacques Krakeur Ithada Chase Nancy Noland

International Casine
Yascha Binchuk Ore
Casea Foodick Ore
Calgary Bros
Artini
Teanino Devercaux
Siturice & Crance
Lacqueline Mignac
Similé Gregoire
Janets of France
kini Cole
Jinny Kelly's

Audrey Thomas
Pearl Gaines

Eddie Davia Ore.
Società Smith Ore
Società Smith Ore
Jail Gillespie.
Jai Conga
Gen Olsen Ore
l'anchito Ore
l'inica Salazar
El Cancy 4

J. Marquise
Rarial Kane
Mattel Weich
Frante La Salla
Silvertone Se
Printa McFarine
Polores Rogera
4 Cla Lee
Lamed-In-the-pil

erry Llylngston

Le Cog Rouge

Hotel Bt. Regli inil Coleman Ore Todolban Ore als Elliman

Willie Palerno Bill Farrell Helen Caglo Jack Rose Toto Canglosi Mario Basini

Plantation Club Puntation Club
Ovie Aiston Ore
Lee Simmons
Stream-Lined Sue
Stump & Stumpy
Barrington Guy
Jean Danicis
Avon Long
Taps Miller

w Grill Bert Block Ore Dade & Wardell Relubow Room

Ruby Newman Orc Eddic Le Baron Orc Afrique Raye & Naidl Eleanor Sheridan Rosita Rios Roumannia Village

kin Cole
Jimun Kelly's
Joe Carello Orc
Altan Small Orc
Mary Lane
teen, Waiters
Gladys Faye
Santos, & Rolva
Santos, & Christin
Legar & Pedora
Jenes
John Mary
John Mary
John Mary
John Mary
John Cooper
Joh

Costya Krumin Karlo Lonya Kalbousa Elena Siaynala Njeholal Grushk Julian Altman Ivan Korniloff

Nicholas Matthey Or Michel Michon Nadia Sokoloskaya Marusia Sava Simean Karavaeff Simean ku. Mischa Stork Club

Silies Cital Bobby Parks Ore Nilo Meneudez Ore Swling Clab Wingy Mannone C Wille Smith

Versalile

Wivel
Bob Asen Dd
Arine Whitney
Joia Marine
Hob Ece
Ginger Sulfon
Continental 3
Dorothy Weizel

LOS ANGELES

Rill Roberts

Addison Balley
Fay Douglas
Le Reban Bleu
Herbert Jacoby
Elsie Houston
Marie Eve
Hammy Daniels
Little Old New York

George Miller Bruz Fletcher Nick Cochres Nick Cochres Debutantes Muzzy Marcelleno Ted FioRito Ore

limmy Grier Oreulie Cibson
Trojning
Tanil Regan

Cale De Paree
Lilly McDonald Oi
Lafayette & LaV
Cufe International
Joe Nanuti Ore
Heth. Wilson
Caroline Masan

Hoslilanas Earl & F Roberts Girl Rev Econ Monika

Cufe La. Mare Cafe 1.a Mare
Park Ave Roys
Stan Clare Orc
Chib Martt
Vera Lang
Cacomunt Grice
Jaco Relchman Orc
Jarry Stewart
A Murray Dancor
Funnous Door
Badla Bool

Mddin Benl Fats Waller Ore

Helen Golden Henry Monet Ross Valyda Henry Monet
Marguerite Lewis
Thora Maithaison
Marguerita del Rie
Juan de Martinis
Borén Seas
Lily Gibson
Honoliulu Dancers
Jimmy Lawell Co
Somerset House
Jack Owens
Swing Club
Holor King

Onar's Dame George Redman Or Chas Earle Chas Earle Lee Lemen Kathiyn Miller Scarles & Lene Aylene Linde Pacific Sunset Clu

Pacific Sunset Ci George & Kanette Annabelle Lee Pergy Page 3 Burds Kay Cameron Dolores Del Ray Gea Ball Rev. Buddy LaRus Al Heath Ore Swing Club Swing Club Relow King: Ann Blackstone Frankle Gallagher Frankle Gallagher Frankle Gallagher Dorothy Roberts Arden Sis Fred Thompson Or Toppy Jan Allee Hulett July Jano Chuck Fady Ore Arnald Sis B Farrington Leona Rice Agnes Johnson Trondere

Polomat Jan Garber Ore Mary & Roberta Tony Allen Johnson Dove & Beverly & Rauel Terry Green y Green Paris Inn

Ken Henrysan Moreno & Valencia Rudy La Tosca

CHICAGO

Rotel Brevoort

Hutel Congress
(Cusino)
Benny Meroff Rev
Draks Hotel
(Gold Coast Room)

Herbie Kay Orc Gilbert Brus Van Cello & Mary

Grand Terrace

Jaros Sis Pari Smith Commodore Due Jos Parlato

Blackhawk Kny Ky. Orch Loyapue & Renard Jo Andrews

Ches Pairee

Ches Pairee

Harry HichmanGrace & Nikko

Terry Lawler
Johnny Woods

Crano 2

Gwen Lee

Henry Russe Ore

Ella Logan

Culesimos

Colleating
Henri Condroy Colif Winchell
Grisha & Brona
Keller Sis
Cecile Bioir
The Castellos
Barry, Breen &
Aubrey & Dadge

Grand Terrace
Earl Hines Orc
Geo D Washington
At & Anise
Eigewater Beach
Hotel
(Marine Room)
Oroffile Tucker Or
Bailey Sis
Bonnie Bak e Castellos rix, Breen & brey & Dadg Club Alahan Clib Alahar Harriet Nowis Skinpy & Mari Enle Barton Chet Robinson Dave Uncil Eddle Perry Paramount 3

(Empire Ream)
Shep Fields Ore
Milt Douglis
Great Gabby
3 Nonchathants
Johnny Bryant
Phil Donley Ore
Abbatt Dancers
Hotel Sherman
(College lan)
Buddy Club. Paramoun Harry Vernon Mile Jeanne Sonia Rose Catalina Haxton & Harvey Midred Kelly Joe Mussi

Buildy Rogers Ro Hotel Stevens (Continental Room 885 Club (Continental Room Music Hall Boys Pierre & Temple Covert & Reed Carlos Molina Or Jerry McCiniy Herbert Dexter Jeres St. Clair Marya & Martin Royale, Frolics

Covert & Reed Covert & Reed Belva While Fay Sherou Suzanne Nina Riguido Orc

Royale Frolics
Mark Flsher Oro
Sid Tamock
Reis Bros
Kay, Katya & K
Floria Westoff
Jacksan & Nedra
Ann Lester
Jack Hilliard
The Boss Pers

Jack Hillard
The Rose Bowl
Dixie Printer
Phelps 2
Mana Morrison
Dick Buker
Hul Behan
Three Deuces
Roy Eldridge Ore
Cleu Brawn
Gladys Palmer
Fred Reed
Monte Work
Xielit Club

Hugo De Paul Ore Crane Sis Bud & Buddies Ada Leonard

Midgee Fellowes Lindu Pay Evelyn Brudley Dolores O'Neill Pepper Garat Hounie Kay Holen Turner Vinule Moore Lann Furness Cannie Powell

Cannie Powell
Swing Kings Oro
Hollywood Cufe
Graca O'Hara
Billy Hays Oro
Billy Kenton
Gloorge La Tour
Itebs Chorus

PHILADELPHIA

Anchorage
Shaw & Meade
Dorothy Jeffers
Saffy LaMarr
Johnny Graff Ore
Anna Korall

Areadla Int'l Johnny MacAfes Vera, Reru Chaney & Vox Leighton Noble Or Boh Neller M Kellerman Don Renablo Ore

(Planet-Room)
Mexer Davis Ore
(Burgandg Boam)
Frank Juleo Ore
Bes. Franklin, Hotel
(Geograin Room)
Leo Zolito Ore
Benni file Bum
Doloyd, Alc'Kay
Solito Hore
Benni file Bum
Doloyd, Alc'Kay
Solito Hore
Benni file Bum
Doloyd, Alc'Kay
Solito I And
Bum
Hall
Mastera
Burley & Horghi
Frank Hall
August Thomas
Airbjard, Jinch
Cufe, Melcyopile Bob Rolfner
Joe Frasetto Ore
Houston & Harder
J'lyons
Burbara Jason
Molfer & Davis
Freddie Craig, Jr
Freda Sullivan
Floridians Ore Holel Philadelphi (Mirrur Room)

Amfrur Avom,
Beth Challs
Joe Millkonf, Ore
Sathryn Smith
Walton & Joanne
Terry & Mulker.
Bardiland Bros

Mariel, Thinnias Mariel, Thinnia Mirichard Junch, Cafe Melroquile Mellow Lambs Tayers Larry Meli Ore Jacry Meli Orc
Lille Rathskellei
Jack Griffin Orc
Ifny Sedley
Mazelic & Zita
Kennetys
Eat Perry
Jerry Marcelle

Falumbo's

Edumbo's

Eddle Thomas

Bobby Morro Oro

Archales

Meric Tuvat

Allen Cilibert Girls

Rendezvous

Yvonne Monnoft

Charles & Darbana
Los Barchay

Milray Girls (6)

James Nogru Ore

Russian Kretchma

Mura Tumanova Mura Tumanova Olga Timkimov Glylsy Itta Gregory Duestroff Teva Gorodetsky

Danny Montgamery Miller & Millard La, Costa & Hollita Irving Braslow Ore Marie LaTell Bella Belmont Johnny Welsh Jack Hutchinsan Silver Lake Ins (Clomenton)

Teddy Moors
Rase Venuti
Viola Klaiss Ore
Theima Cavalier
Muelineill Magic
Deating Rodyns
Memory Lane Weber's Hof Brau (Camden)

(Candean)
Louts Chalkin Ora
Louts Chalkin Ora
Ray Miller
T & J Stuff fail unine.
T & J Stuff fail unine.
Stem Jallier
Rill Applie Dannera
Stem Jallier
Rill Applie Dannera
Stem Jallier
Stem & Challe
Stem & Challe
Super & Challe
Supe Clementon, Nill Monsy Orio Marry Ciliford. Tenny Senna. Filliais. Martha Kaye. 1214 Club Ciliffd, Incikson 8 Joan. Victors Inbibes Sirelby Honey Sis Firelby Honey Sis Licib Ciry Honey Sis Holle Gray Hallie Moygan Jinonie Riske. 20th Century Tay. Lau Longo Ore.

e Grille

Chili Parakeet Marie, Drunningid skay Currell Eleanore Landy Duris Shay Al Wilson Dottie Bollinger Fran Caswell Bill Thornton Ore Son Ray Gardeng Searey Gayla

Scarcy Cavin Dolly Nixan Alax Acrobats Wee, Winne & W

Billy Vine Lee Lamont Enine Fay Barbara Blake Roy Oliver Jerry Brandon Music Wenyers BOSTON Brown Derhy

20th Century Dolls
Parrish Cafe
Frankie Fairfax Or
Patsy Evans
Arleno Buttenste
ticorge Craft
Dutkin's Ratuskeller

Richard & Monette Robort & Muxine Rinuido Eleinor Lane Victar Neison Ore Trank Ponti

Ore

Bown Derky
Minny McIale Ore
Buddey McIale
Bown McI

routenne Casine

routenne Casin Ecs Waller, Ore Rosemary Calvi Carley Baldwin Ken, Conroy Norman Priest Helen Barbour Hotel Sintler (Terrace Koom

Cerrace Riom)
Paul Pendarvis, OrHarrise & Share
Howard Nichols
Northwadd Imi
Vernau Rickard
Burns & White
Frink Gillen Ore
Dorolly Mixo
Powatan

TON

Hatel Moorland
Ball Blaydy Ore
Hatel Somerset
Barry, Markand Or
Hatel Somerset
Barry, Markand Or
Hatel Somerset
Hater Mexicon
Hatel Mexic Ruymor B. R. Artle Shaw Orc Nila Cort

Southland alloway Ore. Noina 2 Novells Johnny Hudgins Derby Wilson Ret. Molen Slin & Eddle Hhythm Willie Dean Parl Steuben's

Steuben's
Dick McGinley Oro
Billy Payne
Tremont Plaza
Gene Nickerson Ore

DETROIT

Book Cudillac Hutel
(Book Casino)
Antobal's Cubans
Dloso Castello
Erric Holst Ore
Ruby Orc (Book Casino) Antobal's Cubans Dioso Castello Ernie Holst Ore Norman Maon Frankle Continental 3 Jonmy Kolan Phil Skillinan Ore

Planiafion Leonard Reed Julia Hunter Straugeman fattle Itomy Willie & Willie Ralph Brown Pearl Bailey Cecil Lee Ore

Saks

Natalle & Howard
cella Metoy
Gloun Bale
Will Henderson Orc

elly derame oyle McKuy Orc

Cayla Mckay Ore
Webster Hall
(Cacktall Grill)
Billy & Joy Seyerin
Georgin Lee
Larry Funk Ore
Duddy Hayes

Wons Wax in Honolulu

Wons. Wax in Honolulu
Tony Wons' Vicks programs are
aired three times weekly from two.
Hawaiian Island stations. Transcriptions of American broadcasts go outover KGMB, Honolulu and KHBC,
Hilo, 10 to 10.30 pm, Mont, Wed, and
Fri. former, and 10 to 10.15 pm.
same days on KHBC.
Vicks now negotiating for Australian irings but so far they have
not been set.

Week of January 23
Dizzy Dannes - Lyric Alleniawa,
Losson Dannes - Lyric Alleniawa,
Losson Dannes - Lyric Alleniawa,
Whirl of Giriy - Honey I, Usal on
Fun Parades - Hudson, Union City
Since and While I keyles - Proc. Whilly,
Singart Sefr-dayery, Maddinger,
Singart Sefr-dayery, Maddinger,
January Sefr-dayery, Maddinger,
January Sefr-dayery, Maddinger,
January Sefr-dayery, Maddinger,
January Sefrance,
Janua

Hirst Circuit

Week of January 23

Paramount Ghezzis Fred Sanbarn Co Clyde McCoy Co MINNEAPOLIS

Ozpheum (21) Fed Lewis Orc SAN ANTONIO SAN ANTONIO

Majestic (21)
Davise (22)
Davise (23)
Davise (24)
Dav

Sleppin Fetchit
3 Qucens
X Sis
WASHINGTON
Earle (21)

Chntcau Mader ert Mann Illie Bine of Wexler onnie Maxwell obbie Payo ladame Joan arolyn Potter Club Cavaller

Mario Doberly
Cith 18
G Andeevs Ore
Jack White
Pat Harringtan
Jory Blanchard
Brank Froeba
Jerry Ernger
Liffian Fitzgerald
Clab 526 88.

Johnny Elinger Ore Gene Baylos Dovathy Maxine Helen Keyés Tewel Donath Estelle Keir

Cub Gaucho
Lea Gaucho Ore
Rannon Quireas
Canudido & Mobiles
Canudia & Mobiles
Lenia Pobernia
Crimen Rodeignez
Ciub Normandio
Rudiy Wagner Ori
Joso Illii
Filisco Grenet Ore
Rodini Ortega
Rosin Rudiya
Rodiya Rugers
Rosin Rudiya
Rosin Cub
Rosin Rudiya
Collo Clab

Collon Clab
Cab Calloway Oro
Bill Roblinson
Tip. Tap & Toe
Avis. Andrews
Tramp Ld
Vodery's Inbileers
Check interes
Trady Hais Motel Plecadilly Jene Bartal Orc Hotel Plerre Nat Brandwynne Or Hetty Bryant Betel Plans Motel Plans
Eddy Duchin Oro
Paul Draper
Hotel Ritz-Carlten
Freddy Martin Ore
Ralland & Hart
Vi Mele

Jemay & Ivens
Miruler
Jolinny Powell O
Day Azplazu Oro
Leonore Zala
Panch & Dolores
Ruth Denning

Ruth Denning

Mon Paris
Oscar Caivet Or
Clarites Murray
Jim Miller
Al Glasser
Johnny Adams

Morl's
Lou Ferris Ore
The Oaks

Gene Archer
Onyx Chib
Stuff Smith Ore
Maxine Suilivan
Loo Watsan
Jay Freeman Ore
Toby Wing
Belle Baker
Belle Baker
Gene Witheo
Watter Long
Lee Suilivan
Helen Deil
Cyarthia Cavanuag
Shannon Dean
Place Elegante
Wille Pâterno O

Queen Mary

Queen Mary
Joe Webb Oro
Katherine Mayfield
Vivien Hall
Ray Jones
Winters & Merano
Phil Scott

Koulia Rios

Roumanin Village
Charley Swartz Older
Charley Swartz Older
Ladvig Satz
Henry Berman
Henrich Cross
Doloris-Rosina
Gypsy Nina

Russian Ari
Russian Ari
Sinda Voslla
Sinda Voslla
Sinda Voslla
Fill Spiwack
Fill Spiwack
Fill Spiwack
Turly Mutino Ore
Coseya Krumin

Accession Bear

Turly Mutin Ore
Coseya Krumin

Accession Hear

Accession Hear

Turly Mutin Ore
Coseya Krumin

Laure:-in-the-Pines (Lukewood, N. J.)

Wivel

loe Howard Eddle Leonard Lea Barbary

Ball .

Dawnillan P Mawailan P Sal Brights Princess Lat Eddle Bush Satini Tuni Pau Kialoke Dick Melnity Rhythm Rases Cufe De Puree

OPEN SEASON FOR CRITICS

Rash of Concessions Proposed; | HIT ON THE CHIN | To Head Equity Till June Only, Equity Nixes Most; ATC Plan O.K.

Success of independent groups in staging shows with modest production outlays, coupled with Equity considering the possibility of limited Sunday performances to aid unemployed actors has led to the association being besieged with proposals tion being besieged with proposals for concessions. Only movements getting the nod from Equity, however, are the American Theatre Council committee headed by Antoinette Perry, and Mercury Theatre under certain conditions.

under certain conditions.

Committee has auditioned and rehearsed a number of units made up mostly of stage newcomers with the idea of developing new talent. Favorable results are indicated. Casts so assembled will give special private showings on Sundays. Managers will attend and the expectations are that a percentage of the embryos will be selected for regular stage engagements.

Other Sunday proposals before Equity's council were either fatly rejected or referred to a committee. One is a lower East Side, New York, group calling itself the Try-Out Guild and animpt to present plays for probable Broadway consumption. If not held to Equity regulations. General tone of the ideas, whether for Sunday playing or on-other ights, points toward cooperative performances. Equity leaders failed agree that such presentations might benefit the actor. Figured that when stagehands and other expense items were paid the possible remainder to be split among the east would be insignificant. Matter of rehearsal pay proved a hurdle, for if players were paid during a two weeks' rehearsal period in preparation for single tryout performances, the chances of a balance over expenses would be even less certain. Sundays if unemployed actors are used look okay for the Mercury Theatre group, which in moving fits revivals of Julius Caesar' and A Shoemaker's Holiday' to the National, N. Y., will have its regular the sunday regulations.

They proposed to have special Sunday showings, using some players in their repertory company and aditional people. That suggestion was found to conflict with Sundays how as. It was pointed out that the New York statute stipulates that if actors play on Sunday they miss not appear the next night or at least week. Since the law probibits actors annearing seven nights tweets!

tors appearing seven nights weekly Mercury's plan to use its rep play ers was found to be defective.

KERN, HAMMERSTEIN, HARBACH'S NEW TUNER

Jerome Kern, Oscar Hammerstein and Otto Harbach are working on and Otto Harbach are working on the script of a new musical gentatively titled 'Gentlemen Unartaid' and planned to open in New York early in September. It will be produced first at the St. Louis Muny. The strainer as the main offering of the 20th anniversary season. May Possibly go into Center theatre in N. Y. with negotiations going on currently.

currently.

Harbach left for the Coast Monday (10) to join his co-authors in finishing the book.

May Keep Dallas Legiter

Dallas, Jan. 18. Dallas, Jan. 18.
Globe Theatre, gigantic reproduction of the Elizabethan playhouse, is being considered by the city as a possible permanent location for a drama house.

Building, which was built as part of the Centennial grounds, will be destroyed unless kept for this purpose.

Miscast?

Actress in road company of 'Having Wonderful Time' played the part of a gal having an affair with one of the Camp Karefree lads. She just couldn't believe the lines and played her part very Elsiedinsmore.

Arthur Kober, the author, explained the facts of life after.

CAST 3 ACTORS FROM ATC **AUDISH**

Participants in the first of the series of four final auditions held at the Guild Theatre, N. Y., last week by the American Theatre Council have found easy entree into casting offices, according to reports received by Antoinette Perry.

Several of the actors who have been given auditions by Miss Perry's Committee on the Apprentice Theatre have secured jobs in legit companies. First of these was Shirley Gregory, who was picked right off the stage last week by Alfred de Liagre to go into the road company of Yes, My Darling Daughter! Helen Shields and Wayne McMeekan, who have auditioned, but did not appear in the finals, were picked by Ken-

have auditioned, but did not appear in the finals, were picked by Kenyon Nicholson to go into his production of 'June Night,' now trying out on the road.

Next series of 'final auditions' will be held next Monday (24), again at the Guild Theatre, N. Y. This is the group known as the 'Young Hoperuls,' which has 27 members and four directors. It was organized by several casting directors, 'Shirley Burke of the Theatre Guild, Bill Herz, of the Mercury Theatre, and Anne Seranne of the Crosby Gaige office.

office.
They will dish up six items, including scenes from 'The Women,' Mourning Becomes Electra,' 'Brother Rat.' 'Hotel Universe,' 'Bury the Dead,' 'Having a Wonderful Time,' Tigh Tor' and 'Ethan Frome.'

THEATRE AUTHORITY O.K.'S 'DEVIL' BENEFIT

Board of the M. Y. Theatre Authority has placed the okay on the special performance of Between The Deviil. To be held at the National, Washington, D. C., next Sunday (23). Show will benefit President Roosevelt's infantile paralysis foundation at Warm Springs, Ga. Entire company and production will be moved from the Imperial, N. Y., Saturday night (22) for the solo showing at the capital as originally scheduled. Several barriers threatened interference because of union rules cov-

ference because of union rules covering Sunday appearances but owing to the purpose of the performance. all restrictions were withdrawn. to the purpose of the performance, all restrictions were withdrawn. Stated Monday (17) that since the stagehands and musicians waived ware requirements for the special performance, as did Equity, there would be no 15% share usually de-

would be no 15% share usually deducted by TA from benefit takings for theatrical charity.

Lee Shubert had promptly accepted the invitation from Washington to bring the 'Devil' there and the players agreed to appear gratis. However, the unions had not been advised and not until early this week were the concessions granted. "At has advised the committees on the President's birthday balls to be held Jan. 30 that the percentage will apply at all such affairs where professional talent volunteers and appears without pay.

AND IN PRINT

Aisle-Sitters Are All Fair Game and There's No Legal Limit - From Witticisms to Haymakers-Kirkland Slugs Watts and Is Ganged-Jed Harris Speaks His Mind-March-Cromwell Print a Cartoon

BOYS WILL BE BOYS

By JACK PULASKI

New York's critics, satiated with the winter's successive flops, were limelighted twice last week. In ad-dition to which a manager told 'em off to a drama columnist. None of the incidents was co-re-

None of the incidents was corre-lated except that the scribes were put on the pan, individually and col-lectively. There was wide range to the sallies extending from gentle raillery to a barroom brawl.

raillery to a barroom brawl.

Latter affair copped the most space. It occurred Thursday (13), the night after the premiere of Tortilla Flat at Henry Miller's theatre: Many a bad notice had appeared over a stretch of weeks and some were more severe than those accorded Flat, which drew a general thumbs down. But Jack Kirkland, who adapted Flat from John Steinbeck's story, thought that Richard Watts, Jr., of the Herald Tribune had been unduly hard on the play and took it as a personal attack. Several years ago they made a trip to Paris together and before that were co-students at Columbia University. University.

Ganging Up

But Kirkland erred in invading
Jack Bleeck's (pronounced Blake)
bar and grill, once a closed-door spot
called the Artists and Writers club called the Artists and Writers club on 40th street, next door to the Trib publishing plant, and frequented by members of the sheet's staff. Watts, who was groomed for his job by the late Percy Hammond, is anything but combative. Kirkland went to Watts' table and ordered the critic to stand up. Watts declined; telling the playwright to 'go away and forget it. Later Watts went over to the bar to talk to Kirkland. When Kirkland hit him the chin the critic didn't even have his dukes up. He slipped to one knee as his spectacles dropped to the sawdust.

to one knee as his speciacles dropped to the sawdust. That starred the defence of Watts and the result was sock stuff. Bleeck, a heavyweight, bombastically declaring no fights come off in my joint, let go with both mits and Kirkland, who. weighs only 130 pounds gross, hit the deck. Then others went to the 'defence' of 'Watts and there is little doubt that the playwright was about to be ganged. Among those who socked Kirkland or tried to were Arthur Kuhn, Trib pressroom foreman, and Ralph Hewitt, former Columbia footballer, but it was Watts who saved him a worse beating. Pair then sat down and talked it over and the nlawymight explained he went to bat because Watts had severly banned the actors in the play, also because he had worked nine moiths on 'Flat'. Critic is reported replying that it is a lousy play anyhow, ever if he'd worked on it 10 years. Kirkland its said-to-have declared he is through with the teatre. Last reported he was on the way to Georgia, which realled the fact that his adaptation of 'Tobacco Road' is still on the boards and has cleaned up a fortune. It has a Georgia locale.

Richards Vidmer devoted his

and has cleaned up a fortune. It has a Georgia locale.

Richards Vidmer devoted his Trib sports column to battle of Bleeck's on Saturday (15), starting with 'The theatre is not dead, only terribly, terribly hurt ... Ruthless Richard Watts is not to be confused with Rowdy Richard Bartell, the Giants shortstop ... before Mr. Kirkland left he had taken on practically all comers, with a few willing, nay. all comers, with a few willing, nay

(Continued on page 54)

Meredith Says; Hit Survey Cost

'Ifs' of Flops

Novel program employing ost-mortem on legit stage

Novel program employing post-mortem on legit stage shows that proved flops is being framed by Al Hall, program director for WMCA, N. Y. Expect show to be ready Feb. 1.

Broadcasts will be constructed around current legitimate productions which, failed to click, with all. "Its and other phases introduced for radio audience to pass on. Listeners will be invited to judge if the plays in question should have been successful, and if not, why they failed.

'MALACHY' OUT AND BACK TO ST. JAMES

Delos Chappell, Denver and New York socialite and occasional producer, may not play his Tather Malachy's Miracle' out of the red, but he' is getting a run for his money. Play has been in the dailies several times since it was shandoned during rehearsals. Chappell finally decided to produce the show, the actors getting the benefit of two weeks' extra salary.

Last week, when it was announced that 'Malachy' would move to the Guild, the Theatrical Managers, Agents and Treasurers Union, which has been picketing Guild shows in a Delos Chappell, Denver and New

Agents and Treasurers Union, which has been picketing Guild shows in a desultry way, sought the teamsters union's sympathy, pointing out that if the 'Malachy' production was moved it would have to go through the TMAT picket line. Transfermen

moved it would have to go through the TMAT picket line. Transfermen declared they would not haul the settings.

That might have involved other stage unions, but the stagehands stuck to their attitude not to breach their contract with the managers. Performance without scenery was given at the Guild Monday night (17) before drapes. Costumes were mostly lacking. Equity ruling that actors could not transport the duds nor props since that was the teamsters union jurisdiction.

With the Guild insisting it would not recognize TMAT nor change its boxoffice people who are not members, a solution was reached yesterday (Tuesday) when Chappell decided to move back to the St. James Warren P. Munsell, Guild official made it easy by not holding Chappell to the booking contract. Guild had sold \$2.500 in tickets for showings there at reduction. Those tickets are being exchange at the St. James Latter management went into court seeking an injunction against Malachy moving. Writ was denied after lawyers could not agree on the terms of a 12-page document. Understood one reason why Chappell agreed to continue at the St. James was that management's conceding to better terms, particular, y as applied to, the number of men in the stage crew.

Musicians Picketing Locust Theatre, Philly

Philadelphia Philadelphia, Jan. 18.

Locust Street Theatre, where
Brother Rat' is now playing, is being picketed by American Federation
of Musicians, because management
won't employ an oreh. Locust is the
only legiter in town without a house

band.

A. A. Tomei, prez of the Local, declared sandwich men will continue to parade until management hires musicians, as it is unfair to saddle music cost on other houses without same at Locust.

Burgess Meredith, recently elected first vice-president of Equity by the council and as such the acting head of the association since Frank. Gill-more's withdrawal, stated in the current Equity magazine that he will not after the annual election next May or early June. That means he will remain active for only five months as earlier indicated, Young star said;

1 want you to realize that I

Young star said:

I want you to realize that I meant what I said about my tenure of office. I took this job for a definite time and for a definite purpose. But I have a career of my own and plans for it which make my continuance in office impossible. after June. Meredith was voted in after a 14-to-13 vote. Edward Fielding, runner-up, then withdrew.

Recent resolution to make a business survey of Equity's office aroused comment among members because

comment among members because of the \$1,500 cost involved. Opposition or 'progressive' group, of which Meredith is the head, has been ∘ of

of the \$1,500 cost involved. Opposition of progressive group, of
which Meredith is the head, has been
of progressive group, of
which Meredith is the head, has been
of Equity's offices.

Council session okayed the Investigation with virtually no dissenting
wote after Meredith declared it was
necessary so at the annual meeting
he can give a thorough account of
his stewardship.

Value of the survey, however, is
questioned. People who are investigating are usually assigned to study
the activities of business establish
ments and the same queries made
among such staffs hardly apply to
Equity's. Actual business of the staff
is to listen to squawks of members
against managers and adjust, such
complaints when possible. At times
the office is occupied intensively,
especially during production ...onthe,
while in other months the work is
mostly routine.

One of the proposals advocated for
some time by the Equity insurgents
and put into effect by Gillmore just,
before his withdrawal as active president was the formation of an executive committee. Body is authorized
under the constitution, but had not
been in existence for several years.

Committee of five includes Eliot
Cabot, Augustin Dunean, Walter
Greaza, Robert T. Haines and Mary
Morris. Duties will be to act as
liaison between the executives of the
association and the council. Actually, the group will serve as
kind of clearing house for routine
business, to take some of the load
off the council. Such routine matters have been piling up for the last
few months. Among the committee's
activities will be to notify the councul of various actions of the execuvives, hear committee reports, serve
as a preliminary, hearing body on
complaints, etc., and to make recomas a preliminary hearing body on complaints, etc., and to make recom-mendations to co incil.

LONDON OPERA FOLDS; TO TOUR NEXT SEASON

Intimate Opera Co., brought over from England by Wendell Philips Dodge, closed at the Little, N. Y., Sunday (18), after playing two weeks, Engagement was introductory appearance on this side, Next season's plans for the company, consisting of three people, call for a tour.

Intimate group's American bookings will then include appearances principally at colleges, the idea being to revive interest in music among students. Most of the leading universities will be visited or where located larger stands, a local theatre is to be secured.

Carnegi 'Corp., which supports certain types of cultural activities. In seats of learning, is said to have financed the intimate opera idea, College tour is proposed for a second or third season here.

Claimed that intimate opera ante-

third season here.
Claimed that intimate opera ante-dates and was the forerunner of grand opera. It originated in the castles and summer houses of English aristocracy and is traced had about 250 years,

Barney Gerard Harks Back to His '08 'Follies,' Pioneer Political Satire

By Barney Gerard

Culver City, Jan. 10.

Editor. VARIETY:

Though hiding out and learning the picture business, I manage to in touch with amusements, keep both theatrical and cinematic, and couldn't overcome my impulse to write this letter.

My love for the theatre

shated and I am always happy whenever a producer puts a hit. In the present instance the smashing hit scored by T'd Rather Be Right is a cause for jubilation and it also revives pleasant memories to me. The show is written in the vein that used to inspire me and which I employed in my first Tollies of the Day in 1988, and the subsequent 18 editions produced annually.

It also makes me wonder what is In the minds today of those who have written that the theatr; is dead and that it will take something new to revive it.

In substantiation of what I am going to say, I refer you to the Vantary files, During the latter part of 1998 you will find a review by Rush the late Alfred Rushton Greason of Vantary I of my Follies, of which I wrote the book and lyrics. It was a political, musical satire along the lines of 'Of Thee I Sing, 'As Thousands Cheer' and I'd Rather Right.

The first 'Follies' lampooned the administration of President 'Teddy' Roosevelt and introduced, for the first time on any stage, Congress in

As the curtain went up on this scene, Speaker. Cannon was reading the President's message to Congress, the members all enjoying a good snooze. A Page entered and informed the Speaker it was the wish of the President that the Speaker desist from reading the message so Congress could sleep in peade, the newspapers of the day accusing Congress of being sleep. Then the famous Teddy' himself entered, attired in a Rough Rider's uniform equipped to go bear hunting. He fired off his shotsun and a teddy-bear fell from the flies. He then tells Congress for their entertainment and his own he has arranged a wrestling match to be held to the contract of the c the curtain went up on this

their entertainment and his own he has arranged a wrestling match to be held in their house. Two wrestlers then entered and put on a hilarious grunting exhibition.

During the rest of the show local and national politics were satirized and much of the kidding was levelled against the 'perpetual candidate for president,' William Jennings Bryan and his fat, good natured oppogent, William Howard Taft.

Five minutes after the

Five minutes after the curtain Five minutes after the curtain went up on a scene showing Madison Square, New York, Bryan entered and was greeted by a Will Rogers type of cowboy who rode in on a horse, twirling a lariat. The following dialogue ensued:

Cowboy: Howdy Bill, glad to

Bryan: Who are you?
Cowboy: Don't you remember me? I'm the guy that voted

(Laughter by groups of

(Laughter by groups of people)
Bryan: You can laugh but don't forget I've got my eye on the Presidential chair.
Cowboy: Yes, but look what Tat's got on it?
(More laughter by groups).
Bryan: I'll show, you alt what'll I'll do if ever-I get in the White House chair.
Bryan then sang the following long, which contained 15 topical thoruses:

Lever I Get in the White Ho Chair

I'm a gentleman from Lincoln, And I'm seriously thinkin'

I'm a gentieman from Lincoln.
And I'm seriously thinkin'
Of the day I'll move to Washington, D. C.
For years I have been toiling.
While my brain it has been
broiling.
Planning what I'll do when
President I'll be.
The big and little grafter.
Are the men whom I am after,
And I give them all due warning to beware.
The men I mean you know them,
And in jail I'll quickly throw
them.

If ever I get in the White House chair.

Chorus

If ever I get in the White House

chair, Everyone will know I'm there.

Gold I want none,
I want 16-to-one.
Then the country will enjoy
prosperity.
The Panama I'd finish without delay.

delay.

The Philippines I'd give away.

I would make up for lost time,

You can bet that I'll get mine,

If ever I get in the White House

chair.

Tag line sung by chorus: Arrah go you're only fool-If ever he gets in the White House chair.

Cohan, Hammerstein, Belasco

Some years later in another edition of the Follies I satirized the theatre at the time there was a big falling off in attendance. Meeting in Times Square, George M. Cohan, Oscar Hammerstein, David Belasco and a burlesque produce discuss the anathy of David Belasco and a burlesque producer discuss the apathy of theatregoers and each blames the other for driving audiences way. They finally agree to collaborate in producing a big show, and prove that, they're the famous impresarios. Lew. Brown collaborated with me writing a song they sang. The chorus was:

(Chorus sung by Cohan, Belasco, Hammerstein and Burlesque Pro-ducer)

We are the men who furnish you amusement.
You see our name on every thoroughfare.
We hunt both near and far.
To find for you a star.
We pay the price, for money we don't care don't care of the property of the see always im to please the people.
We've got to get the money. We are the men who furnish

We've got to get the money with our shows

they may be good or rotten

rotten,
Our names are not forgotten,
For we're the famous impressarios.
The four impresarios then did
an old song and dance routine with
an Off-to-Buffalo exit to deafening

applause. Later in the same show, David Belasco, standing front of the Belasco theatre in a scene with one of his stars, complained of the number of flops held produced lately, which ended by him sing-

What Does the Public Want?

A matter perplexing my poor brain is vexing.

I really don't know what to do.

A public exacting, my plays are attracting

In numbers that really are few.

I've toiled like a sinner, to pick

up a winner,
But fail every time that I try.
It's really no use, each play I
produce,

The public refuses to buy

Chorus

What does the public want? What does the public want?

What does the public want?
Chopin, Beethoven or Irving
Berlin.
Opera or ragtime, which one
would win?
What does the public want?
What does the public want?
(Burlesque Producer:
-takes-tags, but yone answer. There's only one answer,
A good coochie dancer,
Now that's what the public
wants.

wants.

Eight different choruses were ung by plants all over the house. have written a screen play based n the idea of this song.

on the idea of this song.

Does all this prove anything?

Does it mean anything to those who claim the theatre is dead and needs something new to revive it? Does the tremendous advance asle of . I'd Rather Be Right' prove anything. I agree the great amount of advance publicity helped a lot, but my contention is that there is no great change in ideas, and that good entertainment is still good entertainment, and a public anxious to be amused is ready to respond.

Barney Gerard.

Current Road Shows

WEEK OF JAN. 17

Abbey Players, Forrest, Philadelphia. Brother Rat, Locust, Phila-

delphia delphia.

'Brother Rat,' Aude, Daven-port (16); Shrine Aude, Des Moines (17); Muny Aude, Kan-sas City (18-19); Dickinson, Manhatan (20); State Normal School; Emporia (21); Arcadi , Wichitz (22)

School, Emporia (21), Account Wichita (22).

*Edna, His Wife' (Cornelia Otis Skinner), Harris, Chicago.

*Having Wonderful Time,
Shubert, Newark.

*Housemaster, Royal Alexandra.

*Translate.

Housemaster; Royal Alexandra, Toronto,
Julius Caesar, Playhouse,
Providence (17-18); Bushnell
Aude, Hartford (19); Shubert, New Haven (20-22).

New Haven (20-22).

'Leaning on Letty' (Charlotte Greenwood), Wilbur, Boston.
'Night of January 16,' Werba,

ooklyn. On Borrowed Time, Ford's,

Baltimore.
Our Town, McCarter, Prince-'Richard II' (Maurice Evans)

Memorial Aude, Louisville (17); Plaza; Asheville, N. C. (18); Aude, Memphis (19); Temple, Birmingham (20); Erlanger, At-

'Room Service,' Nixon, Pittsburgh.

burgh.

"Shadew and Substance' (Cedric Harwicke-Julie; Haydon).
Chestnut, Philadelphia.

"Stage Door' (Joan Bennett).
Crand Opera House, Chicago.

"Tobacce, Road, Curran, San
Francisco (Lad.).

"Tonight at 8:30, Case, Detroit (16).

Tonight at 8:30, Case, De-troit (16).

"Tovarich" (Eugenie Leonto-vich), Selwyn, Chicago.

"Victoria Regina" (Helen Hayes), Erlanger, Chicago.

"Women," Biltmore, Los An-

geles.

'Yes, My Darling Daughter,'
Geary, San Francisco
'You Can't Take It With You.'
American, St. Louis.
'You Can't Take It With You.'
Hartman, Columbus (17-19);
English, Indianapolis (20-22).

You Can't Take It With You,' Bijou, Chattanooga (17); Coli-seum, Evansville (18); Hipp, Terre Haute (19); Strand, Mid-dletown (20); Muny Aude, Louisville (21-22).

McKay Morris' Westport

Reported that McKay Morris may prerate Lawrence Languer's Coun-try Playhouse at Westport, Conn.

Strawhat was leased last season or Richard Skinner and Day Tuttle, sperators of the Mt. Kisco Theatre, V. Y.

'MAN IN TREE' PREEM Atlanta, Jan. 18.

Atlanta, Jan. 18.

Atlanta Federal Theatre Project has John Woodworth's comedy. The Man in the Tree, in work under the wing of Albert Loveloy, new WPA theatre director here. Play is skedded for world premiere at Atlanta theatre Jan. 30 at an invitation preview, regular run to start the following night.

Jack Barefield has leading role. Tree Woodworth's sixth playrighting effort, but the first to get pro staging. Pop prices planned.

NEW SO. CAROLINA FTP Charlotte, N. C., Jan. 18.

Wilson has joined the ranks of those towns North Carolina that have been granted funds by the works progress administration for federal theatre projects. WPA has granted Wilson funds to pay a director of a federal theatre project.

tor of a federal theatre project.

Director, of the project will be
Margaret Beddinfield Lanier. She
directed the Wilson Players, an amateur organization, last year and it is
understood this same organization,
with possibly a few changes, will
function under the new program.

LYTELL'S AM GUESTER

Rochester, N. Y., Jan. 18 Rochester, N. Y. Jan. 18.
Bert Lytell will return to head a
cast of amateurs in two performances of The First Legion' at the
Auditorium Feb. 18-19. He will play
the role of Jesuit priest at the
quest of Rey, John S. Randall, director of the Blackfrians Guild, a
new Catholic theatrical group.

Actor was a favorite liere back in

Open Season for Critics

(Continued from page 53) eager, combatants waiting in line for their turn.

'A Good Idea'-Uhapmai

'A Good Idea—Chapman

In the News the same day John
Chapman in his column wrote;
'Theatrical folks were heavily on
Kirkland's side yesterday. Not because they dislike Watts, for they
don't there couldn't be a more popular or likeable man, or one with a
gentler disposition than Richard's.
But professional show people, have
always thought if would be a fine
idea to pop some critic—any critic—
right on the button. Kirkland's gesture was the happy release of their
suppressed desires.

Now that Kirkland has shown the

'Now that Kirkland has shown the Now that Kirkland has shown the way I suggest that the critics appoint a vigilante committee from among its able-bodied members for the purpose of going back stage after the opening and beating hell out of the author of the next unprofessional, studid immature and acutely embarrassing little studyed that will close the committee of the committe rassing little stinker that will close after one performance, two and one-half hours before the first printed criticism can reach the street. The boys wouldn't of course pick on Kirkland because Tortling Flat, although a disappointment is a sincere leffort on the part of many persons whose professional competence, has been provided. een proved.

been proved.

The committee? The Post's Mr. Brown is extremely well set up. The Journal-American's Mr. Anderson trains at the New York Athletic Club. Personally I'd hate to be hit by Watts. The Telegraph's Mr. Bolton has hair on his chest. Vanisty's Mr. Pullaski looks like a boxer, And News-Week's Mr. Nathan might be able to do some damage if he could get out of that fur coal time!

What appears to have burned

get out of that fur coal time."
What appears to have burned
Kirkland in Watts' notice was the
portion which read: "Mr. Kirkland,
who seems to have made duite a
hing of his editing of "Tobacco
Road." made the mistake of thinking
that Tortilla Flat was the same kind
of work and the effect is disastrous." of work and the effect is disastrous. Author stated that the critic's way of criticising the play was just nasty. Kirkland said he hadn't had a drink in months. His left eye was almost closed and his leg was sore. He guessed he had been kicked. Before leaving town the author marked: I's too bad there is no court of appeals for playwrights. The critics are the court of last resort. Robert Coleman in the N. Y. Mirror, also wrote a column about the slurwrote a column about the

March Latts It Off

Entirely different reaction applied to the unfavorable notices of 'Yr. Obedient Husband,' the play which



Camtesy, The New Yorker

Fredric March Florence Eldridge John Cromwell

brought Fredric-March and Florence Eldridge back to Broadway from Hollywood. Day after (11) the pre-miere at the Broadhurst, March and John Cromwell, his producer

gathered their staff and talked it

gatheren user over.
Upshot was a quick decision to take the show off without expression of rancor and it closed Saturday (15) about \$85,000 in the red. Most of the author was in production since the

of rancor and it closed Saturday (15) about \$65,000 in the red. Most of the outlay was in production since the settings were heavy and along the lines of those used in picture studios. On the closing day there appeared in the N. Y. Times and N. Y. Trib a reproduction of a sketch that appeared in the New Yorker, ight years ago in it is shown herewith. Richard Maney pa. for the show remembered the sketch and when it was decided to close, telephoned March and Cromwell suggesting its use. They both laughed and olwayed the idea. Cost \$150 to insert the cut in the theatre section. Husband was produced under the name of Marwell Productions, Inc. It was not just a flier, nor did March and Cromwell figure that if the show flopped it would merely mean deducting the loss from their tax. They intended it as a permanent theatre venture and have scheduled at least one play each season from now.

from now

Jed Harris Pokes Critics

Jed Harris spoke his piece about crities to Ward-Moorehouse in the N. Y. Sun of last Thursday (13), the very day that Kirkland recalled Al Jolson's sock at Walter Winchell and Lillian Foster's slappin of Hannen. Swafter in London several years ago.

Swaffer in London several years ago. Said Harris: There no man. New York writing dramatic criticism today who has any creative force; they're critics only because they have the Jobs. When their papers fold they're no longer critics. I've never seen many men. iill, equipped for their Jobs as the boys now reviewing for the New York dailies. They're a nice lot of fellows. Intelligent; and certainly they're honest, but I ask the question: Do they know anything about

laws. Intelligent; and certainly they're honest, but I ask the question: Do they know anything about the theatre? Why except for Mirher's not one who would be missed if he diopped out.

I don't get mad when I talk about critics. I'm even jolly. As I say, they are nice fellows, but their reviews are silly and stupid. I get a laugh when I look through my scrapbook. Critics don't have to pay for their mistakes and there's no denying that what they write has an immediate effect on the seat-buying public. Now take George Jean Nathan. When he was a real critic he wouldn't have been caught dead with a thing like the Critics Circle. Now. he's president of it. Nathan's a president and Woollcott's an actor. I ask the question; Does this represent an improvement? One of my regrets was that I did not appreciate Woollcott more when he was writing reviews. There's nothing more false than the idea that a newspaperman is making an advance when he goes from a reportial Job to the role of armatic critic. the men who vestuck to reporting are the top men in the newspaper world.

COMPLETE RECORDING FOR WELLES' 'CAESAR'

Orson Welles, producer, actor and director of Mercury theatre. N. Y. will make recordings of his recur modern version of 'Julius Caesar' for Columbia Phonograph.

Waxing will be first complete play thus treated. Cast will be lighter than stage production since fewer people are required for straight sound work.

Maurice Evans and Noel Coward

Maurice Evans and Noel Coward have recorded in the past but both did only excerpts; both for the Vic-tor Co.

That Big If

Hollywood, Jan. 18.

'Invitation by Design, stage play by Betty Laidlaw and Alan Direhart, will get a Broadway production if it clicks in its Hollywood bow. Authors, along with Bobby Crawford and Robert Lively, have formed the Hollywood Guild Theatre to handle Coast and Manhaltan

presentations,

Piece will go into rehearsal soon as cast leads are lined up.

'ROAD' SEATTLE DITTO

Scattle Jin. 18.
Al Wilson, now managing the Metropolitan for Metropolitan Bldg. Corp., reports no bookings this son except the return of Tobacco Road, set for Feb. 21-26.

'Road' played here 18 months ago.

Mgrs.-ATC May Coordinate Plans; New Equity Pact, Ticket Brokers

Co-ordination of managerial and American Theatre Council plans for the betterment of the theatre is expected to result from suggestion made last week af a meeting of representatives of the two groups. Session took place at a dinner last Friday (14), attended by ATC leaders and the board of the League of New York Theatres.

New York Theatres.

Showmen told representatives of Equity present that while their ideas about managers cooperating with the ATC were okay, a basic agreement with Equity was in order.

with Equity, was in order.
That subject and other matters are
carded for discussion between the
managers and a special Equity council meeting carded for late this week.
Stated that the showmen want to
know just what changes in policy
Equity proposes each season, so that
managers will be enabled to make
plans without having new regulations sprung on them suddenly as
has happened in the past two years.
Surgestion was made to dispose

has happened in the past two years. Suggestion was made to dispose of Equity's proposal of confract, rule-to-boycott managers who do not comply with ATC rules agreed to by a distinct majority of league members, League people's idea was that it do its own policing and drop any such manager from membership. Equity would have special contracts for actors engaged by such managers, terms being made more stringent than at present.

terms being rade more stringent than at present.
Equity end of ATC appears to be adamant about control of ticket speculation and has asked managers what they propose doing about the problem. Leader in Equity, which appears to dominate ATC, declared that if the managers do, not make a move, the actors association could and would do so.

\$168,000 from Show Biz For Jewish Charities; B'way Donates 57G

Broadway personalities chipped in \$57,000 last Friday (14) at a luncheon for the Federation of Jew-ish Charlies at the Astor Hotel in N. Y. in honor of Louis Sobol. col-umnist. Ed Wynn was master of ceremonies and speakers included Judge Joseph M. Proskauer, Louis Nizer, attorney: Ben Bernie and Louis Sobol. Nizer, attor Louis Sobol

Nizer, attorney. Ben Bernie and Louis Sobel.

Total of \$168,000 has been raised by show business in the Federation campaign, \$50,000 of which was contributed by Holly wood. Coast contributed by Holly work. More than 300 attended.

Among the contributors announced at the luncheon were William S. Paley, \$15,000; Sally Rand, \$1,650; Albert and Hurry Warner, \$10,000; David Berstein, \$8,000; Frank V. Storrs, \$3,000; William Klein, \$2,600; Juck Cohn, \$2,500; William and Harry Brandt, \$2,000; William and Harry Brandt, \$2,000; William Arthur Looper, \$3,000; Paul Moss, \$500; J. Robert Rubin, \$2,500; Bill other contributors included Arthur Loope, \$3,000; Walter Reade, \$2,000; Jucks Brulatour, \$1,250; Leopold Friedman, \$1,500; Charles Moskowitz, \$1,000, and Nate Spingold, \$1,000; The Spingold

Others among those present who contributed were Eleanor Powell, Evelyn Laye, Belle Bak Ethel Merman and Morris Gest.

Jill Stern in 'Shadow'

Philadelphi Jan. 18.

Philadelphi Jan. 18.
Jill. (Julie!) Stern, daughter of J.
David Stern, publisher of the Philly
Record and New York Post, joined
the company of Shadow and Substance, at the Chestnut here last
Thursday night (13). She is in the
role of Thomasina, which was held
by Ruth Chorpening, whom she understudied. She also understudied.
Valerie Cossurt, who originally
played the part.
Show is now in its fourth week

played the part.

Show is now in its fourth week.
Opened in Pittsburgh, then went to
Washington, and is now in second
session in Philly. It got a juicy press
break from the Record. Incidentally,
Stern, and Eddie Dowling, producer,
or friende.

Jeeter in School

Long Beach, Calif., Jan. 18.
Advance man for touring
Tobacco Road' company a
bluff on the town's board of
education last week and got
away with it. He threatened to
institute legal action if the high
school auditorium wasn't made
available for Jeeter Lester and
his cronies of the back cracker
country. Guardians of the
town's higher learning, after
first nixing a rental deal, let
the troupe come in.
Now the holier-than-thous
are threatening to crack down
on the worthles at next election.

'DOLL'S HOUSE' SALARY SLICE

Cut in salaries for the four name players in the revival of 'A Doll's House,' Morosco, N. Y., is reported. Equity's rules for slicing do not ap-ply in cases where stars and featured players are involved. For that reason the matter was not called to the on the matter was not carred to the ssociation's at ention. On the road the Ibsen drama drew

On the road the Ibsen drama drew spotty business and a cut was agreed to by the leads, Ruth Gordon, Dennis King, Paul Lukas and Sam Jaffe. Contracted salaries, however, were restored when, the show came to Broadway. But business has been under expectations and a repeat reduction is said to have been made. Play's best business was in Detroit, where takings reached nearly, \$15.000. Pace aff the first week at the Morosco has been around \$8,000.

Miss Gordon and King get 8% of the gross under their original contracts. Lukas salary is \$1,000 weekly, while Jaffe has been receiving

\$600.

Early this week the management of 'Stop-Quer,' which opened at the Lyceum last week with several well knowns the cast, applied to Equity's cuts board for permission to scissor salaries.

Arts Union Delegation To Ask WPA Extension

Delegates from the Arts Union Conference will ke to Washington tomorrow (Thursday) to call on Aubrey Williams, acting WPA administrator, to urge immediate extension of WPA employment also urge open hearings—by the House of Representatives on the Federal Arts (Coffee) bill and try to see President Roosevelt to urge support of the bill.

Rops include Frank Gillmore, executive-director of the Associated

President Roosevelt to urge support of the bill.

Reps include Frank Gillmore. executive-director of the Associated Actors and Artisfes of America. Burgess Meredith, first vice-president of Actors Equity Assn. and chairman of the Arts Union Conference: David Freed. of the American Federation of Musicians: Philip Evergood, of the Artists Union: Willis Morgan, of the Workers Alliance and the City Projects Council. Fred Marshall, of the United Scenie Artists: Irving Mendell, of the Supervisors Council of the Federal Theatre Project.

Group originally intended to make the trip on Monday (17).

Wonderful Time' Tours As Rotary Stock Show

As Rotary Stock Show
Having Wonderful Time, which
closed Dec 8 after a long stay at the
Lyccum, N. Y., ropened Monday
(17) at the Shubert, Newark, N. J.,
under the management of J. J.
Leventhal: He will operate it
rotary stock, at pop prices under a
royalty arrangement. Comedy will
lay Werba's, Brooklyn, and other
houses in the stock circle.
Anne Freeing, temme lead in the
road Time. Whe the current presenttation. Joseph Pevency, also from
the road show, is likewise present:
Those taken from the original cast
include Sheddon Leonard, Mona Conrad, Anne Thomas, Loise Reichard,
Solen Burry and Herbert Vigran.

Protest Word 'Nigger'; Mercury Eyeing 'Vesey'

Mercury Eyeing 'Vesey'.

Negroes among the audience of Denmark Vesey', colored opera by Charles Ford and Paul. Bowles currently, playing the Federal Music Theatre, N. Y., squawked last Wednesday (12) ight when the word nigger' was used in the libretto. Juanita. Hall and the Negro Melody Singers, members of the cast, charged that they had a right to sing whatever they chose and furthermore as the opera was based upon an actual incident in 1822 the word's used was historically justified.

fied,
Mercury Theatre is reported dickering to bring the piece to Broadway.

'Circle,' 'House Dressing' **Admissions Tax Dodge** For Right This Way

Considerable confusion over admission to Right This Way' at the 46th Street, N. Y. arose last week because of peculiar ticket manipulation. In addition, an obsolete custom of having an orchestra circle

lation: In addition, an obsolete custom of having an orchestra circle tom of having an orchestra circle tom of hower floor, was revived at the insistence, of the house management and while the show is guaranteeing the theatre \$4,500 weekly, its manager appeared to have done no more than feebly object.

New musical which halted suddenly Saturday (15) drew a tepid press and mild business. after the premiere, first full week grossing around \$6,000. It was decided to dress the house' and any number of passes were issued. In addition, however, house insisted that some money, be secured for admission and designated the rear of the orchestra as the orchestra circle seats, priced at 40c. Regular tickets were secured and sold at that price, while an almost invisible typewritten signature in the posterior of the orchestra circle seats, priced at 40c. Regular tickets were secured and sold at that price, while an almost invisible typewritten signature to the orchestra circle seats priced at 40c. Regular tickets were secured and the price while an almost invisible typewritten signature to the covered on the admission tax law. Line for passes and circle tickets extended down the street and jammed the lobby, preventing other patrons from reaching the boxoffice. One party with an order from a ticket agency was unable to enter the theatre until 9:30 pm. because of the crowd of cheap ticket seekers.

It was reported that 40c, each was

Receivers.

It was reported that 40c, each was being collected on the passes, but that, was denied. Shuberts and others who once went in for pass or service charge collections on ducats, officials ruled that 30c, out of each, 40c, collected must be paid the Govornment. Grounds for that ruling were that as such admissions were in the \$3.20 section of the theatres the tax, applied on that price.

Same rule applies for tickets, sold at cut rates—\$3.20 tickets sold for half, the price must be accompanied by the full tax. So instead of the customer paying \$1.65 (\$1.50 plus 150)—he must pay \$1.80 per ticket. No tax apparently applies on tickets would be the full tax. So instead of the customer paying \$1.65 (\$1.50 plus 150)—he must pay \$1.80 per ticket. No tax apparently applies on tickets. Way its said to have cost \$170,000. Backing was secured by its presenter. Alice Alexander, voug dancer, Additional coin for extra advertising was reported, but not so expended. Coin is reputed to have come from a soon of the Luckenback with the agency protesting against the prohestra circle idea, also the numerous passes. It was reported that 40c. each was

St. Loo Playgoers Drive To Increase Membership

St. Louis, Jan. 18.

With the first half of the legit season here a cress, the Playgors of St. Louis, with a membership of 586 have started a campaign to enlist 214 more. Idea is to assure the first entirely successful season many years. Mayor Benard F. Dickmann, honorary chairman of the Playstock and enlisted the aid of prominent citizens in the move. Members pay \$1 each per season, plus demosts unying in amounts to cover cost of tickets to productions. Thus for 10 shows have been brought to the Amor! Theaper the burn stonly fest hous. In and cight more will buch the season. If the

more will line here, season. If the Playsoers can cond the levit year with a membersh p of 800 it is plained to bring more New York plays here next yea

Mercury Goes Commercial, Moves To National; Readies More Shows

Seen Mr. Nicholson?

Kenyon Nicholson was run ragged last week by a horde of young actors while he was cast-ing 'June Night,' first called 'Trio for Saxophones,' Play has

ing 'June-Night,' first children' first children' first or Saxophones. Play has to do with a roadside stand where hamburgers are served on the outside while there is music and dancing on the inside. Cast calls for more than 30 youngsters, the type who make merry at small expense. When the kids learned of the cast requirements they ganged up on the author. He thought himself secure on the top floor of a restaurant on Fifth Ave., N. Y. but ambitious young players swarmed up the fire escape and he fled. When last heard of he was closcied with Sara Enright, an agent in the Sardi building, where pursuers had smashed through the locked entrance door.

WHITAKER RAY, MANAGER, DIES

Whitaker Ray, 56, who died Eriday (14) of a heart attack at the Cumberland hospital, Brooklyn, less than 24 hours after admittance, was one of the most likable personalities one of the most likable personalities on Broadway. He became known particularly during the successive seasons when Jed Harvis, for whom he was general manager, forged to the front. Whit, as he was called, took over in the Harris office in 1925 during the Broadway run, replacing Herman Shumlin, who resigned to produce on his own after a dispute with the manager over pected share of the profits.

Bay continued charge of the

Ray continued charge of the Harris enterprises until after The Front Page. When that show con-cluded Harris announced his retirecluded Harris announced his retire-ment from show business, going to London, there to settle down and 'browse among the literati,' as he put it. His office was maintained for a time, with Ray checking quotations on various stock issues which Harris held on margin.

held on margin,

Starting as a press agent and manager for the late Henry B. Harris, also being in the Klaw and Erlanger office, Ray was known for his liberality. His father, who conducted a hardware and general merchandise establishment in San Brancisco, was wealthy and left his son nearly \$400,000. Much of that money was spent on Broadway, not a small percentage being given to friends. Ray died broke.

Secured Harris Backing

Secured Harris Backing
For years he was associated with
the late Leonard Bloomberg in Philadelphia, where he managed the
Chestnut Street Opera House for a
time, He established a bill-posting
plant there which netted a fortune.
Ray married Bloomberg's secretary,
and adopted her son, Tom a Cornell graduate who came to New
York from Massachusetts when Ray,
died and arranged for cremation and
burial, Services were held Sunday
'15) at Devlins funeral pactors on
the West Side, N. Y. Nancy Ray, the
widow, is seriously ill at the Worcester, Mass., Memorial, hospital;
It was through Ray that Bloomi-

ter. Mass. Memorial, hospital.
It was through Ray that Bloomberg financed Harris early productions, including Love Em and Leave
Em, which falled to click. Aside
from financial favors to any number
of front of the house people in show
business, be made many discoveries.
Included was Richard Maney, who
barged from a small town in the
State of Washington and who became,
press agent for Harris during Ray's
revime. regime.

was associated with Worthingion Minor ton Minor producing for a time. One venture was Wild Wares a radio comedy which featured the last Osgood Perkins.

Betty Philson in N. Y.

Betty Philson in No.
Betty Philson the mappet in Wise Girl' (RKO) was due in New York Yockreday (Tsiedby) from the Coast. Is returning with the intention of going back into lead.
Was in George Abbotts: Sweet River last season.

Moving of the Mercury Theati presentations of Julius Caesar' and A Shoemaker's Holiday, from the limited-capacity house to the larger National, N. Y., indicates the group's metamorphosis from an arty to a ductions have been attracting much business that it is figured the revivals can do well in the large

Further signs of the Mercury's yen for the coin is its proposal to ticket agencies for a buy. Some of the brokers have made deals, while others are considering the proposition.

National has 1,164 scats on two floors, while the Mercury, formerly, the Comedy) has 862 seats, including the gallery. National booking at the time announced for weeks, Total number of tickets for sale during that period at the various prices are now advertised; 33,600 at \$2.20, 15.000 at \$1.10, and 6,000 at 55.10 a

tickets at \$1 and less.

There was a line at the National when the sale opened Monday (17) and around 500 mail orders were on hand. In the ticket sale announced no mention was made of prices on Friday and Saturday nights when the top is \$2.75. Possible gross at the National is \$14,000 weekly for virtually, double that the the Mercery. cury.

However, a flock of theatre parties However, a flock of theatre parties have been and are being arranged for, such deals being at reduced prices and therefore the weekly, gross will fluctuate. Management of the National huddled with the Mercury operators over the subject and it was agreed that no more partifor Caesar would be sold, house end feeling that capacity will be drawn regardless.

regardess.

Mercury is not resting on its laurels and is expanding the number of people in its repertor cas. It has started readying a trilogy of Ports One and Two of 'Henry IV' and 'Henry IV'. Some of the player are in the current revivals, but the are in the current revivals, but the plan is to present the latter showings at the Mercury, since the house is under lease to the group for year. Should 'Caesar' and 'Holfa'r, remain at the National longer than the six weeks booked, replacements will be required the 'Henry' casts.

Harold Atteridge, 51, Musical Show Writer. Dies: Ill Some Months

Harold Atteridge, 51, who died hast Saturday (15) of circhosis after being ill for several months in his home at Lynbrook, L. I., was one of the few musical show writers who did few musical show stored a 20 year period from 1912. Decline, of stage musicals in the past several years found his familiar name absent from the boards of those musicals which were produced.

Atteridge was in the Shubert an-

were produced.

Atteridge was in the Shubert authorship ranks longer than any other author. He started writing librettos when a student in the University of Chicago, as outside activity. for he graduated on schedule and received a degree of bachelor of philosophy. He was discovered by J. J. Shubert, who brought him to Breadway.

of philosophy. He was discovered by J. J. Shubert, who brought him to Broadway.

Occasionally he wrote for other managers and turned out individual lyries such as By the Beautiful. Sea. which was put to melody by lurry. Carroll. Atteridge wrote the books and most of the lyries for The Passing Show, which had a number of cellions. Among the many musicals (most of which were presented at the Winter Garden, N. Y.) he authored were 'Sinbad,' Big Boy,' Night In, Venice,' Night in, Spain,' Make It Snappy,' 'Dream's Girl,' Rose of Stamboul,' The Honeymon Express. Whirl of the World.' Robinson Crusos, Jr.,' Maid in America,' Cay Parce,' The Liset Waltz,' 'Avlists and Models, and 'Broadway 'Night; Among the shows for other managers' Models, and Broadway Nights, Among the shows for other managers was 'Greenwich Village Follies.'

OLD TIME ROAD MEN CONTINUE CLUB

By JACK EDWARDS

Hollywood, Jan. 18.

Spending their decilining days in the warmth and sunshine of Southern California is a small group who a few years back organized themsolves as The Agents, a purely social or-unization designed to promote a spirit of camaraderie, and to give them an excuse for frequent contact to chin over their memories.

Back the palmy days of the gittimate theatre-myent the was a road, and touring companies were criss-crossing the country, making Hollywood, Jan. 18.

legitimate theatre—when there was a road, and touring companies were criss-crossing the country, making week stands, as well as frequent one-nighters—this group of oldtimers were known as advance agents or company managers. It was an important part they played in the success—or failure—of the traveling theatrical attractions.

Hardly a newspaper office from coast to coast,—from the Great Lakes to the Gulf in which these road agents, particularly, were not well known. Those were the days when working agents religiously made it a point to contact the drama editors, as well as the city desk; as an important factor in publicizing the particular legit with which they were identified. They were a more less respected group of workers, and they did much to establish an intenic cordiale for the spoken drama.

Then Came the Film

ntente cordiale for the spoken drama.

Then Came the Film

Then came the gradual decline of the road. Town after town was acropped from the New York booking sheets. Wild-catting was no longer the sinecure it had been in the boom days of the theatre. Pictures had taken the country by storm. A new generation became film-conscious and one by one the road agents and the company managers began dropping by the wayside.

Many of them migrated to Southin California, particularly to Hollywood, and here they have settled down to spend their remaining years, some of them comfortably retired, others, not so fortunate, grabbing off odd jobs here and there, but all more or less in the inactive category. It was about 11 years ago that Tom Hodgman, long since departed, users a dvance agent, and Myles Murphy, also decreased that the

Tom Hodgman, long since departed, suggested to Dick Mitchell, another veteran, advance agent, and Myles Murphy, also deceased, that the theatrical craft then living on the Coast organize for purely social purposes. So in 1928 The Agents was formed, with membership at times running as high as 60.

Today, The Agents still functions, with monthly lunchon-meetings held at the Los Angeles Elks club, but the ranks have dwindled more and more with the passing years. There are no dues, nor have there ever been any. Once a year the agents pass the hat, dig up sufficient coin to supply the secretary with stationery and postage stamps so that tembers can be notified of forth-coming meetings or other important matters. At the monthly luncheons it's Dutch treat. Occasionally there are guests, other persons prominent in the world of the Heater. Meetly are guests, other persons prominent in the world of the theatre. Mostly, it's the old gang, drawn together with a bond of palship, that gathers for the hour and a half or two hour

get-logether.

Just a few weeks ago The Agents
Jost their president, G. Horace
Mortimer, who has served in the
chair for several years. His death
left another gap in the thinning
railes, but The Agents will carry on.
Frank J. Gibbons is secretary of,
The 'Agents Affectionately known
'Cardinal,' by reason of a close
relationship to the Cardinal Gibbons
branch of the family of that name.
Gibbons served for more than 10
years ahead of Oliver Morosco travelshows, and a like number of

shows, and a like number of years with attractions sent out by the Henry B. Harris office. He's one of the retired members of the

of the relired members of the fraternity.

Others who no longer toil at their chosen professions, but who continue to play an active part in the doings of The Agents, include: Jack Raymond. D. Frank Dodge, Nick Wagner, Ceorge A. Harrison, Will F. Molitor, Fred Lotto, Ira LaMotte, Bill Roddy.

He's Used to Panning
Then there's: Mason Peters, now prospecting for gold in Arizona, and doing right smart for himself, Murray Ronnock, in the trade newspaiper field. Lee Parvin, press-agenting the Lost Angeles production of Broadway and in the firm.

The Drunkard, now in its fifth year at the local Theatre Mart; Peter Ermatinger, managing the Biltmore theatre here; Norman Peel, son of J. Fred Peel, velcran showman, who is free lancing; Dick Mitchell, for many years, with Joe Brooks, A. L. Erlanger, D. W. Griffith and, Jeff McCarthy, who has connected with motion pictures and doing okay for himself, Jack Grimes, helping pilot, the Al C. Barnes-Sells-Floto circus; Ned Holines, Pacific Coast exploiter for Warner Bros; Frank Whitbeck, Netro's studio advertising chief, Stanley, Dawson, dishing out tickets with the Cole Bros. circus, and in the box office at Santa Antia during the winter racing meets; John J. Kelly, operating the Hollywod seenario school; Frank, Perley, wintering on the Coast; Jack Edwards, this Vantery mugg; Doc Ralph Holmes, chiopractic practitioner here following a number of years as manager-operator of the legit theater in Burlington, Iowa, and several others who, at some time or another made their mark in the field of the legitimate.

Pew of The Agents now residing in Hollywood or its environs hold out much hope for a return of the road, at least with the road with which they were so closely identified. True, they have their dreams, but mostly these crumble into a grim realization that a new era has replaced their golden days, and most are content to sit back, alone with their memories of the hey-dey of the spoken stage, and of the part they played in its development over the years. Few of The Agents now residing

2 MORE H'WOOD **STARS BOW OUT**

Another play on the Broadway mid-January premiere list has been set back because of cast changes. Latest is 'On Borrowed Time,' Dwight Deere Wiman's play which had been scheduled to open this week at the Longacre.

Immediately after opening tryout in New Haven last week, Richard Bennett was replaced by an understudy and Dudley Digges was called in. Latter is now rehearsing in Time,' which is laying off and due to onen in Baltimore Jan. 31, New York debut date will be the following week.

New York debut date will be the following week.
Claudia Morgan was engaged to replace Miriam Hopkins in Wine of Choice, Theatre Guild's show, which was also brought back. Show is due in Baltimore for the last half of next week, then playing a week of split time before going to Boston for two weeks. Wine is now shated for the Guild theatre, N. Y., Feb. 21,

Pittsburgh, Jan. 18 Dissatisfied with revisions made by S. N. Behrman, the author, Miriam Hopkins withdrew from 'Wine of Choice' here Saturday night (15), following the show's final performance at the Nixon. Miss Hopkins brought on her agent, Leland Hayward, from New York to help her arrive at a decision, and it came before troupe left town.

No other cast changes contemplated. Phillip Moeller, listed as director, wasn't with the play in Pittsburgh, and although Theatre Cuild officials wouldn't admit as much, it's understood he has without it will restage it. Shumlin came on to Pittsburgh with Behrman over the week-end. Dissatisfied with revisions made by

the week-end.

Verdict here on 'Wine' was sharply divided, but opinion was expressed that with a bolstering of certain sec-tions piece has more than an even chance of becoming Broadway

'Service' Back to Det.

Detroit, Jan. 18.
Room Service, which played here to nice crowds last fall, is booked for repeat performance at the Cass the week of Feb. 13. Unless something else is lined up immediately, the house will be dark following the two-week stand of Tonight at \$30, which relit house Sunday, the house sunday at the works in the sunday of the s

Wary of B'way

(Continued from page 1)

out). None fared well New York, as previously out of town. Another case, last season's 'Jane Eyre,' with Katharine Hepburn, was

Eyre, with Katharine Hepburn, was a boxoffice bonfire through a long spring tour. Actress was reluctant to come into New York with the show, however, and when Brooks Atkinson went to Chicago to catch the play and review if in his N. Y. Times column one Sunday, panning Mire Haphurn, the ware reported to Times column one Sunday, panning Miss Hepburn, she was reported to have definitely decided not to attempt Broadway. She's again being mentioned for a legiter for New York, but will not do 'Jane Eyre: Similarly, Miriam Hopkins reported returning to the Coast after an unsuccessful bout with legit in the Guild's Wine of Choice, which closed last Saturday (15) Pittsburgh for repairs.

As a result of all this, Hollywood stars are growing more and more wary of taking Broadway stage of-fers. There are frequent cases of film names yearning audibly for a return to the speaking stage, but usually they merely talk about it. Among such cases has been Robert usually they merely among such cases has been Robert Montgomery, who was mentloned for Merely Murder, but didn't appear in the show, which subsequently flopped. Paul Muni has repeatedly spoken of doing a legit show. John Barrymore is said to be interested. Ann Harding has been mentioned, as have Wendy Barrie, Lee Tracy, Spencer Tracy and numerous others. Charles Bickford is to appear in the next Group Theatre show.

Generally, however, the picture

Generally, however, the picture people are becoming more and more gun-shy of risking a lambasting from the Broadway critics. And flops like 'Yr Obedient Husband,' Madame Broary, "To Quite and Back, and the others are just that many more storm warnings. They may try legit appearances in Coast productions, but Broadway's another matter."

Shows Out

'Yr Obedient Husband' stopped at the Broadhurst, N. Y., last Saturday. (15) after playing one week. Period play drew mixed notices, unsatisfac-tory to management. First known as 'A Christian Hero'. About \$8,500 for the week.

YR OBEDIENT HUSBAND Opened Jan. 10, '38. Critics' sliked this March-Eldridge low. Coleman (Mirror), 'Isn't disliked disliked this March-Eldridge show. Coleman (Mirror), Isn't much of a play. Atkinson (Times), 'Indifferent jest, indif-ferently performed.' Variety (Ibee), 'Limited engagement

Tortilla Flat was panned at the Miller and withdrawn Saturday (15) after playing five performances. Publicity over mixup between the author and a critic tended to hurt the

TORTILLA FLAT
Opened Jan, 12, '38. Bad notices greeted this, Lockridge
(Sun), 'Not Likely.' Brown
(Post), 'Foul injustice to Mr.
Steinbeck.'

'Yes, My Darling Daughter, last winter's hit, will go to the road from the Vanderbilt after next Saturday (22), when it will have played 49, weeks. Profitable engagement all the way.

YES, MY DARLING
DAUGHTER
Opened Feb. 9, '37. Unanimous okay placed on this by first-stringers. Gabriel (American said, '1 report a good time.'
Anderson. (Journal). 'Merrily mischievous comedy, an amiable haven for light-minded playgoers. Variety (Ibee), 'Distinct-

Right. This Way' stopped at the 46th Street Saturday (15) after playing one week and a half. Drew small money, especially for a musical, last week's takings being around \$6,000. Claimed that show will reopen, but some leads are reported taking other concernment. engagements.

East Side Doctor, new Yiddish play by Ossip Dymow, opens at the Artef, N. Y., Feb. 8.

Inside Stuff—Legit

One of the formidable tabus of the theatre was violated in 'Tortilla Flat'. Jack Kirkland's adaptations of John Steinbeck's novel, at the Henry Miller, N. Y., which closed Saturday (15) after five performances. Breach occurred at the final curtain when the bums in the story burn down their shanty. As the curtain falls flames are beginning to break through the roof and smoke is filling the stage.

Showing of fire or even the reference to it is rare in the theatre. Figured such suggestion might cause a panic in an audience, with tragic results. Instance of avoiding that occurred in 'Brother Rat,' George Abbotts production at the National, N. Y. Original script called for the characters to yell 'fire on the campus,' as V.M.I. cadets do to warn of women approaching. Line was changed to read 'turkey' instead of 'fire, 'although several members of the cast were superstitious about the substitute word.

When fire gutted a small shop adjoining Carnegie Hall two Saturdays ago (8) during a Philharmonic-Symph concert, firemen were careful to work quietly in fighting the flames, lest the sound of belis, sirens, shouts, etc., might cause the audience to think the blaze was in the hall, Concert-goers were not aware there was a fire until they left the building.

Surry Players, Inc., formed several months ago for the revival (at the Ritz, N. Y.) of 'As' You Like It,' has been dissolved, according to a notice filed with the N. Y. Secretary of State by Cohen, Cole, Weiss and Wharton, attorneys. Since the corporation was formed solely for the Like It' venture, the dissolution does not affect the group's activities.

Stated the outfit, headed by Katherine Emery and Anne Revere, is still conducting practice and experimental rehearsals and looking for plays. Eighteen actors are taking part in the rehearsals. Sheppard Strudwick, formerly a member, has gone to the Coast and several others, including Miss Emery, are rehearsing in outside shows. When those productions are settled for runs, the players will return for group rehearsals. Group, which has had several summer seasons at Surry, Me., will begin preparation about April 1 of productions for the coming summer. Players plan to go to Maine about June 1. Schedule will include two new plays and two revivals.

List of the '10 best' press agents in show business was selected last week by Jay Carmody, legit and film critic of the Washington (D.C.) Evening Star. Only one given special rating was Rufus Blair, of Paramount. He was placed first, with the others following without preference. In addition to Blair, the tabulation included Richard Maney (Guthrie McClintic Katharine Cornell), Charles Washburn (George Abbott), Barrett Kiesling (Metro), Helen Deutsch and Joe Heidt (Theatre Guild), Frank La Falce and Dan Terrell (Warner Bros. in Washington), J. Raymond Bell (Loow's Washington), Ben Washer (Goldwyn). Also agds as nitery p.a's Mrs. Frances Shipped and Ruther Barnard, of Washington.

Laura Hope Crews was in and out of 'Yr Obedient Husband' prior to the show reaching New York, Dame May Whitty was originally chosen for the part and opened in it. Miss Crews was called in to replace her, but then Miss Whitty was recalled and given a guarantee of four weeks. She was in the show when it premiered at the Broadhurst, N. Y., last week, When the show closed Saturday (15) after one week on Broadway, the English actress received additional pay under the contract given her when the retiring the show.

Several cases of men in Broadway legits this season dyeing their hair. Kurt Conway had his thatch colored black to go in 'Having Wonderful Time'. Ezra Stone, in 'Brother Raf,' has gone blond. Anthony Ross became a redhead to play a lion in 'Greatest Show on Earth.' And Luther Adler dyed his hair black to play the lead in 'Golden Boy.'

Dyed hair for femmes is common on the stage and many men wear

es, but believed the male hair-dyeing is unprecedented on the pre-

While the Theatre Guild's 'Wine of Choice' was trying out on the road, While the Theatre Guild's Wine of Choice was trying out on the road, Paul Stewart missed the Friday night performances. Actor also radio announcer and is regularly on the Kool-Raleigh show over NBC Blue, with Tommy Dorsey, that night. He paid his understudy to do the legit show for him that performance, scooled to N. Y. for the broadcast and returned to the stage for the Saturday matinee. Did so in Philly and again last week in Pittsburgh. Had to duck the radio stint while the show was in Chicago.

The Greatest Show on Earth, which opened at the Playhouse, N. Y., last week is given some rating as a novelty, but observing showmen believe it could have been made a good thing it changes had been made prior to the premiere. New managerial firm of Helen Bonfils and George Somnes did seek revisions, but understood the authors refused to permit script changes.

Some changes are reported to have been made after the opening, with the second night a better performance than the first. Authors evidently were not so adamant after they read the notices.

June Walker, who was in Switzerland recuperating from a knee infec-tion, arrived in New York last week much improved. Although the actress had a slight limp, she stated that doctors do not believe another operation ne

slated for a new production, probably appearing on Broadway winter.

Disgust manifested itself upon the ailing Richard Bennett in a scene of 'On Borrowed Time,' in New Haven last week, causing him to make a statement that excited a dither in the audience. Annoyed at the swing of a gate on stage, the veteran actor halted Frank Conroy to say: 'Just a minute, while I join the stagehands' union and show these men how to fix a gate so it will stay open.'

Reputed illness forced Bennett from his role this week,

Company manager on the road with a hit name is putting on the primadonna act as if he thought he were making a farewell tour. Is leaving a trail of burned up newspaper men after him. In at least four cities the show has played there are drama editors, etc., waiting to catch the c.m. on his next trip around and with a show not as hot as his present meal

Both the Mercury Theatre productions and Pins and Needles, produced by the Ladies' Garment Union, are getting plenty of unsolicited publicity. After the critical raves, drama editors, magazines and columnists have proven pushover for the news. Reverses usual p.a. headache, which is to provide enough material, instead of trying to place it.

Not discouraged by the failure of Western Waters' thirst called 'Tought T' Chaw'), which closed after one week at the Hudson, N. Y., Elsa Moses, widow of Harry Moses, will stick to show business. She is keeping her office open and is reading scripts with the expectation of producing again next season.

Brock Pemberton: still waiting for the finished script of 'Kiss the Boys Goodbye,' authored by Claire Booth Luce. It was due for completion some time ago, but the authoress was unable to work at revisions to to be: itline ith pneumonia. Later, her mother was killed in a motor accident at Miaml.

Helen Hayes 23G, 'Door' 15G, Chi; 'Take It' Exits After 49 Weeks

Chicago, Jan. 18.

Last week saw the final bow-out of 'Kou Can't Take It, with 'Kou, after a 49-week run. Show ran up to as high as \$17,000 at its peak, and never dropped below \$9.500 at its weakest. It takes rank in Chicago's long run shows along with 'Three Men on Horse.' Topsy and Eva,' Lightnin' and 'Able's Irish Rosc.'
Last week brought, the produc-

Lightnin and Able's Irish Rose:
Last week brought the production of 'Merchant of Venice' by
Helen Hayes and others from the
Gilbert Miller shows here: Victoria
Regina' and Tovarich, 'Most of the
east are from 'Victoria,' but with
McKay Mortis and Cecil Humphreys,
of 'Tovarich, 'pitching in with two
jobs. Special matines showing was a
capacity simash and may result in
another performance before Miss.
Hayes leaves town.

another performance before Miss Hayes leaves town.

Victoria' continues to strong business in the Erlanger, while 'Tovaries' is doing excellent trade, also. Miller is doing all right in Chicago. In fact, he is advertising both shows under a single banner, reading: High Tide of Theatrical Empire.

Though. Can't. Take -It' left town, Sam H. Harris is still represented in the boop lineup with Stage Door. On the reading the majority of the reports were on the right side.

Cornelia Oits Skinner brought 'Edna, His Wife' into the Harris last night (Monday) for a fortnight, and

the right side. Cornelia Olis Skinner brought Connelia Olis Skinner brought Edna, His Wife into the Harris last night (Monday) for a fortnight, and will be followed in the theatre by Robert Henderson's midwest production of the Noel Coward Tonight at \$200 playlets.

Estimates for Last Week

Estimates for Last Week

'Stage Door,' Grand (1.400; \$2.75)
'2d week'. Generally good notices
described to the second of the sec

\$23,000.

You Can't Take If with You, Harris (1,000; \$2.75). Fin all yl scrammed after 49 stanzas in town Closed run to strong \$13,000 on final session. Edna. His Wife, with Cornella Otis Skinner, opened last night (Monday), wp. 4

WPA

'See Naples and Die,' Blackstone.

'Stream' Not Precious: Brutal \$5,000, Frisco

San Francisco, Jan. 18.

Lady Precious Stream closed at the Curran Theatre last Saturday (15) after two disappointing weeks, Instead of folding, as planned, the show played last night (Monday) at Claremont, Cal. Troupe is stated to disband tomorrow (Wednesday).

Next door to the Curran the San Francisco Light Opera Co. finished Stream of the Curran the San Francisco Light Opera Co. finished Siz Last Sanza waw. (15). Biz last stanza waw. (15). Local opera company did miuch betier than expected. Biz first two weeks good. (16). Biz first waw. (16). Alcazar. (16). Week. (16). Biz excellent. Comedy looks set for good run.

Cornelia O. Skinner 8G: Take It' Current, St. L.

Take It' Current, St. L.

St. Louis, Jan. 18.

Edna, His Wife, 'I thir road legiter here this season, copped \$8,000 for eight performances ending Saturday (13) and fell behind the pace of the steadily improving bis. Take 'epresents, a 23% increase over the appearance of Cornelia Olis Skinner, two years ago in a series of sketches.

Estimate for Last Week

'Edna, His Wife,' American (1,707, 122), 220). Rave reviews helped to get \$8,000, which was satisfactory; current, 'You Can't Take It With You.' only to be skedded for a two weeks' stand here, this season; began Sunday (16).

'Choice' \$15,000, Pitt; 'Room Service' Current Pittsburgh, Jan. 18.

Pittsburgh, Jan. 18.

Despite mixed notices and disturbing reports from other key spots, Wime of Choice' had enough on the ball to knock down an excellent \$15,000 last week at the Nixon. New shows without a Broadway rep rarely stand a chance around here; but names of Miriam Hopkins and Alexander Woolcott on marquee overcame the customary prejudice.

Blay was presented under ATS

came the customary prejudice. Play was presented under ATS auspices, which assured it good get-away and generally favorable word-of-mouth resulted in brisk window sale all week long. Presence of a flicker personality always insures good upstairs, but lower floor got a nice play as well this time.

nice play as well this time.

Nixon has Room Service' current and then goes dark for fortnight, due to premature folding on the road of 'Babes in Arms'. Next show will be Ina Claire's Once Is Enough, 'Feb. 7, and then house goes celluloid, again for run of 'In Old Chicago,' opening Feb. 13.

Estimate for Last Week

'Wine of 'Cholee' (Nixon) '(2,100; \$2.75). Tryouts are usually poison here, but not this one, and \$15,000. was exceptionally good. 'Room Service' is current.

HUB VERY SAD; **'MASTER' \$6,500**

Wholesale, turnover of shows finds three out Saturday (15) and one new one in Monday (17). Constance Cummings opened at Wilbur Monday (17) in 'If I Were You, 'while' Leaning on Letty,' Housemaster (to be called Bachelor, Born' when it comes to New York), and the Abbey Players all quit last Saturday (15). Legit trade was rather sad last week, and since the holidays there has been a general slump that has wrinkled foreheads among the management.

Mercury Theatre version of Julius Caesar' opened, at the Colonial Jan. Mercury Theatre version of Julius Caesar' opened, at the Colonial Jan. Hymouth. Jed Harris' Cur' Town is coming into the Shubert Jan. 31.

Estimates for Last Week Wholesale turnover of shows finds

Estimates for Last Week
Housemaster. Plymouth (1,480;
\$2.75). Enjoyed a good run here, but
sagged badly last two for the form of the form

Cleve. Still Hiding Out; Tonight 8:30' Sour \$7,500

Cleveland, Jan. 18.

Cleveland, Jun. 18.

Hanna's legit business is still hiding in the post-holiday cellar. Noel Coward's Toningth at 8-base evidence of the control of the cont

Estimate for Last Week
"Tonight at 8:20," Hanna (1,435
2:59). "Names in Noel Coward'
scries not well enough known; an
blizzards helped to cut the grosdown to a brutal \$7,500.

'Richard' \$8,500, Cincy

Cincinnati, Jan. 18 Maurice Evans in King Richard II pulled 18,500 on three performances Friday and Saturday (14-15). Biz was big Friday night. Saturday mat-inee was a sellout. Saturday night trade was light, due to poposish from Cincinnat. Symphony. Orchestra at Mueic Hall.

Cincy is without legit this week You Can't Take It With You comes in the Cox Jan. 23 for a two-week

in the Cox Jan. 23 for a two-week stay. Estimate for Last Week King Richard 11, Taft (2:500; \$3:30). Almost capacity for three performances Friday and Saturday (14:15), \$45:500.

Night Jan. 16' Headed For Pale \$4,000, B'klyn

For Pale \$4,000, B'klyn Broklyn Jan. 18.
Several holdovers here but a great biz at any of the houses. Werba's Brooklyn is in second starta with 'Night of Jan. 16' and still choosing jury from sparse audiences. Weak \$4,000 in view. At the Little theatre, the Brattleboro Players, in a second week of 'Oliver, Oliver,' got off with excellent notice from local press and mild spurt at bo. Another legit was the two-day stand of Chamberlain Brown's production of 'At a Certain Hour,' who dunit by Douglass Lyons, at the Academy of Music. No panic at the Academy of Music. No panic at the Academy of Music. No panic at still dark.

'SUBSTANCE' 12G, 'RAT' \$10,700; PHILA. O.K.

Philadelphia, Jan. 18.
Chestnut, Forrest and Locust are all lighted; weeken his become concerned to the second or the second or

pacity) is too large a house for these intimate plays.

Estimates for Last Week
Shadow and Substance, 'Chestnut (1.646; \$2.50) (2d week). Fourth subscription play of the ATS, crix raved, but not nuch bo, response over and above subscription money \$12,000; figured sure to jump up this week through word-ot-mouth.

Brother Rat,' Locust (1,400; \$2.50) (4th week). Going along on nice even keel and showing profit; \$10,700; another week or two sure.

Abbey Players, Forrest (2,000; \$2.50) (4st week). Irish thespers of lering repertory.

1 WERE YOU' \$8,500: WASH. JUST COASTING

Washington, Jan, 18.

No life the local legit scene
this week, with National dark watiing Tkoon. Service, which comes in
next Monday (23). Last week wasn't
week tool, new farce by Paul Hereye Tool, new farce by Paul Hereye Tool, new joiching up a great
deal,
One review con-

deal.

One review pointed out the play had a good idea, but an idea better than the play. Fox and Levy spent the play for the play is a second of the play for th

'Daughter'-\$10,000, L. A., 'Women' Advance Good

Los Angeles, Jan. 18.

The Women' got under way at the Biltmore yesterday (Monday) for a three weeks' sojonin. On the basis of the advance side the piece should have trouble hitting a profitable initial week. Yes, My Darling Daughter, folded at house (15) after three good stanzas.

Estimate for Last Week Yes, My Darling Daughter, Bilt-more (C-1.656; \$2.75). Interest held to finish with comfortable \$10,000 on the third and final week.

WPA

Days Without End, Mayan, Engene O'Neill drama ppened last Thirsday (13) to fair returns.

Joyalles, Hollywood Playhouse, Debuts Thursday (20) for minimum of two weeks.

'Ah, Wilderness,' Mason, First of FTP's new stock series. Entering second week to satisfactory biz.

B'way Defies Weather, Flops Hurt; 'Right' Best \$31,600, 'Hooray' 28G, **'Susan,' Lunts \$19,000, 'Wagon' 14G**

While business generally was okay, profitable business and should extend despite bad weather Broadway well into spring period; improved last week new casualties continued last week to \$13,000 to mar the presentation record of the winter. Two out of three: Stopped suddenly after week and transl last week were willdrawn saturday (15), while third is in doubt. Other incomers have been hold in for one region are continued.

the winter. Two out of three trants last week were withdrawn Saturday (15), while third is in out. Other incomers have been and the lapses to trease and the lapses to the saturday and the lapses to the saturday and the lapses to the trease and the lapses to the trease and the lapses to the trease and the lapses to the saturday and the saturday and the saturday and is closed although sponsors claimed it would refund the saturday and saturday

field: Shadow and Substance, Golden, Journeyman, Fulton.

Estimates for Last Week
'All That Glitters, Billmore (1st
week) (C-991-\$3.30). Presented by
George Abbott: written by John
Baragwanath and Kenneth Simpson;
well regarded at tryout; opens tonight (Wednesday).
'Amphitryon 38, Shubert (12th
week) (C-1,387-\$3.30). Now definite
that revival of The Sen Gull' will
be done by Lunts; to alternate
with the current show, which rated
close to \$19,000 last week.

Between the Devil, Imperial (5th
week) (M-1,468-\$4.40). Publicity attendant show's special Warm Springs
benefit performance in Washington
Sunday (23) should help; doingrather well; estimated over \$20,000.

Trother Rack' National (58th week)

rather well; estimated over \$20,000.

'Brother Rad,' National (58th week)
(C-4,164-\$3.30). Moses again, to Ambassador and with scale reduced may stay, through winter; quoted over raker. Holicar mover and 'shoemaker,' Holicar mover and 'shoemaker,' Holicar mover and 'shoemaker,' 'Craile, will Renk,' Windoor '32d week.' (C-689-\$2.20). Picked up somewhat, with takings approximating \$7,000; profitable for show without scenery.

scenery

out scenery

Father Malachy's Miracle, St.
James 10th week) (C-1,520-83-30.)
Moved to Guild Monday and played
without scenery union tangle, resumed-here—Tuesday; bit—under
\$10,000 last week.

'Golden Boy.' Belasco. (12th week)
'To-1,000-83-30.) Went forward to
around \$14,000 which his been average weekly pace; road-company plans
shelved looks set for balance of scason.

in the control of the

lighting.

Room Service, Cort (36th week)
(C-1,059-\$3,30). Weakness since holi-days, unexpected; show got over \$9,000 last week; quite profitable, but better attendance expected.

Stop-Over, Lyceum (2d week) (CD-961-\$3.30). Mixed notices and so-so attendance after opening, with first week taking light.

urst week taking light.
Susan and God. Plymouth (16th.
week) (CD-1,10c-\$3.30). One of senson's standouts 'drawing big attendance consistently; up somewhat has
week, with takings around \$19,000
mark.

The Star Wagon, Empire (17th week) (CD-1,096-\$3.30). Another standout; grosses fairly strong; rated around \$14,000 last week.

around \$14,000. last week.

'The Women,' Barrymore (56th. week) (C-1,048-33.30). Like other long-run shows, business is off, but getting a profit, right along; jumped last week to \$13,000.

last week to \$13,000.

Time and The Conways, Riz 3d week! (D-918-\$3.30). Steadily picked up; though gross not good, import may climb into winning division; \$7,000 or better last week.

Three Waltzes, Majestic (4th week) (D-1,753-\$3.30). Mostly lower floor demand and at matinees; aided by agency support takings around \$20,000; fairly good for operetta.

Tortilla Flat, Miller. Withdrawn, saturday, adverse press; played five performances.

Tobacco Road, Forrest (215th week) (C-1,107-\$1.65). No material change in pace for run leader; last week around \$5,500 was slightly above previous week.

"Yes, My Darling Daughter," Vanderbilt (49th week) (C-804-\$3.30). Final week; might stay longer, but keys to be played before film release; around \$6,000.

"Yr Obedient Husband." Broad-hurst. Press not favorable and man-agement decided to withdraw; closed Saturday (15) after eight perform-ances; quoted around \$8,500.

You Can't Take It with You."
Booth (58th week) (C-708-\$3.30).
Bettered winning pace and will
doubtless stick into warm weather;
went to around \$13,000 mark.

Added

Pins and Needles, Labor Stage; satiric revue by unionists. Intimate Opera Co., Little; closed Sunday (16),

Revivale

Julius Caesar, The Shoemaker's Holiday, Mercury; repertory selling out; moves to National next week 'A Doll's House,' Morosco; \$8,000 estimated.

WPA

'One Third of the Nation,' Adelphit opened Monday (17). Trocessional,' Elliott: closed. Eugene O'Neill playlets, Lafayetter closed.

Glitters' \$9,000. Balto: More Than 'Rat,' 'Service'

Baltimore, Jan. 18 George Abbott's latest try, All.
That Glitters, tried out at the Maryland last week and drew critical
raves and hetty biz. Off to good advance and opening night on the
strength of the previous Abbott record here, biz built strongly to sellout proportions for the latter part of
week, winding up with a take of
\$9,000.

Nothing in currently and nothing in line:
Estimate for Last Week

Plays on Broadway

TORTILLA FLAT

Compile in three note (four seenes). Prerune is by Jack Kirkiand and Sam H. Grisvan Adap-ed by Kirkiand from novel by
the Steinbeck, Staged by Kirkiant. Sethesolore C-404y, At the Henry Miller
vater. N. Y. Jan. 12, '38; '83.30 (50).
Hong Fom Home. Eddle Crave
home C-404y, At the Henry Miller
vater. N. Y. Jan. 12, '38; '83.30 (50).
Homes Compile in the Compile in the Compile
vater. N. Y. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. Y. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. Y. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. Y. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '83.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '38.30 (50).
Homes Compile
vater. N. J. Jan. 12, '38; '38.30 (50).
Hom

There are several angles on this show—and all of them against its chances. It's the second adaptation of a John Steinbeck novel to reach Broadway in a couple of months, pre-vious being the author's own dramatization of his 'Of Mice and Men, current at the Music Box, N. Y Play drew the juiciest critical raves so far this season, and comparisons

Play drew the judicist critical rayes so far this season, and comparisons were bound to be tough.

Kirkland's Tobacco Road' adaptation, at the Forrest, N. Y, from a successful novel by Erskine Caldwell, is one of the top money-makers of Broadway history—meaning more comparisons. For third angle, all characters and all deal with how the other half lives. Dialog, too, is outspoken and theme sordid. In the case of Tortilla, like Tobacco Road, Kirkland not only adapted, but staged the show, and is co-producer with Sam H. Grisman.

From reports, Steinbeck's novel has considerable color and atmospheric charm. Its characters are said to be lifelike and distinctive, its theme brilliantly satirical. But those cluster qualities have evaporated in Tortilla' is still atmospheric but its theme brilliantly satirical. But those cluster qualities have evaporated in Tortilla' is still atmospheric but its characters seem artificial; it is talky, virtually actionless and inconclusive. Instead of being satirical, it is somewhat incomprehensible.

In essence, Tortilla' is about an amiable, drunken, disreputable, worthless gang of bums. Being penniless, improvident and lazy, they have made a fine art of loafing. They generously share thefts, wine, talk and the occasional. Strumpets who stroll by the constitution of the minerite two transfer of the content of the content of the chers.

Players generally do as well as they can with their opaque material. As lusty, loud, lewd and genuine Big Joe, Harold Moffet turns in a capable supporting performance and, with Mary Servoss, contributes the only outright funny seem of the play. Erin OBFien-Moore is fivery and amorous as the convention of the help, while Joseph M. deVillard is oily, explosive and distending the improved properly crafty and discenbling as the self-admitted friend of the help, while Joseph M. deVillard is oily, explosive and fullie the imposed-upon wine-geller.

seller.

As Danny, whose property disrupts
the group, Edward Woods seems confused. But in the writing, the role
is not well defined. Eddie Craven
and Harry Bellaver, as two members
of the guzzling crew, are haltered by
the artificial dialect of their lines,
the stilled dialect of their lines.

While Despays to the section with the
imaginative and effective.

While Paramount already owns the screen rights to Tortilla, and presumably intends to film it, the picture prospects of the story don't appear promising.

between Kirkland the N. Y. Herald Tribune's dramatic critic, Dick Watts, Jr., arising from the latter's notice on this show.] (Show closed Saturday night (15) after fine performances; review printed for the record.) Hobe.

STOP-OVER

	The state of the s
Molodrama in three	nets (one scene), pre-
sented by Chuse Pro	eluctions Inc. Stars
Sidney Blackmer, Art	hur Byron. Features
Muriel Kirkland, Wri	tten by Matt and Sam
Taylor, Staged by	Worthington Miner
setting, Norris Hough	ton At the Lycoum
N. Y., Jan. 11, '38; 3	20 ton
Bartley Langthorne	Cilpan Dinaleman
Bartley Langitiorne	Sluney Blackmet
Arthur Darrow	Harry M. Cooke
Bessie Latimer	Muriel Kirkiana
Ed Lathner	Edwin Cooper
Mrs, Scanlon Father Couley Janet Archer	Alice Ann Baker
Father Conley	Robert Thomsen
Janet Archer	Jean Rodney
Ben Farnham	Calvin Thomas
Peter Farnham	Billy Redfield
Benjamin Farmam.	Jr. Ramon Blackburn
Jerry Farnham	Eugene Schle
Dick McKernan	Stants Cotsworth
Mait Scanlon	Arthur Tyron
Lew Foster	lames Shelburne
Dr. Raiph Greyson	Donald Comeron
Die semipe Gies sonver	

Thread thin any chance this melodrama achieves for success. After an o.k. Act One, play disintegrates

Lines often seem to be unrelated to the whole. Entrances and exits are too many, before the last act the people running up and down the single staircase become monotonous

single staircase become monotonous and too theatrically affected.

Arthur Byron and Sidney Blackmer, who have been basking before camera lenses of late, came east for the big roles, which are fat and to type, though, not especially well to the second property of the second prope

more.

Byron gives an almost glittering performance as the fugitive; Blackmer's part hogs most of the comedy lines. he being the only really sophisticated person in the play.

Part of a priest, played not too well by Robert Thomsen, isn't real-istic. Priests aren't as childishly naive as the role is written and interpreted.

interpreted.

Swell acting Job is turned in by Calvin Thomas as the paterfamilias aimlessly cavorting around in the trailer. He's the hilt-deep essence of the 100% back-slapping, American Legionanire.

Worthington Miner's direction isn't up to his usual par. Script didn't provide much, but he could have dressed his stage, oftentimes, more adroitly; too, he might have maneuvered better the tiresome adias and exits.

Norris Houghton's single setting a

Norris Houghton's single setting, a large living room, is pretty good.

There's the barest germ of a

	ucea	
Kev	uced NEW LOV	y ddiae
	MILLER.	semi- annnal
		A
	The state of the s	
. 1	790 F	790
940	I.MILLER Beautiful	INGENUE
9ri	and DeLuxe	Made expressly for L. Miller ig: 8.95 to 10.75
562 PIFTN	AVE. 450 FIFTH AVE. 49 N	N. 341h"ST. 1552 BIWAY

Shows in Rehearsal

'Once Is Enough' ('Half a oat')—Gilbert Miller. 'Save Me the Waltz'—Max

Gordon.

**How to Get Tough About It'
-Guthrie McClintie.

June Night' (Trio for Saxophones) - Robert Rockmore.

**Roosty'-Albert Levis.

**Salute to Glory'-Joseph Hyman and Irving Cooper.

Journeyman'-Sam Byrd.

**Our Town'-Jed Hartis.

*Sunup to Sundowa'-D. A.
Doran.

'Casey Jones'—Group Theatre.

WPA

One-Third of a Nation

Federal Theatre unit, which was so successful in probing into the utility trusts with last year's production of Power, strains itself, again, on behalf of slum housing; with this piece by the same author. One-Third of a Nation, 'tile which was culled from a phrase in a speech by President Roosevelt, won't repeat for author Arthur Arent.

Rosevelt, won't repeat for author Arthur Arent.

It may be rather ruthless criticism to bluntly point out that the new Housing Bill, for private industry, which has F.D.R. blessing and is now begging the same of Congress, and government aid besought and propagandized for by the play. It appears that the play was written before these late events occurred in Washington.

As a medium to foeus playgoing attention on evils of sardine-can live (Continued on page 63)

PLAYS ABROAD

LA REVUE DE LA JOIE

('Revue of Joy')
Paris, Jan. 11,

Paris, Jan. 11,
Revucin 2 acts (17 scenes), produced by
Mitty Goldin, Whiten by Pierre Yarenuguid Mouldin, Whiten by Pierre Yarenuguid Moulding Continues, Max
Hemdey, Dances, Friday, costinues, Max
Weldy, Secnery, Georges Revinard, ordine
tra direction, Lionel Cazaux, At A.B.C.,
Paris.

This has all it takes for b. o. Its appeal is thoroughly French with only one feature which is new and leans toward the extraordinary—the dancing of Anton Dolin. England's No. 1 ballet dancer is the only break in the general run of French comedy of which there is a generous supply

No. I besiet united by the preach in the general run of French comedy of which there is a generous break in the general run of French comedy of which there is a generous Noel-Noel stars and turns in performances up to his high standdrd of comedy. He makes three appearances: besides the windup, and packs laughs, and showmanship. His solo act, composed of his own songs, is good for two returns. In a score in which he plays rich uncle of Mile-Brini and Hemdey in old inheritance (ag, his first appearance in revue, he has to speech off. The other time of the his packs of the other time. This sketch is done as anateur show with the Misses Lailo, Rivoire M ny Darny, Gisele Dis, Sophie Duval, Suzy Wall and chorus of Fraday s judges. Andree Mesanti, announces. First contestant is Deiss as Finance Minister Bonnet, who tries come juggling. Therese Dorny follows builesquing an opera singer. Capenties as Harriot, is gooded off cavorite at the house, as working did avorite at the house, as working did avorite at the house, as working did avorite at the house, as working with trainer quieting animals, Blum and Caillaux, played by Bever, and Caillaux, respectively. Last of, amacurs are Charpini and Brancato in a comedy duct. Noel-Noel makes entange from house as average Frenchman objecting to manner in which French statesmen are ridiculed. Lines are above average mand sud- aggs as (Continued on page 63)

bove average and such gags as (Continued on page 63)

Plays Out of Town

Merchant of Venice

Merchant of Venice

Chicago, Jan. 16.

Shakespearean drama presented by Victoria and the Chicago, Jan. 16.

Shakespearean drama presented by Victoria and Chicago, Jan. 16.

Stara Evier Hayes, Features Abraham Sofaer, Staged by, Sofaer, Settings, Robert Barnhart; costumes, Gly Monybenny. At the Edwards Chicago, Markay Morris Prince of Morocco. Ceell Humphireys Antonia Guy Monybenny. Salarino, Guy Monybenny. Salarino, Hobert von Rigel Uraltano. Peter Mather Shylook Abraham Sofaer. Tubal Wallace Widesomber Tubal Wallace Widesomber Tubal Wallace Widesomber Tubal Jewis Markay Marka

Players of the Gilbert Miller 'Vic-Players of the Gibbert Muller Vic-toria Reginal company got together and presented a special performance of Merchant of Venice. Abraham Sofaer, who plays Disraell in Re-gina, staged the Shakespearean piece, in addition to tossing off his own interpretation of Shylock.

own interpretation of Shylock.
Guy Monypenny designed the costumes besides playing a small part.
From the Gibert Miller cast of Tovarieh' came McKay Morris and
Cecil Humphreys for two small roles,
which they polished up for smacking
audience reaction. Humphreys also
gets program credit for his aid in the
staging of Merchant.

staging of Merchant."
Helen Hayes, as Portia, shoots role up, as the key part, with Shylock becoming secondary. She makes this a brilliant piece of work with her lightness and charm.

ngnness and charm.
Sofaer brings to Shylock an exactly opposite note, playing him with much dramatics.
Rest of the cast good enough, though some of the minor men had considerable difficulty. But to most of the audience, it was enough to watch Miss Hayes.

ON BORROWED TIME

New Haven, Jan. 16.
Fantaey In three sets (II seemes) by Paul Osborn, from Lawrence Wattiber, novel. Presented by Dwight Deers. Wiman, novel. Presented by Dwight Deers. Wiman, Festures Dorothy Stickney and Frant Conroy. Staged by Joshun Largan. Selfings. Jan. 13, '35' 8220 top.
Dwid. Peter Message Proceedings of the Stage of the O top.

Peter Miner
Richard Bennett
Dorothy Stickney
Frank Gouroy
Margaret O'Donnell
Frances Bovier
Dick Van Patten
(Clyde Franklin
Richard Sterling Deme... Boy... Dr. Evans... Mr. Pilbeam. Mr. Grimes... Sheriff...

orkmen: Edgar Henning, Andy And Elwell Cobb. Nick Dennis.

When Time is eventually whipped into shape and presented with a more finished portrayal of its leading character than was offered at its premiere, it will probably evolve as good entertainment. It is fantasy and that automatically counts it out as appealing to the mass mind, but contains enough early counts it out as appealing to the mass mind, but contains enough early punches to carry it out of the realm of strict day dreaming.

As a noteworthy premiere, the opening here was an utter flop, the occasion being marred by several untoward-inclents. Richard Bennett. In the lead, required repeated the lead with his usual conability can probably be charged to his latest illness. Role is a heavy one, required the lead with his usual conability can nrobably be charged to his latest illness. Role is a heavy one, required and carried to the sudience and a headache to succeed Bennett.

Readers of the novel will doubtless find fault with Osborn's dramatization, but playsoers not familiar with the book will find in Time' a well-worth of the sudience of the result of the sudience of the sud

mitted to an Insane asylum as a means of forcing him to relinquish his power over Death, but he out-wits Demetria and the doctor who seeks his confinement.

wits Demetria and the doctor who seeks his confinement.

In a final effort to put an end to the situation, Mr. Brink strikes at Northrup through the boy, by inducing the latter to climb the fence surrounding the tree (to touch the ree itself means death). The boy fails from the fence, becomes a hope-less cripple, and when Gramps sees his suffering he releases Mr. Brink from the tree and Gramps and the body and the old the body and the old man following Death over a hilltop. Frank Conroy and Dorothy Stickney, featured in supporting cast are excellent. Good performances are excellent. Good performances

pix.

Play is well handled physically.

A single prop at \$2,200 (the apple tree) gives i dee to tree tree) gives in the single prop at \$2,200 (the apple tree) gives in the single property of the single prop

UNDERSTUDY GROUP

Understudy Group, Inc., non-profit membership outfit, has been formed in N. Y. with 15 actors. Some mem pers were in Penny Bancroft's simihers were in Fenny Bancrott's similar group last year, called the Understudy Club, but didn't like the way that organization was conducted. New group is result of that dissatisfaction.

dissatisfaction.

Incorporators are Lynn Phillips,
Edward Mann, Bernard Cooper, William Van Loon, Richard Whale,
Betty Lee, Henriotte Kaye, Billy
Winton, Catherine Hare, Chally
Winton, Catherine Hare, Challe
Blake, Lesley Wood, Don Moreno,
Evelyn Streich, Merwyn Nelson and
Edna Gordon,

Charles Ballon, N. Y. attorney, is handling the legal affairs for the organization.

ENGAGEMENTS

Sanford Meisner, 'Golden Boy.' Jane Wyatt, Irene Purcell, Arnold Korff, Eliot Cabot, 'Save Me the Waltz'

Cecilia Loftus, Leona Powers, Blanche Sweet, William Lynn, Salute to Glory.

casure to Glory.

Charles Mendick, Josephine McKim, Anthony Dwyer, Tom Neal, Chester Stratton, Marie Hunt, Barbara Brown, June Night.

William Harrigan, James, McCallon, Katheriue Emery, Mary Morils, Roosty.

Kathera Call

is, 'Roosty'
Kathryn Grill, 'The Wild Duck.'
Hugh Williams, Viola Keats, Austin Trevor, Archibaid Batty. Eri Cowley, Margaret Vyner, Walte Piers, Nancy Ryan, Rosalind Iva John Williams, Once Is Engugh.'

Charles Bickford, 'Casey Jones.'



HAROLD J. ROME WRITER OF

'Pins and Needles" REPRESENTED EXCLUSIVELY BY

> Featured Artists Service, Inc.

247 Park Avenue NEW YORK

HOW CULTURE'S **BROUGHT TO TEXAS**

Della Brilling, who holds the unique position of concert contact woman for Dallas, Texas, had to be trapped between theatres to explain how the Dallas Civic Music Association works, Miss Brilling does all her contacting from Texas, and New York visits are for the laudable purpose of hearing every important concert, opera and swing band in town—in one week. It's typical of how big city culture's brought to the pampas.

the pampas.

The Association works through a branch of NBC—the Civic Concert Service, to obtain such talen as Yehudi Menuhin, Marian Anderson, Richard Crooks and like celebrities for the annual Texas concerts. But such artists as these won't work for hay, and Dallas has unique way of raising the necessary shekels.

Plump, energetic Miss Brilling re-laxed for a moment in dark red satin pajamas and her suite at the Hotel Edison, to tell how the Asso-

money lett over, but we always up to avoid this."

There's a sound reason for trying, to get rid of all the money each season. There may be a different set of subscribers the following year, and the Association doesn't feel that they should have the advantage of the previous ticket holders' money. Both Miss Brilling and the Association's president, Eli Sanger, work merely for the pleasure of bringing good entertainment to, their town. Sole paid worker is executive secretary, Willie Mae Siegel, who gives full time to the job.

soon entertainment to their town. Sole paid worker is executive secretary, Willie Mae Siegel, who gives full time to the job.

Talent selected by, an elected committee of five who are entrusted with the task of spending the subscribed money where it will do the most good. The public has yet to complain of a committee selection. Dalls is a music loying city, for the Association has but one head-ache. They haven't a concert hall large enough to hold all who want to attend. The one seating 2,500 is builging at all five season! concerts six, case there is any money left over after the fifth.

Miss Brilling, herself, has a unique job. She wanted to go in business for herself, and conceived the idea of being part-time branch.

of being part-time branch manager for large firms which didn't want for large firms which didn't want to go to the expense of maintaining branch offices, but desired the Texas. contact. She now has seven distinguished clients for whom she keeps track of salesmen on the road, messages, phone calls and stenomessages, phon graphic work.

Carnegie Hall, N. Y.

FERRUARY

Eve - 10-Time Symphony,

Eve - Phillip ringole-Symphony,

Eve - Phillip ringole-Symphony,

Eve - Margaret Matternader,

All - National Orchestral Ass

Eve - Phillip ringole-Symphon,

Eve - Phillip ringole-Symphony,

Eve - Window and Jose Rurbl

Eve - Symony and Jose Rurbl

Eve - Window and Jose Rurbl

Eve - Window and Jose Rurbl

Eve - Phillip ringole-Symphony,

All - Phillip ringole-Symphony,

All - Phillip ringole-Symphony,

Eve - Phillip ringole-Symphony,

Eve - Phillip Rurble-Symphony,

Eve

- PhiliamanoPhilharmonic-Symph
- Boston, Symph
- Boston, Symph
- Boston, Symph
- Yolm, People,
- Paston Symph
- Darity Blumberg
- Philharmonic-Symph
- Phi

19-141. —National Openestral Asso.
29-151. — Hilliamments-Symph.
29-150. — Henefit Concert. Articelage Gu
29-150. — Go Missial Artists.
22-Mun. — Sons of the Revolution.
22-Mun. — Sons of the Revolution.
22-150. — Go Missial Artists.
22-150. — Hilliamments-Symph.
23-150. — Hilliamments-Symph.
24-150. — Hilliamments-Symph.
25-150. — Hilliamments-Symph.
26-150. — Hilliamments-Symph.
27-150. — Prescha Sydiel.
27-150. — Hilliamments-Symph.
28-2-40. — Milliamments-Symph.
28-2-40. — Symph.
28-2-40. — Symph.

'2nd Licenses'

(Continued from page 39)

must convince the Commish that there is a compelling reason why ur-ban sections with several transmit-ters require another outlet.

'Wholesome Competition'

"Wholesome Competition'
The views reflected in the decision,
McNinch interpreted, are a definite
recognition by the Commist that efforts must be exerted to prevent development: of monopolies. Declaring the policy will encourage wholesome competition," he explained that
the trend toward concentration of
facilities is something we certainly
should take notice of. Commish is
enjoned by Congress to enforce such
principles and rules as will prevent
monopolies from coming into existcince, either nationally or locally, he
added.

There is no intent to inculre Into

added.

There is no intent to Inquire Into the need for existing stations, although one company or individual may have two or more in a single area. In the future, though, applications from franchise holders will be ogled intensively, while neophytes will receive a break.

Although the action suggested

be ogled intensively, while neophytes will receive a break.

Although the action suggested tightening up all along the road, McNinch denied the attitude taken on the WSMB plea may point toward another similar policy, one which would prevent newspapers from acquiring stations as safeguard against monopoly the media of reaching the public. The Commishas not passed on this basic issue yet, he observed.

Adoption of the standard by which the New Orleans plea was tested represents a signal victory for Commissioner Norman S. Case. For the past two years, the Rhode Island Repub-

sioner Norman S. Case. For the past two years the Rhode Island, Republican has been crusading for a policy of informal reduction of this character, making little headway while broadcast matters were passed upon by the three-man division.

The important part of the WSMB opinion follows:

opinion follows:

'Applicant contends that New Orleans needs a station of the local
class in addition to the stations which

leans needs a station of the localclass in addition to the stations which
now serve that city, such a station to
be devoted principally to the broadcasting of local programs.

The applicant does not apply herein for the facilities of either existing
local station. New Orleans. Accordingly the Commission cannot
make an accurate finding on this record as to the type of character of
programs now broadcast by the exsting stations or, more particularly,
as to what type of programs will be
broadcast in the future. If this applicant desired to supplant the service now being rendered by the two
existing local stations, it should have
existing local stations, it should have
existing local stations, it should have
applied for the facilities used by
them. Not having done ; its application must be considered as one for
facilities addition to the existing
assignments. Applicant's claim that a
need exists for an additional station,
therefore, cannot be supported by a
contention that the facilities now allotted to New Orleans are not being
put to their maximum usefulness.

In order to establish need for an
additional station, it is incumbent
upon the applicant to show that the
existing facilities in New Orleans are
insufficient to provide the needed
public service.

insufficient to provide the needed

existing facilities in New Orleans are insufficient to provide the needed public service.

"It additional local service is needed, we think the récord fails to disclose that the facilities already assigned to New Orleans are insufficient to provide it.

"The available frequencies in the broadcast band are limited and the Commission is loath to grant facilities for an additional broadcast station to one who already holds a license for a station in the same community unless it clearly shown that the public convenience, interest, or necessity would be served thereby. "Other things being equal, it would appear that if there were a need for an additional local broadcast station in a community and if there were frequency available for this service, the facilities should be granted to someone who does not already hold a broadcast license for an unlimited time station in that community."

WAAW, Omaha, sale to Central States Broadcasting Co. here by Omaha Grain Exchange believed to be abrogated by F.C.C. future pol-icy against second stations.

icy against second stations.
Anti-monopoly stand queers second sale for WAAW. Previously
sold to Omaha World-Herald for\$150,000 and this last time to
Journal-Star and Sidles Company
here for \$55,000.
CSBC has KOIL in Omaha, KFOR
and KFAB here.

Local Pride Asks—

St. Paul, Jan. 18.
Dimitri Mitropoulos, the athletic Athenian who conducts the Minneapolls Symphony on WCCO's March of Minnesota Sunday night show, has local crix ga-ga over his baton waving

waving.
With rumor saying he's slated for
a big chain program, the scribblers
are asking, What's Toscanini got that
Mitropoulos hasn't got?

Met, AGMA Set For Parleys To **End Pact Snarl**

Negotiations between the American Guild of Musical Artists and the Metropolitian Opera Assn., N. Y. are expected to begin some time this week or early next. Negotiunis week or early next. Negotiating committee for AGMA includes Lawrence Tibbett, prez: Laurit Melchior, Ezio Pinza, Leo Pischer, executive secretary, and Frank Gillmore, head of Associated Actors and Artistes of America.

AGMA committee will seek a con-tract covering recognition, wage minimums, standard working agree

minimums, standard working agreements and, particular, revision of the clause in Met artists' contracts giving the management a franchise on the singer's services covering the entire 52 weeks a year.

Preparations for the move against the Met management were made at a meeting last Wednesday night (12) at the Plaza hotel, N. Y. with about 80 Met artists present. Session was the most enthusiastic and active in AGMA history. Voted unanimously (Iterally true, both by members and non-members present) to empower the negotiating committee to obtain

Acida history. Voted unanimously (diterally true, both by members and non-members present). to empower the negotiating committee to obtain the best terms possible. As further indication of the backing of the non-members, those present immediately joined the organization. (a few had to leave early) indicated they would do Those who joined at the meeting indicated they would do Those who joined at the meeting indicated they would do Those who joined at the meeting indicated they would do Those who joined at the meeting indicated they would do Those who joined at the meeting indicated they would do Those who joined at the meeting indicated they would do Those who joined at the meeting indicated the John Daniel and the Lu S. only a couple of days, having arrived from Italy. Lily Pons and Richard Bonelli, already members, were also at the session.

Thought unlikely that any contract or ever verbal agreement will be reached between AGMA and the Met, without long and tense hagging. Met management has not revealed its attitude on the matter, but since the associators known is understood to be considerably enhanced by artists! payments under the franchise clause, the management is expected to resist revision of that clause. Believed, on the ther hand, that such revision is one of the prime objectives of the Guild campaign. It is that feature of the drive that came in for closs attention at last week's meeting.

Guild figures its greatest difficulty in winning concessions from the Met management will be because the sociation figures as an artistic rather than commercial, institution. That

sociation figures as an artistic rather than commercial, institution. That feature of the contest, as the Amer-

ican Federation of Musicians has found to be true in past skirmishes with orchestra and opera groups, is always utilized by the management to mobilize public opinion to its side.

Decision regarding its permanent policy was reached by AGMA last week. In accordance with that there will be a representation of forthere will be a representation of for-eign artists on the board. Idea is that there was misunderstanding on the part of the public in regard to AGMA's attitude on the Dickstein bill last year. With both U. S. and foreign artists on the board, the Guild's motives will be proof against possible criticism, it is felt.

Kodzinski Signs in Cleve.

Cleveland, Jan. 18 Question whether Artur Rodzinski will take a N. Y. radio offer was par-tially settled last week by report that conductor of Clevelánd Symph, signed new contract for another

that conductor of dieverance sympo-signed new contract for another five years. Rumors about his leaving have been prevalent since he guest-con-ducted NBC orchestra a couple of

N. Y. Concert Biz Shows Steady Rise; Menuhins May Hit \$35,000 in 4 Dates

Selznick-Goldwyn

(Continued from page 3)

banks and Charles Chaplin. Also Dr. A. H. Giannini, president of United Artists, And that's the way that lineup stands for the time being.

Incup stands for the time being.

For the moment, the big item on
the U. A. roster is whether Maurice
Silverstone will shift his operations
from London to New York. From
the Coast, the indications are that
the over-all bosses in U.A., under Dr.
Giannini, are looking into that foreign end with some such purpose
as possibility. It's not official, however.

Silverstone will probably sail for London some time next week. He has a contract which keeps him knitted to United Artists for; eight more years. His headquarters are in London, coming to America some weeks ago with Korda.

weeks ago with Korda.

Korda may do something in Londay and may not. He could liquidate his affairs and then start off anew, possibly making a' film or two for 20th Century-Fox and another film or two for Metro. There are no definite deals, but these firms, and Paramount also, would have him on their roster if they could.

Whether Selznick stays with United Artists depends much on how he works out matters with Goldwyn. Likelihood is that Selyznick and Goldwyn will get logether for the good of United Artists.

Wanger seems to be about status

good of United Artists.

Wanger seems to be about status
quo. The partners will finance him
limitedly. Wanger, through intermediaries, has socuted the possibility of
making two or three films elsewhere,
as at RKO, for instance. But nothing like that seems to be in the making, at this time. His contract with
U.A. has a good many years to go.

Anti-Trust?

(Continued from page 1)

trust suit into court and seeking an injunction to halt alleged monopo-listic practices has been suggested to some in the Justice Department but no such action has been taken thus far.

Independent exhibitor associations have been striving for the last year to obtain action to force producing-distributing companies to cut loose their affiliated or subsidiary theatre circuit corporations. This has been attempted largely the past via state legislation but with the scope of Government regulation extending, an effort may be made to force this issue in the coming session of Congress.

gress.

Entire matter of Government-regulation of the film industry may be revived in the current Congression via a copy of the Duffy coal still setup. This would set up a Federal body with such strong powers that virtually the entire picture business would be forced to abide by its regulatory soon.

regulatory scope.

Many leaders of the industry realize that this is not an idle threat because every Congressman, at one time or another, has had one or more time or another, has had one or more complaints laid at his feet by a sup-posedly mistreated exhibitor. This is certain to add impetus to any drive for an industry Duffy bill counterpart.

Hollywood, Jan. 18. here anti monopoly Hollywood, Jan. 18.

Reported here anti monopoly
charges against major film companies
operating theatres are being prepared in Washington, following a
four-month checkup here by Federal

Records at the Metro Exchange were recently scrutnized with Federal attention next reported turning to Fox-West Coast.

Industry apprehensive lest President Rosseyelt's rousing of the antitrust law his recent speeches may be singling out the picture biz for an early crackdown.

Government is believed taking cognizance of indie operators lament they can't buy product until the studio-controlled houses skim cream

The Hays office den: that their chief's visit to the Coast around Jan. 20 has any connection with the threatened. Government, move to break up monopolies.

From the previous week's sad to-tals the concert biz in N, Y, last week climbed to fairish grosses.

Standout draw for the next few weeks will be the young fiddler, Yehudi Menuhin, giving a series of recitals with his younger sister, Heph-zibah, pianist. Dates are Jan. 27-28 at Carnegie Hall. Feb. 1 at the Met Opera House, and Feb. 2 at Carnegie Hall and the selfout already, and super-control selfout already, and super-control selfout already, and total of \$35,000 for the four dates.

kotel-capacity is site. May fit a total of \$35,000 for the four dates.

Estimates for Lass Week

Metropolitan Opera Co., Met Opera
House (3,550; \$7.54) (71t week).

Seven performance, plus Sunday night opera concert at \$2 top. Grosses climbed somewhat last week from previous stanza's brutal take; \$58,000 estimated.

Philharmonic-Symph. Carnegie Hail (2,760; week), Thursday (13) eve., Friday (14) aft., Sunday, \$3-\$2) (13th week), Thursday (13) eve., Friday (14) aft., Sunday (16) aft., Georges Enesco conducting. Also better than the merchange of the second conducting and young expless concert subscription). Saturday (15) morning, with Rudolph Gans conducting. Always a natural; capacity.

Hispandrame Opera Co., Hop. (5)

Gans conducting. Always a natural; capacity.

Hippodrome Opera Co., Hipp (5, 500, 99c), Saturday (15) eve. Up like the rest of the concert biz; \$2,800 laimed.

Benny Gadama

claimed.

Benny Goodman, Carnegie Hall
(2,766; \$2.75), Sunday (16) eve. Capacity, with fire laws the only limit.
About 300 standees and stage occupants; gross of \$5,000 estimated, on guarantee and percentage. Goodman reported to have lost money.

KONOYE OUITS SYMPHS: TAKES JAP MUSIC POST

Viscount Hidemaro Konoye, Japanese symph conductor, has celed a series of guest dates booked for him by NBC with the Philadelphia, Boston, Washington, Seattle, Los Angeles and Montreal symphs. Reason was his recent appointment as chairman of the advisory cornitiee of the Tokyo Academy of Music. Duties will be to cooperate with the Broadcasting Corp. of Japan in a manner similar to the way Walter Damrosch conducts concerts for children over NBC.
Reports that Konoye had canceled the tour due to 'anti-Japanese feeling in the U.S.' are denied by the conductor and NBC officials. Pointed out that cancelation was made by wireless immediately after Konoye en route to America, received word of his appointment. He is a brother of the Japanese premier.

Angel Again Elected Prexy of St. L. Symph

St. Louis, Jan. 18.

Oscar Johnson, scion of one of town's wealthiest families, again has been re-elected president of the has been re-elected president of the St. Louis Symphony Society, a position he has held since June, 1832. Last year, when a drive to erase the annual deficit fell short by \$30,000, it was Johnson who stepped into the 'angel' role and put up the necessary coin to balance the books.

Oliver F. Richards was re-elected treasurer of the society and Arthur J. Gaines, who also serves manager of the orch, was chosen secretary.

Humphrey, Weidman

Booked for 42 Cities

Doris Humphrey and Charles Weidman, with their modern dance group, will give their second recital at the Guild Theatre Sunday (23) and then pack for two and a half months, ad tour.

Trip will be the longest undertaken by the dancers carrying them to

by the dancers, carrying them to Frisco via Chicago, with stopovers on return in Toronto and Ottawa. In all, will cover 42 cities. Pauline Law-

Gorin's Buildup Tour

Hollywood, Jan. 18.

Igor Gorin, Metro singer, hit th
trail on 30-city concert tour, with.
Reno as his breakin spot.

Jaunt, which will civel U. S. and Carada, is part of his buildup by

air last week with a program of 15

velopment of these books carefully

Libel Suit Helped Sales?
Sales of Ferdinand Lundberbook, 'America's 60 Families,' s rocketed last week following pubicity resulting from the \$150, libel suit filed by the Dubo against author and Vanguard Prech was on the best sales lists.

Book was on the best seller lists in N.Y., Chicago and Washington early

One N.Y. store reports sales have tripled since the announcement of

Another Dixie Novel Evelyn Hanna, of Thomaston, Ga. has signed contract with E. P. Dut-ton & Co., Inc., for publication in August of 'Blackberry Winter,' her

first novel.

Writer, an authority on Georgia history, has given her tome an historical record background of pro-

duction and manufacture of cotton and its effect on Dixie and South-erners in the period from 1800 to

Mugg Spawns Words and Music Morrie C. Guss, Salt Lake City Variety mugg, composed three pops, 'In Love With Me, Too,' 'Consider-

In Love with Me, 1700, Considering, and Purely Coincidental.'
Will be introduced at Rendezvous wank nitery at Hotel Utah.

Fortune on Contraceptives

Fortune mag in its February iss

LITERATI DEATHS THIS WEEK
Gordon H. Cilley, 63, former managing editor of the Philadelphia
Record, died at his home in Paoli,
Pa, Jan. 17. He was also advertising manager and publicity director of the John Wanamaker store
for more than 20 years and later was
editor of the Main Line Daily Times
(Ardmore, Pa.).

James Fergusson McElhone. 71, newspaperman, died in N. Y. last week after a brief illness. He was formerly on the N. Y. World and re-cently with the Press Radio Bureau.

centiy with the Press Radio Bureau.

W. F. Herman, publisher of The
Windsor (Ontario) Daily Star, died
in Los Angeles on Jan, 16. He had
been in newspaper work for more
than, 30 years and was formerly
editor of The Saskatchewan Star.

editor of The Saskatchewan Star.

Meyer B. Solmson. 57, former
managing editor of The Morning
Telegraph, died in New York City
on Jan. 17. He was publisher of
The Front Page founded in 1933
which had a brief career. Recently
he worked for the Federal Government.

(Ardmore, Pa.).

LITERATI DEATHS THIS WEEK

Esquire Features Grow Esquire Features Grow Several new features have been edded to Esquire Feature syndicate list with the start of the new year. 'Hedda Hopper's Hollywood' will be released Feb. 15, with Los Angeles Times signed for the Coast outlet. Screen player will do a daily column on Hollywood, stressing the woman's nete.

on Hollywood, stressing the woman's ngle.
Esky syndicate also releasing most expensive woman's feature on the market. Titled "Today's Woman, feature runs from five to 12 pages and is issued in mat, or gloss proof and pix forms. Edited by Sandra, stylist out of New York, and made up and released from Chicago. Attempts to be timely on latest styles and home furnishings with releases dated on, 10 days shead.

Two Esquire cartoon strips go

days shead.

Two Esquire cartoon strips go color and Sunday shortly, They are Webb's Mountain Boys and Phillips Growing Pains. New strip, 'Buck-skin Lad,' will be released in early March. To be issued in five and six columns, days weekly, and features a complete set of merchandising tie-ups.

Priest Settles Strike

Priest Settles Strike

Four weeks' strike by printers on the Cohoes (N. Y.) American was settled last week by arbitration. Strike had threatened liquidation of the company and permanent loss of employment by 40 employees. It was settled after Ambrose Scully, manager, and officials of the Albany, Troy and Cohoes locals of the Typographical Union agreed on the Very Rev. Joseph A. Franklin as arbiter. Printers returned to work Jan. 13 under the scale in effect at the beginning of the strike.

Franklin, the arbiter, was a newspaperman and on the staff of the Albany Argus before adopting the clother is well, known to all the parties involved. His decision in unsettled points of the dispute will be accepted as final.

Look Gets Quintuplets

Look Magazine has concluded a
contract with Newspaper Enterprise contract with Newspaper Enterprise Assn, giving the mag, exclusive pic-ture rights to the Dionne quin-tuplets, Deal permits NEA to sell individual, pictures for illustrative pictures only and not for use in lay-outs to non-picture mags. Life magazine had the rights to the quins last year.

Sidney Skolsky in New York Sidney Skolsky N. Y. Daily Mirror's Hollywood columnist, is east for a fortnight cleaning up details on Random House's Artheoming publication of his anthology of Best Motion Pictures of 1897. In his absence Skolsky's space is being filled by guest columnists, all ex-newspapermen now scrivening in Hollywood, so it's rot one of those ghostwritten propositions.

wood, so is a written propositions.

Newspaperman explains a weird sequence of events in the NBC studio in Hollywood on his final Bromoseltzer broadcast when John Christ, production executive of the show, unwittingly started a series of laughable events, while Skolsky was on the air, and with laughter being contagious, the columnist sounded as if unwittingly started a series of laugh-able events, while Skolsky was on the air, and with laughter being con-tagious, the columnist sounded as if he was, having an hysterical fit. Many wondered at what seemed like nervous laughter, and the mail on that particular show exceeded everything, else.

Northwestern's Quarterly
Northwestern University has expanded its alumni magazine to 88
pages in an attempt to initiate a
literary quarterly. Floyd G. Arpan
is editing from Evanston, Ill. Intention is to divorce alumni news
from contributions and run a mag
in Forum format, along lines similar to Yale Quarterly, but somewhat
livelier. r to Yale Quarterly, but somewhat velier. Mag will be published as a re-lt of alumni demands.

Ryan's Film Deal

Frank Ryan, who won his scrib-bling spurs as a national mag fic-tioneer, makes his Hollywood star tioneer, makes his Hollywood start on a three-way deal with Harold Lloyd. Pact covers services as script collaborator, gag-man and cartoonist, on Lloyd's current pic, Professor Be-ware.

Truth Versus Publicity
When Vicki Baum told interviewer Janet Baird and an NBCRed web audience on Jan. 9 that the
material for her latest book, Tale of
Bali, was collected by herself and
not willed to her by a Bali physician, she inwittingly put at-lead
not sulled to her by a Bali physician, she inwittingly put at-lead
not sulled to her by a Bali physician, she inwittingly put at-lead
not sulled to her by a Bali physician, she inwittingly put at-lead
not sulled to her by a Bali physician, she inwittingly put at-lead
not sulled to her by a Bali physician, she inwittingly put at-lead
not sulled to her by a Bali physician, she inwittingly put at-lead
not sulled to her by a Bali physician, she inwittingly put at-lead
not sulled to her by a Bali physician she inwittingly put at-lead
not sulled to her by a Bali physician she inwittingly put at-lead
not sulled to her by a Bali physician she inwittingly put at-lead
not will be a viction and tigers.

Kay Austin to India

Kay Austin to India

She Y World Telegram will
leave that paper next summer and to to Indi
so to Indi
source of the Times of the Austin shopping collumnist
on the N. Y. World Telegram will
leave that paper next summer and to to Indi
source of the Times of the Austin shopping collumnist
She your to the 1.0 Baling that the properties of the Times of th

heard Miss Baum's broadcast, aired his regular Sunday night 'Reader's Guide' program over the Coast RBC-Blue network, reviewing her book and quoting publicity from the publishers, Doubleday, Doran, & Co., to the effect that the notes on which the book was based had been willed to her. When Jackson learned of Miss Baum's contradictory statement, he wired a strong protest to the publishers against use of such a device, and suggested that at least publicity and the writer's statements, should be made to coincide.

Hague Inspires Biographies oth the N. Y. World-Telegram

nague inspires Biographies
Both the N. Y. World-Telegram
and the N. Y. Post have simultaneously begun feature serials on
Mayor Frank Hague of Jersey City.
The Tclly series is by William D.
O'Brien and the Post articles by
David Wittels of the Philadelphia
Record.

David Wittels of the Philadelphia Record.
Post articles were heavily adver-tised before publication in morning dailies and go into the source of Hague's income more than do the Telly pieces, which are more bio-graphical.

Reprint Pay for Authors
Survey of digest mags is carried in the current (January) issue of the Author's League of America bulletin. Article, by Helen Christine Bennett, considers the field from the standconsiders the field from the stand-point of, payment to writers. Lists 22 representative digests and observes that the majority of such mags ap-pear to be making money, that there is no standard of payment for re-printed articles and stories, and cau-tions authors in selling manuscripts to any publication to protect their re-print rights. Same issue of the bulletin also con-tains a survey of the manuscript

tains a survey of the manuscrip market and lists information regard market and instantian regarding frequency of issue, rights included in purchases of material, and reports on payments. List of 196 publications is classified under general, pulp and tentative. Also a list of book publishers.

Democracy Gets a Puff
Carl Carmer was moderator in a
round table discussion of 10 books
chosen as the outstanding non-faction
books of 1937 by judges for Current
History Magazine, in a broadcast
over WJZ last Friday (14). Five of
the authors participated, stating that
in no case could their books have
been published in dictatorships
either at all or without considerable
modification.
First part of the broadcast was

einer at all or without considerant modification.

First part of the broadcast was devoted to dramatization of Helen and Merrill Lynd's Middletown in Transition, one of the winning books. Authors participating were Hendrik W. Van Loon, Elliot Paul, Morris L. Ernst, E. Ernest Dupuy, George F. Eliot and Burton J. Hendrick

Title Suit Filed
Simon & Schuster, publishers, and
Jerome Weidman, author, have been
named defendants in N. Y. Supreme
Court in a \$10,000 title infringement but by Jack Ellis, songwriter, who charges the defendants lifted a title which he originated for Weidman's

Ellis avers that long before the Ellis avers that, long before the book was published he composed a song and titled it I Can Get II For You Wholesale'; that the tome was given wide publicity and that the subsequent popularity of the title resulted in the defendants using it to title the Weidman story. Ellis claims the alleged thefted title has no relation to the story.

Meredith Off L. A. Times
DeWitt Meredith, night editor of
the L. A. Times, is the first casualty
as a result of a war on vice and
gambling which has been going on
for a year between D. A. Buron Fitts
and his staff and the reform element.
Claimed that Meredith was aired for
slanting the news in favor of the
facts, Times being on the side of the
D. A. in softpedaling any talk of
cleaning up the town.

Mahel Stark's Book

Mabel Stark's Book
Mabel Stark writing a book titled
Hold That Tiger,' which will be published by the Clartone Publishing
Co. of Caldwell, Idaho, next spring,
Will be autobiographical, dealing
with her 25 years experience with
cats.

International Spellers

Boston, Jan. 18.
Paul Wing conductor of spelling bees on NBC, is skedding a spelling bee from the WBZ studios in Boston the latter part of this month.
It's called the International Spelling Match between a team from Oxford University, England, composed of six men and selected

Spelling Match between a team from Oxford University. England, composed of six men and two women; and a. selected gang from Harvard. College, Cambridge, Mass, with the femine counterpart of two personable young lassies annexed from nearby Radcliffe College, Angle on the International Spelling Match will be the spelling of words by the Oxford team according to spellings in the Oxford dictionary, while the Harvard lads and the Radcliffe gals will conform to the standards as set by Noah Webster. For example, the spelling of the word honor by the Oxford guys will measure out to honour. Whereas the correct spelling for the local boys will be just plain honor—from Harvard.

Emanuel Levi's Dual Chore Emanuel Levi, publisher of Hearst morning Chicago Herald and Examiner, has been named published Examiner, has been named publisher also of the Hearst evening rag, the Chicago American, succeeding Merrill Meigs, who has been appointed v.p. and general western manager of the Hearst magazine group, Meigs will continue to headquarter in Chi.

While the Herex and the American will maintain their present senarate

will maintain their present separate identities under the Levi regime, it is reported around Chi that it means Fortune on Contraceptives
Fortune mag in its February issue
is running a story on manufacturers of contraceptives titled. The
Accident of Birth. It is one of the
most delicate subjects ever attempted by that magazine and has
been carefully gone over from every
point of view to avoid religious
controversies and Post: Office difficutties. Piece, which is a critique
of the industry, is not a puff for
the birth control biz, but advocates
social control by legislation. Perpared by Ted Irwin, novelist and
clvil Liberties Union.
Several manufacturers have threatened Fortune with libel suits prior
to publication, but piece has been
okayed by several medical groups
and Dr. Morris Fishbein, of the
American Medical Assn., and will
go through with publication. eventual merging of the two

Anti-Lelpsig Round Robin
Some 48 leading American book
publishers agreed last week not to
attend the International Congress of
Book Publishers at Leipzig. Germany, this year. They signed a
lengthy statement explaining their
opposition to making the publishing trade allegedly the puppet of Ger-

opposition to making the publishing trade allegedly the puppet of German bureaucracy.

Movement was engineered by W. W. Norton, of that company: Paul Willert, of the Oxford University Press, and Ben Huebsch, of the Viking Press.

Among leading publishers missing from the list of boycotters are Little, Brown, Scribner's and Houghton, Mifflin. Latter is the American publisher of Hitler's Mein Kamp. Several textbook firms which publish German books are also out. In the case of those signing the statement, numerous publishers and statement, numerous publishers signed as individuals, not committing their firms.

'Flivver-King' in French

Filiver-King' in French
Living up to Upton Sinclair's past
record for prime popularity abroad,
his latest novel, "The Flivver-King,"
currently gets serialization in "Ce
Soir," Paris leftish evening paper,
whose circulation has risen from
scratch to about 750,000 daily, since
its first appearance last March.

Frank Noyes Steps Out

Frank Noyes Steps Out Frank Noyes, prexy of the Asso-ciated Press since 1900, will resign that post April 1, Successor will be chosen then. He is president and publisher of the Washington Star.

Connelly L. A. Guild Prez
With date set for the Los Angeles Newspaper Guild's annual
election set for this week, the
presidency has already been tossed
into the lap of Philip M. Connelly,
Herald-Express reporter, by the
refusal of, Roger Johnson, Hollywood Citizen-News legger, and
prexy since Guild's inception, to
seek another term. Urcel Daniels,
L. A. Examiner, and Peggy Cook. election set for this week, the presidency has already been tossed into the lap of Philip M. Connelly, Herald-Express reporter, by the refusal of Roger Johnson, Holly, wood Citizen-News legger, and prexy since Guild's inception, to seek another term. Urcel Daniels, L. A. Examiner, and Peggy Cook, City News, are only candidates for posts of secretary and financial secretary, respectively.

Cheap Books' Pro and Con Publishers are watching Modern Age Books with much interest, to note the effect of the pager bound volumes which sell for 25 to 75 cents to the public. Launched six months ago, firm hopes to sell 4,000,000 books in 1838.

Some publishers regard the vation of low priced books as a serious menace to the business, but others bell it will greatly large the number of readers who will be deucated to buy the more expensive books.

Modern Age Books went on the

CHATTER

John Wilstach working on a long historical romance.

minutes devoted to plugging three of its books. (Review is carried if the radio section.) This also will will Diesel Publications, Inc., New York, has changed its name to D. B.

the radio section.) This also will be watched by publishers to determine whether radio advertising is publishing box-office. Statement was made that these books could be had almost as cheaply as it would cost to rent them from circulating libraries. Latter will also watch development of these boxes carefully Westbrook Pegler has a new pic-ture adorning the column. It's bet-

Francis Wallace, Satevepost writer, necked in at Metro on a writing

ticket. Garrett Mattingly's critique of Bernard De Voto will be out next

New 25-page Little, Brown spring catalog is put out in Reader's Digest

format. Margot Fragey sold her unpub-lished original, "Haul of Fame," to

Universal.

Jesse Lasky, Jr.'s new novel, 'No Angels in Heaven,' published by Macauley.

Macauley.

PM, the mag for production people, will henceforth publish bi-monthly instead of monthly.

Reginald Whitley, London Daily, Mail drama, ed. giving. Hollywood studios a going over.

Allen Churchill, managing editor of Stage magazine, has resigned to join the Town and Country Staff.

Bob Sill, ex-Los Angeles Times reporter, has been added to Bob Taporter.

porter, has been added to Bob Tap-lingor's praise staff at Warners studio. Mary McCall, Jr., who wound up as Major, Productions scripter last week, is typing a novelette for Red

week, is typing a Book.
Johannes Steel has just finished a bio of Dr. Hialmar Schacht. Book is titled. Horace Greeley Hialmar Schacht.

Schacht.

Lynn Spencer, Los Angeles Examiner's Cholly Angeleno, married

Mary Doerr Buckley at Riverside,
Calif., Jan. 8.

aminer's Cholly Angeleno, married Mary Doerr Buckley at Riverside, Calif., Jan. 8.

Alexander D. Noyes, financial editor of the N. Y. Times, will have a book published in March tilled The Market Place.

Sam Schneider of the N. Y. World-The Market Place.

Sam Schneider of the N. Y. World-Telegram left Sunday. (16) for a three weeks' vacation. Will visit New Orleans and Houston.

Gay MacLaren's 'Morally We Roll Along' is due out in May. Will deal with Chautauqua and by an author who is an ex-Chautauqua performer. Sports Writer Paul Richards, of Waxahachie (Texas) Light, has laid down his pen to take over his new duties as manager and first-string catcher of Atlanta Crackers BB Club. Acme Newspictures, Inc., has established telephoto mat and print service from Atlanta. Equipage and personnel are in Atlanta Constitution Building.

West Warwick News, Rhode Island weekly, folded with last weekly issue. At A. Marcello, publisher, alributed its demise to mounting cost of newsprint and printing.

Laura Lee, film editor of Evening Bulletin, Philadelphia, and Harold Eckert, ditto, of the Columbus (Ohio) State Journal, are in Hollywood for three weeks of studio ogling.

O. L. 'Doc' Hall, drama critic on the old Chi Journal, is leaving the loop for California. Dean of Chicrix will devote his time to adaptations and original manuscripts.

ions and original manuscripts.

John Nesbitt, whose 'Passing Parade on air lanes won him Metro writer-commentator berth, will com-pile personality yarns that won him fame between covers for the spring

Stalls.
Frances Mercer, popular New York ad model and new RKO contractee, going into second feminine lead of Vivacious Lady, is daughter of Sid Mercer, N. Y. Mirror

sports columnist.
Leland L. Robinson, Sr., publisher of La Crosse (Kans.) Republican, was elected president of Kansas Press Association at its annual convention, which closed in Wichita, Kans. Sat. (15).

Paul A. Standard

yention, which closed in Wichita, Kans, Sat. (15).

Paul A. Stewart has been anointed society editor of the N. Y. Sun, succeeding Cecil J. Allen, who died last month. Stewart was formerly society editor of the N. Y. World-Telegram.

Sarah Rollits has joined the William Lengel agency, N. Y., in charge of the newly formed play department. She was assistant to Adrenne Morrison at the Pinker and Morrison office for the last four years.

Ellis Brown and Helen Valentine have collaborated on new Modern Age. Book which appears April, Titled Better than Beauty. They have dedicated the book to two women who could certainly profit by reading it, tagging their initials.

initials.

Premier Comic Features, Inc. Manhattan, has been chartered by the Scorciary of State at Albany to conduct; a publishing and printing business. Capital stock; is \$20,000, \$200 par value. Directors are: Dudley Studdard, Cabriel D. Russo, Ada Fuhrman. (James L. Murphy, filing altorine). attorney.)

Broadway

Neil Agnew has a cold. Margaret Matzenauer in from the

Y. Frank Freeman back from Jane Froman to Key West, Fla., for three weeks.

Jack Powell back from London and Scandinavia.

Cynthia White to open a Green-wich Village pub. Clifford C. Fischer back on Broad-way with his wife.

George Walsh suffering from a gall bladder attack.

An attack of grippe left Al Wilkie with an ailing ear,

An attack of grippe lett Al Wilkie with an ailing ear.
Grossinger's getting a big play from the sking Broadwayites visiting the upstate resort.
Walter Trumbull, of the Hays office, has sold another of his 'Apple' kid stories to Delineator.
Esther Silsbee, formerly with Vincent Lopez, now directing activities of Nat Brandwayne's bandral News. Photo Service in New York, new head of Washington bureau.
Mrs. Bob Weitman expected to leave Brooklyn hospital this week after a pre-Xmas operation.
Hal Sherman's ice-show nitery at he old Casa Valencia folded. Comedian back to trouping en rout he International Casino, is driven to his nightly labors in a liveried motor. David Timmins will have a one-acter titled, 'The Homeless,' produced by the Actors Repertory Co. Arthur Greenblatt, Gaumont-Britsburgh, Washington and Pitts-burgh. George D. Lottman's week stay in

washington and Pitts-George D. Lottman's week stay in flami Beach will be to install his amily there for a month. Returning ronto. Pa. Dave Alban

Maim: Beach will be to instant his amily there for a month. Returning Pau. Dave Alber's monogrammed waste-baskets to newspapermen, as a New Year's reminder not to use it on, his press releases.

Jacques Charles back to Paris over the weekend to scaut talent for his next. International. Casino show slated for next Adugus. Hymic Lecture of the standard of the standard should be should be supported by the standard should be s

Hays.
After his current week at Loew's State, Benny Fields goes to Boston for two weeks and thence to Miami Beach, unless a Paradise (N. Y.) deal

Beach, Unless a raradise (W. Y.) deal materializes.
Despite talk of the Big Apple dying out, sundry versions are still alive, viz., the Little Pear and the Little Peach, and still making the rounds of the cafes as added stunks. The cafe is a still provided stunks and the Lastfogel back the cast of the cas

r.
n. Clark Immerman, daughter nnie (Cotton Club) Immerman, w Mrs. Bobby Martyn, latter a Streeter, and co-owner with Roche and Miguel Roldan in

is now Mrs. Bobby Martyn. Latter a Wall Streeter, and co-owner with Oscar Roche and Miguel Roldan in La Conga.

Doc Joe (Brooklyn Par) Lee's young hopeful, Frank F. Lee, 19, able seaman with the U.S.S. Mahan, San Diego, is fleet bantamweight boxing champ. Now Doe is studying fisticulf statistics.

With Billy Rose opening his Casa Manana last night. Cruescap Elean Torrana C. Revenge' and Arthur Torrana C. Revenge' and Arthur Jarrett at the Roxy. Broadway is quite an old home week this stanza. An idea to how bad the Florida situation is just now is that the big league hostelries, which have been known for their discouragement of kosher trade, is swooing anybody with the wherewithal, besides offering attractive cut-rates.

Ex-bandman Roger Wolfe Kalm Inow is wintering at the Ote Kamply and the Talm Backelly Company and the Company of the two Kahn boys and two Kahn loughters overlaps on any of the others' privacy or personal circle of friends.

Berlin

Right, Let's Get Divorced, by Sar-

Night, Let's dec Breview.

doubling Wend't in Haup'mann's
Elsa' at the Doutsches theatre.

Elsa' at the Doutsches theatre.

Bright's 'we we Willie Winkie, '20th-Fox, at the U. T. Kurfurstendamm.

Brightle Horney off to 'Africa for her next starrer, 'Anna Grandi Flora',

'New production of 'The Bat' don',

sell out biz at the Deutsches opry.

Oswald Kabasta, 'Uennese conductor, batoning the Berlin Philharmonic here.

Wilhelm Rhode to Bucharest in guest engagement of Der Meister-singer!

Neyt Zarah Leander pic tagged

singer.

Next Zarah Leander pic tagged Helmat, Ufa, with Heinrich George sharing honors.

Harold Kreutzberg back from his American tour, giving three dance recitals at the Beethovensaal this month.

recitals at the methods month.

Jenny Jugo and Gustay Froelich on location in Italy, for additional extension of the state of the state

Paris

Jack Payne back to London Lillian Ellis at Sheherazade.
Mistinguett singing over Radio-Cite.

Mme. Jeanne Renouardt back from N. Y. Comedie Française company off for Egypt

Jean Gacon de Cavaignac in from America

Harry Baur signing to star Patriote.

Folies-Bergere closed for rehearsals of next revue. Marcel Thil making film debut in Rene Javet's 'Bat d'If.'

Gaby Morlay off on European tour opresent Victoria Regina.

Eric von Stroheim admitting in-tent to make debut on Paris stage.

Benoit-Levy adapting Julien Lu-chaire's play, 'Altitude 3,200,' for

Benot-Levy adapting Julien Luchaire's play, 'Altitude 3,200,' for sereen.

Conrad Veidt going to write scenario on Freud when he finishes pix
making here.

Mareelle Chantal slated for Czarina
in film, 'Raspoutine,' with Marcel
Herbier making.

Author Charles Mere turning diaAuthor Charles Wens d'Or, 'starring Vera Korene.

Lucas-Girdoux slated to star in
film, 'Bar du Sud,' when he finishes
in 'Tempete sur l'Aise.'

Cast of 'Checaliers de la Table
Ronde' celebrating 100th performance at Theatre de l'Oeuvre.

Supér-Fause, 'Freue, closing at
Theatre Michel, being 'replaced by
Trizan Bernard and Albert WillComedy, 'Madame le Presidente'.

metz.

Comedy, Madame le Presidente,

by Maurice Hannequin and Pierre

Veber, being adapted to screen, Ferand Rivers going to make, with

Elvire Popesco and Andre Lefaur in

leads.

San Francisco

Engineer Marvin Adams is on temporary duty for NBC in Hollywood. NBC mikeman now change their tuxes in a room with Dr. Cross's birds.

internal now change their tures in a room with Dr. Cross's birds. Neides, manager of the Orpheum theather, laid low again with the flu.

Rosie Comenzind has been retained on the NBC staff now that Eopa has dropped off KGO.

Hirman Luke, Chinese boy, gives time signals in native tongue during KSFC Hillbilly program.

Bennie Walker and Memory Roberts are making 104 recordings for Sego Milk at Titan Studios.

George McEirath, NBC supervising engineer from N. Y., will be here over the weekend for a look-see.

Helen O'Neill to return to Hollywood where she did the commercials on One Man's Family, on Sunday (9).

The control of the commercial control of the contro

contracts for spot amount of KGO, S. H. Patterson, KGCC, is in Washington to ask the Federal Communications Commission for permission to move the station's transmitter and

eations Commission for permission unove the station's transmitter and studios.

Mary Mayer, young local writer just back from Europe, supplanted, John B. Highes in three-minute spot with KFRC's Morning Merrymakers in "Women in the News."

Mine. Haruko Ichikawa, author of A Japanese Lady in Europe, told book reviewer Joseph Honry Jackson that she was most impressed, since, being in America by Charlie McCarthy.

Pola Negri hit by the grippe.
Heidelberg has new film house.
Heidelberg has new film house.
Heidelberg has new film house.
Tearlisks Kinz of on her Roumanian tout.

"Love Is News," 20th-Rox, at the Marmorhaus.
Millocker's 'Beggar Student' at the Peoples' theatre.
Willelm Kempf's piano concert in Athens a big success.
Alma Moodie giving violin recital at the Beethovensanl.
Luise Ullrich and Karl Ludwig Diehi holding down the leads in All

London

Second son born to boxing Jack Second son born to boxing Jack Petersen.

William Dewhurst, stage and film actor, left \$5,000.

CHATTER

actor, left \$5,000.

The Charlie McCarthy dress pinhaving quite a sale here.

Hannen Swaffer slipping over to Spain quietly to see it for himself.

Max Milder took looksee at War-ners' English and Irish exchanges. A. C. Berman in town on first leg of European survey for Selznick In-ternational.

Hugh Wakefield to star in new omedy to be presented by Charl-on Morton.

ton Morton.

Blanche Littler, theatrical producer, in nursing home, recovering from operation.

Len Young just back from African tour and has 40 weeks lined up, with General Theatres.

Count Armand trying to get Bob. Ritchie interested in a film color process for Metro.

process for Metro.
Miller and Wilson have split, with
Miller joining Teddy Boyce, of Falls,
Reading and Boyce.
John Stafford Film Productions
selling entire music library to
George King Productions.
Gladys Tudor-Owen, General Theatres publicity chaser, struggling
with a couple of crutches.

with a couple of crutches.

Gilbert Miller has world rights to
all Laurence Housman's stories on
the life of Queen Victoria.

Republic's Manhattan Merry Go
Round' is to have West End prerelease at the Plaza next month.

The Benny Rosses long-distance called their parents in Hollywood to wish them a Happy New Year.

Jock Lawrence here and will main until the opening of Hurricane, which goes into the Odeon.

David Bliss facing London's fogs for a few days on a biz deal, then back to his villa and sunshine at Mentone.

Javid. Bliss facing London's fogs for a few days on a biz deal, then back to his villa and sunshine, at Mentone.

Gene Sheldon added to the cast of Associated Picture Corporations' Star of the Circus' film, being done at Elistree.

Tommy Trinder, to be teamed up with Sidner Howard, already signed the budget of the Circus' film, being done at Elistree.

Dan Fish has formed his own film producing company, and is looking around for suitable studio to start his first picture.

Teddington studio closing for spring cleaning until Irving Asher gets in from the Coast with 1938 production schedules.

Teddington studio closing for spring cleaning until Irving Asher gets in from the Coast with 1938 production schedules.

Teddington studio closing for spring cleaning until Irving Asher gets in from the Coast with 1938 production schedules.

Teddington studio closing for spring cleaning until Irving Asher gets in from the Coast with 1938 production schedules.

Teddington studio closing for spring cleaning until Irving Asher gets in from the Coast with 1938 production schedules.

Teddington studio closing for spring cleaning until Irving Asher gets in from the Coast with 1938 production schedules.

Teddington studio closing for spring cleaning until Irving Asher gets in from the Coast with 1938 production schedules.

Diana Ward in religious ceremony at fashionable church here following N. Y. register office marriage to Gerard Manby-Colegrave.

Belgrave Pictures, the Arthur from the control of the start before Feb. 1.

Maurice Levy calling his mother long distance to San Francisco and having long confab with Harry Revel, with whom she is staying.

St. Martin's Lane, next for Mayflower Films, to be directed by Tim Whelan. Scheduled for Jan. 14, it isn't likely to start before Feb. 1.

Tolland Pertwee signed by Metro. Finishing School, screen play by F. Tennyson Jesse and Laurence Kirk.

Robt. Gore-Brown, scenarist, post points, his Hollywood trip on account of his work for Fox Films here and pending production of his play.

Ru

epic Kieking the Gong Around nas exceeded the budgeted amount which is understood to be around specific the sex of the property of the sex of the property o

Diana Wynyard will have leading

Diana Wynyard will have leading roles.
Chebby Cohen, 23-year old mother, who broke the headlines by a successful masquerade as an 11-year old schoolgirl, on a deal with Warners to do kid stuff in films at Burbank.
Mary Goes 10 See, new playwell of the West End, opens in Many chester, Peb. 7, for two weeks, then comes to the West End, opens in Manestrones to the Haymarket, replacing 'Phantom Light'.
Author W. P. Lipscomb again took over part of King Charles in Thank You Mr. Pepys, from Barry K. Barnes, who quit for films. Lipscomb out at Golders Green as 'Ninety Sail'. Closes end of January, being replaced by Harry Green in revival of Wilcome Circumser, Feb. 2, The College of the College Green as 'Ninety Sail'. Closes end of January, being replaced by Harry Green in revival of Wilcome Circumser, Feb. 2, Thom Service, 'who look up the Wagner role here at last minute, replacing H. H. McCollum, will enact role for run of show. McCollum drawing pay as he has run of the play contact.

Harry Foster has fixed Tommy

The property of the play contract.

Hary Foster has fixed Tormy Trinder under long-term film contract with Associated pictures Contract with Associated pictures to be property of the propert

Palm Springs

Beverly Roberts taking sun baths.

Beverly Roberts taking sun baths. Deanna Durbin here to perfect her horsemanship. Claudette Colbert is Simone Simon's favorite tennis opponent. Madge Bellamy taking lessors from tennis pro Frank Feltrop. Harry Grabiner, baseball mogul, doing his daily dozen on a bike. Matie Wilson hack to film village.

doing his daily dozen on a bike. Marie Wilson back to film village after tennis-dance weekend here.

Ruby Keeler parading the main rag in bright yellow slacks drag

semble
Glenn Morris, new screen Tarzan,
accompanied by Mrs. Morris, vacationing here.
Dolores Del Rio, Lili Damita and
Bdna Purviance terped to music of
Wally Weatherly's orchestra at BilAl's.

The Charles Farrells hosted Mar-lene Dietrich, the Charles Boyers and Edmund Goulding at the Tennis

Edmund Goulding at the Tennis Club
Irving Berlin, strolling through
Irving Berlin, strolling through
Desert Inn grounds in pensive mood.
Admits he is here seeking inspiration for new tunes.
There was plenty of gagging at the
Colonial House when Harry Ritz and
the frau, the Leo Morrisons, Virginia
Fields, Vic orsatti and Bernie TopIlliant Laplante and husband, Irving Asher, gathered the prize recipes
of this resort's eateries, planning as
series of treats for fellow-Londoners
upon their return to English, soil.
Florence Rice hosted her parents,
Mr. and Mrs. Grantland Rice, at
the Desert Inn, Florence and the
mater going for bridge, while the
pater brushed up on his golf with
Frank Condon.

Pittsburgh By Hal Cohen

Lou Passerello getting along nicely following his operation.
Angelo Di Palma rounding out his
second year at the Nixon cute.
Sol Hankin in from Philadelphia,
mixing business with pleasure.
Engagement of Ferdinand Fillion
to Helen Kremer just announced.
Billy Connolly going into the
booking business with Elinor Savage.

age. Morty Henderson's ma sent him a filled scrapbook on his 35th birth-

Hollywood

Nicholas Nayfack and wife in from

May Robson home after astern holiday.

Abe Gore recuperating from auto

holiday.

Abe Gore recuperating and crash hurts.
Pat Somerset on mend after appendectomy.

Edgar Kennedy stag partied visitings.

Bedgar Kennedy stag per Edgar Kennedy stag per titing golf pros.
Bette Dayls back on 'Jezebel' set after laryngitis.
Eddie Cantor hospitalized by

month, Director William Dieterle charged from hospital after m

charged from hospital after motor, smashup.
Eddie Moran, Roach scripter, collected black eye in effort to become tennis ace.
Gloria Dieksm and Perc Westmoor have set June 8 as date for 'Universal elated over revival of Darrieux'. Club de Femmes at Esquire here.

Press Club.
Virginia Bruce and Director J.
Walter Ruben back from Virginia
honeymoon.
Sophie Tucker banque(ed by 66)
als, headed by Louis B. Mayer, on
50th birthday.
Eugene Zukor back at studio after
attending Paramount sale pow-wow
1 Dorothy Lamour back on Paramount lot after visit to husband Herbie Kay in Chicago.
Ernest Pascal and Edwin Blinm,
20th Fox scripters, off on six-weeks
motor tour to N. Y.
Lavid O. Selznick won place
among the properties of the control
of the control of the control
of the control of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the control
of the contr

department trouble shooter, upped as executive aide to producer Jeff Lazarus.

Willie Wyler stating he just composed a harmonic symphony titled insombia for an Essimo Baby with Insombia for an Essimo Baby with Insombia Consul at L. A. decorated David O. Selznick, George Cukor and Clurence Brown with Order of Crown of Italy.

Louise Cambell, Paramount Days, and Horace, MacMuhon, free lance actor, planning spring, marriage in Chicago.

H. Lee Hugtunin assigned as unit manager on Waners, White Banners' and The Singing Cop', Carrol Sax on The Singing Cop', Carrol Sax on Copy, the Carlotter of the Copy, the Carlotter of the Copy, and the Hays office, didn't appreciate.

Jim Geller, '13-year-old daughter got the call on \$1,000 bank night.

(Continued on page \$2)

Edgar Kennedy stag partied visiting golf pros.

Bette Dayis back on 'Jezebel' set after laryngitis.

Eddie Cantor hospitalized by throat infection.

Jimmy Kern, of Yacht Club Boys, in from London.

Tom Fizdale here from N. Y. for business confabs. Berned from hospitalized by the business confabs. Berned from Fitzdale's head blurber, resigned.

Oscar Hammerstein II returned from desert sunning.

Al Hoffman, London tunesmith, ogling Hollywood field.

George Roberts, pulled out of Mitchell Gertz agency.

Freeman Bernstein set for long resigned from Bernstein set for long resigned by Assistance League.

Joseph Calleia has gone for a San Fernando Valley rancho.

Walter Pidgeon recuperating after long siege of pneumonia.

Sam Marx, Goldwyn story ed., cationing in Mexico City.

Regis Toomey and frau celebrated 13th wedding anniversary.

George Murphy and wife spen Arrende Stephani home after two weeks in Sun Valley show.

Warren William overhauling yacht for cruise of Mexican waters.

Elizabeth Patterson new owner of five-acre Redlands orange ranch.

Anatole Litvak checks in at Warners after scanning Broadway shows. Fred Machurray building soundproof shooting gallery in Brentwood ArArthur, Cottleib, head of DuArt Film laboratory in N. Y. here for month.

Darrieux' Club de Femmes' at Es-quire here.
Sophie Tucker luncheon-guested by Southern Callforni Woman's Press Club.
Virginia Bruce and Director J.
Walter Ruben back from Virginia

OBITUARIES

HARRY A. BRAHAM.

HARRY A. BRAHAM

Harry A. Braham, 78, died at his home in Brooklyn Jan, 13. Until his retirement 12 years ago, he had been prominent as an orchestral, conductor since the 80's, his last engagement being at the Majestic theatte. Brooklyn from 1914-17. He had also conducted the orchestra at the Brooklyn Park theatre for many years. He was one of the first to conduct the Gilbert and Sullivan operas in the country. He wrote the incidental music for The Squaw Man, and scored other productions for Charles Frohman and others, He was perhaps best known to the laity as the first husband-of Lillian Russell.

He is survived by his widow, Edna, four sons and a daughter.

EDWIN S. BETTLEHEIM

Edwin S. Bettleheim, 75, died in the Medical Center, Jan. 15. He was the founder of the Dramatic News, the founder of the Dramatic News, which was taken over by Leander Rithardson, but taken back by Bettle-heim when the paper failed, and conducted by him for, several, Natavirulally as the house organ of Klaw &: Erlanger in opposition to the Shuberts' N. Y. Review. When the firm split, the paper languished and finally passed out of existence, Sincethen he had been prominent in various theatrical ventures.

His son, Spencer Bettleheim, recently, committed suicide in the Lyceum theatre. N. Y., of 'which he was manager. A son and two daughters survive.

ARTHUR ALFRED HOLMAN

ARTHUE ALFRED HOLMAN
Arthur Alfred Holman, 52, veteran
actor-producer, died at his Waban,
Mass, home, of a heart attack, Jan.
4. At the time of his death, he was
the head of the theatre division of
the Leland Powers School of the
Theatre Boston

Theatre, Boston.
Theatrical career covers 35 years Theatrical career covers 35 years, in which he played more than 1,000 roles in more than 900 plays in the legitimate theatre. In addition to taking part in Shubert, George M. Cohan, Sam H. Harris, Henry Miller, Edgar Selwyn, and Charles Frohman productions, he was also owner and operator of five theatres.

FREDDIE BROWN
Freddie Brown, 25, of the seplacomedy leam, Shinebone and Freddie died at the Boston City Hospital, Dec. 18, Trom malaria fever, Actors Fund, New York and Thomas D. Senna of the American Federation of Actors, Boston branch, came to the fore with money for burial. Brown was not a member of either organization.

Survived by father, sisters and brothers in Chicago, and wife, Bernice, singer, and brother, Ernest Brown, of Cook & Brown.

GOESTA EKMAN

Goesta Etman, 48, Swedish film star, who played with Greta Carbo before she launched her American career, died in Stockholm Jan. 12. He had refused several offers to go to Hollywood.

He was a stage as well as film player and regarded as the fore-Shakespearean actor in He made his debut in 1908 Sweden. He made his debut in 1908 and has been active as manager and director ever since.

HELEN STRICKLAND
Helen Strickland, 75, for some 60
years prominent on the legit stage,
died in New York Jan. II.
She apparently had been in the
best of health and was preparing to
go to New Haven with the complained of not feeling well on Sunday and was taken to Mt. Sinai hospital, where she died two days later.
She was the wife of Robert Conness, also a legit actor.

Louis M. Boas 56 died Jan. 17 in Brookline, Mass. He had been rected with the theatre for more than 30 years, as manager and operator, and was formerly associated with the late Marcus Loew. He managed the Loew Orpheum and Columbia houses in Boston. Survived by widow, son, daughter and three brothers.

HAROLD R. ATTERIDGE

Harold R, Atteridge, 51, who MAROLD ATTERIDGE wrote, mostly in collaboration, some Harold R. Atteridge, 51, libretist, 40 libretist for Situbert productions, of many Winter Garden, N. X., ve-

died at his home in Lynbrook, L. I., Jan. 15. In recent years he had done much scenario writing for motion pictures and still more recently radi timuities for Ed Wynn aud Al Jolson. His widow survives, More details in the legit section.

HENRY C. SCHWEPPE

Henry C. Schweppe, veteran El-mira theatre owner and operator, died at his home in Elmira, Jan. 7,

of a heart attack.

He and his byother, the late
Frederick Schweppe, built the Colonial theatre, Elmira, in 1911, and in ionial heating, similar in 1811, and 1921 purchased the Capitol, operating it under the name of the Walter Brown Davis Co.

He is survived by his widow, a son and a sister.

JOHN H. McFARLANE
John H. McFarlane, 45, investigator and field man for the Chicago
offices of the American Society of
Composers, Authors and Publishers, in Chicago on Jan. 10 of pneu

monia.

Formerly , motion picture film salesman, McFarlane was associated in Chicago for nearly 14 years.

Sister survives: Burial in Chicago.

WILLIAM McCALL

William McCall, 67, for many years ir, vaude as McCall Trio and later in pictures, died Jan. 10 in Hollywood.

Hollywood.

He started his career in concert halls with Junie McCree, later framing an act with wife, Katherine

15 Years Passed Away With the Memory of Our Beloved Father

DAVID POWELL GOODMAN

Died Jan. 19, 1923

A loving one from us has gone, A voice we loved is stilled; A place is vacant in our hearts Which never will be filled. We miss you dear daddy.

JACK POWELL AND FAMILY

Shoemer, and her sister. He has been on the Coast the past 30 years, working in films.

His widow survives.

GASTONA E. COPPOLA
Gastano E. Coppola, 74, organizer of the Coppola, Band in Rochester, died of a heart attack on Jan, 9.
Born in Italy he came to Utica. N. Y., 38, years ago and organized bands there in Albany, Binghamton and Elmira before going to Rochester. He leaves his widow, a son, Anthony, and three daughters.

CORNELIA P. LATHROP

CORNELIA P. LATHROP
Cornelia Penfield Lathrop, writer
and publicist, died Jan. 14 at parents'
home in Bridgeport. In addition to
fiction and history. Mrs. Lathrop
wrote a number of theatrical magazine articles. In 1920 she was pafor the Theatre Guild, and also promoted Nazimova and Ruth Draper
at the outset of their careers.

MAX ASCHER x Ascher, 74, instructor in and choral work died at the

piano and choral work died at the Boston City Hospifal Jasi week, Was member of the Cerman Choral Directors' Society of New York His widow, a daughter, and a survive him.

RALPH FELDSER
Ralph Feldser, 35, secretary of
the Pennsylvania Conference of the
National Musicians' Union, was
killed at Sprinsfield, N. J., Jan. 11,
in an automobile crash.
Story appears the music section
of this issue.

WHITAKER RAY
Whitaker Ray, 55, formerly general manager for Jed Harris, died Friday (14) in New York of a heart attack

Story in legit section of this issue

NELLIE PERRYER

Nellie Perryer of Perryer and Os-borne, for 25 years variety and ra-dio act, died in London, Jan 3, fol-lowing months of incurable disease.

HAROLD ATTERIDGE

vues, died Dec. 15 of cirrhosis of the liver at his home, Lynbrook, L. I. Details in legit section.

VARIETY

Morris Burger, 80, died Jan. 17, at his home, in New York, after a long illness. He is survived by his widow, Sarah, one son, Samuel, who is traveling foreign representative for Metro-Goldwyn-Mayer, and is now in Bombay, and three daughters.

Dr. L. A. Mullican, father of the Lane sisters of screen and radio died at his home, Indianola, Iowa Jan. 10, following a heart attack.

John H. Mannix, 87, father of Edward J. Mannix, Metro-Goldwyn-Mayer executive, died at his home in Fort Lee, N. J., Jan. 12 following a

Father, 77, of Phil Gersdorf, film publicist, died Jan. 15 in L. A.

Mother, 63, of Alice Joyce, former film star, died Jan, 16 in Hollywood

MARRIAGES

Paisy Beck to Lon Chaney, Jr.; in Colton, Calif., Oct. 1, announced last week. Bridegroom is film actor.

Frances Bacon to Russell G. Trost in Hollywood, Jan. 9. Bride is daughter of Lloyd Bacon, Warner director; he is assistant caster at Warners.

Ethel Till to Frank Pettingell in London, Jan. 3. He is actor appearing in London's 'A. Lady's Gentleman.

ing in London's 'A Lady's Gentleman.'

Marion Wappenstein to Oscar Kramer in Lancaster, Pa., Jao. 1. Bridenon-pro: he is projection chief at the
Capitol, Lancaster.

Deanne Lee 10. Jimmy Crey in
Cleveland, Jan. 8. Bride, niece of the
late Don Lee, is dancer on the Hirst
Circuit; he is non-pro.

Rosalle Krause to Walter Jacobs,
in New York, Jan. 7. Bride is in
production department of WHN;
groom non-pro.

Gertrude Green to Matt Brooks,
in N. Y., Jan. 7. Bride is film and
stage comedienne; he is RKO writer.

Gertrude Wilkerson to Robert
Stahl in Liberty, Mo, Jan. 5. Bride
is KCKN's (Kansas City) 'Sophisti-

Stahl in Liberty, Mo., Jan. 5. Bride is KCKNS: (Kansas City) Sophisticated Lady; he is staff musician with KFYO. Lubbock, Texas.
Cordelia Lindall to Howard Becker in Seattle, Jan. 15. Bride resigned as secretary to John Hamrick.

rick.
Evelyn Scott to Neil Wallace In
Arlington, Mass., Dec. 28. Bride is
secretary to Del Castillo, WEEICBS, Boston, production manager,
he is announcer-newscaster on WEET

WEEI.
Ada Sax to Stanley Lumer in N. Y., Jan. 15. Bride is secretary to Charles Green, Consolidated Radio Artists prez.
Georgiana Feagans to Mitchell Frankovich Jan. 15 in Yuma, Groom is adopted son of Joe E. Brown.

RIRTHS

Mr. and Mrs. Paul Huntsinger, daughter, Jan. 3, in Des Moines, Father is chief engineer at KSO-KRNT.

KRNT.

Mr. and Mrs. Frank Russell, daughter, Jan. 11, in Los Angeles. Father is radio, announcer. there.

Mr. and Mrs. Rodney Pantages, son, in Hollywood, Jan. 13. Father operates Hollywood Pantages the-

operates Hollywood Pantages the-aire. Mr. and Mrs. Larry Barbier. daughter, in Los Angeles, Jan. 12. Father is Metro publicist. Mr. and Mrs. Roy Lane, son, in Santa Monica. Jan. 14. Father is a

Metro publicist.
Mr. and Mrs. Allan Jones son, in
Hollywood, Jan. 14. Father is Metro player; mother is Irene Hervey, also in pictures.

in pictures.

Mr. and Mrs. John Alderman, son, in San Antonio, Tex., Dec. 31. Father is announcer at KABC.

Mr. and Mrs. John Ferro, daughter, in Philly, Jan. 16. Father is assistant to prez of Arcadia-International Restaurant, Philly, Jan. 16. Father is usgineer at Wile, Philly, Jan. 15. Father is ungineer at Wile, Philly, Jan. 16. Tather is ungineer at Wile, Philly, Jan. 16. In New York, their second child, Father is officer of Edward B. Marks Music Corp.

Mr. and Mrs. George Menard, daughter, Jan. 12, in Rockford, Ill. Father chief announcer at WROK. Rockford.

Rockford. Mr. and Mrs. John C. McClov daughter, Jan. 6, in Rockford, Ill Father program director of

WROK.

Mr. and Mrs. Harold Johnston, son, in Santa Monica, Calif. Mother in Metro script department,

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

Alec Templeton, blind pinas well known for his nitery work, to give a regular concert at Town Hall Jan. 28. Will include some of his own

Detroit announces air-conditione autos for new models. But not fo this season.

unis.season.

Some 3,000 domestics attended the annual Butlers' Ball at the Commodore last Wednesday'. Showing their bosses how it should be done.

Grover Whalen turns down an application for space for an anti-Nazi display at the N.Y. Fair.

Bill at Albany would prevent repetition of Fair ad on 1939 plates, Reduces size of numerals.

Copying Sid Grauman, Evalyn Laye, Jack Buchanan and Adele Dixon recorded their footprints in the cement sidewalk in front of the Imperial theatre last week.

Q.S.T., radio magazine, banned by Boston police when an advertisement carries a profane attack on President Roosevelt.

Roosevell.

Bella Bellarina, Jewish actress
guest starred at the Hopkinson last
Thursday night in a revival of Out-

cast.

Sonja Henie awarded Norwegian
Cross of the Knighthood of the First
Class-Order of St. Olaf for popularizing Norwegian sports, Got it in
Washington Friday.

Mark Reed, who wrote 'Yes, My
Darling Daughter,' on an auto trip
to Mexico. Will be gone about six
weeks.

weeks.
Figured it will cost \$6,500 to move
Between the Devil' to Washington
for that command performance.
District atty for the Bronx, N. Y.,
to crash down on bingo and similar
games whether operated by theatres
or churches.

games whether operated by theatres or churches.

Jitney Players launched their tour in Troy last Saturday. Doing a revival of The Rivals.

Violet Carlson in N. Y. supreme court to bust her marriage to Edmund C. De Courville, who represented himself as a high pressure salesman. After an Armonk marriage he admitted he was drawing only \$20 a week and could not pay the rent of an apartment. Fin D'Orsay backed up Miss Carlson's statements. Referee reserved decision, pending report to court.

Bill Robinson voted a newspaper-offered medal for distinguished artistry. Billy Rose, Gene Buck, Leon offered medal for distinguished artistry. Billy Rose, Gene Buck, Leon Harry Kaufman the judges. It was the Y. Daily Mirror—Ted Friend

stunt. Norris Houghton designing the sets for How to Get Tough About It for Guthrie McClintic.

It for Guthrie McClintic.

Goeta Lundberg, Met chirper, to try her hand in a dramatic role at the Academy of Music, Brooklyn, next Monday. If she clicks, she will cross, the river.

Former Understudy, Club replaced by Understudy Group, Inc. Composed of Biway understudies who want to do a play to get the limelight.

want to do a play to get use might.

Princeton turns a deaf ear to the request from a Hollywood studio for crickets capable of chirping the key of C. Thinks it a publicity gag. Bandbox Players, under sponsorship of American Theatre Council, readying. Two Keys to the Vestry by William H. Kirkbride. To show norducers.

ready the law keys to the Yestry of the Yest

Murder.

The Women advertising seat sale to March I.

Kostelanetz again wins

The Women advertising seat sale to March I.
Andre Kostelanetz again wins the title as most trave'ed air passenger. Rang up 136,200 miles in 1937. Vorld's Fair closes first closes of Coca-Cola pays \$182,434 cooks of the Statands and exhibit space. Will dispase various carbonated beverages.

A exander Kirkland spoke before the Women's Coen Table of the National Arts Club before the performance of 'Many Mansions' Monday, Spoke of the theatre in general and not merely the play.

Firemen's Assn. brought out an at-tendance of 18,000 at the Garden last Saturday.

iast Saturday.

Sandra Neil, former Chicago niery dancer, committed suicide in New York last Saturday. Unable to obtain employment here and her funds exhausted.

Romance of Mitzi Mayfair and Al-bert Hoffman, beverage manufac-turer, ended, due to unfavorable pub-

licity and the state of the sta

Coast

Dick Powell filed petition in L. A. Superior court as first step toward the adoption of Norman Barnes, three-year-old son of his wife, Joan Blondell, by her former man, and the step of t

stalled in the rain, was struck by a troiley.

Mexican marri were ruled illegal in L. A. when superior judge refused divorce plea of Mrs. Audrey Oliver Foster, Metro scenarist, on the ground that she was never wed to Earl Foster, with whom she went through Tia Juana ceremony 10 years ago. Charles Cf. Rosher, film cameram, served one-day her cameram, served one-day her control of the control of

order that he pay \$150 monthly for support of minor daughter, Joan Marsh, screen player, despite the fact latter earns in excess of \$10,000

yearly.

Marion Davies was named beneficiary of \$10,000 estate of Cluck
Alvord, Nevada crossmods gracer
and screen fan under terms of will
filed for probate in Las Vegas. Had
never met actress but liked her pictures.

Aled for probate in Las Vegas. Had never met actress but liked her pictures.

Harold Raphael, opera singer, divorced, in L.A.

Ann. Dvorak and Lesli Fenton named defendants in \$900 action in LA. Municipal court by Attorney Guy Crump, who claims money due as fee for representing actress in her tiff with Warners.

Pinky Tomlin, film actor-song writer, announced he would marry Joanne Alcorn, onetime Miss Oklahoma, Feb. 13.

Mrs. Edward Mannix, killed in a Mrs. Edward Mannix, killed in a film actor-song writer, announced he would marry Joanne Alcorn, onetime Miss Oklahoma, Feb. 13.

Mrs. Edward Mannix, killed in a film actor-song writer, announced he would marry Joanne Alcorn, onetime Miss Oklahoma, Feb. 13.

Mrs. Edward Mannix, killed in a state valued at \$0.000, cording on inventory filed with with L. A. Superior court.

Jackie Coogan, was legally relieved of responsibility for nayment of any part of award by California State Industrial, Commission to Thayer Foster, entertainer, for infuties in auto crash while on Texas tour with Congan unit.

Walt Disney won blagiarism action brought in L. A. Superior court by Misser and Misser

- Hollywood

(Continued from page 61)
award, but had to pass it up ou
count of being a minor.
Arthur M. Oberfolder, Denver impresario and theatre operator.

Bons Shumatsky Source nutricitian, freed for putting sex apsals into Treasure island. He made, in Hawkins a girll with the intent of the strength of the stren

OUTDOOR MEN IN NEW ASSOC.

St. Louis, Jan. 18.

International Association of Showmen, composed principally of owners and execs. of carnys and other outdoor traveling amusement organizations, has been organized here and John Francis is the first president, Other officers chosen are C. Guy Dorson, first vice-president; J. W. Laughlin, second vice-president; Fred W. Beckmann, third vice-president; Sam Soloman, fourth vice-president; Dee Lang, treasurer; Vernon F. Korhn, secretary, and Harold Barlow, financial secretary. With 33 members enrolled it is planned to hold the membership roll to 150.

The organization has afready

to hold the membership roll to 150.

The organization has already made arrangements for free hospitalization at the St Louis City Hospital and is working on a group insurance plan for its members. St. Louis was selected as headquarters because of its central location and most carnys working in the country pass through this burg during the working year.

Circus Man Slam

Henderson, N. C., Jan. 18.

Steve Good, of Carson, Texas, owner of a small traveling circus, was killed and his wife injured, here fan. 16 by Clarence Fairbanks, 19-year-old driver of the van in which the show was transported from town to town giving shows in high school auditoriums and small villages.

Eight, between Good and Fairbanks was result of Fairbanks was result of Fairbanks objection to beating administered to a performing bird by Good. Owner died of a fractured skull and is wife is near death. She is believed to have been injured in an externer.

Owner died of a fractured skull a his wife is near death. She is lleved to have been injured in attempt to halt the argument.

Morrissey's NW Expo

Los Angeles, Jan. 18,
Will Morrissey and William
Friedlander trained to Portland,
Ore, to look over the possibilities
of launching Northwestern expo

there.
Pair figure on July date if plans

Betting in Ohio

Betting in Ohio
Coumbus, O., Jan. 18.
Legalized betting on horse races in Ohio is threatened by a proposed constitutional amendment which would prohibit gambling by the pari-mutuel certificate system of cooperative systems of wagering.
Attorney General Herbert S. Duffy has approved the form of an initiative petition which would place the amendment before the states voters next November. If 300,000 signatures are secured.
State racing commission took in \$140,723 tax last year and spent \$50,443 for expenses.

Monagahan to Trial

Charlotte, N. C., Jan. 18. Trial of Frank Monagahan, Penn-Trial of Frank Monagahan, Penn-sylvanian outdoor showman, at Raleigh, on charges growing out of the death of Harry H. Davis, of Lumberton and Winston-Salem, in a nautomobile accident has been set in. Wake county superior court. Solicitor William Y. Bickett said. Solicitor said he probably would ask the jury for a second degree murder verdict against Monagahan.

Nix Miller's Plea

Oklahoma City, Jan. 18.

Col. Zack Miller's plea for re-hearing of his long-drawn legal fight to trassemble his dismombered 101 ranch inland empire, has been de-nied federal court here. Col. Miller said that he probably would carry the case to the United States supreme court.

GETS STATE TITLE

Columbus; Jan. 18.

Darke County Fair was awarded
Myers Y, Cooper troppy for best allaround fair in 1937 by Ohio Fair
Managers' Convention here last

Association re-elected I. L. Hol-derman, of Dayton, as president.

Plays Abroad

LA REVUE DE LA JOIE

(Continued from page 58)

(Continued from page 58)

Bonnet picking pockets puts a finesse to scene which other parts lack.

One of Mauricet's best catchers is scene in which he is a king in days when royalty had nothing to do but sleep. Patter, as usual in France, takes plenty of cracks at government and the locals like it.

Miss Mesanti is the second announcer who steps up into a part in a revue at this house. Although overacting, she catches well and has possibilities. New in this house and doing a chore little offered by a Frenchman is tap dancer Jimmy. His routine lacks snap and precision.

Skit called 'La Douceur du Foyer.

Home, Sweet Home—centers on a German home under Hitler regime. Home, Sweet Home—centers on a German home under Hitler regime. Home, Sweet Home—centers on a ferman home under Hitler regime. Home, sweet Home—centers on a ferman home under Hitler regime. Home, sweet Home—centers on a ferman home under Hitler regime. Home, sweet Home—centers on a ferman home under Hitler regime. Home process of the second home

rench helps.
Deli appears near the end of second division in his interpretation of the Bolero, which gets over.
Single appearances are made by fauricet and conjedy dancer George Dorlis, both of whom are liked. Windup is short and puts a bangupanish on show.

This Money Business

London, Jan. 11. London, Jan. 11.
Comedy in three acts by Cyril Campion, presented by the Daniel Mayer Company. Produced by Henry Kendull at the Ambassador, London.

Esmond	Henry Hewitt
Minnie	Diana Beaumont
Judy Esmond.	Antolnette Cellier
Gerald Esmond	Henry Kendall
Barber	Henry Kendull Hugh Metcalfe
Portwine	Rupert Siddons
Mr. Illlywhite	Philip Howard
Man from Healby's.	Walter Toblan
	Ballard Berkeley
Alice Rivers	Tonie Edgar Bruce
Peggy	Tonie Edgar Bruce Jean Ormonde
Daphne	Jenny Laird
Phillip Esmond	Peter Murray Hill
Gwen Lacev	Veronica Rose
Police Serveunt	Edward Hodge
7.1.7.	Transfer Houge

Despite a friendly reception when Despite a friendly reception when the piece was brought to the West End from Kew, where it had a fort-night's tryout, this comedy, hasn't enough for success. Play needs speed-

enough for success. Play needs speeding up, there are only two or three in the cast of sufficient weight and stages management seems amateurish, although this may be due to the play of the sufficient weight and stages and the sufficient weight and sufficient with the sufficient with disaster. Generally speaking, they are such unusual folks you wonder how they manage to live at all. Father is a composer, one son an actor, another a painter and the daughter a manequin. What you mostly see them do is drink cocktails and utter 'smart. There are only one or two funny situations.

ANTOINETTE

Budapest, Jan. 9.

Musical comedy by Max Bertheb, Peter Herz, Armand Szanto, Michael Szecsen and hure Harmath. Music by Karoly Kontall.

At the Mu	ivesz Szinhaz,	Budapest.	omjati,
	oinefte		Alpar
Louis XV		Tibor .	feszoly.
Princ (2.7)	Lamballe	Terus	Kovaca-
Suzerie	direction bearing	Mari	h Egry
Nicole		Vilms	Orosz
Guy		Kalman l	afabar
· Henri de C	"lermont	Luszlo S	zilasey.
Musicr of.	Ceremonies	Bela M.	halyfty

Calculating to reneat Gitta Alpar's

Calculating to repeat Gitta Alpar's Calculating to repeat Gitta Alpar's triumph in 'Dubarry' some years ago, the authors have concocted for her another excuse for gorgeous costumes of the 18th century French Court and an occasion to display an amazing soprano voice. Beyond this, amazing soprano voice. Beyond this, merely no frame to show off the control of the con

Double Relief

Indianapolis Ion 18 Indianapolis, Jan. 18.
A former icrus: fat man, tipplng the scales at 350 pounds,
sent local Center Township
Trustees into a huddle when he
asked for twice the usual ration
doled, out to those on relief on
the grounds that his diet required twice the food alloed to men of lesser bulk.

men of lesser bulk.

After looking over the budget, Leo X. Smith, Trustee attorney, put the okay on twice-normal food orders for the ponderous reliefer.

Atlanta Sports Bowl

Atlants, Jan. 18.
Crying need of this burg has been a sports arena and promoter L. C.
Warren has come to rescue with his structure, seating 4,000. on Chester street. Place was dedicated Friday (14) when Ben Brown, classy local middle weight, 4aged Joe Polo, of N. Y., after 80 seconds of milling in first round, for kayo. Crowd of 2,500 paid \$1,200 to see card.

pana 31,400 to see cara.

Jim Downing, formerly of Tampa,
Fla., is Warren's matchmaker and
has lined up some good names for
local bouts. Place, built in form of
bowl, will be used for wrestling
matches and basket ball, too. It is
heated and air-conditioned.

Takes an Appeal

Raleigh, N. C.; Jan. 18.

Frank C. Monaghan, carny maninguished. jail here over week men sought to raise \$2,000 end as kir end as kinsmen sought to laise pur bail for his release pending an a peal from five- to seven-ye

Showman was convicted of man-slaughter in highway-accident death of Harry H. Davis, prominent Lum-berton, N. C., tobacco warehouse-

MINN. FAIR'S NET, \$80,000

St. Paul, Jan. 18.
Minnesota's 1937 State Fair was in the black \$60,000, slightly better than the annual average of the past 10 years, according to Raymond A. Lee, secretary, in the report turned in

Lee stated that the plan to build a 4-H club building flopped because of inability to raise the entire amount of the spoiner's contribution, thus losing a \$272,000 WPA award.

One-Third of a Nation

(Continued from page 58)

(Continued from page 58) in Glesses prevalence and physical danger, the play draws a picture that has become faded from so many eyeblinks for the past 40 years.

For a stage exposition of such theme, much more dramatic telling could have been devised the fact of the show sags like a hammock in a summer camp. Repetitions are squirmingly annoying.

Play carries an explanation of how realty investments came into being and subsequent juggling in N. Yadating back to Colonial times. While the explanation is obvious, it does not.

Tracing stum conditions for the

rest does not.

Tracing stum conditions for the past 85 years brings on the dull stretch of repetition. At conclusion, the solution for early the cuthon is too Utopian for much consideration or consolution.

or consolation.

Staging is very effective. Downstage throughout is the stark interior of a tenement which changes little through the years. This is used to mirror the effects of such living quarters on its inhabitants. Major poetion of the action takes place upstage, out on an apron, under lighting from the booth, and on a bare stage.

upstage, out on an apron, under lighting from the booth, and on a bare stage.

Acting isn't y helpful. Clarence R. Chase, the character who prowls around through most of the scenes, asking why such things go on, seems, inclined to unnecessary mugging and too much gesticulation. Others are only bits, but standouts are Renard Pate, as a landowner; and the child. Le displayed the standard program. Kermit Junion G-Ment, program. Kermit Junion G-Ment, program. Kermit Junion G-Ment, program. Kermit Single setting by Howard Bay will.

black.

Single setting by Howard Bay will
win loads of comment, Moc Hack's
lighting effects tie in aicely with the
requirements of such staging. Lem
Ward's directing, was difficult lob
fairly well executed.

WHAT THEY THINK

Shornshooting linits

Wichita, Kans., Jan. 12.

Wichita, Kans., Jan. 12.
Editor, Vaniery:
At this theatre we run stage shows every week and have watched very closely and highly valued your reviews. Recently, I was so greatly misguided, as well as the Gus Sun Chicago office, on the report that you gave a unit (reviewed at Salt Lake City) that I believe in all fairpage to other exhibitors in this see ness to other exhibitors in this sec-tion and for the purpose of protect-ing your reputation, an explanation should be made through your columns regarding this show which now seeking dates in this terri-

I booked the show because of your very, fine write-up in the of Dec. 15. The Gus Sun office permitted one of their units to be set out, and agreed, because of your

fine review, to pick that show up and set it in here.

fine review, to pick that show up and set it in here.
You can see from the review what acts were reported being on the bill. Three days before the arrival of the unit 1 called Colorado Springs and the business manager of said unit assured me that the unit was intact, and all the acts reviewed in Vanerry, Dec. 15, would report to me for my engagement Jan. 9-11. When the show arrived here anothermaster of ceremonies reported in the name of, the original. They lied to me right up to curtain time, assuring me that another act and the mc. were in the show.

None of the acts reviewed in your publication were with the show, yet it came here under the name of the

were in the show.

None of the acts reviewed in your publication were with the show, yet it came here under the aame of the unit, with the same business managers in charge. I think it is fair to the think it is fair to definitely expose these men through the columns of your paper, thereby being of service to exhibitors by the elimination of future disappointments. After their experience here, no doubt, will change the name of the show, but the same unscrupulous business policies will continue to dominate future dealings with exhibitors.

I do not know if you will be willing to take me as an authority for the publication of such a report, but I have been in the theatre business here in this town for 13 years operating the West theatre, and the last two years also the Civic theatre. I will be very glad for you to investigate me and my standing by whatever methods you care to choose.

Submitting this report to you for whatever it may be worth. I remain,

O. F. Sullivan,

Manager, Civic and West Theatres.

Manager, Civic and West Theatres.

Needleworkers In Equity

New York, Jan. 12. Editor VARIETY

Editor, VARIETY:
Read in VARIETY Jan 12 that the
Pins' cast is to join Equity. What
in the world are we coming to.
These people have a business in
which they can work and actors

can't. Equity's supposed to be an organization to protect actors, not a tax collector. Variety seems to be the only friend the actors have this side of the audience. Won't you say sometling: about this invasion of amateurs?

amateurs?

True we were all amateurs once, but we chose the type of work we were best suited to, and trained and studied for years for this work. We're sticking to our field and it's all we know. We can't turn to needlework; they won't have us. But it seems we'll have anyone that has \$50.

An Equity Member

Rocking the 'Cradle'. New York, Jan. 13.

Editor VARIETY

Editor, VARIETY:
That story which you published in this week's VARIETY concerning the 10 paid but unused musicians in The Cradle Will. Rock must have tated many others beside myself, who have been life-long supporters of in organizations.

who have been life-long supporters of lon organizations.

The spectacle of 10 men scaled, in the customers' quarters doing nothing, and getting \$100 cach per week doing it, while the actors nutting the show over are living on Equity minimum rates, is something I should like Burgess Meredith and Equity to think over

win loads of comment. Mor Jacks like Burgess Meredith and Equity to think over. think over, think over, the frequirements of such staging. Lem Ward's directing was difficult leb fairly well executed. This not sound unionism but something unpleasantly like racket. Pilo orderetra, buried and of sight, points up the action, nicely batoned by Lee Wainer. Show has chance for Broadway commercial consideration, and, of commercial consideration and, of course, nothing for films. Bert,

might be considered in this connection), which leaves them perpetually holding the bag.

I am not unmindful of the plight of the unemployed musicians, who are victims of the mechanical reproduction devices. But they are not alone in their misery. Producers and actors are also having their troubles because of these things, not to speak of thousands of other Americans in all walks of life suffering from the or nomic hazards of the machineage. age.

age.

It is a question which can only be settled happily all around by an improved national economy insisted upon and guided by organized labor. It will never be solved by one union planting its foot on the neck of another.

Christine Challenger-Reid.

Ticket Tax for Old Actors New York, Jan. 15.

Ticket Tax for Ora Access
New York, Jan. 15.
Editor, VARIETY:
German theatres are now providing old-, ge pensions for actors by
adding to ticket prices five pfennigs,
or two cents. In appreciation of the
pleasure we receive, why cannot we
Americans be equally generous by,
say, a five-cent addition to tickets,
to be donated, to the Actors' Fund,
Daniel' Frohman's benevolent fund
and other recognized charities for
those actors who have grown old,
lost their public drawing power and
are destitute?

lost their public drawing power and are destitute?

In spite of many good qualities, actors are notoriously improvident, and often during their day of prosperity give generously to those in need, forgetful of their own future. The collection of these many small amounts on ticket sales would aggregate a large sum and care for many superannuated artists.

This would be tax free and add to the good-will of the public towards the theatres collecting such funds, entailing scarcely any clerical expense. It is doubted it would caus the annoyance to theatre managers and, the patrons as has the large-entrance tax of the Government.

52d St. — West of B'way New York, Jan. 8.

New York, Jan. 8.
Editor, Variety:
Read in Variety that Nitery Biz
(was) Spotty in 1937. This story
mentions 52d street but not our corner of it (west of Broadway) which
prompted my writing.
It seems that you, like others, irnore a portion of the lane that is
just as varied if not as well known.

just as varied if not as well known. Besides two topnotch theatres, the block contains eight restaurants, some with entertainment of a sort, They are American, Spanish, Chinese, Italian, Hungarian, Belgian, German and mine, a French spot, where a couple of ex-vauders are employed. Olive Palmer, who used to be Dayton and Palmer, has the coatroom, and Wania, who was with George Choos for years, is host. I have Kid Cole at the piano, and I still sing every night.

still sing every night.
While not cabarets, I think we oc-While not cabarets, I think we oc-casionally rate mention since we-to say the least, geographically part of the sector and do add something to the color. At any rate, here, a location for those who havent suf-ficient coi for niteries and who or-dinarily shy away from 52d street.

Janet Martine.

Kaye Vs. Kyser
Editor, Variety:

Chicago, Jan. 17.

Much comment on Variety's missistement in Tin Pan Alley
versary yarn stating that Sammy
Kaye originated singing titles. Kny
Kyser originated singing the songtitles in San Francisco in 1934 and
established the style. Chicago
from the Blackhawk Cafe over
WGN in 1934 and 1935. Several
bands have copied style since then.

Arnold Hazleton.

DRY LAND SWIMS

DRY LAND SWIMS

Miami, Jan. 18.

Charles Ziblemann, legless, wimming champ, known in show biz as Zimmy, went into training Monday (17) for his projected Havana-to-Miami swim. Zim is doing his training in a glass tank on dry land, at least a mile away from the brinny deep—at so much per head from those who care to pay and hear him those who know the swim from the swim is exploits.



56,812 people bought tickets during the first 3 days of the opening at the Roxy Theatre, N. Y.

15 m c

Published Weekly at 154 West 46th Street. New York. N. T., by Varlety, Inc. Annual subscription, 46 Single copies, 15 cents. Entered as second-class matter December 22, 1905, at the Post Office at New York, N. Y., under the act of March. 3, 1879. COPYMONT, 1935, By VARIETY, INC. ALL RIGHTS RESERVED.

Vol. 129 No. 7

NEW YORK, WEDNESDAY, JANUARY 26, 1938

64 PAGES

O'CLOCK

Plenty of Fancy Plans for '39 Fair; 40-Week Met Season; Radio Squawk

In connection with the New York World's Fair of 1939, the Metropolitan Opera Assn. is planning a 40-week season next year. Understood tentative setup calls for a number of new productions, novelties and posibly new settings and costumes for standard operas of the repertoire. Also likely that the Metropolitan Opera House, N. Y., would be handed an extensive renovation jot. In view of the extra expense, for the above plans, this year's spring season is definitely off. Pop-price series in the pring season normally runs four weeks and has invariably involved a financial loss since it was first attempted several years. ago. Idea, however, was that the talent uncovered and developed during the spring season offset the coincident I red ink. As a rule, younger, less experienced singers are used in the spring series.

Believed the cancelation of the series this coming spring results from pressure by Edward Ziegler, business manager, and the financial leads of the association. Edward Johnson, general manager, instituted the spring series and has consistently favored the idea. Normal winter season lasts 16 weeks, with seven performances a week as the average schedule. Understood no decision (Continued on page 53)

DANCER'S SMALLPOX **QUARANTINES 125**

Detroit, Jan. 20.

Because a dancer worked four days while a victim of smallpox, 75 other dancers and about 50 patrons of the Trianon ballroom here were vaccinated or quarantined by health officials.

officials.

After discovering that Helen Abney, daytime cashier at a small downey town theatre, had danced for four nights at the ballroom while she was ill, city health officials moved into the Trianon and needled other dimeadance gals and males who had hoofed with victim.

Oscar Hammerstein Film Biog by Metro

Permission to do a film biog of Oscar Hammerstein has been ob-tained from late producer's widow by Metro

Manny Seff closed the deal after several studios had dickered unsuc-cessfully for consent to build a yarn around the impresario.

Sousa 3d, Swing Maestro

Sousa 3d, Swing Maestro
Palm Beach, Jan. 25.

John Philip Sousa III, grandson of
late famed 'march king,' made his
debut as dance band leader here at
opening of swanky Whitehall.

Youth got an ovation as he swung
balon to lead orch in a few bars of
'Stars and Stripes Forever' before
going into a non swing tune.

going into a pop swing tune.

Dancing Columnists

Ever since certain of the Broadway and nitery columnists have started terping in a big way, the bands around New York are more self-conscious than ever. The dancing columnists, fortified by post-graduate Arthur Murrayisms, seem to take it out on the bands if their steps don't match the music, or vice versa.

steps don't many my vice versa.

Nite spot managers, maestros and others around N.Y. town observe that formerly the journalists gauged the entertainment by observation of how it got over, and not by personal reactions.

JUST S. A. WON'T DO FOR RADIO

Intimating that a gradual purge of the picture ranks is being made by agencies producing radio shows, Chet LaRoche, Young & Rubicam prexy, stated that only those players who have something (entertainment as well as name value) for radio will survive the current season. The day of glamour is over, when all a high publicized name had to do was to take a bow and read a few lines, he added.

Agencies hereafter, he thinks, will Agencies netration, he timins, with pick players who have definite talent for radio, regardless of their attraction for the screen. By this he inferred that lesser names will be on the preferred list and the \$5,000 a week slars allowed to ply their film work without radio interruption.

LaRoche said that 25 to 30% of the advertising dollar spent by Y & R will continue to go to radio despite the sort of sneering against air expenditures recently revived by Crowell.

No Admish Charge, But-

Philadelphia, Jan. 25.
Philly Boat Show, threatened with having a cordon of police thrown around it should it defy the Blue Laws and open Sunday, had the gendarmes called off by a special court-order and then went ahead on the Sabbath as usual. But no admission was charged. Instead, a sign was hung reading. 'Normal admission is 50c. Blue Laws prevent it being charged. 'Therefore we can only ask you for a contribution.'

Bo. was open making change and practically everyone but the neighborhood kids tossed his 50c. in the contribution box. Philadelphia, Jan. 25.

HABITS HURTING

New York Cafe Society Responsible for Loss of Patronage at Broadway Playhouses

TRAFFIC, TOO

New York legit quarters are stirring up sentiment in favor of a 9:30 or 10 p.m. curtain for stage shows as a means of competing with (a) late dining habits of cafe society and (b) traffic tangles that hold curtains anyhow beyond the scheduled 8:40 and 8:50 currently followed followed.

Legits figure they lose business

Legits figure they lose business every night in the week by reason of people sitting down to dinner around 8 p.m., and not getting theatre-minded until the first act, under present timing, is over. Paris has a Theatre Dix Heures (10 p.m.). Since repeal, the smart east side restaurants and hotels have noticed a growing desire for the Continental form of leisurely dining and wining, so that the desire for theatre-patronage has dwindled, many compromising on a film instead. That reserved loge section in Radio Music Hall for the 9:20 final performance (with feature as late as 10:30). is quite white-tie and crmine many a night, for that reason.

Practical legit showmen, recognizing this, are thinking of huddling with the Broadway Association in a campaign to create later curtains. Recent vogue for 'streamlined' shows, which usually start at 9 and 9:10 p.m., is further crystallizing the movement in that direction. Another thought, as part of the 'streamlining' would be to shorten the intermissions, or omit them entirely. Fact that native New Yorkers and visitors alike come. From 'hotes' which are largely situated east of

visitors alike come from hotels which are largely situated east of (Continued on page 19)

JAP BOYCOTTS JAPS

Concessionaire Will Offer Only Made-in-America Prizes

Canton, O., Jan. 25.

Canton, O., Jan. 25.

A son of the Riving Sun here knows on which side his Mark lin is buttered and as a result w.ll not buy Jajanese ware for his Meyers Lake Park concessions.

Japanese operator of the Irraesi concession on the midway, has turned down the products of his countrymen and will give away as prizes to his next summer customers' only American-made merchandis.

Operator's of concessions of Meyers Lake Park here and at Livin Prock. Youngstown, are the first of a december of middle of the product of the product of the product of the second and the product of the second product of the second product of the second product of the second product of the American-made, merchandise.

LATE DINE-WINE | P.A.'s Would Tie Up with Merchants To Gag 'Academic' Film Reviewers

Hubby Locked Out

Among the freak situations arising from the picketing of Broadway legit houses by the Theatrical Managers and Trea-Theatrical Managers and Treasurers union was an incident at the National, N, Y., last Saturday night (22). Husband of Mary Mason, principal in Brother Rat. was unable to call for her backstage after the performance.

formance, Miss Mason's husband is Carl Miss Mason's husband is Carl Fisher, general manager for George Abbott, producer of 'Rat.' He's a member of TMAT and couldn't cross his own union's picket line. Show moved, to the Ambassador, N.Y., over the weekend,

BROADCAST TO ONE MAN ONLY

Holrywood, Jan. 25. Charles Vanda, coast program director for Columbia, unveiled an audition show last week that has the trade talking. Program was in the nature of a personal letter to Darry! Zanuck, production chief at 20th-Zanuck, production chief at 20thFox studios, calling attention to
Eddic Dean, a singer, and his capabilities as a picture bet. Songs were
interrupted for the running conversation, ostensibly between Vanda
and Zanuck, and a heavy promotion
was put on for the showcaser.

After the broadcast, Zanuck
phoned Vanda and asked him to seen
Dean out the next day for an interview. Vanda will repeat the formula
with: other tyros, directing the
weekly letter to various studio heads.

Press agents of the more Imaginative sort are reported hopped up on a new approach to film critics and film criticism. Idea is premised on (a) a fixed dislike of film reviewers and that they write and (b) a wish to eliminate panning notices. Latest tangent is to seek working alliances with department stores who, admittedly, have influence with dailies whereas theatres in the main have little or none.

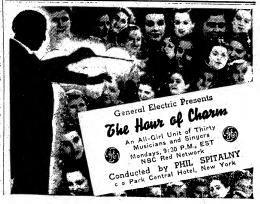
Theory on which press agents are talking about doing something is to approach the merchants and sell them on the value of theatres in getting people out of their homes every day and down them is the characteristics. day and down town in the shopping zones. The theory runs: If pictures can do that, pictures is the merchant's ally. And if panning reviews counteract the theatres' ability to draw erowds, then panning revi and panning reviewers ought to transferred to the old stamps are coin dept.

It's an indirect approach, and an old cry from the picture house view-point, but the theatre pa's who are for the idea frankly state that if they were to squawk directly about 'al-leged film criticism' on some of the daily newspapers it might wind up. (Continued on page 4)

'SNOW WHITE' VOICE DOUBLERS FORM ACT

Fanchon & Marco has formed a vaude act out of three 'voices,' who recorded for Disney's feature-length lilm, 'Snow White.'

Adriana Caselotti, who vocaled 'White' role, Roy Atwell who did 'Doc' and Walter Pinto who doubled as 'Sleepy' and 'Grumpy' are the trio. In the vaude turn, Miss Caselotti will warble and her partners will do comedy. No dates yet set for the act, which is being offered castern vaudfilmers.



DISTRIBS CUTTING DOWN COOPERATIVE ADVERTISING TO HYPO EXHIBS' B.O.

Decide It's Been a \$2,000,000-Per-Annum Chisel-Averaged \$250,000-\$300,000 Cost to Certain Companies-Best Showmanship Is in the Film Can'

Tired of being imposed upon by the chiseling type of exhibitor, distributors are now considering cutting out all forms of cooperative advertising. Experience over the years has proved that the thing doesn't pay off for the distributor. Instead, this co-op advertising has become one of the major rackets in the trade, at the expense of distributors

In round figures, distributors probably spend an average of \$2,000,000 yearly, in the aggregate, on co-oper-ative advertising. This traditional tie-line from the distributor to the b.o. is about to be chopped. The average, per company, has been around \$250,000 to \$300,000 annually. That's just for the major firms.

just for the major firms.

Distributors have finally concluded that most exhibs add little, if anything, to the showmanship of a film, after it leaves Hollywood. That for most exhibitors all the showmanship is in the can once out of the studios. The extra advertising outlays by the distributors have not been used for that purpose at all. Instead, most of this co-op coin went into the jeans of exhibitors. The local newspapers.

for that purpose at all. Instead most of this co-op coin went into the jeans of exhibitors. The local newspapers didn't get it, nor did the magazines. Here's how it has worked: The normal advertising budget of a theatre may run. \$1,000 weekly. The exhibitor who knows he's going to get co-operative advertising money from the distributor, or plans to get some, will then trim his budget down to \$700. Then he asks for co-op advertising, promising to splash his display and go above normal in ballyhoo by \$300 worth. But he wants the distrib to divry that 'extra' money. Taking the exhibitor at his word.

Taking the exhibitor at his word, the distributor agrees. The chiseling exhib then raises his advertising, but only from \$700 to \$1,000, his normal weekly run

Thus the distribs now squawk, they get no value for the money and, in effect, took a cut on rentals.

The racket wasn't limited or clusive with indie exhibitors, as even circuits and houses affiliated with major distribs have been known to mulct their own affiliates this

MORE WB COIN FOR FOY PICS

Hollywood, Jan. 25.

Hollywood, Jan. 25.

Bryan Foy's success as producer of Warners 'B' pictures during the past year has won him a new deal, alone with a general upping of budgets for his new season's product and the producer's seat on some of the company's 'A' pictures. His minimum allotment for the lower bracket 'vehicles will be 2520,000, which is considerably alone lest vear's figure.

hicles will be \$250,000; which is considerably above last year's figure.
Foy, under 1938 setup, will handle practically all films below \$759,000 mark, with at least half a dozen on his slate to run up to \$400,000.
Warners' handed layoff notices to 14 writers in the Bryan Foy unit to curtail overhead in advance of tax

checkup.
Those on week-to-week basis are
off payroll, while contractees are
laying low for four weeks. Deportment, at full strength, carries 18
scribes.

Zanuck to Bag Beasties In Congo Next Summer

Hollywood, Jan. 25. Darryl Zanuck, 20th-Fox produc-tion chief, is reading shooting schedules, hopful of starting his long-deferred vacation May 1, with back reaches of the Belgian Congo as his destination.

Jaunt will be second hunting into jungles, where he plans 30-day stay.

HOW TO BE AN AGENT

Furtledove Plays Teacher But Clair No Payoff And Sues Pupil

Los Angeles, Jan. 25.
Leo Turtledove, talent agent, has filed suit against Al J. Leeds of the Artists and Authors Corp. of America, demanding declaratory relief on the ground that Leeds, formerly Al J. Levy, New York broker, failed to rejmburse him for a course of instruction in motion, picture agency technique. Turtledove cites contract between pair, signed Aug. 20, 1937, in which Leeds agreed to pay him 10% in stock, or its cash equivalent, on any money the defendant invested in the agency business.
Plaintiff, in complaint, fixed Leeds

Plaintiff, in complaint, fixed Leeds nvestment in A&A at more than

REPUBLIC NOT TO EXPAND **—YATES**

Herb Yates, prez of Consolidated Film Industries and chief bankroller of Republic Pictures, declared in an interview that a recent survey revealed a 36% drop in collections over last summer. He attributed the clump to curtailed factory operations in industrial centers.

Some film companies, he said, re-

in industrial centers.

Some film companies, he said, readjusted operating costs to meet a
15% drop in income, but in the light of recent developments further dras-tic cuts are imminent.

Yates said that Republic will carry on with its present roster of pro-ducers and not expand production at this time.

'CHAN'S' SON SERIES AS SEQUEL TO OLAND

Hollywood, Jan. 25.

Its long-profitable 'Charlie' Chan's eries definitely ended, due to difficulties with Warner Oland, 20th-Foxchiefs are mulling the idea of a new group under moniker of 'The Son of Charlie Chan, with Keye Leuke in the name spot. Luke portrayed the son in the Oland series.

Meanwhile, the studio is rushing 'Mr. Moto's Gamble' into work as a fourth and added starter in the Moto group to fill the gap left by the shelving of 'Charlie Chan at Ringside.' Peter Lorre, who created the Moto character, will continue in the role.

Oland is now confined to his Hollywood home with a nervous breakdown.

Metro Saws 'Antoinette' Troupe to Speed Finale

Hollywood, Jan. 25:
Metro's Marie Antoinette! troupe has been split into two sections, with W. S. Van Dyke piloting the No. 1:
unit made up of Norma Shearer and the other principals and Julian-Duvivier, French director, guiding the other. Move is part of speeding up process on vehicle so long in preparation.
Pic has east payroll that tops any made on lot in years.

Hollywood, Jan. 25.
Ethel Hill started work at 20th-Fox
yesterday (Mon.) on the screenplay
for Little Lady.

Two Sue Mae West

Hollywood, Jan. 25.
Mae West set for future bookings in two Los Angeles courts. Joan Storm is suing her, Don Ameche, Arch Obelor, National Braddessting, J. Walter Thompson, Standard Bradds and Radio Copp, for share of profits on her 'Garden of Eden,' radio skiff on wronges of, hast sixten.

prome on her Garden of Eden Fadio skif on grounds of plagiarism. Mark Linder, another writer, filed action for \$1,000,000, alleging he au-thored 'Chatham 'Square,' basis of 'Diamond Lil,' which, he charges, she sold to Paramount without giving him rightful share of proceeds.

A BROADWAYITE ON BROADWAY

By JACK OSTERMAN

It's a long way from Billy Rose's two-by-four Back Stage Club, where George White first heard Helen Mor-gan whispering her torch songs in Rose's intimate saloon, to the Cusa gan whispering her torch songs in Kose's intimate saloon, to the Cusa Manapa; but, as the saying goes, one of our boys made it. It's swell entertainment, maybe too much of it, but still swell. Easier defined as a dynamite Palace bill with draperies. But leave it to Little Billy to do something unusual. He engages a grand personality in Abe Lyman, and then puts him and his band on the 19th floor of the Taft hotel. .or corresponding with it, anyway. It's the first time we ever saw musiciaus painting the ceiling, better name for the band would have been St. Peter and His Philharmonics, for it's probabty as high as some members of 802 will ever get. Nervous Lyman was too tired to elimb to the band-indicated the same saying a buck to take a flash at Lyman's boys.

Lyman told us, and everybody else.

charging a once to take a mash at Lyman's boys.
Lyman told us, and everybody else, that he had over 300 personal reservations, then yelled, 'How the blazes am I going to say hello to my pals from the gallery?' 'Somebody sugested using carrier pigeons. Our table looked like a night at the College. Inn, Chicago. 'Blossom Seeley (looking lovelier than ever)', the result of the college in the college in the college in the property of the college in the property of the college in the co nouncement on each table, saying he was fed up with cigarets being forced on you gardenias showed down your, throat, etc., which made it a little embarrassing for the salesgirls who were trying to do it, also a trifle upset, standing in a corner, was guy named Ellis, who paid 40G for the concession. (Note to Ed., second night, the cards were off the tables.)

After seeing Sally Rand we don't wonder she could afford a \$1,850 donation to recent charity drive.

nation to recent charity drive she spends any money

ciothes!

After viewing Rose's 'Aquacade' in Cleveland and his 'Let's Play Fair' in New York, he proves he is Broadway's theatrical marine...good on land and water. Everybody who had lo sluss were there, and some with clean cuffs.

It Happened Last Week

Night before the Rose invasion we

Metrico's Marie Antoinette' troupe has been split into two sections, with w. S. Van Dyke piloting the No. unit made up of Norma Shearer and the other principals, and Julian Duvivier, French director, guiding the other Move is part of speeding up process on vehicle so long in preparation.

Pic has cast payroll that tops any mide on lot in years.

A Little Lady New

Hollywood, Jan. 25.

Ethel Hill started work at 26th-Fox yesterday (Moin.) on the screenplay tor Little Lady.

Ethel Hill started work at 26th-Fox yesterday (Moin.) on the screenplay tor Little Lady.

Temple's next

Other News of Pix Interest

Lytell

Bands as trailers for filmusical song excerpts; new tieup...

Cut Crosby's 'Rhythm' Sans Script In Par's Seizure of Cohen Negative

DREISER'S PROD. YEN

But Literary Agent Sounds Pessimistic 'Don't Do It'

Theodore Dreiser is mulling an indie production company to film his own works, starting with Sister Carrie' and The Genius, 'William C. Lengel, his literary agent, is counselling, instead, that Dreiser sell his works to Hollywood in the usual manner, and agree to a sympathetic understanding with the studios and not interfere with any Coast production ideas.

not interfere with any Coat production ideas.

Ever since Paramoun's v of 'An American Tragedy,' when Dreiser objected to its screen treatment, the author has been admant in steering clear of Hollywood, hence his desire to make 'em himself, stating he has plenty of capital.

SCHLESINGER YANKS SHORTS IN ACAD BREAK

Hollywood, Jan. 25. Leon Schlesinger, producer of Porky Pig and Merrie Melody car Peorly Pig and Merrie Melody cartoons, has withdrawn from the Academy of Motion Picture Arts and Sciences, membership in a huff and pulled his entries from competition for the 1938 Academy awards. Feud had its beginning when the Academy shorts committee, seeking reforms in nomination methods, voted to limit Schlesinger to two entries, while Walt Disney was granted four. In a letter accepting Schlesinger's resignation, Frank Capra, Academy prexy, denied the former's charge of discrimination, and pointed out that decision was result of poll of almost 100% of shorts department membership.

ship.

More than 4.000 filmites will cast ballots in the Oscar award competition this year.

Makeuppers' Field Day

Hollywood, Jan. 25.

Norma Shearer's 'Marie Anloinette', costing Metro \$2.700 daily for 115 hair stylists, has helped solve the
unemployment problem of the makeup artists local.
Film is also using 40 makeup artists, who draw \$115 weekly. The
hair experts are on the payroll at
\$62.50 minimum weekly.

Up Goes Fellows

Hollywood, Jan. 25, Bob Fellows, unit manager at War-ners studio, has been hoisted as as-sistant to producer Sam Bischoff. First assignment on the new job is 'Gold Diggers in Paris.'

Pinky's Hometown Honors

Oklahoma City, Jan. 25. Oklahoma City's Chamber of Com-merce has extended an invitation to merce has extended an invitation to Truman (Pinky) Tomlin Oklahoma songwriter, and his bride-to-be. Joanne Alcorn, of Porica City, Okla, to attend a banquet to be given in their honor during their honeymoon after the marriage scheduled for Feb 18

ARRIVALS

Alexandre Tcherepnine, Richard Green, Emanuel Feuermann, Claude Got, Otto Kruger, Four Radio Franks, ames Squier, D. King,

SAILINGS

Feb. 5 (New York to Nassan). Mr. and Mrs. Meyer Davis (Carinthia). Jan. 29 (New York to Naples), Mr. and Mrs. Gary Cooper (Roma). Jan. 28 (Los Angeles to Honolulu). Jessica Dragonette. Lurrine). Jan. 21 (New York to London). Thornton Freeland (Bremen).

Hollywood, Jan. 25

Hollywood, Jan. 25.
Further legal complications, based on the cutting of Major Pictures' Doctor Rhythm, has threatened to widen the breach between Emanuel Cohen and Paramount, Bing Crosby feature has been put in work in the Paramount cutting rooms where Herbert Polasie, sans shooting script to guide him, is editing from his own conception of what the playwright had in mind.

conception of what the playwright had in mind.

Picture, originally budgeted at \$800,000, is understood to have cost approximately \$1,150,900.

Situation on 'Rhythm' editing is one of the most unusual ever faced by an editor. With Cohen holding out against Paramount's demand that the core of the most unity print and out against Paramount's demand that the turn over cutting print and screenplay, distributor organization seized the negative and had its own print made. When studio failed in its effort to engage Frank Tuttle, who directed, to supervise the cutting, it assigned Polasie, who was recruited handle the chore.

After screening of separate takes he went to work with scissors and

CROMWELL'S \$39,541 SUIT VS. UA GROUP

Hollywood, Jan. 25.
Suit for \$39,541, charging breach of contract, was filed Jan. 24 in superior court, Los Angeles, by John Cromwell, director, against Samuel Goldwyn, Walter Wanger and Selznick narricipated in a deal with Goldwyn and Wanger whereby the three producers would share director's services and his \$4,250 weekly salary. He claims dismissal by Goldwyn after working five weeks on 'Adventures of Marco Polo' and that he had been unpaid on his contract since them.

Cromwell alleges that the break came when he took issue with Goldwyn on directing 'Polo' Goldwyn declared that Cromwell was not fired, but resigned.

fired, but resigned

Hays En Route West

Will Hays headed for the Coast end of last week, planning to stop at his home Sullivan, Ind., before continuing journey westward. Manager of Hays farm was killed in accident recently, and this will necessitate hi attention.

Hays probably will spend less than usual time in Hollywood this winter.

N. Y. to L. A.

Stuart F. Doyle.
Ed Finney
Phil Goldstone.
W. Ray Johnston.
Otto Kruger.
F. C. (Corky) O'Keefe.
Jack Partington.
Mr. and Mrs. Edward G. Röbinso

L. A. to N. Y.

Gene Autry.
Phil Berle.
Dolores Del Rio.
E. B. Derr.
Maurice Duke. Louise Fazenda. Virginia Field. Errol Flynn. Cedric Gibbons. John Higgins.
Ben Kalmenson.
Wolfe Kaufman.
Omar Kiam.
June Lang. Ted Lesser. Cesar Romero, Agron Rosenthal.
Leon Schlesinger.
Aubrey Schenck.
W. G. Van Schmus.
Herman Wobber.

STRAIGHTENING OUT RK

Selznick-Whitney's Film Future Still a Moot Question on the Coast

Hollywood, Jan. 25.
David O. Selznick and his partner,
Jock Whitney, are discussing future
releasing possibilities on more than
one front. And should they not be
able to negotiate a satisfactory deal
for remaining in United Artists,
Paramount stands a good chance of
copping the Selznick-International
outfit.

Die head-

outh.

Die hards, out here, familiar with
Selznich's and Whitney's trading proclivities, go so far even as to suspect
that a Metro reopening may be also
in the wind. These take nothing for
granted, premising their beliefs on
experience.

experience.

Officially, it would seem, Selznick has not made up his mind which road to take. The question of future production financing is one thing and secondly, Selznick will make only that kind of a deal by which he retains independent identity. That second item, of course, could jar any Par hookup short of merger.

To that III possibility that would

Par nookup short of merger.

In that UA possibility, that would mean that Selznick would stay on providing he can buy into the firm or in some manner be granted part ownership, that he would rank, at least, on par with other UA producer-owners in the company.

To obtain financial control of UA means raising several millions in new money additional to production cash, and that's quite a rub in itself.

cash, and that squite a unit sear-Selznick, it is felt, can obtain a favorable new releasing deal for a term of years from UA, on par with other UA producers, but whether he can acquire a stock equity in UA presents problems.

Court Will Examine Mrs. William Fox As To Physical Condish

Camden, Jan. 25.
Whether Mrs. William Fox must appear in Camden (N. J.) Federal Court for further hearing in connection with the suit being brought by creditors against her husband will depend upon a statement of her physician to be appointed shortly by the U. S. Circuit Court of Appeals in Philadelphi. Physical examination, ordered by Judges Joseph Buffington and J. Warren Davis, will determine also whether the contempt of court judgment against her by Federal District Judge John Boyd Avis will remain.

Latest step is being taken as a

Avis will remain.

Latest step is being taken as a measure to require Mrs. Fox to testify regarding the relation of her husband's financial ventures and the All-Continent Corp., of which she is president. Claim of the creditors is that Fox transferred some \$5.000,000 assets to All-Continent. Questioned regarding this alleged tieup before Referree Robert E. Steedle in Atlantic City, Mrs. Fox refused to reply, leaving, the hearing chamber.

Recent efforts to have her testify.

Recent efforts to have her testify have met with physicians' statements that she is 'too ill, physically and mentally.' Latest call brought conflicting statements as to her condition, and judges are now endeavoring to find the truth.

Blumberg West in Feb.

Nate Blumberg, busy with Univer sal home office organization, will probably get to Hollywood sometime in February, accompanied by John Josephs, publicity head.

U has set releases through Febru-ary and March, following induction of the new administration.

of the new administration. William Scully, new sales chief at U, has slatted on his first midwest trek. Scully will visit Chicago, St. Louis, Minneapolis and other key spots in contacting sales, organization of U.

Reid's Long Stretch

Hollywood, Jan. 25.
Cliff Reid, completing his sixth
straight year with RKO. has been
handed a new two-year producer
ticket.

Most recent picture is Katharine Hepburn's 'Bringing Up Baby.'

GN FUTURE TO **BE IRONED OUT** WEST

Any deal to provide new financing for Grand National, whether with Phil Goldstone and E. W. Hammons or others, will be concluded on the Coast. Further negotiations are expected to occur out there. E. L. Alperson, president, is remaining in Hollywood, while Goldstone left New York Saturday (22) and Ham mons has been asked to come west, if possible. The Educational head may not be able to visit the Coast at this time but, if going, could not leave for at least two weeks.

Although Goldstone, in New York a week, checked into the Grand Na-tional home office to get a line on sales, it is not known that he and Hammons had any discussions.

Hammons had any discussions.
The eastern offices of GN, recently reduced to the bone, now virtually consists in Ed Peskay's, distribution department, with Alperson
on the Coast and Ed Finney having
transferred there Sunday (23). Finney, advertising-publicity head, will
continue to function over that department as well as a producer of
westerns. Before Finney left, his
ad-publicity department in New
York was dropped with the thought
of handling its functions from the
west.

Hollyw d, Jan. 25, Aaron Rosenthal has resigned as comptroller of Grand National, ef-fective Feb. 1, although his contract had until April to run. He is now er route to New York. Post will go unfilled for the present.

Florida Trip Stalls Col. Studio Confab

Hollywood, Jan. 25.

Conferences: between: Harry and
Jack Cohn on plans for speeding up
Columbi. 'A' picture schedule and
placate the squawks being raised by
exchange managers will have to wait
until Jack Cohn completes his Florida vacation. Home office top exectrained out of New York for Miami.
Friday (21), date originally set for
the start of his westward trek, with
announced intention of remaining
there for a t-least two weeks.

Columbia has completed entire
son 'A' films already sold are so farbehind that exhibitor complaints are
pilling up. Hollywood, Jan. 25

Hornblow Takes a Cut

Hollywood, Jan. 25 Hollywood, Jan. 25.
Necessity, for emergency, appendectomy on Arthuy Hornblow, Jr.
Paramount producer, resulted in a temporary delay for the start of his new nicture. Tropic Hollday, originally set to get under way yesterday (Mon.).

Executive will remain in the hospital for authory week.

pital for another week,

SPITZ EAST TO **CLEAR MATTERS**

Showdown and Hoped-For Cleanup This Month— Company Has Been Five Years Under 77B, and All Eager to Get Out of It

MANY ANGLES

Hollywood, Jan. 25.

Andrew Christiansen and O. Doering, Irving Trust Co. officials and representatives, left for N. Y. Monday (24) and Leo Spitz leaves today (Tuesday) to attend meetings of various factions in RKO regarding a permanent studio setup and

of various factions in RKO regarding a permanent studio setup and general company policy.

At the N. Y. confabs Spitz will submit a plan for permanent studio-operations, similar to the one in temporary existence under which Pandro Berman is executive producer in charge of major production with a number of producers to work under his wing. Also includes Lee Marcus, continuing in charge of program pictures. This setup was agreed to when Floyd Odlum attended meetings recently with receiver's representatives and Spitz.

With Spitz leaving here, Pandro Berman will again be in charge of the studio. Peter Rathvon, an official of Adas Corp. (Floyd Odlum) an important part-owner of the company, who has been here for the past two weeks, has not been near the studio nor conferred with studio officials. However, he talked with Christiansen and minor employes. It is quite likely that with Spitz going east Rathvon may endeavor to move-into the studio.

east Rathvon may endeavor to move into the studio.

The Irving Trust Co. has made a problem of RKO, five years after the company has been under 77b. This is just about the gist of the RKO situation, from the creditor side. When Floyd Odlum was on the Coast, recently, he was advised by the trustee not to go near the studio. Odlum is now in New York, He for Leo Spitz, but indicates that peculiarly, M. H. Aylesworth is also hanging around the rim of the company.

company.

Spitz is capable and respected, creditors hear from Odlum. But the trustee is running the show. And

(Continued on page 27)

March Tax Crackdown Slows Film Prod.: Revenooers Wised Up On **Border Crossing; 5% Bite on Reels**

Lou Moore Upped

Hollywood, Jan. 25.
Louis Moore has been upped by
20th Century-Fox as an associate
producer and draws the Jones Famity picture. 'Safety in Numbers,' as
his ice breaker.

He has been assistant to John Stone, producer.

COURT CHIDES **RKO'S REORG LAWYERS**

Federal Judge William Bondy criticized the delay in bringing about the final setup to the reorganization of RKO and threatened that unless of RAO and interacence that unless the attorneys come to a definite understanding at the next session he would throw out the plan and start all over again. The judge's remarks were caused when attorneys requested a further postponement.

These reorganization proceedings have been going on for five years, the judge pointed out, 'and they should be disposed of. If you can't reach an agreement the Court with throw the plan out and start all overagain. I'll agree to the postponement but there must be something definite arrived at at the next hearing. You attorneys are costing the active

definite arrived at at the next hearing. You attorneys are costing the estate money by coming into court and fling appearances on the record.

Col. H. C. Rickabee, attorney for the Atlas Corp., proponent of the plan, replied, "There are a great many things to be done." It is understood managerial problems are the stumbling block.

Judge Bondy then consented to an adjournment until Feb. 28 at 4 p.m.

Sherwood Scripts 'Idiot'

Hollywood, Jan. 25.
Robert E. Sherwood has checked
in at Metro to begin the task of
scripting his 'Idiot's Delight.'

Hunt Stromberg will produce

Guild Votes Against Fingerprinting Actors: Question Right of Bargaining

Hollywood, Jan. 25.

Screen Actors Guild has nixed proposal of the International Association for Identification to finger print actors and all other workers in the film industry. Kenneth Thom son, executive secretary of the SAG, claims bit organizations: a complaint filed with the National Labor Relations: Board. Larkin contified Dr. Clinton J. Tatt, directors of SAG chas adopted a resolution opposing sentence across the Association film riders, and asks that the AIO betains the AIO betains of fingerprinting film.

Hot first to unseat Aubrey Blair Hot first to unseat Aubrey Blair print actors and all other; workers in the film industry. Kenneth Thomson, executive secretary of the SAO, notified Dr. Clinton J. Tatt, director of American Civil Liberties Union that the board of directors of SAC thas adopted a resolution opposing any. plan of fingerprinting film players.

any plan of fingerprinting film players.
Resolution was adopted by the actors after Dr. Taft wrote Thomson that such a plan 'would regiment everybody in the industry and would be a step toward Easeism.
Dr. Taff also communicated with the executive board of the Screen Writers Guild, but Frances Goodrich screetary, replied that the issue was too important for the board to decide and, would have to be put to a vote of the membership. She added that organization had no official knowledge of proposed plan, and thanked Dr. Taft for calling situation to attention of the writers.
Right of the Screen Actors Guild

Hot fight to unseat Aubrey Blair

Hollywood, Jan. 25.
With talker production already at the lowest ebb in months, tax-littery studio chieftains applying the brakes preparatory to the arrival of the first Monday in March and the personal property assessor. Heavy-budget pictures now before the lenses are being speeded up, and new features calling for more than five weeks of cameraing have been pushed back of cameraing have been pushed back on the calendar until after the State's

or cameraing nave been pissed oasis, on the calendar until after the State's bogeyman has paid his annual visit to the storage vaults.

California's levy on exposed footage, long a thoir under the saddle of the industry, assumes more serious proportions this year because of the close scrutiny being given treasury outgo by watchdogs stationed here by both bankers and home office tops. There was an era, and not so long ago, when only dollar wastrels brought the wrath of these financial sleuths down on the heads of the production lads, but ever-mounting costs, due to guild and union agreements that hoisted wages and shortened working hours, now have the fascal gumshoes counting the pennies as well.

An unfinished production, in which,

fiscal gumshoes counting the pennies as well.

An unfnished production in which, say, \$750,000 has been invested up to midnight of March 6, will be plastered with a \$15,000 tax joit at noom the next day, and that auch extra added expense is heavy coin these days, even to a dealer in colossals. Bite by State amounts to approximately \$5 per \$100 of assessed valuation, which, through an accord between the producing companies and commonwealth officials, is fixed on a basls of 40% of the cost sheet total.

Get-together on valuation basis (Continued on page 23)

FOUNDED BY SIME SILVERMAN Published Weekly by VARIETY, In-Sid Silverman, President

SUBSCRIPTION

Annual ... \$6 Foreign ... \$7 Single Coples 16 Centr

Vol. 129 No. 7

HIDEA	
dvance Production Chart.	19
Bills	54
Burlesque	48
Chatter	61
oncert	47
Dance Tours4	1-17
Exploitation	27
5 Years Ago	51
film Booking Chart	17
Film Reviews1	4-15
Forum	63
Cirl's Eye View	6
louse Reviews	2-53
nside—Legit	56
Inside—Music	47
inside—Pictures	11
Inside—Radio	30
International News1	2 13
Jack Osterman	2
Joe Laur e, Jr	6
Legitimale	55 59
Literati	60
Musie	3-47
New Acts	51
News from the Dailies	62
Nite Clubs	18-51
Nite Club Revi Obituary Outd	5')
Outli	62
Pictures	2-27
Radi	28-12
Radio-International	33
Radio Reviews	29-32
Radio Showmaniship	36
Units Vaudeville	51.
Aumorite Contraction	10-01-

Growth of Industrial Film Prod. Bringing Ad Agencies Into the Biz

Advertising agencies are edging moto the motion picture business. It's strictly for so-called industrial films, but the pressure to get these short tubjects (some are three or four reels in length) into theatres is becoming increasingly great, while the tendency of smaller exhibitors to use them continues on the upbeat.

Reason for agencies either setting up a separate department for films, considering such an alignment, or making a survey of industrial picture possibilities and likelihood of obtaining theatre bookings is that the agency has found that it had to be called in eventually whenever one of stis clients attempted to get out a film. Then. too, when accounts totaling the state of the board, has moved that precentage for acting as virtual producer for a regular advertising client when the company for five years, first exceptions are producer, in a survey of the control o

ducer for a regular advertising client means plenty.

Agencies with a motion picture staff, considering one, or which have turned out films, include Batten, Batton, Durstine & Osborn, Corne & Thomas, McCann-Erickson, Young & Rubicam and J. Walter Thompson, L. & T. did the Lucky Strike trailers. McCann-Erickson is credited with considering such a film unit, with George Smith in charge of this division thus far. Y. & R. and Thompson agencies have surveyed picture possibilities, latter being rated most exhaustive one ever made in recent

haustive one ever made in recent years.

B. B. D. & O. has a unit, operated as an offshoot of the radio bureau, consisting of four headed by Charles Underhill. Most ambitious effort, supervised by this unit, is the present one for U. S. Steel, which will be finished about April I. Agency division acted as a producer by scripting, the job, setting actual production company (Hollywood Industrial Films) and handling monetary details for the sponsor.

for the sponsor.

Big Steel's film venture includes a Big Steel's film venture includes; a one-neel short feature, a 4-reel production and a 8-reel feature, All, excepting the eight-reeler will have Edwin C. Hill as commentator, a special musical score by Robert Armbruster, and will be entirely in technicolor.

cial musical score by Robert Armbruster, and will be entirely in technicolor.

The three picture are being handled by B. B. D. & O., none having direct sales approach but are framed along documentary film lines. One-reel and four-reel pictures will be available to exhibitors, though terms, distributor and how obtainable are not set. The 8-reel feature is designated as strictly for non-theatrical accounts though if will be offered to smaller houses in steel centers.

Agency has had the picture unit dea under consideration off and on for the last six or seven years. It learned from experience that the sponsor of a film, particularly if its own client, eventually had to call in the agency to do most of the tough work or revise the script. Only catch was that such work was virtually a non-commission affair. Under new arrangement, the agency obtains the usual commission affair. Under new arrangement, the agency obtains the usual commission affair. Under new arrangement, the agency obtains the usual commission affair. Under new arrangement, the agency obtains the usual commission affair. Under new arrangement the agency obtains the segular industrial producer is employed.

Ruben on 'Boys Town'

Hollywood, Jan. 25.

J. Walter Ruben has been set as direct for Metro's forthcoming Boys Town, based on Rev. Father E. J. Flanagan's nationally known institution for youngsters. Accompanied by Dore Shary, Ruben is en route to Omaha to gather atmos-

phere.

Spencer Tracy will portray the priest, with Mickey Rooney heading younger element in cast. John W. Considine, Jr., will produce.

Hatch on MG Loan

Hollywood, Jan. 25.
Metro borrowed Eric Hatch, Hal
Roach scribbler who did the screen
play for "Topper" and Road Show,
to work on script for "Mr. Featherfinger Tales a Drink."
While the picture will go into
work under that title, a new moniker
will be provided for its release.

Von Sternberg Scouting

Vienna, Jan. 17. Hedy Pdunfmayer, ballerina, is dickering with Josef von Sternberg for a Hollywood contract. Director arrived here last week,

estensibly on a talent quest.

PAR EDITORIAL BERTH

Hollywood, Jan. 25.

Quinn Martin, Paramount editorial board chairman since last Dec. I, has checked off the lot following a friendly severance after failure to reach accord with studio executives on policies. Manny Wolfe, formerly head of the board, has moved in temporarily and is functioning as chief of both story and editorial staffs.

staffs.

Martin, one time film critic on
the old N. Y. World, has been with
the company for five years, first as
a member of editorial board, then as
vice-chairman until he succeeded
Jeff Lazarus, now a producer, in the

top berth.

Ken Whitmore, member of Paramount publicity staff for 12 years, departed the same day.

H.M. WARNER TO STAY WEST; WB **SETUP AS IS**

Although a meeting is scheduled to be held among Warner executives following return from Florida, yesterday morning (Tues) of Major Albert Warner, to discuss transfer of nome office functions to the Coast, authority from the west will be consined to H. M. Warner and S. Charles Einfeld. Sam E. Morris, foreign sales head, whose health would favor California climate might also move west. Report that the theatre department, headed by Joseph Bernhard, might be transferred to Philadelphia, the zone in which nearly one-third

might be transferred to Philadelphia, the zone in which nearly one-third of Warners' houses are located, is denied but, based on the same accounts, may be discussed at the round-table conference on the matter. Meeting may be held today (Wed) with those attending including H. M. Warner, Major Warner, Morris, Bernhard, Grad Sears, Sam Schneider and Stanleigh P. Friedman

Schneider and Stanleigh P. Friedman.

Any move of authority or functions on either sales or theatres to the Coast, is declared out. All of the Warner theatres are the east, most of them in the Philadelphia territory, while around 65 are operated in the Pittsburgh district, 34 in the Newark area and 23 out of Cleveland, while others are in New England and the Washington zone. Bernhard, general theatre operator, is from Philadelphia. Home office theatre force under Bernhard's regime was drastically cut down on decentralization of the chain and the setting up of zone operators. A comparatively small force functions at New York.

the setting up of zone operators. A comparatively small force functions at New York.

It is definite so far that H. M. Warner and Einfeld will both maintain their headquarters the Coast, National publicity and advertising will be directed from the studio by Einfeld, with any help required for that to be taken out there for the purpose. Both Warner and Einfeld will make trips east as they are necessary. Although the senior warner brother, president of. WB, will spend the majority of his time in the west, his assistant, Sam Schneider, who came to New York with him, will remain at the ho. Einfeld and Warner return to the Coast in two or three weeks.

Because of the publicity and runors concerning moving of ho. Junctions west, morale in the east has become somewhat disturbed through fears of a forced transfer or reduction in servogned through the pulp.

become somewhat disturbed through fears of a forced transfer or reduction in personnel through the plan. Warners will not finish shooting on its 1937-38 program until about. June 15. Company is well ahead of release at the moment, however, with pictures tentatively lined up for release through May, though not definitely dated. Company will be definitely dated. Company will be for release through May, though not definitely dated. Company will begin shooting 1938-39 pictures about June 1, as windup on this year's program nears its end. There will be no shutdown as prior to the Cc years. Last season the studio also worked on a 52-week basis.

Jack L. Warner will come east ing plan.

A Sad Agent

London, Jan. 11.

Harry Foster is sad. For several seasons he has been trying to bring Mae West here to play a series of personal appearances in vaudeville, but something always cropped up at the last moment to prevent it. Week ago it really looked as it she was coming. Terms, \$6,000 per week, with percentage of takings, were already arranged, and she was to open at the Sayille theatre, in 'It's in the Bag' as guest star, and then tour the big cities.

But, as or previous occasions, she cancelled the last minute. No reason given.

Republic Counting On Autry's Peaceful Return Despite Walk

Hollywood, Jan. 25.

Undismayed by the deaf ear Gene Autry has turned to their come-home-all-is-forgiven pleas, Republic execs are proceeding with plans for future vehicles for, their western star, who doing a stay-away because his demands for more money have not been met. Sagebrusher's agent has informed the studio that he will drop his current personal appearance tour and return to the fold whenever the studio is ready to pass out a new pact with sufficient new money to cover paper loss sustained in relinquishing recent two-picture deal with Paramount.

Autry was to have started a new

deal with Paramount.

Autry was to have started a new production Dec. 27 last, but finding the vehicle still unprepared for the camera, waited until Jan. 5, according to his manager, before hitting the road. Roping warbler also alleged employers had failed to come through with Paramount pact offset, as promised before his departure.

Contract on Autry, who is cur-rently doing p.a.'s in the Chicago sec-tor and planning to work toward New York, has three more years to

go.

Republic officials have intimated that a peace proposal is being worked out.

Autry is en route to N. Y. to talk a circus deal with Charles Sparks of Downey Bros. trick who wants him for 32 weeks at \$4,000 weekly.

NAT'L BD. OF REVIEW OPPOSES CENSORSHIP

Education is seen as the next most important development pictures by Paul Rotha, producer of British documentary films, in addressing the final: luncheon session of the National Board of Review last week. Stated that pictures had begun by telling stories, that the fancy trick photo was the next step and that facts will feature prominently in the future in the wider use of films for educational purposes.

facts will feature prominently in the future in the wider use of films for educational purposes.

At the closing luncheon of the three-day sessions at the Pennsylvania hotel, N. Y., another speaker, Paul: Moss, N. Y. License Commissioner, representing Mayor LaGuniadia, denied that his office had any intention of acting as a censor.

Other speakers were Robert-Edmund Jones, Al Shean, Dame Sybil Thorndike, Wallace Ford, Ethel Merman, Mary K. Simkhovitch; Dame May Whitty, Dudley Digges, and Mrs. J. Bertram Hervey, Joseph M. Price of the executive committee of the Nat'l Board of Review presided. The conference went—record the previous day against censorship in a resolution which expressed the organization's 'unqualified opposition in a resolution which expressed the organization's 'unqualified opposition to legal censorship in any form, and endorsing the principle of selection and the education of the public.'

Next Dionnes Pic

Hollywood, Jan. 25.
Allan Dwan directs 'Everybody's
Sweetheart's' next Dionne Quints
picture for 20th-Fox Jean Horsholt again plays Dr. Dafoe.
Studio tinpanners are cooking up
tunes for tots to sing, and a production crew shoves off in June for Callander, Ontario. Hollywood, Jan. 25.

about Feb. 15 or Grad Sears will go to the Coast at about that time, ac-companied by Major Albert Warner, to set up next season's ('38-39) sell-

U. S. Tax Statistics Indicate '37 Will Wind Up Ahead of 1936 B. O.

REGINA CREWE GETS AMPA GOODBYE FEED

After 12 years with the Hearst papers, Regina Crewe has left the N. Y. Journal-American as film editor and will make a new film connection. She was one of the byther the state of the stat

Alistair Cooke **Draws Paramount** 'Fargo' Squawk

Paramount Pictures flared at NBC last week on the issue of ether film commentators. Bitterness, which the Hays office finally settled when, it is reported, Par threatened libel suit, was caused by remarks elibel suit, was caused by remarks elibel views films and legit over NBC-views films and legit over NBC-views, suitaining, Saturday evenings. Offensive to the picture outfit was Cooke's remark when, talking about Wells Fargo,' he spieled. It is the longest teaser, in the history of motion pictures—a 90 minutes 'trailer to a film that was never made.' Par on the Coast was apprised of Cooke's comment by exploding exhibitors. NBC, in settling the matter amicably promised closed watch-dogging on the commentator's copy. Last month the network censors cracked down one of Cooke's scripts when a seven-min, summastion of the legit fon. Towa of

cracked down one of Cooke's scripts when a seven-min summa-tion of the legit flop 'Love of Women' was elided save for a salt-less single sentence. Play touched slightly on lesbianism, and Cooke's comments were on that subject, NBC at the time was suffering from that bad case of 'Adam and Eve' itters.

that bad case of 'Adam and Eve' jitters.

Incidentally, Cooke this week has bagged job with films, He'll do the voicing for 'March of Time' newsree! for British, lae distribu-tion. 'Time' takes him on next month, having selected him because of his Oxonian accent.

P. A. Merchant Gag

(Continued from page 1)

costing them (the press agents) their

costing them (the press agents) their jobs.

There's much ado right now because even the legit managers are taking the situation by the forelock and complaining that dramatic reviewers are looking at plays from an academic viewpoint, with little thought to their major objective of trying to please the public.

Similarly, films are mass entertainment and the manner in which some of the boys and girls on the dillics—the girls particularly they squawk about—have been giving certain next pictures the brushoff has house managers, p. ct al. hanging on the ropes.

Broadway house manager, for example, point out that every doy, they're responsible for literally tearing some 250,000-300,000 people, out of their homes bringing and downtown to see pictures and the more store, store of a million people, or more, stop off at the adjacent shops, or they visit the depurtment stores, it more, stop off at the adjacent shops or they visit the department stores

ceive unjustified pannings—that means that not only the theatres but the merchants and others who benefit from the floating population must

Washington, Jan. 25.
Indications that 1937 was the best year for the amusement business, as far as gross patronage is concerned, since the bottom of the depression, were seen last week in Treasury report on admissions tax receipts during December. This judged by admissions of 41c or over, lower scales being free from tax.

Setting new record for the second time in two months, payments for the Government reflected continuance of last year's box office boom through November and brought 1937 total from the 10% tap to \$20.97402. This is the fattest sum by far since the rates were upped back in the Hoover administration.

Year-end figures will not be available for another month, but lonly a drastic drop in patronage during December can put the apparent gross for amusements back of 1936.

The 12-month Treasury figure-which covers collections ticket sales from Dec. 1, 1936, through Nov. 30, 1937—was \$2,516.552 fatter than the total for the corresponding previous period. Jump above the Government's collections in 1935 was almost \$5,000.000.

Despite the business slump which began to be felt in October, amusement trade held up well, the Treasury statistics indicate. December payments, based on November wicket take, were \$47,54 shead of the prior month, which in turn was the best, since the depresh started and were \$95,443 over December, 1936, which had been tops until the tail end of last year. Government from the past six months was by far the best since the stock market food and the prior month the past six months was by far the best since the stock market food and the prior month the past six months was by far the best since the stock market food and the prior month the past six months was by far the best since the stock market and the past six months was by far the best since the stock market and part of the past six months was by far the best since the stock market and part of the past six months was by far the best since the stock market the past six months was by far the best since the stock market the past six m

Green, London Legiter. Imported for Pic Lead

Hollywood, Jan. 25.

Richard Green, London stage player, is being brought to Hollywood by 20th-Fox for lead, in Four Men and a Prayer, which Kenneth Macgowan will produce with John Ford directing.

Others set for featured spots are George Sanders, C. Aubrey Smith, J. Edward Bromberg, David Niven, William Henry, Reginald Denny and Alan Hale.

Connie's Cosmetic Bally

Constance Bennett is playing the department store route these days. She makes personal appearances at the biggest stores on behalf of her own beauty and complection program.

gram.

Afterwards she gives interviews on everything, from the threatening war in Europe to foods, dieting, Hollywood and London fog.

AFRICAN RESPITE

Mollywood, Jan. 25.
Dolores Del Rio and her husband, Cedric Gibbons, Metro studio art director; trained out Sunday (22) for New York, where they will Inger for a week before sailing for in extended vacation abroad.

Africa is on their itinerary

Toby Wing's Legit

Toby Wing, currently starred at the Paradise, N. Y. nitery, is set for the new Clifton Webb-show. Candle Light. Rehearsals start Feb. 1.
Cast includes Tallulah Bankhead, Libby Holman, Dennis King and Webb. Cole Porter wrote the score.

Hollywood, Jan. 25.

Burk ranch near Cottula, Texas, has been picked by producer Lincien. Hubbard and director James Hogan as the site for filming of the exteriors for Paramount's "Marching Heres."

Pic, which will be mounted as special, shoves off in March.

more, stop off at the adjacent shops, or they visit the department stores, etc.

But the moment the new films receive unjustified pannings—that means that not only the theatres but the nicrechants and others who benefit from the floating population must swifer.

There hav been instances where

U.S. CRACKDOWN ON FILMS?

U. S. Petitioned to Put Amus. Tax JUSTICE DEPT. Ceiling at 50c Instead of 41c

Washington, Jan. 25. Strong appeal for raise in the exemption limit on film theatre tickets was laid before the House Ways and Means Committee Saturday (22) by exhibitors, producers, and distributors seeking relief from present scale

Means Committee Saturday (22) by exhibitors, producers, and distributors seeking relief from present scale of admissions taxes.

Prospect of higher box office fries, which will swill income for frees, which will swill income of theatre owners and in the long run boost the Government's revenues from the picture business, was held out as bait for an additional loc tax-free margin. Walter (Wilmer & Vincent of New York, speaking for all interested groups, urged that the present system be changed so that the impost begin above 50c rather than at the 41c mark.

Boost would allow virtually every house to jack up scales and put the industry on a sounder foundation. Vincent explained. By/removing the present artificial ceiling, which prevents all but first-runs in larger cities from having tariff above 40c, Congress would allow natural economic laws to operate.

Bigger return to the Government would come in two ways, he explained. While presently only a relatively small proportion of tickets subject to the 10% levy, the tax yield would be greater if exhibs were able to go to 50c. This results from expectation that every house in this price range would take advantage of the chance to jack up prices, thus insuring 5c on every sale instead of nothing as at present.

The income taxes collected from exhibs would be fatter if the limit is raised. Vincent added. Subsequent runs generally would add a nickel to the price of their ducats, thus getting more revenue, putting more heatre owners in the taxable class. Illustrated by citing figures for mediumized houses in Upstate New York and Minnesota, where the net earnings would jump from \$33,898 and \$14,968 to \$63,393 and \$42,105 respectively, with a material rise in the government's take.

WB CALLS JACKIE, HIS PITT STAGE DATE OFF

Pittsburgh, Jan. 25.
Called back to Coast when WB
borrowed him from Monogram for
role in White Banners, Jackie
Cooper's personal here at Stanley for
week of Feb. 4 has been cancelled.
House had no inclination to hold him
to his contract since it's also a
Warner property and kid star has
promised to return east and fill out
unplayed dates as soon as flicker assignment is finished.

unplayed dates as soon as flicker assignment is finished.
Stanley hasn't landed replacement yet but efforts are being made to book Nat Pendleton for an appearance, management figuring he'll be hot after 'Swing Your, Lady,' which plays same spot next week. Already sot for show are California Collegians, playing return engagement after six months, and Sybil Bowan.

Par Unhands Six

Paramount's widespread payroll trimming has finally hit the player ranks, with six contractees notified that their options will not be taken the contractees of the c

that their options will not be taken up.

Those hit are Charles Ruggles.

Those hit are Charles Ruggles.

whose contract expires Feb. 26;
Larry (Buster) Crabbe. Mar. 5;
Laraine Johnson, Mar. 6; Ginger Manners, Feb. 8, and Gustave Wally.

Dieterle's Chore

Hollywood, Jan. 25.
William Dieterle is at United
Artists to direct Blue Is the River
for Walter Wanger. Madeleine
Carroll and Henry Fonda are cast

Double Divvy

Hollywood, Jan. 25. Family witing teams are no novelty along Metro's scenario row. Three sets of man-and-wife scribs are drawing down double dough for the home coffers. They are Sid and Laura Perelman, Dorothy Parker and Alva Charthy. Alan Campbell, and Sam and Bella Spewack.

Soloers are getting ideas.

U. S. COMPLETES 0.0. OF EXHIBS' BEEF VS. PAR

Washington, Jan. 25.
Field and legal studies of the evidence submitted by independent exhibitors to back up their beef about Paramount's withholding of three films from 1936-37 schedule have been completed by Federal agents. Matter is currently before the Federal Trade Commission, which is juggling the question of whether there was any violation of trade statutes and the related problem of whether there is ample evidence to support a crackdown.

The nature of the report, which went to the full Commish some days ago, was shielded pending determination of next steps. Fact that there was something to present is regarded, however, as sharp indication that the investigators found some merit in the exhib kicks.

Rogers Memorial Funds For Educat'l Purposes

Oklahoma City, Jan. 25.
University of Oklahoma will recieve \$125,000 from the national Will Rogers memorial fund for education of crippled and handicapped youth. Another \$25,000 has been granted to Murrah Orphanage at Bacone College, Muskogee, to educate handicapped and crippled Indian children, Committee members in charge of construction of Will Rogers Memorial at Claremore, Okla, have sent a telegram to Owen D. Young, chairman of the national committee, protesting inclusion of the \$24,000 set aside for the Claremore memorial being included, the college grants. Oklahoma Philatelic Society has announced that it will ask other philatelic societies to join it in a request for Will Rogers, stamp issue. Oklahoma City, Jan. 25.

Don't Look Now

London, Jan. 19.

After setting attendance records at a Liverpool church when one of his firms was shown there during a Sunday evening service. Robert Taylor has laid an egg draw for worshipers.

nas laid an egg draw for worshiper.

Minister experimented during December by showing pair of Magnificent Obsession at a Sunday evensons service to try and bring out a congregation. Resulted too ettendance of the church's history. When the second half of the pic was shown last, week the attendance was less than normal—and two girls were seen to leave the church after watching the film only a couple of minutes. Show-minded clerie is now wondaring whether his idea was sour whether the audience had gandered the pic elsewhere betwen his first and scond screenings. don't look now! whether Taylor isn't the lure he's rated.

HAS OTHER WORK

Film Industry's Recent Nervousness Over Governmental Action May Be Well Founded, but the Capital Sees No Immediate Action—Still Gather-ing Information

TARGETS ELSEWHERE

Washington, Jan. 25.
Pressure was applied to the Justice Department by independent exhibitors last week following disclosure that the Federal Trade Commission's probe of vicious monopolies does not cover the film business.
Irked by persistent failure of Attorney General Cummings to hale the majors into court contingent from Allied States Association paid a call at the anti-trust division at the end of the usual winter convention at which it had been decided to seek relief from unsatisfactory conditions via Congress. The indies urged the D. J. to resume the campaign which via Congress. The indies urged the D. I. to resume the campaign which was started with the St. Louis in-dictments two years back, partic-ularly to drag the issue of block booking before the courts once more. Despite alarm and upsetting re-ports current both in New York and 'Edulumed these contracts to keep

booking before the courts once more. Despite alarm and upsetting reports current both in New York and follywood, there continues to be no sign that the Roosevelt Administration is on the verge of chastising big members of the picture business on the grounds they snoot the anti-trust laws. If anything, the monopoly beefs are being soft-pedaled, while the Justice Department will not be given enough moncy by Congress to broaden, its routine anti-trust work more than a small fraction.

The F. T. C. study, which is being carried, out in response to direct White House instructions, not aimed in the direction of films, Vanitry learned authoritatively this week. Primary object is to see why prices of food and heavy building materials do not come down, with these industries the New Deal target. Trade Commish is after much bigger game than pictures.

On the other hand, other quarters have been hearing of a proposed Film Trust probe, but no decision.

have been hearing of a proposed Film Trust probe, but no decision is likely for several weeks in any

event.
Information has been collected in
Los Angeles, New York and else(Continued on page 21)

RATIFY PROFIT SPLIT TO TOP METRO EXECS

Stockholders at the annual meeting of Loew's, Inc., held yesierday (Tues.) approved the prorafed compensation plan for 12 principal Metro-Loew executives of the company, supplanting the old one whereby only Louis B. Mayer J. Robert Rubin and the late Irving Thalberg shared. Shareholders present also approved acts of directorate in the past year and reelected the same directors. Contract, plan whereby share in profits payable addition to regular salary takes in Samuel Katz,

Contract, pian whereby snare in profits payable addition to regular salary takes in Samuel Katz, Rubin, Mayer. Benjamin Thau, Edgar J. Mannix, Al Lichtman, Bernard Hyman, Lawrence A. Weigarten, Harry Rapf, Meryyn LeRoy, Hunt Stromberg and David Bernstein

Pacts provide for compensation based in part upon a percentage of Loew's share of the combined annual net profits of Loew's, Inc., and all subsides after reserves, interest, taxes and depreciation on company properties, and after deduction of cumulative dividends on all present or future preferred stock, and after deduction of \$2 annually for each share of outstanding common (other than shares issued a stock dividend). Pacts provide for compensation

Unions to Demand Sets Razed After Every Picture to Spread Employment

Distressing.

Solly (Two-Card Mo linsky is back from the Coost with a new squawk against the Hollywood weather.

'The climate changes so often out there, beefs Violinsky, that it leaves me confused what clothing to hock first.

COAST INDIES BALK AT PAR PEACE BID

Los Angeles, Jan. 25. Los Angeles, Jan. 25.
Peace overtures submitted by
Charles M. Regan, Paramount's western division sales manager, to group
of, 20 Southern California indie exhibs who have brought traud suits
against the distributing company, in
connection with the failure of Par to
deliver six features on its 1936-37
scason, have made little headway.
Settlement terms submitted by Reagan have been generally sourned by

season, have made little headway, season, have made little headway. Settlement terms submitted by Reagan have been generally spurned by the indies, although they are on record as willing to listen to further overtures, with view to ultimate peace, and the withdrawal of their court actions.

Reagan's proffer to exhibs was made 10 days ago, before he pulled out for the east after spending few days here going over the buying strike and play date embargo still in effect against his company in this territory.

Following receipt of the peace terms, suing exhibs were called into-onference by their attorney, william Mosely Jones, and while all attending were pledged to stricts secrecy concerning their deliberations, it has leaked out that percentions, it has leaked out that percenting demands included in the ofter were unanimously rejected.

DIRTY FACES' SECOND IN CAGNEY WB SERIES

Hollywood, Jan. 25.

Warners purchased Roland Brown's story, 'Angels with Dirty Faces,' from Grand National, and will use it as James Cagney's second picture under his return-home 'deal. Sam Bischoff, who produces 'Boy Mecis Girl,' first of Warners' new Cagney series, has also been assigned for the followin.

followup.

Brown, who was to have directed Cagney in 'Angels' for GN, was not included in yarn transfer.

WB Dangling 'Sea Wolf' Remake Before Muni

Hollywood, Jan Warners hoping that Norman Reilly Raine's version of 'The Sea Wolf' will send Paul Muni scuirying back to town anxious to get

agai Story is pointed for him, but studio can't say he will do it as he has the final okay on stories and is at pres-

ent on a world tour.
Picture has been done twice

Jane's Entourage

Hollywood, Jan. 25. Withers, 20th-Fox moppel.

Jane Withers, 20th-Fox moppet, trained out yesterday (24) on second annual p.a. tour with Chicago, Cleve-land and Detroit as early bookings. Her traveling companions are her mother, her tutor, Lola Figland, and bodyguard, Jack Trent.

Hollywood, Jan. 25.

Drastic demands on producers for revision of present working agree-ments an effort to relieve unem-ployment in studios will be drafted Thursday (27) at huddle of tops all-film industry crafts.

all film industry crafts.

Abolition of overtime, demolition of all sets after each scene is shot and more even spread of work among union members, with possibility of three-day week being adopted, are most important changes being advocated by business representatives of the unions. Becaus of the large number of stages in studios, a set is often allowed to stand for several months and may be used three or four different pictures.

stand for several months and may be used three or four different pictures.

Call for the unemployment survey was issued by Herbert Sorrell, busines representative of Motion Picture Painters Local 644. Jack Holen, president of the painters, and Clayton Thomason, scenic artist member of the organization, will serve on committee with Sorrell.

Studio carpenters will be represented the committee of the organization.

committee with Sorrell.
Studio carpeners will be represented by William Hassan, president; Cliff Mace, business, representative, and Ben. Simmons. Studio Utility Employees. Local 724 has named M. Moore, president; L. C. Helm, business representative, and H. C. Rohrback, financial secretary. Frank Drdlik, president of Screen Set Designers, named committee composed of O. F. Rennison, Ed Gilbert and Hugh Martin.

Invitation to send delegates to the conference have been forwarded to

of O. F. Rennison, Ed Gilbert and High Martin.
Invitation to send delegates to the conference have been forwarded to Kenneth Thomson, executive secretary, and Aubrey Blair, business manager of the Screen Actors Guild, John Lee Mahin, president of the Screen Playwrights, Inc.; Dudley Nichols, president of the Screen Playwrights, Inc.; Dudley Nichols, president of the Screen Writers Guild; Frank Capra, president of the Academy of Motion Picture Arts & Sciences, and leader in Screen Directors Guild; Harland Holmden, international vice president of the International Aliance of Theatrical Stage Employes, and Ted Pierce, president of the Screen Carton Guild, which now claims to have 1,500 members.
Sorrell recommended survey after guestionnaire sent out by the studipainters disclosed that less than 15% of its members are now regularly employed. Thousands of extras, carpenters, grips, et al., are also idle. Demands of the Society of Motion Picture Arti Directors and the Society of Motion Picture Artists and Illustrators for working pact with producers will be considered this week, following return of Pat Casey, producer labor contact, from eastern visit. Negotiations are being directed by Felix M. Cunningham, attorney for the two societies.

Dr. Towne Nylander, regional director for the National Labor Relations Board, has announced no action will be taken on the complaint filed by the Serven Carton Guild until after board hands down its decision on petition of the Screen Writers Guild for an election of screen writers to select a bargaining representative. SCC claims producers have refused to negotiate a working agreement with artists, although organization represents 90% of workers. Lon Schlesinger, who went east this week, has been handling the situation for producers of animated cartoons.

'Wings' Spread Again

Hollywood, Jan. 25.
Paramount has taken 'Men With Wings,' aviation epic, off the shelf and tentatively scheduled it for April 4 start with William Wellman, again in the saddle as producer-director. Picture, most of which will be filmed in Texas, Joeals of its predecessor, 'Wings,' will carry a budget in excess of \$1,000,000.

Wellman, currently polishing th script, has set Paul Mantz, veteran ollot, as technical adviser, assisted by Tex Hankin and Frank Y Clark stunt flyers. Trio is currently shopping for ancient planes.

Lefty Fears Disney's Feature Will Be '7 Giants' by Time He Gets It

By Joe Laurie, Jr.

Coolacres, Cal., Jan. 25.

Dear Joe:

We received your letter and sure was glad to hear our old pals, Wally Ford, John Hamilton and Crawford Broderick, are such big hits in 'Mice and Men.' It don't seem so long ago when me and Aggie played on the bill with Crawford and Broderick in vaideville and the kid had to have

we receive your letter and some was glad of head but not have and Men." It don't seem so loin ago when me and Aggie played on the bill, with Crawford and Broderick in vaudeville and the kid had to have rosin put on his derriere so be wouldn't slip outla the trunk tray while his folks were on gathering belly-laughs. And now the kid's grown up and is a big hit in a Broadway show and his mom is a wow in pictures: I'll bet they're plenty proud of him.

We're prayin' that our Jr. turns out like that. And talkin' about smart kids I'm telling you our Jr. is tops. I swear he knows what Aggie is talking about, which is wonderful because it took me years to find out what she was sayin'. You notice we're still callin' him Jr. I tried to get Aggie to name him George V. Callahan. The George after George M. Cohan, who is the No. 1 guy in all of show business, and who would no doubt give him a swell present when he finds out we named our kid after him and the V. stands for Vaudeville. But Aggie give me one of her looks, which can be used as a stoplight on any traffic system.

I tried to show her that the name Vaudeville for a kid would be odd, and if the kid was ever lost we could 'say,' Where is Vaudeville?' Well, he kinda smiled at that one, but to fell you the truth even though I passed it off as a loke, which I had to I really think Vaudeville for a middle name wouldn't be bad. I never heard a guy called that and it would be original, and what this country needs is originally.

Talkin' about originality, I must tell you a good one Vic pulled on a guy last week. This mugg was picketin' the lunch wagon. He could hardly speak English and couldn't read at all, so Vic gave him a routine of broken and the sign, blocking out 'This restaurant is unfair to Organized Labor and printed 'Go to the World-in-Molion after you eat a good meal here. Well, the guy comes out and don't notice the difference and starts parading all evening outside the lunchroom until the delegate come around and saw what was going on. He got fired. But I gave

liked the picture and an end of the picture and an end of the picture and a lot of my patrons ask me when I'm gonna play Walt Disney's Show White and the Seven Dwarfs.' Aggie sez by the time we get it it will be called Pickaniany and the Seven Giants.' What I hear about the picture I'm sure if I got a chance to play it I could hold it over for four days. I got 'Alcatraz' booked in for next week and have a great idea for an exploitation stunt with a zebra. But it seems nobody's got a zebra in the content of the picture I'm.

well, give our best to the gang back there and tell 'em when they feel down-hearted to read their old press notices; it will make 'em feel that they were good once and can make the grade again. SEZ Your pal,

P. S. Sammy Weisbord sez, 'Happiness is a perfume that one cannot shed over another without a few drops falling on himself.'

INJUN'S OIL WAMPUM INTO INDIE PIC PROD.

String of Injun films, with both edskin and paleface actors, is plotted for immediate production in New York by Red Wing, native brave from Oklahoma. Will include three features and 12 shorts. First of the/latter, 'Hiawatha,' will be in Technicolor. Will be made at West Coast studios, N. Y.

Sortie will be Red Wing's first venture into show biz. Caught 'em heap much wampum from-an Oklahoma gusher.

O'Keefe's Yarn for Penner

Hollywood, Jan. 25.
Joe Penner and Lucille Ball will be teamed in RKO's Rolling Stones, which Robert Sisk will produce from an original by Walter O'Keefe, radio

Paul Yawitz and Bert Granet are at work on the adaptation.

All Accounted For

Hollywood, Jan. 25.
'Canned Fishing,' Our Gang com-edy, is again before the camerus at the Hal Roach studio after a week's interruption caused by illness of cast

members.
When Porky Lee was stricken.
Roach ordered the script rewriften
to omit his characterization, but before the revision was finished
Spanky McFarland and Alfalfa Switzer had been stricken, causing Dizector Gordon Douglas to hoist the
white flag.

Educat'l Settles With Futter During Trial

The suit brought by Walter A Futter, film producer, against Edu-cational Film, in which Futter claimed that Educational had made excessive deductions for print costs and advertising on the distribution of two series of his Curiosities, was settled in court Jan. 20, during the course of the trial before N. Y. Su-preme. Court. Justice. William T.

case involved the interpretation of clauses the distribution contract covering the distributor's right to charge and deduct for prints and for indirect advertising of Futte's pictures, After Futter and his accountant

After Futter, and his accountain had both testified as to the disputed items, Educational decided to settle Harold M. Goldblatt acted as attorney for the producer. Norman C. Nicholson appeared for Educational

MARATHON HEROING

Hollywood, Jan. 25.
Don Terry has been spotted for ead. Columbia's 15-reel serial Jon. Terry has been spotted for lead Columbia's 15-reel serial. The Secret of Treasure Island, which was given the starting signal yesterday, (Mon.) with Elmer Clifton directing. Cliffer deals with the ad-ventures of a newspaper reporter. Grant Withers and Bela Lugosi are also in the cast.

ROYCE'S BREAKER-INNER

Hollywood, Jan. 25, ce. Metro's European Hollywood, Jan. 25.
Lionel Royce, Metro's European
mport, will make his American deut in Metro's What Price Safety?
Brifie is based on the building

Stop Camera Pioneer Discoverer. Melies. Dies Broke in Paris

Georges Melies, discoverer of stop camera work and maker of 'A Trip to the Moon' an lother trick picture of the early days, died in a Paris hospital Jan. 21, after a long illness

G. Melies, a Parisian conjurer, be G. Melies, a Parisian conjurer, be-came interested in moving pictures in 1895, shortly after their successful projection was assured. He asso-ciated himself with the firm of Pathe Freres, turning his knowledge of magic to good account in the produc-tion of this officer. He was weektion of trick effects. He was probtion of trick effects. He was probably the foren set semplar of trick photography, having for his only real rival Alfred G. Smith, of the Vitagraph, who, like himself, had earlier been a magician.

In recent years he had been living in poverty, ekeing out a modest living; through, the conduct of a stand in the Paris subway where he sold small novelties and newspapers. At one time a leader in French film

At one time a leader in French film making, he took his decline philo-sophically and even cheerfully, and never expressed any bitterness against the men who had profited so never expressed any bitterness against the men who had phofited so highly from his pioneer work. About 10 years ago an effort was made to restore him to his rightful place, but the powerful Gaumont and Lumiere interests, fighting between themselves for precedence, further stymied this. There was a showing of some of his old films at one of the smaller Paris halls, and he dropped back into obscurity, the efforts to assure him a comfortable old age defeated. About the same time Merritt Crawford, and the late Jean A. LeRoy made an effort to arouse interest on this side through a revival of his most famous picture, 'A Trip to the Moon,' but it was impossible to assemble the complete negative, and those parts obtainable proved to have only a museum value. Nothing came of the idea.

have only a museum value. Nothing came of the idea.

Melies hit upo: the stop-camera idea by accident. He was experimenting with a new camera, taking a picture of the street outside his home. The mechanism went wrong and it was taken to the dark room for readjustment without disturbing the film. A second—exposure was made from the same camera placement. In running off the film the spectators were startled to see a horse and wagon coming down the street suddenly vanish, apparently into thin air. To the others it was merely an amazing effect. To Melies it was the birth of an idea. With stop-camera to augment his bag, of magical tricks, he began the production of a series of trick films that amazed the world, still in that stage where anything with motion was a motion picture. One of his earliest pictures was

motion picture.
One of his earliest pictures was One of his earliest pictures was one which a smiling, bearded Frenchman steps outside of himself to take a position alongside the first image, the trick being repeated until there were five identical men on the screen.

to take a position alongside the first image, the trick being, repeated until there were, five identical men on the screen.

He built up on this idea with a short film on moving day in which the furnishings climbed out of the moving van, apparefully of their own wollition, ascended to an apartment and arranged themselves in orderly fashion. It was merely a combination of stop-camera and reverse film, but it was a complete and electrifying novelty.

He improved this idea until he achieved his greatest success, his Arip to the Moon, in which he combined stop-camera with double-exposure in a film that still stands one of the achieved his stealest success, his considerably. It seems old-fashioned and creaky in comparison with double owned the achievements of trick photography. It seems old-fashioned and creaky in comparison with double and creaky in comparison is still a splendid example of trick work.

Melles made other films along similar, though not as ambitusu lines, and for several years his trick work was amone the film best sellers.

Then The Great Train Robbery put an end to the films which had only motion and novelty to offer, and Melles' star was in the descendent. For a time he worked on various pictures, but the demand or paidly grow too small to repay the time spent in the intricate niceties of trick work, and gradually this form of film virtually disappeared and with it the demand for the inventor's services. The finish found him in the cramped ounters of a draughty subway klosk from which he went to the hospital, where he met his end. The business still owes much to his most forgotten, save by few loyal friends.

The Girls' Eye View

By Marian Squire

Sonja's Ice Skill and Merman's Macksennetting
Sonja Henie, complete with dimples and ice skates, leads more beautiful
ice ballets in 'Happy Landing.' The ice scenes show off to much better
advantage in the smaller sets, very long shots losing the effect of Miss
Henie's ice artistry. Heroing for the ice queen, Don Ameche has at last
parted with his bush league haircut, neatly clipping off about 10 years and
fitting his looks to his boyish personality.
The picture is considerably slowed by drawing out the ice scenes and the
musical numbers to almost boring length, but the lines are fresh and Miss
Henie's English has improved greatly.

Henie's English has improved greatly.

Ethel's English has improved greatly.

Ethel Merman, in a of Mack Sennett scenes, substituting lamps and vases for custard pies, gets her man, Cesar Romero, in number of flash costumes. One hostess gown is white satin, coin-dots on crepe, with metal cloth belt and scart. She sings in white chiffon shirred bodice with rhinestone badge on the halter nock, skin-tight hips and long skirt made of tiers of fringe.

rhinestone badge on the halter nock, skin-tight hips and long skirt made of tiers of fringe.

Royer has evolved a number of striking skating costumes for Mise Henie, one of the most effective being a fitted black sequin coat effect, ending in a tiny skirt flaring out just below the waist. This is completed by white vest and sequin high hat. Her peasant dress in the Norway scenes, when 'papa' Jean Hersholl is trying to marry her off, is becoming. So is a short white skating outlit, the V neck and halo hat bordered with white fur. The little conquerro of ice and Hollywood-may not be the world's greatest dramatic actress, but she is unquestionably a different and engaging personality.

Jack Powell's Stage Show Click

Led by Edna Hall, the Gae Poster gurls do a repeat of last week's Harlem-Collegate dance session, with a change of costume. Tyrolean outfits of ruffled white skirts, just sleeve blouses and embroidered yellow aprons start the girls off, and introduce the five acrobatic Jansleys, featuring three men on a somersault.

Radio and musical comedy Ray Heatherton leads the bill. He's assisted in his finish number, 'Sweet as a Song,' by the Fosters, in sit-down fan dance, Girls are arranged on stairs in two columns, wearing one-rhine-stone leotard and two white feather fans each, pastel colors achieved by lighting effects. A routine Roxy show, biggest hit with the Friday (21) crowd being Jack Powell's own idea of trap drumming.

Adrian Lets Himself Go For Joan

Adrian Lets Himself Go For Joan

The superior performances of Spencer Tracy and Alan Curtis give
Mannequin some distinction, but fail signally to baul it into the
first-cabin class of entertainment. As for Miss Crawford, this uniqu
star is a state of mind. She undoubtedly possesses the ability to send
youthful admirers into an ecstatic trance. A delegation of Crawford Fan
Clübbers, attending the Capitol's opening mainee (20), were audibly letdown at their idol's drab wardrobe in the opening scenes. But they could
be heard comforting each other in stage whispers with the assurance that
she would soon have 'lots of money and lots of clothes.' In this they were
not disappointed. she would soon h not disappointed.

not disappointed.

The clothes come first in the one model scene which gives the plcture its name. Miss Crawford wears a series of Adrian pipe dreams, each entrance being duly applauded by the ardent C.F.C.ers Thursday matinee.

A black velvet over metal cloth with an enormous fan fox collar is the initial whoops costume. This is followed by flowing white chiffon accordion pleated and buttered with dark fur—a dinner dress of brocade taffeta with at least 15 yards of circular skirt, and a boudoir effect with slin white trock and miles of chiffon falling from the shoulders and following Miss Crawford about the salon.

while frock and miles of chilon falling from the shoulders and following Miss Craword about the salon.

She: thinner than ever in 'Mannequin' and a completely backless dinner gown is an unfortunate choice. It makes her shoulder blades look

like epaulettes.

Having at this stage, taken a powder on worthless Eddie Miller' and acquired wealthy John Hennessey, designer Adrian can forget all about the simple white collared frocks of the opening and have more fun.

The Crawford Clique is treated to a black cartwheel hat with a four-foot wing spread and a rhinestone star on top, worn with a black suithaving silver braid lapels and belt; followed by a number of other betweed confections.

naving silver oraid lapels and belt, followed by a number of other be-jeweled and befurred confections.

If Metro's idea was to lay the ghost of their star's last few films, which lacked bo, appeal, someone slipped up somewhere. "Mannequin' is not-the answer, and a group of worthwhile performers are sacrificed on the altar of the attempt.

WB Relighting Hollywood LEO BLANK'S ILLNESS On B'way for Two \$2 Films

Present plans of Warners is to roadshow both 'Jezebel' and 'Adventures of Robin Hood.

tures of Robin Hood.'
Hollywood, N. Y., dark since run
of 'Zola' last fall, would be relighted when 'Jezebel' is ready, this
being figured as first of the two for
\$2 showings. 'Robin Hood' follows

U Readies Cliffers

Hollywood, Jan. 25.
Universal has put writers at work
preparing two serials for spring production. One. western, features
Johnny Mack Brown, and the her,
based on the 'Red Barry' newspaper strip to have Larry (Buster) Crab

e in the top role.

The Brown cliffer will be built in 15 reels under the production guid-ance of Henry MacRae, while the Crabbe thriller will travel 13 spools under producer Barney Satecky.

Roxy's 1st Payoff

Under order from Fedoral Jud.c.
Francis Caffey, in N. V., distribution of Roxy. Theatre-securities, in accordance with the plan of:
Lastion of the theatre, will get under way after Monday (31), Indications, that Roxy. bondholders stand to get an initial cash allotment of 58 with accordance with the control of the with the with the control of the with t stand to get an initial cash allotment of \$8 with each bond, out of money which remained in the hands of the trustee after reorganization. Possi-bly later, more will be forthcoming. Understood that first interest pay-ments on the bonds will be payable in March, amounting roughly to around \$20 per \$1,000 bond.

SHIFTS WB N.W. SETUP

Minneapolis, Jan. 26. With Leo Blank gravely ill at the Mayo hospital, Rochester, Minn-Rud Lohrenz, local Warner Bros. branch manager, has been appointed acting district manager in the former's place.

er's place.
Clarence Oison, manager of the
Omaha branch, moves to Minneapolis in the same capacity and Earle
Perkins, salesman here, has been
promoted to succeed Olson.

U. S. Nixes Hollywood Tax Items for 'Entertainment'

Washington, Jan. 25,

Slicking to precedent, Board of Tax Appeals last week refused to reverse prior rulings that film per-sonalities must present definite evidence that outlays for entertainment

dence that outlays for entertainment are legitimate business expenses.

Blue-penciling returns of two morque names and a director, the quasi-judicial group refused to permit deductions based on cost of parties, clothing, igundry and automobiles. Disallowed claim of Victor McLaglen for \$4,109. Nancy Carroll for \$305, and Al Hall for \$648.

King Topper for Trooper Hollywood, Jan. 25.

John King has been set for the lead in State Trooper, Trem Carrs -next production chore for Univer-

John Rawlins will direct.

SAG VS. EQUITY SPLITS 4A'S

Buildup for Allied's Next Week's 'DESTRUCTIONIST' AFL Sidesteps Jurisdictional Move

Minneapolis, Jan. 26. Territory's independent exhibitors wilt be asked to consider advisability of a strike against rising operating costs when they meet here at the Northwest Allied States' convention Jan. 31, Feb. 1 and 2, President W. A. Steffes

Strike' would consist of closing their theatres until costs could be 'Sirke', would consist of closing their theatres until costs could be 'readjusted' to income, Steffee explains. With receipts sagging and admission price boosts impossible, he points out, the soaring hut, including higher film rentals and tases and with still further advances along these lines threatened, the situation for exhibitors has become precarious. In view of this state of affairs, exhibitors are starting to wonder whether it doesn't behoove executives and stars drawing from executives and stars drawing from \$2,000 to \$5,000 a week in salaries and bonuses to submit to drastic

nd bonuses to submit to drastic cuts, he says,
Independent exhibitors here are hoping that Grad Sears, of Warner Bros., will accept Steffes' challenge to attend the convention this week to 'educate' the exhibitors so that they will know how to sell. Warner pictures to the public without resorting to gift nights and other such schemes.'

Even before the recent Sears attack on exhibitors for using devices like gift night and failing to demonstrate showmanship in selling pictures. Steffes had invited other industry leaders to come here and advise the exhibitors on how to run their business to the extent of helping to solve the problem created by less income and more outgo. The Sears attack, however, drew is attenient, he said in part:

Mr. Sears evidently forgets that the public is not like the exhibitor. The exhibitor may buy junk films because he needs product, but the public doesn't need the sort of motion pictures he's been turning out.

I wondering whether Mr. Sears considers giveaways in the theatre a more serious menace to the motion picture business than the double features which are so liberal.

It is true that a few of the exec-Even before the recent Sears at-

double features which are so liberal.

"It is true that a few of the executives think that theatre owners are partners of all the Hollywood producers, but it appears to be a silent partnership in which the theatre owner has no voice or control other than to take what his partners give him, at a price they decide he should pay, and then go out and try to tell the public these films are all colossal, stupendous productions."

Among other matters to be considered at this week's convention are studio radio broadcasts, non-theatrical competition, the double feature evil, proposed theatre chain tax and divorcement legislation in Minnesola, percentage deals and a protest against curtailment of production budgets.

Par-RKO K. C. Pool Off

Pooling arrangement between Paramount and RKO, on the Par Newman theatre and the RKO Mainstreet. Kansas City, has been called off by mutual arrangement, as of the first of the year. The pool was effect for around eight months, under the managerial direction of Billy Flees.

months, under the managerial tion of Billy Elson.
Elson continues for RKO, in charge of the Mainstreet, with Paramount handling the Newman directly.

Rep's Dix Flick

Hollywood, Jan. 25.
Haying decided to film 'Wagons
Westward as a special, Republic is
now dickering with Richard Dix for
the role of Sam Houston.

Harold Shumate will produce, starting date set for March 15.

Al Altman Weds in Chi Sunday, Thence to H'wood

Al Altman, director of Metro's eastern talent division, yesterday (Tues.) announced his engagement to Dorita Dawe, Chicago non-pro, They will be married Chicago Sunday (30). Friends are throwing a stag party for him tomorrow (Thurs.) night at the Essex House.

Altman will go to the Coast from Chicago where he will conter with L. B. Mayer and other officials on talent requirements for the next six months. He will be away from N. Y. two or three weeks.

TMAT Spreading From Legit Into Motion Pic Theatre Boxoffices

Theatrical Managers, Agents & Treasurers Union, Local 18032 of the American Federation of Labor, which has been campaigning strongly in the legit field, has turned its organizing guns on pictures with a view to lining up workers in that field which comes under its jurisdiction. Union is headed by Ted Mitchell and is working in conjunction and with the cooperation of the International Alliance of Theatrical Stage Employees which has ambitions to govern the entire amusement industry.

Among those in the film field which the TMAT seeks to enroll under a drive that has just begun, are picture theatre managers, assistant managers, press agents, publicity men and ticket sellers.

and ticket sellers.

In the process of trying to organize this branch in New York as a starter, the union circularizing those eligible to membership and urging attendance at meetings, dates of which are given in advance. The meetings are being held for film people at the St. George, Brooklyn. Houses stated that TMAT has organized include RKO, Loew's, Randforce, Century, Skouras, Belle Theatres and several of the smaller independent circuits. Also Warner Bros. houses in New Jersey and in Philadelphia.

Philadelphia.

Activities of TMAT on Broadway are detailed in the legit section.

Music Hall's Headaches With 'Snow White' Specs

Radi City Music Hall is making every effort to curb the ticket speculators handling the \$1.65 re-served loge seats. During the past week the theatre had eight of scalpers arrested, but complains that they were fined only \$5 and came right back. Since it is now ore dangerous to hang around the theatre peddling the ducats during run of Snow White, the scalpers are accosting people in other places, including parking spaces near the

including parking spaces near the Hall.

Specs are using all means for getting reserved tickets, writing orders on stationery of the best hotels, using names of doctors, men in public life, etc. They are also sending telegraph boys to the theatie to pick up seats for them.

Chicago, Jan. 25.

Chicago, Jan. 25.
Still tinable to reach satisfactory terms, date not yet set for Snow White' (RKO) in the loop. RKO and Balaban & Kalz are dickering to run Diancy feature at the Apollo or United Artisis.

Now likely film will play RKO Palace, slong will vaude instead of at a run house.

Several Elements Behind Breach-After Thomson's Blast, All Now Eager for Peace - Takes In All Branches of Show Biz

KILLS '1 BIG UNION' IDEA

After simmering for the last several months, an open fight broke out last week between the factions in the Associated Actors and Artistes of America. Actual spark

that set off the explosion was somewhat vague, but the affair broke into the open Friday (21) when Screen Actors Guild officials accused Actors Equity Assn. execs of destructionist

tactics.

Several factors appeared to be behind the blast. One was the increasing friction between certain factions in the Four A's since the reorgan zation plans got under way early last summer.

Believed some irritations summer: Believed some irritations were caused at the time of the elevation of Frank Gillmore out of Equity to head the revised body; the row between the American Guild of Musical Artists and the Grand Opera Artists Assn.; and the formation of the American Federation of Radio Artists.

Since the rise of the control of the American Federation of Radio Artists.

the American receration of Radio Artists.

Since the rise of the new regime in Equity the friction has perceptibly increased. Leaders comprise the old insurgent faction in Equity, formerly called the Forum group. They have professed to see an attempt by SAG to dominate Four A's affairs and have looked askance. at Kenneth Thomson, SAG executive-secretary. Other Four A's leaders have believed most of the criticism of the proposed reorganization plan for the Four A's has come from this group. After Friday's outburst, all factions appeared, to be anxious to heat the breach and salve injured feelings. Attempts in that direction were taken Saturday (22) and at informal huddles between individuals Sunday (23). Four A's board meeting Monday (24) was unusually quiet. Consisted principally in committee ports and a decision to postone setilement of the question of nitery and vaude chorus jurisdiction. Considered likely that a decision in the matter will be handed down Friday (28) at the next board session. In the meantime; both the American Federation of Actors and Chorus Equity agreed to delay efforts to organize the field.

Thomson's Atlack Since the rise of the new regime in

ganize the field.

Thomson's Attack

Thomson was quoted on Friday as attacking the new Equity administration for obstructing organization efforts in the various menber groups. Threatened the withdrawal of SAG from the Four A's and the possible abrogation of the SAG-Equity contract, under the terms of which SAG pays Equity some \$15,000 or more annually.

Mrs. Florence Marston, eastern rep of SAG, was reported to have recred to 'destructionist tactics by those who offer no constructive substitutes,' and acknowledged that she referred to Philip Loeb and George Heller, Equity Council members and leading figures in the old insurfact laction. Loeb said to be one of the principal behind the secues powers in the new Equity revines. Bester the secuence of the principal behind the secues powers in the new Equity revines. Bester Thomson and Mrs. Marston Best Thomson and Mrs. Marston were understood to have lost patience with the constant 'misrepresentation' of SAG's motives and policies. Specifically, they resented the relicrate charge that SAG sought to dominate the Four A's or that Thomson desired to become the dictator of show business.' If SAG's motives and policies. Specifically, they resented the relicrated charge that SAG sought to dominate the Four A's or that Thomson desired to become the

that Thomson desired to become the dictator of show business. If SAG was to be subjected to such attacks.

(Continued on page 25)

Convention Includes 'Strike' Talk BEEF BY FILMERS By IATSE; Green Assures 4A's Execs

Int'l Cinema Withdraws Its 50,000 Stock Issue

Washington, Jan. 25.
Stock issue planned by International Cinema was suspended last week when the Securities & Exchange Commission received petition to withdraw a registration plea covering 50,000 pieces of convertible

covering 50,000 pieces of convertible preferred.

Company, which is headed by G. P. Regan, who is an active trader in film stock through the holding firm Regan-Day, asked the S.E.C. to cancel the permit issued Nov. 22, 1937. Program originally called for sale of 50,000 preferred shares bearing 7% interest and with \$5 par. Registration papers also covered 100,000 pieces of \$1 common, which were to have been withheld for future conversion.

Par Junkets Tune Reel in Schools To Hop Up New Films

Hollywood, Jan. 25.

Sludents i igh schools and universities throughout t 2 land will be made Paramount-conscious vi a three-spool. 16 mm. idea developed by Herb Moulton; head of studio's trailer department, who, using educational value of exposing musical tricks of the trade as excuse, has injected direct pluys for five of company's current releases. allyhooed are 'Romance in the Dark,' as illustrative of how operatic numbers are handled; 'Wells Fargo,' showing scoring with orch,' Trooic Holiday,' for Mexican music; 'Big Broadcast of 1938' for animated, cartoon music, and 'The Buccancer' for battle scenes set to music.

Following a route booked for him ir advance by the Hays office, Ralph Jestor of Paramount's trailer department will tour country, lecturing with the exploitation reels. Opening in San Diego Jan. 29. he is already set for showings in Dallas, Memphis, St. Louis, Oklahoma City, New Orleans, Atlanta, Richmond, Washington, Baltimore, Philadelphia and New York. Hays agents are now arranging dates along northern route for his return trip.

CANCER MEDICO SUES RKO-'TIME'—\$1,100,000

Davenport, Ia, Jan. 25, Norman Baker, Muscaline, cancer hospital operator, filed suit in Scott county district court here against RKO Radio Pictures, Inc., for \$1,100, 200, alleging that, as distributors of March of Time's sequence, Conquering, Cancer, he was libeled confidence in his work was destroyed, hi reputation damaged and he was presented foisting fraudulent cures upon the public to enrich himself.

Baker refers in his petition to portions of the film showing his cancer hospital, and specifically to the

hospital, and specifically to the voice of Time asserting Barred from United States radio stations and now broadcast from Mexico are commercial plugs for the notorious quack, Norman Baker, of Muscatine, Ia.

Ia'

Baker once owned a daily newspaper and station KTNT, both in
Muscatine. He was convicted of
practicing medicine without a license, his enterprises folded and he
later set up XENT, at Nuevo Laredo.
Mexico, to ir his cure activities.

CASH AND CABBAGE

Hollywood, Jan. 25.
Philip Ahn, who quit the produce
business for film acting filed a bankruptcy petition, listing liabilities at
\$11.962 and assets of \$425.
Debts are holdovers from his cabbase and only dose

bage and onion days.

No action will be taken by the American Federation of Labor executive council on the expected bid by the International Alliance of Theatrical Stage Employees for jurisdiction over all actors without full hearings for all concerned. That assurance was given to Kenneth Thomson and Frank Gillmore, representing the Associated Actors and Artistes of America, last Friday (21) by William Green, AFL prez.

TATSE bid for the actor jurisdiction expected to be made by George Browne, IATSE prez, at the AFL executive committee, meeting this week in Miami. Figured extremely unlikely that the IATSE request would be granted, since the Four A's already has the charter covering actors and thas the held organized. Thought that such action by the AFL would be an open invite to the CIO to try to take over the Four A's and with it a strangle-biold on show business. CIO moves to wedge, into the entertainment bizhave so far been of minor proportions and (except for the technical and almost entirely unsuccessful.

Generally believed Browne, himself a member of the AEL executive committee, does not actually expect, or want, the performer jurisdiction, but is merely making the play as a move to gain some other concession. But nobody has been able to guess what he really wants. Despite the belief that the IATSE head is only bluffing, the rank and file of the stagehands unions are understood to think the Browne maneuver on the up-and-up. They are said to be confident of having the request granted.

granted.

In gaining the word of Green that the expected IATSE bid would not be granted without permitting them a full hearing to give their views, Four A's heads are entirely satisfied, Figure nothing will come of the Browne move, but merely were anseious to be prepared, if and when.

Washington,

Washington, Jan. 20.
Czars of the American Federation
of Labor refused last week to act
as buffer between the International.
Alliance of Theatrical Stage Employes and Hollywood actors in jurisidictional feud over film industry
talont.

talent.
With George Browne IA prez, a member, the Executive Council may take action on the stagehands ambition to expand their membership roster by taking in performers in film studios, but headquarters will not put any obstacles in the way of the campaign to set up a virtual industrial union in the motion picture busi

industrial union in the motion picture busi
This was made plain last week to Kenneth Thomson, sccretary of Screen Actors Guild, at conferences with topnotchers the Federation hierarchy. Signs suggest that, the rulers of the conservative labor organization are sympathy with Browne's scheme, figuring a step in this direction will head off the rival CIO, which has been making gestures at Hollywood for some months. The question of jurisdiction of the IAA—which got tighter hold on

The question of jurisdiction of the LA—which got tighter hold on film workers a couple of years ago by winning the right to enlist frent of the house help—is one for the Executive Council, but may be carried before the entire convention. If opposition is shown when the proposition comes up at Miami, issue is likely to be tossed before all delegates at the 1938 assembly. In the past, jurisdictional, tiffs, have been passed back to the Council, which comprises, 15 head men of large members of the Federation family.

Healy Benefit's \$12,000

Hollywood; Jan. 25, Benefit for the widow of Ted Healy given her Jan. 22 netted about \$12,000, after deduction of taxes and expenses.

Top names in pictures and radio ge: a three-hour show at War-ners' Hollywood theatre, Bryan For chairmaned the testimonial.

New L. A. Entries Scarce; 'Bad Man' Top Pull, 26½G, Olsen-Johnson Help Par to \$17,500, 'Hurricane' Big 22G

Metro's 'Bad Man of Brimstone', one of few new pictures to hit the first run screens on current week, is easily town's top grosser, playing to substantial bit at the day-date State and Chinese, with a combined \$26,500.

in sight.

Biggest solo grosser on the week is
the Paramount, with Olsen and
Johnson, heading stage show, getting
bulk of draw's credit. Another house
where stage unit is outdrawing film
is the Orpheum, where 10th Major
Bowes unt in three years is playing
to big returns.
If the present in the present in the orpheum
William of the present in the present in the orpheum
William of the present in the present in the orpheum
William of the present in the present in the orpheum
William of the present in the present in

Estimates for This Week

Estimates for This Week
Carthay Circle (Fox) (1518; 55-831.10-1.65)—"Snow. White and the
Seven Dwarfer (RKO) (6th week).
Interest continues, but not at white
heat which characterized first few
weeks. Last week (5th) wound up
with \$10,500, below early anticipations.

tions.

Chinese (Grauman) (2,024; 30-40-55-75)—Bad Man of Brimstone's (MG), and Love is a Headache's (MG), dual. Running considerably behind its day-dater (State), but will have no difficulty hitting okay \$11,000. Last week, 'Man Proof' (MG) and Chan at Carlo' (20th).

so-so \$10,000.

Downtown (WB) (1.800; 30-40-55-65)—The Hurricane (UA) and Expensive Husbands' (WB) dual (2d week). Following smash first week, nomentum is carrying this Goldwyn opus to likely \$13,000. First seven days garnered terrife \$16,700.

one to like \$1.3700 are considered to the considered to like \$1.4700 are even days garnered terrific \$16,700.
\$630 are (FC), (900, 55-83-110-650 are like \$1.000 are like \$1.0

stanzament (Partmar) (3.595; 30-40-55)—Thrill of a Lifetime' (Par) and stage show. Those perennial clowns, Olsen and Johnson, are topping stage show and helping build to an \$17,500 nifty week. Last week, third stanza of Wells Fargo' (Par), held surprisingly strong for very profitable \$13,500.

of Wells Fargo (Par), held surprisingly strong for very profitable \$13,500 (2,872: 30-40-55).—Yau're a \$13,500 (2,872: 30-40-55).—Yau're a \$13,500 (2,872: 30-40-55).—Yau're a \$13,500 (2,872: 30-40-5).

State (Loew-Fox) (2,414: 30-40-55).—Sad Man of Brimstone (MG) dual **Cove Is a Headache' (MG) and Charlie Chan at Monte Carlo' (20th) dual **Not so hot on moveover work of the MG) and Charlie Chan at Monte (Garlo' and Only Young Once' (MG) and Charlie Chan over do **Cove Is a Headache' (MG) and Charlie Chan over do **Cove Is a Headache' (MG) and Charlie Chan over do **Cove Is a Headache' (MG) and Charlie Chan over do **Cove Is a Headache' (MG) and Charlie Chan over do **Cove Is a Headache' (MG) and Suprobable \$5,200 the answer Last veck, Last Gangster' (MG) and Only Young Once' (MG), fair \$4,400.

'Brimstone'-"Trouble' Good \$8,800 in Omaha

Omaha, Jan. 25.
Grosses looking up this week except at Omaha, where attraction is not up to par of last week. Orpheum leading with Ead Man of Brimstone. Weather finally showed some of its wintry colors, but not for lone. Town received three-inch blanket of snow, but it disappeared in subsequent warm spell.

Brandels (Singer-RKO) (1,250; 10-25-35-40) — 'Alcatraz' (FN) and

'Victoria the Great' (RKO), dual. This bill has attraction for two classes of patrons resulting good

Victoria the Great! (RKO), dual-This bill has attraction for two classes of patrons resulting good play. Will reach around \$5,000. Last week, Wise Gir! (RKO), and The Octopus (RN), with Mat. 100. Time addeed but the classes of the control of the

WASH. SPOTTY; 'HOTEL' \$19,500

Washington, Jan. 25 Only two or three spots are mak-ing good this week and they are far from riots. Earle out in front far from riots. Earle out in front with 'Hollywood Hotel.' (Mannequin,' at the Palace is close second and might build over in view of several press notices giving it better-than average Crawford rating.

Estimates for This Week

Estimates for This Week
Capitel (Loew) (3,424, 23-35-40)
68)—Thoroughbreds Don't Cry' (MG)
and vaude. Milt Britton Band back
again on stage but combo won't get
over weak \$17,000. Last week, Love
and Hisses (20th) took oke \$20,000.
Columbia (Loew) (1,583, 25-40)—
Last Gangster' (MG) (2d run). Fair
\$4,000. Last week, Rosalie' (MG)
(2d run) gof nice \$5,000.
Earle (WB) (2,244; 25-35-40-66)—
Hollywood Hotel' (WB) and vaude.
Benny Baken on stage and my avaide.
Benny Baken on stage and avaide.
Benny Baken on stage and stage
to the stage of the stage and stage of the stage of th

\$5,600. Least week. Tovarich (WB) (2d run) good \$6,000 Palace (Loew) (2,363; 25-55)— Mannequin (MG). In second place and pushing higher with nice \$19,000. Last week, Turricane (UA) (2d week) oke \$9,000.

P'tland, Ore., Labor Jams; 'Brimstone' Great \$9,000, 'Hotel' 6G, 'Romance' 4½G

Portland, Ore, Jan. 25.

Portland exhibs were reported considering closing down very major from the property of the property o

Estimates for This Week

Estimates for This Week
Broadway (Parker) (2,000; 30-55)
"Brimstone" (MG). Going great
guns at \$9,000. Last week (fourth)
'Hurrienne" (UA) and 'Prescription
for Romance' (U), okay \$4,500. first
linee weeks mopped up a total of

three weeks mopped up a total of \$24,000.
Mayfair (Parker-Evergreen) (1,500;

First Runs on Broadway

Week of Jan. 27.

Aster—'In Old Chicago' (20th)

Capitol — 'Mannequin' (MG) (2d wk).

(2d wk).
Criterion — Lady Behave'
(Rep) (28).
(Reviewed in Vanitry, Dec. 29)
Music Hall—Snow White, 7
Dwarfs' (RKO) (3d wk).

Paramount — Every Day's a Holiday' (Par) (26). (Reviewed in Variety, Dec. 29) Rialte—'Love Is a Headache' (MG) (28).

Rivoli-'Hurricane' (UA) (3d

Roxy—'Happy Landing' (20th) (2d wk).

Strand—Swing Your Lady'
(WB) (26),
(Reviewed in current VARIETY)
Week' of Feb. 3.

week of FED. Astor—In Old Chicago' (20th) (5th wk).

Capital—Bad Man of Brimstone' (MG).
(Reviewed in Variety, Jan. 19)

Criterion — 'Scandal Street' (Par) and 'The River' (Par)

Music Hall—'Gold Is Where You Find It' (WB), Paramount—'Every Day's a Holiday' (Par) (2d wk).

30-55)—Wells Fargo' (Par) (4th week) with 'Rhythm in the Clouds' (Rep.) Going nicely at \$2,400. Last three days Manproof' (MG) did fairly at \$1,500.
Orpheum (Hamrick-Evergreen) (2,000: 30-55)—'Hitting a 'New High' (RKO) and Charlie Chan' (20th) Getting about an average play at \$4,000. Last week, 'Thrill of a Life' (WB) just fair \$4,500. Thrill of a Life' (WB) (1915) (191

\$4,700 First with than \$15,000.
United Artists (Parker) (1,900; 30-55)—'Hollywood Hote!' (WB). Nice at \$6,000. Last week, 'You're a Sweetheart! (U), good enough \$5,000.

BALTO HOT AND SWEET; 'FARGO' \$14,000 PACER

Baltimore, Jan. 25. Steady if not sensational biz is fea steady it not sensational bit is fea-turing current doings here, with 'Wells Fargo,' leading the pack. 'Happy Landing' is off to head start and second week is already

Estimates for This Week

tickefed.

Estimates for This Week.
Century (Loew's-UA) (3,000; 15-25-35-40-55)—Brim to ne' (MC). Fairish going to possible \$7,500. Last week, Man Proof (MG) rather mild throughout at \$8,300.

Hippodrome (Rappaport) (2,200; 15-25-35-40-55-66)—Love Is a Headache' (MG) plus Benny Davis latest revue. Steady \$12,000 indicated. Last week, No Time to Marry' (RK Halled of the Marry (Par) unexciting \$4,900.

New (Mechanic) (1,400; 15-25-35-40-55)—Happy Landing (20th). Taxing capacity with \$6,500 in the bag and a second week, Checker (20th Marry (MB)) (3,500; 15-25-35)—Wells Pargo' (Par). Pacing the town in healthy style with 5000. Last week, Every Day's a Holiday' (Par) mild going to \$8,600.

B'KLYN B. O.'S OKAY

Rosalie' Fine \$18,000; 'Wise Girl,' Fight Pic, \$15,000

Brooklyn, Jan. 25 Biz good all over, and particularly gratifying at Loew's Met, where 'Rosalie' is on view, and Fabian Par, where 'Wells Fargo' second

Albee is doing fair with Wise Girl' plus Farr-Braddock pic and 'Inside Nazi Germany' by March of

Estimates for This Week

Estimates for This Week
Albee (2,500) 25-35-55-5—Wise Girl'
(RKO) and Mr. Moto' (20th) plus
Farr-Braddock fite pic and March
of Time's 'Inside Nazi Germany,'
House will score fair \$15,000. Last
week. 'Love and Hisses' (20th) and
'Big Town Girl' (20th), quiet \$14,000.
Fex (4,000; 25-35-55)—Manhattan

Philly Sleeps Agam, Biz Blooie; Everything' \$21,300, Crawford 181/5G

Metry-Go-Round' (Rep) and 'It's All Yours' (Col), Will get \$13,500 for five days, fine. Phil Regan, former five days and the state of the state

olg.
Strand (2,000; 25-35-55)—Crashing
Hollywood. (RKO) and Mr. Boggs
Steps Out. (GN). With weekend
vaude featuring Nick Lucas, satisfactory \$8,500. Last week, Buildog
Drummond. (Par), Duke Comes
Back. (Rep.) and vaude, pulled okay.
\$8,000.

SEATTLE MILD; **'HOTEL' \$7,500**

Seattle, Jan. 25.

Local advertising department of Hamrick-Evergreen is letting Mae West paddle her own canoe at the Paramount, where she opened Thursday (20) in 'Holiday.' Special exploitation is going for 'Hollywood Hotel' at the Fifth, but in the newspaper ads, both are billed equally. Identical change date—Thursday Evergreen houses. This to standardize on uniform day and to fit into combo ads in the newspapers. Town is settling down to so-so biz in general, and, the showshops are getting on, in comparison.

Estimates for This Week.

eral, and, the showshops are setting on, in comparison.

Esitmates for This Week

Blue Muse, Hannick-Evergeen)
(900: 27)—Thunder Trail' (Par) end
(900: 21: 28)—Thergy (WB) and
Partners in Crime (Par) dual,
\$2,000, mild,

Collseum (Hamrick - Evergeen)
(1,900: 21: 32)—Thergy (MG) and
Danger, Love at Work' (20th) dual,
Looks around \$1,800, bad. Last week
Double Wedding' (MG) and 'Hold
Em, Navy' (Par) dual, \$2,500, slow.

Colonial (Sterling) (850: 10-21)—
Law for Tombstone (U) and Trouble
at Midnight' (U) dual. Going for
fair \$2,000. Last week 'Danger Pa(100) dual, \$1,800, slow.

Fifth Avenue (Hamrick - EverGreen (MG) dual (Region of the Colonial (MG) dual, of the Colo

Liberty (J-vH) (1,900; 21-27-42)—
'Hurricane' (UA) (4th week). Expected great \$7,000. Last week same film, big \$8,300.

pected great \$7,000. Last week same film, big \$8,300.

Musle Box (Hamrick-Evergreen) (900; 32-37-42)—Tovarich (WB) and You're Only Young Once (MG) (2d week). Anticipiated big \$3,900. Last week 'Wells-Fargo' (Par) single (3d week) \$3,400, good.

Orpheum (Hamrick - Evergreen) (2,700; 32-37-42)—You're a Sweetheart' (U) and Westland Case (U) dual. Indicated slow \$5,100. Last week Brimstone' (MG) and 'Break-fast for Two (RKO) dual (2d week) \$1,000; Aust (Sterling) (1,350: 16-27 37)—Gasen (1,350: 16-27 37)—Gasen

allo vaude. Ameripaeva in 30,300. Last week Lady Behave (Rep) and wrong Road (Rep) and vaude, \$3,500, okay.

Paramount. (Hamrick Evergreen) (\$3,106; 32-37-42)—Every Day's a Holiday (Par) and Prestription for Romance (U) dual. Disappointing at \$5,000. Last week Man Proof (MG) and Night. Club Scandar (Paramount \$5,800. clast week Man Proof (MG) and Night. Club Scandar (Paramount \$5,800. clast). (850: 21-32)—"Pit for King King) and Man Who Cried Wolff (KK) and Sandar (WB) and Life Begins with Love (Col) dual; \$2,300, slow.

Shapiro P.A.'ing West Tour

Hollywood Jan 25 Hollywood, Jan. 25.
Vic Shapiro, publicity head of the
now shuttered Major Pictures, will
accompany Mae West on her personal appearance tour as press representative. Actress opens at Paramount theatre, Los Angeles, Thursday (27).
Eastward trek set to get under
way Feb. 6.

Philadelphia, Jan. 25.
Post-holiday rise out of the doldrums beginning of this month is
now conceded by everyone to have
been just a flash in the pan. B. 0.'s
continued sour this week, with the
only evidence of really powerful
prouse in owners and the standard of the
this cutting the aggregate. Even
Hotel' has slipped off more than was
expected.

Hote! has slipped off more than was expected.

Every Day's a Holiday, new Mac West-er, is doing just about what's expected of it at the Fox, which isn't too much at \$16,700 for nine days. Scramming with only two days' overtime, in favor of 'Happy, Landing,' which was high which was high an one of the beautiful a nice boost at the Boyd for an oke \$18,500. Only other spot humming is vauddim Earle, which is clicking at ultra-ultra pace with \$25,000 on Judy Canova and Benny Rubin fleshing and 'She's Got Everything' on the screen.

Estimates for This Week
Aldine (WB) (1,200, 40-55-75)—
Love Is a Headache (MG). So's the
b. o. here with not even a cavityfilling \$7,500; lack of product forcedthis Metro piece into Aldine, regular
UA showcase. Last week, Love
Again' (UA). just about punko
with \$8,700 for nine-day stay.

Boya (WB) (2,400; 40-55-55)—
Mannequin' (MG), Crawford always
a fair draw in this carriage trade
palace, and skimming-along-smoothly
this turn for \$18,500. Last week,
Wise Girl' (RKO) floparoo at \$11,200.

Earle (WB) (3,000; 25-40-55)—

Wise Girl' (RKO) floparoo at \$11,200. Earle (WB) (3,000; 25-40-55)—
'She's Got Everything' (RKO), JudyCanova and Benny Rubin on boards. Nice notices from crix on pic, usual Tor Earle, helping to make this spot warm the WB heart this week with extra grand \$25,000. Last week also well on the correct side with \$21,300 for City Girl' (20th) and Tim and Irene and Benny Baker p. "ing"Sea" (WB), // 2 300. 40.55,555. "Ing-

and Irene and Benny Baker p. "ins. Fax (WB) (2.300; 40.55.65.)—Every Day's a Holiday' (20th). Even extra-favorable press reception is failing to make this do any more than so-so in midtown with \$16,700 for nine days. "Rosalie' (MG) last week turn much more than satistatory at \$10,-200 for five days of its third session.

Kariton (WB) (1,100 40.50)—Rosalie' (WB) (1

nice 3,550 for nive days in second run.
Keith's (WB) (2,400; 40-50)—Wise Girl' (RKO) (2d run.). Below what's \$5,000 on a five-day jaunt. Last week, \$5,000 on a five-day jaunt. Last week off hot \$6,400 on second run after last gradshown four weeks.
Stanley (WB) (3,000; 40-55-65)—Thollywood Hote! (WB) (2d week). Striding along, but not strong enough for another session; \$12,400. Last week, \$19,700.
Stantes (WB) (1,700; 30-40-50)—Stantes (WB) (1,700; 30-40-50)—Sta

Stanton (WB) (1,700; 30-40-50)— Mr. Moto' (20th). Nothing socks at \$4,700. 'Drummond's Revenge' (Par.) likewise weak last stanza with \$4,600.

BUFF B. O.'S SPOTTY; 'HOTEL' LEADS, \$15,000

Buffalo, Jan. 25.

Box offices are showing a decided slump currently following an indiferent period last week. Century and Hipp are plenty down. 'Hurricane' is doing fairly for a second week, and while the Buffalo is holding up, most of the credit goes to the March of Time Nazi reet which is drawing columns of publicity. Lafayette is standing out strong.

Estimates for This Week
Buffalo (Shea) (3,600 35-40-60)—

Estimates for This Week
Buffato (Shea) (3.60); 35.40-60)—
Tollywood Hote! (WB), Takings are
okay, here and with strong
lerest in the March of Time newsreel may reach around \$15,000.
Last week, 'Mannequin' (MG), under
expectations, \$15,000.
Century (Shea) (3,400: 25-35)—
Night Club Scandal: (RKO) and
High Flyers' (RKO), Yanked yesterday (Monday) when five days brought
takings' up to only \$3,300. Brimday (Monday) when five days brought
takings' up to only \$3,300. Brimday (Monday) when five days brought
takings' up to only \$3,300. Brimday (Monday) when five days brought
takings' up to only \$3,300. Brimday (Monday) when five days brought
takings' up to specific properties of the specific properties of the

Barrier (Arr) Sid to unimpressive \$5,600.

Great Lakes (Shea) (3,400; 35-50)—Hurricaner (UA) (2d week). Doing okay for maybe \$8,500. Last week, very big \$15,000.

Hipp (Shea) (2,400; 30-50)—Wise Girl' (RKO) and There Goes (he Groom' (RKO). Sloughing off probably to \$5,000. Last week, Rosslie' (MG) (2d run), only fair \$5,500.

Lafayete (Ind.) (3,400; 25-35)—Manhattan Merry-Go-Round' 'Rep). Swell \$10,000. Last week, 'Life Begins with Love' (Col') and 'Outlaws of Orient' (Col) bogged down to \$5,100.

London Dawdling, Blames Product: 'Love I'm After' 25G, '100 Men' 14G, 'Door' 20G, Garbo 100G Four Weeks

London, Jan. 19.

West-End picture grosses taken as a whole are below expectations. Some are attributing the situation to the usual holiday aftermath. Also the holidays themselves proved somewhat disappointing. Figured that was due to Xmas having fallen on Saturday's which ment a loos on their weekly gross. Another cause for the present lethargy is the stock market slump, which is internationally jumpy. That is always a bugaboo to the entertainment world.

Yet the most logical reason is being overlooked—lack of suitable product. For some pictures in the West-End are really not affected and are tring in a global product and are really not affected and are tring in a global product can overcome any troubles.

Among the latest to hit the West-End on all its cylinders is Warner's Love I'm After, which is packing tem at the Gaumont. Came in yather, quietly, but soon made its presence felt. UA's Prisoner of the product can overthe the sum of the product can overthe the sum of the s

(Carlion, 'Wells Fargo' (Par)' (4th week). Clicking near \$6,500, although touched \$9,000 on. opening week. Buccaneer' (Par) replacing, expected to stay at least six weeks.

Empire, 'Marie Walewske', 'MC' (4th week). Shoppending of \$6,540,000 mark: has dropped considerably, but will have picked up a healthy \$100,000 on, its four weeks' run; is now moving next door to the Ritz; 'Man-Proof' (MG). replacer, expected to stay two weeks.

Gaument, 'Love I'm After' (WB) tist week), 'Came with wham, following Ai Baba' (20th), and looks like four one \$1,000 in its first getting the talk of the town.

Leiesster Squere, '100 Men and Girl' (U) (5th week). Still making money at \$14,000; has touched as high as \$27,000 in its earlier weeks, will stay till end of month, completing an eight weeks' run; 'You Are a Sweethear! (U) follows.

London Favillon, 'South, Riding' London Favillon, 'South, Riding' London Favillon, 'South Wsw York' (UA) which failed to impress, but not up to expectations; finished to over \$10,000 first stanza, but like-yto go below this week, 'Met My Love Again' (UA) replacing.

Marble Arch, Prisoner of Zenda (2d-run) (2d week). Surprised the management at \$11,000 on the first week \$10,000 mits stanza, but like-yto go below this week, 'Met My Love Again' (UA) replacing.

Marble Arch, Prisoner of Zenda (2d-run) (2d week). Surprised the management at \$11,000 on the first week \$10,000 mits week, 'Met My Love Again' (UA) replacing.

Marble Arch, Prisoner of Zenda (2d-run) (2d week). Surprised the management at \$11,000 on the first week shows \$10,000 mits week, 'Met My Love Again' (UA) replacing.

New Gallery, 'Smash and Grab' (13d Baba' (20th).

New Gallery, Smash and Grab' (13d Sabahanan) (15t week). Look like touching \$8,000, which is fair coing for this house. Will stay another week, with Back in Circulation' (WB) (13d week). Got by at \$14,000, which warranted holdover, and staving second week who week and may force a third, 'Hurricane' (UA) at Prisant weeks.

Plaza, 'Perfect Specimen' (WB) (2d week). Set the

warranted holdover, and staying see from Michigan, due for his ferrive so NY as 1800. Last week, Border-speaked and Blossom three weeks. Regal. Stage Door' (RKO) 3d week). Set the town ago, with first stanza should not be below \$12,000, deemed, highly satisfactory on three weeks. Seend week above \$15,000 which meant holdover third stanza should not be below \$12,000, deemed, highly satisfactory on three weeks. Nodern version of Damaged Goods of the sitent days, is doing steady business, never falling blow \$1,000 and with practically stay \$1,000 and with practically stay \$1,000 and \$1,000

'Hotel' Proving Good Biz In Oklahoma City, \$6,500

In Oktahoma City, Jap. 25.

Business is good, with 'Hollywood Hotel' topping the field.

Estimates for This Week Criterion (Standard) (1.700; 10-35-40)—'Hollywood Hotel'. (WB). Well over average at \$6.500. Last week. Love and Hisses' (20th.), below average at \$4.500.

over average at \$6,500. Last week, Love and Hisses (20th), below average at \$4,250.
Liberty (Standard) (1,500; 10-20-25)—Born to the West (Par) and Night Club Scandal (Par), split with Missing Witness' (FN) and 'Music for Madame' (RKO). Below average at \$2,300. Last week, Mr. Moto' (20th) and 'High Flyers' (RKO), split with 'Annapolis Salute' (RKO) and Such a Night' (Par), \$2,300. below average.
Midwest (Standard) (1,500; 10-20-404)—Bob Tide' (Par) Should ring Lob Tide' (Par) Should ring Sheet (Noble) (1,400; 10-25-40)—State (Noble) (1,400; 10-25-40)—State (Noble) (1,400; 10-25-40).
Sign Solomon's Mines' (GB). Slow. \$3,000. Last week, 'Awful Truth' (Col) (3d week), strong \$4,700.
Tower (Standard) (1,100; 10-25-30)—Merry-Go-Round of 1938' (U). Good \$2,800. Last week, 'You're Young Once' (MG), good \$3,100.

WEST NO PANIC IN DETROIT. \$18,000

Detroit, Jan. 25.

No reliet in sight yet as grosses centinue of wallow around in the depths. The control of the depths of the control of the depths of the control of the

with auto plant layoffs also hurting.

Estimates for This Week.

Adams (Balaban) (1,706, 30-40-50)

Murder in Greenwich Village (Col) plus Some Blomes Are Dangerous (U), dual. Around \$4,000, tolday Last week, You're a Sweethelm (Col) plus Some Blomes Are Dangerous (U), dual. Around \$4,000, Fox (indie 15,000; 40-50-75)

Manhattan Merry-Go-Round (Rep) with Monte Blue-Mary Dec topping vaude. So-so \$15,000. Last week, Dinner at Ritz (20th) with Ted Weems band on stage, poor \$16,000.

Madison (United Detroit) (2,000; 40-50-75) — Tovarich (WB) (2d week). Following good \$9,500 first stanza, will level off to around \$6,000 currently, okay.

Michigan (United Detroit) (4,000; 40-50-75)—Every Day's a Holiday in the Machan (United Detroit) (3,000; 30-40-50)—Hollywood Hotel (WB) (2d run) plus Born to the West (Par), dual. Former flicker moved here from Michigan; due for nice \$10,000. Last week, Border-town' (WB) freisste) and Blossoms on Broadway' (Par), poor \$6,000.

Valied Artists (United Detroit) United Obetroit)

and 'Adventurous Blonde' (WB). Oke \$1,000. Last week, 'Law for Tombistone' (U) and 'Expensive Husbands' (WB) split with Thunder Trail (WB) split with State (WB). Split with State (WB). Split with State (WB). Split with State (WB). Split with good \$1,000. Split (WB). Bit pretty good, \$2,700. Last week, Navy Blue and Gold' (MG), \$3,100. plenty nice. Orpheum (Cooper) (1,350; 10-15-0.25-40).— Women Men Marry (MG) and stage show headlining Rosita Royce and Yvonne LaRue, latter a stripper, split with 'They for Thomane' (U). Worner Men Marry (MG) and stage show headlining for Romane' (U). Worner State (WG) and State (WG). Toward (Cooper) (1,300; 10-25-40).— Rosalie' (MG). Should do \$3,800. htt still neat. Varsity (Westland) (1,100; 10-15-20).— Fronter Toward (CN) and 'With 'Says' (Nestland) (1,100; 10-15-20).— Fronter Toward (CN) and 'Says (Nestland) (1,100; 10-15-20).— Fronter Toward (CN) and 'Says (Nestland) (1,100; 10-15-20).— Fronter Toward (CN) and 'Says (Nestland) (1,100; 10-15-20). The control of the prairie' (Col) and 'Guador of Honor' (Col), split with 'Where There's a Will' (GB) and 'Squadron of Honor' (Col), surprised with St,000, all right.

Indpls. Just Ambling; 'Menace'-Weems 12 1G. 'H'wood Hotel'-'Jury' 8G

Indianapols, Jan. 25.

Hollywood Hotel has everything its own way among the straight film houses in the downtown sector this week with one holdover—Hurricane at Loew's—and no other strong opposition among the first-run picture spots. Surprise of the week is the vaudfilm Lyric, which is cracking out a socko take with Ted Weems and his band on the stage threatening the season's top grosses for the house. Pic is Invisible Menace, but Weems' radio-following is given—credit for the activity.

Estimates for This Week

Apollo: (Katz-Dollo): (1,100, 25-30-40)—'Dr. Syn' (GB) and roissue of Bengal Lancer' (Par). Take is mild \$2,800. Last week, Wells Fargo' (Par) was good at \$3,400 for third week.

at \$2,800. Last week, Wells Fargo (Par) was good at \$3,400 for third week.

Circle (Katz-Dolle) (2,800; 25-30-40)—She's Got Everything (RKO) and Chan \$4,000 for Carlo (2009) and Chan \$4,000.

Girle (RKO) and Prescription for Romance (UJ also mild \$4,400.

Indiana (Katz-Dolle) (3,100; 25-30-40)—Hollywood Hotel (WB) and Jury's Secret (U), Not quite as sturdy as was figured in advance but plenty okay at \$5,000. Last week. Every Day's a Holiday (Par) and Bulldog Drummond (Last week. Every Day's a Holiday (Par) and Bulldog Drummond Parid to Dance! (Loew's (Loew's) (2,400; 25-30-40)—Hurticane (UA) and Paid to Dance! (Col). Second week of holdover good at \$5,500. Same program smashing \$12,000 last week.

Lyrie (Olson) (2,000; 25-30-40)—Invisible Menace (WB) and Ted Weems band show on stage. Will hit hely \$1,000. Last week. Serial Major Bows unit, good at \$9,800.

Montreal Warm Again; 'New High' Good \$8,000

Montreal, Jan. 25.

Sub-zero temperatures that have nicked attendances have passed currently, though ski weekends are still cutting into grosses. Capitol will likely top the town with Hitting a New High.

Estimates for This Week

Estimates for This Week
Palace (CT) (2,700; 50)—Wells
Fargo (Par). Estimate is for \$7,000.
good. Last week. "Victoria the
Great' (RKO) built up to good \$7,000.
Capitol (CT) '2,700; 50)—Hitling
a New High '(RKO) and 'Flight from
Glory' (RKO) very good biz and
should gross \$8,000. Last week.
'Man. Proof' (MG) and 'You'n' Only
Young Once' (MG) 38,500. very
good.

Nice Takings on B'way, 'Snow White' \$105,000 on 2d Week Going 3d Lap; Heme \$55,000 and Crawford \$30,000

Thus goes a third week, fourth lap to be decided on later.

Nearest to "Landing" among the new films. Mannequin, which opened strong at the Cap Thursday, (20), took a sharp dip Friday, and then snapped back stoulty over the control of the control

'SHE'S GOT'-KEN MURRAY \$15,000 **BIG IN CINCY**

Cineinnati, Jan. 25.
Trade by and large along cinema lane is holding to last week's improved level. Combo Stubert, with She's Got Everything and a layout of acts headed by Ken Murray, is racking up the tallest take at \$15,000.

Of the straight pie parlors, Palace is the b.o. leader, registering \$12,000 on Man-Proof and March of Time's Inside Nazi Germany. Every Day's a Holiday at the Albeet is disappointing at \$9,500. Lyric also has a gloomer in 52a street;

uluomer in '82d' Street,'

Estimates for This Week
Albee (RKO) (3,300; 35:42)—
Every Day's Holiday' (Par). Noto
over \$9,500, poor Last week, 'Hurricane' (UA). '\$18,500 socto.'
Capitet (RKO) (2,009; 35:42)—
'Hurriene' (UA). 'Tancterred from
Albee for second' week. Big \$8,000.
Last week 'Sweetheart' (U) (2d run).

\$4,000, slow.

Events (BKO) (1,000; 15:25.

54,000, slow.
Family (RKO) (1,000: 15:25)—
Thunder Trail' (Par) and Black
Aces (Ur, split with Love Takes
Flight! (GN). Average \$2,000. Last
week, Danger Patrol (RKO) and
Federal Bulle. (Mont split
They Wort Forge! (WB), \$2,000.

They Won't Forget (WB), \$2,800, bit.

Grand (RKO) (1,200, 25-40)—
Brinstone (MG) (24 run) Okay \$1,500, 1,51 week. Stage Door (RKO) (36) (37 run), 3,500, dandy.

Keith's (Libson) (1,500, 25-40)—
Hollywood Hotel (WB), Moved over from Palace for second week; slow \$3,200, 1,500,

Of five new pictures brought to Mannequin's are fighting for the lond for the lond of the Mannequin's are fighting for the lond for the lond for the Mannequin's are fighting for the lond for the Mannequin's high grid of inclement weather. Some opposition must be counted on from Sonja Henie's icc spectacle at Madison Sq. Garden, which was sold out for the premiers Monday night [24), and is likely to be close to capacity, judging by the close to capacity, judging by the Core of the Core

\$29,000.

Estimates for This Week
Astor (1,012, 55 \$1,10 \$1,65 \$2,20)—
Vising Stranger (20th) (3d week). Circking along (30th) (3d week). Circking 10,517,000.

Capitol (45,00), 25 -55 -85 \$12,5)—
Asto, 00th week, good, and holds: Last week (Man,Proof) (MG). Chunees fair for week (Man,Proof) (MG), got only one week (Man,Proof) (MG), got only one week (Man,Proof) (MG), got only one week (Man,Proof) (MG), got only charge (Man,Proof) (MG).

one week here; but \$24,000 was oke.
Criterion (1,652; 25-40-55)—Bordertown (WB) (reissue). This older is doing very well here; probably \$10,000. Last week She's Got Everything (RKO) didn't have much, \$6,500.

su,000.

Glöbe (1,274; 25:40-55)—Boy of Streets (Mono). Muybe \$5,000, fair. Last week second for "Tarzan's Revenge" (20th), around the same figure, okay.

renge (aut), around the same figure, okay.

Falace (1.700; 25-35-55)—Love and Hisses' (20th) and First Lady (WB), both 2d run, dualed, plus Braddock-Farr fight pictures (Super). Fistle films no aid, Winchell-Bernie and Kay Francis: storrers accounting for okay \$9,000. Last week Gound. (U) both 3d run ferry-Go-Round. (U) both 3d run ferry-Go-Bly-woll be pulled before week is up, possibility. existing yesterday (Tues) they wouldn't go on today (Wed.).

Faramount (2664; 25-35-55-85-90)

auj. will be pulled before week is up. possibility. existing. yesterday (Tues.) they wouldn't go on today (Wed.).

Farameunt (3,664; 25-35-55-85-90).

Wells Farico (Par) and Waring pit show (4th-final week). Spee has been at the control of the co

and continuing its force on the hold-over, second week 'current') mean-ing about \$26,000. Goes third.

Roy (5,380: 25-40-575)— Happy Londing' (20th) and stage show. Henic's third, for 20th a lulu at the b.o. \$55,000 or better, smash busi-ness, and holds. Last sweek 'I Met My Love Again' (UX. \$33,500 okcy-doke.

My Love Again' (UA: \$33,500, okey-doke:
Strand (2.767: 25-55-75-85)—Holly-word Hotel' (WB) (2d-final week). Tuoke the city's grously for a year-th of the city's grously for the city's grously grously for the city's grously g

Buccaneer'-Spitalny Snaring Big Chi Com, \$40,000; Auer Personal Ups 'Everything,' 18G; 'Time' No Wow

licity and exploitation that includes speeches by Cecil B, DeMille, the presence of a number of feature yers, a special preview and a nera contest by the Hearst Herald and Examiner, Buccaneer' zoomed away from the post at the Chicago and is heading for one of the biggest grosses the town has seen in many a month.

But after 'Buccaneer' is listed as a

box-office winner, there is nothing else on the rialto that can qualify for coin. Most disheartening disappoint-ment is the Oriental where much had ment is the Oriental where much had been expected from Penitentiary and the new March of Time expose reel of Nazi Germany. The March of Timer had hit the front pages when it was originally banned by the censor board. The ban was lifted at the last moment and the picture rushed onto the screen. But there was no business to greet it.

Only other pictures doing business are holdovers, 'Hurricane' and 'Marihuana'.

Affor three hig sessions in the

are noldovers. 'Hurricane' and 'Marihuana'.

After three big sessions in the Chicago and Oriental "Wells Fargo' continues in the loop at the Apollogoing out on Thursday (27) eyening out on Thursday (27) eyening to make way for 'In Old Chicago' which comes in for a roadshow run.

Estimates for This Week

Apollo (B&K) (1,200: 35-55-65-75)

"Wells Fargo' (Par), Now in fourth loop week and still pounding out coin, this time for at least \$5,000 on shortened run, okay. Last week Rosaile' (MG) was nee for extended run week at \$5,100.

Chicago (B&K) (4,000: 35-55-75)

com, this time for at less, 35,000 on the shortened run, was, 21. Last week Rosalium of the week of the control of the control

Married an Atus good.
United Artists (B&K.UA) (1,700: 35-55-55-75)—Hurricane' (UA) (2d week). Whirlwind at the wicket. 324,300 last week and pacing to better than \$17,000 currently. Man Proof (MG) to follow, but that at least two more weeks away yet.

Denver H.O.'s Healthy; 'Mannequin' O.K. \$10,600

Denver, Jan. 25.
Nothing spectacular turning up here
this week in first-run houses. Sereral report holdouts over the weekend. Every Day's a Holiday stays
an extra day at the Denham. Wells
Fargo, first Paramount film to olay
the Aladdin and the first film of any
company to go from one first-run, to
an opposition first-run, will stay one
or two days over the weeks. Fargo
first film (for) (1400; 25-40)—
Wells Fars (for), knocking film
Hisses (2004) (24 run), wes fair at
13000.

Hefty \$3,000. Last week 'Mayerling' (Pax), three days and 'Bordertown' (WB), only fair at \$1,500.

Denham (Cockrill) (1,392; 25-35-40)

— Every Day's a 'Holiday' (Par).
July; \$7,500. Last week 'WBIS
Fargo' (Par) (3d week) plenty good at \$0,000.

The company of the company of

PROV. ICE SHOW HITS PIX: GRACE MOORE 12G

Providence

All sorts of queer angles at the boxoffice this week. For one thing, boxoffice this week. For one thing, monster ice carnival at Rhode Island Auditorium for three days dented grosses. Fully 15,000 persons attended the ice show.

Theatre programs just fair. Leaders look like Loew's land the Albee, both sporting dualers.

Estimates for This Week.

Estimates for This Week
Albee (RKO) (2200; 25-35-50)—
Met My Love! (UA) and 'Black Doll'
(U); also 'March of Time issue 'Inside Nazi!' and Braddock-Farr fight pic. Plenty of show for the money. Unless there's a skid the take should be close to \$7,500; good, considering a poor start. Last week, 'Living, on Love' (RKO) and 'Crashing Hollywood' (RKO), plenty bad at \$3,900.

Carlton (Fay's Loew's) (1,400; 25-35-50)—Hollywood Hotel' (WB) 2d run, Doing well in second week considering bang-up business opposition of Start in Boom 18: (WB) (2d run, Doing well in second week considering bang-up business opposition of Start Start and 'Prescription for Romance' (U), was behind the eight ball with poor \$2,100.

Fav's (2,000; 25-35-50)—Trouble at

though this one will amount to much; not likely to go over fair \$7,000. Last week, 'Hollywood Hotel' (WB) and 'Patient in Room '18' (WB) was surefire boxoffice, giving house \$11,000; best in weeks, 'Playhouse (Spitz) (1,200; 25-35-50)—Monastery' (Alexander); three performances daily; purely religious audiences responding. In for one week. May garner \$3,500; oke for this spot.

Strand (Indie) (2,200; 25-35-50)—She Married Artist' (Col) and 'Under Suspicion' (Col). Just so-so. May wind up with \$7,000. Last week, 'Daughter of Shanghai' (Par) and Love on Toast' (Par), was trifle stronger; \$8,100.

Love Again' **And Vaude Hot** \$19,000 m Hub

Boston, Jan. 25, 'Hurricane,' on dual bill with 'Beg, Borrow or Steal' at the Orph and State, is the big breeze here this State, is the big breeze here this week. 'Met My Love Again,' with Mitzi Green and Harriet Hoctor in person at the Memorial, about neck and neck with 'Hollywood Hotel' and stage show at the Met, for second

Only real excitement of the past Only real excitement of the past week was the 'postponement' of March of Time's 'Inside Nazi Ger-many.' Slated to open at the Keith Memorial Thursday (20), the controversial short was held off the screen versial short was held off the screen by home office orders, then after a flock of protests all day Thursday, it was planked on the Keith-Boston screen early Friday afternoon. Another stir, of a different nature, was caused by the visit of Cecil B. DeMille and Margot Grahame for a preem of Buccaneer (two showings) at the Met. Sockeron explicitions at the Met. Sockeroo exploitation paved the way for an over-capacity house Tuesday night (18).

Estimates for This Week

Estimates for This Week

Boston (RKO) (3,200; *25-40-55)—
Wise Girl' (RKO) (2d week) and
Black Doll' (U), dual, plus March of
Time. Getting scant attention, about
\$6,000. Last week 'You're a Sweetheart' (U) (2d week) and 'Jury's
Secret' (U), double, \$6,300.

Fenway (M&P) (1,400; 25-35-55)—
Love and Hisses' (20th) (2d run)
and 'Mr. Moto' (20th) (1st run). Dual
hitting fair, pace, about \$6,000. Last
week. Wells Fargo' (Par) (2d run)
and 'Borrowing Trouble' (20th), very
good \$7,500.

Keith Memorial (RKO) (2,900; 2540-55)—Met My Love Again' (UA)
and Mitzi Green and Harriet Hoctor
on stage. March of Time and fight
films nelping to good \$19,000. No
audience uproor at March reel, Last
week, Wise Girl' (RKO) and stage
show starring Mischa Auer, okay
\$19,000.

Metropolitian (M&P) (4,300; 25-40week, You're a Sweetneart 107 sind Prescription for Romanes' (U), was behind the eight ball with poor \$2,100.
Fay's (2,000; 25-35-50)—Trouble at Midnight' (U) and vaude. Set for tepid week. No more than \$0,800 in prospect. Last week, City Girl (20th), trife stronger at \$50,000.
Last week, State (3,200; 25-35-50)—Trouble at Midnight' (U) and vaude. Set for tepid week. No more than \$0,800 in prospect. Last week, City Girl (20th), trife stronger at \$50,000.
Last week wells Fargo' (Par) (2d run) and Borowing Trouble' (20th), very of \$7,500.

Keith Kemorlal (RKO) (2,900; 25-50-50)—Trouble at Misser of Time and fight of the prospect of the stronger at \$500.

Keith Kemorlal (RKO) (2,900; 25-50-50)—Trouble at Misser of Time and fight of the prospect of the stronger at \$500.

Keith Kemorlal (RKO) (2,900; 25-50-50)—Trouble at Misser of Time and fight substituting the stronger at \$500.

Keith Kemorlal (RKO) (2,900; 25-50-50)—Trouble at Misser of Time and fight substituting the substituting at page and \$7,500.

Keith Kemorlal (RKO) (2,900; 25-50-50)—Trouble at Misser of Time and fight substituting at page at the substituting at page at page at the substituting at the substitution at the substituting at the

Ted Lewis Orch and 'Beg, Borrow' Sock \$16,000 in Vaude-Hungry Mpls.

day (18) night, raised the take to a

day (18) night, raised the take to a fair \$18,000.

Orpheum (Loew) (2,900; 25-35-40-55)—Hurricane' (UA) (2d' run) and Beg. Borrow or Steal' (MG), dual. Socko \$19,000. Last week; Nothing Sacred (UA) and Born to Dance (Col), dual, hit wery good \$17,500.

Parament (M&P) (1,900; 25-35-55)
—Love and Hisses' (20th) (2d run) and Mr. Moto' (20th). Looks olay for \$8,000. Last week, Wells Fargo' (Touble' (2d run) and Borrowing Trouble' (2d run) and Borrowing House (2d run) (2d run), dual. Socko (2d run) (2d run), dual. Socko (2d run) (2d

\$4,000 and yanked after six days.

State (Loew) (3.300; 25-30-35-4055)—"Hurricane" (UA). (2d rum) and
Beg, Borrow or Steal" (MG). Looks
cood for \$15,000, big. Last week,
Nothing Sacred 'UA') and 'Paid to
Dance' (Col), double, tallied up
handsome \$13,500.

PITT BUCKS WEATHER; 'DON'T CRY'-KEMP 25G

Pittsburgh Jan 25. Miserable weather at the getaway with the worst smog of the year and a driving downpour, gave everything a slow start here this week. But the convalescence was miraculous once Old Sol came through the folonce Old Sol came through the following morning. As a result, week-end biz was terrific and looks now like the stanza will be a whopper. Combo of. Thoroughbreds Don't Cry' and Hal Kemp's band is sending the Stanley to town again. Huricane' at the Penn is apparently headed easily for ho. figure. You're a Sweetheart, however, is slightly disappointing at Alvin, where contemplated two weeks isn't developing.

Estimates for This Week

ing.

Fatimates for This Week

Alvin (Harris) (2,000; 25-35-50)—

You're a Sweethen'! (U). Not the
expected click at all; maybe average

\$7.500. Last week Married an Ar
tist' (Col) and Westland Case' (U)
in the dumps and yanked after six
days to weak \$4,000.

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

—52nd Street' (UA) and Murder on.

Diamond Row' (UA). Dual got
away to fast satt, weakenent Birddock-Parr fight pics going in on fifth
day should be well over \$5,000 on
first week. Last week Manhattan
Merry-Go-Round' (Rep). pleasant
surprise and almost developed into
a ho. at \$4,600.

Fenn (Loew's-UA) (3,300; 25-35
50)—Hurrieane' (UA). Overcoming
slow start and looks headed for sock.
\$20,000. Last week Holywood
\$50,000. Last week Holywood
\$51,550.

Stanley (WB) (3,600; 25-40-80)—
Thoroughbried Don't Cry' (MG)

S15.500.

Stanley (WB) (3.600; 25-40-60)—
Thoroughbreds Don't Cry' (MG)
and Haf Kemp's band, Will be up
among house's top grosses of season;
in the vicinity of \$25.000. List week
Brimstone' (MG) and 3 StoogesStepin Fetchi on stage, surprise at
\$29,000, just short of a record.

Sessious, just short of a record.

Warner (WB) (2,000; 25-40)—
Night Club Scandal (Par) and
Fight for your Lady (RKO). Slightly above average \$5,000. Last week
Great Garrick' (WB) and 'Adventurous. Blonde' (WB) n.s.h. and six
days were enough, about \$3,800.

After Protest, Trenton Citizenry OK 'Ecstasy'

Trenton, Jan. 25.

Despite organized protests of Trenton Council of Churches and women's organizations over scheduled showing of widely-banned 'Ecstasy' Mannequin' O.K. \$10,600

Tune. Biz generally off all over town.

Denver, Jan. 25.

Nothing spectacular turning up here this week for This Week Embasy (Cohen) (1512: 35-55-55).

Nothing spectacular turning up here this week in first-run house. Several report holdouts over the weeks an extra day at the Dendity with the Dendity wi

Minneapolis, Jan. 25.
Ted Lewis is pulling fair enough
coin into the Orpheum box-office
with his 'Rhythm Rhapsody Revue.' It's the first vaudfilm show in many weeks and the public is going for it,

weeks and the public is going for it.
With the crities raving over Nothing Sacred, at the Minnesoth,
and with Victoria the Great. You're
Only Young Once and Damaged
Goods' also commanding attention,
and even the State, back to double
Farr fight pictures to bood addockFarr fight

Estimates for This Week

Estimates for This Week
Aster (Publix-Singer) (900; 35.28)
—First Lady! (WB) snlit with This
Way, Please (Par) (2d rune), and
dual first runs last three days. Misseing Witnesses' (WB) and 'Danger
Patrol' (RKO). Looks like mild \$700.
Last week, 'Angel' (Par) split with
Hold 'Em Navy' (Par) (2d run) and
last three days, 'ual first runs 'Dangerously Yours' (20th) and 'Living
on Love' (RRO), \$800, mild.

ast three days that first runs. Dangen Lusy. And the state of the st

'Dybbuk' First of 10 Indie Yiddish Talkers

Indie Yiddish Talkers
Foreign. Cinema Arts, Inc., is releasing The Dybbuk, this week, first
in a series of 10 Jewish pictures new
in the course of production, Six are
being made in Europe, four in the
U. S. 'Dybbuk,' was produced by
U. S. 'Dybbuk,' was produced will
open at the Continental, N. Y., tomorrow (Thursday).
Actual first showing of the picture
was last night (25) as a benefit performance for which the house
sold out at \$25 top. House 19 sold
for another benefit tonight (Wedinesday) for \$10 top. Samuel Untermey
sponsored the benefits for the East
Side Hebrew School and the Denver
Sanstarium.

Side Hebrew School and the Denver Sanatarium.

The four American-produced pic-tures will be made at Edison stud-in N. Y. Production will begin about four weeks.

Ohio State's Grable Invite

Ohio State's Grable Invite
Columbus, Jain. 25.
Ohio State University athletic department will invite Betty Grable tocome here May 20-21 to not as queen
of the Big Ten track; and field meet.
Miss Grable was hostess to the
Ohio State football team when they
played the University of Southeru
California last fall and acted the
same capacity when the Buckeye
track Team was on the Coast last,
year,

Joe Besser's Cel Shorts
Joe Besser, vaude and legitire of
comic, starts this week on short
Rancho Bango, for Columbia, En
Blake directing and producing.

Frisco Drooping; 'Holiday' \$17,000, 'Romance' \$15,000, 'Brimstone' \$9,000

Mae West in Every Day's a Holiday at the Fox is the outstanding grosser the street this week, Orpheum, with a weak bill. She Married an Artist, and the Golden Gate, depending on the March of Time's inside story on Nazi Germany, are the only other new bills at firstruss. Biz generally off all over town.

Estimates for many.

March of Time and vaude. Expect to show about nice \$15,000. Last week, 'Crashing Hollywood' (RKO) and vaudeville did fair \$13,500.

and vaudeville did fair \$13,500.

Orpheum (F&M) (2.440; 35-55-75)

Married an Artist' (Col) and 'Mr.
Boggs' Steps Out' (GN), Just a fill-in bill which may get \$5,500, sour. Last week, I'll Take Romane' (Col) and 'Girl' With Ideas' (U) (2d) died at \$5,200.

Inside Stuff—Pictures

Novel flash news from United Press shown via the Trans-Lux ticker service at several Trans-Lux theatres in recent weeks has proved so successful that it will be continued as a permanent feature in all four N.Y. houses. Latest news, different at each performance, is put on screen for three minutes at every show.

three minutes at every show.

This news service follows the same general idea as used for stock symbols and quotations on a moving ticker tape in brokerage houses. This Trans-Lux market idea merely brought into the theatre, with news supplanting stock quotations, and a motion picture supplying a gray background to accentuate the illuminated ticker tape. Lettering nearly a foot high as enlarged for the screen.

Parks Johnson, co-conductor of Vox Pop. NBC Commercial, asked a male interviewee to identify Walter Wanger, Cedric Gibbons and Douglas Shearer, his idea being to ascertain what impression credit titles for other than picture players makes on the minds of patrons, The man, after hesitating, identified Wanger a writer on a newspaper', Gibbons, he said, was radio, and after further quizzing by Johnson as to the role, was 'an announcer.' He had 'never heard' of Shearer. Johnson then mentioned producers, art directors and sour'd directors as persons playing important parts in picture making. The interviewee, after this lead remembered that he had seen Gibbons name in title credits.

Some months ago a name director saw play on Broadway, pointed to a girl who did a bit, and loudly observed that she would make a good picture actress. Scouts around at the opening immediately took the cue, rushed the lass and shipped her to the Coast where, in two or three pictures, she quickly made good, now being a featured name, in less than a

year.

One day last week she bumped into the director at the studio for the first time since she's been in Hollywood. She stopped and thanked him for giving her the break. He didn't even remember her.

Sealed in the cornerstone of the \$500,000 film laboratory now unde construction on Warners' Burbank lot the real story of the birt of the talking pictures, including the recorded speech made by Wil Hays 10 years ago on the occasion of the release of Don Juan, firs picture to carry a musical score; sound track of six words spoken be Al Jolson in The Jazz Singer and 500 feet of Lights of New York mammy of the all-fallers. Granite block was hoisted into place last Thursday (20) with impressive ceremonies presided over by Jac Warner.

Los Angeles indie operator is surveying Hollywood boulevard for a spot devoted exclusively to the screening of short subjects and newsreels. Exchange shelves are heavily loaded with briefies that gathering dust due to the double bill fever and an outlet would be welcomed by distributors. Years ago one of the downtown houses took a whirl at Trans-Luxing but gave up the ghost after a few weeks. Feeling along film row is that a shorty house could cut the mustard, what with the novelty of the thing and the reasonable rental on a block buy.

That studio execs are taxing their brains in search of ways to convince home office fiscal watchdogs they are taking the current economy wave seriously is best illustrated by action of an efficiency expert on one of the major lots in ordering a new ending for script that called for use of an airplane by the hero and heroine for a fadeout getaway. Penny-pincher decided happy pair could convey same idea by merely pointing to sky above airport, thus saving cost of ship and pilot hire, to say nothing of the gasoline needed for the take-off.

Los Angeles Paramount theatre piled up total gross of \$893,234 for 1937, giving the Fancho & Marco. house a weekly average of \$17,200 on policy of single features and stage shows. Biggest week of year was Dec. 2, with Edgar Bergen and Charlie McCarthy as the attraction when \$32,000 poured into the box-office. For first two weeks of this year, with "Wells Fargo" as screen fare, house garnered \$46,500 as egainst a take of \$39,000 for same fortnight in 1937, when College Holiday was marqueed.

Partners in one of Hollywood's bigger agencies gloated over their strategem when they lured promising young male player away from a rival 10% outfit. But their glee was short-lived, the Agents Guild forcing them to make a cash settlement with the offended agency. To recoup, they demanded that the studio employing the actor replace his \$200-a-week contract with a new one carrying a heavy hitch in salary. Execa figuratively booted them off the lot, and cancelled plans they had made for granting a voluntary raise to the thesp.

Gabfest revolving around proposal to set up. Federal department of art, science and literature starts next month. House Patents Committee will listen to testimony for five days, opening Feb. 7.

Proposal, which has been kicking around the Capitol for several years without receiving serious attention, is fathered by Representative Sirovich of New York, committee chairman who dabbles play scribbling and medicinie.

The Parents and Teachers Assn., which watches film closely protection of childhood, is reported to have held several meetings concerning 'Snow White and the Seven Dwarfs' and whether or not portions of the picture are not exactly duck soup for the kiddies. There is some concern in P&TA, from accounts, over features of 'Snow White' which scare or arouse fear: in the minds of moppets; seeing it, especially the woods' scene where trees, witch-like, go grasping for little Snow White.

At the annual luncheon windup of the meeting of the National Board of Review, Dame Sybil Thorndike, one of the speakers, expressed a 'deep rooted antagonism to pictures, and invited anyone who wished to have her elaborate to come and see her in her dressing room at the theatre. Few minutes later, another speaker, Wallace Ford, took up the cudgels for the films, stating that, thanks to pictures, there was now entertainment for the entire world, not just for the select few.

arles E. Ford, recently resigned Universal newsreel editor, has volun-Charles E. Ford, recently resigned Universal newsreet editor, has volunteered to finish up two series of shorts he had been doing for U and grab some eastern production shots needed for features now work on the Coast. Shorts series are 'Going Places' and 'Stranger Than Fiction.' Then Ford plans to go to the Coast as a producer, deal to be announced when he returns from Florida' this week.

Jean Harlow's unpublished novel. Today Is Tonight, for which she dictated the last of 75,000 words just before her death, has been purchased by Metro. Mrs. Jean Bello, her mother, has been signed by the studio to collaborate on the adaptation.

Lenten season prompting re-bookings for Cloistered by Best Films, U. S. distributor of French picture, originally released more than a year ago. It's based on life of nuns.

Film area's largest switchboard is being installed metro studie at Culver City, giving plant a dial system set-up with capacity of 900 numbers and seats for seven operators. Equipment will do away with auxiliary boards now scattered over lot. a's largest switchboard is being installed Metro studio at

Legislation

Civil Rights Bill

Civil Rights Bill
Albany, Jan. 25.
Assemblyman Justice Harlem,
Democrat, Tuesday (25) introduced
a bill providing that persons or officers of a corporation or association
violating the Civil Rights Act relating to equal rights in places of accommodation and amusement shall
be prosecuted by the attorney
general.
Legislator claims that there is discrimination in certain N. Y. theatres,
against Negroes, particularly in sale
of orchestra seats.

of orchestra seats.

Assemblyman Harold B Ehrlich,
Buffalo Republican, has reintroduced
a bill, killed in codes committee last
year, which amends section 434 of
the Penal Law to prohibit any person other than a parent guardian or
one authorized by them, from purchasting for or giving to a child under
16 years of age a ticket of admission to a motion picture theatre,
except for exhibitions authorized by
section 121-b of the General Municipal Law. The Legislature last year
passed Ehrlich's bill adding section
121-b, to authorize cities of less
than 1,000,000 population, and villages, to adopt ordinances permitting
the admission, unaccompanied of
3-to-16-year-olders, under certain
conditions. Assemblyman Harold B Ehrlich.

Montreal, Jan. 25 Montreal Jan. 25.
Supported by most of the Englishspeaking members of the City-Council, Montreal theatre managers acting through the Quebec Allied Theatrical Industries, are well into an intensive campaign to have the provincial law barring minors under 16
from all picture theatres in the province, whether accompanied by parents or guardians alone.

vince, whether accompanied by par-rents or guardians alone. The drive which opened secretly early this month is reported getting some where with hopes that the law may be modified by limiting the age to 12. The provincial house of as-sembly opens Wednesday (26) and conferences have now reached the stage that the question is under dis-cussion by Premier Duplessis and his cabinet.

It is pointed out that this province a child can marry at 14 even
without mother's consent, if the
father is willing. D. A. Burpee, secretary of QATI, points out that the
Quebec regulation 'exists nowhere
else in the world' while private religious societies and like organizations—many of which charge admission—might and do continually
exhibit to juveniles. The law has
been in force for the past 10 years
and has been pretty rigidly enforced.
It would mean the difference between black and red to quite a number of local houses, mainly neighborhoods. It is pointed out that

Trenton, Jan. 25.

Because the N. J. legislature is faced with the problem of raising \$17,000,000 for relief financing, reports are current around State \$17,000,000 for relief financing, reports are current around. State House, that stafe amusement tax is being considered to raise the funds. Similar proposals injutated by ex-Governor Hoffman about three years ago brought effective lobbying which killed the proposal and a similar wave of protest is expected from theatte owners if, serious efforts are made to introduce measure in Legislature this year.

Denied for second time the right to run film shows Sundays Williamson, Morris Slotnick, operator of the Lyric, declared he'd, shutter the house, only one in town, at the end of the month despite a 5-year lease. Slotnick took over the house last fall, renovated it and immediately ran' a Sunday show as a fest case. Both he and the manager. William Jones, were fined \$50 each; and subsequently, after agitation and signing petitions for and sgainst sunday shows, the village board voted 3-2 against lifting the ban.

Colman for Lead In Par's 'King' Remake Hollywood, Jan. 25.

Hollywood, Jan. 25.

Ronald Colman has been tagged by Paramount for the top spot in If I Were King, which Frank Lloyd will double as producer and director.

was filmed as a silent in

Loew's Preferred Divvy

Loew's, Inc., directors declared the sual \$1.02½ quarterly dividend on he preferred stock last week, the preferred stock last week, thereby maintaining the usual \$6.50 annual rate. Preferred divvy is payable Feb. 15 to stock on record, Jan. 29.

Pros and Cons on 'March of Time's' Nazi Subject Boosts B.O. All Over

Controversial March of Time issue, 'Inside Nazi Germany—1938,' brought definitely higher box office returns in spots where it had opened or was playing up until last (Tues) light. It set a new morning house record Friday (21) at the Embassy on Broadway, N. Y. and appeared headed for better mark than the previous top set at this theatre on the 'Hindenburg' newsreel pictures.

the 'Hindenburg' newsreel pictures. It started on the RKO circuit with runs at the Academy, Coliseum and Franklia theatres, all, more or less regarded as test engagements. Film hit remainder of this circuit yesterday (Tucs.) Picture also is the Oriental, Chicago, and due to yo into B. & K. Uptown, Tivoli and South Town, Chicago.

South Town, Chicago's censor board, later litted, actions by other censors protests by German officials, other official and semi-officior cenetion, decision of Warner Bros, not to show if any of its 275 theatres and other items that crashed the headlines meant added only when, it went into Embassy. Started Thursday (20) night, with lines continuing, and special Broadway squad delegated to keep traffic moving and halt any untoward cidents.

moving and nait any untoward cidents.

At most Embassy performances, reaction followed much the same lines. Usual mixture of boos and light hand-clapping at different seenes, but the loudest, spontaneous applause generally came with the speeches of New England old-limers against permitting Nazi-sponsored camps in that state, and retiring Ambassador Dodd's denunciation of conditions in Germany. RKO officials watched reaction carefully at first two or three Embassy shows, and conservative reception gave assurance that it was a sate booking.

Yerkville's Sneak View

Yorkville's Sneak View

Yorkville's Sneak View
However, sneak preview was
held at the RKO Yorkville house
on East 86th, street the same night
to ascertain how predominantly German audiences would receive it. Noseats were torn up and no disturbance marked showing. Same idea
was in mind, when it was made a
surprise entry to the initial program
at the new Trans. Lux Sond and Levt the new Trans-Lux, 52nd and Lex-

at the new Trans-Lux, 52nd and Lexington, Friday night.

Warner Bros, ban reel was based on offcial contention that it was pro-Nazi propaganda. Louis de Rochemont, producer of M. of T. claimed that many, besides Warner officials, have seen the picture and all differed with Harry M. Warner. Rochemont stated that German counsels had lodged protests asking that the picture be withdrawn from screens. He said that Rabbi Stephen S. Wise had praised it as an honest piece of pictorial journalism. H. M. Warner's attitude is that it's pro-Nazi pictorial propaganda, it's pro-Nazi pictorial propaganda, al-though the offscreen dialog is anti-

Discussion as to whether or not it was pro and anti-Nazi continued into this week, all of it building into further box office potentialities. Most conservative opinion by industry ex-ecutives was that M. of T. reel, one way other, obviously was propa-ganda. Some said scenes might be taken as boosting the Nazi cause by those favoring regimentation, while others said the commentator edi-

Much of the material in this March of Time subject either was famillar to audiences from newspeel coverage or from having read much the same in newspape headlines. First time, however, that bulk of these scenes had been collected into one topic, with an editorial summary of the claimed factual matter.

Actually, some of the scenes were obtained from newsreel companies in U. S. Others were secured by Mi of T. cameramen in Germany, while still others obviously were staged scenes. Much of the material in this March

while still others obviously were-staged scenes.

Music Hall, N. Y., was picketed late last week and first of this week by the National Martime Union of America because of alleged unfavor-able matter in the "March of Time" issue being shown currently. This is the one before controversial Nazi Germany subject. Nazi issue was held out because rated unsuited to go along with feature.

go along with feature.

This M. of T. issue is the one in which Joseph P. Kennedy, then maritime commissioner, blames spill authority in the labor ranks as re-

sponsible for much of the present trouble with American shipping. Placards urging March of Time boycott carried by two pickets.

In the midst of selling and dating Snow White, plus the situation over-Murch of Time's Nazi subject, Ned Depinet, Jules Levy and Barrett Mc-Cormick postponed their intended trip at together until some time this week.

Chi Okays It

Chicago, Jan. 25.
Last minute reconsideration of the
Nazi Germany expose clip by the
city fathers gave the latest March
of Time issue a clean bill of health and permitted the reels to be shown starting Friday (21) at the Balaban & Katz Oriental. Reel had been originally, banned by censor board and its acting chairman on the basis that the reel was unfair to a friendly nation.

This brought about a terrific zoom of protest from all sections, claiming that the prohibiting of the reel amounted to an infringement of the freedom of the press clause in the Constitution. As the deadline neared, the city council, through the Mayor's and permitted the reels to be shown

the city council, through the Mayor's office, called for another glimpsing of the pictures with the okay re-

sulting.

It is understood that Cardinal Mundelein stepped into the situation and secured the second-viewing of the flicker which brought about its final tokaying. Cardinal Mundelein has led the Catholic attack on Nazism and has been outspoken in his denunciation of the German regime.

Washington, Jan. 25.
Hardie Meakin, local manager of
RKO-Keith's did a Finnegan last,
week when rumpus started over the
March of Time's current Nazi

end of the week, reel was scratched when squawks of Germany's diplo-mats began mounting in volume and number. With the Embassy aleri to mats began mounting in volume and number. With the Embassy aler; to make the most of any incident, Meakin did, not want to run the risk of having the Deutschlanders picketing his house. Another 48 hours later, first screening took place, following receipt of instructions from New York.

Prior to the release, piguate preview for German representatives was held after which Dr. Hans Thomsen, Embassy, counselor, complained some shots were 'unfair' and others greatly exaggerated.'

Philly Ups
Philladelphia, Jon. 25.
Nazi March of Time reel, which decree of Warner circuit execs kept from skedded opening at the Fox last Thursday (20), was shot into Trans-Lux and. News Theness on Saturday. This was a week before the newsreel houses would have ordinarily got M. of T. Both theatres were jammed Saturday and more than comfortably filled Sunday as result; of tron-page space local sheets gave Warner ban. Commenting on Harry M. Warner's assertion that 'Inside Nazi Germany—1938' was pro-Nazi propaganda, tenry R. Luce, prez of Time. Tendenty R. Luce, prez of Time.

assertion that Inside Nazi Germany—1938" was pro-Nazi propaganda. Henry R. Liue, prez of Time, Inc., stated. 'Mr. Warner's assertion is ridiculous. He says also that movie audiences pay little or no attention to the sound that comes from the screen. This is an amazing observation to come from the man generally credited with introducing the talking motion beture.

credited with introducing the talk-ing motion picture.
'According to the Warner state-ment, the Warner screens are re-served for entertainment only. Evi-dently Mr. Warner does not believe the movie industry capable of any honest pictorial treatment of any matter of importance. Fortunately, Mr. Warner does not control the tire motion picture industry.'

Ohio's Drive-In-Theatre

first drive-in-theatre is ing built by Boston firm near the North Randall race tracks in suburbs. North Kandali race tracks in suburos. Arthur J. Halle, altorney representing Philip Small, head of D.IT. Co., has leased Jand from Forest City Live Stock and Fair, Co. for 15 years at \$1,650 per year. Building will cost around \$30,000 and expected to be ready by May I. peeted to be ready by May 1,

Stuart Doyle's Pic, Radio Deals; Plans Aussie Tour for U. S. Legit

Stuart Doyle, Australian film producer and radio power, left N. Y. Sunday (23) for the Coast on his way home. He had been in N. Y. since shortly after first of year perfecting picture and radio deals.

Before leaving, Doyle reported he had made an arrangement with the Shuberts he take a Follies' show for a four of Australia, New Zealand and possibly Africa: Tentative date for opening in Sydney is next June, with chance that the company would show in Honolulu en route.

Doyle said he was going through with his plans for setting up a production unit to make features for the Aussie and British market. National or Cinesound studios would probably be used, though if necessary he will-build up his wown plant. He may sign up Hollywood talent on his way to Australia.

Doyle plans visitin; Africa and India during the coming year to survey the territory before finalizing any deal with United Artists for proposed theatre circuit. He purchased foreign rights for Australia, New Zealand an Africa for 'Cloistered', Deal with Alas Radio Distributing gives Doyle the transcription program of this U. S. company with his interests supplying similar wax service for Allas.

ITALIAN LEGIT, PIX, OPERA TO INVADE S. A.

Rome. Jan. 17.

Rome, Jan. 17.

With parts of South America going Fascist and Italy's star apparently on the upgrade elsewhere,
Italian film and theatre circles seem
to have decided this is the moment
for an invasion of South America.
Only a short while ago three of
the Buenos Aires theatres were
showing Italian plays: Cesare Giulio
Viola's Canada' at the Odeon, and
Aldo De Beneditti's Two Dozen
Scarlet Roses' and 'If You Give and
Expectively.
Now 80-year-old Ermete Zacconi
has signed a contract with the Argentinian producer, Musco, for a
long guest tour of Buenos Aires, and
other Argentine centers. After that,
Zacconi plans to take his company

gentinian producer, Muscio, for a long guest tour of Buenos Aires; and other Argentine centers. After that, Zacconi plans to take his company to Brazil and Chile, then on up through Central America to wind, with a short run in the United States. Plans to leave Italy in April and to stay abroad for half a year, returning home just in time for the opening of the 1938 legit season. Though he has made occasional screen appearances, Zacconi's main interest is the theatre, with which his name has been linked for years. His daughter, Ernesta, has been amember of his company for years, too.

Italian film 'Lorenzo de' Medici' has just been sold for distribution in Peru, Chile, and Bolivi. At the same time Constantino, Lombardo and Luigi Motta organizing an operetta company with which they plan to sail beginning of March for a tour of Argentina, Brazil and Uruguay.

No Vaude at Leicester Square House, London

London, Jan. 25.
Deal to turn the Leicester Square theatre into a vaude house full through over the past week-end. Agreement was practically set between Mark Ostrer and Charles M. Woolf, subject to George Black's operation of the house for the General Theatres Corp., but Black, it was learned, advised Ostrer against it because of competition and the difficulty in getting headliners.

House was scheduled to usher in vaude under the Black management on Easter Monday.

Cuban-Made Talker

Havana, Jan. 25.
Luana Alcanez, Spanish versionplayer for 20th-Fox and Warners,
will be starred in a new Cuban picture, Sucedio in la Habana? Opposite her will be Juan Jose Martinez
Cassado, Cuban star and producer.
Remon Peon, Mexican director,
has been imported to handle the

Record Denmark Biz

Copenhagen, Jan. 17 Copenhagen, Jan. 17.

Business in the film houses throughout Denmark is running ahead of any previous January on record. And after being behind the Eight ball for many months, American picts are pulling in heavy coin. Leaders among the U. S. product are 'Awful Truth' (Col.). 'Prisoner of Zenda' (UA). 'Alilie Winkie' (20th).

French films, which dominated the market in 1937, have hit the 'skids.

TO SELL 1,500,000 **AB \$1.25 SHARES** AT \$3.68; GETS 7%

London, Jan. 19.

Not anticipated in the "City" that John Maxwell will encounter any difficulty in disposing of the block of 1,500,000 ordinary shares of Associated British he intends to put on the market shortly, in spile of the fact he is asking \$3.68 a share for stock nominally worth \$1.25. Half the issue has already been underwritten to members of the board, the balance will be offered to the present stockholders.

Some criticism is levelled at the

the balance will be offered to the present stockholders.

Some criticism is levelled at the foctorion in view of the price asked, which is equivalent to the current market value of the stock, it being held stockholders might have been offered the benefit of a lower rate. As it is, the issue will give Associated more than \$5,500,000 of new money, although actually increasing its capitalization by only \$1,875,000. Corporation, therefyore, stands to make a nice piece, even though the new capital is pretty well marked for general developments and completion of purchase on sundry properties taken over by the Corporation in recent months, in addition to which the deal with Union puts Maxwell's group on a good thing. At the Union meeting, Maxwell declared his company drew 5% on all takings at Union theatres; aside from that it is likely to get a good take from inserting its own pictures in the circuit. General inference, accordingly, is

good take from inserting its own pic-tures in the circuit.

General inference, accordingly, is that Associated is likely to maintain or improve its position, as result of which it paid 18% on its ordinary stock last year. At as high a price as \$3.88, the stock will find plenty of buyers, who even at that premium can reckon on a return of 7% on their investment.

RKO PLANS ITALIAN PRODUCTION, REPORT

Rome, Jan. 17.
Reginald Armur, European director of RKO, told Italian scribes that the company would produce a film at Cinecitta, Rome's new Hollywood this coming spring.

Armur was in Rome on short visit to contact Italian film authorities.

Spanish Pic Co. Now In Berlin; Rightist Actors

Berlin, Jan. 17.
Compania-Industrial-Film Espanol
S. A. (Cifesa), founded shortly before the outbreak of the revolution,
inding it impossible to work in
Spain under present conditions, was
ransferred to Berlin. Here it opevates under the name of Hispano
Film Production Johann W. Ther.
First two productions, Barber of
Seville' and 'Carmen,' will have Imperio Argentina in the lead with the
w.k. Spanish comedian, Miguelle
Ligero, signed for the title role of the
Barber! Reported that all the name
thespers on the Franco side of the
fonce have been hancocked by this
company.

Lost Performance

London, Jan. 19. One of the worst fogs ever known in Glasgow caused a big downtown motion picture theafor the first time in its history.

Feature was Lost Horizon.

Duce's Pop-Price Shows **And Gratis Day Nurseries Encores Ancient Rome**

Rome, Jan. 17.
Rome's workers and small functionaries were treated to a first-class show on the 'occasion of the first 'Theatrical Saturdas' of this season, when tenor Lauri Volpi and conductor Tullio Scrafin sang and directed for, them at the Roman Royal Opera House. Prices of the scats ranged from 5c. to 10c.

Theatrical Saturation

from 5c. to 10c.

Theatrical Saturdays' are part of
the Duce's plan to make the theatre
go 'toward the people.' Every Saturday during the winter theatres in
all the main cities of Italy give lowcost performances for workers,
peasants, and small salaried funtionaries, Masses are not thrown
sops, but are treated to the best there
is in the way of voices and actors.

Plan to organize nurseries where,
working mothers and peasant women

Plan to organize nurseries where working mothers and peasant women can leave their children during these Saturday performances is under study now. Such a nursery has already been in operation in connection with the community theatre of Florence. It is equipped to take care of 50 children, and offers them milk, chocolate, biscuits and bread and butter, as well as some entertainment during the time their mothers are in the theatre. Equal treatment for all children—no matter what the price of their mother's ticket—is provided. This nursery has worked out so successfully that Florence will operate a similar one during the next Florentine May Festival.

Lauri Volpi and Tullio Serafi Lauri Volpi and Tullto Serafin are well known in operatic circles in the U. S., as well as abroad, both having appeared at the Met. in N. Y. In connection with Mussolini's effort to bring the theatre 'toward the people', one of the significant features of the history of ancient Rome was the free shows, with gladiatorial combats, chariot races, etc., held in the Coliseum to keep the populace contented.

Oke Biz in Aussie

Sydney, Jan. 8.

Yanks have all of the marquees here, with exception. British shutcuit will probably cause some squabbles in many quarters, but fact remains that the Yanks are copping the cream. Terrific heat is somewhat against biz, but with cooler, weather due, the b.o.'s, should soon begin to scoop in the coin. Current lineup includes Maytime (MG), Stand-in' (UA), 'Marie Walewska' (MG), Souls at Sea' (Par), 'Prisoner of Zenda' (UA), 'Wild and Woolly' (20th), 'Stella Dallas' (UA), 'West of Shanghai' (WB), 'Rustlers' Valley' (Par), Only British is 'Smash and Grab' (GBD). New ones coming next weekend will, be' Night Must Fall' (MG), 'Perfect Specimen' (WB), 'Wee willie Winkie' (20th) and '100 Men and a Girl' (U).

Legit is solid with 'Balalaika' for W-T and Tivoli ... doing fine with panto mats, and fevue nights.

Melbourne, Jan. 8.

Except for infantile paralysis, biz would be very. high. Shows include Maytime'. (MG), 'Wings Over Honolult'. (U), 'Another Dawn'. (WB), 'Souls at Sea' (Par), Dark Journey'. (UA), 'Shall We Dance'. (RKO). New ones due are, 'Star is Born'. (UA), and 'Wings of the Morning'. (GB). In Jegit. 'Otary for Sound' got away to a good start for W-T, and 'Marcus Show' continues to pull well on 10th week. Fay. Compton also looks set with. Tonight at 8:30' for W-T.

Vejar's Mex Prod.

Mexico City, Jan. 25.

of Mexico City, Jan. 25.

of Carlos Vejar, illustrator and artist, missing side in the firm production bis here to a large scale. He is contacting the N. Y. for equipment, etc., preparation; to launching out.

He has already completed a couple the of shorts in color made in Yucatan his U. S. as travel pieces.

Egypt to Film Mecca Pilgrimage

Will Photograph Entire Holy Trek; Seek First Shots of Sacred Kaaba, Where Cameras Are Taboo

Tobis Production Ahead

Berlin, Jan. 17. Prior to the meeting of the Tobis board of directors, a check-up was made of the film program which, ac-cording to the announcement made last July, was to comprise 40 fea-tures. As things stand now, 16 have already preemed, nine awaiting previews, while the cameras are rolling on another five.

Means that with the season at the halfway point Tobis should have easy sledding to carry out its plan.

WAR CRIPPLES CHINA FILM **MAKING**

Shanghai, Jan. 10.

Shanghai, Jan. 10.

Chinese film stars have gone to Hongkong and the studios have been wrecked by Japanese. Butterfy Wu, leading Chinese star who is married to a millionaire, is preparing to make three pictures early in 1938.

Cantonese dialect, however, predudes distribution through China generally, even should peace be declared. Working overtime, 30 Hongkong studios are producing films for Cantonese in Singapore and Java. Each costs not more than \$11,000, with salaries considerably reduced. Wu perhaps will get not more than \$250 per month.

After five months of poor business,

After five months of poor business, the four first-run houses, Grand, Nanking, Metropol and Cathay, had 10 days of fair business at Christmas time, although without anywhere near the former capacity houses. Films included 'Way Out West' (RKO), 'Wee Willie Winkie' (20th), 'Shall We Dance' (RKO) and 'Angel' (Par).

(Par).

Best pictures during late November and early December were Charlie Chan on Broadway (20th). Perfect Specimen' (WB). Day at the Races' (MG) Robber Baron' (RKO), Saratoga' (MG), They Wont Forget' (WB), Mountain Music' (Par), Slaveship' (20th). Pick a Star' (MG), That Certain Woman' (WB). High, Wide and Handsome' (Par). Owing to disturbed conditions some of these had been held in the vaults for five or six months.

some of these had been held in the vaults for five or six montal. Refreshing note was the recent return of 700 American women and children, who had fled to Manila, and about 1,500 British and other tionals from Hongkong. These provide good matinee b.o. Chinese cinefans are still too patriotic to attend theatres and inasmuch as they constitute 65 to 70% of receipts, the b. still remains round 50% of normal.

Although Japanese have opened Hongkew and Yangtzepoo and other devastated areas inside the International Settlement to foreign residents only a few homes remaitant, besides which Japanese allow no one on the streets after 6 pm. unless on specified business.

Cabarets and hotels had brisk business Ximas and New Year's Eve the Councils having lifted the 11:30 pm. curfew on these nights—probably biggest nights—here since the 1932 embroglio. Cathay, Palace, and Park Hotel floor show, were outstanding, while Del Monte, Ambassadon, Majestic and Casanova packed them in.

If curfew is lifted permanently by February, great biz expected in spite of fact that only 60% of American and British residents are here now.

Denmark Bans 'Stranger'

Denmark Bans 'Stranger'
Copenhagen, Jan. 17.
Love from a Stranger' (UA) has been banned Denmark and Sweden. Also on the nix list is Boris Karloff's 'Frankenstein (U). Distribute seem to be ever-optimistic over the latter pic, however, for they show it to the censors again every year. So far, however, no dice.
Danish censors board, headed by Olaf Fonses, silent. film slar, 'scidom bans a picture.

Calro, Jan. 10.
Egypt's Misr Film Company has decided to send a squad of Moslem photogs on the annual trek to Mecca, where every true believer goes at least once in his lifetime. Cameramen flying to Jeddah by Misr planes and for the first time in history will shoot the holiest of holies, the Kaaba, Similar venture was tried last year but the film did not come out well and although the show was fairly popular, it flopped boxofficewise and furthermore, the photogs didn't get the Kaaba.

Reel will follow (Hajji) pilgrim-age from the time when the treicker gets vaccinated, buys steamer tickets,

age from the time when the trocker gets vaccinated, buys steamer tickets, packs his bags, spends nights and days in prayer aboard special ship, alights at Jeddah and finally sets out for Holy Mecca.

Local rags are agog over the invasion of Holy Arabia' by modern inventions. Expected to be trouble when the photogs point big cameras at innocent, natives who don't distinguish between Turkish rifles and camera. Last years troubles are vecalled. Seems that the high priests blew up when they saw the picture men, loaded under bags and bagsage, try to get near the Kaaba and deserate it. Koranic injunction makes photography a high crime, images of humans are taboo.

One local light, Hassan Annis Pasha, ex-Minister, of Foreign Affairs aide, an amateur aviator and photographer, British-educated, is also planning the trek in Bedouin costume and a long beard. Camera are latest model with sound, etc. He'll take off if the Egygovernment money.

SEEMAN'S C&P CONTROL; **NEWS-REP THEATRES**

London, Jan. 19.
Capital and Provincial group of news theatres is to be transformed into repertory houses, with S. Seeman, currently operating Classic control of the contr acpertory houses, with S. Seeman, currently operating Classiseries of such picture theatres in the south of England, in charge, Seeman, it is revealed, has obtained a substantial holding in the company, acting under cover, and will outline his full aims at a stockholders meeting this week.

Norman I. U.

ing this week.

Norman J. Hulbert, M.P., former chairman and managing director, and V. C. Hardy, also a member of the board, have both resigned, John Diamond, responsible for purchase of a substantial block of C&P stock, becomes head of the board.

becomes head of the board. Seeman aims at operating existing news theatres in conjunction with his Classic group, two of which were halls actually taken over from Hulbert's company on lease. Possibility is West End halls and small Translux theatres at terminal railroad spots will adhere to specialized shorts programs, others slipping into repertory, with reissues of motion picture classics.

W-T Deal May Involve Radio, Picts, Production

Sydney, Jan. 8.

New setup in Williamson-Tait buy through New Zealand interests is reported to involve branching out to include perhaps radio, pictures and local production as well reviving legit in Australia and New Zealand. Prospect of a number of big roadshows in New Zealand, with U. S. and England combed for productions and artists, is said to be bright. Theatres tied in the new deal will include Royal, Sydney, His Majesty's, Prisbane; Comedy, Melbourne; Kings, Melbourne; Royal, Adelaide; Opera House, Wellington; Royal, Christchurch, and His Majesty's, Auckland. Dickers are also on to take over concert interests of J. and N. Tait.

Fox Ups Elsa Thaemlitz

Fox Ups Elsa Thaemitz
Elsa Thaemitz, for the past fiv
years a member of the German Fox,
has been appointed manager of the
Berlin office with those of North,
Central and Eastern Germany in addition.

Exhibs Appeal Jap Import Ban. Prefer Quota: Current Biz Good

Tokyo, Jan. 11. Recent announcement of Finance Ministry extending present import ban on foreign films to April 1 has so disturbed exhibs here that some action for relief of the situation is likely. Kichizo Chiba, head of Schochiku's foreign department, and Mitsumass Nawa, in charge of the same department of Toho, have mel to formulate plans for approaching the Finance Ministry on the subject.

the Finance Ministry on the subject.
While the meeting resulted in no definite plan of action, it is expected that a permanent committee of exhibitors will be formed shortly to study the problem. After a complete survey, recommendations will be made to the authorities. Just what line this will take no one seems to know. More than likely, however, the government will be asked to permit the importation of a number of subjects on the inderstanding that coin derived therefrom will be put in cold storage until such time as the adverse trade balance is considerably whittled down.

Present active interest of exhibs

considerably whittled down.

Present active interest of exhibs is but a reflection of their attitude when the ban was first instituted. But for patiotic reasons they have been compelled to comply with all regulations without opposition. Recent favorable developments in Japan's China operations has made it possible for them to vocalize their viewpoint on the matter.

No matter what representations

viewpoint on the matter.

No matter what representations re made to the government by the exhibs, it is certain they will not be able to avoid a famine in foreign flickers. for several months after April 1. Even if the officials should decide to lift the ban March 31, present stocks on hand will have been all released before that date and new subjects could not be readled for the market for several months after massing customs. It's the interim period that's worrying everybody sing customs. It's the interior period that's worrying everybody

While foreign distribs are not tak While loreign distribs are not usen-ing much stock in the possibility of exhibs accomplishing much with the government, they are lending every possible cooperation in the under-taking. Foreign distribs were pres-ent at the Chiba-Nawa conference nd explained the foreign viewpoint of the situash

Can't Foretell Anything

Can't Foretell Anything
Atthough none of the heads of the
American outfits here would hazard
guess as to the possible outcome
of the present exhib movement, the
feeling seemed to be that even a
slight change in the present situash
would be welcome. They point out
that if the government would permit
importation of subjects yet stymic
all coin earned, they would be enabled to continue their present organizations with but slight alterations. Under such circumstances
they would be able to continue in
the market and look to the future
for release of cold storaged
Continuance of the ban would simply mean closing up shop.

Jap distribus of foreign film are the
hardest hit because they are finished
when the present stocks are run out,
having no other territories in which

when the present stocks are run out, having no other territories in which they may operate. American companies, they point out, would be losing very little because Japan represents but a small portion of their income. Sentiment among certain of the Jap distribs seems to be in the direction of out-and-out quota systém, in the event that officials cannot be induced to throw open the doors entirely. This idea springs from the fact that Jap distribs will-still be fied-up completely by the exchange problem even if the importion is lifted. Unlike the American distribs, Jap outfits have to remit coin before subjects are shipped to them from the producers.

American distribs are faced with a additional tough problem when the new time limitation for programs is put into effect Peb. I. Heretofore country, spots have run four-hour programs which include the face here. having no other territories in which

is put into effect Feb. T. Heretofore country, spots have run four-hour programs which include two Jap. pix and one foreign subject. Fear that when the three hour limit is imposed, houses will run two Jap subjects and drop, one foreign pic. A. around 30% of the total biz of foreign distribs is done in the country, this would mean a big drop in income.

try, this would mean a pig group income.

Grosses in the keys are holding up to about normal, in spite of the continuance of hostilities China-Prespects for record grosses during are exceptionally good. Universal's 100 Men and a Girl, gets the juicy date of the season, being

Add: Films Vs. Legit

The Hague, Jan. 17.
Extent to which films have supplanted legit as popular entertainment in Amsterdam is indicated in figures revealed at the county council. In 1926 total of 1,156,000 attended legit shows in the city Number dwindled to 353,000 during 1937.
On the other hand the pictures in town drew 9,000,000 1937, as against account 7,000,000 1937, as against account 7,000,000 1937.

around 7,000,000 193 ted.

JAPAN'S QUOTA PLANS OKAY FOR U.S.

Foreign department representatives are inclined to look hopefully—the proposed—100-picture—quota—law—in Japan—It would open the way for—American products to eiter that nation. Such a proposition looms as a logical out for the Japanese government, because—theatre—owners—in Japan soon can be counted on complaining about the absence of strong product. Reason is that no additional foreign films are allowed in, "U. Sproduct is running low.

If the plan—is carried through whereby loo best films of the worldwould be chosen over a 12-month period. U. S. distributors would land 75 to 80 of them. They would be booked by Japanese—zhibitors, so foreign reps, here aver. Tendency might be to favor German films, and a number might be allowed in via proposed quota, but it is doubtful if the exhibitors would by them, because they are shrewd enough to know how they stack up with American features.

know how they stack up with American features.

Those in touch with Japan's business policy and conditions also claim that exhibitors would prefer U. S. films over British-made, even if the quality was as good.

303,000 NEW SEATING. **303.000 NEW PEWS IN**

London, Jan. 19. New set of statistics compiled here indicates 303,000 new seats were added U.K. picture houses in the course of 1937. total of 229 new theatres. Average 1,325 seats per theatre, although analysis shows smallest new hall had only 275

per theatre, although analysis shows smallest, new hall had only 275 places, against 3,000 in the largest house to open in the period.

Last series of figures quoted by Simon Rawson in a statistical survey, showed the total of seats, up to about the close of 1936 as 3,872,000 in 4,305 theatres, Affer allowing for certain overlapping, final total emerges approximately 4,176,000 available sents in 4,534 U.K. theatres, As a slight reflection on such fig-

available sents in 4,534 U.K. theatres. As a slight reflection on such figures. James Agate, noted critic quoted 4,200,000,000 as possible—nual attendance at all motion picture theatres—the U.K. (against actual attendance of approx 1,00,000,000 annually), whereas legit houses could accommodate only 200,000,000 in an equivalent period.

KENNEBECK H. O. VISIT

Frank V. Kennebeck. Paramount manager Bombay, India, arrived last week on his first visit to U. S. in two years.

Plans visiting in Omaha, his home

town, returning to N. Y. for home office confabs.

Leontine Sagan, Visits Home

Capetown, Jan. 10. Leontine Sagan, play and film pro-ducen has returned to her home country. South Africa Reported she was bringing a company not

true.
Visiting her hometown people.

roadshown at Hiblya Gekijo, Toho's downtown spot. European pix are skedded for all other release spots

To the Letter

Copenhagen, Jan. 17.
Lille Connie, Danish moppet
star, has a clause in her contract with Asa Pictures that she must be driven to and from the studio and her home at the

the studio and her home at the company's expense.

However, the pact doesn't specify the kind of vehicle, so now the urchin and her mother ride back and forth an old truck.

Producer Alliance Pushed in Europe As U. S. Competish

Rome, Jan. 10.

Desire of European producers to form some sort of alliance of companies two or more nations to insure more widespread distribution insure more widespread distribution and better to compete with U. S. features is gaining ground, though any such co-operation is now increig in discussion stage. Manner in which bilateral co-operation on films has developed in recent months, however, plainly indicates that it is more than conversation.

than conversation.

Fully cognizant of limited market it a finished picture has to depend on distribution solely in one country, latest plan calls for use of same director and often the zame actors in four different language versions of the one feature. Would have films made, in turn, in London, Paris, Berlin and Rome. Naturally, the Italiars believe most of them should be made here. Just how the different companies would fit into such a setup and who would provide the financing for a costly production are important wrinkles that haven't groned for a costly production a wrinkles that haven't out as vet.

out as yet.

However, the small scale co-operation on several films now in work
indicate the current mood of Furopean film interests towards the
strong competition of U. S. product.
Thus, Pisorno Film, of Tirrenia, and
the Two Cities Film Co, are working
on seven. Anglo-Italian pictures to be
produced in both English and Italian
versions, with distribution in this
country and England.

A French-Italian company, Latina

A French-Italian company, Latina Film Co., also has been formed, with Frogerais, producer of a French, prize picture, on the board of directors. Initial film, will be 'Quota-2,300," to be filmed at Cinecitta.

be filmed at Cinecitta.

Italian-German film co-operation, a natural development, pernaps, is seen in the Italo-German feature, Mutterleid, just relased in Germany-Work also has been finished on the German version of the Piratdello picture, set for showing in Germany as My-Most Beautiful Day." Another co-operative scheme is found in the plans of the Astra-Otsup Co., whereby a group of Italian producers would collaborate in turning out-a film starring Lilian Harvey and Willy Fritsch.

Co-operation on any major scale between British, French, German and perween British, French, German and Italian film industries to turn out ex-pensive features to compete with U. S. may be some distance away, but recent plans indicate which way the wind is blowing.

Berman Named Foreign Sales Rep for Selznick

Hollywood, Jan. 25.

A. C. Berman has been named by Chairman John Hay Whitney foreign sales representative for Selznick-In-ternational Pictures, with headsales representative for Sciznick-In-ternational Pictures, with head-quarters in London. He will make 30,000 mile tour to study picture needs and audience reaction, at the same time exploiting. The Adven-tures of Tom Sawyer. tures of Tom Sawyer

tores of Tom Sawyer.

Berman, formerly president of United Artists in Canada, was organizer of UA in England. He has been managing foreign exchanges for the last 10 year.

Mex Picts Use Radio

Mexico City, Jan. 25.
Radio advertising being dised extensively by cinemas here. One big house, the Cine Teatro Alameda, spends from 40% to 50% of its publicity outlay for ether plugs. Films air publicity is worked for an average of about three minutes 20 times daily.

daily.

Some producers of home-mades have started to use the mike to gain public attention for their produc-

Foresee 'Reciprocity' in Quota: Will Build British Pictures. Claim

Cable Address: VARIETY, LONDON
Telephone, Temple, Bar 5041-5042

No Legit-Film Doubling

London, Jan. 25. Henry Tennent, prominent West. End manager, has posted notice on callboards of his two productions that no permission will be given to the casts for film work while play-ing. Other managements are likely to follow.

o follow.

Tennent claims artists are unable
bear up physically under the
rain of appearing on the stage when filming.

GUT ESTIMATES \$195,292 GAIN FOR 1938

Sydney, Jan. 25.
Greater Union Theatres, Ltd., is counting on net profit of \$195,292 for year ending Dec. 31, 1938. Statement by Norman B, Rydge revealed that the management committee named the statement of the ment by Norman B. Rydge revealed that the management committee named to conduct the business of C.UT. has budgeted the net profit at this figure after examining company's affairs. Further stated that this is a conservative estimate, but it is based on provision that the company gets its share of first-class product, normal conditions and absence of unfair compession.

ence of unfair competish.

sence of unfair competish.

It was reported that reorganization of units within the G.U.T. group has been started, including windup of affairs for British Empire-Films, Australasian Films, Greater Union (Management). Plan is to oust unnecessary units and cut overhead. Would have four holding units, G.U.T. for exhibition. Cinesound, production; British Empire Films, distribution of both British and U. S. films, and National Theatre Supply, theatre equipment sales.

Four ace holdings in G.U.T. are

hims, and National Theatre Supply, theatre equipment sales.

Four ace holdings in G.U.T. are Spencers Pictures, Ltd., Wests, Ltd., Greater J. D. Williams Amusements, Ltd., and Amalgamated Pictures, Ltd. For years, Stuart F. Doyle tried to get some reconstruction scheme birough whereby these four units would come under one tent. Was unsuccessful, and later, quit G.U.T. greater, and later, quit G.U.T. greater, and later, quit G.U.T. and later, and later, quit G.U.T. and later, will liams. Report for year ending Aug. 1, 1937, shows Spencers Picture lost, \$1,708, with accumulated loss totaling \$9,020. Greater Williams showed profit of \$5,832 for year ending December, 1937.

It's anticipated here that C.U.T. will have a hard battle against strong opposition, and that bankers may take a hand if things don't pan out as predicted by Rydge, Rydge plans to make G.U.T. strong locally:

to make G.U.T. strong locally:

100. Men and a Girl (U) is first
offering in 1938 by G.U.T., going
into their ace State. Cinesound's
Tovers and Luggers' follows: then
maybe Metro's Bride Wore Red'.
Hoyts staft with Wee Willie' (20th)
at Regent, and 'Perfect Specimen'
(WB) at Plaza,

No Immediate U. S. Action On Aussie Picts Quotas

Major film companie Major, film companies probably will take no steps toward producing or securing Australian-made features to, fulfill New South Wates quotas until March 31, final date when distributors must indicate what they intend to do on the measure. New South Wates at present is the only Australian state having a quota on features, but Victoria has one on shorts. Latter is usually taken care of by means of a locally made news-reel.

Old New Zealand quota law which Old New Zealand quota law, which never has been enforceable, runs out this year and a workable one looms, after New South Wales' experience. Indications are that it will follow the general principal of the law to be passed in England, as probably will any others passed by states of Aus-tual

As Feb. 3, when parliamentary committee resumes quota discussions, nears, most sensible British view on whole thing is that clauses in bill dealing with what is termed reciprocity are vital to ultimate success of measure. These more sonsible English minds believe such an artificial system of protection for the British can serve as a stop-gap until local product can be made on the scale and with box office appeal to obtain an international market, particularly. U. S. Their contention is that British films must gain footing in the American market in order to have a chance for permanent survival in their own.

Industry ficre finds that British As Feb. 3, when parliamentary

nent survival in their own.

Industry here finds, that British films, seldom cross the Atlantic whereas U. S. films have two national markets. Whole problem is wrapped up in the question of obtaining the money for necessary costly British-made features now deemed the only ones capable of drawing well. America. Rightnow, producers here are handicapped by inability to command capital. It is this situation which has brought forth, the "called cost test. Cost test is viewed here as the only inducement, which will persuade financiers that their coin will be safe. Few in the industry like the idea.

ciers that their coin will be safe.

Few in the industry like the idea of the cost test but feel that, it is essential. Film business still has trouble in finding a sufficiently large market for highly budgeted Englishmade product. If a feature costs more than \$250,000, it has been found almost impossible to recover original production costs. England alone, Producers are convinced that reciprocity to the extent. At British ilm makers should be able to secure a return on expensive features the answer to the well-being of the business here.

Because they now are convinced

being of the business here.

Because they now are convinced that only more elaborate pictures mean much at the American boxoffice, British producers think the only way they can get a reasonable share of negative costs back is from the U. S. market. That is why the urge for the reciprocity idea is to be stressed in the quota and in coming Trade Agreement discussions.

Oliver Steplant that the assett area.

Oliver Stanley's plan to assist producers by allowing all British pictures not registered for distributed to rank double for exhibitors quota to rank double for exhibitors quota is in for tough sledding when nationant reasonables preceded. parliament reassembles, recent ports indicate. One argument against it is that there is no assur-ance that the 100 quickies climinated could be replaced under Stanley's proposition. proposition.

Graham's Plan

Graham's Plan

Latest plan to be advanced on the
English quota to hurdle the ticklish
cost question, and at the same time
to aid the British film business, is th
Graham plan, suggested by J. C.
Graham, managing director of Paramount in the United Kingdom. General idea of this proposal has been
well received in U.S. and apparently
is getting a good reception at the
hands of the groups in England—
the film business and politicians.

Basically the Graham project does

Basically, the Graham project does Basically, the Graham project does not quarted with the amount of money to be spent arriving at quota credits but instead sets up the manner in which this to be expended. It requires each individual picture company (U. S.) to spend as much as it did the previous year for quota pictures:

quota pictures.

Thus, if Paramount spent \$500,000 for quota films in, the past year, it must spend the same amount in 1938. His plan would leave if up to the production-distribution company to spend the sum in any way it saw fit; for one \$500,000 picture, for five \$100,000 features or, for one \$200,000 and one \$300,000 film.

Graham proposal would abide by the rising scale of quota require-ments as presently outlined in the English act.

RKO LONDON CHANGES

London, Jan. 19.
Changes at RKO Radio, London, exchange, where Billy Jay, general sales manager, departed suddenly, to be succeeded by Ernest Simon, who steps up from assistant,
Further adjustments included Joe

Further adjustments included over Vegoda, upped from circuits depart-ment to fill Simon's, shoes; Dick Dickson, into Vegoda's from manage-ment of London branch.

HAPPY LANDING

20th Centrary-Fox telesse of David lead production. Sires Sonja Henli methe, Pedatries Jean Hershalt, ferming Costar Indiana. Different leading telestant, Costar Indiana. Different leading and Faribant Lords Indiana. On the Indiana Costar Indiana. On the Indiana Indiana. On the Indiana Indiana. On the Indiana Indiana. On the Indiana Indiana. Indiana Indiana Indiana. Indiana Indiana Indiana Indiana. Indiana Indiana Indiana Indiana. Indiana Indiana Indiana Indiana Indiana. Indiana I

Trudy Erleksen
Jimmy Hall
Herr Erickson
Flo Kelly
Duke Sargent Romero
Counter Man Hilly Gilbert
Al Mahoney
Vonnie El Brendel
Gypsy
Gypsy Mywelle Gorday Agent Joseph Creban
Walter Eddle Conrad
Manager Madison Sonare Jafden
Manager Mindison Square anden Ben Weldon

Sacciaities: Raymond Scott Cuinfet, Leah Ray, Peters Sisters: Condos B.os.

Third of the Sonia Hente picts is another b.o. cleanup. Has just about everything to insure entertainment value, slirewdly blended, plus punchy name draw and it's timed to click in step with the season and the growing winter sports rage. 'Happy Landing' is a natural for the

Fact that Miss Henie is now an es-Fact that Miss Henie is now an established film personality instead of having to depend on her Olympic rep is added ammunition. And still it han't apparently been necessary to do much more with the little skater than to put her on ice-provided, of course, that she's backed with a story and clever handling. Sonjia Henie hasn't worn out her welcome; what's more her spins and as even the ice are as breath-taking as even.

wided, of course, that she's backed with a story and clever handling or wide, or course, that she's backed with a story and clever handling as ever.

Million Spetting and Boris Ingster in the state of the latter number are good stuff, latter of the latter number are good stuff, but the time would be more effective when she's being sanging thythin times as only she can single of the latter number are good stuff, but the time would be more effective when she's being sanging thythin times as only she can single of the latter number are good stuff, but the time of the latter of the latter number are good stuff, but the time of t

and 'Yonny and His Oompah' (fair novelty).

Everything considered. 'Happy Landing' is a satisfactory successor to the preceding Henie films. It should garner plenty of coin, possibly even more than the other two. Hobe.

EVERYBODY SING

(MUSICAL)

MUSICAL)

Westwood, Cal. Jan. 25.

Metro-Goldwendagor elevane of theiry
Plant production. Peatures Allan JanesFrancy Bries, July Garland, Bestmall Myon.
Planty Bries, July Garland, Bestmall Myon.
Carver. Directed by Edleyin Allan JanesSoreening by Plorence Reveron and Edgrave Allan Woolf, additional dislor, by
Carver. Directed by Edleyin Allan JanesCarver. Directed by Edleyin Allan Janes
Carver. Directed by Edleyin Allan Janes
Carver and Walter Jurnaani, musiral director. Dr. William Axi; conductor.
Stake Kaper and Walter Jurnaani, musiral director. Dr. William Axi; conductor.
Coeffee Stoil argangement, Hoscer Misers,
Cutter; on-thestrations, George Bassman;
Cutter; on-the

Everybody sings this highly successful departure from the stereo-

successful departure from the stereotyped filmusical. Here is something
sufficiently different from routine as
to warrant the guess that the pattern
opens new fields for screen material.
It's a first class entertainment, boasting a surefire cast of players, among
them Allan Jones, Fanny Brice, Judy
Burke, Reeinald Gardiner and Lynne
Carver. Film is something the customers will talk about, which means
good box office.

Pretentious enough, but not overdone, the production is a combination of straight comedy, balanced
with some tuneful song, interpolation of straight comedy, balanced
with some tuneful song, interpolathance to display their respective
talents. If for no other reason than
the opportunity afforded Miss Brice
to score heavily with her immitable
impersonations, the picture is a
standout. Others profit equally,
however, and the diminutive Judy
Garland alkees long keap to
Story is an original by Florence
Ryerson and Edgar Allan Woolf, with
additional dialog by James Gruen,
and recounts the weird behavior of
a theatrical family, headed by Owen
as an exasperated dramatist and Biltille Burke, temperamental stage star.
These shading man in a play soon
to be produced.
These is the family cheft, Miss
Brice, the maid, and Gardiner is Miss
Brice, the maid and Gardiner is Miss
Brice and Miss Brice.

Latter single the miss of the content of the more than the other and sho

Hollywood, Jan, 20.
20th Century Fox release of Sol M. Wur
zel production. Features Dolores Del Hlu,
George Sander. Dick Baldwin, June Lang.
Directed by Eugene Forde. Story by Lynn
Root, and Frank Fenton: creenplay, Lou
tireslow and John Pairick; came a, Lucien
Andriot; film editor, Nick Do Maggio; song
by Sldney Clare and Hacry Alst: musical
direction, Samuel Kaylin, Previewed at
l'ptown, I., A., Jan. 13, '38. Running
Lenore Dixon
Del Forbes George Sanders
Joyce Parker
Wally Burton Dick Baldw r
Specially Ruth, Terry
Murdockloin Carraline Dr. Wong
Dr. Wong
Joseph Lang
Monte Silvers
to the design to the same that the state of the same that

Miniature Reviews

Happy Landing' (20th). Third Sonja Henie pic another cleanup. Don Ameche, Jean Hersholt, Ethel Merman, Ce-sare Romero for supplementary draw, plus good story and pro-

'Everybody Sing' (MG). Ex-Everybody Sing' (MG). Ex-cellent filmusical with fresh ideas and a corking cast includ-ing Allan Jones, Fannie Brice, Judy Garland, Reginald Owen, Billie Burke, Reginald Gardi-ner and Lynne Carver. For the

top spots.
'International Settlement' (20th). Melodrama, featuring George Sanders and Dolores Del Rio, laid in war-torn Shanghai, made timely by in-clusion of recent newsreel shots. Strong supporting picture for double bills.

Strong supporting picture for double bills.

Swing Yeur Lady' (WB). Comedy of mass appeal and should do average to good business in any situation.

Saleslady' (Mono). Dull domestic drama geared for lower half of dualers; Anne Nagel and Weldon Heyburn featured.

'Invisible Menage' (WB)'

Weldon Heyburn featured.

'Invisible Menace' (WB),

Minor-merit mystery meller,

with Boris Karloff. For bottom-lining the duals.

'Dynamide Defaney' (Imp).

Cop hero action that is a little

over the indic average, and can

play single-bill in some lesser

onerations. operations.

the Japanese invasion in China, including the bombing of Shanghal,
and has produced a lurid, timely,
deers and Dolores Del Rio, who appeared together recently in Lancer,
spy, head up the cast. Film is better than average secondary feature
and brings excitement to the screen.
It's about gun runners who ship
contraband arms and ammunition into China. As the characters are
Americans and mondescript. Europrocessing the secondary feature
than average produing branchip
into China. As the characters are
the produing branchip in
the main issue between the two
countries. The villains are hijackers
and the prize is a money belt containing \$1,000,000 in payment for the
smuggled firearms.

Sanders is an American adventurer who is persuaded to impersonite the chief smuggler and deliver
the chief smuggler and deliver
the chief smuggler and deliver
the united the confederates had
discovers the latter his died from
heart failure, without revealing
whereabouts of the body. Trouble
really starts when Sanders tries to
return the funds to confederates but
sent deliver the sanders and the
ment of the sent of the confederates but
sent deliver the sanders the chief smuggler
ment deliver the sanders the chief smuggler
ment deliver the sanders the chief smuggler
ment deliver the sanders the sent
ment deliver the sanders the sanders
ment deliver the sanders
ment deliver the sanders
ment deliver the sanders
ment deliver the sanders
ment deliver

SWING YOUR LADY

Warner Bros. release of Sam B Schoff production. Features Humphrey Bogart, Frank McHught, Louise Farends, Nat. Pendeton, Penny Singleton, Alen Jenkins and Grand Parketon, Penny Singleton, Alen Jenkins and Ray Buright. From play of same name by Kenyon Nicholson and Charles Robinson adaptation, Joseph Schrank and Macheller Schoner, M. K. Jerome' and Jackschut. Edison, Review Killin, Projection Room, N. Y. Jan. 20, 38. Running time, 79 unins. Waldo..... Mrs. Davis. Elviry
Hugh. O'Connelt
Sunny, Rupp
See Moore
Sammy White
Frank Me lugh
Nut. Pendleion
Allen Jonkins
Frank We ver
Hongal Heagan
Daniel Honore Swage
Toniny Turn
All Howard

This moderately successful Broadway legit comedy, transferred to the screen with minor changes, necessary under the production code, retains virtually all of the zest and novelty has it had when on the stage. A com-and cdy of not immense proportions, it is s of nevertheless a rollicking, consider-

ably, different laugh-piece which should do from average to good busi-ness everywhere. Appeal is not sec-tional and kids, as well as adults, will

go for it.

Sam Bischoff's entire production crew has done a good job, notably on the casting, blending workmanship that is far above the average. This was not an easy picture to cast but that's been done exceptionally well. Louise Fazenda makes a parameter of the production of the production of the production of the bear and any any of the mountaineer Amazon who plies the biacksmithing trade and, anxious to make an extra \$100, is willing to engage in a wrestling match with the barnstorming Nat Pendleton, Latter does the dumb wrestler, a low-sick Greek, one of the best, parts of his career, Supporting his comety way and hen akins, assistant to be barnstorming Nat Pendleton, Latter does the dumb wrestler, a low-sick Greek, one of the best, parts of his career, Supporting his comety way and hen akins, assistant to be barnstorming westling promoter (Humphrey Bogart). Add to these people various local hillbilly characters, notably Daniel Boone Savage, a find for this picture; Penny Singleton, who sings, and dances; and the vet vandeville act of the Weaver Bros, and Elviry round out a company with the secretary of the production of the picture; Penny Singleton, who sings, and dances; and the vet vandeville act of the Weaver Bros, and Elviry round out a company with the secretary of the production of the picture of the weaver Bros, and Elviry round out a company which we have been a square-type dance for 'Mountain Swingaroo'. Miss Singleton teams with Sammy White or a dance in this scene. Up ahead she sings 'Hillbilly from Tenth Avenue,' selling it capitally. She also sings Mountain Swingaroo and a missouri' are other numbers in which the Weaver act, plus supplemental Ozarkian characters, figure. Swingaroo and a fenth Ave, are the best numbers.

Although, gathering laughs all the way, the sock arrives when the ready and the production and the grishy Ozaris the scene up and the production and the grish of the way, the scene her native lover, Savage up and the production of the match gets her as his trick. That makes i

SALESLADY

Monogram production and release. Fed-lares Anne Nagel and Weldon Hebburn on White Glommin explicit Morga-lare Down. Screenplay by Marlin Orth-melo, Alo Meyers camen. Gilbert War-melo, Alo Meyers camen. Gilbert War-melo, Alo Meyers camen. Gilbert War-melo, Alo Meyers camen. Gilbert War-NI, Jan. 29, '97. Running time, 65 mins. Nay Anne Nagel Fon Weldon Heyburn Fon Heyburn Harlin Weldon Heyburn Steele Harry Hayden Jillian Hayden Harlin Weldon Hayden Harlin Kenneth Harlin

Low-budgeted, domestic drama, this production will have to struggle for survival. Picture lacks concise story structure, mobility, humor, smooth direction or above average performances, Anne Nagel and Wel-don Heyburn both register negative-ly in lead roles.

don Heyburn both register negatively in lead roles.

Yarn is the familiar one in which
the rich girl forsakes her identity
in order to locate a mate who will
marry for, love and not her money.
Plot becomes tangled up with the efforts of the husky young man to outfit their new apartment and supply
other luxuries on the installment
plan. There's the inevitable payoff
when the bear has been and the stress is
laid on these hundrum details and
not enough to the subsequent stand
of the youth against accepting moneyor a job from his wife's millionnaire
father. This could have been welded
into interesting fare but in 'Saleslady' it is only sketchly treated.

Kubec Glasman's original appears
to have been maltreated by Marion
Octobs, scripting, though a more
only would and direction presumably would and direction presumably would and directed with a wavering
hand.

Anne Nagel, who provides the most
passable performance as the little

Collins directed with a wavering hand.

Anne Nagel, who provides the most passable performance as the little rich gal, apparently has been brought along too fast. Fails to intrigue as the heart interest, and has a bad habit of lifting her voice at the close of a sentence. Weldon Heyburn, as the city-loving ambitious lad, who weds her, seldom is convincing, although he strives valiantly. Bulk of yarn rests on shoulders of this pair and both fail to measure up to possibilities.

Harry Davenport, cast as the wealthy girl's dad, is fair when given a break. Buth Fallows, as pal worker of the femme, shows gleams tratent. Kenneth Barlan, in a bit; the strive wall the strive wall have the strive to the femme, shows gleams tratent. Exempt do John St. Polis head the support. Dialogue ranges, from ordinary to trite. Gilbert Warrenton is okay with his photography. Wear,

KATHLEEN (IRISH MADE) (WITH SONGS)

J. H. Hoffberg release of Argyle p con-tion: Features Sally O'Nell, Tom Isons and Jack Daly, Directed by Notice Lev-Original story by John Glens, Screenplay, Malforle Dennis; muscled discounting of Joness camera, Brigh Langley, AC Smith, Joness Camera, Brigh Langley, AC Smith, Joness Camera, Brigh Langley, AC Smith, Joness Camera, Bright Langley, AC Smith, Jone Jones Sanct Sanct San 22, 238 Ronn og tins, for mins, frathlers O'Moore ... sith O'Nel Michael Bonney ... Trout lines Michael Bonney ... Trout lines Mary Ellen O'Dwyer ... Sans 4 ligend Harbara Fitzpatrick ... Jenne Ninst Sens O'Dwyer ... Ellen Ciff ag Sens O'Dwyer ... Ellen Cif

'Kathleen' marks a distinct and abrupt advance in product from Ire-land. In acting, writing and direct-ing it is a vast improvement on the long procession of filmsy material that formerly came from filmsharers in Erin. Picture tells simple story fairly effectively, with enough humor and pathos and punctuated with typical Irish ballading

simple story fairly effectively, with senough humor and pathos and punctuated with typical Irish ballading and dancing to satisfy type of audience for which feature is intended. Biggest obstacle will be to convince those seeking something of full Irish discussion of the convince those seeking something of full Irish discussion of the convince of th

PATIENT IN ROOM 18

Warrier Bros. productio and release.
Features Fatric Knowles. Evis Stindey.
Features Fatric Knowles. Evis Stindey.
Features Fatric Knowles. Evis Stindey.
Features Fatric Knowles.
Features Fatric Knowles.
Micron Carne Wilbur.
Micron Eberhart: servenplay.
Foliation Eberhart: servenplay. 58 mins.
Patric Knowles
Eric Stanley
Ann Sheridan
Rosella Towne
Jean Benedict

Built for the action traffic and mystery-farers, which won't arouse much enthusiasm and be taken in the same stride as the dime-a-dozen pulp

same stride as the dime-a-dozen pulp mag yarns. As a hope for theatre marquee strength and bo, mangetism, it has but silm chances. Appears to be another unit to fill quota of mystery pics on the schedule.

This one's about who swiped the radium, with a couple of murders thrown in just to keep the search for mere radium from getting dull.

As in Mignon Eberhart's usual setting, it all takes place, with excepting, it all takes place, with excepting, it all takes place, with excepting, it all takes place, with excepting and the comparison of the com

INVISIBLE MENACE

Weiner Bros, production and release, byttire, Barls Karfoff, Merle Wilson, palls Criston, Phrected by John Furrow, creen play by Crane Wilson from plays by Gibb Specier Zink, embra, Willam Carnell, Trevilesed in Endertin Ruan, X, and 28, 38, Running Run, 28, Harls Kurloff Marie Wilson Veddie Craven Eddie Vend Lively, Sally, Control of the Peril Company of Sancer, Include Portis.
Include Deligate
Private Innes.
Sergenat Peterson
Private Abbott.
Private Muching

An undistinguished mystery mel-ler, which will automatically dive into the duals' lower-bracketing. Production Jooks extremely economi-cal and the Job seems to have been rapidly turned in Boris Karloff's label should help at the ticket-win-dow, but withal prospects arout beight. dow.

story revolves around a murder at n army post. That locale isn't too

Story revolves around a murder at an army post. That locale isn't too attractive and consequently the film must pull from its whodunit-value and entirely. The story stumbles however covering more ho-hums to the story of the st

meany and so much of army uniforms.

Best bet picture has is the manner
in which the Villain is enshrouded in
year to be the will be the selfyear goes unconvincing often and incredible in situations at least twice.
Goed performances keep the bell in
the air most of the time. As the adiutant licutenant at the post Rosist
Toomer turns in a swell job that
helps Kailoft carry the burden: Eddie Acuif as a lrawfuln private is
goed coinedy and should not have
been so limited.

Direction just fairish: camera ditto.

Bert.

Braddock-Farr Fight

Super Sports Attractions release of recyclellift fight, followers Junius J. Head, we and Turning Fair at Middless Square seek Dielz, and Hill Diel. Transfer neck Dielz, and Hill Diel. Transfer powerless, Jan. 8, Hierer, A. Palarer, N. W. ork Jun. 22, 2003. Ruping thus, 20 mins.

Considerable interest centers in the upset under which James J. Branding time, 20 minos Beaddock; former heavyweight champ, got the decision over Lonny than the property of t

bodies and backs more than for the chin.

Film, shot at close range and veating, every blow clearly, clips along at a tast bace, most all detail having been left out. Also, there are no slow-motion sequences, most have been been come was three aby because in no crae was three bright productions of the company of the com

PENITENTIARY Columbia production and release, Fea-

Brahm; screenplay; Fr	ed Nilde In and
Seton I. Miler from pla	I has Allowed to Total and
comera, Lucien Ballard	A DA TRACT CHEATING
camera' Imeren Danna	editor, Viore Intw-
rence. Varsity screen	ing room, Lincoln,
"New, Running time, 78	mins.
Mathews,	Walter Connective
William Jordan	John Howard
Elizabeth	**************************************
21-2	Jean Tarker
terant.	Robert Barrat
Htwkins	Mare Lawrence
Grady: Hawkins. Finch.	Arthur Holet
Tex	Dick Carlin
Runch	Divin gomesta
Table .	Part Part
Katle.	Mariorie Moin
Fanenvulf	Edward Van Sloan
PRINTER IN COLUMN TO A SECURITION OF THE PERSON OF THE PER	Ann Dornn
Mi Naulty	Hichard Ellott
Leonard Nettleford	Chinnion Halton
sachitara saciereranaiste	Cilities Entrop

On Jan. 4, 1931, Columbia released a film called 'Criminal Code' with Walter Huston and Phillips Holmes, which did very well. New for release after seven years, appearant Code' yarn, almost word for word and situation for situation. It's

founded on the same Martin Flavin

founded on the same Martin Flayin play:

So alike are the two scripts, it will probably distract the seer trying to igure out where he saw it before and yet not with the present cast. Leading role is up to shalter Complex with the control of the complex of the control of the complex of the

MYSTERIOUS PILOT

Culambla sectal gelence of Lauts Weise production. Stars Frank: Howks, Sectures theority Schallan, Rev Logo, Cup Pater theority Schallan, Rev Logo, Cup Pater era starbin, Henne Servenpla, George car starbin, Henne Servenpla, George Bosoner and George M. Merrick, editor, forth Tarquet, cinnera, Edwind Linden and Herman Schulpt. At Variety, Labrain, Jan. Limiting (time, 43 Inins, (per episode); Li-cipative.

ij	Dord war out of the street	Frank Ha	cys:le
1	Jenn Language Service	Dorothy Sebas	# 14
ı	Kingas	liex L	POE
١	Bergelol, carretter	Guy Bates	Tos
۰	Snowden	Nember 110	Little
Я	Jake	Took	Foo
1	Marthey	Kimball Yo	DUIN
1	Vivian vizarria erri erre	Esther Rod	sto
1	Met arthy	Roger Will	inna
ij			14.

Pinned to a flying story with Frank Howks in the lead. the tail to a fitte, is long a tring the triple of the tail to a fitte, is long a triple of the triple of t

DYNAMITE DELANEY

hisperial release of Carrice, production, Star. Welson, Beylands and Sev. (2017); Critines Chamb. Dillayar, Watter Gilbert, Aine Steele, Jack Salderg, Lack Steellan, Star Lack Steele, Jack Steele, Jack Star Steele, Jack Steele, Jack Steele, Carrick, Jack Steele, Jack Steele, Jack Konding Turke, 17 mine.

Inspect release of claracy production.

State, Webbas Howlands and Feve Entreel Library Company of the Company

HELENE

(FRENCH MADE) Prefect Madde 1.

Prefect Madria Réture release of Les Films Mariquis production in Sirri Mariquis production for Sirri Mariquis production de sirri Mariquis de la complexión de sirri Mariquis de la complexión de la complexión

(In French; with English Titles)
Superior to the time-of-mine
French films, Helene's with benefit in
the U.S. from enthusias: no.ecca
and word-of-mouth. U.S. stages, ecca
studious drama—but the sort of peture is the peral in the open of the
vost majority of French-1 ade silms
forms.

vast majority of French- arde diffragors.
Film was shot around the Subsome, authentic university scenes for the story which concerns the life of medical studes. There may be some criticism of the extreme length or footage used to tell a comparatively simple story. N. Y. censors clipped rafter: a few scenes, and it would have been wise, had some more repetitious ones been deleted voluntarity prior to release on Yankee soit.

repetitions ones been defected volunrepetitions ones been defected volunrepetitions ones been defected volunbeth of the property of the property of the proMary prior to release on Yankee

Yarn chiefty revolves around.

Hetene (Madeleine Ronaul), medical
stude, and her romance with Pierre
(Jean-Louis Barrault), fallow classmater. Lad yearns to be a music anbut his father, a pasturclard practitioner, keaps his nose on the stalpek Finally, in desperation, the by
our property of the property of the promerges have deed and the property
of the studes, whose wite deserts his her
work in medicine.

Parallel-runner, to the youthful
and tragic romance is the story of
the studes, whose wite deserts him
because of his devotion to medicine.
He has rather a struggle within himset no to doop his concer and chase
the his there as struggle within himset no to doop his concer and chase
file work more strongly attracts.

Good are the bits about school-life,
the life lived in the labs private
rooms and on vacations. Flock of
this work more strongly attracts.

Good are the bits about school-life,
the life lived in the labs private
rooms and on vacations. Flock of
this work more strongly attracts,
story.

Without the prostriking performance as the girl.

Even more compelling is the job
done by Barrault as the boy in an
extremely lough, assignment. The
prof is made keenly understandable
by Constant Romy.

Direction is swell, and the camero
pars that department every inch of
the tootage.

Without B.

Generals Without Buttons (FRENCH MADE)

Mayer-Rursiya release of Forresters from a related in Pestines of Son Mirrit From Jan Guerre des Highors, ducir by Louis Jergenni. Director by Jacques Direct Mark. Welters: Pestewed in Problem Mayer. Welters: Pestewed in Problem Stephens of the Son Mark Mark.

team tremental	acceptance of the control of the con
Alfné Sorbler	Chamle May.
Simon	Saturnla Falore
labrag	Sorge Pinive
ha Crique	Marrie Montonali
Azlec	Jacques Leveli
Faller of Lebrard.	temperation . Bugueral
Father of Clinis	Calminan
Caspard	Figitza og red.
Marie Phulin	Ven Phaces
Tavle	John Tolrette Founder
A kid,	Ginette Maileut

(In French: With English Titles)

Squadron of Honor

Crit big president total relegation of the property of the pro

mins.					
mins.				Tron T	erry
				ary Ha	48.
decently.			Th	der lue.	Hab.
ramer.				ATTIME.	I
 Je 95 		100		T Way	wie
and the			Mare	1.0	10.0
Cesti				Disk C	nr. ls
Tod				ran Me	Line
D. neon A.		S	Malale	I ether	S 11
de the	100		divo	ed to	
					1

If the Hitle flag-waving of the old days were enough to put over a vauce act Squadron of finor or or a go over with a cheer heard arou it is a go over with a cheer heard arou it is a constant of the old days were enough to put over a vauce act Squadron of finor or or it is a go over with a cheer heard arou it is a go over with a cheer heard arou it is a constant or a constant of the story.

As the bonus went- over pretty well with the soldiering crowd, so will this pat on the back which is a celluloidrama carrying an overdose of rostrum chatter about honor and stalls, all we well but generally sill of the constant of the story.

As the bonus went- over pretty well with the soldiering crowd, so will this pat on the beak which is a celluloidrama carrying an overdose of rostrum chatter about honor and stalls, all we see the but generally sill of the constant of the legion of the stall of the legion of the

Outlaws of the Prairie (WITH SONGS)

Cultimbia production and serience. 31 Charles Starvett, features Dunited Gassian, 118 Mercellth, Norman Wills, 121 receled by Sam Nelson, Secomplay, Ed. Staffens, Series Communication, 12 Comm

mins,		7	100
Dart Collins	Sections	Charles S	Harrietts
Sling Gray souc		Donald C	rayson !
Jujdy Cartherly,		a realitie. M	eredith:
William Jacotons	and the late of the same	Souman	-WHite:
IMAKE TECHNOLOGY		A a 2Diele	Curtis
trafe Garffelder		. Estward, if	ashiid.
led Stevens,	in the cont	Sec. 19001	e Padali
Livian	condition.		et Mix
Cabb		Line Sheye	"Clar":
Min. Neesall		at a Callar	d: Bell
Nersalf	Acres	as Engle, 4.	todains.
Caja / MagMallan	11.6.	Sall Long Sh.	amwais.

Rough Ridin' Rhythm

Straighman release Com production, the straight with the straight of the straight of the straight with the straight of the str

Tin Trapley (retiring (d.m.) objects (d.m.) objects (d.m.) objects (d.m.) objects (d.m.) McGoyan

More the strong westerner with cirl calls spots and medicine all has not the less not in the court of the strong strong the strong stro

o he conveniently arranged to active his rous hair-breath in his rous hair-breath in his rous hair-breath in his rous hair breath in his rous hair breath in his rous his rous

Napoli D'Altri Tempi ('Naples of Former Days') (ITALIAN MADE)

(UTALIAN STADE)

ROME, Jan. 14.
Politiced by Astan Pilli, fair-the Charchitedino. Hierard by Angleto Palenti,
Seviid, Strain, and shilter, Apleto Palenti,
Cerriti, Strain, and shilter, Apleto Palenti,
Cerritic Strain, and Strain,
Seviid, Strain, and Strain,
Seviid, Strain, Apleto Palenti,
Cerritic Library,
Milli Kimes Grammith
Unit Chine Control
Library, Chine Cognitic

Minimum to the property of the control of the contr

LA HABANERA (GERMAN MADE)

GERMAN MADES

Berlin, Jan. 17.

1 Fewer of remit bunds problemed for the Leighter traverse of traverse of traverse of traverse of traverse of the Leighter traverse of traverse, and the Leighter traverse of trav

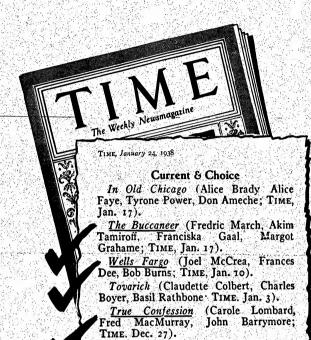
(In Grandi)

In this as if Leander has

see ii (Iu Graen)

Onald a vertheast, these paris where a popularity is grown. The a gazelly in out and such drawning in the interest of the control of the

Time commons was a manager of the case is the working of the case is the case is the case is the case is the case in the case is the case in the case is the case in the case is the case



Dec. 6).

PARAMOUNT ! PARAMOUNT!

Nothing Sacred (Carole Lombard, Fredric March, Charles Winninger; TIME,

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

COPYRIGHT, 1938, BY VARIETY, INC. ALL RIGHTS RESERVED

WEEK OF RELEASE	TITLE	PRODUCER	DISTRIB.	TYPE	TALENT	DIRECTOR	TIME MINS.	WHEN REVIEWEI BY VARIET
1/19/37	HOLLYWOOD ROUNDUP FRONTIER TOWN NAVY BLUE AND GOLD	S. Zimbalist Ed Finney Par	Col GN Par	Western Western Mystery	Buck Jones Tex Ritter B. Young-L. Barrymore	Ewing Scott Ray Taylor Sam Wood	58 95	1/26 11/17
	NICHT CYTIR CCANDAL	P. S. Berman A. W. Hackel Ed. Finney	RKO Bep GN	Musical Western Western	J. Barrymore-Overman Astaire-Burns and Allen Bob Steele-E. Stewart	Sam Wood Raiph Murphy Geo Stevens S. Newfield	72 100	12/22 11/24
	DAMSEL IN DISTRESS THE GUN RANGER THE DUKE COMES BACK BECOND HONEYMOON 52ND STREET	H. Schlom R. Griffith W. Wanger	Rep 20th UA	Rom-Dr Com-Rom Musical	A. Lane-H. Angel-G. Tobla T. Power-L. Young K. Baker-P. Patterson-Carrille	Walter Lang H. Young	64 75 89	12/8 11/10 10/6
1/26/37	SHE MARRIED AN ARTIST	H. J. Brown S. Buchman H. Rapf	Col MGM	Comedy Comedy Com-Rom	L. Howard-B. Davis Boles-Luli Deste R. Sinclair-M. Rooney	Archie Mayo M. Gering J. W. Rubin	90 77	7/21 1/5 11/17
	THOROUGHBREDS DON'T CRY COUNTY FAIR EBB TIDE TEXAS TRAIL	E. B. Derr L. Hubbard	Mone Par Par	Rom-Com Drama Western	J. F. MacDonald-M. L. Lender O. Homolka-F. Farmer	H. Bretherton Jas. Hogan	71 91 58	11/17 11/24 10/13 12/22
	HIGH FLYERS WILD HORSE RODEO	Harry Sherman Lee Marcus S. C. Siegel John Stone	RKO Rep 20th	Comedy Western Comedy	W. Boyd-J. Allen Wheeler-Woolsey 3 Mesquiteers	Dave Sellman Eddie Cline Geo. Sherman	70 71	11/10 12/15
	45 FATHERS DINNER AT THE RITZ NOTHING SACRED SOME BLONDES ARE DANGEBOUS	R. T. Kane D. O. Selznick E. M. Asher	20th UA	Rom-Dr. Comedy	J. Withers-T. Beck Annabella-P. Lukas Lombard-F. March	Geo. Sherman Jas. Tinling H. D. Schuster Wm. Wellman	75 75 65	11/10 12/1 11/10
2/3/37	ALL-AMERICAN SWEETHFART	L. Edelman W. MacDonald	WB Col	Com-Dr Rom-Com Rom-Com	W. Gargan-D. Kent P. O'Brien-D, Weston S. Colton-P. Farr	Milt Carruth Lloyd Bacon L. Hillyer	100 62	11/17
	BEG, BORROW OR STEAL BLOSSOMS ON BROADWAY TAKING THE TOWN GLAMOROUS NIGHT	Joe Cohn B. P. Schulberg M. Cohen	MGM Par BKO	Comedy Com-Rom Comedy	J. Beal-F. Bice-F. Morgan E. Arnold-S. Ross-Trent Fred Stone-D. Vaugnan	L. Hillver W. Thiele Richard Vollace Edw. Killy	70 85	12/1 11/17
	GLAMOROUS NIGHT BIG TOWN GIRL PRESCRIPTION FOR ROMANCE FIRST LADY	W. C. Mycroft Milton Feld E. Grainger	Rep 20th U	Musical Melodrama	M. Ellis-O. Kruger C. Trevor-D. Woods W. Barrie-K. Taylor K. Francis-P. Foster	Alfred Werker S. S. Simon	68 68	11/10 12/22
/10/37	FIRST LADY HEADIN' EAST THE SHADOW	H. J. Brown L. G. Leonard	Col	Com-Rom Rom-Com Western	Buck Jones	Stan Logan Ewing Scott	82 66	0/1 12/29
	LOVE ON TOAST	W. MacDonald Harry Rapi E. Cohen	Col MGM Par	Melodrama Comedy Rom-Com	B. Hayworth-C. Quieley L. Stone-C. Parker J. Payne-S. Ardler	C. C. Coleman.Jr. C. Dorian E. A. Dupont	57 80 65	12/22 1/12 12/22
	DANGER PATROL BORROWING TROUBLE ADVENTURE'S END	Maury Cohen Max Golden U	RKO 20th U	Melodrama Comedy Spectacle	S. Ellers-J. Beat J. Prouty-S. Byingtom J. Wayne-D. Glbsom J. Litel-J. Dale	Lew Landers Frank Strayer Arthur Lubin	60 63	11/24 11/17 11/17
2/17/37	MISSING WITNESSES	Bryan Foy Col	WB Col	Melodrama Melodrama	J. Holt-K. DeMille	Wm. Clemens L. D. Collins R. Stevenson	60 61	12/15 12/22
	NON-STOP NEW YORK BOMANCE OF ROCKIES BORN TO THE WEST	GB R. N. Bradbury Par	GB Mone Par	Rom-Mel Western Western	Anna Lee-J. Loder Tom Keene-B. Wallace J. Wayne-J. M. Brown	R. N. Bradbury Chas. Barton	72 50	0/29
0.04.05	COLORADO KID BHE LOVED A FIREMAN	A. W. Hackel Bryan Foy E. Riskin	Rep WB	Western Com-Dr Musical	Bob Steele-M. Weldom D. Foran-A. Shertdan Grace Moore-M. Douglas	Sam Newfield John Farrow Edw. Griffith	56 87 85	1/12 11/17 12/22
2/24/37	FLL TAKE ROWANCE LOOK OUT FOR LOVE ROSALIE TELEPHONE OPERATOR TRUE CONFESSION	Wm. A. McGuire	GB MGM	Rom-Dr Musical	A. Neagle-T. Carminati	H. Wilcox W. S. Van Dyke	123	12/22
	TRUE CONFESSION HITTING A NEW HIGH THANK YOU, MR. MOTO	Lon Young Albert Lewin J. L. Lasky	Mono Par RKO	Rom-Dr Comedy Musical	J. Allen-G. Withers C. Lombard-MacMurray L. Pons-J. Howard-Oakle	S. Pembroke Wesley Ruggles Raoul Walsh	85 80 66	11/24 12/1 1/12
	THE HURRICANE TOU'BE A SWEETHEART TOVARICH	Sol Wurtzel S. Goldwyn B. G. DeSylva Robt. Lord	20th UA U	Mystery Drama Musical Drama	Jon Hall-D. Lamour-M. Aster A. Faye-G. Murphy	Norman Foster John Ford David Butler	110 97 94	11/10 12/15 12/0
2/31/37	OUTLAWS OF PRAIRIE WOMEN IN PRISON	H. L. Decker	Col Col	Western Meller	C. Colbert-C. Boyer C. Starrett-I. Meredith W. Caheen-S. Colten	Anatole Litvak Sam Nelson Lam Hillyer	56	1/26
	BAD MAN OF BRIMSTONE WELLS FARGO WEST CIPI	Harry Rapf Frank Lloyd Edw. Kaufman A. E. Levoy K. MacGowan	MGM Par RKO	Outdoor Rom-Dr Rom-Dr,	W. Cahoon-S. Colton W. Beery-V. Bruce J. McCrez-B. Burns-F. Dee M. Hopkins-R. Milland	J. W. Rubin Frank Lloyd Leigh Jason	95 118 70	1/19 12/8 12/29
	LADY, BEHAVE! LOVE AND HISSES THE SPY RING SERGEANT MURPHY	A. E. Levoy K. MacGowan Trem Carr	Rep 20th U	Rom-Dr Musical Mystery	S. Ellers-N. Hamilton Winchell-Bernle-Simon	Lloyd Corrigan Sid Lanfield J. Lewis	68 90	12/29 12/22 1/19 12/22
/7/38	MAN-PROOF	Bryan Foy L. D. Lighton	WB MGM	Drama Com-Dr.	R. Regan-M. Maguire Lov-R. Russell-Tone	B. R. Eason	60 62 80	12/15
	BULLDOG DRUMMOND'S REVENGE CRASHING HOLLYWOOD THE PURPLE VIGILANTES	Par Cliff Reid Sol C. Siegel Sol Wurtzel	Par RKO Rep 20th	Mystery Comedy Western Rom-Dr	J. Barrymore-L. Campbell Lee Tracy-J. Woodbury Three Mesquiteers	Louis King Lew Landers George Sherman Alfred Werker	55 60	12/22 12/2 9
	THE PURPLE VIGILANTES CITY GIRL TARZAN'S REVENGE	Sol Lesser	20th	Oútdoor	P. Brooks-R. Cortez-E. Mult G. Morris-E. Holm	D. R. Lederman	60 70	1/12
/14/38	PENITENTIARY NO TIME TO MARRY LOVE IS A HEADACHE	Robert North Nat Terris F. Stephani	Col Col MGM	Meller Com-Rom Com-Dr	W. Connolly-J. Parker M. Astor-R. Arlen G. George-F. Tone-M, Rooney Mac West-E. Lowe	John Brahm Harry Langdon R. Thorpe	78 68	1/26
	EVERY DAY'S A HOLIDAY EVERYBODY'S DOIN' IT HEADLINE HUNTRESS	E. Cohen Wm. Sistrom Sol Wurtzel	Par RKO 20th	Rom-Com Rom-Com	G. Stuart-M. Whalen	A. E. Sutherland C. Cabanne Jas, Tinling	86 66	12/22 1/12
	HAWAIIAN BUCKAROO ACTION FOR SLANDER THE JURY'S SECRET	Sol Lesser A. Korda E. Grainger	20th UA U	Outdoor Drama Meller	Smith Ballew C. Brook-M. Scott-A. Todd F. Wray-K. Taylor D. Powell-F. Langford	D. R. Lederman Tim Whelan Ted Sloman	58 83 100	8/4
/21/38	HOLLYWOOD HOTEL SQUADRON OF HONOR SAILING ALONE	Sam Bischoff Ralph Cohn GB	Col GB	Musical Meller Musical	M. Russell-T. Hall J. Matthews-J. Whiting	Pusby Berkeley C. C. Coleman Sonnie Hale	100 55	12/2 2 1/26
	MANNEQUIN THRILL OF A LIFETIME THE OLD BARN DANCE	Joe Manckiewicz Miss Fanchon	MGM Par Rep	Rom-Dr Musical Western	J. Crawford-S. Tracy J. Canova-Yacht Club Boys	Frank Borzage G. Archainbaud Joseph Kane	92 72	12/22 11/10
	FAROLED TO DIE SALLY, IRENE AND MARY BORDERTOWN (REISSUE)	Sol C. Siegel A. W. Hackel Gene Markey Robt Lord	Rep 20th WB	Western Musical Drama	Gene Autry-S. Burnette Bob Steele-K. Eliot A. Faye-F. Allen-J. Lang P. Munl-B. Dayls	Sam Newfield Wm. Seiter Archie Mayo	60 55 89	1/12 1/12 1/29/35
/28/38	A STRANGE HONEYMOON PARADISE FOR THREE	Bryan Foy	WB MGM	Drama Comedy	B. Karloff-M. Wilson F. Morgan-F. Rice-R. Young	John Farrow Eddie Buzzell	75	1/29/33
	/ PARTNERS OF PLAINS HAWAII CALLS OUTSIDE OF PARADISE CHARLIE CHAN AT MONTE CABLO	Harry Sherman Sol Lesser Harry Sauber	Par RKO Rep	Western Musical Comedy	W. Boyd-Gwen Gaze B. Breen-I. S. Cobb P. Regan-P. Singleton	Les Selander Ed. Cline John H. Auer		
4 4	BLACK DOLL SWING YOUR LADY	John Stone Irving Starr Sam Bischoff	20th U WB	Mystery Mystery Comedy	W. Oland-V. Field N. Grey-D. Woods-E. Kennedy H. Bogart-L. Fazenda	Eugene Forde O. H. P. Garrett Ray Enright	71 72	12/22 1/26
/4/38	LITTLE MISS ROUGHNEUR SPIRIT OF YOUTH EVERYBODY SING	W. MacDonald Lew Golder Harry Rapf	Col GN MGM	Com-Rom Action Musical	E, Fellows-L. Carrillo Joe Louis-C. Muse-E, M. Harris F. Brice-A. Jones-J. Garland F. March-F. Gaal-A. Tamirof P. Foster-W. Bourne-D. Meek	Aubiey Scotto Harry Fraser E. L. Marin	66 80	1/5 1/26
	THE BUCCANEER DOUBLE DANGER SHANGHAI DEADLINE	C. B. de Mille Maury Cohen 20th	Par RKO 20th	Drama Meller Drama	C. Romero-V. Field-J. Lang	C. B. de Mille Lew Landers E. Forde	124 62	1/12
	MIDNIGHT INTRUDER ADVENTURES OF TOM SAWYER BLONDES AT WORK	Trem Carr D. O. Selznick Bryan Foy	U UA WB	Meller Com-Dr Comedy	B. Reed-L. Hayward T. Keily-M. Robson B. MacLane-G. Farrell	I. Lubin Norman Taurog F. McDonald		
/11/38	CATTLE RAIDERS BENEFITS FORGOT SCANDAL STREET	H. L. Decker J. Considine, Jr.	Col MGM Par	Western Drama Comedy	C. Starrett-D. Grayson W. Huston-B. Bondl L. Avres-L. Campbell	Sam Nelson Clarence Brown James Hogan		A. a. c.s.
	HAVING WONDERFUL TIME THE LONE RANGER HAPPY LANDING	Par P. S. Berman Sol C. Siegel D. Hempstead	RKO Rep 20th	Comedy Western Musical	I., Ayres-L. Campbell G. Rogers-R. Skelton I., Ranger-L. Roberts S. Henie-D., Ameche	Al Santell Wm. Witney Roy Del Ruth	102	1/26
	FORBIDDEN VALLEY KID COMES BACK DAREDEVIL DRIVERS	Henry Macrae Bryan Foy Bryan Foy	U WB WB	Outdoor Droina Action	N. Beery, JrR. Barrat W. Morris-J. Travis D. Purcell-B. Roberts	W. Gittens B. R. Esson Breezy Eason	61	12/29
2/18/38	THE GIRL WAS YOUNG A YANK AT OXFORD DOCTOR RHYTHM	GB Michael Balcon E. M. Cohen	GB MGM	Com-Dr Comedy	N. Pilbeam-D. DeMarney R. Taylor-L. Barrymore B. Crosby-B. Lillie	Alf Hitchcock Jack Conway Frank Tuttle	100	
	BRINGING UP BABY BARONESS AND BUTLER	E. M. Cohen Cliff Reid Ray Griffith Sum Bischoff	Par RKO 20th	Rom-Com Rom-Dr	M. Hopkins-R. Milland Annabella-Wm. Powell	Howard Hawks Walter Ling		
/25/38	WHO KILLED GAIL PRESTON?	Ralph Cohn	Col	Outdoor Mystery Wooden	G. Brent-C. Rains-J. Litel W. Cahoon-D. Terry	M. Curtiz	90	
	ROLLING CARAVANS ARSENE LUPIN RETURNS DANGEROUS TO KNOW NIGHT SPOT	Col John W. Considine Par Robt, Sisk	Par	Western Meller Meller	J. Luden-E. Stewart M. Douglas-W. William G. Patrick-A. Tamiroff	Jos. Levening Cr. Fitzmaunic Robt. Florey Christy Cabanne	82	
	LOVE ON A BUDGET I'M MAD ABOUT MUSIC	J. Pasternak	RKO 20th U	Com-De Coinedy Musical	Parkyakarkus-A. Lane J. Prouty-S. Bylngton D. Durbin-H. Marshall	Christy Cabanne Bert Honny Normair Tannog Vietar Swalle		
1. 2 4 4 7 7 7	STORM IN A TEACUP PENROD AND TWIN BROTHER	A. Korda Bryan Foy	UA WB	Comedy Com-Dr	V. Leigh-R. Harrison Mauch Twins	Vietor Saville Win, McGann	88 62	9/9 1/17

TIP-OFF!



2 More M-G-M Hits!





Both Just Previewed in California! Read the Papers!

AND A FISTFUL MORE COMING!



"Yank at Oxford"-Robert Taylor

"Girl of the Golden West"— Jeanette MacDonald, Nelson Eddy

The \$5,000 Title Contest Picture Temporarily called "Benefits Forgot"

"Test Pilot"—Clark Gable, Myrna Loy

"Merrily We Live" - Constance Bennett, Brian Aherne

Advance Production Chart

Hollywood, Jan. 25. Hollywood production finds 32 pictures facing the cameras as against 19 still due to round out total of 591 promised for the current season.

In the cutting rooms are 73, with 239 completed, either released or pre-

viewed. Studios gave out with 16 completed pictures in the past two weeks and raised number in production by three over the past two-week period.

Columbia

	Number of Pix Promised	Com-	Now	in I	alance to Se Placed Before Cameras	Stories in Prepara-
Features	40	16	2	7	16	3
Westerns		6		3	12	2
David Loew	2	•	•	1	1	1
Total	64	22	2	11.	29	6
Pictures now in	the cutting	rooms o	r awaitii	og previe	we are	14 17 1

Pictures now in the cutting rooms or awaiting previews are:

"WHO KILLED GAIL PRESTON?" formerly titled 'MURDER IN SWING.

TIME,' produced by Ralph Cohn for the Irving Briskin unit; directed by Leon Barsha; original by Fred Pedersen; screen play by Robert Kent and Henry Taylor; photographed by Henry Freulich. Cast: Don Terry, Wyr Cahoon, Robert Paige, Rith Hayworth, John Gallaudet, Gene Morgan.

Cahoon, Robert Paige, Rita Hayworth, John Gallaudet, Gene Morgan.

"LITTLE MISS ROUGHNECK, formerly titled "WONDER CHILD," produced by Wallace MacDonald for the Irving Briskin unit; directed by Aubrey Scotto; original by Fred Niblo, Jr., and Grace Neville; screen play by Niblo, Miss Neville and Michael Simmons; photographed by Benjamin Kline. Cast: Edith Fellows, Leo Carrillo; Margaret Irving, Scott Colton, Inez Palange, Jacqueline Wells.

"FENTERWITARY," formerly titled "CRIMINAL CODE," produced by Robert North; directed by John Brahm; from play by Martin Flawn; screen play by Seton I, Miller and Fred Niblo, Jr. Cast: Walter Connolly.

PROLLING CARAVANS, formerly titled "LAND RUSH DAYS," produced by Larry Darmour; directed by Joseph Levering; original story and screen play by Nate Gatzert; photographed by James S. Brown, Jr. Cast. Jack Luden, Eleanor Stewart, Harry Woods, Lafe McKee, Buzz Barton, Bud Osborne, Cactus Mack, Tuffy (canine), Slim Whitaker, Francis

"CATTLE RAIDERS," formerly, titled "LONE RIDER," produced by Harry L. Decker for Irving Briskin unit; directed by Sam Nelson, original by Folmer Blangsted; screen play by Ed. Earl Repp; photographed by John Boyle. Cast: Charles Starrett, Iris Meredith, Donald Grayson, Dick Curtis, Allen Brook, Sons of the Pioneers.

Curtis, Allen Brook, Sons of the Pioneers.

"EXTORTION,' formerly titled 'CAMPUS MYSTERY,' produced by Ralph
Cohn for the Irving Briskin unit, directed by Lambert Hillyer; original
screen play by Earl Felton; no photographer credit... Cast: Scott Colton,
Mary Russell, Frank C. Wilson, Phillip Ahn, J. Farrell MacDonald, Arthur
Loft, Nick Lukats.

Loft, Nick Lukats.

WHEN G-MEN STEP IN, formerly titled 'TOU CAN'T WIN, produced by Wallace MacDonald for the Irving Briskin unit, directed by C. C. Coleman, Jr.; screen play by Arthur T. Horman; photographed by Henry Freinich. Cast: Don Terry, Jacqueline Wells, Robert Paige, Gene Morgan, Thurston Hall, George McKay.

"WIDE OPEN FACES,' David L. Loew production; associate producer Edward Gross; directed by Kurt Neumann; screen play by Joe Bigelow; photographed by Paul Vogel. Cast: Joe E. Brown, Alison Skipworth, Lyda Roberti. Jane Wyman, Alan Baxter, Barbara Pepper, Lucien Littleficld, Sidney Toler, Burton Churchill, Stanley Fields, Joe Downing, Walter Wills, Dick Rich.

"THE LONE WALE IN PARSES."

Dick Rich.

"THE LONE WOLF IN PARIS," formerly titled "THE LONE WOLF, produced by Wallace MacDonald; directed by Al Rogell; original by Louis Joseph Vance; screen play by Arthur T. Horman. Cast: Francis Lederer, Frances Drake, Walter Kingstord, Leona Marcie, Albert Van Dekker, Bess Flowers, Roger Gray, Eddie Featherspoon.

"CRIME OF THE YEAR," produced by Ralph Cohn for the Irving Briskin unit; directed by Danny Dare; original by Harold Shumate; screen play by Lee Loeb. Cast: Robert Paige, Jacqueline Wells; Pat Flaherty, John Gallaudet, Dick Curtis, Arthur Loft, John Tyrrell, Jimmy Millican, Bill Lally.

Bill Lally.

'OUTLAWS OF THE BIG BEND,' produced by Harry Decker for Irving Briskin unit; directed by Alan James; original screen play by Ed Earl Rapp. Cast: Charles Starrett, Inis Meredith, Donald Grayson, Dick Curtis, John Tyrrell, Ed Le Saint, The Sons of the Pioneers, Eddie Cobb.

Columbia Pix New in Production

THERE'S ALWAYS A WOMAN, produced by William Periberg; directed by Alexander Hall; screen play by Gladys Lehman and Philip Rapp from magazine story by Wilson Collison; photographed by Henry Freulich. Cast; Joan Blondell, Melvyn Douglas, Mary Astor, Frances Drake, Wyn Cahoon, Robert Paige.

Cahoon, Robert Paige.

"FLIGHT INTO NOWHERE," produced by Larry Darmour, directed by Lewis D. Collins; original screen play by Jefferson Barker and Gordon Rigby; photographed by James S. Brown, Jr. Cast: Jack Holt, Jacqueline Wells, James Burke, Dick Purcell, Heetor Sarno.

Grand National

	Number			in I		Stories i
	of Pix Promised	Com- pleted			Before Cameras	Prepara-
Features	43	11	•	1	31	5
Westerns	22	4	•	1	17	:2
	-		_	-		
Total	. 65	15		2	48	7

Pictures now in the cutting room or awaiting previews are:

Pictures now in the cutting room or awaiting previews are:
KING OF THE SIERRAS; Condor picture featuring three horses, Rex.
Sheik and Thunder; Frank Gayass, associate producer; directed by Arthur
Rosson; original screen play by Scott Darling; photographed by Tom Galligan, Cast: Frank Campeau, Wally Albright, Morgan Brown, Edward
Pell, Billy Van Every.

THE SHADOW MURDER CASE, formerly titled THE SHADOW
SPEAKS, produced by Max and Arthur Alexander; directed by Charles
Lamont: original screen play by Jack Natteford; photographed by Marcel
Picard. Cast: Rod LaRocque, Astrid Allwyn; William Van Brincken,
John St. Polis, Thomas Jackson, Oscar O'Shea, William Pawley, Walter
Bonn, William Moore, Lou Hern, Tenen Holtz, Lloyd Whitlock, Jack Baxley.

Metro

Number	Number	Now			
		Shoot- ing			
48	21	5	1	21	6
4	0	1	1	2	4
52	21	6	2 -	23	10
	of Pix Promised 48 4	Promised pleted 48 21 4 0	of Pix Com-Shoot- Promised pleted ing 48 21 5 4 0 1	Number Number of Pix Com- of Pix Com- Promised pleted ing Reoms 48 21 5 1 4 0 1 1	of Pix Com- Shoot- Cutting Before Promised pleted ing Reems Camerae 48 21 5 1 21 4 0 1 1 2

Pictures now in the cutting rooms or awaiting previews are:

BENEFITS FORGOT, produced by John W. Considine, Jr.; directed by Clarence Brown; novel by Honore Willsie Morrow; photographed by Charles Lawton. Cast: Walter Huston, James Stewart, Beulah Bondi, Charles Coburn, Ted Healy, Charley Grapewin, Guy Kibbee, Ann Rutherford, Leatrice Joy Gilbert, John Carradine, Arthur Aylesworth, Charles Peck, Sterling Holloway.

**MERRIL'S WEF LIVE TO A Company of the Product of the Product

'MERRILY WE LIVE, (Hal Roach) produced by Milton H. Bren; directed y Norman Z. McLeod; original by E. J. Rath, sorcen play by Eddie Moran d Jack Jevne. Cast: Constance Bennett. Brian Aherne, Alan Mowbray, illie Burke, Bonita Granville, Tom Brown, Palsy Kelly, Ann Dvorak,

Marjorie Rambeau, Philip Reed, Clarence Kolb, Marjorie Kanc, W Paul Everton, Sarah Edwards, Olin Howland, Pat Flaherty, Eddie

Metro Pix Now in Production

Metro Fix Now in Production

'GIRL OF THE COLDEN WEST, produced by William Anthony McGuire; directed by Robert Z. Leonard; from the stage play by Davide Belasco; screen play by William Anthony McGuire; photographed by Olivier Marsh. Cast. deanette MacDonald, Nelson Eddy Leo Carrillo, Buddy Ebsen, Ray Bolger, Leonard Penn, Priscilla Lawson, Cliff Edwards, Inex Seabury, Billy Bevan, Brandon Tynan, Bob Murphy, Victor Potel, Olin Howland, Noah Young.

"TEST PHOT,' produced by Louis D. Lighton; directed by Victor Fleming; original by Lt.-Com. Frank Wead; photographed by Ray June. Cast: Clark Gable, Myrna Loy, Spencer Tracy, Lionel Barrymore, Ted Pearson, Arthur Aylsworth, Claudia Coleman, Priscilla Lawson, Virginia Grey, Gloria Holden, Samuel S. Hinds, Mary Howard, Joe Donlin, Tom Rutherford, Harry Taylor, Brent Sargent.

'MADELOM,' produced by Henry Henigson; directed by James Whale;

"MADELON, produced by Henry Henigson: directed by James Whale; original by Maurice Bagnol. Cast: Wallace Beery, Frank Morgan, Maureen O'Sullivan, James Stuart, Cora Witherspoon, Jessie Ralph, Doris Lloyd, Shepherd Strudwicke.

"SWISS MISS' (Hal Roach), produced by S. S. Van Kauren: directed by John G. Blystone; no writing credits as yet announced. Cast: Stan Laurel, Oliver Hardy, Della Lind, Walter Woolf King, Adia Kuznetzoff, Charles Judels, Greta Meyer.

Judels, Greta Meyer.

"MARIE ANTOINETTE," produced by Hunt Stromberg; directed by W. S. Van Dyke; adapted from biography by Stefani Zweig; no other writing credits as yet; photographed by William Daniels. Cast: Norma Shearer, Tryrone Power, Robert Morley, Maureen O'Sullivan, Mcivyn Douglas, Joseph Calleia, Cora Witherspoon, Shepherd Strudwicke, Barnett Parker, Tom Rutherford, Reginald Gardiner, Henry Stephens, Ruth Hussey.

"WOODEN WEDDING, produced by Norman Krasna; directed by Richard Thorpe; original story by Norman Krasna; photographed by Joe Ruttenberg. Cast: Robert Montgomery, Virginia Bruce, Warren William.

Monogram

				211		
	Number of Pix Promised	Com-	Now Shoot- ing	in I	alance to Be Placed Before Cameras	Stories in Propara-
Features		15 6		4 3	7	3 2
Total		21	7	. 7	14	5

TELEPHONE OPERATOR, produced by Lon Young; directed by Scott Permbroke; original by John Krafit; screen play by Scott Darling; photographed by Gilbert Warrenton. Cast: Judith Allen, Grant Withers, Alice White, Warren Hymer, Pat Flaherty.

graphed by Gilbert Warrenton. Cast: Judith Allen, Grant Withers, Alice White, Warren Hymer, Pat Flaherty.

SALESLADY, associate producer, Ken Goldsmith; directed by Arthur Greville Collins; sereen play by Marion Orth; photographed by Gilbert Warrenton. Cast: Anne Nagel, Weldon. Heyburn, Ruth. Fallows, Harry Davenport, Alleen Carlow, Bendy, Weldon. Heyburn, Ruth. Fallows, Harry Davenport, Alleen Carlow, Bendy, Produced by Maurice Conn; directed by Alan James; original soreen play by Robert Emmett; photographed by Alan James; original soreen play by Robert Emmett; photographed by Alan James; original soreen play by Robert Emmett; photographed Mordaund, Binny Aubrey, George Chang.

**George Copter McGrail. Frank LaRue, Bob Kortman, Edward Mordaund, Binny Aubrey, George Chang.

**George Copter McGrail. Frank LaRue, Bob Kortman, Edward Nordaund, Bentuckt Home? (Crescent for Monogram), produced by Marticeld by Lambort Hillyer: original screen play by John T. Neville: hotographed by Arthur Martinelli. Cast: Grant Richards, Evelly Venable; Clara Blandick, Bernadene Hayes, Margaret Marquis, Cornelius-Keefe, Kitty McHugh, Paul White, Hall Johnson Choir, J. Farrell MacDonald, Raquel Davido, Mildred Gover.

OUT WHERE THE WEST BEGINS. produced by Maurice Conn; directed by J. P. McGowan; original by Stanley Roberts; screen play by Roberts, and Gennaro Rea; photographed by Jack Greenhalph. Cast: Jakk Randall, Luana Walters, Fuzzy Knight, Arthur Houseman, Dick Alexander, Ralph Peters, Budd Buster, Kit Guard, Joe Garcia, Norman Phelps, Arlene Lesley.

***THE PORT OF MISSING GERLS.** produced by Maurice Long.**

***THE PORT OF MISSING GERLS.** produced by Maurice Long.**

***THE PORT OF MISSING GERLS.** produced by Maurice Long.**

***THE PORT OF MISSING GERLS.** produced by Maurice Long.**

***THE PORT OF MISSING GERLS.** produced by Maurice Long.**

***THE PORT OF MISSING GERLS.** produced by Maurice Long.**

esiey.

THE PORT OF MISSING GIRLS, produced by Lon Young, directed by arl Brown; screen play by Karl Brown from original by Brown and Lon oung; photographed by Gilbert Warrenton. Cast: Judith Allen, Harry arey, Milburn Stone, Jane Jones, George Cleveland, Matty Fain, Willy costello, Betty Compson.

COSTERIO, BERTY COMPSON.

THE PAINTED TRAIL, produced by Robert Emmett; directed by Robert Hill; original screen play by Robert Emmett; photographed by Bert Longendecker. Cast: Tom Kcene, Eleanore Stewart, LeRoy Mason, Frank Campeau, Walter Long, Jimmy Eagles, Ernie Adams, Bud Osborne, Horace Taylor, Lloyd Ingram.

Paramount

of Pix	('om-	Now Shoot- ing	in I	Be Placed Before	Prepara-
36	21	4	.8	3	5
	4	•	. 3	•	1
	2		1	5	5
8	8	• "	. •		•
59	35	- 4·	12	8	11
	of Pix Promised 36 7 8	Promised pleted . 36 21 7 4 8 2 8 8	of Pix Com- Promised pleted ing 36 21 4 7 4 6 8 2 6 8 8	Number Number Of Pix Com- Of Pix Com- Promised pleted Of Pix Com- Of Pix C	of Plx Com- Shoot- Cutting Before Rooms Cameras 36 21 4 8 3 9 8 2 0 1 5 8 8 0 0 0

Total 59 35 4 12 8 11

Pictures now in the cutling rooms or awaiting previews are:

*ROMANCE IN THE DARK! formerly titled THE YELLOW NIGHTINGALE; produced by Harlan Thompson; directed by H. C. Potter; screen
play by Frank Partos and Anne Morrison Chapin based on play by
Hermann Bahr; photographed by William Mellor. Cast: Gladys Swarthout, John Boles, John Barrymore, Clair Dodd, Fritz Feld.

*CASSIDY OF BAR 20, produced by Harry Sherman; directed by Les
Selander; screen play by Norman Houston; original by Clarence E. Mulford; photographed by Russell Harlan. Cast: Frank Darlen, Russell Hayden, Nora Lane, Robert Fiske, John Elliott. William Boyd, Margaret
Marquis, Certrude W. Hoffman, Carleton Young, Gordon Hart, Edward
Cassidy.

*SCANDAL STREET! formerly titled THEY WYER WILLOW.

Marquis, Gertrude W. Hoffman, Carleton Young, Gordon Hart, Edward Cassidy,

*GCANDAL STREET, formerly titled THEY KNEW WHAT HAPPENED, produced by general manager's office; durected by James Hogan; screen Acapary; photographed by Henry Sharp. Cast Lew Ayres, 5.0uise Campbell, Porter Hall, Roscoe Karus, Vuginia Weidler, Edgar Kennedy and Cecil Cunningham, Elizabeth Patterson, Jan Duggan, Loriane Johnson, Lois Kent, George Offerman, Jr. Esther Howard, Lucien Littlefield, Fern Emmett, Louis Beavers, 'Altalia' Switzer.

**HEART OF ARIZONA.' formerly titled 'GUN SMOKE,' produced by Harry Sherman, directed by Les Sclander; original by Clarence E. Mulcort; sweep play by Norman Houston; obolographed by Russell Harlan, Cast: William Boyd, Ceorge Hayes, Russell Hayden, John Elliott, Blinking, Natalie Moorhead, Dorothy Short, Alden Chase, John Beach, Lanc Chandler, Leo McMahon.

**BIG BROADCAST OF 1938, produced by Harlan Thompson; directed by Mitch-il Leisen; sercen play by Walter DeLeon, Francis Martin, and Ken Englund, based on adaptation by Howard Lindsay and Russel Crouse of story by Frederick Hazilit Bennan. Cast: W. C. Fields, Martha Rusel Crouse Ortolty Lamour, Ben Blue, Bob Hope, Shirley Ross, Leif Eritson, Kirsten (Continued on page 21)

Osterman

(Continued from page 2)

Mercury theatre, the musicians union demanded an orchestra which would ruin the idea completely, but Grisman, with his tongue in his check and 1,000 bucks every week in his pocket; pays off the plantom orchestra... 10 men (\$100 a piece), who report every night but don't play. Grisman wanted to pick his own men, but the union wanted to do the picking, whereupon the producer yelled, 'You mean my men that don't play?' They compromised, and Grisman ordered five ber*oon players and five oboes, figuring those menced jobs. His added instructions were: 'Don't double-cross me some night and send two trumpets that don't play. It can tell the difference in a minute.'

in a minute.

Fantastic part of this unusual if not unheard of thing in the theatre, if Grisman takes the show to Chicago he will be forced to have four standby musicians who don't play, for the russ who don't play when they get their day off. Is that man with the white jacket waiting for us?

white jacket waiting for us?

To the opening of the Hawaiian Yacht Club, with Dan Walker, who went from reviewing the works of Mozart to Sharkey Bananas in one generation. The redecorated room is much nieer than the former club, and brings back memoriss of Reisenweber's and the Doraldina Room. (Allright, we were kid when we started.) A quick—stop at Jacke White's madhouse, where that human dynamo and his two 'Theatre Guild' assistants, Pat Harrington and Frankie Hires, provide the best fun dynamo and his two Theatre Guild' assistants, Pat Harrington and Frankie Hires, provide the best fun in town. Cornflakes at Dave's Blue Room, where one of our greatest actresses, covered in mink, sits unnoticed. A cruel racket, with no memory to speak of, this show business of ours. The lady? Oh, of course—Lenore Ulrie!

Thoughts While Thinking

Wonder if Mitzi Mayfair's favorite opera is 'The Tales of Hoffman?' It used to be Mills, Kirk and Martin... then came Mills, Gold and Ray... Sid used to be Mills, Kirk and Martin. then came Mills, Gold and Ray.. Sid Plermont got loncsome, so, not to be outdone, last weck he booked in 'Navy, Blue and Gold'... Violinsky, in from the Coast, claims he owed his landlady so much dourn she moved out on him.. Jack LaRue and Vince Barnett did eight swell shows a day at the State last week; four on the stage and four in their dressing room ... Since the Bishop suspended the fasting Dean Israel Noe, looks like Al Shean has the corner on the miracle market... After much controversy, Herman Stark's Nicholas Broswent on the Bernie program and killed 'em... Jack Waldron says he passed by the Hollywood Cafe, and the mice were singing 'Bei Mir Bist Du Schoen'... we saw the Braddock victory... a sentimental thrill... and show business is getting so that to day if you are a good professional, you can gradually work yourself up to a great amaleur!

10 P. M. Legit

(Continued from page 1)

5th avenue, or north of Central P-South, is the element that figures in the traffic conjection. Because, especially during the winter, when storm or sleet further retards traffic, it really creates a nuisance at almost every theatre, some artiarily delaying curtains until enough of the sold ticket-holders finally show, up. Result has been that the punctual ones become the more riked through parhaps having of the sold ticket-holders firely show up. Result has been that the punctual ones become the more liked through parhans having skipped or hurried dinner in order to be on time.

In London of course the supper habit is such that the West End theathers do not face that problem, many dining after the show.

But as presently constituted N. Y., leisurely before-theatic ding has become a great worry for

N. Y., leisurely before-theatre dining has become a great worry for the legitimate theatre.

Many of the holels and east side ealeries, recognizing that the threatre habit will never be broken, bever tried cooperating or scheduling theatred dinners. The headwaiter ascertains the attraction to be seen and, from his fown, time-table of when curtains go up, the chef cooperates, accordingly, in order to get the next yout in time to make the custom. However, that's in ally a rush next, no matter how solicitus the service, no matter how solicitus the service. In the Times Square sector the hotels, restaurants, etc., now feature time-tables giving heatings and cursimit time of each theatre, as a fig-

tain, time of each theatre, as a fiveheln not to over-rush



Advance Production Chart

(Continued from page 19)

Flagstad, Tito Guizar, Shep Fields, Lynne Overman, Grace Bradley, Rufe Davis, Stanley King, Rex Moore, Bernard Punsley, Don Marion, Dorothy Howc.

HOWC.

DOCTOR RHYTHM, formerly titled 'THE BADGE OF POLICEMAN O'ROON,' Major Pictures production; produced by Emanuel Cohen; directed by Frank Tuttle; original by O. Henry; screen play by Jo Swerling and Richard Connell; photographed by Charles Lang. Cast: Bing Crosby, Mary Carlisic, Beatrice Lillie, Andy Devine, Laura Hope Crews, Fred Keating, Sterling Holloway, Rufe Davis.

Serning nonlower, Rule Davis, Rule Joseph Sherning Rollows, Rule 20 JUSTICE, formerly titled 'DEPUTY SHERIFF,' produced by Harry Sherman; directed by Les Selander; original story by Clarence E. Mulford; screen play by Arnold Belgrade; photographed by Russell Harlan. Cast: William Boyd, George Hayes, Russell Hayden, Gwen Caze, William Duncan, Walter Long, Paul Sutton, Pat O'Brien, Joseph De Stefani, John Beach.

John Beach,

"DANGEROUS TO KNOW," general office production, directed by Robert Florey; screen play by William R. Lipman and Horace McCoy, based on a play by Edgar Wallace; photographed by Theodore Sparkuh. Cast: Anna May Wong, Gail, Patrick, Akim Tamiroff. Lloyd Nolan, Harvey Stephens, Anthony Quinn, Barlowe Borland, Roscoe Karns, Porter Hall, Hugh Sothern.

Sothern.

'COLLEGE SWING,' produced by Lewis E. Gensler, directed by Rabul Walsh, screen play by Walter De Leon and F ancis Martin, based on adaptation by Frederick Hazlitt Brennan of an idea by Ted Lesser; photographed by Victor Milner, Cast: Martha Raye, George Burns and Graciallen, Bob Hope, Charles Butterworth, Ben Blue, Edward Everett Horton, Florence George, Betty Grable, Jackie Coogan, Nell Kelly, Slate Brothers, Skinny Ennis, Charles Trowbridge, John Payne, June Ray, St. Brendan's Choristers, Cecil Cunningham, Tully Marshall, Irving Bacon, Jerry Colonna, Jerry Bergen.

"SULLOOG DRUMMOND'S PERIL.' formerly titled 'BULLDOG DRUMMOND INTERFERES,' general office production; directed by James Mogan, riginal by H. C. (Sapper) McNiele; notographed by Harry Fischman. Reginal Denny, Porter Hall, E. E. Clive, Elizabeth Patterson, Michael Brooke, Halliwell Hobbes, Mathew Boulton.

"HER JUNGLE LOVE,' produced by George Arthur; directed by George Archainbaud; no other credits available as yet; photographed by Ray Renahan. Cast: Dorothy Lamour, Ray Milland J. Carrol Naish, Lynn Overman, Dorothy Howe, Archie Twitchell, Jonathan Hale, Edward A. Earle.

"BLUEBEARD'S EIGHTH WIFE," produced and directed by Ernst Lubisch; screen play by Charles Brackett and Billy Wilder; based on play by Altred Savoir; photographed by Lee Tover. Cast; Claudette Colbert, Gary Cooper, Edward Everett Horton, David Niven, Luis Alberni, Tyler Brooke, Herman Bing.

Paramount Fix Now in Freduction

PROFESSOR BEWARE, produced by Harold Lloyd; directed by Elliott Nugent; original by Francis and Marion Cockrell. Cast: Harold Lloyd, Phyllis Welch, Raymond Walburn, Sterling Holloway, Lionel Stander, Mary Lou Lender, Guinn Big Boy Williams, Ward Bond, Spencer Charters, Clara Blandick.

Clara Blandick.

STOLEN HEAVEN, general office production directed by Andrew L. Stone; Screen play by Eve Greene and Frederick Jackson, based on a story by Andrew L. Stone; Screen play by Eve Greene and Frederick Jackson, based on a story by Andrew L. Stone. Cast: Gene Raymond, Olympe Bradna, Lloyd Nolan, Clenda Farrell, Lewis Stone, Porter Hall, Esther Dale, Joseph Sawyer, Ferdinand Gottschalk, Bert Roach, Rolfe Sedan, Hooper Atchley.

"TIPOFF GIRLS,' Gornerly titled "HIGHWAY RACKETIERS,' general office production; directed by Louis King; no story credits available as yet; photographed by Theodore Sparkhil. Cast: Lloyd Nolan, Mary Carlisle, J. Carrol Naish. Harvey Stephens, Roscoe Karns, Larry Crabbe, Anthony Quinn, Benny Baker, Barlowe Borland.

"YOU AND ME,' produced and directed by Fritz Lang; no writing credits released as yet; photographed by Charles Lung. Cast: George Raft, Sylvia Sidney, Lloyd Nolan, Roscoe Karns, Harry Carey, Robert Cummings, Warren Hymer, Guinn 'Big Boy' Williams, Carol Paige, Ver Gordon, Matt McHugh, Paul Newlan.

RKO-Radio

	Number	Number	Now'		alance to se Placed	Stories in
	of Pix Promised		Shoot- ing		Before Cameras	Prepara-
Studio	43	19	5	4	15	15
Condor	6		• • • •	•	6.	2
Sol Lesser	3	1	0	1	1	- 1
David Loew	2	2	•	•	•	•.
Walt Disney	. 1	1	1	0	0	0
(A. 1)	-	_	-		-	
Total	55	23	6 :	- 5	22	18
Pictures now in t	the cutting	rooms	or awaitin	g previe	ws are:	

"HAVING WONDERFUL TIME," produced by Pandro S. Berman; directed by Al Santell; play and screen play by Arthur Kober; photographed by Robert De Grasse. Cast: Ginger Rogers, Douglas Fairbanks, Jr., Richard 'Red' Skelton, Peggy Conklin, Eve Arden, Lucille Ball.

"RAd' Skelton, Peggy Conklin, Eve Arden, Lucille Ball.

"HAWAII CALLS,' produced by Sol Lesser: directed by Eddie Cline; original by Don Blanding; screen play by Wanda Tuchock; photographed by Jack McKenzie. Cast: Bobby Breen, Ned Sparks, Raymond Paige, Pua Lanii, Mamo Clark, Irvin S. Cobb, Cloria Holden, Warren Hull, Herbert Rawlinson, Ward Bond.

"DOUBLE DANGER,' formerly titled "THE PERFECT ALIBI,' produced by Maury Cohen, directed by Lew Landers; original by Arthur T. Horman; screen play by Horman and J. Robert Bren; photographed by Frank Redmond. Cast: Preston Foster, Whitney Bourne, Samuel-S. Hinds, Donald Meck, Paul Gulifoyle, Ceel Kellaway, June Johnson.

"NIGHT SPOT,' formerly titled "BROADWAY AFTER MIDNIGHT,' produced by Robert Sisk; directed by Christy Cabanne; original by Ann Jordan; screen play by Lionel Houser; photographed by Nick Musuraca. Cast: Allan Lane, Joan Woodbury, Bradley Page, Lee Patrick, Gordon Jones, Parkyakarkus.

"RADIO CITY REVELS.' produced by Falward Kautman discreta."

Allan Lane, Joan Woodbury, Bradley Page, Lee Patrick, Gordon Jones, Parkyakarkus.

**RADIO CITY REVELS, produced by Edward Kaufman, directed by Benstoloff, original story by Matt Brooks and Eddie Davis; photographed by Roy Hunt. Cast: Milton Berle. Bob Burns, Jack Oakie, Victor Moore, Helen Broderick, Kenny Baker, Ann Miller, Jane Froman, Parkyakarkus.

***BRINGING UP BABY.** produced by Cliff Reid; directed by Howard Hawles; original by Hagar Wilde; photographed by Russell Metty. Cast: Katharine Hepburn. Cary Grant, Leona Roberts, George Irving, Charles Ruggles, Moy, Robson, Barry Fitzgerald, Walter Callett, Fritz Feld.

***THE JOY OF LOVING, produced by Felts Young; directed by Tay Garnett; original story and lyrics by Herbert and Dorothy Fields; screen play by Gene Towne and Graham Balter; score by Jerome Kern; photographed by Joseph Walker. Cast: frene Dunne, Douglas Fairbanks, Jr., Alice Brady, Guy Kibbee, Lucille Ball, Jean Dixon.

VIVACIOUS LADY. produced by Pandro S. Bernan: directed by George Stevens; screen play by Anne Morrison Chapin and Kay Van Riper from novel by I.** R. Wylle. Cast: Ginger Rogers, James Stewart, James Ellison, Planter, Donald Grisp, Virginia Wedder, Jaack Carson, Phyllis Kennedy, Chapter of the Cast of the Cast

Craig.

'CERTIFIED,' produced by Robert Sisk; directed by Ben Holmes; screen play by Bert Granet; original by Willoughby Speyers; photographed by Frank Redman. Cast: Joan Fontaine Allan Lane, Vicki Lester, Billy Gilbert, Gordon Jones, Richard Lane, Frank M. Thomas.

'BAMBI,' being prepared by Walt Disney for release on RKO 1938-39 schedule; feature-length cartoon based on story by Felix Salten.

schedule; feature-length cartoon based on story by FCIIX Salten.

"CONDEMNED WOMEN." produced by Robert Sisk; directed by Lew
Landers; screen play by Lionel Houser from his own original. Cast: Sally
Ellers, Anne Shirley, Lee Patrick, Louis Hayward, Richard Bond, Frank
Thomas, Richard Lane, Jack Arnold, Leona Roberts, Esther Dale, George
Itving, Netti Packer, Rita LeRoy.

Republic

Number Number of Pix Com-of Pix Com-Promised pleted in Be Placed Stories in Cutting Before Prepara-for St. 14 2 29 21 Total

Frankie Marvin.

"BORN TO BE WILD," produced by Harold Shumate; directed by Joc Kane, original screen play by Nathaniel West; photographed by Jack Marta. Cast: Ralph Byrd, Doris Weston, Ward Bond, Charles Williams, Robert Emmett Keane, Frank Darien, Lew Kelly.

"HOLLYWOOD STADIUM," produced by Armand Schaefer; directed by David Howard; screen play by Darrell and Stewart McGowan; original story by Stuart Palmer; photographed by Ernie Miller. Cast: Neil Hamilton, Evelyn Venable, Barbara Pepper, Smiley Burnette, Jimmy Wallington, Charles Williams, James Spottswood.

THE SIDEWALKS OF NEW YORK, produced and directed by Bernard Vorhaus; original story by Sam Ornitz and Horace McCoy; adapted by Peggy Thompson; screen play by Louis Weitzenkorn; photographed by Jack Marta. Cast: Lew Ayres, Helen Mack, Alison Skipworth, Victor Varconi, Billy Benedict, Louis Natheaux, Emmett Vogan, Incz Palange, Byron

"OESERT TRAIL RIDERS," produced by Sol Siegel, directed by Jack English; screen play by Luci Ward; photographed by William Nobles, Cast. Ray Corrigan, Bob Livingston, Max Terhune, Lynn Roberts.

20th Century-Fox

	Number 1	Number	Now		alance to to Placed	Sterles in	
	of Pix Promised	pleted			Before Cameras	Prepara-	
Studio Sol Lesser		26	4	4	18	9	
Soi Lesser					μÔ		
Total	58	30	5	4	19	8	

Pictures in the cutting rooms or awaiting previews are:

**ERECCA OF SUNYBROOK FARM, produced by Raymond Griffith:
directed by Alan Dwan; songs by Lew Pollack and Sidney Mitchell; Mack
Gordon and Harry Revel; Sam Pokrass and Jack Yellen; Raymond Scott
screen play by Karl Tunberg and Don Ettlinger; suggested by the Kate
Douglas Wiggin story; photographed by Arthur Miller. Cast: Shirley
Temple, Gloria Stuart, Randolph Scott, Jack Haley, Helen Westley, Alan
Dinehart, Phyllis Brooks, William Demarest, Slim Summerville, Raymond
Scott Quintet, Bill Robinson, Dixle Dumbar, The Peters Sisters, J. Edward
Bromberg, Paul Hurst. Pictures in the cutting rooms or awaiting previews are:

Scott Quintet, Bill Robinson, Dixie, Dunbar, The Peters Sisters, J. Edward Bromberg, Paul Hurst.

"SALLY, IRENE AND MARY,' produced by Gene Markey; directed by William Seiter; from play by Edward Dowling and Agnes Wood; original story by Karl Tunberg and Don Ettlinger; suggested by stage play by gdward Dowling and Cyrus Wood; screen play by Harry Tugend and Jack Yellen; photographed by Pevercll Marley. Cast: Alice Faye, Joan Davis. Fred Allen, Gregory Ratoff, Marjorie Weaver, Tony Martin, Louise Hovick, Raymond Scott Quintet, Jimmy Durante, Peter Sisters, Barnet Parker.

"THE BARONESS AND THE BUTLER,' produced by Raymond Griffith; directed by Walter Lang; screen play by Sam Hellman, Lamar Trotti and Kathryn Scola; based on play by Ladislaus Bus-Fekete; photographed by Robert Planck. Cast: Annabella, William Powell, Henry Stephenson, Lynn Bari, Nigel Bruce.

"WALKING DOWN BROADWAY,' formerly titled 'SIX GIRLS,' produced by Sol M. Wurtzel: directed by Norman Foster; screen play by Robert Chapin and Karen De Wolf; original story by Mark Hellinger; photographed by Virgi Miller. Cast: Claire Trevor, Phyllis Brooks, Dixie Dunst, Leah Rey, Lynn Bari, Jayne Rogan, Michael Whalen, Thomas Beck, Douglas Fowley, Robert Kellard, William Benedict, Joan Carol.

20th-Fox Fictures Now in Froduction

Douglas Fowley, nosert Kenard, William Beneuct, 30th Carol.

20th-Fox Pictures Now in Production

'LTTLE GYPSY, formerly titled 'GYPSY,' produced by John Stone;
directed by Bruce Humberstone; original screen play by Robert Ellis and
Helen Logan; photographed by Edward Cronjager. Cast: Jane Withers.
Borrah Minevitch, Rochelle Hudson, Steffi Duna, Robert Wilcox, Paul

Stanton.

'JOSETTE,' produced by Gene Markey, directed by Allan Dwan; sercen play by James Edward Crant; based on play by Paul Frank and Georg Fraser; from story by Ladislaus Vadanai; phopographed by John Mescall. Cast: Simone Simon. Don Ameche. Robert Young, Bert Lahr, Joan Davis, Tala Birell, Paul Hurst, Jayne Regan, Lillian Porter, Paul McVey, Zeffic Tilbury.

Tala Birell, Paul Hurst, Jayne Regan, Lilian Porter, Paul McVcy, Zellic Tilbury.

*KIDNAPPED, produced by Kenneth Macgowan; directed by Al Werker; no writing credits as yet available. Cast: Warner Baxler. Arleen Whelan, Freddie Bartholomew, John Carradine, Leon Ames, Robert Allen, Miles Mander, E. E. Clive, Donald Haines, Ralph Forbes, Elsa Buchanan, Billy Bevan, Moroni Olson.

*FOUR MEN AND A PRAYER, produced by Kenneth Macgowan; directed by John Ford, original story by David Garth; photographed by Fenest Palmer. Cast: Loretta Young, Richard Green, Reginald Denny George Sanders, William Henry, Allan, Hale, David Niven, J. Edward Bromberg, C. Aubrey Smith, Barry Fitgeraid, Claude King.

*RAWHIDE, produced by Ssi Lesser; directed by Ray Taylor; no writing-credits released as yet; photographed by Allen Thompson. Cast: Smith Ballew, Lou Gehrig, Evalyn Knapp, Arthur Loft, Cy Kendall, Carl Stockdale, Frank Ellis, Harry Tenbrook, Cliff Parkinson, Richard Curtis, Slim Whitaker, Cecil Kellog.

United Artists

		Number	Number	Now	Now Ba	Placed	Stories is
		of Pix		Shoot- ing	Rooms (Prepara-
Į	Samuel Goldwyn	6	3	0	2	1 '	6
ı	Alexander Korda.	6	O	0-		6.	
	Seiznick	5	2		1	2	
	Walter Wanger		3	0	0	5	5.
1	Chaplin			0	0	1	1
)	London Films	8	1			7	8
,	Total	34	9	0	3	22	30

Total ... 11 9 0 3 22 30 George McKr
Pletures now in the cutting rooms awaiting previews are:
THE ADVENTURES OF MARCO POLO, produced by Samuel Goldwon,
directed by Archie Mayo, screen play by Robert, Emmett Sherwood, phioto(Continued on page 23)
as a special.

U.S. Crack Down

(Continued from page 5)

where and is being studied, but Jus-tice Dept. exces insist they have not reached conclusion whether to prosecute, or whore.

prosecute of whose Cummings spo's sman says, There may be some proceedings in the next few months. They may be rather broad and they may be narrow, Nothing is settled."

Film industry is keeping in active contact with the State Department these days as U.S. is laying plans for trade treating with several nations besides Enriand. Prelim discussions on British trade pact get under way shortly but ultimate outcome will not be known for 10 or 12 months.

months.

Treaty with Turkey also will come up for consideration shortly as will one with Czechos's vakia. Representatives of latter nation, are coming to Washington shortly to air their views. Biz is good with American distributors in this country but the matter of current restrictive measures doubtlessly will come up for discussion when tract pact is brought

discussion when a support of the Hays office, came back to N. Y. last week from Washington where he conferred with government officials regarding coming discussions.

Minneapolis, Jan. 25.

Minneapolis, Jan. 25.

Department of Justice agents are reported to be here investigating the film industry, preparatory to anity of the film industry, preparatory to anity of the film industry, preparatory to anity of the film industry, in the alleged monopoly which producer-owned the arcs have over picture releases.

Independents have long been objecting to producers' theatres getting priority on releases, but that's an old industry worry.

Depositions have been reported that producer-owned theatres get first, second and third runs on pictures, and that independents get fourth-to-eighth runs, up to 56 days, that being their first chance at films.

TITLE SOUNDS FAMILIAR

Hollywood, Jan. 25.
Lew Ayres and Helen Mack have
the romantic spots in Republic's
'Sidewalks of New York,' which got
under way last Wednesday (19), with
Bernard Vorhaus in the producerdirector chair.

Bernard Vorhaus in the producer-director chair.

Alice White, Byron Folger, Joe Cunningham, Emmett Vogan, Horace-McMahon, Victor Ray Cooke and Mary Kornman are also in the cast.

CONTRACTS

Hollywood, Jan. 25. Frances Leslie's option lifted by

20 It-Fox.
John Rawlins handed director's port by Universal.
Thomas Lennon given term writing contract by Metro.
Mary Lane won a new agreement at 20th-Fox.
Janct Waldo pated for Paramount took company.

Janct Waldo pacted for Paramount stock company.
Vera Lewis inked to acting termer by Warners.
Ben Oakland drew songwriting extension from Columbia.
Barton MacLane dotted-lined on two-nicture deal at Universal.
William Demrest handed two-picture contract by 20th-Fox.
Ruth Terry's player deal renewed by 20th-Fox.

cler Parish won option-lift at versal.

Universal, Virginia Weidler, moppet, given termer by 20th-Fex. Paul Kelly drew Warners term

Virginia termer by 20th-Fex. Paul Kelly drew Warners term contract. Ben Holmes inked for new term as RKO director. Bendley Page given option-pickup by RKO.

Bradley Page given option-pussup by RISO.
Lester Allen handed Paramount term deal.
Whitney Bourne awarded new RISO contract.
John Litel renawed by Warners for another year.
Pegry Moran and on Warners yearly Moran and on Warners yearly Moran and on Warners yearly Moran and on Warners track list.
Phil Charing in term deal as Hal Roach cleffer.
Bonita Granule dottedlined to new deal by Warners.

STOR" BUYS

Gladiator, no. by Philip Wyle, nequired by Dav' I, new Production as vehicle for Jer E. Brown.

"Take the D. " conned built round subme" feet by Commander T. B. T ship, purchased by 20th-Fox.

George McKr sud bis yarn, " with the Deadline, by RKO.

"Vorld's Fair' has



THEROXYN where they're jamming the crowds to the rafters at every show! HE KEYSTONE OF YOUR FUTURE

there are no complaints to lodge against her thesping. At least everything is on the safe side. Figure is good and her large, dark eyes are charged with plenty of fire. As for her voice, it is one of the lovellest coloraturas. Her duet with Cigil (Mephistopheles) or a jewel. Singling frumwirate of Girll, Cebotari and Michael Bohnen, latter known in the States through his appearances at the Met in N. Y. comes through with flying colors. Alfred Gerasch gives a sympathetic performance here as operatic manager. Alois Melichar, musical director, rates bows as well as Carmine Gallone for his merging that set a pace of tension and inforest that held its own till the final-clinch.

DER KATZENSTEG

American Toble veteres of European Toble production. Stary Regule Hornor Toble production. Stary Regule Hornor Toble production. Stary Regule Hornor Toble production of the Interest of the Price of the Interest of the Inte

(In German; No English Titles)

Possessing some fine photography and dramatics this historical Deutsch

flag-waving type of importation may

(GERMAN MADE)

Advance Production Chart Tax Slows Prod.

(Continued from page 21)

graphed by Rudolf Mate and Archie Stout. Cast: Gary Cooper, Sigrid Gurie, Einest Truex, Binnie Barnes, Basil Rathbone, George Barbier, Lotus Liu, Ferdinand Gottschalk.

Gune, Einest, Irues, Banne Baines, Basin Adamone, George Liu, Ferdinand Gottschaper, TOM SAWIER, produced by David O. Selznick, directed by Norman Taurog; screen play by John V. A. Weayer, from story by Mark Twain: photographed by James More and Mirced Clinic C

Universal

Number Number New of Pix Com- Shoot-Promised pleted ing 50 21 3

Now Balance to
in Be Placed Steries in
Cutting Before ProparaBooms Cameras tion
5 21 9

Pictures the cutting rooms or awaiting previews:

SINGING OUTLAW, formerly titled "RENEGADE WRANGLERS," prouced by Term Carry, threeted by Joe bewis; original screen-play by Henry
Hoyt; photographed by Virgil Miller. Cast: Bob Baker, Joan Barclay

O. Hoyt: photographed by Virgil Miller. Cast: Bob. Baker, Joan Barclay, Puzzy Knight, and Cast. Bob. Baker, Joan Barclay, Puzzy Knight, Ported Beebe and Robert Hill; original serven play by Ray Tyringe Robrad Beebe and Robert Hill; original serven play by Ray Tyringe Robrad Beebe and Robert Hill; original serven play by Ray Tyringe Robrad Barnand Herb Dalmis, based on syndicated cattom strip, photographed by Jerry Ash. Cast: Larry' Buster Crabe, Jean Rogers, Frank Shannon, Charles Middleton, Donald Kerr, Beatrice Roberts, Dick Alexander.

"BORDER WOLVES,' produced by Trem Carr; directed by Joseph Hr. Lewis; story and screen play by Norton S. Parker; photographed by Harry Neumann. Cast: Bob Baker, Connie Moore, Fuzzy Knight, Dickie Jones, Willie Fung, Glenn Strange, Frank Campeau, Oscar O'Sbea, Ed Cassidy, Jack Montgomery, Dick Dorrell, Arthur Van Slyke, Frank Ellis.

"FORBIDEN VALLEY, formerly titled "MOUNTAINS ARE MY KING-DOM, produced by Henry MacRae; directed by Wyndham Gittens; screen play by Elliwood Bredell. Cast: Noah Beery, Jr.; Frances Robinson, Fred Kohler, St.; Robert Barrat, Alono Price, William Lundigan.

"MIDNIGHT INTRUDER,' produced by Trem Carr; directed by Arthur Lubin; screen play by Lester Cole from novel by Channing Pollock. Cast: Louis Hayward, Barbara Read, Sheila Bromley, J. C. Nugent, Eric Linden, Pierre Watkin, Robert Greig, Irving Bacon.

Universal Pic New in Predaction

Pierre Watk.n. Robert Greig, Irving Bacon.

Universal Pie Now in Predaction

MAD ABOUT MUSIC, produced by Joe Pasternak; directed by Norman Taurog; original story by, Marcella Burke and Frederick Kohner; screen play by Bruce Manning and Felix Jackson; photographed by Joseph Valentine. Cast: Deanna Durbin, Herbert Marshall, Arthur. Treacher, Christian Rub, Jackie Moran, Marcia Mae Jones, Man Bryant, Elizabeth Risdon, Helen Parrish, Joan Tree, Martha O'Drissoll.

"THE CRIME OF DR. HALLETT, 'produced by Edmund Grainger; di-rected by S. Sylvan Simon; screen play by Lester Cole and Brown Holmes from original by Cole and Charles Breher; photographed by Milton Kras-ner. Cast: Ralph Bellamy, William Gargan, Barbara Read, Charles Stev-ens, John King.

ens, John King.

'GOOBERE, BROADWAY,' produced by Edmund Grainger; directed by Ray McCarey; screen play by Roy Chanslor from stage play by James Gleason; photographed by George Robinson. Cast: Charles Winninger, Alice Brady, Tom Brown, Dorothea Ken, Donald Meek, Frank Jenks, Tommy, Riggs, Jed Prouty, Willie Best.

Warners

Number : nmber New is Be Placed Stories in of Pix Com-Shoot. Cutting Be-vere Preparate Premised pleted ing Beems Cameras 16 Pictures in the cutting rooms or awaiting previews are:

"PATIENT IN ROOM 18," produced by Bryan Foy; directed by Bobby Connolly; original screen play by Mignon Eberhart; photographed by James Van Trees. Cast: Ann Sheridan, Patric Knowles, Vicki Lester, Edward McWade.

"ACCIDENTS WILL HAPPEN, produced by Bryan Foy; directed by William Clemens, original screen play by George Bricker, Anthony Coldeway and Morton Grant; photographed by Bob Ross. Cast: Ronald Reagan, Gloria Blondell, Addison Richards, Hugh O'Connell, Dick Purcell, Sheila Bromley.

Bromiey.

"WOMEN ARE LIKE THAT, formerly titled TRIS WOMAN IS DANGEROUS, and RETURN FROM LIMBO, produced by Robert Lord, directed by Stanley Logan, original by A. H. Z. Carr, screen play by Horace
Jackson; photographed by Sid Hickox. Cast: Kay Francis, Pat O Brien,
Alan Mowbray, Gordon Oliver, Ralph Forbes, Herbert Rawlinson, John
Eddredge, Thurston Hall, Grant Mitchell.

"GIBLE ON PROBATION," formerly titled TOO MUCH OF EVERYTHING, produced by Bryan Foy; directed by Arthur Lubin; original screen
play by Lawrence Kimble, Jean Negulesso and Wally Klein; photographed
by George Barnes. Cast: Dolores Costello, Bonita Granville, Donald Crisp,
Donald Briggs, Natale Boorhead, Lucille Glesson.

by George Barnes, Cast: Dolores Costen, Bonta Grayline, Donaid Grisp,
Donaid Briggs, Natalie Moorhead, Lucilie Gleason.

'DAREDEVIL DRIVERS, formerly titled 'MIGHWAT FIRATES,' produced by Bryan Foy; directed by B. Reeves Esson; original screen play by Sherman Lowe; photographed by Ted McCords. Cast: Beverly Roberts, Dick Purce! Gloria Blondell, Charles Foy.

'BLONDES AT WORK,' produced by Bryan Foy; directed by Frank McDonald; original screen; play by Albert Demond; photographed by Warren Lynch, Cast: Glenda Farrell, Barton MacLane, Tom Kennedy, Rosella Towne, Donald Briggs, Kenneth Harlan, Carole Landis.

'A SLIGHT CASE OF MURDER,' produced by Sam Bischoff, directed by Lloyd Bacco; play by Damon Runyon and Howard Lindsay; screen play by Joseph Schrank and Earl Baldwin; photographed by Sid Hickox. Cast: Edward G. Robbisson, Irne Bryan, Ruth Donnelly Edward Brophy, Harold Huber, Willard Parker, Allen Jenkins, George E. Stone, John Litel.

'MYSTERT? OF HUNING'S END,' produced by Bryan Foy; associate,

Huber, Willard Parker, Allen Jenkins, George E. Store, John Litel.

"MYSTERY OF HUNTING'S END," produced by Bryan Foy, associate,
Gordon Hollingshead; directed by Noel Smith; original story by Mignon
G. Eberhart; screen play by Sherman Lowe; photographed by L. William
O'Connell. Cast: Dick Purcell, June Travis, Elspeth Dudgeon, Anthony
Averille, Ben Weldon, Mary Maguire, William Hopper, Anderson Lawlor,
Sheila Bromley, Hugh O'Connell, Trevor Bardette, Dennie Moore,
LOVE, HONOR AND BEHAVE, formerly, tiled "EVERYBODY WAS
VERY NICE," produced by Lou Edelman, directed by Stanley Logan, original by Stephen Vincent Benet; scheen play by Robert Buckner, Lawrence
Kimble and Ciements Ripley; photographed by George Barnes. Cast:
Wayne Morris, Priscilla Lane, John Litel, Dick Foran, Thomas Mitchell,
Mona Barrie, Barbara O'Neill.

"THE ADVENTIEES OF ROBIN HOOD," produced by Henry, Blanker.

Iona Barrie, Barbara O'Neill.

"THE ADVENTURES OF ROBIN HOOD, produced by Henry Blanke irected by William Keighley, original screen play by Norman Rolly Raine nd Scton I. Miller; photographed by Tony Gaudio. Cast: Errol Flynn. Ilivia de Havilland, Ian Hunter, Claude Rains, Basil Rathbone, Patric inowles. Alan Hale, Eugene Pallette, Melville Cooper, Herbert, Mundin.

"IEZEBEL, produced by Henry Blanke; directed by William Wyler, screen play by Clements Ripley and Aben Finkel; from play by Owen Davis, Sr.; photographed by Ernest Haller, Cast: Bette Davis, Henry Fonda, Burner, Henry O'Neill, Donald Crisp, Gordon Oliver, Eichag Cromwil, Jong Byington, "FOOLS FOR SCANDAL, fromerly tilled FOOD FOR SCANDAL, formerly tilled FOOD FOR SCANDAL, for duced and directed by Mervyn Leftoy; screen play by Herb and Joe Fields

(Continued from page 3)

was reached after studio folks awak ened to a realization that the earlier practice of canning exposed film and shipping it across State lines on the eve of the assessor's coming, and bringing it back as the gates closed behind his departure, was a dishonest practice, and something to be frowned upon. Then, too, assessors are getting wiscd up.

Whether exhibitors will be confronted with a shortage of first-run ntertainment as result of the current ntertainment as result of the current precautionary measures remains to be seen. Even though the production store seen. Even though the production of some time, with only six pictures getting the go signal last week, and indications of still fewer going to the tape during the next seven-day period, producers insist they are in a position to keep theatness supplied.

Already, they point out, there is more finished product in the cutting rooms awaiting the final seissoring.

more finished product in the cutting, room's waviting the final selseving than on this same date in 1937, While production personnel being trimmed almost daily, editing appartment staffs are being, increased to permit a record shipment iclose the dawn of March 7. Check of the L. A. exchanges reveals, that Mat. and 20th-Fox have been coming through with releases with allowed and the control of with releases with plenty of lock ay for meeting release schedules, while virtually all majors well ahead on promised deliveries.

Writing and set designing depart-ments are also taking on new work-ers, due to the determination of studio executives to get unprecedented shooting programs in motion as soon as possible after passing of the zero hour for taxation.

hour for taxation.

Metro, unwilling to be caught with an unfinished and exceedingly expensive Marie Antoinette in its lap, has split the troupe into two Juvisions to advance its fadeout scene, with W S. VanDyke directing the main unit. including Norma Shearer and other featured players, and Julien Duvier, French pilot, in command of the atmospheric division.

Statistic Maldie Co.

Selznick Holding Off

While David O. Selzniek plans to resume activities at Selzniek. International studio around Feb. 13, actual filming on the final two vehicles to be made under his present United Artists' contract, will not get the whistle under after March 7.

Paramount, which called of its \$1,000,000-plus Men With Vings aviation epic last month after many setbacks, has now definitely ref April 1 for the getaway, with William Wellman in the dual berth of producer-director.

Republie has posted writer assignments for 10 pictures, with comera ealls set for as soon after March 7 as possible.

Meanwhile, New York headquar-ters are eyeing studio rosters through magnifying glasses; to make certain that no worker is continued on the payroll without a definite task to per-form. Layoff of 18 more in Metho's technical and clerical forces was laid directly to with from Mechanical directly to a wire from Manhattan that is reported to have listed the names of those who were to go.

Film Reviews

LA HABANERA

(Continued from page 15)
gaps remain are happily filled out
by Leander's expressive emoting
the first of the continue of the c

Sutvi a Szerencsegyerek ('Sutyi, the Lucky Child') (HUNGARIAN MADE)

HUNGARIAN MADE)
Hungaria Tictures release of Karp
Film Features Clara Adam, Katilarine
Iapray, Unay Tiyador, Seren yias bi
Maria Oesi, Directed by Rela Isloigh,
James Asserties Clara Commentary
Suly's Clara Adam
Klari Katherine Inares,
Baruth Gyorg, Units,
Baruth Gyorg, Units,
Julius Katherine Inares,
Baruth Gyorg, Julius Katherine Inares,
Julius Katherine Inares, Maria Orsi, Dire Camera, Lolls Ber Jam 21, 38; Rum Sulyi Klari, Barath Gyorgy Fucsok, Rugyorne Koyacsae, Dagl. Hazmesterne, Mak Egon Alexander Nagyszen-Terus Kovnts Geza Folden):

(In Hungarian; No English Titles) Unusual child actress is the only thing in this film likely to be of interest.. Lack of English titles doesn't prevent getting the gist of the yarn prevent getting the gist of the yarn, and a synopsis is furnished for those who wish it. Basically it's the old story of the lucky sweepstakes ticket which wins afluence for an impoverished family of laundry workers. Dialog is apparently quite humorous, judging from effect on audience here but meas nothing to

humorous, judging from effect, on audience here, but means nothing to non-Mayyer' speakers.
Cast includes Katharine Barczy, attractive Hungarian actress. Photography is fair and direction standard, though not brilliant. Best parts of the film are those in which Clara Adam appears, either alone or with other juves.
Youngster is very talented. She is. an ugly duckling type of little waif, with considerable charm and an appealing personality. She recently scored another Hungarian picture as the gypsy tot in 'Tomi,' based on 'The Frozen Child', poem by Baron Joseph Elvoys. Clara is well worth a glimpse by talent scouts.

MUTTERLIED

('Mother Song')
(GERMAN-ITALIAN MADE)

GGERMAN-ITALIAN MADE)

Berlj Jan. 17.

Carmine Galtone film, Haits-Pilm production. Stars Healaumid Giglt Maria Cebnari. Directed by Carmine Gatlone, Serigt,
music, Alois Mellebrir. camera, Gozea
Jeucifichauer's nound, Hans Grimm; cellier,
Running Unes, 94 mins.
Eliore Vanni. Berjamino Giglt
Harima Applani. Maria Cebisari
Harima Applani. Maria Cebisari
Walden. Inam Moser
Coarre Doret Milesel Higher Moser
Coarre Doret Milesel Higher Manager.

Manager. Hillse Hillerirand
Manager. Halos Coccasion

(In German)

Old-time recipe that just can't miss, where not a trick has been passed up to make it one of the niftiest turnstile-takers withi

nifitiest turnstile-takers with the Hitler-Mussolini confines, plus plenty possibilities beyond these realms. Story is a backstage melodrama-romance. Gigli-Cebotari combination is especially strong marquee here with Mario Cebotari engared at the State Opera House, Berlin, While she essentially an operatic star

and dramatics this historical Deutsch
flag-waving type of importation may
impress Germans, but can expect
only casual reception among
yank Too much seems to have
been placed dialog, especially
dirmatic moments, for other than
natives to savvy or care. Title is
meaningless and beet so, it won't
control to the particular than
the control to the particular than
the ensuing intrigues and uprisings
of loyal Germans with expected
the ensuing intrigues and uprisings
of loyal Germans with expected
the ensuing intrigues and uprisings
of loyal Germans with expected
the facting of Brigitt Horne,
The fine acting of Brigitt Horne,
and Hannes Stelzer, and generally
good production, make it acceptable
enforcement to the free transment of the foreign of the
offer in the way of a forced buried
when hero Stelzer compelled to
confist the aid of his armed war comrades, as a guard to carry and bury
his father, hated for siding with
French, the stoning of femme lead,
Miss Horney, persecuted by townsmen for treason and supposed immorality, and saber slashing of
solventy of war is conveyed, rather
than seen with most of the action
in town after boy, who rebelled
against his father's missalliance, returns from the wars a hero but none
the less shunned. Loses his flancee,
his name, face and almost his life
than the solution of his love for the girl his
father ruined and lorced to betray
her countrymen is cut short by an
arms.

Usual good musical score, slightly
on the military side, which should
on the military side, which should

assassan's builet and she dies in his arms...
Usual good musical score, slightly on the military side, which should please Teutonic ears. There are also please Teutonic ears. There are also please the property of the prope

FRONTIER TOWN

(WITH SONGS)

Grand Nathral release of Birbinaty production. State of the Market of Market of

Tex Bitter Ann Evers Soub Pollard Charles King Horace Murphy Karl Hackett

One of the lowe t ebb westerns of the scason, this latest Tex Ritter piece is dull. More than a quarter of it is rodeo stunts, and the songs are amateurish

it is rodeo stunts, and the songs are amateurish.

Fair example are the title of the times. Yip. Yow, I'm an Eagle. 'Old Cayusey,' 'Brass Wagon' and 'Streets of Laredo.' The actual words and lyrics hit a new low for Ritter stuff, which has never been very professional since the first two or three nice.

sional since the first two or unree pies.
Ritter is 'teamed with a couple of lame-wits, Horacc Murphy and Snub Pollard, and they bit all the rodeos which is ductsour for Ritter's all-around ability. He rides steers, built-dogs, bucks brones, and then halter himself to a guillar for a song, mill the rodeos sponsors give him the prize to get rid of him. Murder frame is inserted for interest boost, but it doesn't help.

Born.

photographed by Theodore Tetzlaff. Cast: Carole Lombard, Fernand Gravet, Ralph Bellamy, Allen Jenkins, Isabel Jeans, Marie Wilson, Marcia

Ralston.

'MEN ARE SUCH FOOLS,' produced by David Lewis, directed by Bashy Berkeley, screen play by Norman Reilly Raine and Hornce Jackson, teom magazine story by Faith Baldwin, photographed by Sid. Hickov. Cest: Wayne Morris, Priscilla Lane, Hümphrey Bogart, Penny Singleton, Hugh Herbert, Marcia Ralston. Gene Lockhart, Kathleen Lockhart, Johnnie Davis, Donald Briggs, Mona Barrie, Reine Riano, Claude Allister, James Nolan.

"PENROD'S DOUBLE TROUBLE, produced by Bryan Foy, directed by Lew Sciler; orliginal screen play by Crane Wilbur and Ernest Booth; photographed by Arthur Todd. Cast: Billy Mauch. Bibby Mauch, Kathleen Lockhart, Gene Lockhart, Dick Purcell, Hugh-O'Connell, Charles, Halton, Bernice Pilot, Phillip Hurlie, John Perrone, Billy Lechner, Billy Woltstone. Sonny Bupp, Jackie Morrow, Donald Hulburt, Jerry Tucker, Jack Cunningham.

Marners Pix Now in Freduction

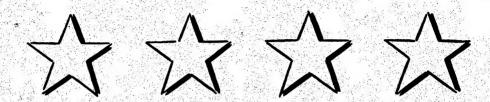
"DUDE RANGHER! produced by Lou Edelman, directed by Lloyd Bacon screen play by Earl Baldwin from play by Lous Pelletier, Jr., and Rober Sloane: photographed by Arthur Edeson. Cast: Dick Powell, Priscill Lane, Pat O'Brien: Dick Foran, Ann Sheridan, Ronald Ragan, Sorin Byington, Hobart Cavanaugh, Emma Dunn Granville Bates; Grace Hayle Dennie Moore, Rosella Towne James Stephenson, Harry Barris, Candida Kay Johnson, Cliff Saum, Dorothy Vaughn, Sam Hayes, May Boley.

"GOLD DIGGERS IN PARIS," produced by Sam Bischoff, directed by Ray Enright; original sereen play by Jerry Wald, Richard Macauley and Maurice Leo, photographed by Arthur Todd. Cast Rudy Vallee, Rosemary Lane, Hugh Herbert, Allen Jenkins. Melville Cooper, Frank McHugh. Johnnie Days, Mabel Todd, Fritz Feld, Curt Bois, Eddie Anderson.

WHITE BANNERS, produced by Henry Blanke; directed by Edmund Goulding; screen play by Leonore Coffee from the Lloyd Douglas novel; photographed by Charles Rosher. Cast. Claude Rains. Fay Bainte; Bonita Granyille, Edward McWade, James Stephenson, Frank Dar Frank Sulli-

van, Cliff Saum.

"TORCIIY BLANE IN PANAMA." produced by Bryan Foy: directed by William Clemens; sereen play by George Bricker, photographed by Wairen Lynch, Cast: Pault Kelly, Lola Lane, Hugh O'Connell, James Nolan, Larry Williams, Tom Kennedy, Frunk Shannon, John Ridgeley, Anthony Averill, Frank Orth, Jack Goodrich.

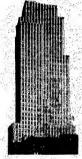


News tops New York in AMUSEMENTadvertising!

In 1937 for the first time The News published more amusement advertising than any other New York newspaper. The News share of the field rose to 12%—up from 9% in 1931. And for several years past amusement advertisers have spent more money in The News than in any other paper—because The News audience spends more at the box-office.

The rise of The News in amusement advertising is significant to all advertisers. The audience spending most for amusements spends most in department store aisles and at store counters. Whether your advertising sells movies or merchandise, theatre tickets or tableware, The News should top your 1938 schedules!

19	33	19	34	19	35	19:	36	193	7
Amer. Journal NEWS	599,699 570,137 513,590	Amer. Eagle NEWS	615,470 594,763 582,054	Amer. NEWS Journal	583,990 570,562 549,644	Eagle Amer. NEWS	633,597 615,942 600,057	NEWS Times Eagle	659,54 651,68 630,49
Eagle	458,681	Times	553,042	Times	539,258	Times	576,645	H. Trib.	605,18
Times	452,660	Journal	550,507	Eagle	518,303	Journal	555,569	Journal	542,83
H. Trib.	448,344	H. Trib.	511,893	H. Trib.	484,084	H. Trib.	520,667	Mirror	518,39
Mirror	429,243	Mirror	473,998	Mirror	449,018	Mirror	461,523	Post	516,48
WTel.	374,763	Sun	402,395	Sun	373,439	Sun	400,681	WTel.	450,54
Sun	367,318	WTel.	402,185	WTel.	371,159	W. Tel.	397,691	Sun	444,30
Times U.	248,269	Times U.	254,001	Post	321,588	Post	395,698	Sun. Amer.	120,52
Post	153,006	Post	227,479	Times U.	259,823	Times U.	272,762	All other*	353,20
TOTAL SOURCE: M	4,615,710 edia Records, In	c.	5,167,787		5,020,868	• Times Union	5,430,382 and Daily Ame	rican—suspended	5,493,19 publicatio



NEWS BUILDING Visitors are welcome. See how a newspaper is made.



MORE BANKO-BINGO BANS

LEGISLATIVE,

Bearing Down on Theatre Giveaways - Church Parishes Frown on Bingo as Means to Promote Funds

ALL OVER THE U. S.

Circuit and indie operators both plenty worried around here at what looks lite the beginning of a state-wide purge against banko and all other forms of cash giveaways. Net seems to be closing in, last week reaching as close as Beaver County, on the Allegheny borderline. There District. Attorney Robert E. McCreary said banknite violated state laws against gambling and would bearred in the county after Feb. 7.

McCreary included in his ban all bingo games and merchandise promotion contests, but said he would permit charity, contests if without cash awards. He termed the theatre giveaways as 'another gambling situation which is being imposed on the poople by owners of copyrighted protected schemes of promotion.'

At news of ban in nearby county, newspaperimen here tried to reach District Attorney Andy Parks of Allegheny County for a statement on whether he planned to take similar action, but the official couldn't be reached. In addition to indie owners, banko. Deing widely staged here by WB as well as Harris chain. Latter, in fact, runs it in its only downtown first-run house, Alvin. Pittsburgh, Jan. 25.

Bingo Kayoed

Bingo Kayoed

Lancaster, Pa., Jan. 25,
Budding banko cropping up in an
entirely new field here this week
and was promptly socked low and,
hard by the local law.

Hamilton theatre, Warrer Bros.
second-runner, ran up a big flag on
theatre, Montay (17), announcing,
Bingo—You Play, We Pay, 'Trailing,
Bingo—You Play, We Pay, 'Trailing,
Bungo—You Play, We Pay,' Trailing,
Bungo—You Play, We Jay,
Housand Sandard,
He Stay, Trailing, Trailing,
He Stoy, Teached Police
Chief Albert Carlson who recently
moved in as head of the local department, after a long career with
the State Constabulary. He called
the d.a. and then together, they called
the danager, Her's Thatcher and said a
most emphatic "No."

Probability is says District Attorney Charles Eaby, that all county
theatres running, banko or similar
giveaways will get the clamps.

Most startled by this move, however, are churches and clubs which
have had a profitable season in
bingo. They're atraid theatre
interests will compel a crackdown on
them if the grinds are barred from
the free-and-easy games. No ruling has, been made—this point,
however.

period. Beck works with the Fol-

period. Beck works with the Followers guaranteeing any losses; and if any profit he gets a percentage. Admission, 40c. There will be 35 games played at each set, with a few special games, at 10c extra. Prizes include the usual floor, and table lamps, etc., with the big lure being a trip to California, worth \$500, and a second prize of a trip to Miami, worth \$100. These will be awarded to winners over a period of 10 nights, final two being eliminated from the total of 350 odd winners on the last night. Generally undershood that this may be exchanged for cash if the winner so decides.

Exploitation is being handled with Exploitation is being handled with posters and handbills only, there being no newspaper, advertising. The capacity of the Hipp is 5,000 and should there be a sellout, a total gross of about \$18,000 in the 10 weeks is possible. It will take a gross of about \$7,000.58,000 to break even, or average attendance of about 2,000 at each party.

Church Bans in Detroit.

Detroit, Jan. 25.

Ban on large bingo prizes in Michelgan's Catholic parishes, placed last week by Archbishop Edward.

Mooney, is hailed by local exhibs as a major step in eventual elimination of the heftly drain on film b.o.

The Catholic ban follows more drastic action taken recently by the Episcopal adocese of Michigan, which prohibited prizes of any sort for bingo, keno and similar devices. Although not absolutely eliminating such games, the Archbishop's edict frowns on large sums of money and merchandise which have been awarded at church functions in the awarded at church functions in the

past.

The prelate also warned pastors against advertising the games in large posters around parish halls and churches, and emphasized that bingo must not take the place of customary methods of raising funds for church work.

Meanwhile in Ontario last week, where legality of church lotteries has been under fire, priest was fined \$10 and costs for conducting a keno game at a church bazaar.

Turkey Nights' Blast
Philadelphia, Jan. 28.
Gradwell Sears, Warner sales chief, put the proverbial hoof in it last week, as far as local exhibs are concerned, when he announced for the record, that games and Turkey Nights' should be abolished. Warner Circuit biggest user of gimmicks in Philly territory.
United Motion Picture Theatre Cowners is preparing an official blast against. Sears. Meantime, indies against. Sears. Meantime, indies weren't toath to express their opinion of the WB exec. It amounted in the main to people in glass-houses should let sleeping dogs lie.

Aside from pointing to WB's wide use of games, one outspoken operator, exhib declared, We must have Turkey Nights to bring at least some people into our houses on the nights we are compelled to show turkey films.'

Two upstate towns this week unconviously banned bings and bank

Two upstate towns this week un-Two upstate towns tins week un-equivocally banned bingo and bank night in all forms, while another faced a proposal by a city council-men for municipal tax bingo games to raise coin an ambu-

men for municipal tax pung games to raise coin an ambulance.

In York, Mayor Harry B. Anstine issued orders to the city's six thetres that banko must be discontinued immediately. He threatened prosecutions if his edict is evaded. District Attorney Robert E. McCreary, of Beaver, Pa., at the same time declared banko, bingo and other merchandising promotion contests must cease there, too. He called them violation of Pennsy gambling laws.

On the other hand, Councilman William B. Houser, of Wilkes-Barre, visualized a \$5,000 city ambulance acquired out of the proceeds of municipally-laxed bingo parties, He said high chough levy should be imposed, the games to build, up the required \$5,000 tund in a year.

Comes Clean

Minneapolis, Jan. Minneapolis, Jan.
Roy S. Hanson, of the
Fox, Fertile, Minn, near, here,
believes in truthful advertising.
On banknite, with a weak B
picture last week, his newspaper ads and signs in front of
his showhouse read, Win \$80
and See a Lousy Show.

citizen whose name was called on two different occasions in a theatre which he claimed to have visited in his life. Complaint hinted visited in his life. Complaint hited at using this citizen's name, through forged registration card. a dummy for the purpose of building, the pize to a grand total before finally awarding it.

Maresca's plan is to force awarding of each week's prize, whother individual is in the house at the drawing or not.

Camden, N. J. Jan. 25.

Howl: went up from Camden, women when local police chief arthur Colsey, obeying instructions of Supreme Court Justice Frank T. Lloyd to ban all forms of gambling. Johade a group of women connected with the city's Parent-Teacher Association from holding afternoon card game to raise money for underprivileged children. A cting on Justice Lloyd's recent order, which was aimed principally at Bingo and radio! diversion in churches and fraternal meetings. Colsey took steps against the afternoon bridge party when he learned that participarly when he learned that participarly when the learned that participarly when the stone control of City Commissioner Mary W. Kobus, also director of public safety.

Parent Teacher Asson officials.

the sarction of City Commissioner Mary W. Kobus, also director of public, safety.

Parent-Teacher Ass'n officials, censed at the police chief's action, protested vigorously, declaring that this was carrying things to extremes. Mrs. Rocco Palese, president of a local group, said: 'The whole, thing seems ridiculous. People will not be denied the right to play cards, even for prizes. People also will play Bingo when such games are held to aid a church, a lodge or any other organization. I personally know many people who go to Philadelphia and other towns in South Jersey to play the games not so much to win prizes but to help, some church or organization.'

Expected that police chief and other public officials involved would modify their stand.

Dodging the Tabu Reading, Pa., Jan. 25.
Dark looks from the law has local exhibs easing off on the cash give-aways but none the less doing a technical dodge and getting around

aways but none the less doing a technical dodge and getting around the law.

One house, the Rajah, is passing out 10 tons of coal each week with the winners naming the grade. Not to be outdone, the Orpheum did a similar stunt to boom its kid show. So that the thing couldn't be called a lottery, they gave every kid. prize. All but 25 of the kids got star piere. Luckier ones were given home projectors.

Another house running suit club which is straight banks with suits of clothing substituted fur calbage, and the draw is reported to be just as good.

City outhorties are chewing off their finger nails in an effort to flut out what's wrong with this system but so far havn't found a page.

In the Mingo Bingo goes into the Hippodrome to morrow (Thursday) night. The venerable old house, for many years the home of monster attractions, has the home of monster attractions, has taken into its precincts, in addition to opera and boxing matches, the modern version of old-fashioned lotto. Trips to California and Mainar are among the prizes.

Bingo goes in for 10 weeks a mouter raising project for the Followers, Inc., described as charit-able organization with headquarters at 147 Duane street, which gives of the end out of trained nurses, in co-operation with the Bd, of Education, Joseph Green is president of the Followers, Inc.

Banknite rules will undergo a trained nurses, in co-operation with the Bd, of Education, Joseph Green is president of the Followers, Inc.

Deal at the Hipp has Alpert Beec, handling all arrangements, putting up the money for the house and operating expenses. Rental comes to shout \$3,000 for the looks and operating expenses. Rental comes to shout \$3,000 for the looks and probably be another \$3,000 for the looks and the probably be another \$3,000 for the looks and the probably be another \$3,000 for the looks and the lipp has a complaint of a look of the produce four finited immediately. He threatened their finited immediately. He threatened their finited immediately. He threatened fold in the finite finite story of the box and the finite finite story of Beaver, Pa, at the Substitutes work plant to the frequency of Beaver, Pa, at the Substitutes of English and the finite finite story of the proposed of the modern version of Old-fashioned the modern version of Old-fashi

B&K's 'Previews' Irk Chi's Anti-Dual Proponents; Mull B'd of Health Beefs

Songwriters Sue Over 'Cantor's Son' Picture

'Cantor's Son' Picture
Fron Pictures Corp. and the Iselbro. Amis. Corp., operators of the
Esquire theatre, N. Y., are defendants
in an infringement suit in Federal.
Court by the Society of Jewish Composers, Publishers and Songwriters,
Alexander. Olshanetsky and Henry
Leftfowich, the latter two composers
of the songs, 'I Leve You Too Much,
and 'Billz.' It is claimed the defendants used the songs in the motion, picture. The Cantor's Son,
without permission.
They are asking an injunction and

accounting of the picture's profits.

MUGGING STUNT TO HYPO BOXOFFICE

Chicago, Jan. 25.
'Aisle of Fortune' is latest exploitation stuth being tested by Publik-Great States circuit. Idea has patrons stepping on concealed switch as they walk through lobby of theas they walk through lobby of the-arte, which throws, on strong lights, and automatically snaps a photo. Camera shoots about every 300th per. Photos are dashed on screen on two designated days following

week.
Stunt is being closely observed by
Great States officials, and if successful in attracting new patronage will
be installed over entire chain. Test
being made in Danville, under supervision of Morris Ruben.

Connolly's MG Flirt

Hollywood, Jan. 25.
Bobby Connolly, dance director at
Warners for last four years, whose
contract is now in its final weeks, is dickering for similar berth at

is dickering for similar berth, at Metro,
Connolly will wind up at Burbank lot upon completion of the color musical short, 'Out Where the Stars Begin,' which he is doing complete direction.

Young Leaves Mono

Hollywood, Jan. 25.
Lon Young, Monogram producer,
round up his four-picture deal on
ompletion of Fort of Missing Girls,
ud : checking off the lot.
He has another deal cooking.

ITALO FILMS IN U. S.

ITALO FILMS IN U. S.

I.C.I. Cinema Industries, Inc., has been organized in accordance with the plan of Gluseppe D. Musso, president. Will have exclusive distributing rights of films for this company in both North and South America. Edward S. Fenton is treasurer, William. L. Berk, p., and V. Gambarelli, secretary, of new corporation, with John Gentile, sales representative.

Company plans to produce four features annually at Cine City, Rome. It has three Italian features on hand in U.S. at present time.

Chicago, Jan. 25.

Chicago, Jun. 25.

Charges that Balaban & Katz
running occasional double features
at the downtown Chicago flagship
by coupling a 'special preview' onto
the regular show have the neighborhood exhibitors rushing up and down
film row rowing with the exchanges
for permitting such situation. In
the past few weeks Bak, has previewed 'Awful Truth' (Cob). WellsFargo' (Par) and 'Buccaneen' (Par).
Those previews lake place on the
fast show, usually on Thursday, and
run ahead of the regular flicker on
the sereen. Nabe exhibitors don't
know what to do about the situation
if anything can be done at all.
Nabe exhibitors, would like to get

if anything can be done at all.
Nabe exhibitors, would like to getrid of doubles, and have blecome so
desperate in this desire and determination that they have almost convinced themselves that they should
cut their own mosts off by going to
the Board of Health with the claim
that double, features are injurious
to the public health, especially children and adolescents. Feet that perhos they can execute this depart.

to the public health, especially children and adolescents. Feet that perhaps they can persuade this department to pass' some kind of ruling banning double features as keeping children in the theatres too long.

Among the more conservative element of exhibs there is the contrary contention that, if the Board of Health can be convinced that double features are injurious, the board members may take a step beyond that and claim that if two three hours are too many theatre, then are 120 minutes or 60 minutes. It's a delicate situation to these exhibs, they don't know just low far they can go this tack without fullting the precipic entirely.

Though various polls made by major imm and cheatre companies in-dicate sentiment to be about evently divided on double features, current recession in business seems certain to keep duals in a majority of U. S. picture houses until this fall. Sur-vey made by a representative, trade organization this week indicated such condition

Double bills have proved popular Double bills have proved popular with the public for the last four-years. And the tightening 6t the public's presentings in all sections is counted on to make the bargain two-picture program the favorite for most of the present year at least.

Minneapolis, Jan. 25.

Another outbreak of double fea-Another outbreak or contine teaturing in the territory has independent exhibitor opponents of the policy worried. With the opening of their new \$100,000 1,000-sent New Brainerd theatre, Brainerd, Minn, Bacr Bros, independent chain operators, have annunced the housewould have two changes of twin bills shown on Wednesdays and Thursdays at 15c admission, and also on Fridays and Saturdays at dime

prices.
The Bennie Berger circuit, with opposition theatres in the same town, is using singles.

FLORIDA INDIE

New indic company, United Film Enterprises, has been organized Miami to produce in Florida. Don Mathers, from the Brondway cast of Dead End, is set for the first pro-

Company is negotiating for na-tional distribution of its product.

Norfolk House Acquired

Norfolk House Acquired
Norfolk Jan. 25.
Loew's Virginia Enternition, and, a
subsidinty of Liew's Irack Int. a
\$800,000, on the time for Loew's State
theattre-at Norfolk. The firm tapk
over the preparty of the Caraby
Norfolk Copp. Littin, subsidiary
of the United Cient-Whithen's Stores.

Sale is to make no difference in the operation policies personnel according to Ruger Drizzell.

SAG vs. Equity Splits 4A's

(Continued from page 7)

(Continued from page 7)

It was threatened, such leadership would actually be exerted.

In reply to the Thomson charges, Loeb declared his only motive in opposing the formation of one big actors union was to protect Eguity's interests. Heller said Thomson had not yet called a meeting to consider the proposed Four A's changes, so the charges were infounded. Burgess Meredith, first v', president of Equity, declined officially to answer innuendos made to the papers stead of to us directly. General attitude of the Equity heads, however, seemed to be satisfaction over, what they considered a tactical blunder, by Thomson. But when they had taken time to consider the possible effects of a withdrawal of SAG from the Four A's and the termination of the Equity-SAG contract, their feeling appeared to change. Chance of such action by SAG—had-seemingly, never occurred to them.

to change. Chance of such action by SAG- had-seemingly, never occurred to them.

Informal luncheon discussion was called by Thomson at the Gladstone hotel, N. V., Saturday (29) noon to attempt to iron out the differences. Present were Thomson, Mrs. Marston, Meredith, Henry Jaffe, Mrs. Emily Holt, Ralph, Whitehead, Harry Calkins, Leo Fischer, Bretaigne Windust, Paul Turner and Rebecca Brownste! Neither Locb nor Heller was present, nor was Frank Gillmore, Four. As executive-director. Latter was in Washington for a Congressional hearing.

With all factions apparently alarmed at the possible consequences of the sudden outbreak, the meeting developed into a vertiable love feast. No definite agreements were understood to have been reached, but the session did not develop any more fights or accusations and a general

session did not develop any more fights or accusations and a general plan of cooperation was outlined.

Dove of Peace Act

Later in the day (Saturday) a joint state ment was issued by Thomson and Meredith. It ascribed the differences between Equity and SAG to rumor and misinformation and added the expectation that 'the two organizations can continue to work toganizations can continue to work to-gether on the same friendly basis as in the past.

From this and similar indications

New York Theatres

spite of the apparent fact that he had attacked Loeb and Heller in a moment of rage at their continued criticism of him and his motives, had not pulled a tactical blunder after all. On the contrary, his charges had apparently brought numerous irritations into the open and had served over the weekend and on Monday (24) were catried on with unaccustomed degree of frankness,

Montgomery's Attitude?

Montgomery's Attitude?

Just what reception Thomson will
get when he returns to the Coast to
face his SAG board is uncertain.

After Friday's fight, Merceith was
reported to have phoned Robert
Montgomery, SAG prez, on the Coast
and to have been told the latter was
'very angry' at Thomson. Thomson
himself later talked with Montgomery and was said to have stated he
had the latter's full confidence and
approval, Montgomery, however, did
not reveal publicly his attitude.

Out of the uproar several definite

approval, Montgomery, nowever, die not reveal publicly his attitude.

Out of the uproar several definite facts became Inown, One was that the idea of 'one big actors' union' has been definitely abandoned, and with if the proposed central treasury. That plan, first broached last summer, was said to have merits, but to represent an 'over-simplification' aims. Figured the reorganization of the Four A's is now mapped to follow the line of a somewhat stronger central body, but with autonomy for the member groups. Also outlined is a single membership card and the elimination of duplicate dues payments. Understood the organizational expenses would be cut by avoiding overlapping of work and by interoffice economies.

Revealed, also, that at the suggestion of the organization of the control of the suggestion of the sugg

Revealed, also, that at the suggestion of SAG, the revised Four Ars setup would contain a ruling that no single member body, regardless of its numerical strength, shall control more than one-third the votes in the Four As governing board. Explained that the Guild's motive in making such a motion was not only to avoid the charge of seeking domination, but oduck the risk of possible domination by such group as might some day exceed it in numerical strength. In any case, it was stated, SAG will always insist on leaving open a 'way out' for itself.

Only explosive issue on the Four Revealed, also, that at the sugges-

From this and similar indications it was evident that a genuine effort would be made to end the mutual recriminations, criticism and backbiling that have characterized recent Four A's affairs. Considered likely, claimed by both the American Fedralso, that Equity heads, sobered by the sudden prospect of a withdrawal of SAG from the Four A's, would take a more concillatory attitude toward the Guild and its policies.

It was conceded that Thomson, in

which group should continue to rep-

which group should continue to represent them.

Suggestion was approved in general outline, but a committee was named to consider it further. When the committee met next day (18). AFA saw indications that the proposal would be turned down. It herefore withdrew the offer and repetitioned the Four A's board Monday. (24) for the nitery and vaude chorus jurisdiction.

In arrange for the jurisdiction.

chorus jurisdiction.

In arguing for the jurisdiction, AFA points out that it the only member group in the Four A's which does not have full jurisdiction over choruses in its own field. Mention is also made of the fact that when jurisdiction of burlesque in New York was withdrawn last summer from the Burlesque Artists Assn. and given to AFA, the chorus representation was awarded to Chorus Equity. When BAA later brought charges of jurisdictional invasion against AFA, no such accusation was made against. Chorus Equity, nor did. Chorus Equity ever have to repay the money obtained from burlesque chorus dues, although similar action was taken

Equity ever have to repay the money obtained from burlesque chorus dues, although similar action was taken against AFA, it is arqued.

In re-petitioning for the chorus pursuite of the chorus proposal for a joint drive, it such suggestion were to be offered. Proposal was made in good faith and was not so received, AFA heads claimed, adding that unless the chorus jurisdiction plea is granted an appeal will be made to the American Federation of Labor executive council.

Of the various Four AF3 officials questioned in the matter of nitery and vaude chorus jurisdiction, none has attempted to offer a logical reason for refusing the AFA request. It is generally admitted, on the contrary, that the AFA claim both logical and just, Reason for withholding an okay on the request up to this point apparently is based on disapproval by certain Four AF3 heads of some of the AFA policies.

Attorney Sacher's Position

Attorney Sacher's Position

disapproval by certain Four Assheads of some of the AFA policies.

Attorney Sacher's Fostition

Meanwhile. Bretaigne Windust, newly appointed Chorus Equity organizer at \$50 a week, has proposed the appointment of Harry Sacher as special attorney in charge of the organizing drive on niteries. Consideration of the suggestion was scheduled for late yesterday (Tuesday) at the Equity council meeting.

Appointment of Windust occasioned some surprise, since the organizing activity had been in charge of Edith Christianson since the withdrawal several months ago of Dorothy. Bryant. Several thoristers have also been engaged by the association to help organize the field outside New York. They are being paid \$25 a week.

Sacher, attorney for New York Local 802, American Federation of Musicians, and said to represent a CIO transportation workers union, is understood to have been instrumental for the last several years as advisor for the. Equity insurgents (Forum group) and at present as undificial brain-truster in the New Equity regime. He's, reported to be particularly a confidante of Philip Loeb, who is in turn one of Meredith's advisory committee.

Move to place Sacher into the Chorus Equity picture is the second attempt recently to have him appointed to a Four A's post, Effort to hoist him in as attorney for the New York local of AFRA was made previously, supposedly with the backing of Loeb and Heller, Attempt was defeated on the ground that Sacher's music union connection might give him conflicting interests.

Chorus Equity pass so far not obtained any contracts with niteries.

music union connection might give him conflicting interests.
Chorus Equity has so far not obtained any contracts with niteries. It has a tentative agreement with the International Casino, N. Y., but is still negotiating with Billy Rose for the Casa Manana, N. Y. Choristers at the American Music Hall. N. Y., have joined Chorus Equity, but no contract has been signed by the Krimsky brothers, who operate that establishment, Girls receive \$20 a week and several of them do specialty numbers and double in small principal parts. But with the AFA-Chorus Equity squabble raging, no action has been taken bettering their status. Understood several of the American Music Hall cast are paying dues to both organizations and are meanwhile being helped by neither.
Apparently the sole definite action

neither.

Apparently the sole definite action
Apparently the sole definite action
frought by Chorus Equity for one of
its members in interies was for
Barbara Hunter, who was reinstated
by the Casa Manana management
last week after being fired, allegedly
for, 'union activity'. Reinstatement
action came after Chorus Equity
complained to Rose. Negotiations for
a contract with Rose, were to be rea contract with Rose were to be resumed last night (Tuesday) by Chorus Equity officials.

Incorporations

fling

Joman Productions, Inc., Manhattan; theatrical business; capitude stock, 200 shares, no par value. Directors: Joseph Hyman, 130 W. (2nd street; Edward E. Cohen and Jennie Kaplan, 220 W. (2nd street, New York.

National Vending Machine Co. Inc. National Vending machines; capita stock, 109 shares, no par value. Direc-tors, Marchines, no part value. Direc-tors of the Company of the Con-tors of

York, "Inc., Man-linema Industries, Inc., Man-tion picture business; capital-hajes, no par value: Direc-le Feuer, 10 E. 40th street; pinstein, 220 W. 24th street; onnor, 42 W. 33th street, New, n. J. Berk, 10 E. 40th street,

W. 34th street, New York.
Wilfrank Music Shop, Jiee, New York:
musical instruments; capital stock, 50
musical instruments; capital stock, 50
musical instruments; capital stock, 50
Jandio, 427 E. 119th street; Lawrence
Jandio, 208 E. 120th street; Tony
Jandio, 427 E. 119th street; New York,
Jandio, 120
Jandio, 427 J. 120
J. 1

N. J.; Sol Silverstein, 122 W. 162h street, New York, W. B. Entertainment Corn., Manhaistein, New York, M. 162h Silverstein, M. 162h Si

Flynn. 60 E. 45nd street. dilng astorneys.)

Fitzgibbons Amusement Machines. Inc.

For a constant of the fitzgibbons of the fitzgibbons.

For a constant of the fitzgibbons of the fitzgibbons.

Change of Cupital

Schine Chian. Theatree, Inc., Syracuse;

210,000 shares, no par value, to 210,600.

Sances, 100,000 preferred, no par value,

Sarrey, 100,000 preferred, no par value.

Sa

nal Contest Symlica Dissolutions

Surry Players, Inc., New York. Avon Amusement Company, Inc.,

Avon Amssement Compunity, Jar., Kings. Musice, Tic., New York, Matenisled Ostrich, Juc., New York, Astenisled Ostrich, Juc., New York, Statement and Designation Amiltorlum Conditioning Corp., 15 Exchanges Flace, Jersey (1973). New York, Changes Flace, Jersey (1973). New York, Changes Flace, Jersey (1973). New York, Ostronomical Confession of Computing Confession o

CALIFORNIA

Heckhard-Lobero un practical stroke, septial stock, \$100,000. Incorporators: Camient Mechaev, Virginia K. Bird and F. A. Petera, Alter Marchard, and F. A. Petera, and F. A. Petera, and F. A. Petera, and F. A. Petera, and the septial strokes, and the septial strokes, \$250,000. Directors: Nathan Goldberg, Patricla Bernard, Bergy Land, all of Los Angeles, Bernard, Bergy Land, all of Los Angeles, and the septial strokes, \$250,000. Directors: Nathan Goldberg, Patricla Personal Septial S

rk.
od Baseball Association; own
Pacific Coast League frambise
ock. \$75,000; no subscription
B. L. Fross. L. Marthleyer
N. Beck and H. S. Young, a

Certificate of Dissolution Certificate of Diagonation.

Invincible l'ictures, Los Angeles, Signers, M. M. Cohen, president, auditerbert Cohen, secretary.

MISSOURI

MASQUURI

Jefferson Clty.

Adrian Theatre, Adrian, Bo.; to operate a motion picture show for community
entertainment in and around Adrian,
Bates county, capital atock, 1 dec shares
Bates County, capital atock, 1 dec shares
B. J. Lentz, Edward F. Smith, Earl
Hana, Guy S. Machinore,
D. W. Wright and John E. Dowell, all
of Adrian.



Wherever games are sold O. SCHOENHUT, Inc., Phila., Pa

Modern Craeen

* THE LARGEST CIRCULATION OF ANY SCREEN MAGAZINE

PARAMOUNT, TIME

There's a Retter Show

MAE WEST 'Every Day's A Holiday'

IN PERSON BENNY GOODMAN and BAND

ROXY ALL 25° TO SEATS

HAPPY LANDING"





MUSIC HALL GAPITOL "SNOW WHITE And the 7 DWARFS" ectacular Stage Productions



3 BOOTHMEN BURNED IN PENNSY BLAZE

Philadelphia, Jan. 25 Three projectionists were burned, one seriously, when 2,000 feet of film exploded in the booth of the Broadway theatre, Bridgeport, Pa., Sunday night, as an audience of 500 watched show.

There was a rush for the exits and one woman fainted as the resounding boom of the blast shook the house and red glare shot across the screen. But there was no panic and the place was cleared within a few

and the place was cleared within a minutes.

Steve Anolosky, 34, of Philly, who was visiting at the theatre, was burned on the hands, arms and face, while fighting the blaze. He was taken to Montgomery hospital Clyde Stowers, 40, operator in charge, and John Ginanone, 22, his helper, were treated at the hospital and discharged.

Theatre is in a suburb of Norris-town and was largely patronized by residents from there who are denied Sabbath films in their own town.

To Examine Metroites In 2 Plagiarism Suits

Quizzing of Frank (Red) Dolan, scenarist, Lucian Hubbard, producer, and Edwin Marin, director, in Hollywood in connection with the alleged thefting done in the making of the picture. 'A Man of the People,' was ordered Thursday (20) by Federal Judge, Henry W. Goddard at the request of Metro-Goldwyn 'Mayer Corp.

Judge Henry W. Goddard at the request of Metro-Goldwyn-Mayer Corp.
Henry Rose, writer, names Metro, Loew's, Inc., the Culver Export Corp, and Dolan defendants the action for an injunction and accounting. Alleges Dolan in writing the script litted part of his story, 'Burrow, Burrow.

script lifted part of his story, Burrow, Burrow, Burrow, Depositions of the Marx Bros, Céorge Seton and George Oppenheimet, authors, Sam Wood, producer, were directed taken on the Coast by Federal Judge Henry W. Goddard at the request of Metro-Goldwyn-Mayer Corp. M-G and Robert Pirosh, scenarist of the Marx Bros picture, 'A Day at the Races, are named a plagiarism suitbrought by Phillip T. Clancey, an attoriey, who claims the picture was thetted from his play 'Nuts to You. He wants an injunction and accounting of the profits on the picture. ing of the profits on the picture.

Cocalis Loses in Bronx Theatre's 'Opposish' Suit

Theatre's 'Opposish' Suit Soteros D. Cocalis (Springer & Cocalis), indie theatre operator, on Friday (21) lost his appeal to the appellate division of N. Y., supremendent of the Melba, Bronx, N. Y., picture theatre. The higher court also directed referred determine the damages due the plaintiff in the suit brought in 1936 by the Burke Enterprises, Inc., Laconia Amus Corp., Eliob Realty Corp. and John C. Bolte against Cocalis and others.

Plaintiffs claim the theatre op breached an agreement made in 1932 to operate the plaintiffs' three theatres located in the Bronx. Cocalis agreed not to open a rival theatre within a mile radius of the plaintiffs' theatres during the life of their agreement. Last February Judge Bernard L. Shientag ruled, that Cocalis breached the agreement by opening the Melba, located a short distance from the other theatres. He melbined Cocalis from operating the Melba, until after 1942 and directed damages to the plaintiffs.

Gil Boag's Pic Exchange

Cleveland, Jan. Gil Boag has set up local exchange of the World Features Corp., with 'Souls For Sale' as his initial release at Carter Feb. 4.

Boag reported to have 50% change and is planning to start a foreign pix house of his own.

Pat McGee's Own Circuit

Oklahoma City, Jan. 25.
Pat McGee, former Standard The-tres general manager, has leased to old Jewel theatre building in Fl. Reno, Okla, at present being used for a store. McGee will rebuild the theatre for opening in September.

He plans building up his own indie chain.

Esquire, Chi, Opens Feb. 11

Chicago, Jan. 25. Esquire, Harry Balaban's new near north-side cinema, opens Feb. 11. Still undecided what policy theatre will pursue

will pursue.
House will be under active man-agement of Bill Galligan, formerly aide to Balaban on film bookings.

P. M. Hamilton New Prez Of Reorganized Dufaycolor

New management is taking charge of Dufaycolor, The., this week, with Pierpont M. Hamilton of Visuphonic Pictures, Inc., as chief executive and A. A. Brody, v.p. Other executives include William A. Smith, T. Thorne Baker and C. L. Oswald (not the Oswald of same name and initials with Paramyunt).

Osward of same name and initials with Paramount).

Specific policies and new developments in color will be revealed officially at press reception next Friday (28). Dr. Baker, technical exagy 1291. Dr. Baker, technical expert with the company, will describe latest phases of color photography. Visuphonic is an industrial picture outfit. Associated with Hamilton in Visuphonic is Edward F. Stevenson. F. Sidney Cotton, formerly incharge of Dufaycolor in New York.

charge of Dufaycolor in New York, will retire from active participation in affairs under new setup, it was reported, yesterday.

Dufaycolor has been experimenting actively with motion picture color processes for a year or more contractive of the processes for a year or more contractive processes. but its chief activity up to the pres-ent time has been still photography. Its system is used by a number of larger newspapers in U. S.

STICKUP FOILED

Clara Dews, ticket seller at the RKO Capitol, screamed and fainted Thursday (20) night when one of two inen standing at the cage pointed a revolver at her and said. This is, a stick-up? Other employees rushed to her assistance and the would-be robbers fied.

Straightening RKO

(Continued from page 3) that means that anything can hap

pen.
The trustee besides talking with Aylesworth, is also reported talk-ing with J. R. McDonough, former studio head. That's been around for ome time.

studio head. That's been around for some time.

Odium, spearhead of the AllasLehman end in the situation, appears to be uncertain what course to take. The trustee is one stumbling block, apparently. Besides, like other outsides who have come into the business. Odium has all kinds of advisers. They're either without previous show biz experience or,' if any,' it has not been very successful. Between Irring Trust and the Odium end, Wall Street is, cuizzical. Irving. Trust Co.' position is strengthened by apparent support from RCA. That makes the whole thing chaotic, and indicates the development of an extremely complicated political situation in RKO. The upshot may be that the present reorganization plan may have to be amended and altered extensively and RKO's reorganization delayed

and RKO's reorganization delayed

some more.

It has been indicated that the creditors, represented by Odlum, were even considering changing the trustee in order to effect a unified management, but figured that this might not be so good a thing at the time for the company. Reasons in

micht not be so good a thing at the time for the company. Reasons in detail arent's stated.

It apparent, however, that Odlum is impressed with one thing and that is that a unified management is necessary for the good of the company. However, the trustee has its own ideas and as far as known, this is to put back the same management in RKO as was in control around the time that RKO went into bankruptcy.

This week other creditor confabs are to be held, and Leo Spitz, president, is expected in from the Coast with Attorney Doering and Andrew Christiansen, of the Irving Trust, Perhaps the whole thing will be ironed out thus, but by present indications that appears doubtful.

A H. MacCausland, who has been handling the RKO situation for Irving Trust, has been mentioned as being groomed for a permanent bigtime berth in the firm by the trustee, also.

Aylesworth, whose shadow lin-

also

Aylesworth, whose shadow lin-gering around the RKO situation, has been a member of the Irving Trust Co. board. But on the Coast, where he is at present, Aylesworth has de-nied any intentions on RKO, stating it's strictly Scripps-Howard business.

Theatre Changes

Boston.
David B, Whalen, director of publicity for the Federal Theatre Vaudeville Project here, has resigned to take over publicity and sales promotion for Republic Pictures in New England under Herman Rifkin. Whalen was at one time editor of a local theatrical weekly.

Forum theatre, deluxe house er-rected here by the Elieness interests has been opened to the public, with a double feature subsequent run policy, four program changes weekly.

Five Fox West Coast theatres in the L. A. area were affected by the series of managerial changes ordered over last weekend, with Ralph Hathaway, who has been assistant manager of the Wilshire, moving in as manager of the Pasadena Strand, where he replaces Harry Hunsucker, shifted to Redondo Beach. Gene Kohler, Wilshire treasurer, moved into spot vacated, by Hathaway Everett Sharp transferred from Mesa the company of the stranger of the Pasader Strand Past, London Past,

Fox Intermountain theatres has moved Wm. Powers from Sterling. Colo., to city manager at Ogden, Utah. This move was made so that Chet Miller, recently city manager at Missoula, Mont., could be imoved closer to Denver. Miller had resigned to look after his drug busisped to look after his drug busisped to hok after his drug busisped to hok after his drug busisped to hok after his drug given the theatre business upon being given the Sterling job.

Nat Wolfe has sold his half interest in the Bideawee theatre to Hiram Curtis and Leo McNammara.

Krim Theatrical Enterprises is seeking okay from property owners for construction of new theatre in seeking okay from property owners are the seeking of the

John C. Goodwin, for three years manager of the Scollay Square, ap-pointed managing director of the Metropolitan, succeeding the late Henry Taylor.

J. Clyde Strock, house manager of the Met, moves up to manager of the

Joseph P. Longo, assistant to Joseph DiPesa, publicity chief for Loew's, Inc., in New England, appointed New England exploiteer for United Artists, a newly created position.

George E. French, manager of the Keith Memorial, shifts to manage-ment of the Keith Boston, while Ben-jamin Domingo, manager of the Bos-ton, transfers to the Memorial, co-incidentally with the policy shift of vaude from the Boston to the Memo-rial.

George McGunnigle, relief treasurer for New England Loew's theatres, has been appointed treasurer of the Orpheum here, replacing Joseph Dervin, who has left for the Coast to join the production organization of MGM, under his uncle, Edward J. Mannix, Walter Murphy becomes assistant treasurer at the Orpheum, and Joseph Lunny moves up to position of chief of service.

Louis Goulden, operator of Goulden operator operator

Spartanburg, S. C.
Ralph, Blabokt, manager of Criterion one of four Wiley-Kinezylocals, resigned to go with W. K.
Theatre Supply Corporation Atlanta.
Sear Montgomery moved by W. K.
from Hendersonville, N. C. State to
take

Neal East, several year mgr of local Paramount film exchange, has been promoted to spot with the company, in S.F. offices. Morrie Siegel, local film salesman, succeeds Fast here.

Paul Ketchum, former manager of the Standard Theatres, houses, Tower, Plaza and Victoria, has joined the sales staff of Oklahoma Theatre Sup-ply Company, has been moved from the Bramley has been moved from the Paras where the will, take charge of the district office.

EXPLOITATION

By Epes W. Sargent

Keeping DeMille Busy

Boston.

Metropolitan theatre (M&P)*press
desks went the route with the p. a,
of Cecil B. DeMille, and copped
pienty of Jineage in the town's press:
Preview of the Paramount director's
25th anniversary pic, "The Buccaneer," at the Metropolitan, Tuesday
(13) with Margot Grahame, got the

crowds.

Sked was big for DeMille, Arrived at South Station (18), mer by police escort, welcoming delegation and the press, to his Copley Plaza Hotel suite. Following a rest period, Bub crix were given a press party. Then a representative of the Harvarit Film Society escoried the triant. Film Society escoried the triant, DeMille and terminate the theatre's main entrance. Later that evening DeMille and Grahame were introduced from the Met stage.

Following day he was quoted with

evening DeMille and Grahame were introed from the Met. stage.

Following day he was quoted with Leverett Saltonstall, former Speaker of the House of Representatives, in connection with the Community Fund. Visited Mayor Maurice J. Tobin, and was so actounded at the chief exec's youthful appearance, the best offered him a film contract, the best offered him a film contract, the stage of the sta

Gave a Trophy

A perpetual trophy for Class A, indoor glider competition, was presented by Eddie Williams, manager of the Strand theatre, to the Birmingham Model Airplane Club, last waster

week.

After the trophy was presented, clum members went in a body to the Strand theatre, as special guests of Mr. Williams to see Flight from Glory, a special aviation picture, starring Chester Morris.

\$50 Baby

\$50 Baby

Albany, N. Y.
Fabian's Palace and MGM's local braich promoted a big space grabber for the showing of Rosale with an offer and award of a \$50 bond, gift of Eleanor Powell, to the first Albany baby, girl born during 1936.

Miss Powell sent a telegram of congratulation from Beverly Hills to the mother of the child Judged the winner; Bill Wilhams, of MGM's Albany office, presented the bond. Hearst's Times Union carried a picture of Williams giving the bond to sleeping youngster, and her mama.

Adding Up

Elk theatre in one minute plug over KASA, digs up figures and sta-tistics on current pix and scatters through allytone along with such the such all the such as a such as a sure, and non-counter. Fans are supposed to

sure, and 'non-counter.'
Fains are supposed to figure out total of all numbers mentioned after adding or subtracting according to key words. Johnny Wisdom, manager of Eli theatre, given credit for line burston and passes out group to the counter of the suppose of the counter rect answer

Goes Legit

Goes Legit

Cleveland Public Library, probably the most constent co-operator with shew and cicture ties, has gone legit this season on a dealwith the Hanna to bookmarks on all its attractions.

House supplies the markers and the library distributes at the main building and branches. One side advertises the attraction and the library uses the other side to move the books on its shelves as suggested reading.

the books on its shelves as suggested reading.

Until this year the library had to work chiefly with picture titles, but the growing importance of the road now makes a legit hook-in practical.

Gave Tokens

Chester Price, acting manager of the Utah Theatre, second largest house here, manufactured a unique exploitation stunt: for Love and Hisses, which opened Wednesday (92)

(28).

Spending \$3 for 3,000 one-mill Utah sales tax tokens, and a fin for printing. Price got out a handout that had the town agog, Mill was inserted on a small card reading. Take a Tip—see Love and Hisses—Starting Wednesday at the Utah theatre. Ushers distributed the cards, 3,000 of 'em, in downtown office buildings day before show preemed.

Stage Coach Handy

Enid, Okla.

For the first time in 75 years, the wheels of an old Wells-Fargo slage coach creaked over the roads of Ok-lahoma recently, carrying its cargo

of Wells-Fargo films from Okla-homa City to Enid.
Carl Benefiel, manager of the Grif-fith houses in Enid, secured the old the control of the Dotter City, Kan-Denver and Condon W. (Pawnee Bill) Lillie, to transport the films to the Astec theatre, one of the four Griffith houses in Enid.
Muleskinner Bill Türk and guard V. E. Lefotce were dressed out in ten-galon hats, bearskin coals, and cap-and-ball, rifles, to 'guard' the cargo.

Hollywood Party

Warner Bros, garnered reams of national newspaper, publicity space for their all-star musical production of Hollywood Hotel last week by staging a 58th Apniversary Party in conjunction with the original Hollywood Hotel in Hollywood, during week Hotel in Hollywood, during

conjunction with the original Holty-wood Hotel in Hollywood, during which a nation-wide radio broadcast took place.

A host of screen celebrities turned out for the affair and the broadcast of the festivities, which was arranged by S. Charles Einfeld, advertising and publicity director of the com-

and ablicity director of the company.

Present at the party, were the endirector of Warner Bros 'Holly wood Hotel' with Dick Powell acting as master of ceremonies on the broadcast. A number of screen stars of the silent days attended the celebration, of the famous hostely's anniversary including such famous names as Flora Finch Betty Blythe, William Farnum, William Desmond, Charlie Murray, Jean Acker, Hale Hamilton, Kif Guard, Bryant Washburn, Mary Carr, Donald Crisp, Irene Rich, Tom Mix, Herbert Rawlinson and Raymond Hatton.

Is a Leader

Is a Leader

Printer's Ink devoted several pages in a recent issue to RKO-Radio's direct mail campaigns directed by Leon Bamberger. Two years ago he because the several pages in a recent several page to the distinctive approach does more sell-ing and he is keeping RKO out front in a big way.

Broadway Tab

Broadway Tab
Taking a hint from picture publicity, the Mercury theatre, came out recently with a fake tabloid in the interest of its no-costume production of Julius Caesar.

Most of the space was devoted to them treating the bumping off of the late Julius as a current eyent done in the most sensational banked explicit of the space was devoted to the sense of the sens

Worthwhile

Worthwhile

One of the best special booklets issued by Harry Browning's press department for the M. & P. theatres, Boston, designales January as a Non-Accident Month on the circuit, with a highly specific listing of the chief causes of accidents.

The booklet is so well done, both as to format and contents, it would well pay the larger circuits to get hold of a copy and reproduce it. It offers a complete checkup the theatre, and lists specific instances from the files to back up the general statements. There is also a suggested plan for a fire drill which should prevent panics.

Joe Estes Seriously Hurt in Auto Crash

New Orleans, Jan. 25.

Joe Estes, 44, for years as publicity director for the Saenger theatre, suffered scrious injuries when his automobile struck a truck when his automobile struck a truck Friday (21). Estes was on his way to a doctor for treatment after his machine crashed into a tree in Bonchatotila, La, the night before. He was taken to Charity hospital where his hurts were diagnosed as a possible fracture of the skull and other injuries.

His car was almost completely demolished, and police after the action field charites of reckless driving and causing damage against him. He was known to thousands of

He was known to thrusands of children throughout the South 'Uncle Joe' through special programs at the theatre and over WSMB.

Chicago Loses Edge with Bands As Other Midwest Cities Assume New **Lustre Because of Sustainer Status**

Chicago, Jan. 25;

For the first time in a decade smaller cities of the midwest are getting an ether break, due to the recent refusal of Chicago hotels to meet the demands of the radio stations for \$100 service fee for plcking up the remote control orchestras. I night. Where formerly the orchestra leaders fought for Chicaro mit clubs and ballroom dates, in order to get Chicago sustaining radio ricas which rated high as name-building plugs in the music business, they are now indicating their preference for jobs in Deriott, Cincinnatti, Cleveland, Milwaukee, St. Louis, Minneapolis-St. Faul, Pittsburgh, Louisville, Denver, Omaha, Kansas City and other cities of the nation. For the Chicago stations are now tying in with small and large hook-ups to bring in latanight dance music from the other cities to replace the loop dance spots.

WGN has long been rated a prime.

words.

WGN has long been rated a prime name-builder of orchestras. Where the band-leaders previously fought for Chicago dates with WGN outlets, they are now seeking out-of-town dates in spots which have Mutual hook-ups to provide a line into WGN. The result is that these cities addenly find top band names available to them, where formerly these orchestras were hestiant to accept these minor midwest dates.

N.A.B. Considers Libel Insurance For Stations

Washington, Jan. 25.
Group action to provide broadcasters with insurance against libel
suits is under consideration by the
National Association of Broadcasters.
Following informal discussions over
long period of time, Managing,
Director James W. Baldwin is in the
middle of a preliminary survey, of
trade origanization members which
indicates in early stages widespread
interest: in obtaining protection
against suits and intimidation.
When the proposition may come to
a head is problematical, but it is
possible that the subject will be laid
before the special N.A.B. convention
next month to see whether the industry wants to develop the idea to
the point where factual discussions
can be held with policy-writers.
Purpose of the survey is to ascertain whether there is sufficient interest. the part of N.A.B. members to make it worth while to sit
around a table and talk turkey with
commercial companies.
Encouraging replies have been received from couple of hundred
station exces, with less than a halfdozen turning thumbs down on the
suggestion. While blanket approvalhas, not been sought, the bulk of
individuals indicate they would like
to go ahead with some plan which
would remove constant apprehension.
Looks like there would be sufficient
demand to make it worthwhile for
some of the large companies to consider writing this type of insurance. Washington, Jan. 25

Bili Roux with Hearst

W. C. Roux has become director of promotion and publicity of International Radio Sales, division of Hearst Radio, Inc.

Roux was with NBC for five years, successively local sales promotion mgr. of NBC managed and operated stations and in charge of public promotion.

Radio Spieler as Judas.

Ponca City, Okla, Jan. 25.

Bill Stevens, for the past two years an announcer and continuity writer on WBBZ, signed with Josef Meior to appear in travelling Luenon Passion Play.

Barry Gordon, who formerly played the part of Judas' will leave the company for Broadway.

CBS AGENCY BILLS, 1937

ċ		t
i	Rutheauff & Ryan	1
ı	Benjon & Bowless 2,433 T73 Blackett-Sample-Hummert 2,052,412 N. W. Ayer 2,044,329 Newell-Emmett 1,890,541	
1	Blacket-Sample-Hummert 2002-412 N. V. Ayer 2442,525 N. V. Ayer 244	V
ij	Yewell Promett 1 906 541	p
	Lord & Thomas 1.671,007	
ı	Neisser-Myerhoff 1.232.000	V
ı	F. Wallis Armstrong 1.128,540	la
j	Young & Rubleam 900.498	١-
1	R R D O	10
1	Young & Rubleam	
Ļ	J. Walter Thompson 838,492	
9	Hufeling 700.805	
ı	Mexon 730.63"	7
ı	Buchanan	
ı		ŝ.
ı	Cardner 520,614	20
ŧ	Lennen & Mitchell 528,700	20
ŀ	Tennen & Mitchell	10
ı	MacMenus, John & Adams 437.900	
1	'lays MacFarland 281,050	
١	Campbell-Ewald 875, J°5, Riow 877,73° Gryer, Christle Newell 848,850	
í	Blow	٠.
1	Snrx Reves 551 (39 12 12 13 13 13 13 13 13	h
١	Morse International 823.320.	Ċ.
Ì	Stack-Cobie 280,138 271,277 275,277 275,170, Roche Williams & Cunnyngham 200,378	ľ
۱	Paris & Peart 275.27	
ł	Anna & Peart Do Arcy Roche Williams & Cunnyngham. Product Rederal Wessel Abert Fronk-Guenther-Law. 130.00	t
ı	Corne, Williams & Cunnyngham. 20,378	T
ł	Federal 210,050	١.
ı	Wessel 201.865	
ł	McConn-Erle son 185,870	h
ı	Lumbert & Feesley	
ı	Proofe Smith & French 117 COO	h
ł		D.D
1		'n
ı		
ı	Compton 87.700	s
ł	Robritangh & Gibson R0 Con Compton R0 Con Compton R0 Con Concentrative Advertiging R0 And Charles R Stuart S1 190 Clearles R Stuart S2 190 Clearle & Ellis R0 Con Concentrative Advertiging R0 And Charles R Stuart R0 Con Concentrative Advertiging R0 Con Content R0 Cont	I
ł	Charles R. Stuart 54,190	1 -
1	Mecher & Ellis 52.893	N
ł	Peck 44.77. Botsford, Constantine & Gardner. 88,40	t
ł		è
ŧ	Contficial, Prown & Co	
ı	Lawrence C. Gumbinner 29.525	t
ı	1. D. Werthelmer 20 000	la
١	Vilton Weinberg	1-
Ì		Į,
4	Pornes-Chase	l-c
1	Westen	l r
1	Pornos-Chase 14.506 Weston 15,000 Caples 11.505 Lames F. Fay 11.040 L. I. Denne 10.800	
ı	Caples 11,795 Tames F. Fay 11,040	į k
ł	1. J. Denne	İΕ
ı	Proadenst Advertisng, Inc 9.886	ľ
ŀ	A. J. Deone 10,860	
1	Gillham 6,480	t
1	A. McKim. B.640 Pacific Norket Builders B.681	s
	Pacific Norket Builders 5.681	1.0
I	" mond R. Morgan 4 ""	1.
١	Walker & Downing 3.775	١.
1	Police 2,700	н
ı	Valsh 2,500 Irmes Pauliben 1485	п
ŀ	Sidney Garfinkel	1
1	many sandanners serves serves and	ı
1	Grand total \$98 700 119	1.

Jerry Belcher Thinks Vox Pop from Europe Might Be Something

Washington, Jan. 25,
Jerry Belcher, pioneer Vox Popbist for National Broadcasting, mulling the idea of going abroad to conduct his Interesting Neighbors' pro-

gram.

Present arrangement of going into the homes of prominent individuals and interviewing them from the vortex of the family circle could be conducted—through the services of an interpreter—in Germany, France, and other European countries.

Fred Beiber switched from engineering department to spiel at WTHT, Hartford.

POSTSCRIPT

'Adam and Eve' Was Spoofed with

Despite all the furore about the Adam and Eve sketch on the radio, aroused by Mae West's performance, it's not the first time that these two have been used as subjects for a radio sketch. As recently as last October, John T. Battle scripted one for Maxwell House which received fan mail from church people. There were no kicks.

Battle has written a number of Biblical parodies, usually casting Negros in the parts. Eddie Green and Hattle MacDaniel played in the Maxwell 'Adam and Eve' sketch with Ernest Whitman as the snake. Author when queried admitted that the sex was there' but without Mae West. Stated, however, that Eve

West. Stated, however, that Eve played it la M. W., but program wasn't done on a Sunday just after a religious censorship confab.

American Civil Liberties Union's 'Inconsistency' **Issue Versus Commish**

American Civil Liberties Union as queried the Federal Communi-

American, Civil Liberties Union has queried the Federal Communications. Commish as: a result of l'affaire West, in regard to its future policy on complaints by the Union re censorship.

The ACLU states that the FCC has laid down a precedent in its handling of this case; since it had previously maintained that it had no power to act when censorship by stations was brought to its attention. Here in the case where censorship was not exercised the Union states, the FCC stepped in, reversing its entire former attitude, which has been to state it had nothing to say about censorship.

With present talk of possible recriminations when wave length renewals come up, Union officials now believe that this query puts the FCC on the spot, in that they can longer ignore the ACLU's protests connection with radio censorship.

LEO REISMAN SHOW WILL ADD GUESTS

Schaefer Beer program on WEAF, N. Y., which has a higher talent budget than any other local show in the Big Burg, will shortly use guests from vaude or niteries. This view is offered on the grounds that New Yorkers, to whom the program is pointed exclusively, get views of entertainers in the flesh to a much greater extent than hinterlanders. Suds show is backboned by Leo Reisman's orch. Budget for guests is highly flexible, with the account prepared to go \$350 to \$1,000 per guester.

WBAX Man Injured

Wilkes-Barre, Jan. 25.
William Thompson, 46, business agent for WBAX, suffered lip and head lacerations, Sunday (23) when hit by an automobile. Ten stitches

were applied to wounds.

He stepped from curb into path of car, police said.

Radio Dislikes Hush-Tone Sales Angles

'Now You Don't Have to Suffer' Point Made Against Radio Commercial Copy

Tacoma, Jan. 25.

Local financier, H. K. Todd, giving some of the Northwest radio excess a headache by advertising for agents and salesmen to sell what he calls a hush-tone, with come-on about eliminating commercials. Patent has been applied for according to literature is constructed with a 15-foot cord which enables the listener to switch control to any part of the room, designed, the pamphlet says. for your pleasure and peace, enabling you to read, converse use the phone, without being disturbed—you may have the pleasure of music or other good programs without distracting interruption of loud, racing over done commercial announcements. Literature also says you have to disten to what is termed blah or turn off the radio. But now, you can control mushone (annoying announcers) with hush-tone.

MUTUAL LEADERS

L		1.0
P	Erwin, Wasov & Co \$	224,611
ŀ.	Brocke, Smith, French & Dor-	
	rance	224.920
	Buthranif & Bean.	125,573
	Blackert-Sample-Hummer	117.605
	Franklin Bruck Adv	08,633
	R. H. Alben & Co	96,550
d	Charles Dallas Beach	
ľ	Charles Danas Reach	91,774
٠.	William Esty & Co	91,101
	B. B. D. O	88,209
	United States Adv	85,185
	Baggaley, Horion & Hoyt	70,028
	Kelly, Stuhlman & Zarndt	69,064
	I. Walter Thompson.	67,727
	H. M. Kiesewetter Adv	63.815
	Young & Rubicani	57.002
	Albert M. Ross	51,731
ó	Scholiz Advertising	40:411
•	Thompson, Kach	44:080
	Roche, Williams & Cunnyngham,	40,031
	H. W. Kastor	33.46
i	D. M. S. Martoria,	32,400
	Redfield-Johnstone	
1	Lucher Bowman, Inc.	30.815
ď	Cecil, Warwiele & Legler	28,587
	and the second s	11. 1

Russell Offhaus, of WFEA. Man-chester, N. H., now with WCOP, Boston, as a mike man,

Bernice Judis, WNEW, Chary of S. A. Angles; Has Woman Boss Theories

COLUMBIA'S 1937 SPONSORS

		- 60	100	:	100	1		-	5	À
	٠.	1	Bros.	1.17	4	1.	15.5	40 10	in 1	'n
١,	7	ever	e-Paln	initi	o-Pa	er i		\$2.19 1.89	ō.	-
3.	ì	level	t & M	yer.				1,60	ul,	4
١.	٠,	COTH	Motor	2				-1.64	n,	īŪ
۶	1	Ameri	ean T	ohac	co,			1.56	- 1	
١.	7	VIIIIa	m W	igie	y			1,24	0.5).;
٠.	ì	ener	ell So	in .				1.10	6,1	10
ì.	1	mert	can H	ine	Pro	hiets		1.0	1.	ıī.
١.	(hrvsl	er	40. 3		4		1,11	1,1	15
١.	-	leners	d: Mot	ors.		100	i			
	I	hlleo			44.5	40.00		7	0.5	111
	્યુ	C 1.	Reynol Heinz ental & Fin	ds :	robac	ço, .		7.0	1,0 1,0	.,
1	ċ	one in	ental	r. L	Inter				10.1	ñ
i.	ì	chn	& Fin Co lilk Kelvin	k				5.5	n 3.1	in
ı.	1	oxas	Co		45.04				86	ы
١,	٦,	ct 1	lilk	33.		sin i	Sec. 19	5.	17.5	121
ĵ,	3	ogh-	Kelvin	ator				n:	1.5	
Υ.	3	illett	e Safe	ty :	Razoi	٠٠٠٠	1.1	. 61	14	4
	à	J. S.	Tobac	00.						'n
ľ	3	ewa.	rt Wa	rne	7.0		::X	TS		2.5
١.	1	n P	ont					30	:7.:	11)
	٠,		Morri	9			1.6	8	٠.	3
	. (ulf .		• • • •						.,
(-	Vick '	Esther P.	1 - 4		vide:	24 V		r.	
		adv	D			10				-
i.	1	i lant	Psther P In Re Coln	finit	g		7,1	97	5.1	ěî.
ı,		OCA !	Coln		2000			. 20	5.1	1
١,		udah	v Pac	king						
4.	•	Lionb	of Am Davis clai M	eric	an B	ank.	8 . 17	- 10	n 9 15.1	
٠.	٠,	Portofi	olol M		20010			10	6	'n
r.	ė	Cime.	Ciat in					13	6.5	17
7.	Ġ	Cime Cncr	il Ba	king				15	1	
۹,	1	Tudso	n Ir Refi		4		de	1.4	7.0	
٠.	1	Inch	r Refi	nint			30.10	14		0
n.						11.		13	9	
٠.					um			119		11
	ŝ	torlir	nd Blo g Pro Seles	duct	9	100	11:5	4 11	0	3
Ü	Ġ	ervel	Seles					7.1	7.7	
۲.		arbo	undun nl Ice rillard	1		Z		-11	7 4 C	4
Ì.	1	Intlor	nl Tce	:Ada	ertis	ing.	inc.	- 10	3 4	5
Į.	1	150	riiinra Produc	Co	mpan	ν		10	3.0	il.
٠.	÷		croauc			100			0.0	
١.	1	hilli	ena R Pac F Lat	ding				. 8	0.1	0
Ú,	Ĵ	rand	F Lat	OLU	tortes		17.		5,3	į.
٠.			ational	S	lver.	in.		. 7	η,:	2
٠.			lali Re					7	5:1	5
	. ;	arns	Colott	nnı	ng.,	13.74		. 2	0.7 8.7	4
	4	Sank.	Celati of Am Bakin	rric		113			4.1	'n.
		Vard	Bakin	7		7-1				, Ā
		henel	Ford.			140		- 6	0.7	O
١.		. B.	Ford.	6,0	10.1		1.96			3
1	- 3	Janhr	a Citr	oar	332.7	W.M	200			
2	ាំ	Durke	n Citr e's Fa Radi A W	môi	a Fe	ords .	20		0.º	'n
3,		cenith	Radi	ň						
4.	ાં	Brown	A W	Illai	nson	'l'ob	arr		n 9 0 7	7
٠.	. 5	kelly	Oll nter A Krank ert Pho		11:5	97.		. 2	9,2	^
•		laew	Ter A	330C	lated	O)1/			5.4	
	٠ź	ambe	ort Pho	rms	col	***	1			ò
ń.		Chom	S Coo	k .				. 2	**.9	G
),	. 1	Toxze	ma Ch rande ngeles onds,	emic	a1			. 1	7 6	11
١.	1	Rlo G	rande	Qil.			. 2	1	7.0	11
	. 3	os A	ngeles	Soa	р		• • • •	. !	4 5	7
Ċ	Ť	lline	Cent	rel			•	100	4.3	
	í	Tomer	ngeles onda, Cent	C	unci	1		1	1,0	31
١.	- 1	Iarjo	le Mil	18				4- 1	2.3	90
•	.9	en. A	. Hor	mel	Com	any,	4	100	9. :	1).
	2	cicin				.,,.	****	10	g.: 5.0	7
i.	ć	Nima:	e Oll. d Furi Produ	ıng.		• • • • •	••••	1 1	2.1	
	ï	follan	d Fun	nnce						ō.
	. 3	able	Produ	cts.	Inc.			100	4 .1	a
١.								1. 11	8.0	G
١.	1	enns			blici	(v C	om.	19.00	3.7 1.8	7
	4	tonis	on, To Wine State Cand	P. a	nd. S.	r. I	c. H.		1.8	å,
i.	. 6	rezoi	State	H	Way.	Com	mis.	100	1.4	10
3.	ì	Suelld	Cand	v C	mpa	n'y			Ď	90

Grand total. \$28,722,118

Station Mgr. **Eligible For Own Orchestra**

Albany, N. Y., Jan. 25. Agreement reached between local

Albany, N. Y., Jan. 25.
Agreement reached between local
AFM unit and the management of
WOKO-WABY calls for the employment of musicians on 12-hourweek minimum. Roy Kiefer, who
has led pit orchestras in Albany
and Troy theatres, will conduct.
Date of group's air debut and the
particular program has not yet been
set. Reported that part of the
weekly minimum time will be spent
at first in rehearsals. WOKO, CBS
cultet, and WABY, NBC blue,
have been without a house orchestra. Incidentally, Harold E. Smith,
who has nursed these stations into
the plenty-profit class, is a violinistmember of the local union and is eligible to conduct a studio orchestra.

Staff Gets Consideration On Toscanini Ducats

NBC is limiting the outside distribution of ducats to the Toscanini broadcasts of Jan. 29 and Feb. 5 and 12 so that the networks employees in New York may get a chance to see the famed stick-swisher action.

tion.

There has been considerable among the NBCites beard-mumbling among the NBC testover not being able to get on the symph airings.

Bernice Judis, one of a handful of

Bernice Judis, one of a handful of femme radio station managers in the country, and guider of WnISW, New York, has some unorthodox rules for the success of a career woman, She's five feet two, slim, with reddish hair and brown eyes, and she has neatly solved the problems confronting a female who crashes man's world.

One of the things she won't do is sell-time. Another rule she has imposed on herself is never to interview an announcer without hearing his radio voice. The latter rule, the explained with a grin—

'It was a weakness. I was hiring nnouncers for their profiles instead of their voices. Nothing personal Just in esthetic sense, I like to have good-looking people around me.'

Auditions via wax or pa. system disposed of that quirk. Still engages personable men, but makes sure they can speak English first. Reason for refusing to sell radio time gets back to the 'male and female, created He them' theme, the problem of a gal invading gents' letritory.

The better I could sell time, the

lem of a gal invading gents territory.

The better I could sell time, the less I could sell, which sounds like a paradox, but isn't. There is nothing in the world a man hates worse than a female know-it-all. If I started selling time I'd lose myself in my senthusiasm. Then my prospect would be too busy disliking me for being an aggressive female to entertain the proposition.

No Discipline Needed

enthusasm. Inen my prospect wount be too busy disliking me for being an aggressive female to entertain the proposition.

No Discipline Needed

Diffaculty usually encountered by a female boss of a male staff is no problem here. She knows men don't like to be under schoolmam discipline — so there isn't any. That disposed of by hiring people who can do a job, and letting them do it. Her one marital venture folded before she took over the position. Hasn't tried again because she doesn't think matrimory and the job would libe. 'We're on the air 24 hours straight' she explained. I have a direct line from my home to our all-night station. I am apt to be called anywhere from 2 a.m. about some difficulty that has arisen. The same of the called anywhere from 2 a.m. about some difficulty that has arisen. Unless I married a night watchman I don't think it would work out.' Used to be startled out of a sound sleep by the calls, but has developed the knack of answering any nocturnal summons without waking up. Says it, works just as well and is easier on her nerves.

Another office regulation invented by Miss Judis is hiring secretaries who aiready have heart interests. She's found that girls equipped with a 'steady' keep their minds on their work instead of spending time looking about the station for romance.

Her system is individual and she doesn't want to go on record as doling out advice to business women. Use common sense and stay feminine' is the watchword. Nor is the story of her having her present job very illuminating to aspiring femmes. Here it is, and she insists there are no further trimmings:

'Someone said I looked like a smart zal and dumped the job in my lap. Now I'm crazy about it'.

Says she never had worked at any-hing before and had to buy an alarm clock for the occasion. Wouldn't spend more than 49c for the time-piece because she was so sure the lob wouldn't last. That' was four years ago: Has since come to 'know every nail in' the station by its first name.

WNEW's management completely in her hands, the

WNEW's management completely in her hands, the station owners be-ing primarily occupied with other matters. Milton Blow with his ad agency and Arde Bulova with

AMATEUR TRYOUT AS AMATEUR PRIZE

Detroit Jan. 25.
Uncle Nick Nichols is holding auditions in various nabe film houses to obtain talent for his new-show, 'Sally's Amateur Hour,' heard twice weekly over WJBK.
Broadcasts are staged at different nabes each show, with Nichols a.m.c. Two nightly winners, selected by audience applause, get all-expense trips to New York for tryout with Major Bowes. Bill footed by Sally's Major Bowes. Bill footed by Sally's Major Bowes. Bill footed by Sally's

Weldon Stamps new newscaster with KTOK, Okla. City.

REFINED ROUGH 'N' TUMBLE

Radio's Fiscal Dimensions

Washington, Jan. 25.
Financial scope of the broadcasting industry, which makes it necessary for the Federal Communications Commission to tread lightly promulgating new policies and regulations, is several billion dollars, Commissioner T. A. M. Craven found. Best guess as to extent of industry is based on following factors:

Investment of the public in receivers, figured consérvatively, is \$1.

330,000,000.
Factories making receivers, tubes, parts, transmitters and sound equipment number 1,037, with unknown capital which undoubtedly is

More than 4,000 retailers engage exclusively in selling sets, in ad-tion to thousands of other retail outlets.

dition to thousands of other retail outlets.

Annual business of set servicing is huge, with 1936 outlay by listeners for repair and overhaul guessed at \$75,000,000.

Value of power equipment is unknown, but admittedly is large, while cost of julies for receivers was \$150,000,000 in 1936.

Agencies handled accounts totaling \$63,307,000 in 1936.

Over \$40,000,000 has been sunk in broadcasting stations, while expenditure for operation annually requires several millions.

BMI for land lines in 1936 was \$6,578,956.

Resented by Radio Fans;

Wallace Butterworth and Parks Johnson, interviewing team for Molle's 'Vox Pop' program on NBC' have dropped their fleup with Lib-erty magazine because fass squawked about having to buy a mag

squawked about having to buy a mag to get the answer to some question broadcast by the pair. Complainants wanted to know whether it was shaving cream the program was selling, or magazines. Nor was the idea of spending a nickel to their liking. Arrangement gave Butterworth and Johnson a by-line over the 20 questions carried by the magazine each week. In the course of their weekly show the pair would toss off a stickler and suggest that the listener look up the answer in Liberty's current issue.

BOAKE CARTER

NEAR TRUCE?

Philadelphia, Jan. 25 CIO Council is due to confab this eek on calling off union boycott

of General Foods following Boake

Carter's promise to be good at a con-

ciliation luncheon last Tuesday. Spieler announced to assembled

Spieler announced to assembler labor leaders at that time that he will avoid comment—merely report—on controversial unior, issues when he shifts from Philco to General Foods sponsorship on CBS Feb. 28. He asked in turn that the CIO call

opinion them I find I have put wy foot in it. Therefore I have de-cided to verrain from commenting on labor. I do not feel that I am capa-ble of commenting of this subject." He declared that he has recently trained from using union topics, in

his airings and newspaper columns

nis airings and newspiper countins because of many protests he had:
ceived concerning his statements.
Dr. Leon Levy, prez of WCAU, v. p. of Columbia, and Carter's manager, stated there has been a mutual understanding between Carter and GF that he will refrain from

and GP that he will retrain from commenting on any controversial sues in his broadcasts or columns. Levy also said that in the event such an issue arises, equal time or space will be allotted those or probable.

Spieler

Had to Spend a Nickel

CHAS. MARTINS Liberty Magazine Tieup **NEW MORRIS SERIES**

Philip Morris cigarettes, which had its biggest sales year in 1937 and is a prime user of radio, will further expand. In addition to the current Tuesday-Saturday shows which will continue as is, the tobacco house will have three half-hours weekly Charles Martin will produce and handle for the Milton Biow agency. Series will be broadcast from New York with film guest stars and an orchestra headed by Howard Barlow Martin will write the scripts also Shows will be dramatic in general

Actual broadcast time being nego-tiated, with Columbia the probable network. Tieup with national magazine may also be incorporated in the program

will represent aroun y production over weekly

Newspaperman Calls Radio Newscasting Inferior Job In Labor Board Hearing

Albany, Jan. 25.

Two local newspapermen clashed the relative importance of newscasting during a hearing held by the National Labor Relations. Board connection with the Trity Newspaper Guild's charges of discrimination against Gannett's Knielerbocker News. Ray Mowers, one of the complainants, testified that he had been humiliated by being assigned to inferior jobs such as newscasting! while the News sought to rebut this viewpoint through Edited the News sought to the mike. Healey told the board's examiner that he prized his broadcasting assignment. Albany, Jan. 25. Foods sponsorship on the asked in turn that the CIO call off its dogs.

William Leader, prez of CIO Council. following Carter's free lunch, declared, he'd make no deals, that he refused to be put ir the middle on a charge of censoring freedom of speech and press. He indicated yesterday, however, that action may be taken and the GF ban lifted aroyding's the gabber, whom the CIO paper calls Boske the Bloke' behaves himself. TIO sheet, the Labor Record, ported Carter as saying at the luncheon, which was closed to newspalpermen: I'm in the doghouse. I have stried to be fair. In reporting labor issues, but every time I express and opinion them I find I have put in my foot in it. Therefore I have desirant from commenting on

board's examiner that he prized his broadcasting assignment.
Healey, who does news and sportscasts for the paper over WOKO and WABY, told the examiner Mowers is now broadcasting for a state department of which he is an employee and had done commercial sports airing in 1936. Guild claimed that Canniett showed discrimination in his selection of holdover employees, when he merged the Pr and the Albany Evening News.

Fairfax Renewal Dubious

Present plans of sponsor are not to renew the Beatrice Fairfax program on Mutual network after the Feb. 25 broadcast. Show airs Tuesdays through Fridays, '2:45-3 p.m. for Silver Dust and Gold Dust. According to the BBD&O agency, which handles the account, bankroller, though firm has already decided on cancellation, may change mind.

MILK OF HUMAN KINDNESS ON OATS

New Kid Serial Makes Its Gangster-Villain 100% Foul Ball but His Mischief Glossed Over with Minimum of Crook Slang and Mobster Tipoff-No Neryous Indigestion

SNAPPY MURDERS

By BEN BODEC

Quaker Oats has found that little Rollo will go for the gangster yarn in a big way even if the blood-andthunder and the cliff-hanging are pretty well extracted. With the show now under the supervision of a child psychologist and rated as a somewhat anemic copy of the orig-inal version. 'Dick Tracy' gives in-dication of developing into a big juve dication of developing into a big juve click. Program, which clears over but 11 stations in the NBC-red basic, has already enrolled more than 75,000 youngsters in its Secret Ser-vice Patrol. Quaker started the se-rial Jan. 3 and garnered this mass of applications, accompanied by the usual boxtop, with but a week's an-nouncements.

nouncements.

Even after it had tied up the show and the network time through its agency, Fletcher & Ellis, the serial manufacturer was leery about the reaction it might get from teacher and parent organizations until the child psychologist angle sprouted. For this assignment the agency retained Jacob S. List, director of the Child Quidance Clinic of the Heck-scher Poundation for Children. D. List is supposed to sit in on the planning of every installment and have the final word on the phrasing of the final word on the phrasing of the scripts and their interpretation around the mike.

The Sapolie

As the sepation As the serial is now being framed, the gangster character must not be allowed a single likable or appealing feature. General use of slang is taboo but if one of the kid characters should use some of it the next speech must have Tracy rebuking him and moralizing on the bad effect such language has on character development and on the opinion of others. Mob methods operations must not be tipped off. If a character is to be killed, the incident must be played fast and not dragged out. Also barred is the stratagem must be played fast and not dragged.
out. Also barred is the stratagem
of ending an installment with the
hero or one of his stooges. In a serious predicament. If there is a
carry-over episode it must be given
short shrift at the opening of the

Following is a list of the 'Tracy' serial's musts and taboos which are supposed to guide the writers and the producer:

1. Dramatize kindness, unselfishess, consideration.
2. Write refreshing episodes, basically instructive

taining. taining.
3. Always include the moral that crime doesn't pay.
4. Create the ideal of heroic service and self sacrifice.
5. Carry suspense at the end of script without revealing disturbing articles. If factors

motional factors 6. Appreciate the fact that children 6. Appreciate the fact that children are great imitators, they love to act out in the realm of fantasy the drama of life as they see it. Give them, therefore, the best possible material, by living reason-controlled life, free from incigative emotions of anger, ear, worry, jealousy and envy.

7. Make Dick Tracy more colorful than the civing as feeded in the

than the criminals depicted in the

1. Don't us more than the abso-lute minimum of gangster slang. By

Dick Powell Tells G. W. Hill to Lay Off or He'll Drop Out of Luckies

Hope

Stan Shaw, conductor of the post-2 a.m. owl show on WNEW, N. Y., had a guest in the studio list week during his program. Guest happened to work with BBDO agency, which fact Shaw roostered over the ozone with this amendment: T want to go on record here and now, that the BBDO agency is the finest organization; I ever hope to be with.

Blurb for BBDO was de-livered at precisely 4:23 a.m. Saturday (15).

BRADY'S 'DOWN EAST' SUIT VS. WOR

Ownership of the title copyright of Lottie Blair Parker's play, Way Down East, will be decided next month by a N. Y. supreme court into the state of Ownership of the title copyright of

broadcasts.

Brady avers that the author of the play assigned to him the rights to the play in 1897. The copyright expired in 1927 but the author renewed it for 28 years. The defendants assert she sold them the radio rights in 1935. They declare Brady's interest in either the play or the title ended at the expiration of the original recognition.

inal copyright.
The defendants also claim The defendants also claim that Brady was guilty of delay in bring-ing the action and that he purposely waited until the author died.

JOE RINES, PICKENS SIS. **TOP 20 GRAND DISCS**

Twenty Grand cigarets (Axton & Fisher) returns to the spot field Feb. 14 with a 26-week campaign calling for three 15-minute periods a week. The transcriptions will be

calling to: The transcriptions w...
placed with 15 stations,
It will be a musical series, with
Joe Rines batoning and Martin Block

a minimum is meant just enough to color the script:

2. Do not dwell on the destruction of life.

3 Do not dwell on palpitating gunbo not wen on partitioning min-play and super excitement more than is necessary; other words, pass over such crises as quickly as possible

4. Do not glorify the Dillinger 4. Do not glorily the Dillinger type of Jawbreaking in any form.
5. Do not end any script on a point of feverish suspense,
6. Never have Tracy, Put or Junior tell a deliberate (alschood, even to loo) criminals.

7. Never have Junior handle fire-

8. Never have Tracy shoot at any one except in self defense or upholding of law and order.

Hollywood, Jan. 25.

American Tobacco's Your Hollywood Parade' has been all out of step the past week, viewed from backstage Dick Pe ell, emcee of the Luckies airshow, has told Sponsor George Washington Hill off and the next move is up to the eiggle chieftain. In so many words Powlet expressed his resentment at too much interference on the show from Hill. Those who know Hill are willing to ride along in his corner. Reports making the rounds that Powell was miffed at Hill's citicism of his handling of the show and deminded closer cottoning to his Hill's) deas. Another disconcerting note is the rumor that Hill threatens to call the whole thing off unless the surveys treat it more kindly before the ninth week rolls around. Lord & Thomas office discounts the seriousness of the bickering, and says Powell will be back next week, and for many more, happy and contented. It believes all the misundesstandings have been ironed out.

Next Cossult Stude

Powell came out flat-fooled with the statement that unless the pro-

ings have been ironed out.

Must Consult Studio
Powell came out flat-footed with
the statement that unless the program improves, and to his liking,
hell ask to be permitted to withdiaw. Show is a studio package sale,
so Powell will have to talk any such
move over with Jack Warner, studio chief. Luckics is paying \$15,000
a week for the setup.
Another Powell peeve is that too
much outside talent is bein; dragged
in and that Werners players are being given the go-by. He also found
fault with the choice of songs handed him, and many of those just
few hours before air time.

It is known here that Hill sends
a long teletype after each show, calling attention to this and that and
making, recommendations for their
change on the following broadcast.

making recommendations for their change on the following broadcast. Show has undergone two changes in its five weeks on the air. First Al Goodman w. s moved in as music director, replacing Leo Forbstein, and last week the troup, was moved from the Warners Burbank studio to one of the rental spots adjacent to KFWB on the abandoned WB lot. Hollywood.

50 TO 500 KW COSTS \$300.000 '

Washington, Jan. 25.
Cost of boosting 50 kw station to 500 kw. would be roughly \$300,000, while added operating expenses would run about \$140,000 annually, Federal Communications commission was told last week.

Estimates submitted by Commissionet T. A. M. Craven, were based on analysis of widely varying guesses made at the 1936 engineering hearings by varyous individuals favoring Washington, Jan. 25

ings by various individuals favoring and opposing super-power operation and on the statistics of the National Advisory Council on Radio in Educa-

tion.
Craven calculation was substantially in accord with the result reached by the regional station bloc on the question of plant investment and was close to the clear channel, ites predictions the matter of operating costs.

Expense of upping regionals from the channel was all the cost of th

Expense of upping regionals from one to five kw at night stumped the technicians. Craven merely cited the estimates of Paul D. P. Spearman, counsel for the regional group, who said operating costs would rise 4.59%; and plant investment for those stations which are not equipped for five kw day, would jump 18%. Against this, the engineers stacked up N. A. C. R. B. guess that rises would be \$15.310 for operation and \$29.000 for equipment.

Harold E. Smith, general manager of WOKO-WABY. Albany is relaxing in Florida.

Off-Air Recordings, If for Files Only, Not Taxed Now; MPPA Warns on Use

No attempt will be made for the time being to compel stations which record programs off the air for file purpose to obtain a musi license but the copyright owners will insis upon a different procedure if discs so made are to be broadcast. This information will be contained in a letter which Harry Fox, gen. mgr. of the Music Publishers Protective Association, is addressing this week to stations throughout the country,

stations throughout the country.

Letter will describe what steps the station must take as far as, the copyright owner is concerned in the event the former has taken off the air a program stated for rebroadcasting. Enclosed with the latter will be a license form that the station is expected to fill out and forward to Fox immediately after the recording has been made.

On the matter of file years divise the

been made.

On the matter of file recordings the letter will state that, while the copyright owners have no desire at this time to collect a fee from such source, the stations are to understand that the rights involved still come under, the copyright owner's control. Quoted letter is a followap on one Fox sent stations several weeks ago in which he warned them that they were violating the copyright law by not informing him of their off-the-air recording operations.

RUDY VALLEE TRIP TO B. A. CHILLS FAST

J. Walter Thompson agency nixed overtures of Radio El Mundo for a 10-day location of the Rudy Vallee program in Buenos Aires a la Rudy's London Coronation trek of last spring. Station wanted him for prestige purposes and to commemorate celebration of 25 de Mayo (May 25). Argentine's Fourth of July.

Although neeotiations never

Although negotiations never reached the money stage, since the agency delivered an immediate flat turn-down, El Mundo was prepared to defray all expenses and pay Vallee, his usual salary for the 10 days starting on a Wednesday.

Agency, verboten was largely based on experiences Vallee en-counteréd when he left home grounds for London. Physical dir-ficulties which partially disrupted the London broadcasts were feared.

WHAM's Whammy Party

Rochester, N. Y., Jan. 25. WHAM is really going wham in celebrating its 10th anni this week. Lineup of special broadcasts, visiting ether personalities, topped by formal

Lineup of special broadcasts, visiting ether personalities, topped by formal dinner for local prominents.

Celebration started Sunday (23) with hour show fed NBC. Guy Fraser Harrison conducted orch, Henrietta Schumann solod some classical jit-boxing, and Robert Weede barioned. Monday evening was something a little less classical with Bill Fay, WHAM general manager, singing from N. Y. on "Music Is My Hobby program.

Tomorrow (Wed.) 'Singing Lady' (Ireene Wicker) will give her regular NBC program from stage-of Eastman theatre, with Milton J. Cross doing the mike-mooing, Later in evening a variety show will be aired featuring Mary Small, Fishace and Figgsbottle, Ranson Sherman, Southernaires and orch of 40 pieces stickswished by Charles Silverson.

Thursday will see the formal feed for civic leaders and local radio biggies. Sunday will wind up with Jose flurbi stooled in Rochester cutting into the RCA Magic Key program on NBC-blue.

Lavin Manages D'Artega

Jack Lavin, who recently went into the management business on his own, has signatured D'Artega to a five-

year contract.

Lavin is also handling Jesse Crawford, whose present tour has him playing organ concert one-nighters.

Simon Agey.'s Radio Dept. Arthur, La Tour, formerly con-nected with CBS and NBC, will be in charge of a new radio department to be started by the Simon Agency in New York.

SUBSCRIPTION TWIST Working Way Through College Given Revamp for Radio

Dayton, O., Jan. 25.
Time-worn magazine gag plagued
WHIO here last week as three lovely
gals posed as ambitious harmony trio
with assured radio future if the
word peddle subscriptions to certain

with assured and fundamental could peddle subscriptions to certain well known mass. In a house-to-house canvass female racketeers told guilible housewives they had warbled over WHIO two months as amateurs and would get permanent sponsored program if they sold 600 subscriptions. They claimed to have sold 500 already. Couple telephone calls put station exces wise. They contacted Dayton Better Business bureau and learned that office had-received dozens of complaints. Scheme was finally broken by warnings to listeners ainly broken by warnings to listeners ainly broken by usurings to listeners ainly announcers utilized every chain break to describe racket and disclaim any connection with it.

SOUTHERN LEAGUE PUTS RADIO UP TO CLUBS

Atlanta, Jan. 25. Atlanta, Jan. 23.

Southern BB association directorate, meeting in Memphis Saturday (22) solved controversial subject of broadcasting home games by passing buck to individual clubs, who must make their own decisions in matter.

make their own decisions in matter. It was specified, however, that no club can make any contracts for 1939 and it was provided that collective bids for broadcasting rights next year be sought. League hopes, it is believed, to finance its operations in future through latter proviso, scheme that has been worked successfully by leagues of higher classification.

KDKA Shows for NBC

Two KDKA shows for NBC Pittsburgh, Jan. 25.

Two KDKA shows going network.

A. E. Nelson just back from New York after conferences with NBC officials. First is 'Under Western Skies,' half-hour dramatic sketch written by Derby Sproul, which has been going out locally every Wednesday night at 9:30 p. m. In future, show will be repeated for Blue chain at midnight until earlier time can be arranged so one broadcast can serve both purposes.

Other show for network is song

Other show for network is song and comedy patter of Dot and Pat (Dorothy Bushey and Pat Haley), who have been given a regular 15-minute spot once a week over the Blue.

N. W. AYER'S NEW V. P.'S

McClinton, Cottington Divide Two Phases of Radio Operation

Board of directors o N. W. Ayer agency has appointed two new vice-presidents, both in radio,
H. L. McClinton is v-p. of New York corporation, in charge of radio programs creation and production while C. Halstead Cottington is also v-p. of the s-me corporation with planning, merchandising and time-buying under his purview.

Poetry Gets Hobo's Rush; Ted Malone Off CBS: Got Lotsa Publicity

Columbi has gone cold on its espousal of the poetic muse. Ted Malone, the network's disher-outer of verse vi the daily Between the Bookends, goes aff the CBS payroll Feb 12, even though he has developed into one of the web's biggest mail pullers.

Network's programming minds gave Malone bis orlejnal notice. New

gest mail pullers.

Network's programming minds gave Malone his original notice New Year's eve, effective Jan. 14, but then they recalled that CBS had committed itself to a series of future occurrence which specifically revolved around Malone's participation. They were the appreciation drive being putting on by Joseph Auslander, director of the Poetry Drama Division of the Congressional Library, a contest promoted by the Pen Women of America, another staged by the National Forensic League and a national meeting of the Pi Kappa Delta, Out of this recollection came a decision to put off Malone's depature to Feb. 12.

CBS' poetry department has been garnering a page gratis each month in the Pictorial Review.

Gillette Passing Radio

Gillette razor contemplates nore radio this season. Maxon, a count's agency, has been informed that the advertising budget includuals black-and-white and display med

black-and-white and display media only. Agency is now trying to warm up the client for a program next fall. Last network spread of Gillette was the variety show of CBS headed by Milton Berle. This layout was folded suddenly late last summer.

Paul Kapp to N. Y.

Paul Kapp quits Chicago office of Consolidated Radio Artists on Feb. 1 to take charge of radio department for firm. Will headquarter in N. Y. Handles air stuff in Windy City, also, Kapp joined CRA early last year after closing his own personal repofice in Chicago. Prior to that he was with Music Corp. of America and on own. He is the brother of Jack Kapp, prez of Decca Records.

Radio Daffodils

New York City.—On a recent broadcast in his Want to be an Actor' series now sustaining Sundays on NBC, Haven MacQuarrie had aspirant Karl Schultz do a spiel in the manner politicians affect when intro'ing a bill in Congress. For a vague matter it was decided to have the script plead for the establishment of varied colored paper money. \$1 would remain green, but fins would be blue and sawbucks bright orange. Since the program some 1,500 letters have been received by NBC saying the government should adopt the idea, and two Washington w.k.'s have expressed interest.

Philadelphia.—Jack Steck, gabber on Mawson-De Many-Forbes Fur show, bothered for weeks by a woman who declared she 'fell in love with his voice.' Steck didn't mind at first when she phoned him regularly to compliment him but he burned up when store called him to tell him the femme had selected fur coat and wanted to charge it to his account.

Des Moines—Following resume of early morning script shows was received by a local station, headed Thoughts of a radio skit fan on Friday." Carroll Kennedy has been kidnaped, a burning house has fallen on 'Big Sister, 'Aunt Jenny' leaves a poor girl in a vacant house with a drunk. Helen Trent' is shot at, and the 'O'Neils' lose a crook through an open window and nothing can be done about it until Monday.

Springfield, Vt. - Nick Carter, doing a man on the street broadcast for wnBK in front of Wheeler's pharmacy, had difficulty in getting any of the Vermonters to the mike. They shied off and ducked into Wheeler's store. Cracked Carter: The object of this broadcast is to secure customers for my sponsor, and, boy, am I driving them in!

when the word of a new job, has landed one with WGH, Newport News.

One young listener to WOWO's 'Out of Bou with Mary Lane, woman sports forecaster, is sent to bed at nine p.m., but is allowed to set alarm for 10:30 to get up and listen to the show.

Quick Flops for Short Radio B.R.'s

This is and has been the worst season in years for small budget promotions on the fringe of the radio broadcasting biz. First, the trek to Hollywood in the early fall and later the business recession with cancellations or threats of cancellation has made the going tough for those small outfits that sell specialized services, programs ideas, merchandizing, etc.

Until the present tightening radio as a new and glamorous industry was good for small bankroll investments up to \$25,000 or thereabouts. Most of them didn't last long. Majority were unrealistic, impossible and domed before they started. Some were sincere but misguided. Others smelled of racket and unconscionable misrepresentation.

Program houses without any contacts or connections were the es-

Others smelled of racket and unconscionable misrepresentation. Program houses without any contacts or connections were the especially sure-to-flop category. But even small engineering, side-lines putting out specialties have folded this year. One indie program-building house did fairly well last year, expanded pretentiously in the fall, went to the cleaners in a few months. Transcription companies are somewhat above the category of small promotion referred to. They usually need \$100,000 or better a starting bankroll. Plus plenty of sockeroo in salesmanship. Rapid mortality of the small offices and their tendency to steal away, Arab-like, in the night has depressed the angels, temporarily at least,

Inside Stuff—Radio

Quizz conducted by the Boys' Athletic League among some 22,000 kids disclosed that Joe Penner is their No. 1 favorite on the air. With the boys the next best liked were Eddie Cantor, The Lone Ranger, Jack Benny, Crosby, and Jack Oakie, while the girls made it Cantor, Benny, Crosby, Burns and Allen, Deanna Durbin and Al Jolson. On the question of what among picture going, radio isstening and book reading was their favorite diversion the boys gave 55% to films, 25% to radio and the rest to books, with the girl poll going 61% pictures and 14% radio.

Poll of screen favorites showed Dick Powell a close runner-upper to buck Jones among the boys. Four next in favor were Robert Taylor, Clark Gable, Tom Mix and Cantor. With the girl balloters Shitley Temple and Jane Withers ran even to top honors, with the next four being Tyrone Power, Sonja Henie, Taylor and Loretta Young. BAL sept one of their number to the Coast where he presented Penner with a medal Sun. (16) on latter's radio program.

on latter's radio program.

It appears that the subject of syphillis will be brought openly out anetwork commercial for the first time when 'Goodwill Hour' promotes a campalgn designed to enact a law in New York State making mandatory pre-marital medical exam. Jack Anthony, who conducts the program for Ironized Yeast over basic Mutual web and the whole Inter-City regional, has interested State Assemblyman Thomas C. Desmond in introling such a bill in the Albany legislature this session. Intention of Anthony is to built to the idea of ration-widening such a law.

Delilyhoo the idea of nation-widening such a law.

Desmond has consulted Anthony in framing the bill for presentation, and the legislative Bill Drating Committee has already beamed on the stipulations, which are chiefly concerned with syphillis.

'Reactionary' is a fighting word nowadays. Morris Novik, Mitchell Grayson and Richard Pack, all of WEVD, New York, have especially assured the former director, Irving Reis, and the present director, William Robson, of Columbia Workshop program that, speaking for themselves, they did not say and do not think that the Workshop program is 'reactionary.'

Epidemic of letter-follows wires last week were a result of Vanitry news story reporting WEVD's new 'Labor on the March' program. Issue involved was who said what. Disputed expression was made but not 'officially' or by the sentlemen mentioned.

Alexander Woollcott, who has had lots of sponsor trouble, and the Mutual network have about worked out a deal which will permit Woollcott to ozone his ideas and opinions whenever he wants. Basis will be sus-

to ozone his ideas and opinions whenever he wants. Basis will be sustaining and no pay.

Last Thursday (20), Woollcott phoned WOR and asked for time to let off some steam and relay some gags. Granted him almost forthwith, he marched up to the mike the same evening at 7:15 p. m. for a quarter-hour of unrelated chat over the web. Most of his time on the air he was a blaring billboard for the legit revival of 'Doll's House,' current on Broad-

In its new studios WMCA, N. Y., is building 'sponsor rooms' where the moneybags can recline and catch their programs or sit in on auditions. Rooms are similar to control rooms where the engineers are ensconced, save that they have no gadgets and do have ashtrays.

Most local stations have the sponsors park themselves in the control rooms when they want a peek at any proceedings.

WOR, New York, stayed on the air until 3:30 a. m. Tuesday (25) morning to facilitate the search for the missing transport plane bound for Washington from Newark that finally landed in Hartford. WOR was credited by name in the morning papers, an unusual publicity break. WNEW also kept up regular bulletins through the night.

Sub-rosa burn among execs at WIP over new edict by Prez Ben Gimbel changing weekly Monday morning round table to a luncheon meeting. Gimbel has let it be known that luncheon will be strictly 'Dutch.' Execs claim lunch hour is their own and if Gimbel wants to use it to talk biz, least he could do would be to put the food on the cuff.

Tust Homefolks' column in Philadelphia Dally News here will be devoted to radio two days a week hereafter. Pillar, conducted by Ray Gathrid, of the News staff, will be evenly divided between national and lead shadely.

Mutual web made up 200 mats of Eddy Duchin, cut-captioning them Eddy the Great and spread 'em around as ballyhoo for the orch's commercial for Elizabeth Arden. Duchin objected, when he found out, on the grounds that the captions make him out to be concelled.

Without use of any premiums or giveaways, NBC. Don Winslow kid script, established in three months time 2,600 Squadrons of Peace Clubs, with a total membership of slightly more than 17,000.

John S. Hayes and Horace J. Gardner have written a book titled Both Sides of the Microphone due out next month. Hayes is with WOR and Gardner is editor of the radio feature, Literary Parade.

Jane Pickens contract for the Ben Bernie U. S. Tire show, confines singer to four guest shots on other programs during run of her 26-week ticket.

WMCA, N. Y. cerries a program on which Frankle Basch interviews women who have been successful. At the end of each quiz station goes gallant and presents the guest with an orchid corsage.

BORROWED HEADACHES

Can't Kid Afternoon Shows

Kidding of daytime programs and commercials by Ben Bernie on the U. S. Tire show over CBS Wednesday nights is out. Network acted after a number of the daytime accounts protested against the Bernie troupe making laugh fodder of stuff that was costing them, heavy coin. Tire stanza has also had to change the title of its closing sketch because of a squawk from Blackett-Semple-Hummert. Previous tag was 'Just Plain Ben.' Now it's 'Huckleberry Ben.' B-S-H has a serial of extended lineage called 'Just Plain Bin!.' Original idea of the U.S. Tire sketch was to parody in a general way the types of dramatic serial which fill the daytime schedules and also apply the kid to the commercial copy and fadeout trailers which go with them.

Poverty Row's Network Neighbors Baptize \$4,000,000 (to a Penny) Plants

Hollywood, Jan. 25.

It was ceremonial week along Sunset boulevard last week. Not to misquote the press departments, \$4,000.

Out worth of broadcasting studios got started and by next summer radicity will have mushroomed where two vacant lots once stood. Things happen that way—and that fast—on these here sunny slopes.

First to clarion the civic biggies to their appechmaking was Columbia, which had a cornerstone laying, byosh, Donaid W. Thornburgh, western prexy for CBS, tossed a slab of mortar on the flat side of a hunk of granite and the corner was officially christened Columbia Square, which is more dignified than Poverty Row, which is just across on the other curb. That accounts for half of the four million, which in this man's town is the price of just one 'A' picture, and not so colossal, either. Trailing by two days was National Broadcasting, whose 'Don Gliman turned a spade of earth and two stean, shovels smorted the start of the actual construction, Just why each of, the networks should set the figure at an even \$2,000,000 is for someone clae to grapple with. NBC did, however, put over a fasty, on their neighboring rivals by surrounding the construction work with a fence, reputed to cost \$4,000, that would do justice to a world's fair grounds. On both the Sunset and Vine street sides are windows so that those that pass may stop and marvel at the huge bites taken into mother earth by the hissing shovels. In between the two sites is a nice, sprawling vacant lot, the only undistributed parcel of the old Paramount studio site. Both Lewis Allen Weiss and Willet Brown, Don Lee-Mutinal exces, have been seen in the neighborhood frequently, and this on the heels of statements by the volul Don Lee will pitch in Hollywood before many more mosts led to speculation that Coast radio will have a triangle of its own, and domestic in The three networks are anything but friendly although cassalities have been either few or cleverly concealed.

Another Hollywood builder is the J. Walter Thompson agency. Plans the buildin

building but this is still in the lip

MAJ. EDNEY RIDGE, WBIG. RUMORED FOR CONGRESS

Charlotte, N. C., Jan:
Major Edney Ridge, who does a Major Bowes in Greensboro and environs, and time publisher of the Greensboro Record, is expected momentarily to announce his candidacy for Congress. He is associated with WBIG. Major has built up a tremendous following among the mill workers of Guilford and nearby sections through his radio programs sections through his radio programs mill workers of Guilford and nearby sections through his radio programs over WBIG, his station. He goes about from community to commun-ity pulling on programs with local amalgurs as starred artists. Also the Major, active the American Logion and Veterans of Foreign Wans and is looked on as a strong supporter of labor.

VINE STREET CROSSTALK

Hollywood, Jan. 25.

Vyola Vonn, who plays Fin in Eddic Cantor's airshows; had her opton taken up for another 13 weeks. Marlene Dietrich will cut few didoes with Charlie McCarthy on Chase & Sanborn broadcast Feb. 6.
Don Gilman went completely native by joining directorate of All Year Club.
S. J. Andrews here from Chicago to do radio yarn for Safewpost.
Roy Winter, NBC sales chief, made the Coast rounds convoy of Syd Dixon.

Paul Kennedy here from Cincy to

Paul Kennedy here from Unicy to write up Coast radio for The Post. Everett Jónes; one-time opera p.a., joined KNX publicity staff. Bill Morrow and Ed Beloin, air gargers for Jack Benny, will write the dialog for his picture at Para-mount.

gargers for Jack Benny, will write the dialog for his picture at Paramount.

Eddie Cantor will do complete rebroadcast March 16 of his anniversary program, Oct. 27 last.

Nadine Conner being held in New York for a new show.
Phil Cohan trained back to New York after long siege of production pinch hitting.

Tom Fizdale revamping his office on this trip. Pauline Swanson becomes head of production.
Irene Rich weighing film bids but insists she won't take a mother role.
Rene Davies, Al Trahan, Eddie Conrat and Douglas McLean among the latest on the audition boards.

Bob Hope drew a permanent berton the Warners-Luckies show.

Harry Maizlish back from a biz invasion of the east.

Denial was made by NBC that there is a ban on Mae West for any other, player. Only the material liable to expunging.

NBC RED'S SILENCE ON NON-COIN TIME

WEAF, NBC's New York red foun-tainhend, was silenced yesterday (Tuesday) afternoon from 1:35-3:11 (Puesday) afternooil from 1:33-3:11 p.m. due fo a circuitbreaker flagging out at the transmitter. Breakdown short-circuited another wire, neces-sitating the shutdown of all high-voltage equipment until repairs were effected. It was the first such in-cident around NBC's New York layout in six years.

Lucky was the station in losing no Lucky was the station in losing no commercials during the minn period. Only sponsored show during the time as Pepper Young's Family (Camay), at 3 p. This was shunted over on WIZ. Otherwis' all the bankrolled programs riding the redribtion were repeats which WEAF had no part of.

the Wendell Hall Songs Sold

Chicago, Jon. 25.
Mayer Music Cor. purchased
Wendell Hill pridio uke entertainer,
catalog, Deal closed by Max, Mayer
and Hill in Chicago last aveck.

Hall had about 20 numbers, mostly songs, he introduced air, himself and some of his own compositions.

MAGS SAY 'LOOK AT SHOW BIZ'

But Show Biz Statistics, When Looked Into, Not So Horrible

'ANGEL' TAUNT

By BOB LANDRY

What are the actual percentages of risk in show business?

risk in show business?

This question has been emphasized by the recent action; of Crowell magazines, in paid advertisements in the daily and 'rade press, snecring;

People who back shows are called angels.' This attack is, of course; a competitive media's boushout of a

competitive media's b.ushoit of a rival.

Latest taunt is an echo of a campaign once virulent, but lately softpedalled. Idea was to exploit and pour kerosene on the basic fright of orthodox business men where 'theatricalism' was concerned. Its basis always been that show business itself, the model for radio, was more of a gamble than a biz.

Is show business risky or as hazardous as these anti-radio choimasters persistently assume and assert?

masters persistently assume and as-sert?

Moving pictures and the legitimate stage are the two closest analogies to radio. Pictures is the best com-partison because it's national, popu-lar, non-seasonal. The egit is somewhat limited, specialized, pocket-book-curtailed.

In the legitimate theatre over a period of 15 years, figures and data

Rebuttal

A Columbia network personage is the author of that reply to Crowell which appeared unlast week. Manner of making the reply became known to the magazine fraternity almost immediately. Reply was generally considered zingy.

ered zingy.

compiled in connection with Variant's boxscore on dramatic critics shows that 75% of the productions, on the average, flops. But the importance of these figures is in

tons, on the average, nops. But the importance of these figures is in what lie behind them:

The hits are associated year after year with the true experts among producers, pilay vrights and first-rank stars. Sam Harris, George S. Kaufman, George Abbott, Gibert Miller, Katharine Cornell, Luni-Fontanne, Sidney Howard, Sidney Kinzsley are names whose long associations with hits (with only occasional fizzle) bears out theory that while the hits are only 25% in ratio to the total number of stage plays produced, they are large, consistent and airly reliable in relation to the total production effort of the showman-ship experts.

The flops the strage annual crop

production effort of the showman ship experts.

The flops: the shape's annumer conditions and personality crop of failures are produced by minknowns, rank amuteurs, promoters shoestringers, sugar-daddies and others either new and inexperienced or obviously and completely qualified to produce strive plays.

In the mafter of films the ratio produced annually 75.2 make money, 25° just break even or loss money. Here the point is stronger because in films there is unior ganized mustering of the best brains, imagination and personality plus showmanship encouragin conditions and a showmanship bissed attitude, and a minimum of the annator, the difficultant, the cautal, and the phoney. the phoney.

manuer Auditioned cannot be consulted and the cannot be consulted as a single cannot be consul

B.B.D.&O. Experimental 'Sustainer' Now on 18 Stations Via Transcriptions

JITTERS SCUTTLES BINGO

WMBC, Detroit, Fears Jam-Up With Authorities

Detroit, Jan. 25.

Bingo of the Air. which Finst evald Furniture Co. has been back-wild Furniture Estate of the State of t

Show, tagged 'Finwald' after non-Show, tagged-Finwald after pon-age and awarding three merchand as prizes nightly, followed very closely Bingo game, Awarded to WMBC, a basis of, listener survey, 15-minute program gradually got into hotter water and station figured it'd be wiser to halt it before legal tangle developed. Doubtful if program will hit goone again, even though toned

(Similar radio games were abrupt-ly yanked off the Yankee Network recently.)

SIMPLIFY NBC **ACTOR PACT**

NBC Artists Service has 'simplified' its contracts with performers. Result is that, technically, the Service will, in future, purely agent talcent, not hire and sell to commercial

programs.

Formerly the Service was more involved in placing the performers for both commercials of sustainers. Now the talent merely ratifies the price obtained when bought by an ad agency for a show. In the matter of sustainers, procedure is the same. By both the old and new methods, the Service commish slice remains the sustainers.

Form of contracts ar thereby reduced from full legal length to let-

'MUSICAL KNOWLEDGE' TESTED BY LUCKIES

Chicago, Jan. 23.

Kay Kyser orchestra and its new Kyser College of Musical Knowl-cdge stunt has been snapped up by the Lord & Thomas agency for Lucky Strikes on a test shot on Feb. 1. Will run for a 45-minute shot over a Mutual hook-up taking in WON. Chicago: WOR. Newark, and a couple of other outlets.

If click on response and audience reaction, eigarctte company will pick up Kyser option for commercial and will spread it coast-to-coast a complete Mutual Musical Corporation, of America here.

Kyser has been plugging the Musical Knowledge gag over WON and Mutual sustaining shots from the Blackhawk. Cafe here for a weeks and has been running to a bishel-load of mail, averaging some 1,600-letters per broadcast. Its-a question-and-answer stunt revolving around pop, music and musicions, Il he replaced, the former Midnight, and that cafe. Chicago, Jan. 25.

WWJ Signs with A.F.M.

Detroit, Jin.

Station WWL signed contract with A.F.M.

A.F.M. Monday (24) putting all local stations under musicians union agreements. Calls for slight addition to full-time number musicians, although this detail depends on WWJ opinion on nine, or 12-month employment basis. Now has 20 ment full time with many others part, time workly, Minimum riaged \$2.1 states or other like accounts. The workly minimum riaged \$2.1 states or other like accounts. Single engagement is said to be a full character to be a full time with many others part, time workly Minimum riaged \$2.1 states or other like accounts. Single engagement is said to be a full character to be a full time with many others part, time workly Minimum riaged \$2.1 states or other like accounts. Single engagement is said to be a full character to be must be a full character to be must be a full character to be must be a full character to be a full charact

Batten, Barton, Durstine & Osborn s cashing in on a business creating unt it tried out with some 20 staa unit it tried out with some 20 standings a few weeks age. A dramatic scrial, 'The Heart of Julia Blake,' which the agency induced the standings to try out on a sustaining basis for four weeks has been underwrite by Armstrong Cork Products Co. with the transcription schedule going to 18 outlets in high population centers. Contract obligates the account to these conversions a wash count to three quarter-hours a week

count to three quarter-hours a week over a minimum of 16 weeks.

While some of the stations which ran the series have expressed chaptan at not being included. The Armstong 18th the independent of the outlets had been guaranteed anything by the agency. Programs were offered sheetly for their entertainment value, with the assenting stations even being told that the show might, when sold, go live on one of the networks. Agency retails that the show might when some cents large proportion of those that took the series on a tyout angoments.

that took the series on a tryout cangements.

B. B. D. & O. went on the cuff for the costing and production of the 20 waxed dramas which the 22 stations were asked to air over a period of four weeks. After the sustaining schedule had been going a while the agency put on a test giveaway and on the basis of the results it effected deal with Armstrong. It was the first time a major agency had hooked up, with group of stations on an agrangement of this sort.

A.F.M. HOLDOUTS **NOT SERICUS**, SEZ WEBER

Miami, Jan. 25.

Miami, Jan. 25.
Following the close last week of the meeting of the American Federation of Musicians executive board, Joe Weber, prez, declared that a sample form of license will be made available to phonograph record and transcription manufacturers within the next two weeks. The board, Weber explained, had gone the proposed form and that it would be given the finishing trutches when he got back to New York.

York.

AFM head also said that no immediate action would be taken against stations which have so far refused to signature the settlement pla for increasing musician employment. He felt that the situative, anything but acute not that holdouls could be brought into line without resort to drastie methods.

PRÉCTER & GAMPLE HAS BASEBALL YEN?

Nawithstanding that practically everything this line from the aveilable major long teams to the bushleag has been sewed up for time, the Compton arency has

tine, the Compour a such as it is the contract of the contract

'Old Timers' Series in London Chill Fans; Modern Generation Tough

Recent policy shown in B.C. variety broadcasts has been to bring back before the mike old-timers of the music hall stage to the mixe that stage the stage of th

JOHNNY LEE

JOHNNY LEE
Song Confect
15 Mins.—LOCAL
GARDNER LIQUOR & WINE SHOP
Wed. 10:30 a. m.
WABY, Albasy
Offhand, one would not think midmorning the most productive radio
sales period for 'heady' beverages.
However, the list of correct title tabbers for first broadcast in new series
appeared to indicate that men as well
as women dial program. Four of the
eight theatre ticket winners were
men, three of the latter residing in
as many Capital District cities and
the fourth in a suburban village
Geographical coverage, for both
sexes, was good.
Usually. Iduor salvos are fired

the fourth in a suburban village, Geographical coverage, for both sexes, was good.

Usually, liquor salvos are fired after 6 p. m., or the assumption that the male contingent with money to spend may be listering. Here the sponsor gathers a bunch of names and addresses of potential customers, entries being mailed to his shop. Or each of the series with the series of the series o

THORNTON FISHER
Snorts Talk
Snorts Talk
Snorts Talk
Snorts Talk
Snorts Talk
Snorts Talk
Min. Sal. T p.m.
Fisher, corner of the sports spielers
is end of the snorth spielers
is evident in the authoritative manner in which he airs his views and
the day's happenings.
Whiter brings a dearth of snort
news. Natural result of this makes
it harder to hold listener's inferest.
Fisher gives happenings in all current stuff a once-over lightly delying into activities in the baseball hot
stove league, trade, abnormments, besness falking the short of the snorth short
in the fact is spieler short of the
sness falking the short of the snorth short
commercials are advoitly worked
in, with stons of handling out a number of their product weekly for call
ling nearest correct scores in basketball and hockey stames. This week
prospective winners were asked to
same the winner and round of the
Braddock-Farr fight Friday (21)
night.

Sacred Songs
SHAWNEE MILLING CO.
Daily, 11:15 a.m.
KGFF, Shawnee, Okla.
This couple, Lloyd and Thelma
Brodgen, have just completed their
which is bretty good their adoubter
which is bretty good their adoubter
which is bretty good with a conitself. They succeed in putting overheir type of sentimental songs
without making them sound insincere or overdone; no moaning.
Sponsors and station were shaky
about 'commercializing' religious
music when these two first went on
the air but have long since changed
their, mind as average days mail
brines 30 or more letters and postcards commercialize their and postcards commending them. Lewis,

TINO ROSSI
Tenor,
15 Mins.
Sustaining
Monday, 7:45 p. m.
MVIZ-NBC, New York

Another imported tenor. There have been several. And on a basis of what happened to the others the chances of Rossi making any read progress in America may be deemed meagre. This, despite Rossi's and with the control of the contr

mimcograph machine the only distinful advocate of a personulty.

Rossi is Corsican. And reported big stuff in Paris, etc. His numbers tend mostly to the Gallic and the Latin, heavy on the tango ballads for which he is renowned, with considerable versatility manifest on his getaway quarter hour. His Columbia recordings are best selles on both Gother current numbers upper, Jean Sablon, one wonders over Rossi's tutre.

Sablon's a baritone, the Vallec of France, Rossi is a tenor, and his mass popularity stopping raffic, etc., reported occasions, has likened him to the Valentino of France, since he's also appeared in French filmusicals, Sablon has plenty on the ball, although tending of late to veer too much to the foreign control of the control of the foreign and the sablo of the control of the foreign numbers, is basically worthy. But those hit 'n' miss sustainers! Land.

'HOOSIER HOUSEWARMING'
With Ray Shannon, Deon Craddock,
Herb Speakerman, Drifting Pioneers, Julian Family, Douglas
Browning

Herb Speakerman, Drifting Pioneers, Julian Family, Douglas Browning
30 Mins.
Fat Laboratories
Fat A Laboratories
Fat A Laboratories
WLW. Cincinnati

(Blackett-Sample-Hummert)
This Crosley-talent show, a Wednesday night sustainer for several weeks, was taken over Jan. 23 by the F & F. Laboratories for a series of 13 weekly airings. Blurbs the sponsor's cough syrup and drops. A mix-up of nilibility and pop musical fare and chatter, it stands chance of gaining attention from Jones and the sponsor's cough syrup and drops. A mix-up of nilibility and pop musical fare and chatter, it stands chance of gaining attention from Douglas Browning, antention from Douglas Browning, announcer, is mic. and Ray Shannon, with the handle of 'Happy' attached to his name, is the comedy cog. Shannon does okay as a jovial and elderly hick. Drifting Pioneers, string and vocal male quartet, supply the back-yonder hy thing the property of the control
and two femmes, do all right in close harmony. Applause for each contribution can be timed to advantage. Commercial innouncements are well spotted, yet the middle one is considerably too long. Koll.

EDDIE KASPER

long.

EDDIE KASPER
Vox Pep
15 Mins-Local
SCOTT FURRIERS, INC.
Friday, 11 a.m.
WEEI, Boston
(Continental)
Each Friday six femmes, leave their teepees to gather around the milke with Eddie Kasper to release their opinions on queries sent in, and each is 'awarded' a '15 Scott Furriers Merchandise Ca have their queries necepted get a '10' certif. Some of the gals have intelligent opinions and express them as such. Others are giddy, and uninterestingly terse.
First coupla shots gave the sexten en masse opinionated whack at each of the several queries. Latest frames, have a wholesale to of queries, one tossed to each on the round robin idea.

Kasper Joshes with the candidates and restricts them to jet it enswer and restricts them to jet the answer and restricts them to jet the answer of the country of the legitimate theatre, has that professional diction and brand of talking. It's refined and sounds oke. He breaks the indoor vox pop frame midway with a superverbiage and sugarized comercial somewhat lengthy.

Follow Up Comment

Fanchon made a second appearance on Hollywood in Person when she emceed a five-minute previous to the more appearance of Hollywood in Person when she emceed a five-minute previous desired to the second with the first produces. Eleanor Whitney and Johnny Downs, two of cast in the Paramount picture, worked with Miss Fanchon. Miss Whitney tapped a number smartly. Proceeded, a bit breathlessly, to tell a story about missing her train, while looking for a handbag, in Chicago and waiting for three days because weather conditions grounded planes scheduled to fiv west. Downs warbled a number from the film and then followed Miss Whitney'r example in belief it-or-not yazning. A plug for a p.a. at the Orphoum, San Francisco, was inserted.

Miss. Fanchon, dialoguing with

inserted.

Miss Fanchon, dialoguing with
Miss Whitney, Downs and Programpilot Bob Baker, was clear-voiced
and friendly.

pilot Bob Baker, was clear-voiced and friendly.

Al. K. Hall, veteran burlesque and vaudeville, comedian, rang up a rood-sized quota of studio laughs in his apoearance on 'Hobby Lobby' over CBS. Dave Elman, program-conductor, announced that Hall had been brought from the been brought from the studies of same been brought of same been brought of same been brought of same been brought of the studies of the stu

Alex Woollestt knows the psychology of reaching a radio audience. On WOR, New York the other night he expressed himself as in perfect accord with the provincial notices of his performance in Wine of Choke, legit play due soon on Broadway. Woonlest also gave Ruth Cordon cuite a buildup for her performance in 'Doll's House,' currently on the Stem. He rates her trouping among the finest things in the theatre, no superlatives barred. Said about same thing last year of the John Gielgud 'Hamlet.'

same thing last year of the John Gielgud 'Hamlet.'

We The People' on WABC, N. Y. (20), contained more than usual amount of freek items; certainly enough to appease those listeners whose limited in the personalities. The suppose the people was those to the people with the personalities. That supposed tear-jerker at the end, more or less a fixture on this series, seems out of place and sounds mighty phoney. Sounds out of place with fairly legitimate figures that precede it.

Broadcast got rolling with Gertrude Lintz, femme trainer of gorillers. Some of the people was the proceeding the people with the people was the people was the people with the people was the people was the people was the people with the people was the people was the people was the people was the people with the people was the pe

HAPRIET PARSONS Cnauer 15 Mins. RROMO SELTZER

Chatter
15 Mins.
BROMO SELTZER
Wed, 8:30 pm.
W12-Blue, New York
(J. Walter Thompson)
Harriet Parsons makes the third
program which Thompson has
handed the headache powder the
season. After 13 weeks of 50
Books has Gedile Garr broadcast,
has Gedile Garr broadcast,
has Gedile Garr broadcast,
has Gedile Garr broadcast,
has Gedile Garr broadcast,
has Gedile Garr broadcast,
has grain Broadway letrie) which
folded with sing e broadcast,
hecessitating a quick substitute book
ing: and Miss Parsons was it. Her
quarantee is three weeks. Her initial
broadcast (19) indicated that the
Problem will soon be back in the
Thompson Co.'s lao.

Film gossper prefaced her item
reading with pledge to sidestep
scandal. She said that she was
against spreading that sort of suff,
even though a jot of it is heard
around Hollywood, and that here
was crough authentic news to be
the strong that the control of the conthe was an inn-reducts and almost
consistently, dull recital of, sweet
tittle anecdotes: about the latest parlor game crazes in Hollywood, what
this screen subdeb, was doing, why
the rumor about Mrs. Temple cuiting Shirley's curls wasn't true ariting Shirley's curls wasn't true.

Ad copy stressed the product's
pallative value for nervous, bead-

Ad copy stressed the product's palliative value for nervous head-Odec.

ARRY LEE OPCHESTEA

LARRY LEE ORCHESTRA
30 Mins.
WOR. New York
"Music from Movieland" is the way
Larry Lee tags his dansapation. Outfit is originally from the Coast, having first been on the air from KHJ,
as a sustainer and again on a coastto-coast pickup from the BeverlyWilshire hotel there.

to-coast pickup from the BeverlyWilshire hotel there.

As heard currently from the Hotel,
Gibson, Cincinnati, outfit rates attention because of its novel way of
conveying the title of coming tunes.
While the proponents of Kay Kyser
and Sammy Kaye are screaming
we're the first, to announce forthcoming numbers by singing the
words of titles, this outfit heralds
them with sound effects. Night
caught crew introed 'Having Wonderful Time' by reproducing sounds
of revelry, horns, and populing of
champagne corks: 'Still of Night' by
sounds heard in the country, crickets,
frogs, etc. Of course the method is
limited to tunes subject to certain
effects.

effects.

Lee still uses his Daneing in the Dark bit which is when both he and his crew show to best advantage. His announcement that the lights are being dimmed in the Florentine Room is followed by a set of love ballads vocals of which batoneer does himself. When subdued, crew sounds best while voice of Lee is more suited to the slower tempo.

more suited to the slower tempo.

PETER LORRE, LILA LEE
Dramate
Branate
ELATHE
Thursday 8 pm.
WEAF-NBC. New York

(J. Walter Thompson)
Peter Lorre, the little fright man
with the round eyes and toneless
voice, teamed with Lila Lee, sweet
and wholesome gal of the old silents,
for a weird and rather pointless
rook ski on the Vallee show last
Thursday (20) night. No help to the
batting averages.

Piece was called Picture Man' and
was taken from a Coronet yarn by
Lee Falk. Had Lorre as the sinister
thotographer whose camera takes
rapshots of people as they'l lookserver than the state of the consequently one gent has grown fat,
another has lost a leg. After an attenuated bit of 'J-don't-want-to and
on-go-ahead stuff. Lila Lee nosed
and drew a blank picture. Walk of
Irm-too-young-to-die and fadeout,
Lorre and Miss Lee vanked all theemoting stops in trying to inject
chills into the script, but it remeined
pretty tame stuff. Hobe.

Goodman as 'successor batonist to

in for humorous item, told of agreeing for first time in 23 years.

Lucky Strike's Your Hollywood Parade' last Wednesday (19) confined Bob Hope to a next-to-closing spot, with the result that this install-ment lacked much of the over-all comety flavor which characterized the general proceedings and tucked away for a few minutes of dialog. Few that he did do on' this occasion, flected exceptionally well. Installment as a whole did. not run quites moothly or pack any sock outside of that delivered by Hope.

Edward Arnold guested with a niece of dramatic hokum, Swami, by Aroft Obler, using Rosella Towne and Jeffrey Lynd in support. It was a pale tenhasing of a theme that was a pale tenhasing of a theme than is growning daughter by revealing that he came by hits money through an occupation that wouldn't jell with her society friends. Another one-timer was doe Schnitzer, head of the Western Costume Company, who disclosed some of the background and inside of his business.

Same occasion introduced Al

FRIDAY NIGHT FOLLIES'

PRIDAY: NIGHT FOLLIES'
With Bill Brundage, Harry Lukens,
Connie Cook, Libby, Ruth and
Marty, and Harry Dickman's Orchestra
30 Mins.
Sustaining
Friday, 6:30 p.m.
WAVE, Loulaville

Sestaining:
Friday, 6:39 p.m.
WAVE, Louisville
New weekly hodge-podge program,
designed to make full use of the racently engaged staff orchestna dicently engaged staff or no other reason than a change from network fare. Paucity of local air productions has long been fight hers, and
with more malerial at hand, in the
seems to be taking steps to correct
that situation.
While there is little departure from
the usual vocal and instrumentul
numbers, announcers Bill Brundage
and Harry Lukens indulge in considerable airy persilage to keep
things moving, and at program
caucht injected pilenty of comedy
with a singling hen, while firster much
announced as having double
laryna. "Adlibbing was indulged in
to a considerable extent, and the
most striking feature of the program
seemed to be it's informality.

Musical numbers were well hanried by the ensemble under Hairy
Drekman's direction.

The destruction of the station to
build a local show, and a welcome
addition to the programs available to
local listeners.

Hold.

WORLD NEIGHBORS'

WORLD NEIGHBORS'
With Herhert Butterfield, Virginia
Payne, Harold Peary, Raymond
Johnson, Brett Morrison, Malcolm
Meacham, Betty Lou Gerson, Tempicton Fox Barbara Luddy, Frank
Dramalization.

Meacham, Betty Lou Gerson, Templeton Fox, Barbara Luddy, Frank Pacchelli, Hugh Studebaker.

Dramatization:
30 Mins.
Sustaining
Sunday, 3 p.m., CST,
WGN-WBBM, Chicago.
University Broadcasting Council effort. Written by Henry Barbour and produce with the state of the

MURRAY ALLEN

MURRAY ALLEN
Kid Talent
25 Mins—Local
PARAMOUNT STUDIOS
Salurday, 11:05 a.m.
WORL, Boston
This jiwe talent training studio
(6-16) has a 25-minute Salurday and
a half-hour Sunday frame. Gimmick
of the talent aired is to self-exploit
its deeds with students who show
some promise at warbling or hoofing.
Until recently, the studio sent
scouts out to homes to look over kids
whom polential stage mothers thought
were carbon copy Bobby Deems and
whom polential stage mothers thought
were carbon copy Bobby Deems and
stage of the tile
and offspring have to leave their
and offspring have to leave their
abodes for studio auditioning. Paramount pictures might well try to
stop the use of the tile.
Allen is the mc. and his voice is
about the most genuine thing on the
frame. Intensive repetitive commercials are boring, and so is the
program.
For doting parents only. Norm.

For doting parents only. Norm.

GAS HOSPITALITY HOUSE

'GAS HOSPITALITY HOUSE'
Cooking School
15 Mins-Local
PUBLIC SERVICE CO.
Trues, Thurs.
K.I.Z. Denver
A neat program designed to coax
the ladies to cook more and thus us
more gas. One recipe is given during
the quarter hour, Bob Bradley sings
a song or two, and Les Weelans
hard Denvice plano. Aunt Vera or
hard bear of the seminary and lib banter. A winner from
one of the station's ameteur contests,
a 17-year-old tap dancer, was used.
Sponsor has built a demonstrating
kitchen in its downtown building
from where the program is broadcast, packed every show. There's a
minute and a half plug for gas at the
close.

Ross.

STEPMOTHER'
With Francis X. Bushman, Sunda
Love, Peggy Wall, Cornelius
Peoples, Edith Davis, Bret Morrison

rison
Sob Serial
15 Mins.
COLGATE TOOTH POWDER
Dally, 4:30, CST
WBBM, Chicage

(Benton & Bowles, Chicago)

pally, 4:30. UST
WEBM. Chicage

(Benton & Bowles, Chicago)
While there is a certain safety in
pursuing a pattern which has proven
satisfactory (if not successful) in the
past, there is nevertheless the danger of following the pattern soclosely that it becomes so true and
continued than a dull duplicate.

Title 'Stepmother' itself gives away
the entire motivation and plot structure of this serial. And instead of
trying to weave some new angle or
interest, into the serial, the lords of
his program have tried to follow
slavishly the standard plot structure
that would immediately pop into the
listeners' minds. Therefore, it is no
listeners' minds. Therefore, it is
not home where tyes, that's right)
the 18-year-old daughter is antagonistic; and (yest) started on the
rocky road of romantic intrigue with
(aw, go on and guess) a band leader
who says he's going to make her a
star. Such startling plot twists should
bring about a wholesale kwisting of
the dias to should be a start of the
start of the startling plot wists should
bring about a wholesale kwisting of
the dias to should be a startly that
a styling the startling of the dias
to so completely puerile in structure,
since the production itself is excelent, with a cast full of talent and
ability. Francis X. Bushman is again
on the Chicago ether as the poor guy
in between the battle of the gals and
Miss Wall turns in an outstanding
food as the hell-bent ingenue. The
own of the startling of the last
ther to make the best of a bad situation.

fiber to make the best of a bad situa-tion.

This is carrying the pattern-idea of radio program construction to far, It's the straw that's likely to snap the listener's back. Gold.

far. It's the straw that's likely to snap the listener's back. Gold.

BRUSH CREEK FOLLIC."

With Texas Rangers, Tex Gwens, Glad and Woody Smith, and Staff Glad and Staff Glad Charles and Wood Charles and Smith Glad Charles and Smith Glad Charles and Wood Charles and Wood Charles and Wood Charles and Wood Charles and Smith Glad Charles and Wood Charles and

solid. Show as it now stands runs too much to a slow-time, fast-time routine with the comedy gaps gapping. Comic character used is of the hay-seed, masal twanging lik. Question and answer stuff too pat with the straight man fishing too hard for the side-roller.

straight man fishing too hard for the sixle-roller.
Rustic stuff is dished up with most of the talent shouldering such monikers as 'Old Apple Trio, 'Jackson County Stump Jumpers' and similar sod-buster appellations.
As a Saturday night airing it's a relief for the listeners who may weary of the long stretch of dance music.
Needs some fixing to be ripe for sponsor plucking.

JOSEF CHERNIAVSKY ORCH 'Musical Camera' 30 Mins.; Local SHEA THEATRES Saturday, 7:30 p. m. WBEN, Buffalo

Saturday, 7:30 p. m. WBEN, Buffalo
Formerly devoted to a more or less routine presentation of pop tunes by the Shea Buffalo orchestra, this half-hour took a novel twist Saturday (15) when Josef Cherniavsky took over libe baton for the first time. Now maestro here (on leave from WORD to the late of the leave the leave to the late of late

operatic manner. Reed.

MARGARET BOURKE-WHITE Interview.
CALUMET BAKING POWDER Thursday, 8 p.m. York
WABC-COS. No. York
WABC-COS. No. York
WABC-COS. No. York
Margaret Bourke-White Introduced as ace cameraman of all time, lent personality material to Kate Smith's music-comedy hour. Interview was trim scripting job with informal tone that was bolstered by easy mike personality of Miss Bourke-White.
Not overboard on camera technicalities.

DAN HARDING'S WIFE'

DAN HARDING'S WIFE Dramatic Seerial 19 Miles.

19 Miles.

19 Miles.

19 WAAL BISCUIT CO. Daily, 948 am. EST WMAQ-NBC, Chicage (McCann-Erickson)

To five-times-weekly listeners this may drum up interest, but for one of the control o

winds.

Obviously, the idea back of this is good. But the program framers will not be able to hold morning audicness in the home, as the better half goes about her household duties when the plot is permitted to ramble. It any portion of yarn is missed, it is hard to tell what is transpiring. Cast is fair, but far from outstanding.

Cast is fair, but far from two-ing.

Manner in which juvenile charac-ters are dragged in for commercial patter misses intended point. Hurts rather than assists in putting over sales palaver. Serlal has been heard out of Chicago for nearly a year.

Wear.

CHARLES SIVERSON ORCHESTRA

CHARLES SIVERSON ORCHESTRA
'Yesterthoughts'
15 Mins.—LOCAL
ROCHESTER CORP,
Sundays, 5:45 p. m.
WHAM, Rochester
As often happens with a local commercial, the advertiser seemingly
wants so much plugging that he ruins
an otherwise excellent program. Two
long plugs and mention of firm's name
twice more in minutes buse
two more in minutes for the same
twice more in minutes for the same
twice more in minutes for the same
twice more in minutes for the
dial isn't a very good prospect
for auto-parts, anyway.

Idea and musical execution of 'Yesterthought' is fine., 'Charles Siverson, musical director of WHAM, uses
a six-piece orchestra to excellent advantage and assembles a good array
of half-foreotten popular tunes.
Those caucht were 'Just a-Wearying
for You.' Serenade in the Night' and
Those Caucht were 'Just a-Wearying
for You.' Serenade in the Night' and
Those You in My Dreams.' Thenes,
filling introduction. Dick Brown announces.

Nounces.

YOUR SUNDAY SERENADE'
With Ken Wright, Josephine Albes,
Folly Tollison, Lee Norton, Ben
Beroff
Musicae.

Beroff
Musicae.

Local
LOCAL EUILDING & LOAN
Sunday. 2:09 pm. CST
WKY, Oktahoma City
Exceptional for local. Loaded with
high-powered talent. Ken Wright
displays wizardy at the organ,
Josephine Albes and Polly Tollison
use two pianos to good effect in soft
sweet music with Wright, Lee Norton
warbles in easy-to-take romantic
baritone and Ben Bezoff, turned
poetry-reader, does digestible job.
This is first sponsorship for building and loan outfit which, see
pleased with results. Selling liming beroff to investment angle only
Station corraled all its topnotchers
for this program and result is a good
showcase for WKY as well as ne
dovertiser.

'MARKET BASKET'
With Irma Lemke ('Martha Brooks')
15 Mins.—Local
9:45 a.m., Daily
PARTICIPATING

15 Mins.—Local 3445 a. m., Daily PARTICPATING W. M. Schenecky W. M. Schenecky W. M. Schenecky G. M. Schenecky

ophy in her chats. Jaco.

J. GORDON BALDWIN ORCH.
With Lillian Drexler
15 Mins.—Lecal
COFFEE POT RESTAURANT
Sundays, 2:15 p.m.
WHEC, Rochester
New and highly-ballyhooed program using part of stations, swing, group conducted by J. Good and the same of the state of the same of the sa

WILLIAM B. BENTON

Talk 15 Mins.

Talk

15 Mins,
Sustaining
Friday, 10:45 p.m.
WABC-CBS, New York
Streamline education patter by the
ex-chairman of the board of Benton
& Bowles, and now University of
Chicago vice-president. Benton's
talk (21) was labeled The Further
Education of a Business Man, but it
sounded more as though Benton
were educating the U, of C. in some
new-fangled radio ideas.
Gist of the spiel was that mankind
depends on progress, and progress
depends on the universities. This
mundane kind of reasoning also appears in General Foods ads (via
Benton & Bowles), you want to
make good jelly for which you need
Certo, so buy Certo, of general cultural contributions, Benton said
nothing. From a purely advertising
angle, however, Benton undoubtedly
picked, the best appeal, and it's an
old advertising maxim never to mix
two ideas because that confuses people.

two ideas because that consuses peuple.

Nice voice. Good script with two-fisted, short sentences.

Benton's style can do much to improve the level of educational broadcasting which is usually as dead as Elizabethan drama. But until more universities use a brasstacks kind of speech-making policy such as this, the U. of C/s lone endeavor in the field may ring as Horation Alger-like as correspondence school ads.

ration Alger-like as correspondence school ads. Edga.

MOTHER HUBBARD'S MELODY CUPBOARD WITH Carol Heath, Leland McEwen, Bill Harrington Harrington Hubbar Research Harrington Hubbar Research Harrington Co. Dally, 8:45 a. m. KDAL. Dulth-Superior On the air the eighth time when caught (11), Melody Cupboard appears to have elements that spell clickeroo. Carol Heath does a thoroughgoing job as Mother Hubbard-dishing out-the kind of hokum that should sit well with the hausfraul, at whom the show is aimed. It's a request show, with Mother Hubbard and Announcer Harrington picking request tunes out of the Melody Cupboard McEwen. at the studiodic stuff. Stanza has mail hook that gives two-pound cans of 'Mother Hubbard Energy' to femmes requesting tunes McEwen can't play. Music ranges from corn to classics, always including a hymn. Musical balance on airing caught indicated framing in advance.

ing a hymn. Musical balance on airing caught indicated framing in advance.

Mother Hubbard's in-between philosophies and poem readings, and her he had not been readings, and her he had of fodder that hinterland housewives go for. Commercials are light, at beginning and end of show, with mail hook allowing spots for brief plugs during the program.

KDAL is utilizing idea in plugging show. Minute 'previews' are transcribed, used several time daily dharded in the head of t

MUSIC FOR FUN'
With William Spier, Howard Barlow
Orchestra, and child guests
Educational
30 Mins.

with william Spier, Heward Barlew Orchestra, and child guests
Baucational
30 Mins.

Friday, 6 p.m.

Friday, 6

'CANADIAN MOSAIC'
With J. Murray Gibbon, Frances
James, Toronto Conservatory
String Quartet
30. Mine

James Toronto Conservatory
String Quartet
30 Mins.
Sustaining
Sunday, 7:30 p.m.
CBC Network
Series of programs dealing with
music of various races in Canada.
Show caught consisted of vocal and
string quartet interpretations of old
firsh melodies. J. Murray Gibbon,
sage and scholarly director of publicity and advertising for the Canadian Pacific Railway, produced the
program and serves as commentator,
tracing the history and development
of the various groups of settlers who
came to Canada and the music they
brought with them.
Gibban's appeal is strictly limited
from the showmanship or popular
viewpoint, although reaching listerers of a kind not attainable through
the usual type of radio production.
Frances James, soprano, solos
capably with the Toronto Conservatory String Quartet, under the Leadership of Elie Spivak, Krushen.

JACK WESTAWAY'
With Dan Sutter, Louise Fitch, Bill'
Rath, Normal Gottscalk, Forrest
Lewis, Al Halas, Claire Baum, Bill
Bouche

Bouche Serial Transcription 15 Mins. CAMPBELL CEREAL CO. (Majt-O-Mag) Meal)
Daily, 6 p.m., CST
WGN, Chicago

Meal)
Daily, & p.m., CST
WGN, Chicage
Ruthrauff & Ryan)
Using a new locale, and built along lines which have clicked since radio drama first came into being, this kid serial should do okay if production and writing hold up.
Under-the-sea story indicates sound base ingredients for juve adventure and the serial should do okay if production and writing hold up.
Under-the-sea story indicates sound base ingredients for juve adventure as the serial should do okay if production and writing hold up.
Story conners a young diver who runs away from brutality ship and joins the diving staff of a pear lugger. There, after saving a couple lives or so with his daring and diving, he makes fast friends with the Capitain, his daughter, and the crew—and so on to more adventure and more thrills.
Couple of performers are dorig Couple of performers are dorig Couple of the doright of the development of the couple of the couple of the performers are doright of the doright of the couple of the performers are doright of the performers

LEE SELLERS
'Town Talk'
15 Mins.—Local
Sustaining
Sunday, 5 p.m.
KQV, Pittsburgh

KQV, Pitsburgh

Straight-shooting, hard-hitting editorial commentator on local events is building up quite a Pitisburgh radio following. Sellers airs his views on the news of the week with headlines to come up with personal observations and in style isn't excity unlike Boake Carter. Heroften pretty bitter in his denunciation of local big-wigs and station takes no chances, announcer explaining that his ideas are strictly his own and in no way reflects KQV Sellers has a salient and the strict of the str

his own and in no way repolicy.
Sellers has a salable voice for this sort of thing, too. He talks on linemate terms with his audience, there's no obvious effort for styling. Listenable and provocative.

Cohen.

BERT LYTELL

Alias Jimmy Valentine

BERT LYTELL

Alias Jimmy Valentine

EDGEWORTH TOBACCO

Tuesday, 9:38 p. m.

WIZ-NBC, New York

(Blackett, Sample & Hummert)

Lytell has been on wax with same story; pumping 'lic' into the show from its former state and expanding each slice to double its former length has rather upped its rating.

Star is enough of a name and charsen to the story of the company of the compa

Mary LaTell has been plussed to chirp staff of WIP, Philly, Remme, in 1929 won a 47,000 Pierce Arrow when chosen from among 3,000 gals as Miss Sunshine at the Mastbaum theatre, Philly

GEORGE BARNES Talk ROYAL GELATINE Thursday, 8 p.m.

Talk
ROYAL GELATINE
Thursday, 8 p.m.
WEAF-NBC, New York

(J. Walter Thompson)
Camerama on the Warner Bros. lot
(former husband of Jonn Blondell)
knocked off an anusing interview
session with Rudy Vallee. Scriptcrist of the session crammed in somemeaty stuff and also seemed to develow
session with Rudy Vallee. Scriptlook a couple of promising bets.
Prodded by Vallee's nicely-handled
questions, Barnes told 'now to become a film cameraman' this advice
says don't! and revealed a few facts
about the work. Said camera
crew consists of three men, two to
do the work and the head cameraman to get the credit. Offered a fewitems of advice about amateur snapshooting and considered how by
would make-up, light and shoot Valtee. What any normally tan-conlease what any normally tanconlease what in the said of the solution of the

cameraman, Otherwise sock stuff, all the way.

Barnes has a direct, clear manner of speaking and his voice isn't bad at all. Straight, likeable manner via the air, and apparently not tripli-ened by the mike.

Hobe.

ened by the mike.

NORMAN CORWIN
With Pegry Burt

POETIC LICENSE
15 Mins.—Local
Sustaining
Wednesday, 9:45 p.m.
WQXR, New York
New York's snooty station, which
doesn't bother much about comedy,
has a comedy team here that sounds
good. Issue the corwin-Burt
word issue the core on WQXR
in all over the lot, but usually
hinges in some way on poetry. He
is, incidentally, in 20th CenturyFox's publicity department writing
scripts sent-out to radio stations).
On the stanza'caught he got Pegy
Burt'a legit actress, to assist in guest
capacitics, and, the combo clicked.
Pair took the nursery rhyme, 'Mary
Had a Little Lamb' and dramatized
it as:

(1) A police call; '20 as a story in

Pair took the nursery rhyme, wary Had a Little Lamb' and dramatized it as:

(1) A police call; (2) as a story in Time' mag; (3) as a telephone conversation between Gertrude Lawrence and Noel Coward; (4) a commercial radio blurb; (5) a Shakespeare sonnet; (6) as Steinbeck's 'Of Mice and Men'; (7) as surealist dialogue piece; (8) as a Hollywood screen writer's idea; (9) as a news story in an ultra-conservative newspaper; (10) a tabloid headline; (11) as a stanza in Edgar Lee Masters' Spoon River Anthology, Scripting showed plenty of imagination, and capable miniery of the eleven different styles; Basically, the dieda is old in musical compositions (and not precisely new in essays, etc.), and has plenty of novelty zip, Ether version, as here rendered, brands it as a fine comedy possibility for the idea-weary airwaves, Although faintly 'Ilterary', 'Edga,'

SPOTLIGHT FARADE
With Rupert Caplan, Allan MacIver
and Orchestra, Chorus, Phil Brite,
Louise Malmont, Frank Starr
MAGC BAKING POWDER
Wednesday: 9:30 nm.

30 Mins.

MAGIC BAKING POWDER

Wednesday; 9:30 pm.

CBM, Montreal

Routine musical show, with
Rupert Caplan, who produced, acting as mc. and pointing up the voricous features on Forenard English
Insterney of Forenard English
Ilisteners, it should appeal to both
classes inasmuch as it consists almost entirely of music, vocal andinstrumental.

Phil Brito, baritone, and Louise
Malmont are the featured vocalists,
both satisfactory. Allan MacIver a

rechestra is a little too brassy in
spois, but otherwise okay,
such such as the such as the such as the

spois, but otherwise okay,
rechestral is a little too brassy in
spois, but otherwise okay,
such as the such as the such as the

spois for the length of the talk,
Results overcrowding and throws

routine off balance.

Show is aired over a 34-station,
rans-Canada hookup, Krushen.

HARRY LEYS'S ORCHESTRA

HARRY LEVES ORCHESTRA Dance Mus Sustaining 30 Mins.

Sustaining
30 Mins.
Saturday 8 p.m.
WJZ, NBC, New York
Harry Lewis orehestra, broadcasting from the picturesquely described
Resert Room of the Rio Del Mar
Country Club overlooking Monterey
Bay and the blue waters of the
Pacific. Played istenable half
Saturday night coast-to-coaster
voer NBC blue. New and old numbers were skillfully blended a
style of interpretation which the announcer called 'sweet swing.' Notable
is quickness with which the band
moyed from one selection or medley
to another. In fact, the mikeman
hardly had sufficient time to do, his
tabbing, which sounds hurried.
ing the 30 minutes, although unit's
tempo is not, in itself, fast.
Dorothy Brandon and the Lewis
trio handled the vocals compelently.

Agencies—Sponsors

Fellows Syrup Co., of New York, as contracted for a year of spot anouncements on KFI (Los Angeles).

Alka Seltzer signed for another of newscasts 26 stations of year of newscasts 26 Don Lee Coast network.

Brace Beemer agency, Detroit, placing spots on station Michi-gan, Indiana and Florida for Velvet Shave.

Libby, McNeill . Libby on WHN, N. Y., with waxed dramatizations, That's My Story, Profram rides early evenings thrice weekly. J. Walter Thompson placed

Spensors Sales Service, the Manhattan, has been chartered by the Sourctary of State to do a general radio advertising business. Directors are Theodore H. Schwartz, Lillian Lehrman and Sidney Freiberg, Capital stock is \$20,000, \$100 par value. Callert, Hilborn & Raphael were the filling attances.

E. Katz Special Advertising A teney, New York, has changed its name to The Katz Agency, Inc., ac-cording to notice filed with the Secretary of State in Albany by Attorney, Cerl B. Burkay. Secretary of State in A Attorney Cecil B. Ruskay.

WATL, Atlanta, has A&P Stores by 26-week 25-min program, titled reasure Chest. It starts Feb. 15. transcriptions to be used.

Strictmann Biscuit Co., leading Cincinnati buyer of man-on-thes reet broadcasts, starts, on WKRC handled by Eddie Humphrey from entrance of Hotel Gibson.

is program cons time signals, temperature ngs, etc., and slanted for motoris on their way to the daily stint, ng broadcast over WEW. Spondo by P. W. White Co., the only Hudson dealer in St. Louis on the

Manthe-Kreame Co. has co tracted for 100-word announcement on the KMOX Home Folk's Hour.

Olsen Rug sponsoring six ule newscasts weekly over KMOX. St. Louis.

Tastee Bread, through St. office, takes a 15-minute pa tion on WTMV's Polish Hour.

Warlitzer Co. has signed with WIL. St. Louis, for a Saturday a.m. 39-minute show for 52 weeks. Program is a review featuring all outstanding Wurlitzer studio talent, Jeff Saller, music Instructor from Cleveland, will produce and m.c. show from Wurlitzer's downtown studios.

Haff Brau Brewing Co. has con-tracted over WGL, Fort Wayne, for a news period straight across the a news period straight across board. Handled by Bob Wilson.

IN BOSTON lonial Networks

Starling Products, Inc., 65: 15-min. transcriptions, five times weekly. Jun. 24. Listing Way Down East. WNAC, Boston Blackett-Sample-

WNAC, Boston Blackett-Sample-Hummert, Chicago, United Drug Co., Roxbury, Mass 15-minute transcriptions, Jan. 31. W'AC, Boston: Street & Finney, Cranherry Canners, Inc. (Occon Soray pedducts), 78 [00-word muuncements, aix times weekly, to pr.; m Peb. 1, WNAC, Boston, WBAN, Prayidence; and WICC Bridgenout. Providence, and WICC, Bridgeport, New Haven, Conn., Harry M. Frost, Bo-

Axton Fisher Tobacco Co (Twenty Grand Cigarettes), 73 15 minute or gams, thrice weekly, WNAC Boston, March 14. Placed thru McCrna-E. kson, Inc. New

When McChalle And Light Park City Park City Property Park City Property Park Co. (Andy Bayer) Park City Pa Braccoli), 30-word cut-ins, once weekly, Placed WAAB, Boston, thru Harold F. Lewis, Boston.

Hru Harold F. Lewis, Boston.
V-dsec. Sales Corp, New York
Civ (Division of American Druggiss). 52 30-minute programs.
cally on Sundays, Listing 'Court
Human Relatins. WAAB Boston, Albert M. Ross, Inc., New York

Prince Macaroni Mfr. Co. Boston Prince Macaroni), 13 30-minute shows, Sundays Listing Jewish Art program. Placed on WAAB, Boston, fliru David Malkiel, Boston.

WBZ & WBZA, Boston-Spring-M. J. Breitenhacht Co., New York

(Pepto-Mangan), 54 1-minute transcribet: announcements. Morse International, New York.
Pine Bres., Inc., Philadelphia, 50 1-minute daytime, and 50 1-minute evening announcements, daily. McKee, Albright & Ivey, Inc., Philadelphia delphi

North American Accident Insur-ance Co., Newark, 13 15-minute Sun-day news periods, with Bill Williams Franklin Bruck, New York.

Standard Oil of New Jersey, 939 5-minute periods daytime, and 313 5-minute periods evening. Esso News (United Press news). Mar-schalt & Pratt.

LaTouraine Coffee Co., Boston, 39 15-minute Musical Clock transcribed programs: LaTouraine Toasimaster, daily. per week, Placed thru Ingalls-Advertising, Boston.

Ingalls-Advertising. Boston.

Frye Co., Watertown, Mass. (Pancreo-Bismuth), noonday World Recording announcements six weekly.

26 weeks. Lawrence M. O'Conneil, Inc., Springfield, Mass.

Devee & Raynelds Paint Ce., New York, 26 5-minute daytime periods, transcribed. Placed thru J. Sitrling Cetchell, Inc., New York.

White Laberatories, Jersey (Dillards Aspergum), 85 1-minute and

White Laboratories, Jersey (Dillards Aspergum), 65 1-minute announcements. Placed thru William

nouncements. Placed thru Will Esty and Company, Inc., New Y Reid, Murdock & Co., Chicago, (Monarch Foods), 52 weeks of c time. announcements, four di-seven days weekly. Rogers Smith, Chicago,

Station WEEI:

Granberry Canners, Inc., Boston (Ocean Spray), riding a package of 21 30-word time signals weekly for 13 weeks. Placed thru Harry M. Frost, Boston.

G. Howes Co., Allston, Mass. Sunday news sponsorship. Dowd & Ostreicher, Boston.

Jatreicher, Boston,
Lewandes Cleansers, Watertown,
Mass, 156 100-word time signals,
Eddy Rucker - Nickels Co., Cam-

Dr. dge, Mass.

K. Al Hughes Co., Boston (Sali-con), 27 25-word time signals, to cover nine weeks. Badger & Brown-ing, Inc., Boston.

Horticultural Society of Massachu-

setts, Boston, is boosting its flower show with 9 100-word announce-ments. Placed thru John Queen Adv.

ments, Placed thru John Queen Adv. & Merchandising, Boston.

New England Spertsmen's Show, is plugging with 1 15-minute program: and 7 100-word announcements. Placed thru Harry M. Frost, Boston.

Marjory Thomas, Boston using one ten-minute shot to spiel Correct English. Placed thru Scott Adv. Agency, Bos

arles Daniel Frey Co. has taken Charles Danlel Frey Co. has taken on four new partners. They are R. L. Hurst, Ashley Belbin, Lorry R. Northrup and Arthur B. Sullivan. Northrup has been gen, mg, of the Frey agency for the past three years, Sullivan has been director of production, while Belbin comes from Blackett-Sample-Hummert, where he had been a copy writer. Hurst was once picsident of the BBD&O Corp. of Illinois.

WHO, Des Moines:

Winston & Newell Co. (IGA) through Hutchinson, Minneapolis, 27 periods of five minutes each, 'Cook's Corner, 'ith Mary.'

Zanol Products Co., Cincinnati, Illicough Presba Fellers & Presba Chica; 24 periods of 15 minutes each on the Musical Clock.

Procter & Gamble (Lava) through Blackett-Sample-Hummert, Chicago, for 261 periods of 15 minutes each. Renewal of Houseboat Hannah

Lever Brothers (Spry) through Ruthrauff & Ryan, New York City, beginning 260 periods or more, 30 words each.

Holland Furn: Co., Holland, Mich. through Ruthrauff & Ryan, New York, beginning Jan. 31 for 40. period, of one minute each,

Fellows Medical, through Nelson illiam Co. New York, 312 periods Gilliam Co., New of 30 words each.

Oklahoma City, program in Tamps, Fla.

Rhyme, alled the 'Key Show' began on KTOK, Sunday (23). New resented the station—the middle dica developed by Harold, Shreve west only while Craiz & Hollinberry opens with announcements and com-

Galloping Rhymes

Spry, product of Lever Brothers, going on a flock of NBC and indi stations discs and chain-break form, areas where 'he CBS web show doesn't touch. Spry sponsors' 'Real Life Stories' daytime five-

Real Life Storles daytime five-a-weeker on Columbia. As many words are being crowded in as the 20 seconds will permit. Scripts run to 40 words. In order to enable the announcers to spiel the blurbs quickly and at the same time-enable listeners to hear with facility, the plugs are in rhyme

Spry is linked up with fry, sigh, pie, etc.

mercials in rhyme, includes a lyriced dramatic skit and poems. Kroger & Miller, local key smiths, are sponsors of the 15-minute spot.

Gamble Stores. Minneauolis through Batten, Barton, Durstine & Osborn, New York, six 30-word an-nouncements per week, t.f.

Paxten & Gallagher (Butternut coffee) through Buchanan-Thomas, Omaha, 208 announcements of 30 Omaha, 208 words each.

Axton-Fisher Tobacco, in behalf of O Grand cigarets, is preparing a ampaign of 15-min, transcriptions. Platters will be musical. Only key owns will be used for the drive. McCann-Erickson is the agency

George Henhoeffer, stamp ed of Philly Ledger, signed by Richard Foley agency for 13 weeks to run a stamp club WFIL, Philly, for Krumm's Macaroni.

WCKY. Cincinnati, new biz: WCKY, Cincinnati, new bizz:
Carter Products Co., 260 spot announcements; through Street & Finey, New York City,
Lengines-Wittnauer Co., 226 spot
announcements; through Arthur Rosenberg Co., New York City,
RCA-Victor Ce., 15 spot announcements; through Lord & Thomas, New
York.

York, Proster & Gamble (Ivory Soap), spot announcements; through Compn. New York City.

Hughes, Wolff & Co., Rochester, N.Y.
Forward America (Independent Grocers weekly), 13 quarter-hous programs; direct.

Riverbank Canning Co. has placed quarter-hour transcription by Zeke Manners and his gang on WWSW. Pittsburgh, every Monday morning for next 13 weeks to advertise Madonna, tomato paste, Placed by Klin-Advertising agency.

Dr. Pearce's Herb Tablets has blaced 15-minute dramatic sketch on WCAE, Pittsburgh, every Sunday night from 645 to 7 for next 13 weeks. Will se Ralph Hipps and Pearl Jame with Curtis Rudolph as special announcer. Placed direct.

Victor Brewing Co. has signed Ed Kroen's Varsity Quartet for its weekly 'Night at the Inn' show on WCAE, Pittsburgh, replacing comedy sketch called 'Snarlles' Family', Lat-ter exited after 10 weeks,

'Curlous Questions' is new program being sponsored by American Academy of Accountancy over KMOX, St.

Candid camera craze has Candid camera craze has given birth to a new program. The Camera Club of the Air, being aired by KRSC, Seattle, every Wed eve, sponsored by Lowman & Handford, local merchants. Copy is, being written and miked by Harvid Dillon, member of KRSC staff, who has been making. making atour photography hobby.

Pepperell Washes Up

Pepperell Mfg. Co. (lineus) fades its Friday ight NBC-blue progrem

its Friday ight NBC-blue program with the coming (23) broadcast,
Dr. Karl Reliand was the enter-tainment spieling inspirational chais. Account has a further immediate plans for radio, BBD&O is the agency.

Furgason Reps WFLA

Gene Furgason & Co. now has the national

Here and There

Jack Knell handling the drama- billy Boyd's Ramblers new musical tized odd news events for WEBI's act at same station.

Lew Valentine of WOAI, San Antonio, is doing the early morning broadcasts known as 'Dial a Smile.'

Caroline Panza r Organ Airs regularly San Antonio, Tex.

"The Varsatillians," a novelty musical outfit, is broadcasting regular via KONO, San Antonio, Tex.

Doug Brinkley began a new tr talk series with a guest shot on 'Hobby Lobby' CBS.

John McKay, formerly with KOIL maha, joins staff at WXYZ, De-Omaha, joins staff at WXYZ, De troit. Will spiel nightly news pro troit. grams.

Frank R. Bowes has been promoted from sales staff of WBZ, Bost and WBZA, Springfield, Mass, to sales manager of those stations.

acated general manager post with WIBW, Topeka, Kan., made by Searle coming on as g.m. with KOIL-KFAB-KFOR-WAAW, Lincoln, was filled by Ben Ludy.

Jim and Mel Bigelow, hillbillies, back on WELI, New Haven.

Bud Rainey, former night watchman at WHN. New philosophy stint at WTIC, Hartford.

Hazel Green, song stylist, spotted WBRY, New Haven.

Claire Harrison of KWK's, St. from appendectomy.

Tommy Tucker recorded 30 sides for Standard Records at Hollywood Victor plant, with Amy Arnell doing the vocalizing.

John Tillman, WSB, Atlanta, announcer, has resigned and taken up similar duties on staff of WHAS, Louisville,

Joe Hill, formerly of WATL, At-lanta, has transferred to WAGA Atlanta, replacing Doug Edwards newscaster, who is, moving back to his old announcing post on WSB.

Four Dens, on WHO, Des Moines ome time, performing at Hill Hotel Omaha,

Dorothy Spicer has left WCCO's sales staff to do production for WWJ. Detroit.

Lee Grove off KSTP's payroll and back full-timing it at the St. Paul Daily News.

Harry Johnson, sports announcer f KFAB, was named head of of KFAB, was named head or radio relations for the national semi-pro baseball tourney next summer pro baseball tourney next which will be played in Kan.

rrance Laux, KMOX' sports an-nouncer, awarded Sporting News trophy for 'excellence in reporting World Series and All-Star games.'

ngsley Horton, Radio huddled with John McC and Bill Williamson at WKRC, C.n-cinnati, last week.

west back fr General Manager Bill WTMV, E. St. Louis, bac Florida. Will rejoin family in a fortnight.

Frank Eschen, program director at KSD, St. Louis, on two weeks' vaculion in South.

Elyin Evans, ad director KVI, Seat-tle-Tacoma, elected president of the Tacoma Advertising club for second

Loren Stone, bus, mgr. KIRO, Senttle back at his desk after illin

Ha old Parr, formerly with KHQ Spokane, now new district ingr. of Transradio in Scattle

Frank Parker's guester for Coen Cola Feb. 18, his first air date in two months. Loading in Florida.

WHE, Newark, of the J. J. Devinc list, acts the Father Coughlin series Sundays.

Bob Convey, of KWK, St. Louis, acationing in Miami, Fla,

Bob Richardson, of KWK's St. Louis sales staff, in Chicrgo attend-ing annual convention of Manufac-turers' Representatives and Canners

Kay Tayls s newest addition to KWK's talent staff. Spotted by Danny Seyforth, station's program director, in local nitery.

Maltiand Jordan and Dick Kep-linger, singers at KOMO-KJR, linger, singers at KOMO-KJR Seattle, now doing news and pub-licity for station:

Spaffles Family, comedy sketch on Old Shay Ale's Night at the Inn pro-gram on WCAE, Pittsburgh, every Wednesday night, has been dropped after 13 weeks. Show will hence-forth be exclusively musical in con-

Chuck Webster, former stock actor with the George Sharp Players, is now an announcer, and member of the dramatic staff at KDKA, Pitts-burgh.

Dale Jackson, cockney dialectician, who has worked on practically every Pittsburgh station, has left for New

Mildred W. Carlsen, monitor of the WBZ G. WBZA Home Forum stanzas (Boston-Springfield, Mass.) has had her contract renewed by the National Live Stock & Meat Board for four broadcasts weekly.

Tommy Kearns is now with WOR, New York, as one of Johnny John-stone's publicity assistants. Last radio with Atlas transcriptions.

WHAM, Rechester, will soup-and-fish it Jan. 27 to red-ring the 10th milestone of its vertical radiator.

KSTP's Thomas Dunning Rishworth, educational director, this week inaugurates classes in radio at St. Paul Y.M.C.A. and at the College of St. Catherine.

Bill Dougherty, from Alhai N. Y., is new program director of WRBL, Columbus, Ga.

Frank R. Bowes has been promoted from salesman to sales manager of NBC's New England division.

Reginald Allen, announcer at WBT. Charlotte, N. C., underwent a tonsilectomy. Caldwell Cline handling programs pending recovery.

Mercedes Ledet of the Chi Petry office gang will be Mrs. Clifford Fohr on Feb. 5, according to present done.

Charlie Wright of WELL, Haven; Walter Osborne Howard of WBRY, Waterbury, and James Parker of WATR, Waterbury, judg-ing swing quartet state-title contest at Hamilton park, Waterbury.

James A. Shanley, congressman from 3rd Connecticut district, re-porti every Sunday to constitu-ents via WELI on special relay from WOL, Washington.

Hugh B. Kerry, manager of KVOR, Colorado Springs, visiting Oklahoma City.

Lou Frankel press agenting Jay Jostyn, New York radio dramatic ac-

City of Dallas has turned to the radio with its appeal to delinquent tax-payers to chip in before the deadline Jan. 31. Fred Cullum, city lax assessor, pushing the idea.

Sid Schwartz new publicty assist-nt to Dave Davidson at Atlas tr

Bab Meyer has joined NBC propen in N. Y. Formerly radio ed the New Orleans Item-Trib.

Radie Harris quizzes Alan Mois bray and Louise Fazenda on her Mutual web stint tomorrow (Thurs.).

list, acts the Father Cougnin series Stundays.

Joe Di Mazzio Jues on the For Men Only (Vitalis) program over NEC next Monding (31). Booked by New Orleans to KMAC; Sair Antonio.

Curtis & Allen.

STANDARD BRANDS' ECHO

'Royal Command,' Big Event of Year, Remains Unpopular with Show Biz

London, Jan. 14.

Get-together between picture and legit theatre interests on the Royal Command show radio broadcast is set for Jan. 27, with representatives of all organizations concerned scheduled to hold a joint pow-tow round the problem. Interests included will be West End, provincial and touring managers, repertory theatres, exhibitors and distributors, each of whom will send two delegates.

Interests expect to find question difficult to answer for, while theatre taking slump heavily the night of the broadcast, it is also realized the show has magnificent publicity value both for stars of stage and screen who are on the program. Both association likewise understand they might forfeit public sympathy by bringing pressure to bar future broadcasts of this performance, highlight of the year's radio items.

If, nevertheless, the only solution is on these lines, both organizations would favor overbidding the BBC, so that Variety Artists Benevolent Fund should suffer no loss.

While managers of legit and musical shows have suffered from these annual one—performance broadcasts for the benefit of the Benevolent Fund, there are numerous instances where they have materially benefited by broadcasts of excerpts from their own attractions.

A number of examples may be cited where a show was lifted from a failure into success through BBC broadcasts. The latest is the Victoria Palace Me and My Girl' musical, which had been doing something like 4350 for the first show and \$600 for the second with its twice nightly policy. A fortnight or so ago they had a 20-minute broadcast, since which they are understood to have trebled their takings.

BUENOS AIRES' LR3 IMPORTS **ACTS**

Radio Belgrano (LR3), Buenos Aires, will resume imported name splurging during 1938. About six months ago station and other leaders in locale Radio El Mundo, decided to cut down on use of station prestige builders and confine use of namers to commercial programs. Prior to change, acts were imported on sustaining basis with sometimes only a mild hope or possibility of participating sponsorship to help pay the heavy nut.

Belgrano has already signed Luciene Boyer, Josie Baker, Gita Alpar, Johann Strauss and Imperior Argentina, latter leading figure of Spanish theatrical world, for appearances during '38. A scout was sent to Europe recently to sign them.

Also understood that El Mundo has some similar plans for '38.

Jean Clement Sponsored By Grad Cigarettes

Montreal, Jan. 25.

Montreal, Jan. 25.

Jean Clement, famous French
vocalist, with a large following in
the Province of Quebec through recordings, has been signed for 13
weeks over CKAC for Grad cigaretter.

weeks over ettes. Clement goes on for the first time Sunday, Jan. 30. Singer is also booked for a series of personal ap-pearances throughout the province.

BBC feeds via short-wave from London a one-hour radiozation of the film Top Hat' (RKO) to Mutual web on Feb. 8. British programmers made the deal for the picture air version. Film, released in the U.S. couple years ago, co-starred Fred Astaire and Ginger Rogers.

FRENCH STATION'S ANGLO-YANK ACCTS.

London, Jan. 14.

Among the products ad vertised in English from Radio Normandy during 1937 are Bolenium Overalls, Borwick's Lemon Barley, Brooke Bond Dividend Tea, Rowntree Chocholate goods, Colgate's Dental and Shaving Cream, Colman's Semolina, Coty, Cow & Gate Milk Food, Cuticura Preparations, De Resze Minor Cigarettes, Drage's Furniture, Drene Shampoo, Du Maurier Cigarettes, Fairy Soap, Fels-Naphtha Soap, Force, Horlick's, Huntley & Palmer's Cakes and Biscuits, Kolynos Toothaste, Lux Toilet Soap, Lyons Green Label Tea, McDougall's Self-Raising Flour, Monkey Brand, Nestle's Cafe au Lait, Odol Toothpaste, O. K. Sauce, Oxydol, Palmolive Soap, Pepadent Toothpaste, Phillips' Dental Magnesia, Phosferine Tonic Wine, Prond's Cosmetics, Posst Toastles, Preservene Soap, Quaker Corn Flakes, Rinso, Stork Margarine, Velveeta Cheese, Vitbe Bread, Wincarnis Tonic Wine, Zebo. London, Jan. 14.

GERMAN BOUT DX TO MUTUAL

Mutual web will make its first from Germany short-wave pickup from Germany Sunday (30) morning it carries the Max Schmeling-Ben Foord fight from

Sunday (30) morning it carries use Max Schmeling-Ben Froord fight from Hamburg.

NBC has always hogged the bulk of pickups from Naziland, being granted more consideration than CBS. Latter got in on the '36 Olympics by sending over Ted Husing and a crew to do all their own handling, but otherwise the web has been snubbed on requests. When asking if it might get some short-wave feeding of the takeoff of the Hindenburg zep's maiden voyage, Columbia got a brusque turndown.

Recently CBS appointed a Central European rep in Bill Shirer, creating the post for the former Berlin and Vienna correspondent for U. S. newspapers. Thought was to have someone on the spot with connections who might smooth CBS' path in the event it wanted to pick up a broadcast.

Ken Sisson's Visit

Ken Sisson, American musical director for 'Canada 1938', program sponsored by Imperial Tobacco, Lid, and one of the four nationwide Canadian commercials, was in N. Y. this week and appeared on two programs here before making the return trip.

Sisson was in N. Y. because the program relinquished its rights last week to its air time to allow the Braddock fight to go on instead. While here he was on the Vox Pop program sponsored by Molle Shaving Cream and with Nick Kenny over WMCA.

Regina's Ceremonial Stunt

Regi.a, ask., Jan. 25. Regi.a, ask., Jan. 25.
Opening of provincial legislature
broadcast by CKCK, Regina, made
big hit with 'adio fans. Don McMillan started show with description
of lieut-governor's arrival outside
with his 'escort of RCMP, let
listeners hear the booming of 15
cannon, etc.

cannon, etc.

Bill Speers picked it up from there in describing activities inside the building, while Gaston Johnson, news reporter, described scene in legislative chamber. Had to do it hevering around door as government ruling is no broadcasting from inside.

CANADIAN PUBS

Series of Editorial Attacks on 'Americanization' of Canada Follows Radio's First Program Tieups of Yankee Food Distrib

DEMAND ACTION

Montreal Jan. 25 Montreal, Jan. 25.
Standard Brands recent deal with
the Canadian Broadcasting Co. has
touched off a series of bitter publisher attacks on radio. They raise
the hobgobin of 'Americanization' although Canadian publishers are apparently willing to be 'American-ized' with insertion orders from

although Canadian publishers are apparently willing to be 'Americanized' with insertion orders from Xankee advertisers.

What profoundly disturbs the mewspaper proprietors is the fact that radio stations and radio advertising in Canada are now displaying unmistakable symptoms of coming out of a long coma. While radio was disorganized, poor in quality, relatively non-aggressive, and unable to go after or get big appropriations, the publishers weren't over-excited. Parliament being called upon to reopen the whole question of broadcasting at the approaching session with view to curbing the activities of the Canadian Broadcasting Corp. Touched off by an attack in the Financial Post, leading Canadian financial journal, on Jan. 15, additional newspaper blasts made their appearance during the past week in the Toronto Saturday Night, high-hat slick paper weekly, the Toronto Globe and Mail, the Montreal Gazette and in Quebec and other cites. Evidently little concerned with the plight of privately owned stations, which stand to lose most by the inroads made by the CBC in grabbing off revenues and their best programs, opposition to American programs is bobyiously the excuse rather than the

on revenues and their best programs, opposition to American programs is obviously the excuse rather than the reason for the attitude taken by powerful groups of Canadian publishers such as McLean Publishing

Co. Montreal Gazette, in labelling the Montreal Gazette, in labelling the CBC's radio policy destructive does not specifically call attention to lack of consideration given those privately owned stations not affiliated with the CBC, but it does projest editorially that it was not the tention of Parliament to create a national broadcasting organization which should become a law unto itself, which should be that the business of the control of the c self, which should cut into the busi-

self, which should cut into the business of established (publishing) industries and embark upon an administrative policy broadly and profoundly destructive in character. Thus, through the intervention of vast and influential publishing interests, there may be some relief in store for the privately owned stations.

Attack of the publishing interests is based on the contention that the Canadian Broadcasting Corp. was originally intended to regulate and supervise the radio setup in Canad. Rather confusing the observation of the Montreal Gazette that the public never expected much of the Corporation, but that an improvement in the quality of radio entertainment accompanied by reduction in the volume of radio advertising had been looked for.

Free Entertainment

tising had been looked for.

Free Entertaliment
No credit is given the Canadian
Broadcasting Corp. for availing itself of a free source of talent from
the United States. It would cost
\$25,000,000 a year to produce entertainment on a par with that which
the CBC is piping into Canadian
homes at no cost to Canadians. At
the same time the CBC is paid by
American advertisers for the privilege of supplying Canada with firstrate entertainment and simultaneously advertising American goods.
In trying to give a high standard
of entertainment with a budget derived exclusively from the \$2 annual
license fee, the Canadian Broadcasting Corp. found itself faced with an

RADIO DEAL IRKS French-Speaking Network in Canada **Faces Phone Line Permish Barrier**

Canada Tax Up

Montreal, Jan. 25 Montreal, Jan. 25.
Government will boost its
radio set license tax from \$2
to \$2.50 per annum. Also homes
having more than one set must.
carry a license for each. Also
for auto radios.
An increase of \$650,000 should
result from the new rates. Making \$2,575.000 income for the
Canadian Broadcasting Co.

impossible task, with radio listeners tuning in mostly those stations carrying American programs. The CBC was therefore obliged to turn to American sponsors and American programs if it were to mean anything to Canadians.

CBC is being assailed, also, on the grounds that American advertising and entertainment is objectionable in the main, that the results of CBC activities have been disappointing, and that the situation has become aggravated materially by the substantial extension of American broadcasting by way of the Corporation's network, accompanied by a proportionate increase in the flood of American advertising over the air.

tionate increase in the flood of American advertising over the air.

Touching a vital spot the Montreal Gazette points out that the Corporation is selling advertising time to American advertisers at rates below those charged by private stations, a process of underselling facilitate by the use of telephone lines of the Canadian National Railways, also government-owned.

Charges abound that the CRC a

Charges abound that the CBC. a

charges abound that the CBC, a nationalized project intended to develop Canadian broadcasting of high quality, has degenerated into a cut-throat competition, with established business interests in Canada.

It is implied that the proceeds of the \$2 annual licensing fee, a public tax, is not being properly used. Said the Toronto Saturday Night: It constitutes in effect a subsidy out of the public funds to one particular class of advertising, and to one particular. of advertising and all other class of advertisers, to the direct disadvantage of all competing forms of advertising and all other classes of advertisers.

Quebee, Jan. 25.

Joining the chorus of protest against the activities of the Canadian Broadcasting Corp., editor-in-chief Arthur G. Penny of the Quebee Chronicle-Telegraph. last week announced on the front page, in 10-point blackface, that the paper is eliminating all NBC shows from the Canadian program log. Penny stated that, if found desirable, publication of American programs will be discontinued entirely.

Chronicle-Telegraph reports receipt of heavy mail from readers upholding its crusade against extensive-broadcasting of American programs by the CBC.

GERMAN SHOWS OUT AFTER BAD PUBLICITY

Philadelphi Jan. 25.
WPEN has discontinued all its
German programs as a result of bad
publicity it received prior to controversy which led up to the firing
of George Gerhardi, Deutsche gabber. Gerhardi was accused of ad
libbing Nazi propaganda between
commercials. Station had six hours
a week of German.
Outlet concentrating now on English shows to get it out of category
of a specialized lingual. Philadelphi Jan.

Selling Quebec

Philadelphi , Jan. 25, N. W. Ayer agency last week landed account of Province of Que-bec. Will boost Caradian state's Laurentian mountains as skling and playground resort. Campbell Carroll handling from Canadian office. Media probably newspapers and magazines exclusively at first.

Montreal, Jan. 25.

Proposed formation of a chain of five French-language stations, not connected with the Canadian Broadcasting Corp., to sell as at network in the province, may not materialized owing to difficulties, now foreseen, in getting telephone lines.

Independent stations needing lines must apply to the Canadian Broadcasting Corp. for a permit and it is not likely that a request for operating a network would be granted.

Bell Telephone lines cannot be ordered direct by stations needing the service. Order must come from the CBC and the CBC has been placing most of the business with the Canadian National Railway telephone lines. Canadian Pacific Railway has also been getting share of the business.

As a government corporation the CBC evidently figures the government-owned railway, C. N. R., is entitled to preference and privately-owned stations are obliged to fall in line.

At the last inquiry of the Canadian Radio Commission the Bell Telephone Company protested against discrimination but far without results.

without results.

BRITISH USE **EXCERPTS OF FILMS**

London, Jan. 14.

B.B.C. will owe one more debt to, the picture business when it starts new series of broadcasts next month, based on film hits. Pla: is to de series of radio versions of big pictures, basing them on the original scenarios, and local and American companies are cooperating by providing facilities.

Where possible, particularly in the case of British picture broadcasts, plan is to use the original stars. First will be radio version of Top Hat, to be done Feb. 8, with Dians Ward in the Ginger Rogers party second will be the German production of Congress Dances, a Lilian Harvey picture.

Idea is being developed by B. Martin (Bunny) Marks, with Douglas Moodie as producer. London, Jan. 14.

SOMETHING COMMERCIAL ON DENMARK'S AIR

Copenhagen, Jan. 15.
Criticism has kept up ever since
New Year's Eve as the result of a
hoax put over on the Danish radio.
It appears tha, artificially built up It appears that artificially built up demand for a certain musical number impelled it was on the big night. Only to have it come out afterwards that the song is used at a theme by a safety razor compan. Radio advertising is forbidden in Denmark. Crities also rapped New Year. Eve programs for lack of festivities and general duliness.

Pearl Enrico to B. A.

Peorl Enrico, soprano of the National Theatre, Havana, has sailed from N. Y. for Buenos Aires. On arrival she takes up a six week stand on Radio Belgrano (LR3). While below she will also appear in a local operetta and make concert appearances under different auspices. Had to come to N. Y. for the B.A. boat since they do not call at Havana any longer. at Havana any longer.

Sydney Baynes, orchestra leader or British Broadcasting Corporafor British Broauces.... tion, seriously ill.

RADIO SHOWMANSHIP

(Attention-Getters, Tie-Ups, Ideas)

KTAT's Showmanship Brochure

KTAT makes much of its recent
showmanship accomplishments in a
promotional brochure. Selling the
distributing among advertisers and
agencies last week. Booklet has the
station taking bows for its special
events and stunts broadcasts and the
fact that local theatre men rate
KTAT as tops for picture selling.
Contains also a list of KTAT advertisers, choice of sustainers and the
usual statistical matter on coverage
and market potentialities.

Uses WFA Literary Research.
Rochester, N. Y.
Ken. Sparnon, program director of
WSAY, goes off the beaten path for
a weekly 15-minute broadcast called
Did You Know? Offers peculiar
growth of Rowesters and orbesearch done by the Federal Writers
project.

search done by the Federal Writers project.

Presentation in slow sempo with measured ticking of a metronome setting the page seeks to recapture the atmosphere of the earlier days. Material includes blue laws which made it illegal to laugh on Sunday, to blow a horn or even take a walk for pleasure. Theme number, Lazy Rhapsody' in keeping with leisurely tone helps to increase the contrasts with present day life and activities.

House-to House Vox Pop
Oklahoma City,
'Just Calling' is the title of the new
program of the Associated Laundries,
succeeding 'Mystery Medoy' over
station WKY.

The program is a house
to this interview of laundry customers carried on with the new
WKY mobile transmitter unit and
rebroadcast over the main station.

Handling The Cleries
Fort Wayne.
Close cooperation of Fort Wayne
Ministerial association and WGL has



to Covernment figures.

try at large.

brought unprecedented success to station's 'Devotional Hour' period, aired week-day mornings. Ministers of every denomination in the city are heard on the program. Approxi-mately 100 speakers have been heard during the past year, each speaker appearing once every quarter. Talks 'are purely devotional, no controversial subjects being allowed.

Attraction for Advertisers

As means of attracting advertisers to the station, program director Jones of WEW has inaugurated a new stunt during the last five minutes the station is on the air each day. During this period Jones recommends the best nightly programs to be heard over other local stations and to remind dialers of the features to be heard over WEW the following a.m. Advertisers have been invited to mail their plugs to WEW.

Program's Window Display St. Paul.

Program's Window Display

WCCO ballyhooed the opening of
Jack Westaway Under the Sea, new
Monday-Wednesday-Friday 5 pm.
show, by dressing up a lobby winBank in Min Synchwestern National
Bank in Min Succession of the Sea, show the sea
Heralds in Gas Bills

Heralds in Gas Bills

Memphis.

Press book of Atlas Radio Corp., issued on its wax shows, was employed effectively by WREC, Memphis, for its Ports of Call program, sponsored by Memphis Power & Light Press of Call program, sponsored by Memphis Power & Light Press of the Call program of the Memphis Power & Call press of the Call Program of the Call Program of the Call Program of the Commencial Appeal for this program also were contained in Atlas' press book.

Station Sells Itself

Station Sells Itself
Radio biz, which constantly extols
ritues of ether advertising, nevertheless, has long been reluctant to
use any of it in its own behalf.
KSTP has taken this paradoxical
situation in hand and is now using
available daytime station breaks to
tot its own horn. Announcements,
running 30 words, are used not only
to plug forthcoming shows, but also
to tell of talent, special features and
even regular hours.

WELD & COMPANY, CFCF UNITED even regular hours, STATES REPRESENTATIVES | Idea has met with good response.

tails on the Ross Federal

not only from listeners, but from advertisers as well, latter viewing it as an on-the-toes service to them, although plugs are definitely shaped for the listener.

for the listener.

System was evolved because it was felt that program resumes held no one's attention except most arden nest unu program resumes held no one's attention except most ardent dialers; and came at times when they caught only a portion of lis-teners at best. Result of plugs is that intermittent dialer's attention is grabbed in a hurry, intriguing him so that he comes back for more.

Free Car Wash As Prise
Shawnee, Okla.
What's the Name of That Song,'
newest program over KGFF. Unnamed selections played between
one-half minute commercials with
listeners invited to send in names of
songs within 30 minutes after profrom Eirestone Service Stations, of
Shawnee and Seminole, sponsors.
Dick Peters, KGFF announcer responsible for idea and in charge.

Sale Drivers Stant Cedar Rapids.
For driving a commercial vehicle 542,000 miles without an accident a local truck driver was given gold wrist watch at the close of a drive safely campaign conducted by station WMT. as arranged wherein an auto parts dealer bought time on the station, the Elks furnished prizes, and WMT arranged publicity, programming, etc.

Adults Strictly Barred
Lynchburg, Va.
Juvenile 'newspaper of the air 'is
latest stunt of WDWA's production
department. A part of the Hinky
Dinks Hour, which has been on the
station several years, the paper goes
to be compared to the paper goes
Station has tied up with playground department to send in news
and gossip—harmless, of course—
about kids throughout the city, each
playground a branch office of the
paper.

playground a wearsh paper, Slogan is: 'No grownup allowed to give in news—no grownup news al-lowed on the air.' Show is sustain-ing.

STATION AUSPICES FOR AM BOXING

Des Moines, Jan. 25, A local Golden Gloves boxing tournament will be held here early in February under sponsorship of station WHO. with the cooperation of the Y.M.C.A. The Y' has agreed to merge its local elimination boxing contest into WHO's comprehensive plans for a full-fledged Golden Gloves tournament.

Harold Fair, program director, and Bill Brown, sports editor for WHO, have been in Chicago working out details with Arch Ward, sports editor of the Chicago Tribune, so the local contests will conform in pattern and plan with other Golden Gloves meets throughout the country.

This is the first time since This is the first time since the tournaments were founded by the Chicago Tribune several years ago that a radio station sponsorship has been sanctioned by the Tribune with full assurance that WHO's winning team will be entered in the finals in Chicago in March.

Searle Continues Shifts

Omaha, Jan. Omaha, Jan. 25.
Following appointment of James
Douglass as program director in
charge of KOIL-KFAB-KFOR, Don well over a billion dollars. It Federal's conscientious check represents some 4,000,000 of this market shows that people living in Connecticut, 60.72% of the families in the Western Massachusetts, East-Hartford area listen to WTIC ern New York, Vermont and at a given time compared to New Hampshire. They are 24.37% for the next most popupeople with a hard-to-duplicate lar station. This 149% greater record for the stability of their coverage through Station spendable income. This spend-WTIC can assure a clear—and able income rates 15% above profitable—road for your productional average according uct into this billion dollar to Government figures. It is market. charge, of KOIL-KFAB-KFOR, Don-Searle put in Harold Hughes as pro-gram director for Station KOIL in Omaha. Reggie Martin will hold similar position for KFAB and John Shafer will handle programs for KFOR; these two retain posts they, have had for some time.

L. O. Fitgibon will be general sales manager in charge of all local salesmen. Formerly re was com-pany traffic manager. Paul Ham-mond remains as national sales di-rector.

rector.

Hammond and Fitzgibbon planed to Kansas City last week to divisional meeting of NAB sales directors, where Hammond conducted afternoon session in discussion of local sales organizations.

Rogers Sets Heatherington

Chicago, Jan. 25.
First move of local International (Hearst) Radio station sales office under Naylor Rogers is addition of Chris Heatherington.

Chris Heatherington was formerly time buyer for the local Ru hrauff. & Ryan agency and previously with Columbia's Radio Sales staff here.

Sidney Mason, formerly with WLW, Cincy, joins announcing staff at WXYZ, Detroit.

Tacoma Will Fight 3rd Station; Editor Seeks It

Station; Editor Seeks It
Tacoma, Jan. 25.
It looks as though Mike Mingo,
managing ed of the suspended Daily
Ledger, will encounter much opposition when his hearing for a station
license comes: up next month. Carl
Hammond, gen. mgr. of Mutual northwest link and owner of KMO, and
the management of KVI are expected to protest the issuance of a license on the ground that the town
doesn't need any more outlets.
Mingo holds that there's room for
a small watter, since KVI's affiliation
with CBS and KMO's tieup with Mutual tend to limit the amount of time
they Can give to program of strictly
local-interest.

WKY, KOMA INSTALL HOUSE ORCHESTRAS

WKY's new studio orchestra is on e air, under direction of Allen lark. Members of the organiza-on include James Castle, Connie the a Clark. Members of the organization include James Castle, Connie
Dissing, Guy Sanderson, Ardell Garretson, Tom Emmil, Fuane Blake,
Tom Howard and Doc Davis. Will
be used both on sustained and commercial programs.

Herman Chaney is in charge of
the new studio orchestra being organized at KOMA.

Working overtime at present on
the station are the "Rhythm Rangers,"

the station are the Rhythm Range cowboy outfit from the Corn Belt hain under the direction of Dave Schmiedeker.

Gas Vs. Sofas Air Bids

Cas Vs. Solas Air Bids.

Rochester, N. Y. Jan. 25.

Petition for new radio station filed with FCC by Edward J. Doyle, gasoline dealer. Plan is to operate on 1500 kilocycles, 100 watts night and 250 watts days, and affiliation with NBC red net. Petition is similar to one filed less than a month ago by Orrin A. Senzel, furniture dealer. FCC examiner has reported favorably on permit to WSAY for night broadcasting and station is awaiting commission's final decision.

Stringer, Fester Leave WLW.
Cincinnati, Jan. 25.
Arthur Stringer leaves the WLW.
WSAI publicity staff this week. He
joined the Crosley organization six
months ago, under William S.
Hedges, who later resigned as general manager to rejoin NBC in an
executive capacity, Stringer came
here from Chicago and was at first
assigned to the sales department.
Don Foster, sound effects engineer
on the two stations for the past year,
departed Saturday (22) for New
York to join Mutual's WOR station.

WJR OWL SHOW SHIFTS INTO MATINEE FOR CBS

Detroit, Jan. 25.

WJR Presents, late-at-night how over WJR here for past year, has been switched to 2:30 p. m. slot on Saturday afternoon and is being shipped out over CBS. Sam Benavie's studio orchestra has been augmented for new show, with Don Large's mixed chorus, Helen Bradley, soprano, the Bayarians (male chorus and Three-Aces remaining on program.

and Three Aces remaining on program.

New WJR program. The People's Business, with Duncan Moore-handling, has been added to Saturday night bracket and will cover evoy, state department, showing taxpayers, how their money is spent. Okayed by Gov. Murphy, program is continued by WJR's mobile record, and includes interviews who will be a state officials and meetings of state boates. Edgar A. Guest participated in fifth anni of Household Finance early a.m. show over WJR last week, along with regular cast, including Edgar A. Guest, Jr., newscaster on program and radio ed Detroit Free Press, and Raiph Patt, m.c., plus studio müsic. Elder Guest headlines Household Finance's network show.

Jaspert Joins WFIL

Philadelphia, Jan. 25.
WFIL has brought in George H.
Jaspert, until recently with KYW,
as chief of local time solicitors. He'll also handle merchandising and pro-

motion.

Jack Stewart, salesmanager, will concentrate his time on national spot business, rotating between Philly and recently-opened WFIL offices in New York and Chicago.

Oklahoma Team Split Oklahoma City, Jan. 25. Team of Marty and Rogers Hall, Cain coffee program, being broken up, with Roger headed for job on Coast,

Marty to continue as solo on coffee



"Sitting high on the hilltop"!

The transmitter of WBIG The transmisses overs an in Greensbore, covers an acces with a million population with more than 330,000,000 s p end i m power.

A metropolitan district!

Write to

EDNEY RIDGE
Director, WBIG,
in Greensboro, N. C.,
for "Facts and Data" CRAIG & HOREINGHERY, INC., Nat'l Rep



SCOREBOARD 1937 New Network

WHIO

New National Spot Accounts

Accounts

106

New Local Accounts

1938 LOOKS GOOD!

Diversification of agriculture and industry in the WHIO area keeps

business on an even keel-and we never let down on building listener goodwill.

THE TEST STATION



50,000 WATTS Hartford, conn. The Travelers Broadcasting Service Corporation

FOR A CLEAR ROAD

to this

Billion Dollar Market

Within the primary and sec-wants to keep his sales at the ondary coverage areas of Sta-best possible level. It is a tion WTIC lies a market with market ony advertiser can de-

a consistent, year-in and year-velop with more profit with the out record for retail sales of help of Station WTIC. Ross well over a billion dollars. It Federal's conscientious check represents some 4,000,000 of this market shows that

It is market.

used to account for 23% more retail sales and 50% more food Write today for our new 32-

sales per capita than the coun- page brochure giving full de-

Here's a market no advertiser Survey and facts about the can afford to overlook if he WTIC billion dollar market.

Member N.B.C. Red Network and Yankes Network

Paul W. Morency, General Manager James F. C Business Manager Representatives: Weed & Company New York, Detroit, Chicago, San Francisco.

BETTER LOCAL PRODUCTIONS

AFFILIATES FEED NBC 45 SHOWS

Network Moving Into New Places for Sustainers-Local Talent Stays Local -Advent of House Orchestras Expected to Help **Entertainment Quality**

ECONOMICS

NBC picking up an increasing number of sustaining programs from its m, and o. affiliated stations. In the past NBC has drawn the vast bulk of unsponsored shows from hollywood, San Francisco and Chicago to aid New York in feeding the fivin nets. Now programs are being enlisted from other keys which formerly fed little or nothing. Denver, Philadelphia, Pittsburgh, Boston, Schenectady, Cleveland, Clincinnati, Rochester and Syracuse have joined the heretofore limited and almost exclusive lineup of hig burgs bulwarking New York in preparing sustaining fill-ins. From the newcomers NBC now derives around 45 shows weekly. These are chiefly daytime programs. Late-night dance music is not included.

Since the October payroll purge

music is not included.

Since the October payroll purge swept NBC, the hinterland has gradually been given From its program-producing centers the web continually trims lamps. Sustainers in New York, in the main, now receive less in salary than they formerly did. And talent from the ad-

Married by Stop-Watch

St. Paul, Jan. 25.
Leonard Leigh, KSTP's musical director, was acting as organist for a recent merging, Leigh didn't like the way the rehearsal was being handled, so was asked to take over the

job.

Len pulled out his stop watch, clocked things off, worked out a series of cues via nods, chords and pauses, and made the whole ceremony come out on the button, like a web show. show.

ditional feeding founts is a deal cheaper than the network was ac-customed to paying through the vears back.

years back.

Another departure is the signing of talent on the hinterland stations to broadcast across the net from their respective locations. When pacting talent before NBC always brought acts and orchs to New York with fanfare obbligato.

failare obbligate.

Signaturing performers and keeping them where they were found is much cheaper. They can still furish sustaining shows to the web, the while continuing with what local commercials they enjoy their home loams. Rather than relinquish the commercials they enjoy their home loams. Rather than relinquish the commercials the acts will take far less for the network sustainers than if they, as was formerly the manner, dropped their home-town bankrollers and came into New York. Performers can now get at once the benefit of network buildup and money from purely local air activity. And NBC gets what it wants at bargain rates. hargain rates

Music Staffs Helping

With the American Federation of Musicians easing onto stations more windjammers and establishing on so many NBC affiliates house orchs where none existed before, the qual-

ity of hinterland programs for sustaining purposes should improve. NBC is quite aware of and awaiting this development.

It appears that definitely backwashed are the days when scarcely more than special-events programs were plucked by NBC from locations other than New York, Chicago and the Coast. Stations now being given the opportunity to produce for chain coverage are flattered; performers on these stations can deliver almost as well as setups arranged under present and reformer stuations methods now effective in NBC-officed towns. Performers there no longer get paid at a rate which permits them to buy tip-top arrangements, better-grade comedy material and those other polishes which set them apart from their hinterland competitors.

City has gone to the country and the country to the city. And if

City has gone to the country and the country to the city. And if there's a discernible difference in the result it 't great as radio result it 't great as radio seemed to think it would be all these

DAILY AFTER ITALO **READERS VIA WOV**

N. Y. Daily Mirror is fishing for readers via a program couched in the Italian tongue on WOV. Giuseppe Loffredo reads poetry and the broadcasts banked by a string Italian Loffredo

WOV underwrites, giving the newspaper two spots to gain 'good-will.' Mirror's radio columnist, Nick Kenny, who is on tieup programs the sheet has with other N. Y. stations, is not on WOV's. He can't spout the lingo.

Hope Barroll, Jr., director of WFBR, Balto, in New York this

Washington Buzz

Washington, Jan. 25. Why has a New York investment why has a new fork investment banking firm been ogling earning statements of the country's two out-standing networks and following up with an application for a station of

biz. Bankers became radio-minded particularly after examination of earning statements of two large chain broadcasting systems, Hyde

Senators, Congressmen and gov-ernment officials lined up in droves for a probable shellacking at the hands of Boake Carter tonight (25). He'll speak in person at Washing-ton Forum. Office-holders lured by Boake's ominous silence as to the nature of his subject.

Part that chance plays or may play in broadcasters' life under the F.C.C. plan of rotating job of passing on various types of applications was demonstrated last week when Commissioner George Henry Payne who has feuded in past with Powell Crosley, Jr., was sitting on the desk over which applications for renewal of special authority must pass.

Even a Senator, matter how high a place he holds in political cir-cles, must conform with F.C.C, regu-

lations. Veteran Kansas publisher-broadcaster-legislator, Arthur Capper, found this out last week when, the Commish refused to approve without a hearing plans to reshuffle his corporate interests.

After discovery of omission—from all evidence, due entirely to negligence—of certain info required in such applications, the Commish refused to waive its rules and give perfunctory consent to Capper's plan to shift control of corporations which own KCRN, Kansas City, and WIBW, Topeka, from the Senator to Capper Publications, which the Senator also Publications, which the Senator also

Genile fun-making at the expense of Commissioner T. A. M. Craven was indulged in last week by Louis G. Caldwell, attorney for clear-channel licensees and close pal of the retired naval officer--technical ace. Tossing a premature going-away spree for Craven who is tentatively scheduled to attend the Cairo conference, the Caldwell's vited numerous acquaintances to. The Rhumba Palace' which was playing a one-night stand en route from Havana to Csiro. Bids, which listed 'Sr. y Sra. Luis G. Caldwell' as licensees, stipulated black tie garb with footnote that any form of 'native costume' would be permissible.

Scoop Russell trying to soothe Rep. Joseph E. Casey, Massachusetts Democrat, and WBZ-WBZA, the Boston and Springfield outlets. Casey squawked to the F.C.C. that the Bay State outlets were discriminating against him refusing to sell time in which he could answer attacks made on him by John Bantry, Boston Post political writer,

...There's Only 50,000 Watt Station in This Great Market



50.000 WATTS · PHILADELPHIA

Continuance of WLW's 500 Kw. Not Immediately Endangered; Payne Orders Station to Justify Power

VARIETY

Show-down on question of superpower broadcasting was assuredat some indefinite future time-when a hearing was ordered last week on WLW's application for continuance of special authority to experiment with 500 kw.

End of the Cincinnati transmitter's End of the Cincinnati transmitter's monopoly on maximum wattage loomed, but no immediate interruption of service was threatened because the status quo continues until some determination is made on the issue after the public ventilation. Decisive action may not occur for months, since the Commish has been marking time on batch of pleas for regular 500 kw licenses for well over a year.

Order directing Powell Crosley, Tr., to publicly reveal the results.

Order directing Powell Crosley,
Jr., to publicly reveal the results
of his experiments and subjecting
him to cross-evamination, concerning the way he has employed his extraordinary privilege—which was
issued Thursday (20) by Commissioner George Henry Payne—calls
for the first specific discussion of
tryper-power broadcasting. Will be
the initial occasion on which Crosley has been forced to explain
openly since the grant was put

through the old Radio Commission nearly four years ago.

nearly four years ago.

Payne's action means that sooner or later the entire Commish will have to take a firm stand on touchy issue. Outstanding, is whether experimental authority shall be granted to only one licensee who can commercialize on his permit to engage in technical research. Broad proposition, of whether 500 kw operation is in the public interest—discussed at length in the social-economic report which Commissioner T. A. M. Craven released this week—underlies and in many respects overshadows the other issue. spects overshadows the other issue

spects overshadows the other issue. In view of the sharp conflict within the industry over superpower, the F.C.C. has ducked a policy statement since the October, 1936, engineering hearings. More than 15 applications from clear-channel plants wanting the same juice assignment as WLW have been hanging on the hook for months, officially ordered to be studied by examiners but paid no attention because Craven had not completed his analysis of the evidence and no general attitude has been taken.



Listening to **'EARACHES of 1938'** HARRY CONN

Harry Conn's Earaches of 1938'

with Beatrice Kay

A Presentation of the Columbia Broadcasting System Sundays, 8:30 P.M., EST-WABC-Coast to Coast

Direction - BEN ROCKE

Photograph Courtesy of "Click"

KABC Not Being Sold

San Antonio, Jan. 25. Proposed sale of KABC to Elliott Roosevelt, of Fort Worth, has been abandoned, according to Henry Lee Taylor, one of three owners. An escrow deposit of \$15,000 had been refunded to Roosevelt as the 90-day option expired last week. Taylor, Early Willson and Mrs. Thurman Barrett, relain present ownership of

Barrett, retain present ownersnip uthe station.

KABC, will move into new quarters on second floor of Milam Building today (25). William McCabe, former San Antonian, who had been sales, manager of a Los Angeles station for the past two years, is now the new skipper.

POLICY AND PERSONNEL SET FOR WWJ'S DXER

Detroit, Jan. 25.

Four-point theory will control program setup for W8XWJ, first short-

Four-point theory will control program setup for WBXWJ. Rist shortwaver to stab ether with its own-produced shows. Daily sked will be 14 hours on non-commercial basis. Shortwaver, which for past 18 months has rebroadcast programs of parent WWJ, will concentrate on public service, education, the world's finest music (no jazz) and spot news. Tieups have already been effected with U, of Detroit and Wayne U. for educational and dramatic programs, while civic organizations will take part in public service airings. Spot news will be provided through the Detroit News' Early Bird plane and a mobile unit, with August Maekelberghe as newscaster. Music will be furnished twice daily, for which two planists. Vivienne D'Arco and Cola d-Joncheere, have been engaged. Others on present staff, or cand cola d-Joncheere, have been engaged. Others on present staff, or cand cola d-Joncheere, have been engaged. Others on present staff, or cand cola d-Joncheere, have been engaged. Others on present staff, or cand cola d-Joncheere, have been engaged. Others on present staff, or cand cola d-Joncheere, have been engaged. Others on present staff, or cand cola d-Joncheere, have been engaged. Others on present staff, or cand cola d-Joncheere, have been engaged. Others on present staff, or candom and programs Carl Wesser, chief engineer; and R. H. Fisk, Carroll E. Leedy, A. T. Parsons, E. J. Kelly, R. T. Pennebaker, and Cosette Merrill.

Shortwaver, Jocated atop Penobscot building, town's tallest, shifted to a 500-watt transmitter, replacing the former 100-watter, when dedication ceremonies were aired last week. Taking part in the dedication were W. J. Scripps, manager of both WWJ and W&XWJ. Dr. Henry F. Vaughn, commissioner of health Frank Cody, supt, of schools; Wynr Wright, WWJ program director; Granzow, and Mischa Kottler's 40-piece symph ork.

WHITE SOX DIFFERENCE WITH RADIO SMOOTHED

Chicago, Jan. 25.

Chicago, Jan. 25.

Differences betwe: in the stations: and the Chicago White Sox ball club (American League) were smoothed away at a special meeting here last week and the stations now have the broadcast contracts on their desks ready for signature.

Stations had refused to moniker the first draft of the contracts because they contained clauses which gave the ball club the right to cancel broadcast rights if it found the announcer, advertiser or any comment or announcement objectionable. Also, a clause which prohibited the station from using anything about the game subsequent to the actual play-play broadcast. This could be construed to mean the banning of even the giving of the score of the game-in a sports-re-iew.

National League (Chicago Cubs), contract was approved and signatured several weeks ago.

Agnes McCabe Fromoted
Philadelphia, Jan. 25.
Agnes McCabe has been placed in
complete charge of traffic at KYW
by Les Joy, g.m. Miss McCabe formerly handled details of traffic under supervision of Jim Aull, p.a.
Betty Stainton succeeds Miss McCabe as Aull's sceretary.

Truck Strike Stalls KYW

Philadelphia, Jan. 25.
Construction of new studios here for KYW being delayed by strike of truckers. Workmen unable to proceed with erection of the six-story building because of lack of materials.

Studios, expected to be put in u in February, probably miked now until April.

Press 28% of Air Ownership

First analysis of the character of broadcast licensees, contained in the social-economic report which Commissioner T. A. M. Craven submitted to the Federal Communications Commission last week, showed that newspapers are the biggest single element in the radio business.

Leading by a wide margin, the press accounts for 28% of all existing stations, having 196 franchises when the survey was made several months ago. Not believed any material change has occurred in the intervening time, although proportion may have slumped slightly because of the delay in passing on numerous rag applications. Newspapers have 14 clear-channel transmitters, or 26.9% of the total in this class; 102 regionals, 29.7%; and 80 locals, or 26.2%.

Despite repeated howls from pedagogs about unfair treatment and dis-crimination, the study disclosed that educational institutions are the next biggest group of license-holders. Colleges and universities have 34 sla-tions, or 4.85% of the total. This includes one clear channel, 27 regionals. and six locals.

Allocation of facilities among other groups is:

	CLEA		REGIO	IAL	LOCA	L .	TOT	ĄĹ
	Number	Pct.	Number	Pct.	Number	Pct. I	Tumber	Pel.
Chains	14	26.9	13	3.8	0	0.0	27	3.86
Religious and C	haritable	Instit	utions-		12	100		
	0	0.0	7	2:0	5	1.6	12	1.71 -
Labor, farm, etc	. organiz	ations						
	2	3.9	1	0.3	0	0.0	3	0.43
State and munic	cipal gov	ernme	nts					
	1	1:9	5	1.5	.0	0.0	6	0.86
Insurance compa	nies—				•	. 15	187	
	2	3.9	7	2.0	0	0.0	9	1.29
Radio and elect	ric manu	factur	ers-	8				
	7	13.5	4	1.1	2	0.6	13	1.86
Radio and electi	rio dealer	9-						
	0	0.0	12	3.5	7	2.3	19	2.71
Dept. stores	. 1	1.9	3	0.9	1	0.3	. 5	0.72
Other		19.2	162	47.3	. 204	67.0	376	53.71

(This analysis admittedly contains some duplication. By reason of indirect ownership, eight clear channel and two regional stations licensed to chain companies must also be related to manufacturers of radio equipment, although they are listed under the chains. On the other hand, two clear and one regional stations owned by chains are leased to other licensees.)

Any outright ban on newspaper ownership of radio stations would jure the public and the industry, besides contravening basic American principles, Commissioner T. A. M. Craven warned in his social-economic report

Although there have been many demands for a flat prohibition against press operation, Craven declared that interest of newspapers in broadcasting is of positive social value. Engineering Department feels that any rigid policy on such an important proposition would run the hazard of working an injury to the service received or entitled to be received by the

public.

As a stop-gap, pending crystallization of views on the question, the commish can meet the situation by strict test of public interest in passing on press application. If it is found that publishers or any other group are under a temptation to overlook the requirements of public interest for the sake of their other interests, it would be possible to require every licensee to be organized as a separate corporation engaged solely in broadcasting. This may not eliminate some potential abuses or meet all problems, but would permit segregation of broadcasting from other activities not subject to Government regulation.

Sounds Funny, Anyhow

Philadelphia, Jan. 25. Tom Rhodes, Philly's Singing Cop., whose strong pipes led him to quit the force in favor of straight chirping, received a request letter at WDAS last Friday.

It was signed with a number—from a guy in the pen whom Rhodes bad nut there.

Jack Kennedy Steps Into WHAM

Back Kennedy Steps Into Wham
Robester, N. V., Jan. 25.
Jack Kennedy, sales promotion
manager of Stromberg-Carlson Company, owners of WHAM, becomes
commercial manager of the station,
succeeding Frank W. Kelly, who resigned to join WBEM sales staft.
Kennedy had been with Stromberg
eight years.







*

 \star

Radiant Star of Radio and Pictures

in

"BIG TOWN"

with Edward G. Robinson



Columbia Broadcasting System, Tuesdays, 8 to 8:30 P. M. EST. Produced by Ruthrauff & Ryan, Inc. for Lever Brothers' Rinso; already in the top tier of radio programs. Miss Trevor's sponsor has just renewed her option on this program through Rockwell-O'Keefe, Inc., for a second thirteen weeks.

Currently in "SECOND HONEYMOON" for Twentieth Century - Fox, and coming in WALKING DOWN BROADWAY" for Twentieth Century-

management HARRY WURTZEL

OTHER SIDE HEARD FROM

Pro-Labor Charge in Station Follows Anti-Labor Allegation

Washington, Jan. 25.

Another West Coast broadcastor has been caught in the crossfire of California's labor war. Latest casulty is KGC, San Francisco, which stands accused of siding with the CLO. and helping site up stuffe along the waterfront. Customary demand for all info, including lext of statements which provoked complaints, was made Friday (21)-by Chairman Frank R. McNinch of the Federal Communications Commission, following complaint from the International Long-shoremen's Association local to the cifect, that the station was airing inflammatory speeches by C.I.O. rivals. McNinch sprang into action when squawkers said continuance of charges that the LLA., which is in violent warfare with Harry Bridges and the International Longshoremen's and Warchousemen's Union, was partly responsible for labor nurders would lead to bloodshed nd rioting along the Embarcadero. Only a week previous, the Commish had Pigeon-holed complaints

nat rioting along the Embarcadero. Only a week previous, the Commish had pigeon-holed complaints about KFI, Los Angeles, which was charged with supporting an anti-union drive. This situation was straightened out when programs of Neutral Thousands' were taken off the Earle C. Anthony transmitter.





Stage and Screen Central Booking Office, Inc. 54 W. Randolph St., Chicago For RADIO Radio Productions, Inc. 520 N. Michigan Ave., Chicago

F. C. C.'s WASHINGTON DOCKET

MAJOR DECISIONS

MAJOR DECISIONS

Washington, Jan. 25.
California: Nixing was given Richard Fleid Lewis on his amplication for a Lightwellier at Other Principle of Lewis on Line amplication for a Lightwellier at Other Principle Of Served, through 12 other transmitter. Commish, in its statement of facts, found that the Genner operator of KPION. Monterey, failed to cafabilish such a nead for the shalltional broadcast. Commish of the statement of

siter.

ransmitters are in operation nearer than Peorla, 45, distant, Cominish found, and only fair reception is ble from W.W. Chembati, and several high power of Stations, Proposed Station will be operated on 1500 km. Chembatis.

As Anthone, Propose Anthon will be operated, on 1509, at 250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts.

250 watts

page, T. P. Little page, Jr., and Harry Henk the case.

SET FOR HEARING

hy ublican terms on for aural and wheely war to he could be be be been before in power from 1 to kw (to be heard before

and house. In power from 1 to 6 kw (to be heard before municial).

Manual Manua

hange. hours of operation, to milmited, employing, directional, micenan for night-time operation.

Mississippit, life on the Reparticular Copp., McComb, hew dayme stating of the operation of 199 are with of directional ancoma system. day and night operation when WOSU, Comulature of the Copperation of the Coppe

APPLICATIONS RECEIVED

Arlzann: KOY, Phoenix, change frequency from 1390 to

Artenia; KOY, Phicenia, change frequency from 1398 to 550-0; the KOTW, Jennard E, Wilson Alamona, voluntary assignment of livense from Leonard E, Wilson to John L, Dier and William. Dier (doing business as San Lulis Wilson Hondrasting Cod.).
Fordam John Andriesen, Orleando, new within be produced to the control of the c

application

on granting of apidientlon change in hours of obvintion).

Inwar, WOC, Davenort, change frequency from 1279 to 1290 kc. power from 199 watts nights, 250 with dams in 250 watts nights, 250 with dams in 250 watts nights, 250 with a precional interpretation of the precional properties. Install new transmitter, install descional interpretation 1279 ke with 190 watts nights, 250 watts and 1270 ke with 190 watts nights, 250 watts and 190 ke with 1 kw soults.

Minuschus WHG: Minuschus, change hours of operation from Smithel to unfinited and jump night juice from 1 to Minuschus!

one site he with: I kw ... 20 onts.

Miniscatia: Wide: Miniscipolis, change hours of operation from inuited to sufficied and jump sight juice from 1. American inuited to sufficied and jump sight juice from 1. American inuited to sufficied and jump sight juice from 1. American inuited to sufficied and jump sight juice from 1. Missioni, and the sufficied and straining of Wicki's application for move to Months, and Manyaka and Wicki's application for move to Months, and Manyaka and Wicki's application for move to Months, and Manyaka and Missionic formation of the sufficient formation for the sufficient formation for describing for sufficient formation for the sufficient formation for describing for sufficient formation for the sufficient formation for describing for sufficient formation for the sufficient formation for describing for sufficient formation for the sufficient formation for describing for sufficient formation for the sufficient formation for describing for sufficient formation for the sufficient formation for describing for sufficient formation for the sufficient formation for sufficient formation for sufficient formation for the sufficient formation for sufficient formation

EXAMINERS' REPORTS

EXAMINERS' REPORTS

Indines: Describe transmitter fair In Ports, to be operated on the second of the property
MINOR DECISIONS

Hilmsis: Sheago, granted turther extension of special experimental authority to operate synchronously with Kralti Jahmeida, Nob. from local sungest at Lincoln to 12 milesteds, CST, and August 1.

Fondelmar, WWF, Lovida University, New Orleans, granted the synchronously with a lovid turth of the synchronously and capacital experimental authority for unlimited operation on 20 to with 10 key, until August

John Carey Joins WIND

STUDENT-OPERATED Chicago, Jan. 25.
John Carey has been named sales
anager of WIND, Chicago-Gary manager of WIND, Chicago-Gary station.

Carey has been on the WIND sales staff for several years.

STATION PROPOSED

Charlotte, N. C. Jan. 25.
University of North Carolina students will be given an opportunity to yote on a plan just sanctioned by administration officials to enable students to own and operate a campus radio station.

Since last October 2011

pus radio station.

Since last October Milton Hogan, a junior, and Nancy Smith, a senior, have been working on the project. Their intention is to have a student, radio station installed in Graham Memorial, the student junion. Leased telephone wires will connect this studio with other stations, which will broadcast the programs.

uns suuno with other stations, which will broadcast the programs: Stations which have already agreed to pick up releases are WBIG, Greensboro, and WDNC, Durham.

Important Reason

Toronto, Jan.
Ken Soble, CHML manager and conductor of Goodhumor Amateur Hour, left Sunday (23) for Havana. Impresario has a horse running at Oriental Park.

Ins, Outs at WHAS

Allen Stout joins WHAS as announcer. He comes from WROL, Knoxville, John Tillman, from WSB, Atlanta, is another voice new to the announcing staff,

announcing staff,
Mikemen dropped or leaving for
other posts are Eric Norman, Joe
Wheeler, Leland Brock, announcer
and pianist (who has opened
school), and Hugh Sutton, production

man.

Recent staff changes followed the appointment of Meador Lowrey as studio director. Lowrey for the past two years has been news commentator of the station.

WIP Keys 8 on Baseball
Philadelphia, Jan. 25.
WIP will be key station for reonal net of eight outlets which will

gional net of eight outlets which will air complete home sked of Athletics, American League diamonders. Play-by-play for Atlantic Refining will be pumped to WPG, Atlantic City, WDEL, Wilmigston, WSAN, Allentown; WHP, Harrisburg KGAL, Lancaster, WORK, York, WEST, Easton, and WEEU, Reading.

OUT AFTER 14 YEARS

Municipally Owned Station Drops Its Program Director

Christy Bohnsack has been dropped as program director at WNYC, New York City's municipally owned broadcaster which noncommercial.

commercial.

Public Works Commissioner Edward J. McGrew Jr. dismissed Bohnsack, who was recently criticized for
the manner in which he handled his
post, It is likely that Bohnsack will
appeal the dismissal; meanwhile no
one has been appointed to the Job.

Bohnsack held the post for '14
years. His salary was \$4,200 annually.

Radioite Into Politics
Fort Wayne, Jan. 25.
J. Albin Becker, formerly of Westinghouse WOWO and WCI, is a candidate for the office of county, treasurer of Allen county, Indiana. Primaries in May.

Radio work made him figure locally.



TWO NEW HITS ONE EYED LOVE

Shapiro, Bernstein

MY DREAM SWEETHEART

Paull-Pioneer

JOSEF CHERNIAYSKY



Theatre

FEATURING HIS PRESENTATION IDEAS

DON THE RHYMING MINSTREL

EVERY MONDAY WEDNESDAY and FRIDAY WOR 12-12:15 P.M. EST FOR BOSCO

RUTH CARHAR1

CRS

'VARIETY' says-. . . a beautiful voice"

STAN LOMAX

SPORTS

WOR-7 P. M.

THE SMOOTHIES BABS - CHARLIE - LITTLE

Second Year for Tums d NBC Red, Coast-to-Coast

Tues.-Thurs., 7:15 P.M., E.S.T.



S LABOR STAND PROB

Quarrel with CIO Desire to as Spokesman for WABC and WJSV-Incorporation Setup Altered Columbia's Union Philosophy, Rosenblatt Declares

LABOR BOARD

Washington, Jan. 25.

Manner in which a radio chain should deal with employees should deal with employees under the Wagner Act was debated before the National Labor Relations Board Wednesday (19) as tifn between Co-lumbia Broadcasting System and American Radio Telegraphers Asso-ciation went into final stanza. Con-flicting theories, about the way the collective bargaining statute affects



webs were laid before the Board when the AR.T.A., an affiliate of the C.I.O., demanded the right to speak for technicians at WABC, New York, and WJSV, Washington. Management retort that it is feasible to negotiate only on a national basis, thus giving the edge to Association, of Columbia Broadcast Technicians, was emphasized by Sol. A. Rosenblatt, former N.R.A. film, theatre, and radio administrator.

Feuding also involved the status of the Columbia Broadcast Technicians, which Sidney Cohen, counsel for AR.T.A., insisted is a "company union." Pointing out that no formal complaint has been filed charging CBS with violating Wagner Act ban on company unionism, Rosy and Leon Dupree, spokesman for the rival group, contended the A.C.B.T. is fact an independent labor organization.

Sidestepping C.I.O.

is fact an independent labor or-ganization.

Sidestepping C.I.O.

Chief point in controversy was the way in which the web previously dealt with its engineering staff. Ac-cusations of bad faith were tossed by main-bout performers, with Cohen insisting CBS changed policy last summer to avoid having to sit around the table with the C.I.O. ar-filiate.

Emphasizing his contention that the web is merely thinking up excuses for not recognizing A.R.T.A. as spokesmen for the WABC station crew. Cohen called attention to the way in which a new contract was negotiated with A.C.B.T. June, 1937. In past years, the agreements had been signed by each station manager, and a local representative of the employees, he noted, but last summer the web suddenly decided it could speak for all the system's own stations.

After the annual confab had been

it could speak for all the system's own stations.

After the annual confab had been broken off and the WABC crew rebelled against the 'company union,' web management suddenly held a 'mysterious conference' at Chicago with a new set of A.C.B.T. negotiators and rushed through a pact covering all Columbia-operated transmitters, Cohen recalled. Everything possible-was-done-to-strengthen the Columbia Broadcast Technicians, he added, degribing the 1937 pact—which provides a closed-shop—a 'remarkable document.'
Clause in the current agreement, which stipulates all present staffers must hold A.C.B.T. cards, was designed to force the WABC crowd back into the fold, Cohen charged.

Declaring 'it is the duty and ob-

back into the fold, Cohen charged.

Declaring 'it is the duty and obligation of this Board to separate WABC and distinguish it from other stations in the chain,' the ART.A. attorney explained that if the present pact with AC.B.T. 'sanctified,' all Columbi employees will be 'chained' for next five years.

chained for next five years.

Rosenblatt Denies.

Accusation of inconsistency on the part of the C.I.O. sympathizers v s heaved by Rosenblatt, who pounded table to back up his denials that AC.B.T. is a stooge and his assertions that the web has: never attempted to intimidate its hired hards, Quoted statements by Mervi Rathborn, A.R.T.A. prexy, and pointed to position which the out-that has taken in other labor squalls in declaring the desire for local recognition is completely at variance with the union's previous position.

The change in negotiation technic

the union's previous position.

The change in negotiation technic during 1937 was occasioned by overhauling of the CBS corporate structure, according to Rosy. Imposition of heavy taxes on inter-company dividends led to elimination of the operating subsidiaries and enabled the web management to sign a single contract, he explained. Previously, with each station technically owned, by an individual concern, the employees had insisted upon having the agreements signed by executive of the various transmitters for their protection.

Granting of the ARTA, request

recording to the ARTA request for local recognition would throw us into chaos, Rosy warned, declaring it is fair interence that the 1937 negotiations between the web and the A.C.B.T. were di-upted deliberately h, the WABC negotiators as first step leading all the Columbia technicians into the C.I.O. camp. Besides roaring that Columbia Broadcast Technicians constitute a thoroughly independent organization free from employer domination, the former Blue Eagle custodian disclaimed any intent on the part of

Optimism

Philadelphia, Jan. 25.

Philadelphia, Jan. 25.
Tops in optimism being evidenced here by Vogue Studios for Training Models.
School has started a course in make-up for television performers. It's being taught at so much per by Craig Hedden, who also instructs stage and screen would-bes in the greasepaint art.

the web to grant a closed shop to A.C.B.T. Attorney reiterated several times that no CBS worker has been fired, threatened with discharge, or ever will be fired because of union affiliation.

St. Louis Example

Reide, being independence to the

sever will be mee because or union affiliation.

St. Louis Example
Besides being undesirable from the network point of view, local bargaining would prove injurious to the technicians, Rosy maintained. Exhibit A was the pact between KMOX staffers and International Brother-hood of Electrical Workers, the American Federation of Labor unit which has St. Louis sewed up. Poorest working conditions and lowest pay scales are found at KMOX, proving the fallacy behind local recognition well as revealing IB.E.W. hasn't done so well for its members, he commented.

Support for the network slant was provided by Dupree, who has represented some C.I.O. unions in other labor brawls. Pointed out that wages and hours should be as nearly identical as possible, since the interests and duties of station technicians are the same at all points on the chain. Centralized management, with a single operating policy and New York control over business activities, further makes national bargaining preferable, he argued, saying it would be serious step for the N.L.R. to allow the New York engineers to deal on their own.

Few indications about the way, the Board may rule were given by ques-

gineers to deal on their own.

Few indications about the way the Board may rule were given by questions asked of the legal battlers. Chairman J. Warren Madden occasionally seemed skeptical of Rosy's contentions that CBS is generous and considerate in treatment of its help—observing that contracts which can be torn up rewritten whenever one party desires a change bat's for labor—and Donald W. Smith, the other one of the trio present, showed

Board of Health Riled-Slur at City's Aqua Pura Seen-Compel Doctor to Cancel

Health Dept. M.D. on Water Show

a sympathy for A.R.T.A. at times. Noither of the Wagner Act enforcers gave any positive hint, however, which way he will lean when the vote taken.

Chicago, Jan. 25.

Membership drive being conducted by the Association of Broadcast Technicians throughout the midwest is meeting some opposition in several key spots. To combat this opposition it is understood that the ABT may bring charges intimidation

tion it is understood that the ABT map bring charges; initimidation against several stations, notably in Nebraska and Indiana. Reported that the sharges will be that these companies have ousted-engineers and control men who have been active in organizing their fel-low-workers.

been active in organizing their fellow-workers.

ABT, which has locals in New York, Boston, Charlotte, Cincinnati, Minneapolis, Chicago and Los Angeles, began by organizing Columbia station technicians first, and are now making overtures to enployes of NBC and Mutual as well as those of indie stations.

Understood tha neither NBC Mutual is making any campaign against these organizing activities, and that the ABT, while concentrating at present on midwest situations. will extend its organizational campaign to include the entire courtry before the, year is out. try before the year is out.

WSMB. WDSU Quarrel Marks Time in N. Orleans

Marks Time in N. Orleans, New Orleans, Jan. 25.

'Closed shop' ruling against WDSU and WSMB, which failed to meet demands of the musicians' union here, has been 'temporarily' postponed awaiting the arrival early next month of an NBC regotiations man. G. Jack Pepitone, president of the union declared Saturday (22).

'We have heard rumors of the strike' being called off, but know nothing of any 'negotiations' Harold Wheelahan, WSMB general manager, told Valuety.

St. Paul. Jan. 25.

St. Paul, Jan. 25.
Minneapolis board of public welfare Wednesday (19) swung the axe
on Dr. F. E. Harrington, city health
commissioner, ordering him to cancel his weekly health talks over
KSTP, declaring that if a need exists
for health talks via radio they should
be sporsored by the board.
Medico had gabbed half a series of
eight weekly talks when the board
cracked down. He had a five-minute
spot on a program sponsored by
Glenwood-Inglewood Co., purveyors
of spring water, but though the doe
had earte blanche on subject material, the board felt his mere association with a sponsor of this type-

terial, the board felt his mere asso-ciation with a sponsor of this type might be construed as a knock for Minneapolis city water. With Dr. Harrington nixed, Mrs. Harlow Hanson, state commander of the Womer's Field Army, American Association for the Control of Can-cer, stepped into the breach, out-lining the work of her organization.

Switch to KOIN Instead

Portland, Ore., Jan. 25.
After getting set to produce a susainer tagged Thanks for the Memory' in. CBS Hollywood studio, Charles Vanda, Coast production head for the network, turned the assignment over to KOIN, Portland, Show, running a half hour, will emanate from this town Sunday nights

Joseph Sampietro, KOIN's staffer, Joseph Sampietro, NOIN'S states, will baton, while Dorothy Rollness, contralto; Walter McKinney, tenor, and a chorus will furnish the vocal byplay for this dramatization of romantic memories.

May Robbins Joins WIF

Philadelphia, Jan. 25.
May Robbins, formerly with stations in Western Pennsy, has been
added to program staff of WIP.
She replaces Betty Vanneman, now

with WFIL.

KING-TRENDLE Broadcasting Corporation

DETROIT, MICHIGAN

Announces

THE PAUL H RAYMER Company

NEW YORK CHICAGO SAN FRANCISCO DETROIT

AS NATIONAL SALES REPRESENTATIVE

MICHIGAN Radio Network

WXYZ Detroit

WOOD-WASH Grand Rapids

Craven Sums Up Radio Economics

Washington, Jan. 25.
Emphasizing the lack of vital data,
Commissioner T. A. M. Craven this
week urged the Federal Communications Commission to launch a serie of studies which will provide or studies which will provide necessary information on important social and economic phases of the broadcasting business before making any drastic changes in present regulatory policies.

policies.

The long-delayed report—a 132-page discussion of 500,000 words of testimony presented 18 months ago, plus pounds of tables and appendices—advocated caution in upsetting the delicate balance of the industry and reaffirmed complete faith in the so-called 'American system of broadcasting'.

While it raised many more ques-tions than it answered, the Craven social-economic report contained the following outstanding features:

1. Wholesale issue of 500 kw li-censes would be undesirable, consid-ering both the social and economic consequences to the industry and the

public.

2. Maintenance of a minimum of 25 cleared channels is necessary to tender proper program service to the entire nation.

3. Networks are an indispensable part of the industry.

4. Sirjet test of the character of licenses should be imposed in parcellor out facilities.

celing out facilities.
5. Improvement in program service is highly desirable.

S. Improvement in program service is highly desirable.

6. There is no real monopoly in the broadcasting business:

7. Various steps should be taken to obtain more information about the economics of the industry.

The principal significance of the ponderous tome was in pointing to factors the Commish must take into consideration in adopting any farreaching regulatory principles. On the whole, Craven declared the new engineering policies outlined a year ago—primarily creation of additional classes of stations—are desirable from both social and economic viewpoints.

Greatest attention was paid the discussion of super-power, which was the most important issue taker up at the hearings in October, 1936.

Ifs of Super-Power

Still sticking to his tenchnical po-sition—that operation with more than 50 kw is feasible under certain con-ditions—the former Chief Engineer advised the Commish that juice be hemoths should be brought into ex advised the Commish that juice behemoths should be brought into existence only after the most searching
inquiry into the effect of superpower on rival broadcasters and the
listener. Emphasizing the dearth of
information by which to lay down a
definite policy, he asserted there is
danger in rushing into this stage of
development too rapidly, but also observed that no rigid ban should be
placed on 500 kw plants.

In passing on the pending 500 kw
applications, which number more
than a dozen, the Commish must
ponder several scrious propositions,
warned. Among these are (1)
whether small communities might
lose their outlets because of shift in
advertising; (2) whether a few persons should be allowed to possess falitties which might enable them to
inducence public opinion of the entire
nation.

The effect of the super-power dis-

nation.

The effect of the super-power discussion was to cause grave doubt whether the industry can look forward to early removal of the present ward to early removal of the present 50 kw limitation. Hooked up with political opposition and other factors, it appears extremely doubtful if the present practice of putting 500 kw in the experimental category will be abundoned in the immediate futine. On the other outstanding proposition—clear channels and duplication of service—Craven presented much more definite conclusions. He held that it is imperative to perpetuate the principle of providing primary

that it is imperative to perpetuale the principle of providing primary service to rural areas via high-power transmitters: which have exclusive right to certain frequencies, but he considered it is unwise to have more than 25 solo spots on the spectrum. The Commish should not write any arbitrary general rules preventing duplication of secondary coverage, he equitoned. prevent full utilization of the facili-ties for mass communication cautioned, because they are liable to

prevent full utilization of the facili-ties for mass communication. Craven outlined several steps the Commish 'ought to take'.

Accounti staff should plunge into analysis of the economic aspects of the bir: periodical 'questionnaires should be sent licensees to get dope

station finances: present report forms should be broadened and more nomic considerations must be addeduced logs should be required; practical attention in considering the

Local Self-Expression

Washington, Jan. 25. Washington, Jan. 25.
Shift in the concept of what role radio should fill in American life was seen in the Craven report. Underlying the entire discussion of social and economic aspects of broadcasting was the idea that local self expected in the prime was the idea that local self ex-pression is one of the prime needs of the people. Craven stuck to the idea of high-powered clear channel trans-mitters, but advocated duction in the number in order-that there might he more sta-

that there might be more sta-tions which would render bined regional-local ser-

In his discussion of networks, he also revealed this conviction, observing it might be wise to take steps which will insure affiliates more chances to pump out programs of distinctly interest.

scales of charged for wire lines ought to be probed; and closer con-tact with trade associations and public agencies is desirable.

On the broad general quest the established American policy, Crayen declared that the competitive Craven declared that the competitive type of broadcasting, under public supervision is decidedly preferable but reflected agreement that the public service aspect needs greater attention from both the industry and the regulatory agency. This slant was mirrored on numerous occasions, notably i discussion of newspaper ownership, chain operation, alloca-tion of facilities, programs, and regu-

Profits Not Unreasonable

Profits Not Unreasonable
The study cleared the industry of
charges that exorbitant profits are
being made from exploitation of a
public resource, although the technical expert commented that info onhis point is scanty. As long as we
stick to the competitive theory,
licenses must be permitted to make
money, otherwise they will not take
the risk inherent in pioneering development and rendering the type of
service the American people expect service the American people expect and prefer.

In examining some of the more In examining some of the more technical propositions from a social and economic viewpoint, Craven doubted that any allocation formula can be conceived which will insure equal distribution of facilities to all classes of people and segments of population. For this reason, he thinks there is decided value in network distribution of programs, use of transcriptions, location of higher bowered plants in larger centers of powered plants in larger centers of population, adherence to the clear-

channel idea, and adoption of prin-ciples which will improve existing units while at the same time adding transmitters where there are serious deficiencies in public service.

deficiencies in public service.

The social phase of the report touched on one of the knottiest problems, now before the Commishwhether it is in the public interest to permit newspapers to engage in radio broadcasting. Concerning this delicate subject, Craven doubted whether it is desirable to place a ban on press control of stations but observed the Commish should, weigh carefully every application from a newspaper. The press is the largest single factor in the business; from the standpoint of licensees' identity, he commented, disclosing that newspapers own 28% of all extant transpapers own 28% of all extant trans-mitters and account for 26.67% of the clear channel and high power regional facilities.

The network aspect of broadcast-

ing is a major question which must be taken into consideration almost be taken into consideration almost every time a policy problem arises, Craven declared. Pointing out that webs are distinctly desirable since they make talent available to stations which otherwise would be short on program material, he agreed that an affiliated transmitter has distinct edge in getting business and additional water and the state of the st an affiliated transmitter has dis-tinct edge in getting business and advised against any hasty action which might injure the ability of licensees to obtain revenue through membership in chains. Without webs, many cities would be deprived of valuable programs, both enter-tainment and cultural.

tainment and cultural.

There is no evidence that the three national chains, 25 regional webs, and 303 affiliated stations have entered any combination for the purpose of controlling channels of mass com-munication in a way that would in-jure the public interest, Crayen de-

jure the public interest. Craven declared.

In defending metwork operation, the former F. C. C. Chief Engineer stressed that with four distinct coast-to-coast webs and numerous sectional hook-ups, the industry is highly competitive. Added that from the stand-point of public service, both the networks themselves and their affiliates have been liberal in making their facilities available and have demonstrated their value in educating the people, aiding in emergencies, and simplifying the problem of obtaining talent.

Atlanta, Jan. 25

WAGA, affiliate of Journal-owned WSB, will tee off Monday (31) with ambitious radio education program, offering a regular curriculum. Program is sponsored jointly by Journal and Atlanta Board of Education, school's first term being mapped jointly by Lambdin Kay, WSB-WAGA general manager, and school department officials.

Money-Minded Stations Neglect Educ.

Craven Agrees in Part with Criticisms of Pedagogs on Broadcasters' Attitude

Washington, Jan. 25.
Frequent criticism directed by both educational and labor groups at the type of program service rendered by the commercial broadcasters was partially substantiated last week by Commissioner T. A. M. Craven's social-economic report.

While he defended the industry several points, the FCC enginee while he detended the indistry of several points, the FCC engineering authority agreed with pedagogs and unionites that in many instances money-minded managers have neglected the cultural and other non-commercial sides of their responsibility. But at the same time he said some of the demands of these critics are extravagant and commented that the educators have proposed no cure for some of the conditions about which they complain.

To fend off further complaints from these sources, Craven gave the Commish and the industry several suggestions. Place might be found for more stations interested primarily in educational operation the upper

educational operation the upper frequencies outside the standard broadcast band. Closer cooperation broadcast band. Closer cooperation, such as, is being attempted by the joint committee now headed by Federal Education Commissioner John W. Studebaker, may help out.

Bulk of testimony indicated that basic technical problems and economic considerations must be given because the statement of the

Labor

In discussing labor's squawks,
Craven subscribed to the view that
the continued existence of private
enterprise in broadcasting depends
largely upon using facilities for the
service of all the people. Licensees
must be scrupulous about not denying their facilities to people with a
legitimate social or political doctrine,
be said. he said.
Impossible to issue licenses to all

Impossible to issue incenses to an various groups of social or political thought, engineer agreed, but privileged franchise holders are obligated to live up to the fundamental doctrine of free speech.

Washington, Jan. 25.

Here are a few pertinent, although
casual, observations contained in
Commissioner T. A. M. Craven's so-

Commissioner T. A. M. Craven's so-cial-economic report:

The 'bloc' principle of allocation, although it would result in better service to disteners, is undestrable because of the disastrous economic effects it would have on the existing

While the consequences of tran-While the consequences of transcriptions on economic welfare of stations cannot be measured so fature of discs is of growing important from the viewpoint of program distribution: Appears a source of revenue for all classes of stations an often enables public to receive programs. often einables public to receive pro-grams cohieruse undestrable. Also is economical means of bringing high-grade alient to small communi-ties which otherwise could not af-ford it. Continued expansion will have influence on future program and economic phases but safeguards must be erected against destruction of line talent morams discourance. nast be effected against association of live talent program, discouragement of local employment, and elimination of methods insuring rapid simultaneous dissemination of intelligence.

Too hot competition must be avoided, lest the structure of the industry be undermined. Commissionally to step slowly in creating too many stations in one community, studying economic data—purchasing, power, talent, listener desires, population, etc.—before deciding whether comministily service will be improved or injured by more competition.

Very doubtful if towns with fewer Very doubtful if towns with fewer than 10,000 persons can support stations rendering high quality program service for an extended period of time, unless they are center of markets with greater purchasing power than the town alone. In some situations, broadcasters in spots between 10,000 and 25,000 may have troible securing ample financial backing to sustain good program service. Therefore, many small communities must continue depending on distant clear-chamel plaints. ing on distant clear-channel plants

Broadcasters are not licensed by the government for the sole benefit of advertisers and if they are to se-cure the best return from their use of radio they, together with li-censees, must recognize the advan-tage derived from good will of the

Study by the Commish of the nature of broadcasters' profits is necessary not only to enable. fair determination and comparison of the ability of different classes of li-censees to render good public serv-ice but also to provide clear under-standing of industry economics.

Aimless multiplication of radio fa-Aimless multiplication of raid ja-cilities, either through unjustified power boosts or licensing, will bring progressive subdivision of the audiprogressive subawision of the audi-ence. If carried too far, not result is liable to be declining demand for radio advertising, thus cutting rev-enues and in turn bringing program deterioration.

Census Bureau studies, although incomplete, indicate that station affiliated with networks have large agritated with networks have larger resources than other transmitters in the same community. This appears from fact that 34.8% of the transmitters reporting in the 1935 business census accounted for 74.5% of all time sales.

Power boosts for smaller stations where technically feasible, combined with increase the number of transmitter categories will permit more equal basis of competition for broadcasters serving economic areas of similar proportions.

One of the items entering produc tion cost of programs—land line lease rates—might well be studied with the view of determining the reasonableness of the telephone system charges.

While the Commish might pr while the Commish might prescribe a uniform method for in-dividual stations and chains to sub-mit financial reports, it is neither necessary nor desirable to dictate uniform accounting or book-keeping

QUOTABLES SUPER-POWER'S PROS AND CONS

Washington, Jan. 25.
Shortage of fundamental data caused Commissioner T. A. M. Craven to recommend that the Fedcral Communications Commission proceed cautiously in the present situation because of the unknown factors' in deciding upon a policy concerning superpower.

concerning superpower.

We feel that no one should fear
technical progress, and therefore we
see no logical reason for an arbitrary
defensive regulation which would
prevent the future use of power in
excess of 50 kw in the event that
evidence and data should show conclusively that such power in certain
individual cases is in the interest of the public.' Craven told his

'It should be noted that in this con-It should be noted that in this con-nection other nations this con-tinent have licensed stations to use powers greatly excess of 50 kw and sight should not be lost of this fact from ther a technical or eco-nomic standpoint.

The evidence shows that while rural listeners undoubtedly would be benefited by having broadcast service with sufficient signal intensity to override atmospheric noises so irritating in many instances at the pres-ent time to these listeners, and that while the daytime service to rural listeners would be considerably im-proved, there is a question whether the smaller communities might, in the long rim, lose their media for local self-expression by radio be-cause of the aconomic effect of super right conver thousage, in this retating in many instances at the preshigh power. However, in this re-spect the evidence (of the realloca-tion hearings, 1936) was the most controversial.

controversial.

The evidence submitted by the clear channel group seems to indicate that certain circumstances some regional and local stations now within the high-grade service range of existing 50 kw stations have not suffered, and that if all classes of stations were increased by approximately the same ratio, no change would be effected in the status quo of the existing economic situation. On the other hand, the evidence submitted by those who were opposed On the other hand, the evidence submitted by those who were opposed to the use of super power indicated that certain stations would no longer be able to retain the same network connection as they hold at present and that if the network connection were severed the station would suffer were severed the station would suner-material financial handicaps. The evidence also shows that regardless of networks, many stations derive a substantial portion of their revenue from national business, and that if this national business were affected by the concentration of the national definition of the concentration of the national advertising on few super high powered stations the economic stabilpowered stations the economic stabil-ity of several stations might be af-fected. In this connection, however, it cannot be stated positively that national business has yet reached a saturation point or that a fewer num-ber of stations could accommodate a substantial portion of existing business.

business.

'Another factor involved in the use of super power that a small group of licensees operating on frequencies which have been assigned to them by the Federal Government to them by the Federal Government would have control of radio facilities capable of reaching the entire nation. Unless cone were exercised in the regulation of these licensees, the possibility exists of having granted to a few people, from natural resources of the Federal Government, the control of a system of mass communication having untold potentialities of being utilized to influence public opinion.

Elliott Roosevelt's Talk

Elliott Roosevelt's Talk
Oklahoma City, Jan. 25.
Elliott Roosevelt, prez of Hearst
radio chalm, informed citizens of
Oklahoma City last week that
\$150,000 would be spent to make
KOMA, Hearst Oklahoma City station, the finest in the state.
Roosevelt, was informed shortly
before he was to start, that his
speech would be broadcast over
WKY, a rival city station, but he
went ahead without changes. He
plugged the Hearst stations as
group recently on Vitalis guest appearance over NBC.

convenience of the public. Craven summarized, adding that there was no material proof that pedagogs are prepared to supply 'a comprehensive broadcast service to the public on a national scale embracing several stations with adequate facilities to sustain continued public interest in their programs.

While nedagogs may be accome.

While pedagogs may be accommodated in the middle portion of the radio spectrum commercial broad-casters are not exempted from the responsibility of cooperating with educators, he chided. Operators mus serve the public in a balanced man-ner, although both educators and commercial industry may have to reach a better understanding of all

Labor

GOING AFTER COIN MACHIN

TEST CASE NEXT **NECESSARY STEP**

National Assn. of Perform ing Artists Also Mulling Possibility of Entering Phonograph Biz Itself

COOL TO ASRA

National Association of Performing Artists is going after coin machine operators and is also considering entering the phonograph record manufacturing business. Both propositions came up before a meeting of the NAPA's board of directors last week, with the latter authorizing its general counsel. Maurice J. Speiser, to start a test suit against some coin machine operator which will be based the decision that the organization got the Fred Waring vs. WDAS in Pennsylvania.

Question of the NAPA going into

vs. WDAS in Pennsylvania.

Question of the NAPA going into, the recording business developed after it was pointed out that the record companies persisted in sniping at litigation started by the NAPA against users and in refusing to issue standard form of contract to artists. It was suggested that the recording enterprise be organized and operated on a co-operative basis.

Meeting also voted to have Speiser

ording enterprise be organized and operated on a co-operative basis.

Meeting also voted to have Speiser inform Joe Weber, American Federation of Musicians, prez, why the NAFA wasn't interested in co-operating with the American Society of Recording Artists, Inc., a west coast outfit which is also interested in obtaining licensing control over the commercial use of phonograph records, Seattle local of the AFM had asked the NAFA to assist the ASRA in whatever way possible and had sent a copy of the request to Weber. NAFA feels that it has nothing in common with the ASRA the latter is a privately organized business holding representation contracts from recording artists in contrast with the NAFA's voluntary and co-operative setup. Grace Moore was elected a member of the NAFA basad.

INT'L AUDITING **UP IN LONDON**

John G. Paine, gen. mgr. of the American Society of Composers, Authors and Publishers expects to get a report this week on the findings get a report this week on the findings of the partition program committee of the International Confederation of Performing Rights Society which has been meeting in London. This committee's task is to develop a uniform system of dividing the royalties collected by one country's performing rights society. for another and also to standardize methods of listing the reprormed works of the various.

to standardize methods of listing the performed works of the Various allied societies.

Confederation voted at its meeting in Paris last spring to make a deter-mined effort to unify methods so as to avoid further haggling as to re-ports and payoff among the member societies.

ASCAP Heads Go On

I in the One with Loves
I Hit a New High
Cachita
Melady Farm
Melady Farm
Melady Farm
Lit's Wonder (U)
Down with Love
My First Impression of You
By First Impression of You
By Godely Jonah
Loch Lomond
Lit's Easier Said Than Done,
In a Little Cafe
More Power, to You
Miles Apart
Gypey in My Soul
Let That Be a Lesson to You. Board of directors of the American Board of directors of the American Society of Composers, Authors and Publishers re-elected the entire official-roster for another year at a meeting held last Thursday (20). It was their first 1938 get-together, Nothing was done about electing a director to fill the vacancy created by Bobby, Crawford's departure from the music business last year.

Benny Albert, song plugger, back Leo Feist's after two-year ab-

ISSUES NOT SETTLED

But Judge Refuses Injunction Against Coin Machines

Seattle, Jan. 25.
Application of the American Society of Recording Artists to restrain the Hart Novelty Co. of Everett from using phonograph records for commercial purposes in automatic record-playing machines was denied by Federal Judge John C. Bowen, Jan. 19. An entire day was taken up by arguments.

Issues other than the injunction

was taken up by arguments.

Issues, other than the injunction
suit, were not ruled upon by the
court, pending the submission of
briefs. Besides clients, officials of
the A. F. L. musicians union of
Seattle and Herman, Kenin of the
union in Portland was present. The
court also refused to dismiss the
court of action asking for damages
and accounting. and accounting.

Russ Morgan Records
Russ Morgan is readying a series
of violin and plano works, for
Brunswick recording. Morgan will
personally wax the keyboard half
of it. Robbins Music publishing.

President's Ball, WPA Politically Involved In Socialist Reading, Pa.

Reading, Pa., Jan. 25. Repercussions developed from several quarters last week when the local musicians' ban on free music for the President's Birthday balls slated for this Sat-

urday (29). Reading local demanded that union musicians be employed at each of the five local dances.

What disturbed the local Demo-cratic leaders most was that the issue got front page attention and also gave the Socialist city administration gave the Socialist city administration cause for head-wagging. While the Democrats and the Socialists have been co-operating on the birthday ball plans the latter didn't take to the idea of using men from federal WPA musical projects.

Publishers' Joint Defense of Mills Suit Up for Hash-Over in N. Y. Wednesday

Maxine Sullivan, Colored, Will Record for Victor

Maxine Sullivan, colored song-tress at the Onyx club, N.Y., who came to attention with her swing versions of 'Loch Lomond' and 'Annie Laurie' (secored by Claude Thornhill) going over to Victor records, away from Brunswick (Vocalion),

callon).

Her impetus to the old Scotch airs, under Thornhill's swingology, caused. Being Goodman to make a dance version of 'Laurie' for Victor and Tominy Dorsey doing likewise with 'Loch Lomond,' both based on Thornhill's arrangements.

Herhert Stathart assigned to write this Mississippi Suite. Robbins pub-

Grand Commer

Group of major publishers meets at the offices of the Music Publishers. Protective Association today (Wednesday) to discuss the advisability of making an industry matter of the suit brought by the Songwriters. Protective Association against Mills Music Inc. S. J. Buzzell, counsel for Mills, suggested the gettogether. Buzzell wants the publishing business to get behind the fighting of the case, financially and other wise.

wise.

It has already been disclosed that the sentiment among the film pro-ducer-controlled firms is not favorthe sentiment among the film producer-controlled firms is not favorable as far as such defensive alliance is concerned. Picture lawyers doubt whether the facts in the Mills action make, it a representative case, since this publisher not only accepted an SPA-approved contract, but agreed, in another instance, to make a writer's agreement subject to any terms late; entered into between publishers and the SPA. Complaint involved was filed in the State supreme court, N. Y. the week before last. Suit seeks to have the courts adjudicate the SPA's claim to the mechanical rights of its members' works; covered by the assignment clause in the organization's bylaws.

John Schulman, SPA counsel, last week informed Howard E. Reinheimer and Abe L. Berman, counsel for an important group of production writers who have resigned from the insociation, that he would preter to have the latter send a delegate from Hollywood to air their grievances and explain what reforms are wanted from the SPA, Shulman stated that he and the SPA council could make better headway by talking with the principals themselves. Lawyers, he added, are inclined to get too technical.

Breakdown of Network Plugs

Following is an analysis of the combined plugs of current tunes on WEAR, WIZ and WABC computed for the week from Monday through Sunday (Jan. 17-23). Grand total represents accumulated performances the WBC links and CBS. Commercials refers to all types plugs on sponsored programs, In Source column, denotes film songs, I tells tunes, and pop speaks for tiself. Title
You Took Words Out of My Heart.
You're a Sweetheart
1 Double Dare You
Rosalie

- 1	Title	Publisher	Source	Tot	al .	cials	Voc
ď	You're a Sweetheart	Paramount	*Vourse a Sweethoost	. 3	9	14	
	I Double Dare You	Shapiro	Pop	. 9	9	11	1
r	Rosalie	Chappell	*Rosalie	2	9	11	
- 1	Dipsy Doodle	Lincoln	.Pop	. 2	8	. 7	- 1
e	Once in a While	.Miller	.Pop	2	7	- 6	
-1	Bei Mir Bist Du Schoen	. Harms	*True Confession	- 3	6	10	
у[Sweet as a Song	Pobbine	*Sally Irone and Mary	1	50	16	2
t	Sweet Someone	Feist	Love and Hisses		9	4	100
ď	Mama, That Moon Is Here Again	Paramount	.*Big Broadcast		21	4	
r	Nice Work If You Can Get It	.Chappell	. Damsel in Distress	:	20 😳	7	
h	Bob White	Remiek	.Pop		20	5	1
1	I Can Dream, Can't 1?	Mario	TRIght This Way		9	1	
e.	In the Still of the Night	Chappell	*Posalie		10	0	73
d .	Two Dreams Got Together	Remick	Pon		8		7.7
0	I See Your Face Before Me.	Crawford	Between the Devil.	- 1	6	. 2	1
s	Every Day's a Holiday	Famous	"Every Day's a Holiday	. 1	6	1	4
1,	I've Hitched My Wagon to a Star	Harms	*Hollywood Hotel	. 1	5	25.1.	- 1
	Thanks for the Memory	Paramount	. Big Broadcast	. 1	5	2	31
-	Whistle While You Work	Grandord	Pop		9	3	
-	The One I Love	Feist	*Everybody Sing	• ;	3	. 2	
s	My Heaven on Earth	Witmark	*Start Cheering	. 1	3	. 4	
10	Outside of Paradise	Santly-Joy	*Outside of Paradise	0.1	3	0.	All I
-	There's a Gold Mine in the Sky	Berlin	.Pop	1	2	5	. 1
- 1	Somebody's Thinking of U Tonight	Schuster-Miller .	.Pop	. 1	2	0	
	Moon of Manakoora	.Kalmar-Ruby	.*Hurricane	. 1	2	: 4	
4	Sail Along, Silvery Moon	.Select	Pop	. 1	1	1.	100
1	One Song	Berlin	Don		6	. 2	4.5
1	When Organ Played O Promise Me	Perhick	Pon	10.	ň	3	10 VI 10
٠.	I Live the Life I Love	Words & Music.	*Fifty-Fifty	1	ŏ .	2	1
_1	You Started Something	Marks	.Pop	. 1	0 .	ō	1.5
ы	With a Smile and a Song	. Berlin	*Snow White	. 1	0	2	1
ч	Some Day My Prince Will Come	Berli	*Snow White	. 1	0	4	7.44
• 1	Smoke from a Chimney	Shapiro	Pop	- 1	0	0	4 5 CV
	In a Little White Lighthouse	Morlo	Thrill of a Lifetime		o ·	. 5	1
	Silhouetted in the Moonlight	Harme	*Hollywood Hotel		9	.1	1
	Sweet Stranger	Ager-Yellen	Pop	1.	9	0	Sec. 3
s,	More Than Ever	.Miller	Pop		9	. 0	- /
0	Romance in the Rain	.Red Star	.*Harlem on the Prairie		9	. 0	13.9
rs l	She's Tall, Tan, Terrific	.Mills	.tCotton Club Parade		В	. 2	
e	You Can't Stop Me Dreaming	.Remiek	Pop, it is a reconstruction of the con-		8	2	170
of	My Day	.Mills	Pop	1	8	0	1.50
ıś	Let's Waltz for Old Times Sake	. Witmark	Pop	. 7	8		3 60
-	One Rose Left in My Heart	Shaniro	Pop		R	- 5	100
'n	Let's Sail to Dreamland	Spier	Pop		8	1	19.00
į-	Snake Charmer	Marks	Pop		8	8 . 1	4 1 3
g	Let's Make It a Lifetime	.Jacobs	Pop		7	1	
Ó	Always and Always	Feist	. Mannequin	3	7	3.	1
e	If it's the Last Thing I Do	Crawford	Pop Morny Co Pound		7	. 0	
IS:	The Tide	Daramount	*Fbb Tide	74.	7	37. 1	1 1 2
	Hometown	Crawford	Pop	1	7.	1	4
g	Greatest Mistake of My Life	Mills	Pop		7	. 0	
	In a Mission by the Sca	Shapiro	Pop		7.	0	4 Jan.
is.	Foggy Day	Chappell	. Damsel in Distress		7	3.	5.11.6
2-	I want a New Romance	.Fumous	Love on Toast		7	1	144.
r	Tuef a Simple Melody	. Unappell	*Serial Cirl	1	7	. 9	1. 9. 7
3	Shenanigans	Select	*Outside of Paradise		7	. 1	5
	Time in On My Heart	Gilbert	Pop	15	7	Ü	1.
	Taboo	.Southern	Pop		7	1	1
Ų.	I'm Like a Fish Out of Water	Harms	Hollywood Hotel		7	. 0	
	I Still Love to Kiss You Good Night	Feist	. *52d Street	100	6	2	100
į.	I'm the One Who Loves You	.Gem	Pop was in the Asset Larence		6	0	Digit.
'n	I Hit a New High.	Robbins	Hitting a New High		6	2	1. 6 .
d	Molody Form	Southern	*Franchody Sing		6		1000
f-	Jubileo	Paramount	*Feery Day's . Holiday	- 1	6	2	175
a.	It's Wonderful	Bobbins.	Pop		5	0	1 1
İt	Down with Love	.Chappell	tHooray for What		5	3	J. 1
	My First Impression of You	.Chappell	Having a Wonderful Time		5	1	S
a	Broadway's Gone Hawaii	.Feist	. Love and Hisses	200	5	1	5 · · ·
d	I Simply Adore You	Arcr-Yellen	Pop on the city states of many	10.0	2	. 0	61 1
m	Goodby Jonah	Hobbins	. virginia		5	2	2
1	Lorn Lomond	Olmun	Pop		5	2	11.0
	In a Liftle Cole	Handmann Hisee	h Pop		5	. 0	1.5
	More Power to You	Miller	Merry-Go-Round 1838:	100	- 5	0	113
:K	Miles Apart	Davis	Pop	1 6	5	(1.00
٠-	Gypsy in My Soul	. Words & Music	Fifty-Fifty has been been been		5	. 1	191
(4)	Let That Be a Lesson to You	Harms	"Hollywood Hotel		5		
	Title You're a Sweetheart You're a Sweetheart You're a Sweetheart You're a Sweetheart You're a Sweetheart You're a Sweetheart Dububle Dare You Dububle Dare You Dububle Dare You Dipsy Doodle Once in a While Bi Mir Bist Du Schoen True Confession Sweet Same Sweet Sameone Mama, That Moon Is Here Again Nice Work if You Can Get It Bob White Bob Wagon to a Star Thanks for the Memory Whistle While You Work The Pietty Girls The One I Love My Heaven on Earth Outside of Paradises The One I Love There as Gold Mine in the Sty There as Gold Min	A THE CONTRACTOR		- 4	-	5 30 60	· Seed :

Sholom Secunda Gets a Tumble From Broadway

Sholom Seeunda, Yiddish musical comedy composer whose 'Bei Mir Bist Du Schoen' is a current best-seller, is breaking into American tin pan alley via a sheaf of tunes for which Max and, Nat Lief are doing the lyrics.

This is a departure for Yiddish tunesmittis, despite the fact that many, a Broadwayite wondered why composers like Joseph Rumshinsky, called the Jewish Victor Herbert of Fast Side musical comedy, never made, the grade away from the 2d Avenue rialto. This usually naswered by the fact that people like Rumshinsky, established in their native healths, seem unconcerned about the angles and the travail attendant to making the grade in the Broadway beit.

The Liefs' feet Fazilish cange with come of the content

belt
The Liefs' first English songs with
Secunda are title "Sonya from Califo'nya"; "Stop That Tune!" in
sw'ngy "Bei Mir" tempo; and the
third is a tango, 'Dream of Me,'
which will be introduced for the
first time over WEAF this Friday by
Tino Rossi, the French Rudy Vallee
whose recording of 'Vieni Vieni'
sold 150,000 platters in Europe.

List of U.S. Pop Tunes Restricted in England

Among the latest musical numbers in American shows and films which fire banned from being played here are: You Have Everything, 'I See Your Face Before Me, 'Illoway for Whath,' Tye Gone Romantic on You,' Have You Met Miss Jones?, 'Eyerythody Loves You,' 'Silhouctted in the Moonlight,' 'Can't Teach My Old-Heart New Tricks,'

Nix applies until the shows

Nix applies until the shows are resented in England.

100,000 RADIO **PROGRAMS ANALYZED**

The 1936 breakdown evidences some interesting sidelights, in analysis. First, that the No. 1-2 songs, were film excerpts; the No. 3 song. 'Is It True About Dixle?' close third, and followed by 'Goody Goody,' making two film and two pon numbers in that sequence. Furthermore, 100,000 radio, programs were analyzed for this survey, producing 132 songs, as against only 35,000 programs analyzed in '35, which produced 85-most-played. This year, besides NBC and CBS, the MBS and other major indie stations were taken into consideration. The sum total of plugs of these 132

The sum total of plugs of these 132 songs represent a grand total of 2.263,000 performances.

'Stompin' at the Savoy,' No. 10; is by non-ASCAP member-writers, al-though Robbins, of course, is a publisher-member.

First legit hit is "There's a Small Hotel," No. 12,

Hotel.' No. 12,
Sousa's immortal 'Stars and Stripes
Forever,' No. 16, noteworthy, although the fact that 1936 was a Presicantial year may have something to
c'o with it. However, in the line of
thought anent 'availability' of music,
certain tunes such as iStardust, 'Fritz
Kroisler's 'Liebesfreud' ('Love's
Joy'), 'Sweet Sue', 'Honeysuckle
Rose,' 'St. Louis Blues, 'Dinah,'
'Love You Truly,' 'O Promise Me.'
Washintton Post' march (Sous
again) are significant. (Charles
Foley, Kreisler's publisher, is also his
manager).

manager).

'Music Goes Round and Around,
rating only 64th in 1936, is a surprise,
evidencing that it was principally a
'cafe hit,' le, performed in intime
spots sans radio wire.

cate hit. I.e., performed in intime spots sans radio wire.

Billy Mayhew, author of Sin to Tell a Lie, No. 29, is still non-ASCAP affiliated. Vee Lawhurst and Tot Seymour are a relatively new femmesongwriting team who show up surprisingly well in the analysis with four among the 132. Bernstein and Aronstam, two of the three authors of 'Love is Like a Cigarette' (No. 57), the authors of 'Music Goes Round,' and of several others, were also non-Society members.

Where two publishers are listed, one is invariably the original British copyright owner or Its a case of two pubs having Joint copyright proprietorship in the work.

List includes but a single number. Close to Me, published by a Warner Bross-controlled publishing house, due to the fact that WB was not a member of ASCAP during the major part of 1936. Score of Jerome Kern's 'Swing Time' got on the networks through a personal publishing arrangement, Warners, a partner of Kern in T. B. Harms, agreeing to the complete release.

MUSIC LIBEL SUIT NOW BEFORE COUR

Libel action for \$350,000 brough by the C. & C. Music Printing Corp of New York, against Dell Publica-tions and Richard Gilbert, forme editor of Popular Sons (Dell). will be heard today (Wednesday) in N. Y. Supreme Court. Suit is base on alleged libelous references in edi-torists and correspondence on Data

on alleged libelous references in edi-torials and correspondence on par-of defendants while conducting a expose series on song sharks. Su was filed March 25, 1935, and is be-lieved to be the first of its kind. Case has already been adjourne several times on the insistence of the plaintiffs. It is expected to begin ling today. Defendants are ex-pected to call upon Louis Bernstein Gene Buck and Paine and other mu-sic prominents as defense wittesse. Townely, Undike & Carten, a torneys for defendants.

Actress' Own Rhapsody

Actress Own Knapsody
Copenhagen, Jan. 11.
Jarz thapsody, 'Metropolis', has
been w itten by Karen Jonsson, film
actress, and has been sold to Peler
Maurice, of London. It will be
recorded there by Ambros. a lop
British bandleader.
De eved the first line a Donish
com of has placed a tune in England 'ferropolis' will also be publisted in the U.S.

Played Over 10,000 Times in 1936

In 1936, 132 songs were performed at least 10,000 times during the 12-month period. The 132 are listed below tabulated by the American Society of Composers, Authors and Publishers, according to the number of times

unuary 1, 1934. TITLE OF SONG.		TIMES BROAD- CAST.	STAR	TE.	AUTHORS.	
1. Did I Remember	, Suzy	30,442	June	13, '36	Walter Donaldson Harold Adamson	Leo Feist, Inc.
2. Melody From The Sky	"Trail of the Lonesome	90 400	2 2 7,	1.7.70		
	Time, ., .,	. 29,425	Jan.	1, 36	Sidney D. Mitchell Louis Alter	Famous indusc
B. Is It True What The Say About Dixie.	Popular	29,346	Feb.	3, '36	Gerald Marks Irving Caesar	Irving Caesar
I. Goody Goody	.Popular	28,969	Jan.	9, '36	Sammy Lerner Johnny Mercer Matt Malneck	Crawford Music
2.20	.'Great Ziegfeld'	. 28,685	Dec.	19, '36	Walter Donaldson Harold Adamson	Leo Feist, Inc.
	.'Poor Little Rich Girl'.	A 1784 M. P.	June	23, '36	Mack Gordon Harry Revel	Robbins Music
. Lost	Popular	28,224	Jan.	28, '36	Johnny Mercer Phil Ohman	Robbins Music
B. When Did You	.'Sing, Baby, Sing'	. 27,352	July	6, '36	Macy O. Teetor Richard Whiting Walter Bullock	Robbins Music
You Can't Pull th						
Eyes	Popular	26,695	April	9, '36	Milton Ager Charles Newman Murray Mencher	Ager, Yellen, & Bornstein, Inc.
). Stompin' at the Savoy	Popular	26,610	May (9	18, '35 3)	Benny Goodman Chick Webb Edgar Sampson	Robbins Music
l. Would You	'San Francisco'	25,994	Mar.	23, '36	Nacio Herb Brown	Robbins Music
Carrier Market and the same	.'On Your Toes'	A	Mar.	24, '36	Arthur Freed Richard Rodgers	Chappell, & Co.,
3. Take My Heart (an	d u				Lorenz Hart	Inc.
Please)	.Popular				Fred E. Ahlert Joe Young	Crawford Music
i. Let Yourself Go 5. All My Life	.'Follow the Fleet'		Jan. Feb.	16, '36 27, '36	Irving Berlin Sam H. Stept	Irving Berlin, I
Stave and Steines			Jan	4 '34	Sidney D. Mitchell John Philip Sousa	John Church
Forever I. Alone	Popular	. 24,748	Oct.	25. '35 570)	John Philip Sousa Nacio Herb Brown Arthur Freed	Robbins Music
B. These Foolish Things (Remind	15 3 74 4 39	OA COE	11/1-1	W 47		Boosey & Co. T
Me of You)	Spread It Around'	41,065	way	۵۱, 36	Jack Strachey Holt Marvell Harry Link	Boosey & Co., I Irving Berlin, I
. Robins and Roses.	.Popular	24,542	Mar.	27, '36	Joe Burke Edgar Lesli	Irving Berlin, I
O. Glory of Love					Billy Hill	Shapiro, Bernst
	. Swing Time	24,191	July	6, '36	Jerome Kern Dorothy Fields	Jerome Kern (B. Harms)
2. It Will Have to I Until the Real Thing Comes				1 1		
Along	Popular	24,143	July	30, '36	Sammy Cahn Saul Chaplin L. E. Freeman	Chappell & Co Shapiro, Bernst
3. It's Been So Long	'The Great Ziegfeld'	22,985	Dec.	7, '35	Walter Donaldson	Leo Feist, Inc.
4. Cross Patch		22,963		29) 22, '3 6	Harold Adamson Vee Lawnhurst Tot Seymour	Famous Music
5. Lights Out	Popular	22,629	Nov.	22, '35 49)	Tot Seymour Billy Hill	Shapiro, Bernste
6. I'm Shooting Hig	h. King of Burlesque'	22,600	Dec.	10, 35 81)	Jimmy McHugh Ted Koehler	Robbins Music
7. Touch of Your Llp	s Popular	22,396		19, '36	Ray Noble	Santly BrosJo
	Popular	22,384	July	8, '36	Mack Gordon Harry Rebel	Crawford Music
29. It's a Sin to Tell	Popular	22,070	Feb.	6, '36	Billy Mayhew	Donaldson, Dou las & Gumble
30. Sing, Baby, Sing 31. Christopher Co-	Popular	2.34	5.058	1.0	Lew Pollack Jack Yellen	Movietone Musi
lumbus	Popular	21,514	Jan.	100	Leon Berry Andy Razaf	Joe Davis
Music	Popular	21,423	Oet.	20, '35 37)	Maurice Sigler Al Goodhart Al Hoffman	Cinephonic Mu Chappell & Co
33. I'm Gonna Sit Ri Down and Writ	ght C. Popular	01.000	3.7	10 10-		Crawford Musi
The transfer of the second		2 to 2 2 1 1 1 2 2 2	(1	,888) 27, '36	Fred E. Ahlert Joe Young	Irving Berlin
	Popular	N 42 1	W	2.50	Lou Handman Walter Hirsch Roy Ingraham	Sherman, Clay
		1 1			Harry Tobias	
You 37. I'm an Old Cow	Rhythm on the Rang	e 20,341	~	200	Leo Robin Richard A. Whitin	The second of the second
Hand	'Rhythm on the Rang nPopular	e' 20,288 20,229	J une J uly	25, '36 7, '36	V in Transferre	Leo Feist Santly BrosJo
The second secon	Popular	7 112 - 2"	Dec.	2, '35 ,390)	Walter Hirsch Joe Burke Edgar Leslie	Donaldson, Don las & Gumbl
40. Let's Face the Mu (Lend Me Your	(さな) もったいこうさ しゅうれた だい			1.4		
Ears)	'Follow the Fleet' 'Let's Sing Again'	19,699 19,648	Feb. May	9, '3 3, '3	Firving Berlin Jimmy McHugh Gus Kahn	Irving Berlin Leo Feist
42. I'm Putting All Eggs in One Bas	My ket. Follow the Fleet	19,637	Feb.	9, '3	Gus Kann F Irving Berlin	Irving Berlin
43. I'll Sing You a	수 없하다 나 이 모두에 네		Aug	30, '3	6 Harry Warren	Remick Music
The state of the s	her 'Collegiate'	The second of the	Nov	8, '3		Famous Music
	Popular		. (2,715)	Harry Revel 4 Hoagy Carmichae	
40 Von Turned the		The second to	Jun	e 13 '3	Mitchell Parish 6 Louis Alter	Movietone Mu
The same of the same	ni . Popular		Nov	28. '3	Sidney D. Mitche	Corp. Irving Berlin
	+ obarar :			4 407)	Edgar Leclie	ومنابع المحارة ومؤاسم المريارين
	art 'Her Master's Voice	18 371	Nov	. 13. '3	5 Jimmy McHugh	Leo Feist
48. With All My He	art. Her Master's Voice		Nov.	. 13, '3 6,232) e 25 '3	5 Jimmy McHugh Gus Kahn 6 J. Fred Coots	Leo Feist Marlo Music

LANI McINTIRE ASKS ROYALTY ON SONG

Lani McIntire, whose band is currently at the Lexington hotel, N. Y., has put in claim for royalties on The One Rose That's Left in My Heart' with Shapiro, Bernstein & Co., the tune's publisher. Song's Sheet sales, have already gone over 250-

000 copies.

McIntire, who wrote the tune with McIntire, who wrote the tune with Dell Lyon, a number of years ano, sold out his half interest to Charles Loveland, of California, who published the tune originally. Both Lyon and Loveland have died since the deal was made with Shapiro-Bernstein, with Lyon's estate going the sister, Caroline, and Loveland leaving no will. McIntire now says that he had a yerbal understanding with Loveland that if anything happened to him (Loveland) McIntire was to receive a third of the royalties. Shapiro-Bernstein, is paying Loveland's share of the royalties.

Music Notes

Jack Meskill copped his third quarterly honus from American So-ciety of Composers, Authors and Publishers, for his lyric contribution to 'When the Organ Played O Promise Me,'

Harry Warren-Al Dubin songs, T Wanna Go Back to Ball, 'Lets Drink to a Dream,' 'A Stranger in Parec,' Put That Down in Writing,' 'Waltz of the Flowers' and 'Latin Quarter' have been set for Warners 'Gold Diggers in Paris.'

Abe Meyer composing the back-ground music for Principal's Raw-hide, which features Smith Ballew and Lou Gehrig.

Ray Whitley and his cowboy band have been signed by Principal Pic-tures to provide range tunes for 'Rawhide'

Bill Robinson's Is Everything Copesetic? on which Connie Beims and Lew Porter collaborated, has been accepted for publication by Jack Mills,

Moe Jerome and Jack Scholl planted with Warners three song numbers, Studio Guide, 'You're Love As You Are' and 'Two Hearls in the Moonlight,'

Harry Jentes Turns Pub

Harry Jentes, contacteer and plane player for various publishers during the past 15 years, has gone into business for himself. Melody, Music, Inc., is the firm and the initial publication is Now Will You Be

Jentes wrote the music and Harry Pease and Arthur Terker the lyrics.

Legally Bob Grayson

Atlanta Jan. 25.

Bob Grayson, band leader, ne Robert Geltman, shortly before departing Atlanta with his band for engagement at Commodore Perry, in Toledo, was notified that his legal proceedings to have his name changed to Grayson had been olkayed.

Grayson replaced at Biltmore Hotel here by Marvin Frederic.

New Music Firm

New music Farm. New music publishing firm, Manhattan Music Associates, has been formed with Bobby Gregory in charge in New York. F. Henri Klickman arranges for new outfit, Initial tune Why Did You Leave Me' will be introduced this week.

Lutz Heads Olman Branch

Lutz Heads Olman Branch
Chicago, Jan. 25.
Herb Lutz has been appointed
chief of the Olman Music office here,
which part of the newly revived
publishing organization.
Lutz had come in from the Coast
to top the local Douglas, Donaldson
& Gumble desk here. Likely that
DD&G will fold its Chi repplug.

Lopez Signs Gir! Singer

Loper Signs Girl Singer
Detroit, Jan. 25.
While at the Fox. here VincentLopez signed Betty Jane Blair, local
sougstress. She treks to Florida
with band.
Warbler's pro work consists of
limited appearances with an orchesfra at Graystone ballroom.

Confusion Follows Mills' Statement: Consolidated Not Aware of Decision

Wires which Irving Mills sent to leading spots and regional bookers over the country anent permanent nixing of renewal of booking deal with Consolidated Radio Artists caused latter plenty of embarrass-ment last week.

caused latter benty of empairsas-ment last week.

On deciding not to renew and in-stead to open his own band booking office again, Mills informed out-of-towners without notifying CRA. Re-sult was that CRA's bookers were still trying to make deals for Mills bands and had to be informed by buyers that they did not have the right to do so. Seems boys con-tinued operating under the old ver-bal agreement which has been in-effect since original contract ran out.

enect since original contract ran out.

Mills reorga lization was believed, primpted by the cooperative dealwhich CRA has worked out with Rockwell-O'Keeft on the west coast.

Mills had been d.ckering for renewal but did a sotto voce about face when Rockwell deal was consummated. Hence, Mills took in Harry Moss, formerly of his cown Associated Radio Artists, to handle bands.

CLYDE LUCAS PASSES TO ROCKWELL-O'KEEFE

Clyde Lucas has gone under the exclusive management of Rockwell-OKcefe, Inc. Tueu followed a ruling by James Petrillo, Chicago musicians union head, that Lucas was a free agent as far as managerial obligations were concerned.

ligations were concerned.

Petrillo had been appealed to by Lucas after two partners of his former manager. Gus C. Edwards, demanded that the latter pay them part, of the commissions collected from the bandman. The two claimants were Thomas Thatcher and George Hillman. Trio once operated as Kennaway, Inc.

Cafe Protests Title Of Danceman's Corporation

Panceman's Corporation
Panchito and his La Conga Orchestra, Inc., formed as a corporation has the present La Conga (N.Y.)
nitery management objecting to the
us of its name. Particularly, in
view of the fact that Panchito is reported leaving the Conga to go into
the Trocadero, Hollywood.
At one time Panchito was being
dickered for the new La Conga.
Hollywood (no connection with the
N.Y., spot), but the Trocadero signed
him instead. The Hollywood Conga
is slated to open shortly.

SUES BOB CROSBY

Lawyer Bernard Miller Claims Legal Fees Not Pald

Bob Crosby, currently stationed at the Hotel Pennsylvania, N. Y., was served Monday (24) with a summons in a \$4,000 suit which Bernard L. Miller, lawyer, has filed against Crosby personally and the Bob Crosby-Gil Rodin Corp., in New York supreme court. Miller claims that this money is due him for his services counsel and secretary for the corporation bince the Crusby band, whiten it represently, was organized in August, 1934. Claim also includes disbursement which, Miller says, he made in behalf of the organization.

Miller signatured all the corpora-

half of the organization.

Miller signatured all the corporation's checks until Crosby fell out
with Rockwell-O'keefe several
months ago and asked the singerbandsman lawyer to return all
ecorporation's papers and books.
Crosby is now booking through the
Music Corp. of America.

Wismer-Holst Cafe Special

Wismer-Holst Cafe Special
Detroit, Jan. 25.
Casino of the Slars, with Harry
Wismer at the mike, being aired
every Friday midnight by WJR from
Book-Cadillac hotels Casino nitery.
With Ernie Holst's band, current
at the swank spot, providing the
music, Wismer will drag celebs of
screen, sports, radio and stage to
mike for short interviews on halfhour show. Program is set for remainder of winter.

96. If We Never Meet. 12,358 June 18,38 H. Gerlach Again L. Armstrou

(Continued on page 46)

Oct. 10, 35 Johnny Mercer (11,130) Matt Malneck

Irving Berlin

Southern Music

Jimmie McHugh and Harold Adam-son, Universal tunesmiths, back at desks after completing annual lay-off period

Played Over 10,000 Times in 1936

(Continu	ued fror	n page 44)		
BRO	MES OAD- ST.	STARTING DATE.	AUTHORS,	PUBLISHER.
50. TormentedPopular 17.7 51. Please Believe Me Popular		Feb. 28, '36 Oct. 26, '35	Will Hudson Al Jacobs	Mills Music Sherman, Clay
52. You Hit the Spot'Collegiate' 17,6		(3,911) Oct. 18, '35 (1,288)	Larry Yoell Mack Gordon Harry Revel	Famous Music
53. On the Beach at Bail-Bail Pall Pall Pall Pall Pall Pall Popular Page 17,5		(1,288) May 12, '36	Abner Silver Al Sherman	Joe Morris Musi:
54. You're Not the			Jack Meskill	Exclusive Publica
55 Rendezvous with a		May 9, '36	Will Hudson Irving Mills	tions, Inc.
Dream	279 .1	Máy 9, '36	Ralph Rainger Leo Robin	Famous Music
56. Sing Sing Sing (with a Swing) Popular 17,1 57. Love Is Like a	1 1 1 1 1 1		Louis Prima	Robbins Music Shapiro, Bernsteir
CigarettePopular	905	lan. 13, '36.	Walter Kent Jerome Bernstein Richard Aronstam	
58. Beautiful Lady in Blue	817]	Nov. 20, '35 (2,253)	J. Fred Coots Sam M. Lewis	Chappell & Co.
59. Every Minute of the Hour, Every Hour of the Day Popular	628	Seek T		Schuster & Miller
60. There Is No Greater	The state of the state of	and the same	Nick Kenny Charles Kenny	
Love		(185)	Isham Jones Marty Symes	Isham Jones Musi Corp.
Swing	178	May 5, '36	Will Hudson Mitchell Parish Irving Mills	Exclusive Publica tions, Inc.
62. Fine Romance Swing Time	,839	July 31, 36	Jerome Kern Dorothy Fields	Jerome Kern
63. Levely Lady 'King of Burlesque' 15,	766	Dec. 21, 35 (279)	Jimmy McHugh Ted Koehler	Robbins Music
64. Music Goes 'Round' and 'Round'	,757	Oct. 13, '35 (2,917)	Michael Riley	Select Music
65. I'm Building Up to An Awful Letdewn Popular	735	Dec. 11, 35	Red Hodgson Johnny Mercer Fred Astaire	Irving Berlin
66. When a Lady Meets a Gentleman Down	in ast			
South Popular	639	Aug. 14, '36	Dave Oppenheim Michael H. Cleary Jacques Krakeur II	Popular Melodies
67: South Sea Island Popular	629	Aug. 7, 36	Andy Iona Long	Select Music
68. What's the Name of That Seng	208	Jan. 20, '36	Lysle Tomerlin Vee Lawnhurst	Popular Melodies
69. Liebesfreud (Love's Joy) Popular	107	Jan. 2,'34	Tot Seymour Fritz Kreisler	Charles Foley
70. Red Sails in the	888	Sales Sales Sales	Hugh Williams	Shapiro, Bernstei Peter Maurice
71. I Get Plenty e'. Nuttin'	796	Oct. 15. 35	George Gershwin	Gershwin Pub.
72. If You Love Me. Popular	794	(1,137) Jan. 29, '36	Ira Gershwin Du Bose Heyward Ray Noble	Chappell & Co.
73. Wake Up and Sing Popular 14,	,721	Jan. 15, '36	Cliff Friend Charlie Tobias Carmen Lombardo	Shapiro, Bernstei
74. Sweet Sue—Just You	702	Jan. 2, '34	Victor Young Will J. Harris	Shapiro, Bernstei
75. Close to MePopular14,	558	Aug. 22, '36	Peter De Rose Sam M. Lewis	Harms, Inc.
76. Sammertime Porgy and Bess' 14,	419	Oct. 31, '35 (340)	George Gershwin Du Bose Heyward	Gershwin Pub.
77. In the Chapel in the Moonlight	,371 365	Sept. 25, 36	Billy Hill J. Russel Robinson	Shapiro, Bernstei Words and Music
			Irving Taylor Harry Brooks Harry Engel	
79. Empty Saddles 'Rhythm on the Range'. 14.	,353	June 25, 36		Shapiro, Bernstei
Nursery Rhymes, Popular	,273	Aug. 29, '35 (1,970)	Saul Chaplin	Select Music
81. There Isn't Any			Don Raye	
Limit to My Love Popular	1,249	Mar. 1, '36	Maurice Sigler Al Hoffman Al Goodhart	Cinephonic Musi Co. Chappell & Co.
82. Honeysuckie Rose. Load of Coal' 14	9: 16		* Thomas Waller Andy Razaf	Santly Bros.
83. AfterglowPopular	3,775	May 1, '36	Al Stillman Buck Ram Phil Levant	E. B. Marks
84. St. Louis Blues Popular	3,561	Jan. 2, '34	I⁴ W. C. Handy	W. C. Handy
Make History, I Just Want to Make Love Palm Springs'	3 437	Feb. 7, 36	Ralph Rainger	Famous Music
86. West WindPopular	20 M	Dec. 28, 3	Leo Robin Milton Ager	Ager, Yellen &
• • • • • • • • • • • • • • • • • • • •		(34)	Chas. Newman Murray Mencher	Bornstei Inc.
i iened Song (to a Voung Sophisti- cated Lady). Popular	3 241	Dec: 17 3	i Fred E Ablert	Crawford Music
88. De-Lovely 'Red Hot and Blue' 13		(320) Oct. 4, '36	Fred E. Ahlert Joe Young Cole Porter	Chappell & Co.
89. Did Ya Mean It (Hope You Did— 'Cause So Did I) Popular	2 927	Sent. 25 3	6 Mort Dixon	Irving Berli
90. Breakin' in a Pair			6 Mort Dixon Jesse Greer 5 Sam H. Stept	
	4,041	Dec. 19, 31 (95)	Sam H. Stept Ned Washington Dave Franklin	Leo Feist, Inc.
91. Alone at a Table for Popular	2,727	Dec. 19, '3	Billy Hill	Shapiro, Bernste
92. Midnight Blue Ziegfeld Folli 12	2,468	1 1 2 2 2 2	Daniel Richman i Ioe Burke	Robbins Music
93. Shoe Shine Boy Connie's Hot Chocolates of 1936	2,430	-7-17 A	Edgar Leslie 5 Saul Chapli Sammy Cahn	Mills Music
94. Eeny Meeny Meiny	1. 32.		Sammy Cahn	Irulng Barlin

RECALL ASCAP **BALLOTS FOR** REVISE

Publisher: faction the directorate of the American Society of Composers; Authors and Publishers met late yesterday (Tuesday) to find a way out of the dilemma created by the list of candidates for membership on the new availability committee in having both Jack Robbins and Jack Bregman representing all the MGM-controlled publishing firms. Consensus of control on the board the MGM-controlled publishing firms. Consensus of opinion on the board was that, it would either have to let this set of firm designations remain as is or credit Robbins as representing Robbins Music Corp. and Miller Music, Inc., and Bregman sole spokesman for Leo Feist, Inc. Several months ago Bregman was made gen, mgr. of, Feist, while Robbins remained. head of RMC and Miller.

Miller.

After the technicality as to proper firm credit, was brought up, John G. Paine, ASCAP gen, mgr., advised all publisher, members by circular letter to return the ballots for the committee election which had already been sent them. The original poll was to close today. Wednesday). On the ballots which have been declared null and void Robbins and Bregman were offered as candidates from the standard publishers ranks. Members were asked to select four popular publishers from two lists containing the names of every such member in ASCAP.

ASCAP:
Election to this committee does not depend upon the majority of individual publishers' votes, Each publisher votes the number of availability points currently allotted his frm. A candidate may get the votes of 20 small publishers but the accumulated points involved most likely wouldn't count as much the vote cast by a single publisher, thaving a rating of 500 points. Through this method of balloting the first 10 pubs on the availability list are able to determine who they want on the committee. They contend that the electoral system in effect is the most logical one street it follows the corleteroral system, netrect is the most logical one since it follows the corporate method of voting according to the number of stock shares and gives the major publisher a chance to protect his interests against any possible kicking over of the applecart by the low-rating contingent.

MAYBELLE WEIL TO **CONTINUE MUSIC FIRM**

Chicago, Jan. 25.

Maybelle Weil has taken over her late husband's Milton Weil Musle Pub. Co., and will continue the business. Corporate set-up remains with Maybelle Weil, president; M. Maurer, vice-president and professional manager; Al Cason, secretary-treasurer and business manager; and P. Sabbath, secretary.

outh, secretary.

Firm has a large catalog, and is concentrating. T Meet the Nicest People in My Dreams; Boola Boola Neath the Moon', Without You', and Love's Got the Best of Me' by Jimmy Eaton, Henry Busse and Anione Iavello.

Chick Webb Into Boston Ofav Spot

Chick Webb pla s his first location date (hotel or nitery) when he goes into Levaggi's, Boston, Feb. 5. Un-

into Levaggi's, Boston, Feb. 5. Unusual, too, for Boston white nitery to use a Negro band.

Heretofore Webb has been confined to ballrooms, one-niters and theaties. Ella Fitzgerald warbles with crew. He's from the Savoy ballroom, N. Y., and co-author of 'Stompin', at the Savoy.'

Ease Off on Swing, Junior League Ruling

Emil Coleman orchestra will play the third and final Junior League Assembly hop at the Ritz-Cartlon hotel, N. Y., Feb. 4. Leader has been requested to ease off on swing music.

Played Over 10,000 Times in 1936

			from page 45)	<u> </u>	
	SOURCE.	TIMES BROAD CAST.	- STARTING DATE.	AUTHORS.	PUBLISHER.
96. Who Loves You.	Popular	12,224	Sept. 6, '36	J. Fred Coots Benny Davis	Joe Morris Music
97. Wah Hoo	Popular	12,157	Jan. 14, '36		Crawford Music
98. You Started Me Dreaming	. Popular	12,129	Feb. 5, '36	Benny Davis	Marlo Music Cor
	u. Follow the Fleet'	12,036	Feb. 9, 36	J. Fred Coots Irving Berlin	Irving Berlin
100. Dinner for One, Please, James		11,937	Oct. 20, '35 (2,139)	Michael Carr	Peter Maurice Chappell & Co.
101. Here's Love in Yo	Big Broadcast 1937	11,810	Aug. 25, '36	Ralph Rainger LeoRobin	Famous Music
102. I Bet You Tell The to All the Girls.	at Popular	11,719	Mar. 25, '36	Sam H. Stept Charles Tobias	Crawford Music
103, Taint No Use	. Popular	11,659	Mar. 4, '36	Burton Lane Herb Magidson	Crawford Music
104. Thanks a Million.	1 A 2 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1		Sept. 20, '35 (10,965)	Arthur Johnston Gus Kahn	Robbins Music
105. Without a Shadow of a Doubt	.Popular	11,480	May 29, '36	J. C. Johnson George Whiting Nat Schwartz	Broadway Music
106. Dinah	.Popular	11.461	Jan. 1, '34*	Nat Schwartz Harry Akst Sam M. Lewis Joe Young	Mills Music
107. I Love You Truly. 108. So This Is Heaven.	.Popular .Popular	11.432 11,386	Jan. 1, '34* Nov. 26, '35 (488)	Carrie Jacobs Bond Harold Spina Johnny Burke	Carrie Jac. Bond Santy BrosJoy
109. My Melancholy Baby	Popular	11,375	A 18 18 18 18	Ernie Burnett	Joe Morris
116. No Other One	.Popular	11,213	Aug. 27, '35 (14,253)	George Norton Vee Lawnhurst	Famous Music
1ti. I'll Stand By	Popular	11,196	Feb. 19, '36	Tot Seymour Benny Davis J. Fred Coots	Crawford Music
112. Oh Promise Me	1.00	11,107	Jan. 1, '34*	Reginald De Koven Clement Scott	G. Schirmer, Inc.
113, I've Got My Finger Crossed	s. 'King of Burlesque'.	11,096	Nov. 26, '35	Jimmy McHugh Ted Koehler	Robbins Music
114. But Definitely	Poor Little Rich Gi	l' 11,045	(816) June 16, '36	Mack Gordon Harry Revel	Robbins Music
115. Rhythm Saved the World	.Popular	10,948	Mar. 10, '36	Saul Chaplin Sammy Cahn	Select Music
116. I've Got You Unde	r .'Born to Dance'	10.049	C 00 100	the street the first	
117. If I Should Lose	. Rose of the Rancho'	10,914	Sept. 29, '36 Oct. 10, '35	Ralph Rainger	Chappell & Co.
118. Welcome Stranger.		Walter Street	(8,082)	Leo Robin	
119. Broken Record	.Popular	10,806	Mar. 13, '36 Nov. 26, '35 (2,996)	Johnny Mercer Cliff Friend Chas. Tobias Boyd Bunsch	Robbins Music Chappell & Co.
120. Washington Post 121. I'm Grateful to You	Popular	10,747	Jan. 20, '34' May 8, '36	John Philip Sousa J. Fred Coots Benny Davis	Carl Fischer, Inc. Words and Music
122. Twilight on the	"Trail of the Loneson			Benny Davis	
	Pine	10,721	Jan. 17, '36	Sidney D. Mitchell Louis Alter	Famous Music
And the second of the second	.Popular	10,668	Jan. 4,'36	Fred Rose Ed G. Nelson	Forster Music
124. Saddle Your Blues to a Wild Mustan	Popular	10,648	Jan. 2, '36	Billy Haid George Whiting Buddy Bernier	Broadway Music
125. Talking Through My Heart	.'Big Broadcast 1937'.	10,609	Aug25, '36	Ralph Rainger Leo Rain	Famous Music
126. Day I Let You Go Away	et .Popular	. 10,582	Nov. 21, 35 (607)	Tot Seymour Boyd Bunch Vee Lawnhurst	Popular Melodics
127. Doing the Prom	Popular	10,573	Jan, 19, '36	Vee Lawnhurst Francis K. Shuman Jules Loman Allan Roberts	Melo-Art Music
128. Dream Awhile	.Popular	10,546	May 18, '36	Phil Ohman Johnny Mercer	Robbins Music
129. Pennies from Heaven	.'Pennies from Heave	en' 10,423	Oct. 15, '36	Arthur Johnston Johnny Burke	Select Music
130. Swamp-Fire	Popular	10,312	Jan. 18, '35	Johnny Burke Harold Mooney	Luz BrosPhoto-
131. In a Sentimental Mood	Popular	10,239	Dec. 28. '35	Duke Ellington	play Milsons-Exclusive
132. I've Got a Heavy Date	Popular	10,219	(58) Mar. 31, 36	J. W. Green Gus Kahn	Robbins Music
			700	Gus Kahn	



Damrosch Cancels Pitt.

Pittsburgh, Jan. 25.

High spot of Pittsburgh Symph's 1937-38 schedule, and one of main celling points in society's \$300,000 nubscription campaign last season, dissolved when Walter Damrosch sent word that he would be unable to conduct the group here Thursday (27) and Friday (28), because of illness, Fritz Reiner will taken is place.

Columbus Set-up for Ball

Coumbus, Jan. 25.
Jess Hawkins' orchestra gets the pp spot for the President's Birthlay Ball, at the Deshler Wallick totel Saturday night. Hawkins will lay in main ballroom.
Walter Knick's WBNS house orchestra will play for dancing in the Deshler lobby with Percy Lowry's spia outfit in the Hall of Mirrors. Columbus, Jan. 25

Charlie Barnet making an eastern

Billy Brooks orchestra located at Hotel Garde, New Haven

15 Best Sheet Music Sellers

(Week ending Jan. 22, 1938)

Bei Mir Bist du Schoen	Harms
*Rosalie	Chappell
There's a Gold Mine in the Sky	Berlin
*True Confession	Famous
I Double Dare You	Shapiro
*True Confession I Double Dare You *You're a Sweetheart	Robbins
Once in a While	Miller
When the Organ Played O Promise Me	Morris
Dipsy Doodle	Lincolu
*In the Still of the Night	Channell
Ten Pretty Girls	Crawford
Josephine	Feist
*Mama, That Moon Is Here Again	Paramount
One Rose	Shaniro
Sail Along, Silvery Moon	Select
	and the second production

Indicates filmusical song. † Indicates stage production song.
 The others are pops.

Inside Stuff—Music

Contrary to sundry reports that it was written for their musical comedy, Sholom Secunda and Jacob Jacobs state that they themselves don't know just when they wrote 'Bei Mir Bist du Schoen,' Secunda placed the number in his musical, I Would If I Could, at the Rolland theater in Brooklyn about five years ago and as is customary in Yiddish musical comedy Secunda had the concession in the lobby to sell copies of the tunes included in the show. In this way 10,600 sheets were sold during its run. When the show folded the pair had no further use for the tune and it laid around with a flock of other compositions until they sold it to J. & J. Kammen, Brooklyn music publisher, on Sept. 24 last, along with 25 or 30 others they had authentic for \$60. had authored, for \$60.

had authored, for \$60.

Johnny and George, colored entertainers, sang the original Jewish version all last summer at Grossinger's in the Catskills, and brought it back to N.Y. when the season ended and continued to do it at the Yacht Club, N.Y. Sammy Cahn and Saul Chaplin, writers of the English version, recognized it as a tune they had played when they had band of their own at Hotel Evans, Loch Sheldrake, N.Y., and realized its potentialities. Pair contacted Kammen and at a meeting, early in November, attended by Ed Moskowitz, lawyer for the Society of Jewish Composers, Victor Blau, and Alex Olshanetsky, v.p. of SJC, and Lou Levy representing Cahn and Chaplin, they received permission to rewrite it with English lyrics. Secunda was supposed to have been present but didn't show.

Cahn and Chaplin worked on the tune and tried the finished article on

cunda was supposed to have been present but didn't show.

Cahn and Chaplin worked on the tune and tried the finished article on the Andrews Sisters who first recorded it on Decca. Platter sold 11,000 copies the first week. Harms, publishers of the English version by arrangement with Kammen, who still holds the original copyright, did not get out copies until the middle of December. By that time the demands for the sheet music far exceeded the supply. It sold 51,000 copies in one week, topping the mark set by 'Rosalie' at 48,000. At the early part of this week sales reached somewhere around 185,000. Recording made for Decca by the Andrews Sisters has passed the 100,000 mark.

Secunda and Jacobs are now receiving 40% of the royalties received by Kammen from Harms, although they sold the song outright and are not legally entitled to anything, and 50% from mechanical rights.

While Benny Goodman with his orchestra, his quartet and his trio record for Victor, Harry James, his first trumpet, has his own combo on Bruns-wick, chiefly waxing original swing pieces which James composes. Lionel Hampton of the Goodman organization already has headed up his own unit for Victor, and Teddy Powell, the other colored member of Goodman's band, likewise heads his own orchestra, on Brunswick.

'Oh, Mama' (the Butcher Boy), which Shapiro, Bernstein & Co. is publishing, stems from an Italian song, 'Luna Mezzo Mare' (The Moon in the Middle of the Sea), that was copyrighted in 1928 and garnered a measure of popularity among Italian sheet buyers. Italian Book Co., of New York, was the original publisher. Lyrics of 'Oh, Mama' credited to Rudy Vallee. 'Luna' was written by Paolo Citorello.

Robbins Artists Bureau which Jack Robbins founded when he was on the Coast as an independent venture, with Walter Myers (Kingston-Myers agency) doing the actual 10% ing, has been ceded to the Robbins-Metro interests as subsidiary venture. Myers retains his half of the profits but instead of the publisher getting the other half independently the profits are now pooled into the regular Robbins Music Corp. funds.

MPLS. SYMPH ADOPTS **NEW BARGAIN POLICY**

Minneapolis, Jan. 25. Minneapolis, Jan. 25.

Bargain amusement bills have become so contagious that even the
staid Minneapolis Symph is going in
for them. In trend with the times,
which call for drastic measures to
combat the business bull, it is advertising that patrons a tending its Sunday pop concerts at the Minnesota
Auditorium may remain over for the
radio broadcast which follows.
So that there will be an local wait.

radio broadcast which follows.

So that there will be no long wait between the end of the pop concerts and start of the 6:30 p.m. week-ly radio broadcast, the pop concerts now begin at 5 instead of 3:30 p.m. Only pop concert patrons are permitted to be-present at the radio broadcast. Since the new bargain deal was inaugurated, attendance has increased approximated attendance has increased approximated attendance has increased approximated attendance has near was mangurated, attendance has increased approximately 25% at the pop concerts.

SHOKI IN DANCE RECITAL

Sai Shoki, Korean dancer, is in lown to make ready for her recital at the Wilshire Ebell theatre, Feb. 2, after which she hops to N. Y. for 12 performances.

Columbia Concerts Corp. is booking.



SUNDAY IN THE PARK ONE BIG UNION FOR TWO DOING THE REACTIONARY

SING ME A SONG WITH SOCIAL SIGNIFICANCE

and's Sweet Ballad Hit The Greatest Mistake of My Life

My Day

New Jam-orous Hadson Hit Sophisticated Swing

Senson's Top Swing Tune.
She's Tall! She's Tan!
She's Terrific!

MILLS MUSIC, Inc.

Pons. Thomas Boost Met to \$61.000: Carnegie, Hipp, Symph Drop in N. Y.

For reasons nobody seems able to explain concert grosses in N.Y. were generally down last week. Fact was particularly mische Elman failed to compare the management of the man

Estimates for Last Week

Estimates for Last Week
Metropolitan Opera Co., Met Opera
House (3,500, \$7-\$4) (8th week),
seven performances, plus issuid Sunday night opera concert' (\$2 top).
Gross climbed again, with seftly
book on the strength with the services of

the week.

Philharmonic Symph, Carnegie Hall (2,760; \$3-\$2) (14th week), Thursday (20) eve., Friday (21). art., Sunday (23) aft., Georges Enecoconducting. Three concerts didn't draw as well as usual; figured lack of soloist, plus limited draw of the batoner, may have been cause; estimated \$10,600. Back to four concerts this week, plus children's concert Saturday (29) morning; house for the latter is worth about \$2,900 (subscription, plus \$2,50-\$2 scale).

Philadeliphia Orch. Carnegie. Hall

cuber is worth about \$2,900 cuberription, plus \$2,50.\$2 scale).

Philadelphia Orch, Carnegie Hall (2,760; \$4), last night (Tuesday), Eugene Ormandy conducting. House is worth \$7,100 and anticipates about \$6,500 or better; Ormandy below Leopold Stokowski as draw.

Mischa Elman, Carnegie Hall (2,760; \$2.20), Saturday (22) att. Fidder was okay, but not neatiy capacity; estimated \$4,000, against possible \$5,100 house.

Hippodrome Opera Co., Hipp (5.500: 99c.), Saturday (22) night. Afredo Salmaggi's pop-price troupe also felt the general decline; esti-mated \$2,900.

mated \$2,900.

Alec Templeton, Town Hall (1,498; \$2.75). Sunday (23) eve. Piarist, who recently was at the Rainbow Room, N. Y., pulled an audience just under 1,100 for his classic improvisation program, at dience and reviews even both favorable, estimated vere both favorable, estimated

1,000. Town Hall (1,498; \$3). Lily Pons, Town Hall (1,498; \$3). Lonight (Wednesday), Endowment Fund subscription recital, Sure sellout for this sock bo, dicaw, could seat two or three times the number of country of the permitted planning to permitted planning to permitted planning to the gross will be around \$3,100 at the subscription scale.

Continental, Defferson hotel, St. Louis. Pat and Willa LeVolo, slack wire performers, and Carlo and Fernando, Mexican dance, are new acts currently. Dusty Rhoades hold over at Club

Waiting for a Man

Washington, Jan. 25. Washington, Jan. 25.
Code for the popular music
publishers industry will remain
on ice until an unidentified
latecomer can make 'suggestions,' Variety was told by the
Federal Trade Commission.

Federal Trade Commission.
Voluntary agreement preventing payment of gifts and bonuses to band leaders and other artists for plugging tunes is marking time being sent upstairs for the final Commish-

okay, Judge George McCorkle, director of trade practice confer-ences, who presided over Jan ences, who presided over Jan.
4 get-together of music pubs,
declared that Commish was
waiting for a man who had,
some suggestions to make."
Would not say who,

GUILD. MET TO MEET TOMORROW ON PACT

Negotiations between the American Guild of Musical Artists and the Metropolitan Opera Assn. begin tomorrow (Thursday) afternoon at the morrow (Thursday) afternoon at the offices of the Associated Actors and Artistes of America, N. Y. Committee representing AGMA will include Lawrence. Tibbett, president; Frank-Gillmore, Four, A's chief; Leo Fischei; AGMA executive-secretary, and Lauritz Melchior; and Ezio Pina. Likely reps for the Met will be Edward Johnson, Edward Ziegler and Earl Lewis,

Bargaining will be for recognition, Bargaining will be for recognition wage minimums, rehearsal hours working conditions, etc. Crux of the discussions, however, is expected to be the clause in the Met artists' contract giving the management a franchise on singers' services over 5 weeks in the year.

St. Louis Fiddler Weds Day After His Divorce

Day After His Divorce
St. Louis. Jan. 25.
Day after he had been divorced by Mr. Marice Christie Jones, former Minicipal Opera singer, Francis E. Jones, first violinist and assistant concert master of the St. Louis Symph, was married to Miss Laura Vogel in Union, Mo. Bride is the great-grand daughter of the late David Branconier, ploneer St. Louis planing mill owner.
First Mrs. Jones was a march of the late of the strength of t

planing mill owner.

First Mrs. Jones was awarded custody of two-year old son and \$30 a month for his maintenance. Their marriage in August, 1932, grew out of a romance that started when both appeared at a local theatre the year before.

On the Upbeat

Lawrence Welk playing indef at William Penn hotel, Pittsburgh, Ditto Larry Funk at the Webster Hall hotel, Detroit, Latter heard on WWJ, Welk gets Mutual net nightly.

Victor Baravelle and Frank Tours wound up scores recording stint on RKO's Radio City Revels, aug-menting music of Hal Kemp and his band, featured in pic.

Jehnny Long from DeWitt Clinton Hotel in Albany, moves into Bill Green's Casino, Pittsburgh (26), for a run, replacing Ray Pearl crew. MCA handled.

Carl Meore's band back at New Carl Moore's band back at New Penn, Pittsburgh, for return en-gagement following month's stay of Harry Reser crew. Joe Hiller booked date for CRA.

Gordon's Pennsylvanians, cock-tailers, opened for 10 weeks at the Sir Walter Raleigh, hotel, Raleigh, N. C., on Jan. 17. Three Emperors set at Fort Hayes hotel, Columbus, O, for 12 weeks, CRA deal.

Larry Clinton arrives at New Yorker hotel, N. Y., Jan. 29, to re-place Casa Loma crew for one night while latter tunes it for President's Ball in Washington, D. C.

Jack Fran has left the Believe It or Not Ripley organization to go or the road in advance of Tommy Dor-sey and his orchestra, whose tour starts Saturday night at York, Pa.

Fraddle. e (Schnickelfritz) Fisher freque the checked in at war-d his band checked in at war-rs studio to work in Gold Diggers

Earl Mellen hand replaced Dec Peterson at Seven Gables, Milford Conn. Petersons follow Will Os-borne into Normandie, Boston.

Dean Hudson touring south on one-nite stint. On Feb. 17 he turns to Normandie ballroom, Bos-

Key Tayler heads entertainment at Park Plaza Crystal Terrace, St. Louis, Jay Mills and his band re-

Neil Bondshu, recently acquired by CRA, plays Fairmont hotel, San Francisco, Jan. 29.

Glenn Hardman remains at the Steeplechase Room, Chase hotel, St. Louis, In 15th month.

Jack Sherr opens at Rice hotel, Houston, Tex., Jan. 28, after closing White Mansions, Pittsburgh.

Eddy Rogers to Newport, Ky., and the Beverly Country Club there, on Feb. 4. Last at Rainbow Grill, N. Y.

George Paderewski's cocktailers olding forth at Kentucky hotel, holding fo Louisville.

Raiph Webster returns to Blossom Heath, Kansas City, Fcb. 1, after closing at Pla-Mor ballroom there.

Leon Mojica's orch moved into Se-astian's Cotton Club Culver

Rita Rio follows Bubbles Becker into the Cinema Casino, Miami, as stage band attraction on Jan. 28.

Bunny Berigan repeats Sunday (30) af Ritz ballrôom, Bridgeport, Dick Stabile skedded för Feb. 6.

Modernettes, harmony trio lately at WDRC, Hartford, listed. Mur-ray's, Tuckahoe.

Nick Stuart set for at Muchlebach Hotel Kausas City starting Jan. 27.

Ted Weems plays Stanley theatre, Pittsburgh, week Jan, 28 for first engagement there in five years.

Joe Pucheo opens at the Whit-omb hotel, San Francisco, Jan. 22.

Don Bester musicks for the Penn College for Women at Pittsburgh,

Consolidated Proposes Working Stunt Co-Op Between Self and Film Company

Whazzat?

Recent meeting for Mctropolitan Opera Co. sinsers, held by the American Guild of Musical Artists in N. Y., developed some snappy lingual lateral passing. Since the Met's talent roster represents virtually all the European languages, no single tongue was intelligible to all.

In addressing the session, therefore, president Lawrence

to all, in addressing the session, therefore, president Lawrence. Tibbett paused after every sentence to permit Lauritz Melchoir to translate his remarks into German, Ezio Pinza to dosimilarly in Italian and others ditto into French, Spanish, Rus-

Feb. 21 and the Pi Beta Phi hop at the Neil House, Columbus, Friday night (28).

Willard Robison and his orchestra slated for WLW, Cincinnati, berth.

Blue Barron will record for Vic-tor, Current at Edison hotel, N.Y.

Eddie Mayehoff opened at Shelton hotel, N. Y., Jan. 21.

Harold Stern into St. George ho-

Marvin Frederic stays two more weeks at the Biltmore hotel, Atlanta.

Ray Herbeck stays for winter at Brown Palace hotel, Denver.

Wally Stoeffer playing second sea-

Johnny Hamp into the Netherland Plaza, Cincinnati, Feb. 6 for CRA.

New kind of music-films ticup is being proposed by Consolidated Radio Artists, band bookers, with major filmer for a mutually bene-ficial co-operative publicity stont of permanence. Deal was being talked yesterday Tuesday). Outcome should be known within the week.

tajked yestergay (Alessay). Outcome should be known within the week. Plan is, for CRA bands, to plug film songs with title and company mentions thrown in for good measure. It's a twist of the old song plugging game, but carried with at an obligation the part of the Hollywoodians. Thought would be carried out on all dates and on air time on which CRA has a call. Tieup with NBC gives CRA added weight. In return for the film plug, producer will be expected to include names and phizes of various CRA leaders occasionally in their pressooks along with intermittent firm name credits for CRA. Band booker sees nifty tieups via lobby displays,

name credits for CRA. Band booker sees nifty tieups via lobby displays, stills, co-op newspaper advertising where CRA band and picture are concurrently in same burgs.

Angle of whether or not other outside band leaders will react unfavorably to this stunt and echo it in their own song selections will have to be

ably to this stunt and echo it in their own song selections will have to be ironed out. One thing in favor, however, despite this thought is answer that deal at least is a guarantee of some return while filmer has absortedly none from those unassociated. Hit and miss method and personal peeves have often hurt under old scheme whereas regular policy would realize a mutual benefit.

FOUR YEAR RUN ENDS: **GRIER TAKES TO ROAD**

Hollywood, Jan. 25.

Jimmie Grier ends his record four-year stand at the Los Angeles Biltmore Bowl, downtown nitery, April 1, and does Coast one niters. Glen Gray's Casa Loma crew follow Grier although not set.

Clyde Lucas to Rockwell-O'Keefe from MCA this week.

ROBBINS OFFERS

20th Century Fux's Greatest Picture and Grandwst Score, "SALLY, IRENT and MARY Sonies by GORDON and REVEE

SWEET AS A SONG GOT MY MIND ON MUSIC

Sonny by BULLOCK and SPINA HALF MOON ON THE HUDSON

I COULD USE A DREAM

The Hit of BUDDY DE SYLVA'S New Universal Filmusical "YOU'RE A SWEETHEART"

YOU'RE A SWEETHEART

By MillUGIT and ADAMSON

DEANNA DURBIN'S Song Hit from the New Universal Production ALAD ABOUT MUSIC

A SERENADE TO THE STARS

By McHUGH and ADAMSON

MAXINE SULLIVAN'S Ony. Clab Hit

IT'S WONDERFUL

By STUFF SMITH and MITCHELL PARISH

IN PREPARATION

1938's FIRST BIG NOVELTY SMASH

LOUIS PRIMA'S YES. THERE AIN'T NO MOONLIGHT

(SO WHAT!)

ROBBINS MUSIC CORPORATION

799 Seventh Avenue New York, N. Y.

MURRAY BAKER, Gen. Prof. Mgr

HARRY LINK Gen Prof. Mar. IRVING BERLIN, Inc., 799 Seventh Ave. N. Y

The Greatest Musical Score in Years
"Radio City Revels"—Immediate Release

GOOD NIGHT ANGEL THERE'S A NEW MOON OVER THE OLD MILL

TAKE A TIP FROM THE TULIP

SWINGIN' IN THE CORN

SPEAK YOUR HEART

A Flock o' Hits from

"SNOW WHITE AND THE SEVEN DWARFS"

ONE SONG

WHISTLE WHILE YOU WORK

WITH A SMILE AND A SONG

SOME DAY MY PRINCE WILL COME

The "Home on the Range" of This Generation

THERE'S A GOLD MINE IN THE SKY

HEIGH-HO!

Billy Rose's Casa Manana Opens Up In N. Y. with OK Cafe-Theatre Revue

By ABEL GREEN

By ABEL GREEN

Rill's Rose provents Larl's This Fetix in
two acts, produced by John Murray Anderson; 'lyrics' by Rose and Ted 'Peticnume. Net Leduc Transcand Ted 'Peticnume. Net Leduc Transcand Ted 'Peticnume. Net Leduc Transcand Ted by Colsettings and costumes, Raud Fene Duffols;
additional costumes, Thomas Inches;
additional costumes, Manual Fene Duffols;
additional costumes, Thomas Inches
ton: technical director, Cariton Wincider;
numeging director, Richard E. Daley, Fene
Towney, Ogar Shaw, Whit Shaw, Ten
Pistricoli, Sian Kawanaugh, Stonet Morgan
Villes Wost and McCiny, Hinda Massau,
Shawini and Michi, Cast, Prosta and FivePersal Tipers, Jos Cantino Na.

N. Wo revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

N. Sh. Two revues slightly at 8 and mich.

"Let's Play Fair," Billy Rose's debut cabaret-theatre revue, is a departure in night life entertainment—a book musical show in a cabaret-setting—and a great money's worth for \$2.50. up. For the customers whose average checks will come to between \$4 and \$5 a head it's a great buy. That it was a bit of a disappointment from the first-nighters' and the weisenheimer Broadway contingent's viewpoint is something else again, and should be discounted in favor of the venture. Disappointment stems from a rather flattering anticipation that Rose would introduce something truly novel.

Rose, having taken over the

Rose, having taken over the French Casino as manager-producer, and renamed it the Casa Manana-the same tag as at his Fort Worth Frontier Festival—has blended a galaxy of variety names that certainly look good on paper. Much is to be expected from such seasoned vaude (Morton Downey, Oscar Shaw, Winishaw, Tom Patricola, Stan Kavanaugh, Walter Dare Wahl, Frazee Sisters, Willie West and McGinty, burlesker Hinda Wassau, et al., and they deliver to more or less satisfactory degree.

factory degree.

That they let down in spots was chiefly due to an embarrassment of riches, combined with the usual first-night shortcomings that invariably range from mikes going dead and scenery refusing to rise, to bandstands not being ready on time or curtains starting lats. Hence, every not ago to the dead of th

III its audience values.

Having been axed considerably since the premiere, the show is smoother and tighter and consequently better. The basic idea of a minimum of talk for a cabaret has even been more assiduously observed.

served.

Using a 1939 World's Fair motif,
Rockwell and Shaw are the talent
scouts, which is reasonable enough
thread to project the ensuing cavalcade that shifts from N. Y. to Paris
to Ethiopain to Stanger-La, back
World's Fair Corp, and to seenes on
the fair grounds.

Anderson has imaginatively motivated many of the scenes against
Raoul Pene duBois excelling settings
and costumings. All of it is backgrounded by an assortment of Texasbeauts who are among the prize
lookers on Broadway. Those kilds
success. Show its also a believed
than has been a recent nitery vogue.

Among the songs, Edgar Leslie and
Joe Burke have one of the more
promising tunes in 'A Perfume
Counter on the Rue de la Paix. doubled by Morton Downey, and Wini
Shaw. With tunes mostly by Rose.
Ted Fetter. Ned Lehac and Dana
Suesse, Leslie-Burke repeat with another incompanies. The there's Love
the song part. Butterfu Love
the song part. Butterfu Love
the song part. Butterfu Love
the song part. Butterfu Love
the song part. Butterfu Love
the latter suggesting potentiellities as a novelty dance tune.
From the start the Downey-Wini
Shaw double numbers don't click
Downey sets really going with his
broadcasting fund specialty in the
broadcasting fund specialty in the
broadcasting that such as a proper song
the start the Downey-Wini
Shaw double numbers don't click
Downey sets really going with his
broadcasting that on the risque oremise.
From the start the Downey-Wini
Shaw double numbers don't click
Downey sets really going with his
broadcasting fund specialty in the
broadcasting fund specialty in the
broadcasting fund specialty in the
broadcasting fund of special to the
my company of the start the Downey-Wini
Shaw double numbers don't click
Downey sets really going with his
broadcasting fund of special to the
my company of the start the Downey-Wini
Shaw double numbers don't click
Downey sets really going with his
broadcasting fund of the start the power
for the start the Downey-Wini
Shaw double numbers don't click
Downey sets really gong w

Backtalk

Signing themselves the Fair Play committee of the Broad-way Executives, Headwaiters and Captains Club, the boys who collect the tips in the nitwho collect the tips in the uiteries have taken literary umbrage against Billy Rose's 'FairPlay' platform as set forth inhis ads, his table-cards and ina placard in front of the CasaManana (nee French Casino) on
Broadway.

Rose pledges himself against
the tipping evils. Broadway suckers' et al., but the captains and
waiters committee says some
plain and fancy things about
Rose in this throwaway among
the nitery cognoscenti.
A boxscore of Rose's previous
show ventures, starting with the

A boxscore of Rose's previous show ventures, starting with the Casino de Paree, Manhattan Music Hall, 'Jumbo,' Casa Manana at Fort Worth, the Cleveland Aquacade and now this, is included in this printed tirade from the waiters unionists.

phere, matter how you tinsel if up.
To continue with the personalities, Hinda Wassau tears off a torrid Minskyesque, strip, that's the hottest thing since Paul Moss got anxious about the whole thing. Walter (Dare) Walh! standard aero-comedy, the scat-singing Frazee Sisters, very OK; Tom Patricola, with his hardshoe-nonsense (he doesn't really bell em until the second half). Stan Kavanaugh with his standard socko ingglery, and Capit. Proske and his Five Bengal 'Tigers are first-half standouts. Proskes Tigers were in Roses and the standouts. Proskes Tigers were in Roses and the standouts. Proskes Tigers were in Roses and the standouts. Proskes Tigers were in Roses and the standouts. Proskes Tigers were in the standouts. Proske standouts. Proske harden his dark with daring militating against himself only in the manner in which he filts about. He's too ballet for an animal ringmaster, but that's a detail which his socko specialty really eclipses. Kavanaugh is another who could cut his stiff to advantage.

Doe Rockwell' boke auditioning.

advantage.

Doc Rockwell' hoke auditioning, with Ina, Hayward doing the soprano-stoogess, is part of the Salzurg motif, teed off by Downey and Miss Shaw. Downey now sports a mustacher, Miss Shaw is still very Helenmorganish. "Shangri-La, first act finale, gives Sanami and Michiopportunity with their distinctive Siamese dance routine, emphasizing the unique handling of their hands and arms in characteristic Buddha fashion: Siewart' Morgan Dancers old Kitchen Pirates routine) likewise register.

In the other specialties, Sally

and arms in characteristic Buddha lashion: Sewart Morgan Dancers (old Kitchen Pirates routine) likewise register.

In the other specialties, Sally Routine and the state of th

gross.

Again Rose has manifested show-menship with perhaps the No. 1 nov-elty lure for a mezzapine bar. It's a Palm Beach Bar, with private (Continued on page 50)

Cafe Singer Wins Divorce

Cafe Singer Wins Divorce
St. Louis, Jan. 25.
Mrs. Angela Foglia Costello, pretty
22-year-old. night club singer, obtained a divorce from Joseph J.
Costello, ousted organizer for Local
No. 20. of the AFL Waters. Onlon,
on Thursday (20) after hearing
before Circuit Judge Baron.

before Circuit Judge Baron.
Mrs. Costello. testified she was
married in Alton, Ill., Jan. 1, 1935,
and separated Oct. 26, 1937. She
charged her husband with cruelty
and jealousy and asked the restoration of her maiden but
no alimony. Costello filed a similar
suit against his wife in August. 1935, but it was dismissed because of his failure to post costs in February,

Burlesque Reviews

STAR, BROOKLYN

Since the shutdown of the Century, Star is the only burley currently operating in Brooklyn. Spotted in the Borough Hall section, house, unlike the Century, in more of a neighborhood situation, draws a wider variety of payees. Stock show is made up of the cream of talent from both houses.

Show, running an hour and three-

wider variety of payees. Stock show is made un of the cream of talent from both houses.

Show, running an hour and three quarters, is okay entertainment. It is attractively stared, providing colorful costumes and handsome set, and the control of the cost of the control of the cost

seem to please.

Three strippers do the teasing here, blonde Jai-Leta, redheaded Irene Austin and brunet Barbara Doan. Trio provide the boys with variety and don't miss Fourth, Zonia Duval, besides her okay vocalizing, comes on late with a tantalizing semi-strip. Three also work in some of the skitis. Jai-Leta does a novel dashilent dance near the close, which is easily the standout among the production numbers.

Voice of George Tutte aids during dances and parades. He pipes three or four of the latest pop tunes, best of which is "Sweet as a Song." Pit outfit above average.

HOWARD, BOSTON

Boston, Jan. 23.

One of the two burlesk houses in Boston, in its 92d season, this spot is still playing to SRO crowds. Before the opposish (Max Michael's Columbia theatre) appeared last October, it was the town's sole burley dispenser, and it rode without local censorship during the downfall.

From this side of the foots, Izz Hirst's Ballyhou Burlesquers is a been production sinks, into uncomfortable depths with the too short and meaningless line numbers. Possible exception is the Hawaiian Revels thing, in which Mimi Reed, as the dancer, outshines her line cohorts with her click hip-swaying routine.

Show is level on the blue business.

routine.

Show is level on the blue business, the crowd eating up everything dished to them by the avoirdupois comedian, Hap Hyatt, and Vic Plant. Bumper crop of pec'rs numbers four, the brunet Peaches Strange, blond Sunya Slane, brunet Cladys blond Sunya Slane, brunet Cladys Clyne. The former three precede their proyocative pecks with vocals, Miss McCormack having the better pipes.

Miss McCormack having the better pipes.

Sam Gould, providing the show's vocals, and Dudley Douglas are good straights. Marchetta is an accomplished da acer, particularly in the fan dance. Mimi Reed is distinctive in her dance routines, addition to bening a good straight. Fourteen ponies handle dance numbers and parades; and several others are semi-disped supers. Line is average hooks, not so in shapes, are semi-disped supers. Line is average hooks, not so in shapes, are semi-disped supers. Line is average hooks, not so in shapes, are semi-disped supers. Line is average hook, not so in shapes, are semi-disped supers. Line is average hook, not so in shapes, are semi-disped supers. Line is average house, and pearl, teeter-boarder. Unusual and difficult feats performed by the two last rate hon-orable mention; femme does, tap and acro work. Trib is fast and get a terrific hand. Brint Hayes plunks the banjo, with three numbers, his double banjo effect with "Humoresoue' the best.

Business Saturday afternoon very good.

Travesty on a New Deal

Or the Tale of the N. Y. Burley Co-op Policy That Just Wasn't

McAllister Forsakes

Burley Field for Coast Shorty McAllister, yet vaude and burley comic, who has been teamed with Harry Fields for the past four or five years, has bowed out of burlesque, With his family he left for the Coast Saturday (22).

Comic is originally from England, having played in the London music halls with Charlie Chaplin and other well known names. Pair finished at the Ellinge theatre in N. Y. Thursday (20) night, with Fields going over to the Star, Brooklyn.

PITT SETS NEW **BURLEY SWITCH**

First lineup of stock to be an-nounced from any of the six key city burley houses that seceded from the Izzy Hirst wheel Jan. 14 comes the 122y Hirst wheel Jan. 14 comes from the Casino, Pittsburgh, operated by George Jaffe. Scheduled to open this Friday (28), list of talent comprises some of the biggest names in the business. Toronto and other spots have a few acts set but nothing definite as they are waiting for the seeding wheel cities to drop excess talent and give them their pick of names.

names.

Switch from wheel to stock and the setting up of a show of the calibre scheduled for the Casino indicates that, the boys are plunging heavily in a desperate attempt to revive interest. Jaffe has Will Hayes, Madge Carmyle, Lou Fine, Al White, Bay Parsons, Johnny Watson, Dot Farley, Gladys Clark, Iona O'Donnell, Lillian Law, Dorothy Dee, Three Aces, Two Rhythm Pals, Joe Yule, father of Mickey Rooney, of films, and Tom Bundy, book producer, and 26 chorus girls lined up.

FLOATING BURLESQUE, ROSEN-LYNCH'S IDEA

With the hurdling of possible tederal, state and municipal nixes, Dave Rosen, former vaude agent and more recently burley manager, and Eddie Lynch, burlesker, will preem a one-aday burley boat plying the Hudson, on Decoration Day.

Newspaper splash about a supercollection of strippers was a press stunt, according to sources. Showboat will present regulation burley with eats and drinks on the side.

Boat and the restlet will now

Boat and pier rental will cost rost. Producers see a light show nut, however, in getting idle burleskers for peanuts, if there's no trouble with the Burlesque Artists Ass'n.

To get permits, impresarios must deal with the local Dock Depart-ment, Federal Bureau of Navigation, actors union, wary steamship lines, pier landlords and the State employment bureau and license ployment bureau and license depart-ment, which is decidedly unfavor-able. Lawyers are now scouring their books for in and outs while there are rumors of other burley maestros following the rush to the

Garrick, St. Louis' Last Burley, Quits This Week

St. Louis, Jan. 25.
Garrick theatre, this burg's only burlesk house, folds Thursday (27) for the season, with the ledger generously decorated with red numerals. M. W. (Bill) Pickens, owner of house, who has been presenting burlesk entertainment in St. Louis for 15 years, asserts current season is the worst in that period.

After his Sant Acception

After his Sept. 3 opening. Pickens found the business recession was getfrom the business recession was getting in its dirty licks and he closed Thanksgiving night. He reopened Kmas eve but conditions didn't improve so he decided to call it a season. Pickens estimates he dropped a total of \$11,000 the last three years and says he paid the government \$61,000 during the same period. He hopes to reopen next "all.

Tony Miccio's Irving Place burley, barn in N. Y. made history last week as the initial beef emporium to adopt a cooperative policy, but that was all it made during its very brief existence when both public and cast proved uncooperating.

Cast began to see the light when the attendance could have been seated in the orchestra-pit (actually a lower box). They walked out when the coffee and cake take was dished among them. Chorus and one principal stayed and up until last night (Tuesday) were still functioning as the 'show.'

To begin with, show had no one

(Tuesaay) were sun introducing the 'show.'

To begin with, show had no one of importance to draw 'em in or even entertain them once inside. Three choristers doubling as peelers and remaining seven liners now comsetup.

prise setup.

House had been struggling along for some time, being particularly hard hit by Moss upheaval, but standard of usually good shows was maintained until last week when several being the several being eral new low marks were reached in production, material, cast, attendance

production, material, cast, attendance, and payoff.

Miccio is trying to keep the house open and appeals have been sent out to vaude bookers, but to no avail. Al Golden, Jr., Art Gardner, Joe Freed, Jimmy Calvo, Alma Bradley, Dot Dadney, Joyce St. Clair, Joyce Kelly, Betty Igales all walked.

Tom Phillips Wins From Hirst in Suit Over Burley Claim

Verdict in a suit brought by Izzy Hirst, head of the Hirst circuit, against Tom Phillips, prez of the Burlesque Artists' Association, for \$4,000, was returned in favor of Phi-lips last week in Federal Court, N. Y. lips last week in Federal Court, N. Y., before Judge John Knight. Action was originally directed against both Phillips and the BAA, but Henry Silverman, attorney for the union, succeeded in having the suit directed solely against the organization head. Hirst claimed he would have made aforementioned sum had the BAA not pulled performers from one of his one-wheel shows in April, 1936.

936. Litigation resulted over the wheel Litigation resulted over the wheel-show, "Girls in Blue, starring Ann-Corio. Unit was booked by Hirst for 10 weeks. It played first eight, with litinerary, according to BAA, calling for the ninth stanza to be a week of: one-nighters, opening, in Allentown, and the 10th in Pittsburgh. Hirst claimed the reverse was actually the case and laid the unit off in Pitt, say-ing floods prevented it from playing ing floods prevented it from playing the date. BAA said the real reason ing noods prevented it from playing the date. BAA said the real reason for the switch in dates and the layoff was that Hirst did not want to pay salaries and stand the loss of the non-nighters when attempted to resume after the layoff, BAA stepped in and informed the operator that the layoff constituted a break of run, and any succeeding dates came under the head of a new engagement and would have to be covered by the usual posting of two weeks' salary. Hirst refused, the final two weeks were not played, and he started the action here to collect the money which he claimed he would have made.

Newspaper ad from one of the AI-lentown, Pa, dailies advertising coming shows at the Lyric was introduced as referred to the Raha Aiden and the Raha Model.

ing shows at the Lyric was intro-deed as evidence by the BAA. Ad was carried during the week before Holy Week, and stated that, due to religious activity, Lyric would be

CLEVE. WITHOUT BURLEY

Cleveland, Jan. 25.
Scheduled closing of Roxy on Friday. (28) will leave town without burlesque.

George Variables

burlesque. George Young, owner and nitery operator, said shuttering is forced by poor biz and high demands of stage hands funion. Rumors persisting that it will reopen with stock sailing.

Ann Corio's Farewell to Strips

Philadelphia, Jan. 25.
Ann Corio is advertised as making, her last butlesque appearance here with her current engagement at the Shubert. She is skedded to go out. in vaudeville next month.

DRIVE SKEDDED FOR ROGERS FUND

Plans are set for this year's Will Rogers Memorial Fund drive, the garnering of monies for the sana-torium at Saranac Lake to take the same as in previous years, namely, collections in theatres. The drive will take place the week of April 29.

Those theatres, which will permit

April 29.

Those theatres, which will permit the plate-passing, will be provided with an all-star short subject to bring the patrons' attention to the functions of the Will Rogers Memorial, formerly the NVA Sanatorium. Other houses will be asked to make contributions based on their seating caractities.

houses will be asked to linke tonchabitions based on their seating capacities.

As in previous years, Major Leslie E. Thompson, of RKO, is in charge of the 1938 drive. Harold Rodner, of Warners, and A. P. Waxman, publicity head for the Rogers Memorial-Fund, are carrying out the physical end. Waxman leaves for the Coast shortly to set the production of the short and pick the personalities. Last year's short was made by Metro; the previous year by Fox.

All of the major circuits have pledged their co-operation, and the branch offices of the eight major distributors are regimenting indie exhibs to participate in the drive.

The Will Rogers Memorial Commission, headed by Owen D. Young, but both work together in this annual campaign. Chief contribution by show biz was the NVA Sanatorium, which was renamed the Will Rogers hospital, to perpetuate the memory of the actor.

MORRIS AGENCY BOOKS NAME ACTS FOR ABROAD

William Morris office, N. Y., has set a number of American name acts for dates in Europe, and two for Australia, Harry Richman goes to London early in April for a fourweek stint at Ciro's, opening April 25, Judy Canova goes ever with her brother and sister in old hillbilly act of Annie, Judy and Zeke. Trio sails Feb. 12 on the Ile de France, opening at the Cafe de Paree, London, Feb. 21.

Gerfrude Niesen sails March 12 to

21. Gerfrude Niesen sails March 12 to open at the same spot nine days later. First trip over for two latter acts. Melita Brunner, ice figure skater, sails Jan. 29 to join an ice troupe at Edinburgh, Sootland, with which she'll tour British Isles.

which she'll tour British Isles. Chilton and Thomas, Negro song and dance turn, are down for dates in Australia, along with Pegleg Bates, one-legged Negro tapster. Former pair sails from N. Y. Feb. 2 and Bates March 2. They're booked for a tour of the Frank Neale Tivoli circuit.

MCA Set to Organize Ice Ballet for Tour

Music Corp. of America has set out to organize an ice-skating ballet for tour of this country and Canada. While the top names have yet to be signatured, MCA has alreday invested \$\$5,000 in a portable refrigerating apparatus.

Jack Partington West

Jack Partington, head of Fanchon & Marco's N.Y. office, trained out Friday (21) for the Coast. Will be gone two weeks for conferences with John Schultz, F.&M. exec. who has been west several months.

Dorsey Spring Dates

Tommy Dorsey orchestra heads out of N. Y. early in March for a series of theatre dates for Warner-Bros. Outfit opens March 11 at the

Bros. Outfit opens March 11 at the Earle, Philadelphia, following with Earle, Washington; Stanley, Pitisburgh, and the Indie Fox, Detroit.

Dates are interspersed and followed by the crew playing college hops at Cornell, Lehigh, Ohio State, University of Cincinnati, Miami University at Oxford, Ohio, Penn State, Wesleyan. and Massachusetts Institute of Technology. Jack Egan is going out ahead of him.

MANANA'S M.C.'S

Sunday Night Sessions in N. T. with Jack Osterman Teeing Off

Billy Rose will attempt to emulate the old Winter Garden Sunday nights with variety talent paced by a series of shifting m.c's at his Casa Manana of shifting m.c's at his Casa Manana on Broadway. The first will probably be Jack, Osterman. Rose also has eyes on J. C. Flippen, Lout Holtz, Ben Bernie, Milton Berle, et al, for different shots. Osterman may start this Sunday (30).

Talchi, of course, is usually extempore, recruited from the customers. Osterman is, also being offered Warner Bros. bait by Rudy Vallee as a caster on the new (Sold Vallee as a caster on the new (Sold

Vallee as a gagster on the new 'Gold Diggers in Paris.'

Joe Moss Defends Check-Swapping As A Nite Club Custom

Joe Moss, co-owner of the International Casino, N. Y., and former head of the A & U Restaurant Corp. which operated the defunct Hollywood Restaurant on Broadway, at a creditors' hearing before Referee Howard S. Coffin last week, defended his financial dealings in connection with the Hollywood's operation. Edwin Slote, counsel to the trustee in bankruptcy, questioned Moss conin bankruptey, questioned Moss con-cerning checks aggregating \$29,000 made out by the A & U Corp., under Moss signature and to the account of the International Casino. Other similar checks totalling about \$4,000 bore the pame of the Pavillon Royal at Valley Stream, L. T., another res-taurant in which Moss is interested. The Hollwood is in resolverable.

hurant in which Moss is interested. The Hollywood is in receivership.

The restaurant operator explained that it was a practice along Broadway for one restaurant to cash checks with another in order to meet current payrolls and other expenses. These checks were subsequently made good by Moss from his personal account, he testified. He denied the Ae U had suffered through these check exchanges and declares the corporation owes him about \$90,000.

He said it was only a coincidence

the corporation owes him about \$80,000.

He said it was only a coincidence that the amount of these checks was approximately the same as the money he had invested in the International Casino—\$30,000. The lattermoney, Moss declared, was gotten to gether on his wife's insurance policies, hocking her jewels and loans from friends. He declared he had put over \$200,000 in the Hollywood since its opening nine years ago.

Hearings were continued yesterday (Tueday) with Joe Moss, Abe Lyman, Jacob Amron (owner of Dempsey's) and George Olsen testifying to intery deals. Revealed that Olsen and Louis J. Brecker each put up about \$25,000 in the International Casino. Also that Lyman paid Amron \$45,000 for his stock in the Hollywood in March, 1935, which he sold at a \$15,000 loss a year later. Lyman said at the time of these transactions, he had never heard of the mortgage held by Moss. Brecker knew about \$9,000 worth of checks cashed by Moss at the International Casino but did not know that he had cashed nearly \$30,000 there. Hearings will be continued today.

STABILE SOCKS MARKS AT BALLROOMS IN PITT

Pittsburgh, Jan. 25. Dick Stabile, one-nighting in this Dick Stabile, one-nighting in this territory following recent engagement at William Penin hotel, is cracking ballroom attendance records right and left. Set up a new mark at Palisades in nearby McKeesport last week and did same thing couple of nights ago in city proper at Bryn Mawr dance han.

Stabile left his bride of a month Gracie Barrie, behind in Miami, after their honeymoon. She is headlining at Royal Palms club and he opens at same spot Feb. 9 in new show star-

at Royal-Palms club and he opens at same spot Feb. 9 in new show starting Harry Richman and June Knight. Could have opened there with Miss Barrie but MCA was unable to cancel one-nighters set for him here.

Ever since Stabile tour opened 10 days ago, he's missed going over his percentage figure only couple of times. Generally credited to big air buildup he got over WCAE and Mutal web during recent hotel run.

tual web during recent hotel run.

EARLE. D.C., EMPLOYS ANGER TO STAGE VAUDE

Washington, Jan. 25.
Earle, which defied presentation craze when it started, and has clung to straight vaude since, with rare exceptions, is going in for production from now on, with hiring of Harry Anger, formerly with Para-mount Theatre chain, as stage direc-tor. Anger will book and produce shows.

shows.

John J. Payette, WB zone manager, issued no stalement implying
a change of policy, but it is understood Anger's job will be largely to stood Anger's job will be largely to book acts with view to their forming part of a unified show and going in for more elaborates staging than has been spot's policy. Musicians will be staged, instead of pitted. There, will be no line of girls. Capitol, local Loew's vaude house, has consistently whipped straightact bills into units and semi-revues, we have considered and semi-revues.

act-bills into units and semi-revues, using occasional mc/s and lines of girls, idea being developed when Gene Ford was brought in five years ago as house manager and producer, Policy being retained under-Charlie Kurtzman, who stepped into Ford's past leat war.

Charlie Kurizman, who stepped into Ford's post Jast year.

Earle's acts will be booked direct from N. Y. office instead of from Earle, Philly, as heretofore. Change relieves zone managers Guy Wonders, in charge of Maryland, and Harry Lonmeyer, Washington, who formerly staged and booked house.

DETROIT CAFE LICENSE REVOKED FOR GAMBLING

Detroit, Jan. 25.

Club Continental, whose license was revoked last week by state rum board for gambling, will shutter. Feb. 1, grace period being allowed to clear up \$1,000 owed state in sales taxes. Prop. Anold G. Marx was also fined \$500.

Spot. one of town's swankier nitries, was roided several weeks ago on charges of after-curfew sales, but case was dismissed when arresting officer's watch was found to be inacturate. Two of the club's personnel, Manager Sam Kert and nostess Myrtle Larrimore still face charges of gambling in recorder's court.

MCA Personnel Shifts To Coast and Florida

With Music Corp. of America getting more actively into the film end via its Hollywood office, Milton Pickman last week went to the Coast to work directly under J. C. Stein. Before leaving, he set the deal for Eddie Cantor to do a week of vaude for the Shriners benefits. For the last couple of years Fickman has handled hotel and cafe placement for MCA and been personal manager for Ted Lewis. Move is a promotion. Sonny Werblein, also of MCA, will leave for the Coast next Saturday (29) to handle Eddy Duchin during the latter's dates at that 'end. Manic Sacks, likewise of the NY. office of the agency, goes to Florida next Friday (28), to be gone about two weeks. Businers jaunt. With Music Corp. of America get-

McNulty Family Set For Vaude-Excursion

McNulty Family, formerly heard on station WHN and other N. Y. radio stations, will sail for Ireland June 30 on a combined yaudeville tour of the British Isles and a show-Celtic tribe, in association with op-

Celtic tribe, in association with operators of the Academy of Music. Brooklyn, has contracted for 100 cabins on the North German Lloyd ship, Columbus, to accommodate passengers participating in the cursion-show. They will perform nightly until reaching Dublin, where party will break up. Monily's will take up seven-week vaude tour.

Sherman's Flon

Philadelphia, Jan. 25 Philadelphia, Jan. 25.
Eddie Sherman, N. Y., and Philly
booker, who took over operation of
Steel. Pier. Allantic-Give, month ago
to put in vaude on weekends, is
abandoning the experiment.
He will fill out binder until Memorial Day with straight films. House
will arain he oncrated during the

will again be operated during the summer by Frank P. Cravett, with films, vaude and name bands.

More Legal Complications Over Bankrupt French Casino Corp.

4A's Story on Page 7

Developments in the Asso-ciated Actors and Artistes of America of concern to vaude, nitery, and burlesque perform-ers will be found in a story on Page 7 in the picture section of this issue. of this issue.

Slump in Film Prod. Plus the Gee-Gees Kayo L. A.'s Niteries

Los Angeles, Jan. 25.
Overcrowded litery field is caus ing bankruptcy groans and the mortality rate is doing daily climb. Wise ones among the bett bankrolled places are predicting the numher of hig apple spots will be halved before another full moon.

Operators are laying their plight to the current slume in film production, which has tossed hundreds of workers into the idle ranks, and to the heavy take of the Santa Anita mutuels. Close watch by dress-suited operatives of State Board of Equalization, charged with enforcement of the 2 am, clamp on liquor sales, has nicked the receipts of scores of places that formerly did their heaviest business aft legal closing.

closing.
Frank Sebastian's Cotton Club, which thrived during the dry spell and expanded on seats and entertainment following repeal, has filed 77-B, asking time to meet its obligations of approximately \$25,100 of which \$2,400 is listed as salaries to its 100 employees. Assets are fixed at approximately \$25,000.

at approximately \$25,000. Club Bagdad, operated by Gone Jarvis, and Felix Castle, owned by Alfredo Meynardi, both located in the flash county strip, have been thrown into involuntary bankruptcy on petitions of food, liquor and equipment creditors. Liabilities of Felix Castle are listed at \$14,183, with assets fixed at \$4,430.

Swing Club, one of the showler places in Hollywood proper, closed last week, with the operating man-agement announcing a new club would soon be launched on the strip.

Kavkaz, class Russian spot, which opened New Year's eve on site of old Cliff Dwellers, with \$15,000 rejuvenation outlay, has already changed hands, George Du Count, film player, taken over Jan. 15 and already deep in the grumbles.

BENNY FIELDS, WIFE IN BANKRUPTCY OUIZ

Benny Fields, the songster, and his wife Blossom Sceley, were ex-amined Monday (24) before Federal referee Oscar W. Ehrhorn in connecreferee Osear W. Ehrhorn in connection with their recent discharge from bankruptcy. Hearing was ordered by Federal Judge Alfred C. Knox at the request of Emil K. Ellis, attorney for Francisco X. Sauthelli, chiropractor and one of Fields' creditors.

Sauchell claims that their petition had falsely stated they had been residents of N. Y. district at least six months before filing of the petition, as the law requires. Hearing was put over for a week.

Fay's, Philly, Jacks Up Vaude Budget to \$4,000

Fays, Philadelphia, has upped its budget for stage-shows. House for-merly pegged its peak weekly talent, salary, nut at \$2,000. Spot will now go to \$4,000, which makes available names

names.
Eddie Sherman, the indie booker, who recently acquired the spot on a lease, tilted the budget to get bigger shows and brighter names to compete with the Warner nabes in the Philly area, which have gone flesh with weekend policies.

Bill at Fay's last week co-head-lined Helen Morgan and Eddie Pea-body. Next week, N.T.G. and his girl show will play the spot.

The XYZ. Corp., which took over French Casino, Inc., operators of the defunct French Casino, against which an involuntary petition in bank-ruptcy was-recently filed in the N. Y. federal court, on Thursday (20) reciprocated and entered a similar petition against Paris In New York, Inc., which was the producing corporation of the French Casino shows, Harry, V. Chasen, trustee for X.Y.Z., claims the producing outfit owes the some \$187,000 for breaching a contract held between the New York corporation and the London Casino, Ltd. Federal Judge Henry W. Goddard has directed Jack Shapiro, Louis F. Blumenthia, Ciliford C. Fischer and Charles F. Haring, who were connected with Paris In New York, Inc., to appear for examination relating to the producing outfits finances.

York, Inc., to appear for examination relating to the producing outline from the examination relating to Max Schwartz, counsel for the X.Y.Z., trustee, the four men are to be questioned concerning the breaching of the contract with the London Casino under which Paris In New York, Inc. was to ceive over \$75,000 in exchange for transferring the show and its property to London. It is claimed that after the scenery, costumes and other fixtures had arrived in London, Sischer caused the English Casino to break the original agreement and transfer the contract to him. X.Y.Z. claims it is entitled to the money which Paris In New York, Inc. would have collected under the London agreement. Instead, it is claimed, Pischer benefited by the deal and X.Y.Z was left in the cold as far as repayment of the \$157,000 advanced by it to Paris In New York, Inc. was concerned, Pischer claims, \$100,000 is due him from Paris In New York, Inc., and a suit to collect it was about to be started when the involuntary bankruptcy petition was filed.

Despite Cliff Pischer's intention to b.1 against the \$45,000 offer for the assets of the defunct French Casino, V.Y. they were sold last week to another, outfit.

Meantime, Pischer's \$225,000 claim against Blumenthal and Shapire started being arbitrated last Thursday. Another session is slated for loday (Wed.) at the offices of the American Arbitration Ass'n. House, Grossman, Vorhaus and Hemiley are acting for Fischer who at conclusion of the trial, returns to put on a new London Casino, revue.

THEATRE OPS ALLEGE CANTOR USED AS BAIT

Philadelphia, Jan. 25. Opinions of theatre operators and other entertainment purveyors here are mixed as to effect on local show biz of the big vaude and name band programs to be put on in Muny Convention Hall under sponsorsh p of Artisans (Shriners), fraternal society ciety.

Exhib argument is that Eddie Can

tor is being used as bait to sell the entire subscription series. Explained that at the \$2.50 rate, the single Canthat at the \$2.50 rate, the single Can-tor show will be at the pro-rata price of 28c. Showmen claim it's u fair competition for them to vie with fiesh talent at that rate. Cantor films are usually first-run at the Aldine, where the scale is 35-75c. Picts are rented on a 35-40% basis. Tentative p! to carry the squawk to 20th-Fox, ac-tor's home studio.

Kemp Gets Maxine Gray, **Now Carries 2 Vocalists**

Pittsburgh Jan. 25.
Bringing Maxine Gray from.
hollywood to join him for start of
Pittsburgh engagement at Stanley,
hal Kemp is now carrying tw
fomme vocalists, nor whom he
plans to drop within next 10 days.
Other gal is Rosalind Marcuis, former WB starlet, whom he picked up on,
he Coast a few weeks ago, before
embarking on present tour.
Kemp is alternating two singers
at different shows and plans to make
a final decision shortly.

a final decision shortly.

MARJORIE WHITNEY'S DEBUT

Chicago, Jan. 25. Marjorie Whitney debuts with her male band at the Chez Paree, Omaha,

Friday (28).

Miss Whitney was with the King's

Jesters for three years until recently.

Deal set by Leo Salkin.

Nitery Reviews

(Continued from page 48)

CASA MANANA

CASA MANANA

colonia and skilled attendents to administer an artificial ultra-violet; fast-action, two-minute, untan. Thus, it's Vitamin D with swing music. And white but a few try the phoney sunsine, it's good attraction to drag 'em upstairs so that invariably the bar gross better than just good.

Among other house renovations are the much deeper stage, otherwise the decor has been retained as is.

CHEZ PAREE (CHICAGO)

Chicago, Jan. 23.

Chicago, Jan. 23.

Chez continues to play to consisttity top trade garnering the bulk
the money business in the midest with an array of fine talent.
Elfa Logan and the California
arsity Eight share top billing on
p current lineup and rate their
adding spots.

headine spots.

Miss Logan is doing a better job at present than she did on her previous appearance in the Chez. She sings with plenty of power, and is enunciating clearly instead of garbing everything in jam style. Singing strictly pop tunes, Miss Logan

A BIT OF PROOF "WHITEY" ROBERTS

Always Working

Yesr, 1937

Jyric T. Indisnapolis

Faramouet Tr. Hinmind. Ind.

F. Paramouet Tr. Hinmind. Ind.

F. Paramouet Tr. Hinmind. Ind.

F. Hill. Belvedere C. Dar Moless.

Jies Modes Register Dinney.

Fall. Rasn. Lincoln, Neb.

F. R. Casino, Racine, Wis.

F. R. Casino, Racine, Wis.

F. R. Casino, Racine, Wis.

J. R. Casino, Racine, Wis.

Lepkor T. Terryville, Conn.

J. Gates T. Lowell, Mess.

J. Modern T. Pall River.

J. Strand T. Haverhill.

Elik, New London, Mass.

J. Modern T. Brockton.

Elik, New London, Mass.

J. Modern T. Brockton.

Elik, New London, Mass.

J. Modern T. Brockton.

J. Capitol T. Concord, Mass.

J. Modern T. Brockton.

J. Law William C. Concord, Mass.

J. Modern T. Brockton.

J. Law Relation C. Concord, Mass.

J. Hall T. Bath, Me. Y. C.

Freit Merchaute S. Moton.

A. Low Waters Club, Boston.

J. Law Relation C. Law Concord, Mass.

J. Hall T. Bath, Me. Y. C.

J. Fall Merchaute S. Moton.

Action Concord, Mass.

J. Hall T. Bath, Me. Y. C.

J. Law Relation Concord, Mass.

J. Kathers Club, Boston.

Meds Prod. Show, Boston.

Meds Prod. Show, Boston.

Meds Prod. Show, Boston.

Meds Prod. Show, Boston.

J. Capitol T. S. Law Beetlon.

J. Law Startes Club, Prode Concord, Mass.

J. Hall T. Modern C. L.

J. Law Mass.

J. J. Law Mass.

J. J. Law Mass.

J. J. Law Mass.

J. J. Law Mass.

J. J. Law Mass.

J. J. Law Mass.

J. J. Law Mass.

J. Kethy T. Portland, Me.

J. Kathy T. Portland, Me.

Reg. Show, and the state of the

IR Dealers, Sur-metric Picatiers, Show, Uhi, yptian T., De Kally, III, tsons, Peuria, III. trd of Balucation Stow, Chi miers, Assn. Show, Chicago Cunitol T., Wheeling Cr. T., Cincianut

rom page 48)

has 'em backed up with nifty musical arrangement and sells them with a pinnery, swingy delivery; She scored solidly at the opener, and had to give 'en two encores, finally being forced to speech away.

Decked out in white Light makes a smacking out in white Light makes as smacking thing through college tunes, army and navy coals and also the regulation chorus numbers out of the pop opefettas of the past decade. With their wardrobe, could include a Viennese tune of the Strauss type justifiably.

Single dancer on the show is Jean Mona, who tape smanship, especially, to the male sector of the audience. Crane Twins are two blond galdancers, who make an eye-filling aphearance. They have the basis of a strong turn, and need only an occasional trick to hypo it.

Grace and Nikko click with their comedy baliroom and dague own with the comment of the company of the comment o

LA CONGA, N. Y.

New trend in intime night life is sweeping, N. J. I's the idea that the customers would much prefer to amuse themselves than sit light aerient and the sweeping of the sweepin

the respective b.o. of spots of this caliber:

La Conga, wisely retaining a basic-ally, worthy rhumba combination, in this instance Panchito's oxchestra, solves its talent lure by merely-changing name bands. George Olsen is the new incumbent, and in view of Olsen also being a one-third partner in the International Casino, the latest and greatest in the mammoth nitery institutions, it more acutely points up the trade parallelism between this sort of a spot and the bigger fun factories. It's a safe venture that the Congas, Moroccos, et el., net more profit, with less nut, than do the Casa Manana, International and Paradis type of shows.

Olsen's new dance combination is

tional and Paradise type of shows.

Olsen's new dance combination is tiplon. It's built around the late Orville Knapp's combo and features Eddie. Howard and Harry Russell among the vocalists. Olsen has a class terp style and an effective Hammond electric organ backgrounding for his basically sturdy combo. Hilda Salazer continues as featured singer, with Panchito's rhumbaists.

El Cance Guartet is a new addition.

singer with Panchito's rhumbaists.
EI Caney Quartet is a new addition
for the upstairs bar Macchino.
The upstairs bar Macchino.
The part of the down and the second of the

MIDWAY GARDENS

(ST. PAUL) St. Paul, Jan. 23

(ST. FAUL)

Six months ago Freddie Schnickelfritz Fisher and his orchestra were
soing great suns, drawing the toptop of the second second secondconvert this spot from a second-rate
nitery into the Twi. Cities No. 1
socialite rendezvous. Now, four
months after, Fisher has packed and
gone, a new bunch of musickers are
doing themselves proud.

Rodeoliers, these
themselves, Three are brothers.
Daper Clarence Wallroff, found 'em,
and the second

the Old West manner. Where the Schmickelfritzers, leaned toward indigo the Rodeoliers are cleaner than the proverbial hound tooth. Their himor lies in their energetic, cray goings-on-plus their tricky arrangements, goody contraptions and outlandish attachments for their must

landish attachments for their musi-cal instruments.
Lifesize cow and horse wired for lighted eyes and various movable parts, including installation of a xylophone on the horse's back—and bagpipe ffeet via the cow's udder— are amply productive of laughs. Rodeoliers air 15 minutes nightly via WTCN, at 10:45, except Sundays, when they handle an afternoon stanza over the same station. Ifast.

CAFE MARGUERY

(HOTEL ADELPHIA, PHILLY)

would do better switching latter two with stronger Gazeite turn final spot.

Exceptional showmanly hand-to-hand balancing stuff, provided by Motter and Davis. In addition to having some really powerful stunts, they it look ultra-lough. More usual end of nitery bill comes in ballroom duo and femme terper and singer. Dance team, The Dilyons, do modern stuff in finished, interesting style. Utilize trick rhythm and more than usual series of the study of the st

Hawaiian Yacht Club

Hawaiian Yacht Club

NEW YORK

A citadel of wing along tempestions 52nd street, the new Yacht
Club has taken, an Hawaiian awa
and altered its appearance somewhat
to fit the new name, including addition of an Hawaiian trie and a couple
of hula dancers. With the change
of show, the club brings in the
Southern swingster Sharkey Bananas, with a band that'a as typically
Dixie in its swing rhythms and heat
as corn liquos.

namas, with a band that's as typically Dixte in its awing rhythms and heat as corn liquor.

Bananas, outry of Alabama, made something of a name for himself in New Orleans, from whence he migrated to New York a few months ago. He was for a time in Greenwich Willace at Nick's, this being his first engagement uptown. Bananas is a short, actionful fellow who has a decided Alabamy, accent and plays a decided Alabamy, accent and plays and interattating manner which too made to the short of the smacks out with his seven-piece band. Outfit came up with him from N.O. and is the swingy, slightly-noisy caliber of band that's well-known to those who, hot foot it in Dixte.

Dixie.

Bananas appears a fit for this spot and is likely to altract attention sufficient to get him somewhere up in Yankee-land. Along with him here is the Bob Matsu band, which afternates, under a policy of the club to keep things humming prefit much in ban until the uext normalization.

from 10 p.m. until 4 the next mainting. There is no set schedule on shows.

A trio from Matsu's organization works on the floor, stringing said serving as background for the floor of the

Alvin Fagerholm, a strabismic actordionist, the only non-singer, which is oke, since he's a whiz on the keyboard.

Gang is, aftired in bright-hued sath shirts and wears 10-gailon hals. Play against ranchhouse backdrops (York for some time since working all all stage props are strictly in

diction could starid improvement, as a molten-lava swingstress she's 100%. She sells herself very effectively even to an almost obvious disregard of voice Isself.

Gatile former over the Month of the

YACHT CLUB

(CHICAGO) Chicago, Jan. 23

Yacht Club, intimate north side spot, has been doing consistently good business all season with film good business all season with film names and vaude acts. Judith Allen is latest Hollywood import and foliows Litta Grey Chaplin as one of few from Coast who has something to offer. Miss Allen has appeared in vaudeville, but this is her first night club attempt, and her first time as a singer. That she makes a lovely appearance and puts her, ballads over nicely, should make her two-week stay satisfactory.

Supporting bill of adequate nitery strength, Tops are Burns and Moriarity and Dell, dancing act. Randall Sisters, sophisticated hillbillys, have been around fown on radio and clubs. Gladys Grane, soubrette, is in her 12th week as singing. Flagg, and Arnold, in hand to hand balancing, are two of the former Les Drehunes.

Al Goldman band also opened and will require a little time to adjust itself to limitations of this small intimate spot. names and vaude acts. Judith Allen

Saranac Lake

By Happy Benway

Revamped Chamber of Commerce here putting on drive for 1,000 mem-bership at \$10 a head. Meetings at local town hall, with flesh enter-tainment as a draw, going well. Sophie Tucker's Xmas greeting card voted the best of the year up-here. She crashes a newsheet, with her head sticking out, saying 'Greet-ings.'

Joe IATSE McCarthy, at the Will Rogers, then sent home, back here reozoning on Franklin avenue.

Garry (Brooklyn manager) Sid-greaves, ex-Will Rogerite and a sen-sational rib operation case, back for a series of bed routines. He's at 22 Church street.

Tommy (I.A.T.S.E.) Abbott, Pine Bush, N. Y., reports progress after Bush, N. Y., kayoing flu.

Russ Kelly (W.N.B.Z.) has head and chest cold.

Jean Hart, Washington, D. C., ex-politician and first nighter, who sum-mers in the Actors' Colony, floored by grippe.

Betty Davis, an old timer of the ozoning routine, packed her every-things and is now laboring in Gleus Falls, N. Y.

Harold 'Red' Washburn, Cleveland, here instructing any of the Actors Colony gang in the art of skiing that is, or course, with a medico's O.K

Bunny Berigans have left Couldn't take that spell of 45 below zero weather.

weather.

New town law stops all music at midnight. Local night spots all peeved as they are miles away from any curing cottages. There's going to be a court test about it.

Jimmy Marshall is back to Flushing, N. Y., and the Lambs' Club.

Write to those you know in Sara nac and elsewhere who are sick.

Youngman's Coast Bow

Henny Youngman left for Holly-ood Wednesday (19) to start an ngagement at the Trocadero Sunwood Wednesday (19) to engagement at the Trocade day (23).

It's his first appearance Coast.

QUIZ OF 2 STARS SET IN BENEFIT FRACAS

Theatre Authority will go before Council of the American Federation of Actors late this week with com plaints against Bill Robinson and Harry Richman for interference into its actor benefit collections.

Claim that Richman, second vice-president of the AFA, which has a working agreement with the T.A., deliberately injected himself into a situation in Miami, where he allegedly spoke unfavorably of the s and refused to recognize the T.A. while conferring with committeemen. Benefit was held night of Jan. 23 at the Cinema Casino. Miami.

The T.A. eventually collected \$150 of the \$250 it sought. However, Richman's actions, aggravated by his position, has steamed the T.A. plenty, and it will seek redress from actor and the remainder of the coin, place Y.M.H.A., of Miami, collector,

place Y.M.H.A., of Miami, collector, on black list.
Robinson instance came about when he went to the Astor hotel, N. Y., to appear at a political shindig. He also refused to recognize Alan Corelli, exce secretary of the T. A., who hadn't at that time cleared the benefit on alleged grounds that Robinson belonged to no organization. T. A. will pressure this also through AFa's union talent contract with the Cotton Club, N. Y.

BILL ANSON

NOW DOUBLING STATE-LAKE CHICAGO

YACHT CLUB CHICAGO Thanks to AL BORDE

WILLIE SHORE

Dancing-Singing Comedian

WANTED Male HYPROTIC SUBJECT

Write giving full det: regarding

Richman Langley, 146 West 4th St

CLIFFORD and MARION

SIDNEY FISHER PICCADILLY, LONDON, ENG

AGENTS

DOROTHEA ANTEL 128 West 72nd St., New York, N. Y.

AFRIQUE

CONCLUDED 13 WEEKS AT THE LONDON PALLADMI NOW FEATURED AT THE

RAINBOW ROOM

BORRY GOODA'N Victoria Hotel, York Thanks to SONN ROY

75 COPS PATROL CAFES IN PHILLY TO PUSH LAW

Philadelphia, Jan. 25.
Following blast by official of State
Liquor Control, Board that municipalities have been too lax in enforing beverage laws, it is reported 75
state cops have been assigned to
Philly each Saturday night to make
sure spots
observing midnight
closing rule. sure spots

closing rule.
Plainclothes gendarmes patroled niteries last two Saturday nights, but made no pincies, as most of the major quencheries had been tipped off. Really meant little, however, as hotels and other big niteries always padlock the bar at midnight. More intimate spots didn't seem to be othered, as licuor sales continued as usual until daybreak and later.

Proctor's, Troy, Quits Weekend Vaude Policy

Troy, N. V. Jan. 25.
Proctor's theatre, Fabian-operated, will discontinue is week-end vaude-ville-unit policy Sunday (30), and will go all-picture duals. Has been presenting stage show, with a feature film, half of the week, since early fall

clusively house follows the Palace another Fabian, Albany, which dropped vaudeville after trial some months ago.

Defer Philly's La Conga

Philadelphia, Jan. 25.
Plans to convert unprofitable Eng-lish Grille Room of Arcadia-Interna-tional, top. Philly nitery, into Spanish room tagged La Conga, have been pushed off until next fall.
Operator Art Padula is set on the

transfer, but feels work started no wouldn't be complete until la spring, which with summer slun following, would make it a bad mov clum

RERRY'S NARE DATES

BERRY'S NABE DATES
Vaule's resuscitation in the Pittsburgh area took place last week
when Harry Berry's unit, 'Sunkist
Vanlites', was the first fiesh show
to play the Leona theatre, Homestead, in eight years and the Capitol,
Braddock, in three.
Although houses are only two
miles apart biz was considerably
hypoed and stageshows may become
a permanent policy.



LOEW'S CTATE

Week Jan. 27

TEX LEWIS

Mgt M. C. A. Per. Rep., B. AMES, 1 W. 67th, N. Y.

-- RAY --VENTURA

and His ORCHESTRA tting the Pace on the Contin "CHEZ VENTURA"

CHAMPS ELYSEES, PARIS PATHE RECORDS

Radio—"Toulouse".

Luxemburg, ile de France
Management
Intercentinental Productions
30 Rockefeller Plaza

Lancaster Cafes End Shows as Biz Falters

Lancaster, Jan. 25.
With business at the bar and tables very down in the mouth, local night spots are cutting out floor shows. Three stem spots are with-out shows this week for the first time in several months.

Only outfits which really doing all right are social clubs and lodges. They pull the bulk of the week-end business.

GERTRUDE NIESEN AILS HALTS N. Y. CAFE DEBUT

Illness is deferring Gertrude at the Versailles, N. Y., and instead Phil Regan comes in for a fortnight booked by Paul Small of the Morri

Miss Niesen, held west by a cold will follow a fortnight lat

'39 World's Fair Seeks Ray Ventura from Paris

Kay Ventura from Paris is Negotiations have started to bring Ray Ventura from Paris to N. Y. for the 1939 World's Fair. 'Leo Resman's engagement at the Paris Expo last summer creates an opportunity for a reciprocal arrangement. 'Ventura's band consists of 22 men, comprising a complete variety within the orchestra, and is more or less a Continental replica of Fred Waring's band.

New Acts

3 HARVARDS Comedy Juggling 10 Mins. Nixon Cafe, Pitts

Nixon Cafe, Pitts.

Expert juggling act making laugher its store juggling act making laugher its store year. The source of the store of

and receiving, too.

Pair of them are supposed to be amateurs who' being taken into the act by a pro, running gag being when they miss that it's the No. 4 club, a hoodoo. On an intimate cate floor, slick tossing is good for excitement as well as belies since the ringsiders are constantly ducking subconsciously. Ace turn for a floor and can fit into the stage scheme as well.

Cohen.

ELTON and RITA

Adagio 5 Mins, Plantation, New Orleans

Plantation, New Orleans
Elton and Rita are just another
adagio act, not helped either by their
nondescript presentation in a masscapacity, no-couvert, no-minimum
joint in New Orleans' Vieux Carre,
the old French Quarter. But they
have something particularly Elton,
wides phyloque is very Weismuller,
maste helds.

nastic holds.

Looking well in abbreviated costume, he handles his partner with east and the little house letty, suggest, and the table handles possibilities. Even here, in the Greenwich Village of N.O., in a spot run by Pete Herman, ex-pug, they stood out against Dave Winston's dansapation. Abel.

THREE QUEENS

Dancing 7 Mins. Strand, Brooklyn, N. Y.

Nice-looking femme trio in decol-lete getup doing a rhythm tap rou-tine for an opening. Mild eccentries and deft challenge teching follow. Sexeroo stuff, other than costuming, bringing in some wiggles, pale binno-ing, etc., curtains for girls.

ing, etc., curtains for girls.
Clad in transparent one piece biue
pajamas (shorts underneath), girls
present a plenty good initial act, with
just enough heat interest to get by
anywhere. Good nitery be. Nothing suggestive, but nothing rverlooked. (Not new—Unlisted.) Hurl.

JACK POWE

Just Returned from a Successful European Tour HELD OVER -

SECOND WEEK (JAN. 28) ROXY, NEW YORK

Direction: LEDDY AND SMITH

PHILLY CAFE REHIRES **BAND TO AVERT STRIKE**

Philadelphia, Jan. 25. Philadelphia, Jan. 25.
Threat of a tooters' strike and
legal action against the Hotel Phillegal action against the flotel Phil-adelphian's itery, Mirror Room, were averted last week when soot rehired the Joe Milekopt orchestra. Agreed to Class B scale until March 1, or as long thereafter as hitery re-mains open for the season. Bud Crawford, Jr., op of the hotel, claimed right to fire Milekopt on

claimed right to fire Milekopf on contention band was under contract to Harry Pearl, booker, who had spot on a lease. When Pearl left, Craw-ford maintained, the ofthestra bind-er no longer bound.

Gothia First Paid Sec. Of Philly Eatery Groups

Philadelphia, Jan. 25.

Philadelphia, Jan. 25.
George Gothia, former assistant
manager of Hotel Adelphia, has been
named first paid secretary of the
Philadelphia Restaurant Ass'n. He
will carry out plans laid by Art
Padula, operator of the Arcadia-Padula, operator of the Arcadia-International nitery, and prez of the group. Aims are to get rid of rack-eter unions, establish a credit ex-change and an employment bureau. Headquarters for Gothia will be in the Arcadia.

• 15 YEARS AGO • (From Variety and Climer)

Paramount listed 'red' and 'black films for current releases. Idea was the reds were tops and should get more money. Had 11 in that class and 26 blacks. Withdrew Covered Wagon' for special listing.

Indi exhibs clamoring for cir-cuit affiliations. Figured to share the booking advantages.

Famous Players (Paramount) announced it had paid Steve Lynch \$1,90,000 for his Southern Enterprises. Of this \$400,000 was in cash the remainder being 15,000 shares of F. P. stock. Included his five Par exchanges, but not about a dozen independent ventures.

Joe Howard showing his new revue, with Ethelyn Clark, at the Riverside. Carried 22 people. Opened with a motion picture of all the players in street attire. Voted the best of his many productions.

Jean Acker, Valentino's first wife, trying vaude to collect on her husband's name. 'Con' said as an act'it was 'mashed potatoes.' But it got the coin first time around.

Phil Cook tried out as a single, iked. Had been teamed as Cook and Sylvia.

Mix up had Frank Farnum on the bill at the N. Y. Palace with Vin-cent Lopez. Farnum had a band too, working like Lopez.

Richard Keane dropped off the Riverside bill because there were no lines for his settings. Joe Howard's act took them all.

Colonial, N. Y., first big time house to try the local talent gag. Had 24 girls working in Fred V. Bowers act. Line work and solos. Not so bad on the stage and a wow at the bo. All their friends came.

Broadway shows on the upbeat. Receipts up to wartime prosperity and looked to hold up until Lent.

J. J. McCarthy planning new ride for Columbia Park, Union Hill. N. J. Called 'A Trip to Paradisc' and featured spiritualism.

Municipal theatre, Northampton, Mass., did a business of \$67,423 and reported a profit of \$66.48. Trustees ordered up for a quizzing.

VARIETY threw a bomb into booking agency circles with an expose of graft. Vaude Managers Protective Assn. investigating.

American Society of Authors Composers and Publishers mailed out 100 radio licenses to broadcast copyrighted music. Figured on an in-come of \$150,000 the first year. Tops was \$5,000 fce.

Artois and Brother, trying out a perch in a Brooklyn theatre, let the pole fall into the audience, siriki.;g a woman. Her lawyer sued the booking agent instead of the act or the theatre.

Unit Reviews

SENSATIONS OF 1938 (ORPHEUM LINCOLN)

Lincoln, Jan. 23. Lincoln, Jan. 23.

Rosita Royce, former dove dancing nude, who has gone soft-pedal on the latter, was slipped in here with Sensations for a bit of marque help, after negotiations for her to help on a previous show two weeks ago fell through. Gross was above the speed lately, which must be in tribute to her and not the rest of the show.

ago fell through. Gross was above the speed lately, which must be in tribute to her and not the rest of the show.

An expectation of his been juggled as a second in title quite a bit, but the did not seen that the second ingredients. First place, the show's in bad taste for a family theater rocking the rafters with hells and damns, as well as using a strip-tease in the No. 2 spot. One-portion so bad, with Blubbles Desic hitting with Joe Lewis, m.c. that manager yanked. Loilta and Ardo get the opening as grown of the second second in the second second in the second second in the second second in the second secon

FRENCH MODELS

FRENCH MODELS

(CAPITOL, ATLANTA)

Aloddie's Punch and Judy act
and his dancing puppet doing the
shag to 'Christopher Columbus'
clicks big for this eight-ign' line
unit. Customers go wild over act
and Goldie has to beg off.
There's 20 in company, seven of
them bandsmen under lcadership of
Joe Vernon, drummer, 'Shades of
Hades,' by band, with blond Jewel
Harris waving stick, starts things.
Bob Roland, mc., joins femme and
they do intro parody to You Can't
Have. Everything, 'line coming on
for a buck and strut, number to
Stann Takes a Holiday.

Mille, Fauline, slinky wine-colco 'Tempitation' and as followed by
Rifa Kay Burke, who sings 'That Old
Reeling' and 'I Know Now' over p.a.
system to good reception.

Roland and Henry Kaplan, dead-

htta kry bilkre, who ships that on, system to got Heceplin's, ystem to got Heceplin's system to got Heceplin's system to got Heceplin's system to Marie, bandsmen helping out with sinding. Creditable acro dance turn to yagile June Rollins follows.

Harris femme then leads band in three swift hot numbers—Posin, Peckin and Jazznocracy, featuring Saul Diamond, trumpeter. Touch of

The THEATRE

novelty is offered by Nevida, who eats glass, phonograph dises and cazor-blades, but, act fails to get year. It needs buildup, since remespeaks poor English and shouldn't be working alone. No fake, extraordinary diet permits Norida to make two daily appearances crily.

A "Native Beauties' production number, featuring line girls in pairs, dressed as femme of various countries, ends with Yiddish finale, with Shirley Lind in spotlight. Roland and Kaplan do a comedy bit here in one, while Goldie's Punch and Judyshow is being set. After Goldie begs off, Roland sings, 'Old Man River and band swings into 'Mama Don't Allow,' with line girls working in pairs, pecking, shagging: hoofing and trucking. When they all get on, rest of company follows, sing theme song of company follows, sing theme song, 'You Can't Have Everything,' and

of company follows, sing, incire sought you Can't. Have Everything, and traveler closes.

Show caught was clocked in 52 minutes and management later seisored it to 47 by eliminating hiptwisting temptation dance and mc. song, which speeded things along. A breakin date, things didn't run off so smoothly, but is potentially a fair pleaser. Company jumped here from N.Y. on chartered bu and personnel was pretty fagged out. Band does very well. Ted Wilde is owner and producers.

Pic is 'She Loved' a 'Fireman' (WB), Big full up. Lucch.

Mai. Bowes' International (ORPHEUM, LOS ANGELES) Los Angeles, Jan. 23.

(ORPHEUM, LOS ANGELES)

Tenth Major Bowes unit to play this house in past three years stacks up as worthwhile stage fare. Most of the turns are unquestionable amaturs, although several of the acts gift had previous experience of having had previous experience that the company of the company

Tommy Trent's London Click

London, Jan. 25.
Tommy Trent, after four weeks of suburban pantomiming, clicked solidly at the Holborn Empire here this week.

The McCabes HOLLYWOOD SWINGSTERS

This Week, STATE LAKE, Chicago Week Feb. 4, Toronto, Can.

of the STARS

EW BLDG. ANNEX 160 WEST 46TH ST. NEW YORK Bryant 9-7800 GENERAL MANAGER SIDNEY H. PIERMONT BOOKING MANAGER

16,000 See Sonja Henie Click At Mad. Sq. Garden with Ice Revue

Mad. Sq. Garden with Ice Revue

Sonja Henie, whose simusical Happy Landing. Current at the Breself with a swell less than a state of the State of th

STANLEY, PITT

STANLEY, PITT

There's always an open spot for Halk Kemp's chapeau on the Stanley's hartack. He's money in the bank, and plenty of it. House is a summer of the bank, and plenty of it. House is a summer of the bank, and plenty of it. House wather conditions, with another mon waiting to file in at the break. Added prestige since last visit, nearly two years ago, via the rado, hasn't hurt any, as the bo, so emphatically asserts. Music still applicably asserts. Music still applicably on the rado, the still application of the still application o

then whocks out a pleasing session of hooling, roping and baton-wield-in hooling, roping and baton-wield-in hooling has been been so that the hooling has been and you're a Sweetheart. Both helped along skillfully by Davis, and you're a Sweetheart both helped along skillfully by Davis, and put over. The Three Wiles, in three-way hooling and, okay quick change hilo Prench widen solders, and control of the state of the property of the state of th

STATE, N. Y.

Proceeding this week run to straight vaudeville. Bill could have been laid out with more of an eye to diversification and spotting. Also, for a change, there could have been a heavier sprinkling of ... on the distant side; two shapely little wrens in the opening acrobatic act practically sum up the eye-appeal quota. Other than the limited amount of things, sum up the eye-appeal quota. Other than the limited amount of things but the standard of the eye of the standard of the eye of the standard of the stan

As nicely into the current entertainment groove. Performance caught Thursday evening disclosed much satisfaction.

Headline designation goes to Jack LaRue and Vince Barnett, who make it somewhat more than a zephyr from Hollywood and a quick pickup between pictures. Their routine carries a lot of laugh ammunition and, aside from the p.a. twist, gives all the service necessary for next to closing. LaRue wants the customers to know that, away from the camera, he's no store that the service necessary for next to closing. LaRue wants the customers to know that, away from the camera, he's no store that the service necessary for next to closing. LaRue wants that takes the roughing and LaRue the admiration of the dames; latter is not only handsomer off the screen, but so wears his clothes as to set off a husky pair of shoulders. LaRue seeks also to show that he's a serious actor in his own right by doing what he describes as an impersonation. Othis Stinner in debatable, but the response indicated he had 'em pretty well sold on his conception of a tough but love-tormented toreador.

Secondary billing falls to Count Basic's colored contingent of swing instrumentalists, vocalists and hoofers. Band doesn't seem to have what it takes to stir vaude audiences in a big way. Basic's swing contingent has tenanted for the most part the roomier dancehalls, and his style of thythmic thooplar leans much too rismption. Latter short should have the most part the roomier dancehalls, and his style of thythmic thooplar leans much too rismption. Latter show and James Rushing land solidly. Miss Holiday, who rates high with the swing fanciers among phonograph Holly and the swing land and solidly. Miss Holliday, who rates high with the swing fanciers among phonograph throw their feet and every other appendage of their anatomies into a cyclonic melange of rhythm with excellent results, while Rushing approximates Fats Waller's heft, and he goes the latter one better in giving lycial volume to sepina backreoc lamentation.

Seve Evans precedes t

Jyrical volume to sepia backfence lamentation.

Steve Evans precedes the LaRue-Barnett combination with some advoiced of the combination with some action of the combination with some the combination with some combination with some combination with some the combination of the com

Phantom of the Optera.

Opening period has Herbert Renard, iron-jaw specialist on the trapengrand two Jung lookers drumpengrand Lewis, deuce-spot occupants do a two man-woman adagio burlesque that's good for laughs. Nothing Sacred (UA) loss the screen bill. Business good. Odec.

EARLE, PHILLY

EARLE, PHILLY

Philadelphia, Jan. 23.

Strongest straight vaude combo to thit the Earle in months on boards this seas. Results benty in evidence exceeded only by top name band hunts. Ticket footage especially gratifying to Warner management in view of comparatively light nut. Pic is She's Got Everything' (RKO).

Principal mazda comeon and larged by responsible for good biz is Judd Canova. Hillbilly cashed in heavily here on publicity of coupla months or ago that McCarby and Bergen and surprise as heavy draw. Works with sister. Annie and brother Zeke in neat mountaineer chirp act enlivened by femme's natural comic aptitude. First vaude date in more than two years has trio bit jittery, but they read to the strain of the st

proceedings m.c.'d by Benny Rubin.
Latter is thoroughly satisfactory.

Opening and closing bill are the 12 Aristocrats, mixed combo, who do two neat routines of precision tap and acro terping. Followed by Roy Smeck with banjo single, who gets, healthy, share of hand patter with imitations of three banjos, sweet must or Robiectric guitas and mime of Child and the state of the stat

LYRIC. INDPLS.

Indianapolis, Jan. 23.
Ted Weems and his orchestra are right in the groove with a show that rides along swiftly and has plenty of popular appeal. Favorities of his air program click solidly before the footlights and extra talent is youthful peppy and expert. Weems himself handles the show smoothly as m.c. and baton waver.

After one weems always become

me. and baton waver.

After opener, Weems always keeps someone working down front. Deuce spot is taken by Gloria Day, comely tapster, who does two numbers and finishes with a clever routine to 'Rosalie.' A novelty band number follows, which introduces various members of the band as they come down to the mike and play comedy instruments;

ments:

Tommy Martin, young magician, presents an okay routine of card and coin maniputation, a nifty egg trick, and the familiar lighted cigaret; bit. Weems capitalizes on this act to establish Red Ingle, one of his bandsmen, as a comedian, Ingle interrupts with several bungled magic tricks that get extra laughs.

that get extra laughs.

Twelve-year-old Marilyn Thorne, pop singer with plenty of personality is more than equal to the job of holding down the following spot. So less the course Party, Dissolution of the personal to the party of the personal to the party of the personal to the personal to the personal to the personal to the personal to the personal two effective dances in unison.

Party Commenced Thus

Doodle Band as encores. Readinger Twins next present two effective dances in unison.

Perry Como croons 'True Confession.' Once Rose' and encores with Once In A While' to good returns. Another one of the band's solvists, with a fadlo following, is Elmo Tane show from this point. He does Bei Mir Bist Du Schoen,' one vocal chorus and one chorus of his top-noth whistling. 'Nol' is whistled to socko returns in the next spot. Ingle then comes down to join Tanner in 'Wreck' of Old 97' and 'Wherever You Go,' Many neat bits of comedy business are worked into the numbers by the two.

Weems then presents them in his reelly hit, 'Martins and the Coys.' Twelly hit, 'Martins and the Coys.' Twelly hit, 'Martins and the Coys.' Twelly hit, 'Martins and the famous 'feud' on a scrim, behind which is the band doing the number in hill-billy glee club style. 'Invisible Menace' (WB) is pic, and standees were everywhere at final show Friday (28).

ROXY, N. Y.

House is apparently cutting corners on the strength of the Sonja Henie-Don Ameche film, Happy Landings (20th) (Reviewed in this issue of Vanery). Stage portion of the bill is passable, but little more.

the bill is passable, but little more.

Headliner, and sock of the show, is Ray Heatherton, bartione, recently in the legit Babes Arms. Strangely, he doesn't offer a single one of the hit tunes in that musical, although. The Lady is a Tramp, 'Where or When' and 'Johnny One-Note' are all still alive enough to warrant it. Heatherion should skip the glad-to-be-back-at-the-Roxy spiel. Also includes a questionable gag in his current routine. However, his manner is ingraliating, voice is big, clear and melodious and diction is fine. Offers four numbers.

Back for his unteenth date, Jack

clear and melodious, and diction is inne. Offers four numbers.

Back for his umteenth date, Jack Powell repeats his standard black-face comedy drummer, act. Couple of minor changes have been made over a period of the last five or so years, but essentially it's as always.

Gae Foster Girls have a couple of fairly standard dances this week, and couple of more than the standard dances this week, and couple of the standard dances this week, and couple of the standard dances this week, and couple of the standard dances this week, and the standard dances the standard dances the standard dances the standard dance of the standard dances the standard dance of the standard dances of the standard dances of the standard dance of the standard dances of the standard dances of the standard dance and delicate the standard dance of the stand

Edna Hall.

Five Jansleys, standard balance-tumbling act, offer sock six minutes, Two large lads lie on their backs in risley cradles and toss the three smaller boys around, etc. Variations are on a familiar theme.

Jan Hall Standard Sta

are on a familiar theme. Unusual is a dash of comedy.

For a slow-opener, the Roxy had a surprise opening. (Friday) night, Ethet Merman told the breathless Roxy audience that (a) she was so glad to be there, (b) N. Y. was her so that the surprise of the

FOX, DETROIT

Detroit, Jan. 23. Detroit, Jan. 23.
Pretty strong lineup here currently, but show runs way overboard in 70 minutes, or almost half hour longer than usual. Coupled with 90 minutes for flicker, Manhattan Merry-Go-Round (Rep), plus shorts and overture, show runs almost three

movelty hit. Martins and the Coys. This has been enhanced by the addistion of a specially made three-minute motion picture. It shows the famous fleud on a scrim, behind which is line band doing the number in hills and one that the control of the

confession of guilt though no motion pictures could be had of the victim or kidnaper, was nicely put together, Graham MacName's narration helping paramount's, views of zoo inmates at Detroit gets a rise from audience because of clever, animal, photography. Par also chips in with start of Navy's mass flight, to Hawaii, showing alert cameraman.

Benny Goodman's concert Pather and the start of Navy's mass flight, to Hawaii, melling and the cording uneven. Movietone advances something different in treatment of fashions as Lowell Thomas out-talks a femme commentator in describing male garb with feminine apparel, playing second fiddle. News of Day registers some interest shows of Day registers of the protein of the prot

Embassy Newsreel, N. Y.

Embassy Newsreel, N. Y.

Lineup of newsreel clips runs about same here as at the new Trans-Luxer, which plainly indicates currently weakish crop of film material. Editorial staff of Emb is fully ognizant of this, using discrimination in getting best out of footage. With March of Times 'Inside Nazi Germany, 1938' obviously big box-office because of controversial bally and newspaper publicity, two-reeler get lead-off spot.

M. of T. devotes entire length to

Trans-Lux, N. Y. (NEW)

Trans-Lux added another commodious, popularly priesed short-feature thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary thearre to its chain last Pridary the premiers was a natural builds. The premiers was a natural builds with the premiers was a natural builds. The premiers was a natural builds with the premiers was a natural builds. The premiers was a natural builds with the premiers was a natural builds wit

SHEA'S, BUFFALO

VARIETY HOUSE REVIEWS SCALA

(REPLIN)

Berlin, Jan. 18.
Bill gets off to a rousing start with Bill gets off to a rousing start with the pop comies, the perennial, wise-cracking Claire Waldoff and goofy-panned Wilholm Bendow entering on horseback. After the sparring of this risley due there's no doubt that everybody happy. Scal'r line of 20 is much improved since debut.

everybody happy. Scal'r line of 20. is much improved since debut. Willy Woltard, guy with the natty hat tricks, clicks with swell, juggling. Next niche is filled by Henry Lorenzen, a sketch without words. It is a far to be a state of the s

recuive costumes with red and white reversible capes. Goyita Herrero, black-haired beauty, does a Spanish terp with much castineting and temperament.

Ladoumegue, marathon running champ, speeches in Fronch and goes into his daily dozen broad jumps in the air. Then, on a moving band, he but so not become the control of t

dow in the part. When caught customers seemed to think it was funny.
Peter Igelhoff, at the piano, plays
and sings his own cleffings, best
Ignown among them being You, You
Little Girl from, Paris. He goes
over okay. Lottle Mayer's girls, here
direct from the Met in Boston,
caused a buzzing both of press and
would heart has been been been
and the best been been been
to be the best been been
to be the best been
to be the best been
to be the best been
to be the best been
to be the best been
to be the best best been
to be the best best best best
more than the best best
pone into the large tank of water,
which is on stage, shed the duds and
reappear in tights. Then they put
on an effective diving exhibition,
after which they plung for a second
deshabille, 'emerzing in spangled
what-nots to farm a lovely picture,
for the finish.

A parade of famous rivers follows SHEA'S, BUFFALO

Buffalo, Jan 23.

After 22 months under the base of the control of the part of the pa

surefire picno-accordion specialty. Band, while up in years; give hot-licks of Tiger Rag and sizzling 25-year-old arrangements that echo from New Orleans.

from New Orleans.

Dorothy Byton girls' (12) bicycle number is a worthwhile unison novelty, new stuff for this town. Sunnie O'Dea, dainty blond, registers as a tapologist. Ross Wyse, fr., and June Mann easily get over with a ritzy routine of aerobatic terps.

routine of acrobatic terps.
Just shead of the finale, Marlyn
Stuart is brought to the mike for her
'Mama, oh mama, that man's here
again line which she does with Murray on the 'Hollywood Hotel' air
show.

On the screen, 'She's Got Everything' (RKO).

STRAND, B'KLYN

If the shows presented here continue good pace, house can't mis application of a little elastie to the two-day weekend stretch. Bulging benches and audience enthusiasm at test to this Management keeps promising more but is apparently being very cautious about expanding.

promising more but is apparently being very cautious about expanding. Three Queens (New Acts) open in a dancing clicker, Vet Reynolds and White, mixed musical-comic team, it the second rung with a resounding wallop. Heartening reception accorded their bulb-lighting noses, exploding hats and pants, backfiring fiddle, etc., and moderately good music was only topped by finale expose When comic uniform of one drops, revealing a flashy dame. Eddie White, no newcomer, although appearing younger than every still, peddles his wares with an expertness that few can match. Novelty songs, Yiddish yarns and general verbal tomology clicks big.
Nick Lucas adds his very familiar informal singing and stringing. Bel Mir Bist Du Schoen' and 'Ah Marichightight as auditors join in choruses. Bobby Pinkus' low but hysteri-

Mir Bist Du Schoen' and 'Ah, Maric' highlight as auditors join in choruses. Bobby Pinkus' low but hysterianties is just 'what the doctor ordered for a fadeout, but the Liazeed Arabs, tumblers are last. Pinkus' comic self slugging, his r.i.ke-loving crooner and baby recitation has 'em in the aisles. Bits ultra sevol dessed partner. Ruth Foster, braces 'em up again quickly on her second appearance in a fetching outful.

Arabs have closed plenty of shows with a bang and would have done so here if not preceded by so much heft. What looked like new costumes and new balancing and supporting (eight men supported by one) was tops in the Arabesque style of vaudeville but something, of a dropoff. Not enough to hurt, though.

Films, 'Crashing Hollywood' (RKO).

Films, 'Crashing Hollywood' (RKO) and 'Mr. Boggs Steps Out' (GN) round out three-hour show. House capacity.

ORPHEUM, MPLS.

Minneapolis, Jan. 23.

Answer to Ted Lewis' 'Is Everybody Happy?' is emphatically in the affirmative here this week. It's the first vaidfilm show for this town in many a day and, moreover, it's tiptop entertainment from start to finish.

finish.

Lewis has assembled more and better talent to augment his top-notch band. Staging and dressing radiate class, while Ted's superlative showmanship enhances the entertainment's effectiveness.

radiate class, while Leds superlative showmanship enhances the entertainment's effectiveness. Vari-colored pillars create an artistic background for the 15 musicans, who present a natty appearance of the proper of the colored pillars of the proper of the colored pillars of t

ciently thrilling and during to evoke gasps out front.

Lewis brings on Loretta Lane, control and aerobatic dancer, with a million dollars' worth of looks. Another aerobatic dancer, Ray Royce, does a drunk number that scores, solidly, 'Snowball' Whittier does Me, and 'My Shadow' shuffle number with Lewis Band's best bet combines conedor. That Old Million of the control of the co

ence.
Screen has 'Bog, Borrow o' Steal'
(MG), Good crowd at the last opening day matinee performance.

Lices.

Adulty for meals and entertain guests.

New York Fair's clubhouse ready for occupancy in May.

ORIENTAL, CHI

Chicago, Jan. 23.
There's, a nicely rounded stage show here this week but it lack marquee strength. March of Time's Nazi reels, well publicized by earlier ban, responsible for much of the at-

ban, responsible for much of the attendance.

Hild ballet opens in a lively number, followed by Frakson, the magician. Foreign import has polish and deception and should register much stronger. Lucille Johnson, diencer, could use more makeup, Flaming red gown is in too much contrast, causing maskin appearance. Sings three numbers pleasantly.

It isn't until Tip, Tap and Toe are half through third spot that the auction of the stronger in a funder production number, with Tip. Tap and Toe as Sclassie and two aides. Sybil Bowen captures audience fancy as a splend delineator of character-ations. Hild ballet backgrounds for Misnone, whose control work and limb control to the strong day big was the some controls work and limb controls do the strong day big was

At third show opening day biz was off. Pic is 'Penitentiary' (Col).
Loop.

39 Fair Plans

(Continued from page 1)

has been reached regarding the number of performances a week if plans for the 40-week season during 1938-

for the 40-week season during 1938-39 go through.
Authorities at the New York World's, Fair are beginning to get peeved at the stalling around they suspect they're getting from the networks in connection with their requests for free broadcasting periods. Fair exploiteers would like to start off with a schedule of a 13-minute program over a stretch of 13-weeks but the webs want to decide on what their policy will be toward the exposition before allocating any schedules.

locating any schedules.

General feeling among New York broadcasters is that the Fair's operators aren't doing anything to make it easy for radio in the way of ground space deals. Columbia had an option on a site but recently let it lapse and has since made no move toward picking another or working out some building arrangement. One thing that the networks want to avoid is going overboard on the exposition as happened in the case of the Chicago World's Fair. If any free time is allotted it will. If any free time is allotted, it will be strictly on the basis of public interest and entertainment.

interest and entertainment.
Tentative plans for participation of
the theatre in the New York World's
Fair of 1939, were discussed this
week by Burgess Meredith, acting
president of Actors Equity, with
Grover Whalen, head of the fair
association, and John Krimsky, acting director of entertainment.

ing director of entertainment.

One tangible idea outlined was the creation of a Shakespearean theatre to be located, the Old England sector of the Fair's amusement zone. It would be constructed and operated by cotter reports. by acting groups, having a seating capacity of 750 to 1,000. Orson Welles, of Mercury theatre, is credited with being interested in the project.

or with being interested in the project.

Preliminary conversations also were held on the sort of exhibit that might be constructed to represent nearly the whole amusement industry. In discussions this week, the idea of having every phase of union activity, including musicians, actors, stage hands, costumers, electricians, etc., represented in the exposition's industry exhibit were advanced.

Additional parleys with Fair officials in framing the scope of amusement industry participation doubtlessly will include representatives of the picture business, John Golden

iessiy will include representatives of the picture business, John Golden and others. Merecith's confab was to outline actor and union side of proposed exhibits and any plans they might have for a theatre project. ab side or they

might have for a theatre project.

Ritzy club, with members exclusively from firms having an interest in the fair, and fair corporation executives, is being formed for New York World's Fair, with \$250,000 clubhouse now under construction on the Mendow Lake lagoon at Flushing, L. I.

clubhouse on the Meadow Lake Flushing L I.

Organization with wining and dining privileges is not unite ones at the Chicago and Cleveland expositions. Chi's club actually made the purpose is simply high-class positions. Chi's club actually made money though the purpose is simply to provide an exclusive high-class spot for firm officials having activity in the fair. Thus, General Motors officials who will be on fair grounds in next, six or seven months while the auto firm's building is going up will be able to use club facilities daily for meals and entertainment of unests.

New York Fair's clubhouse will be

Variety Bills

NEXT WEEK (Jan. 31) THIS WEEK (Jan. 24)

Numerals in connection with bills below indicate opening day of

RKO

BOSTON Meniorini (27).
Donatella Bros & C
Heetor & Pals
Hartmans
Benny Fleida (20).
Chester Hale Girls
Hudson: Wonders
Harriet Hoctor
Gil Lamb
Mitzi Green

zi Green CIJICAGO Palace (28)

DeCardos
DeCardos
Sylvia Froos
Diamond Bros
Misha Auer
Irene Vernalijian Co

CINCINATI
Simbert (28)
Beitre (28)
Beitre (28)
Den Cummings
St Moritz Ice Fol
Dorottly, Byton Ciril
Ross Wyse Jr
Sunny O'Dea
Dikleland Jazz Bd.
CLEVELLNB
Palnec (28)

Palace (28)
Petardos
Pred Sanborno
3 X Sis
Mischa Aver
Irene Vernillion C

C11)
Ethel Waters Co.
PROVIDENCE
Fny's (27)
Fats Waller Ore
SCHENECTIBY
Proctors (27-29)
H'wood Bd Wagor

JAY and LOU SEILER

APPEARING IN

SONIA HENIE ICE SHOW

Now at
MADISON SQUARE GARDEN
NEW YORK
Dir.: LEDDY & SMITH

NEW YORK CITY
Nick Kenny
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)
Hense (27)

Norfolk
State (28)
H'wood Hotel Rev
PITTSBURGH
Stanley (28)
Ted Weems Orc
WASHINGTON
Capliol (28)
Chester Hale Co Capliol (28)
Chester Hale CoSid Gary
George Prentice
Stuart & Martin
Rioh'ds & Adrienn

Paramount

NEW YORK CITY
Paramount (26)
Benny Goodman Or
BUFFALO
Buffalo (28)
Josef. Cherniavsky
DALLAS
Majeatle (28)
Jim Lunceford Orc

Howell & Harri Ralph Brown Babe Matthew. DETROIT Michigan (28). Bowes Collectans SPRINGFIELD Paramount (28). Bowes Swing Sho

READING
Astur (27-29)
eiss Tro
bby Pinkus
ick Starnes Co
WASHINGTON
Earle (28)

Eenwick & Cook Harris & Shore Carl Ereed Co 12 Aristocrats Irene Beasley

Warner

BROOKLYN

BROOKLYN
Strind (20-30)
Art Jurrett
Red Donalte III
Red Donalte III
W Earle (23)
W Earle (24)
W Earle (24)
W Earle (25)
W Earle (26)
I Howard
Mital Grea
Bob Hall
7 Danwills
7 Danwills
7 Danwills
7 Danwills
7 Danwills
Rob Hall
Rob (21)
Judy Canova
Annie & Zele
Benny Ruhin
Roy Smed
Led Afstockate
Led Afstockate
Led Afstockate
Led Afstockate
Led Afstockate
Royello Brus & S

Geo Prentice
Novello Brus & S
PITTSH 'RGH
Stanley (28)
Ted Weems Orc
(21)
Hai Kemp Orc

Irené Beasley (21) 5 Toppers Red Donahue Wynn Murray Bonny Baker Andre Marcel Co Rosannonde YORK Strand (28-29) Jans & Lynton R

Independent

CHICAGO
Stale Lake (28)
Earl Hines Ore
INDIANAPOLIS
Lyric (28)
Mary Does
Monte Blue
Joe Hesser
Sisson & Neal
O'Donnell & B

6 Lucky Girls
KANS AS CITY
FON TOWER (28)
Phil Spinalny Gre
MEMPHIS
Ornibenm (28-31)
Lifa Grey Chaplin
Mal Hallet Ore
Stephn Fetchit Co-

London

Week of January 24

Astoria D. H. Cantard 4. H. H. Ist half (24-26) 2 Lindners 3 Rhythin Rascals 2d half (27-29) Norman Court Galllard 4.

Galllard 4
Dominion
Alsonalier 3 &
CAMDEN TOWN
Gaumont
Dennis Fada
Al flur ett
5 Cleveres

Geo Latter Dagenham Pipers CLAPHAM Grunde Leglic Strange Clayalese Aqua-Ju-Lie-

Aqua-Ju-Lie-, an EAST HAM Granaida McRonaida 2 & M Pulores Rev Robby Haved Ro PREMER Manbatton 3 Geddes Bros

HAMMERSMITH: Palare Say It With Mel'dy ISIANGTON Blue Hall Bule Hall Jet half (24-28) Norman Court & Galliond 4 2d half (27-29) 2 Lindners 3 Rhydon 5

STULE VILLAND
STULE VILLAND
STULE VILLAND
Falace
Maninction 3
Goddes Hoss
TOOTING
Granda
Lestle Strange
Cincalese
(Tythanis) 2 Limbures 3 Rhythm Rase 1.EYTONSTONE Rinife McDonald 2 & M Dolares Ray Dobby, Howell, Bat

WALTHAMSTOW Granada Inck Latvier Karmanaw's Dogs Don Philips & M

Provincial

Week of January 24

ECCLES Broadway Hudson GRIMSBY Ritz Billy Cotton Bd HUDDERSFIELD

Türner Lüyton
KINGSTON
Empire
Mills Bros
Jasper Maskelyne
Max & H Nesbitt
Peter Fannan
Johnson Clark
J Agasons Archie Juve Bd

Cabaret Bills

NEM AUDIC CLEA

Barney Gallant' Claudia Coralli Elsle Carroli 3 Blades

Rertolotti'e y Cole
une Carroll
nne White
Little Such
aura Deane
ence Villon

Bill's Gay 80's Bill's Glay 90's Ethel Gilbert Ann Courtney Spike Harrison Emmett Casey Chas King Margaret Padula Jerry, White Jionry JaMarr. Jack Arnold Sid Hawkins Jerry, Ryan

Brity Walker Betty Walker Amenda Lil Perr Amenda Randolph Rudy Smith Callente

Garbe

Emil Romano Orc
Mickey Feeley
Burgone & Bane
Jay Johnson
Ray Fontanne

Greenwich Village Casino Ray O'Hara Ore Alleen Cook 3 Manlacs' Kathleen Howard Joe Lane

Benny Martin
Havana-Madrid
Don Gliberto Ore
Marita Ellin
Mercedes Co
Antonita
Juan Martines
7 Senoritas
Jeronimo Villarin Senoritas Jeronimo Villarino Jesar Tapla Jarlos Vivian Jastro Sis

Hickory Hou Hickory House,
loe Marsalla Orc.
2 Peppers
Adele Girard
Blue Drake
Peggy Newton,
Hutel Ambassado:
Dick Gasparre Orc.
Adelnide Moffott
J & E Vernon

Hotel Aster Sande Williams Or Hotel Belmont-

Bachelors
Hotel Hillmore
Horace Heldt Ore
Hob McCoy
Larry Catton
Lysheth Hughes
Art Chrisey
Jerry Bowne
4 Kings
Hatel Bossert
(Breaklys)

(Broaklyn)
Will McCune Orc
Hotel Commoder
Red Norvo Orc
Mildred Balley
Hotel Eillson
Blue Barron Orc

Blue Barron, Orc.
Hotel Essex Hons
Rudolf Frim! Orc
Hufel Gov. Clinic
Eddle Lane Orc
Hotel Lincoln
Isham Jones, Ors
Noll & Nolan.

Holel McAlpin J Messner Orc. Jenine D'Arey Gonzales & Menne Halel New Yorker

To Rubin Man Herhert Jacoby Blale Houston Marle Eve Jimmy Daniels Merry Go-Rou Van Smith Rafael Dinz Reed Lawton Mirador

Hetel Park Centr.
Jerry Blaine Oro
Gene Marvey
Enters & Horgla
Jack Morrison
Tanuer & Thomas
Hotel, Pennsylvani
Boh Crosby Ore
Ray Baudue
Kar Weber Mirmiler
Johnny Powell Or
John Applizu Orc
Leimore Zola
Panch & Dolores
Ituth Benning

Mon Paris
Oscir Culvet Orc
Charles Murray Or
Jim Miller
Al Chasser
Johnny Adams
Maris
Lou Peris Orc
The Onks

Plantation Club

Plantation Club
Oyle Algion Orc
Lee Shimons
Strenm-Lined Sue
Stump & Stumpy
Barrington Guy
Jean Dinnleis
Avon Long
Taps Miller

Queen Mary
Joe Webb Ore
Katherine MayfieldVivian Hall
Ray Jones
Winters & Merano
Phil Scott

Reinhow Grill

Russian Art Fasha Datsko Oro Anna Kouznetzova

Simeon Kar Mischa Stork Club

Willie Smith

Jarry Siry, Ore
Gus Martel Ore
Gus Martel Ore
Grinna Mura
Gerirude Niessen

Villinge Barn
Johnson
Miriam Ferman
Phil Goldfarb
Nancy Heather
Wilteney
Zeb Crayer Co
Francis Broullia

Bobby Parks Orc Swing Club Wingy Mannone C Willie Smith

Al Lambs Orc Tommy Lyman Cone Archer Obl. Ronmanian

Old Rammanian
Theodorn
Jack Richards
Rosalle Hoy
Sadie Bank
Ethel Bennett
Ada Lubina
Ronnie Dir Campo
Onyx Club Nonnie Dr Campe.

Onix Cinh
John Kirby Ora
Lon Kirby Ora
Lon Kirby Ora
Lon Wilson
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firmiliae
Firm

Fawn & Jordon
Hotel St, Hegis
Emil Coleman Ore
C Coddiban Ore
Lois Ellinan
Tana
Hotel Taff

Justel Tati
Geo. Hall Ore
Dolly Dawn
Botel Waltiert
Asturia
Léo. Reismant Ore
Xayler Curat Ore
J. & L. Seiler
Gower & Jeanne
Eve. Symington
Holel Wellington
Holel Wellington
Hotel White

Nancy Noland
International Carline
Fascha Bunchuk Or
Gene Fostlick Orc
Calgary Bros
Artini
Jennne Devereaux
Maurice & Crance
Jacqueline Mignae
Emille Gregolre

Emille, Gregoire
Janete of France
Kid Cole
Jimmy Kelly's
Joe Capello Orc
Allan Small, Orc
Wontmartre Boys
Mary Lane
Gene Walters
Leo Legile

La Conga Geo. Oisen Ore Panchito Ore Hilda Salazar El Caney 4

La Marquise Karol Kane Trini Plaza Muriel Welch Frank I.a Salla Silvertone 3 Marla Forbes Frank Mel'arlane Deloves Rogeis Cela Lee

Inurel-in-the-Pines (Lakewood, N. J.)

Le Coq Rouge
Don Marton Ore
Murray Driscoll Or
The Great Maurice

Murray Driscoit Of The Greet A haurice
Le Strage
Harry Horton Ore,
Chair St. Martin
V MacNaughton
Leon & Eddler.
Loui Martin Ore
Eddle Davis
Una Wyte
Iris Adrian
Jean Victor
Haines Tatte &
Addison Balley
Kny Doughs

LOS ANGELES

Ambassador Lounge Bill Roberts Ball

Beverly Wilshire Nick Cochran 3 Debutantes Muzzy Marcelleno Ted FloRito Orc

Billimure Bowt
Ilminy Crier Ore
Inile Gibson
The Stapletons
3 Trajans
Paul Regin
Nelson's Marionet's
Dirk Webster
2 Rhythm Rascale

Cafe De Parce

Cafe De Parce

Dilly McDonuld Or

Lafayetto & LaV

Cafe International

Joe Venuti Ore

lieth Wilson

Cavoline Mason

Rosillanos Parl & F Roberts' tirl Rev Leon Mobika

Park Ave Boya Stan Clare Orc Club Marti

Club Marti Vera Lang Commun Grove Joe Relemmin Ore. Lanyy Stewart A Murray Dancers Famous Door

Henry Monet Marguerite Lewie Thora Maithauon Marguerita del Rie

Tiny Meredith
Omar's Demo
George Radman Ore
Chas Earle
Lee Lemen
Kathlyn Miller
Senries & Lene
Aylone Linde Seven Seas Lily Gibson Honolulu Dancers Jimmy Lowell Co Somerset House Janet Jordan Jack Owens Swing Club

Jack Owens
Swing Club
Helen King
Naw Binchatone
Naw Binchatone
Frankin Gallagher
Frankin Gallagher
Frankin Gallagher
Frankin Gallagher
Frankin Gallagher
Great Sis
Fred Thompson Ore
Topsy's
Aller Hidelt
Judy Jame
Chuck Fody Ore
Arnold Sis
B Edirition
Fred Sis
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Franking
Frank

Paris tino
Frank Sortino Ore
Frank Sortino
Frank Sortino
Frank Sortino
Frank Sortino
Ken Henryson
Moreno & Valencia
Rudy La Tosea
Helen Golden

Binekhawk Kay Kyser Orch Loyanne & Renard Jo Andrews

Ches Pares Ches Parce Harry Richman Grace & Niki Terry Lawler Johnny Woods Crane 2 Gwen Lee Henry Busse Orc Ella Logan

Colesimos

Colesimos

Henri Gendro Or
Clift Winehill

Orisha & Brona

Keller Sla

Keller Sla

Cecile Biair

The Castellos

Barry, Breen & W

Aubrey & Dodge

Club Alabam

Club Paramount
Harry Vernon
Mille Jeanne
Sonia
Rose Catalina
Haxton & Harvey
Mildred Kelly
Jos Mussi

885 Club Covert & Reed Belva White Fay Sheron Suzer

Reinbow Grill
Bert Block Ore
Dude & Wardell
Rainbow Room
Ruby Newman Ore
Eddie Le Baron Ore
Afrique Fay Sheron Suzanne Nina Rinaldo Oro Eddie Lie Afrique Raye & Naldi Eleanor Sheridan Rosita Rios Roumanian Village Roumaniag Villa Charley Swartz Lindwig Satz Henry Berman Leo. Fuld Henrich Cross Doloris-Rosina Gypsy Kina

Cabaret
Chas Engles Ore
Jack Irving
Dorothy Wahl
Margle Kelly,
Florence Barlow
Art Buckley
Al Wagner
Red Hoffman
Mildred Rock
Dorothy Johnston Fasila Anna Kouznetzova Mara Voella Sinda Voella Alex Bolshakoff Ell Spivack Zachar Martinoff Russigna Kreichma Nicholas Matthey Or Michtel Michon Nadla Ludova Marusia Sava Simcon Karavaeff Wischa

HI-Hat

Frank Libuse Ondrea & Michel Hotel Bismarch (Walaut Room)

rage

Bellevue-Siratfore Meyer Davis Oro (Burgundy Reom) Frank Jucie Orc

Leo Zollo Orc
Beany the Bum's
Deloyd McKay
Benny's Swingsters
Edle Lang
Charlle Masters
Betty Benson
Alma & Roland
Murlel Zhonnas
Richard Bach

Catherine & C. doy
Lambs Tavers
Larry Mell Ore
Little Rathskeller
Jack Geiffin Ore
Roy Sedley
De Sarlo & DeMar
Dolores Mackto
Dno Thvillers
Pattery
Jerry Marcelle
Pålunbo's

Palumbo's

Eddie Thomas
Hobby Morro Ore
Cooner & Mndras
Murt Duo
Ronano Bros
Allen Gilbert, Girls

Raymonds De Mayos Irving Braslow Ord Morie LaTell Bella Belmont

CHE

(Clementon)
Bill Honey Oro
Tony Senna
Terry & Walker
(Younle Joyce
Mary & Tony ile Joyce y & Tony 1214 Club 'd, Jackson &

Cliff'd Jackson Joan Vickers
Bubbles Shelby Honey Sis
Zoe Kennedy
Bolle Gray
Hattle Morgan
Jimmie Blake

Hattle Morgan
Jimmie Blage
20th Century Taver
Loui Congo Ore
Johnny & Goorge
White & Burks
Midrie, Fellowes
Harold Beswick
Harold Beswick
Frankle Fartfax Or
Frankle Fartfax
Or
Luty Dvan
Chorge Craft
Dutkin's Rathskeller

Oliver & Borgia Jerry Brandon Music Wehvers Venice Grille Teddy Moore Rose Venuti Viola Klaiss Org Thelmia Cavalley Marcinelli Music Deanns Hollyin Memory Lane

Deanne Kolyne
Memory Land
Weber Hill Itea
Weber Hill
Memory Land
Weber Hill
Louis Chalkin Ore
Ray Miller
Te 4.J Sh Timbi mmer
Earl Lindawy Girir
Hig Apple Pauce
Sapple Zimite
Hig Apple Pauce
Sapple Zimite
Hig Kire
Sid Golden
Libe Hint
Lindawy Gran
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hint
Libe Hin

Rastus Murray Glidys Stump & Stumpy LeRoy McCoy Blancke Saunders Club Parakeet

Culi Parakeet
Marie Druminond
Dick Belmont
Dick Belmont
Elemore Landy
Al Wilson
Dottle Bollinger
Elemore Landy
Bill Thornton Ore
Sin Rhy Gurdens
Meivin Evans
Billy Drill
Don & Worth Sia
Dick Taylor Ore

Hotel Somer

BOSTON

Line (10)
Hotel Brunswick
Vaughan Monroe Or
Hotel Copley Plaza
(Shernton Room) (Sheraton Room)
Michael Zarin: Ora
Hotel Copley Plaza
(Alerry-Go-Round)
Jimmy Avalone Orc
Hutel Copley Square
Vin Vincent: Oro
Hotel Moorland
Bob Hardy Orc

Town Club Vaughn Monroe Ore Tremont Playa Gene Nickerson Ore

Book-Cadillac Hotel (Book Casino) (Book Casino)
Antobal's Cubans
Dioso ('ostello
Ernie Holst Orc
Norman Moon

Club Continental Frankle Continental 3 Jintiny Nolan Phill Skillman Ore

Frontenac Casine
Lee Walters Orc a
Rosemary Calvia
Curley Baldwin
Ken Conroy

Hotel Statler
(Terrace Room)
Paul Pendarvis O
Ilarris & Shore
Howard Nichols

Ruby Ore

Plantatia
Edith Wilson
Alan & Anise
Dorothy Johnson
Hips Peterson
Ted Blackman
Cecil Lee Ore

Howard Nichols
Northwood Inn
Vernon Rickard
Britis Jerome
Vernon Rickard
Britis Jerome
Vernon Rickard
Britis Jerome
Webster Häll
Cocktait Geilly
John Blooth
Georgia Lee
Larry Funk Onc
Staintey & Blaine
Larry Funk Onc

Jack LaRue and Vince Barnett fold

Gary, Froos Get Leaves

From Radio for Vaude

Hirst Circuit

Loew

Rudy Smith
Callente
Reth Raborn
Reth Raborn
Rielen Shaw
Ruth Wayne
Tuth Wayne
Callente Cabellero
Can Mauuia
Abe Laman Ore
Loc Candullo Ore
Sully Rand
Morton Daw
Wind Shaw
Wind Shaw
Wind Shaw
Wind Shaw
Toon Patricola
Stint Kavanigh
Wind Wayne
Fronke's Tigers
Toon Patricola
Stint Kavanigh
Wind Wayne
Fronke's Tigers
Toon Patricola
Stint Kavanigh
Wind Wayne
Fronke's Tigers
Toon Patricola
Stint Barne
Fronke's Tigers
Toon Patricola
Stint Barne
Fronke's Tigers
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricola
Toon Patricol

Club Cavuller
Chappie Durante Or
tall Carroll
Franche Lang
Jean Parker
Jack Laurie
Marle Doherty

Marle Doherty
Club 18
G Andrew Ore
Jack White
Pat Barrington
Jerry Kringer
Lillian Fitzgerald
Club 52d St.
Johnny Linger

Clip. 32d St. / Johnny Hinger Ore Gene Earlies Dorollty Minkine Helen Keyes Jewel-Donahue Earlie Keir Ann Howe Earlie Horton Chili Giacthe Los Gauches Ore

Clish Citycho
Los Gauchos Orc
Raynor Quinos
Camildo & Montes
Jeula Pobedina
Carmen Rodriguez
Clish Starnafade
Buddy Wagner Orf
Jonn. Hill
Clish Tuwuri
Illison Grenet Orc
Amindo Castro Orc
Rosina Ortiga
Manchillo Manchito Teddy Rogers Rosita Bodrigo

Cofton Cinh Cah Calloway Orc Hill Imbinson, TSp. Tap & Too Avis Andrews Tramp Dd Vodery's Jubileers Thocalatteers Teddy Halo. Glenn Gray Occ Roberts & Farley Russ Jones Dorothy Wilkens

Hotel Plecadill
Jenn Bartal Orc
Hatel Plerre
Nat. Brandwynne
Betty Bryant
Hotel Plaza Pancho Orc SHEPPERDS BUSH

Weinz & Yolunda

Hotel Knossweit
Guy Lemburdo Orc
Lukewela Orc
Hutet Suso, Ciaza
Gerry Morton Orc
Mitzi Mayfuir
Alfredo & Dolores
Frank Parrish
Don Alfonso Orc

Don Alfonso Ore Holel St. George (Brooklyn) Merrill Hughes Ore Wynne Rolph Hotel St. Moritz

Blocket Bunk Contract

ny Weber

Gene Walters
Gene Walters
Lindys Fave
Lindys Fave
Lindys Fave
Santos & Rivira
Carter & Schaub
Swank 2
Suzanne & Christine
Lesar & Fédora
Georgette
Janbel Brown
Peggy De La Plante
Lillian Call
John Rockwood
Lra Yannell
Vaugh Confort
Kit Ras Chub

Pearl Gaines
Larse
Eddle Davis Ore
Joseph Smith Ore
Graziella Parraga
Julie Gillespie

Jerry Livingston O

Vendoo
Voodoo
Vo

Wivel
Bob Asen Bd
Arline Whitney
Jola Marline
Bob Loe
Ginger Sutton
Continental 3
Dorothy Wenzel

Little ('lub

Chiff Hall
1523 Locust
Churlie Kemper
Kon Nichols
Trene King
Linda Ray
Evelyn Bradley

Autric Thomas

"Cafe Metropole
Camdew)
Bernie Berle Ore
Cedarwood Inn
(Malaga, N. J.)
Chiennee Mich Or
Pergry, O'Neal
Marion Bennet
Coconnut Grove,
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Chiek Müllery
Lotty Dige
Keinbassy Club
Warren & Bodee

Embassy Club Warfen & Bodee Bayhaya Johnson Hert Clemoux Dorothy James Brack Kay Eluline Spencer Pedro Blance: Ore Cluff Hall

Hotel Brevoort aros. Sis arl Smith ommodore Duo os Parlato Hotel Congress (Casino)

(Casino)

Benny Meroff Rev
Drake Hotel
(Gold Coast Room)

Herble Kay Orc
Gilbert Bros
Van Cello & Mary

Grand Terrace Grand Terrace
Earl Hines Ore
Goo D Washington
Al & Anise
Edgewinter Heach
(Marins Koom)
Orville Tucker Ort
Ralley, Sie
Bonnie Baker

Bonnie Baker
Hetel Paimer He
(Empire Ricas
Shep Fields Ore
Milt Douglas
Great Gabby
3 Nonehalants
Johnny Bryant
Philt Dooley Ore
Abbott Dancers

Hotel Sherman (College Inn) Redel Sherman (College-lim) Buddy Rogers Rey Hofel Stevens. (Centisewist) Recent Music Hall Boys Pierre & Temple Carlors Mollina O're. Jerry McClinty Herbert, Devices Marya & Martin Royale Frolite Mark Fisher Ore McClinty Holling College Carlors Molling O're. Marya & Martin Royale Frolite Mark Fisher Ore Marya & Fisher O're. (Cay, Natya & Fisher O're.) Act Milliard The Rose Bowl Jack Hilliard The Rose Bowl Diel Pality Phelips Pierre Marker Hall Behat Three, Deuces

Diek Buker
Hal Behau
Three Deucee
Roy Eiderlege Ore
Cleo Brown
Gladys Palmer
Fred Reed
Monette Moore
Yacht Club
Hugo De Paul Or
Crane Sis
Bud & Rubilles
Ada Leonard

Anchorage
Carolyn Dyne
Carole Gould
Sally LaMarr
Johnny Graff Ore
Anna Koralli
Areadia Int²
Johnny MacAfee
Crawford & Caskey
Edith Caldwell
Leighton, Noble Ore
Bob, Noller
Don, Renaldo Ore
Balawia, Salerton

Hotel Philadelphian (Mirror Book)

Dutkin's Rathakelle Frances Carroll Midred Glison Audrey Joyce Sis. McCall Marion Linsley Victor Nelson Ord rank Ponti 21 Club
Billy Vine
Dorls Rende
Vera Dunn
Shella Mayo

Brown Derby Ilmmy McHale Orc Buddy Walker Carlos & Granada Dana Marsh N Sherman Gis (10) Tex Wagner

Harry Marshard Or Hotel Statter Nye Mayhew Ora Linda Kcene Salvy Cavicchio Buddy Wekome Hotel Westminsler Murray Sack Ore Scott & Douglas Merrivilles Rita Bell Coley Worth

Levuggi's
Ben Pullo Ore
June Carroll
Leo & Rila
2 Taps
Tex Wagner

Raymor B. R.
Artle Shaw Orc.
Nita Cort Southland B Calloway Orc B Calloway
Noma
2 Novells
Johnny Hudglins
Derby Wilson
Bea Moton
Slim & Eddle
Rhythim Willi
Dean Earl

Steuben's Dick McGilley Oro Billy Payne

DETROIT

Saks
Natalle & Howard
Cella Met by
Glenn Dale
Will Henderson Ore
3 Valves

Jack LaRue and Vince Barnett fold their vaude turn at Loew's State in N. Y. tonight (Wed.) and head for Hershey, Pa., where they open Fri-day (28) in Harry Krivit's Holly-wood Revel's unit. Four other acts and a line of girls is included in the unit for which \$5,000 is being asked.

From Kadio for Vaude Sid Gary plays the Capitol theafre. Washington, D. C. week of Jan. 28, on leave from his station WOR, N.X. sustainer. Sylvia Froos, another WOR, sus-tainer, also out again, at the Pat-ace, Chicago, currently. Henry, Frankel of artist bureau set both.

Week of Jan. 30

2 Garcis
Kingsley & Forde
Stella & Partner
Vedras & Mack
Josie & Handerso
LEVENSHULME
Kingswa

Dynamite Hooker Freddy James Mae Johnston El Chice
Don Alberto Oro
Normita
Jose & Patricia
Sovillanas
Fausto Aluarez

El Dorado
Cass Hagen Oro
Freddy Bernard
Carters
Stanley Burns
Barbara Reynolds

El Torendor

Don Juan Orc
Fausto De Igado
Teddy Rodriguez
Cortes & Maida
Ricardo De Caro
Titl & Pellin Femore Door

Lane my Bruno ny Martini

Hawallan Yacht Sharkey Banana O Rita White Bob Matsu

Sonny Kendis Ore Mary Jane Walsh

Aylene Linde
Pacific Sunset Ciul
George & Nanette
Annabelle Lee
Pergy Page
3 Bards
Kay Cameron
Dolores Del Ray
Geo Ball Rev
Buddy LaRue
Al Heath Orc

美国发展的特别的自然

Rose Valyda

Al Heath Orc

Palemar

Jan Garber Orc
Mnry & Rollerta

Tony Allen
Johnson, Dave &
Heverly & Rauel

Terry Green Ports Inn

CHICAGO

Gny 80'e
Lew King
Marion Parker
Colleen
Emmet Vancs Ore
Harry's N. Z.
Cabaret

PHILADELPHIA

Dolores O'Neill Pepper Garat Donnie Kay Helen Turner Vinnie Moore Lana Furness Henri's Michael Angelus Or Rochelle & Renato Pauline Francis Don Santo

Don Santo
Hollywood Cufe
Grace O'Hara
Billy Haya Oro
Billy Keaton
George Latour
Deba Chorus
Hotel Adelphia
(Cafe Marguery) (Cafe Margue-(Cafe Margue-Joe Prasetto Orc Houston & Harden Pivons Barbara Jason Motler & Davis-Freedle Craig, Jr. Provide Craig, Jr.

Joe Milikonf Orc Kathryn Snith Watton & Joanne Bernard De Proc Catherine & C. doy

Romano, arons
Allen Gilbert, Girl
Remiezvous
Trent, Patterson
Melba, Houdrenne
Charles & Barbar
Milray Giels, (b.
James Negra, Ore
Siann's Cafe
Loop 'Pictis
Helen, Hart,

LaRue-Barnett's Unit

Week of Jan. 30

Thullyton—Joyle Allentown, ManJunes: Ophletin, Hending, West,
Joyleton, Hending,
June Chapter,
June Manner,
June Chapter,
June Manner,
JURISDICTIONAL B'WAY FIGHT

N. Y. Drama Critics' Box Score TMAT BATTLES

AS OF JAN, 12, '38

Key to abbreviations: SR (shows reviewed), R (right), W (wrong), (no opinion expressed), Pct. (percentage).

	SR. R. W. O. Pet.
	BROOKS ATKINSON (Times) 42 37 4 1 881
	RICHARD WATTS, JR. (Herald Trib.) 44 38 3 3 866
	SIDNEY B. WHIPPLE (World-Tele.), 41 35 3 854
è	JOHN MASON BROWN (Post) 40 34 6 850
	JOHN ANDERSON (Journal) 43 36 7 837
	ROBERT COLEMAN (Mirror) 43 36 7 837
	RICHARD LOCKRIDGE (Sun) 43 35 7 1 814
	BURNS MANTLE (News) 41 21 20 .512
	하다 그 경기가 다니고 나가면 되지 않는다. 이 경기가 하는 것도 않는다고 그렇다.
	VARIETY (Combined) 46 43 3 .935

Atkinson and Watts 1-2 at Halfway Mark in 1937-38 Legit Box Score

BETTY LAWFORD'S REST

That Bathtub Scene Causes Ear Trouble for Actress

Betty Lawford will leave the cast of 'The Women,' at the Barrymore, N. Y., at the end of next week (5). Will go to Florida for a couple of weeks, then return to New York to undergo. an ear operation: Will go away again after that.

Actress has been suffering from a cold all winter. Says it's from hopping in and out of that stage bathub during the chilly weather. Re-

tub during the chilly weather. Re-ported Claire Carlton is replacing in

FOR MERCURY

Mercury Theatre's plans for Sun-

Mercury Theatre's plans for Sunday night performances have been okayed by Equity under conditions which regular managers would probably be unable to meet. When Mercury declared the intention of ing members of its repertory company, Equity pointed out that the state law restricted appearances to six nights weekly. Group then explained that most of the people in 'Julius Caesar' and 'Shoemaker's Holiday' played but three nights per week and therefore were eligible for Sundays.

Sundays.

SUNDAY RULE

In a very dull legit season thus far, Brooks Atkinson, play-caller for the New York Times, leads Variety's annual box-score at the halfway mark, With the percentage based on 46 shows (II less than the total at about the same time last year), Atkinson viewed 42 openings and called 37 correctly for a total of .881.

It's the first time Atkinson has headed the metropolitan drama-viewers since the 1927-28 season, when he copped the duke. Since then he has been no better than second on a few occasions and usually in the fourth or fifth slot.

Runner-up at this time is Richard Watts, Jr., who is in his second year as successor to the late Percy Hammond's manute at the Herald Tribune, and in his first term as Jack Kirklende searing narther. Watts.

mono smanue at the Heraid Tribune, and in his first term as Jack Kirk-land's sparring partner. Watts, who came over from the first-string pic-ture critic's desk after being groomed for the drama job by Hammond him-self, viewed 44 shows and was right in 38 instances for a percentage of 866

Besides being definitely. wrong on three productions, Watts no-opinioned three others, which gives him six wrongs. Atkinson also opinioned three others, which gives him six wrongs. Atkinson also failed to venture a definite opinion on one show, besides his four out-and-out misses. Sidney B. Whipple, in his first sea-

and-out misses.
Sidney B. Whipple, in his first season as a drama critic for the World-Telegram, is in third place with .854. He attended 41 premieres, was right no 35 and wrong on three, plus three no-opinions. Whipple succeeded Douglas Gilbert on the World-Tele drama desk early September, latter returning to the feature desk, chiefly covering Broadway assignments. According to the World-Tele at the time, the move was made to de-emphasize the importance of drama-criticism, that daily figuring that pictures counted most.

John Mason Brown of the Post is fourth with .850. He has viewed 40 shows so far and called 36 correctly. With Gilbert Gabriel, who passed out of drama criticism when Hearst folded the N. Y. American, Brown formerly dominated the drama, cris box score.

John Anderson (Journal) and

formerly dominated the drama crix box sore:

John Anderson (Journal) and Robert Coleman (Mirror) are tied for fifth place with 387 each. Both viewed 43 shows and both were right na 36 instances. For Coleman it's a come-down, the tab's critic having won Vangry's annual sweepstakes in '36-37, Walter Winchell for the Mirror hasn't caught enough shows to figure in the tabulation.

Richard Lockridge (Sun), with 814, is next-to-last, and Burns Mantle (News), with 512, is in the cellar.

The season thus for is marked by at least one thing—the crix are be-

at least one thing—the crix are be-coming more opinionated. Last year, at this time, they had grossed 13 no-opinions as a body, while only eight goose-eggs are recorded: the current box score.

VARIETY staff combined viewed all VARIETY staff combined viewed all 46 openings and, with an unmathematical score-keeper back in the slot, is way out front with a percentage of 935, the muggs missing up on only three shows. Jack Pulaski (Ibee), Provided two of these 'wrongs, but with 23 'rights' he continues as the individual leader with a net of J220.

MANAGERS, P.A.'S

Union Orders B.O. Men from Shubert Time Square Houses-Union Combines with Teamsters in Sudden Drive-League of N. Y. Theatres, NYTPA Objects of Drive

NO HOUSES CLOSED

Jurisdictional fight between the N. Y. Theatrical Press Agents and the Theatrical Managers and and the Theatrical Managers and Treasurers was in the process of possible solution yesterday as Variety went to press. Terms of the pending settlement were worked out with Arthur Meyer of the N. Y. State Mediation Board. Result of the meeting be-Board. Result of the meeting between attorneys for NYTPA, TMAT and the League of N. Y. Theatres indicated that Broadway pa.'s may enter TMAT as a separate autonomous local union and that pa.'s in TMAT would switch to that local. Union has up to now insisted no autonomous group would be accepted. After early reports of a settlement the parley was still on last evening.

Drive by the Tneatrical Managers and Treasurers union against the League of New York Theatres and the New York Theatres and the New York Theatrical Press Agents has spread to include virtually all managers and now involves many of the Broadway legit houses. First walkout in many years of New York theatrical history was called Monday (24) night, when the box-offices staffs of five Subert houses were ordered out. Several more theatres were scheduled to be affected last night (Tuesday). Drive by the Theatrical Managers

atres were scheduled to be affected last night (Tuesday).

Co-operation of the teamsters minon-with TMAT had recently prevented the moving of 'Father Malachy's Miracle! from the St. James to the Guild. Another jam came last Saturday (22), when the teamsters refused to move two shows having press agents not members of TMAT. That was a surprise move. NYTPA claims the right of collective bargaining so far as Broadway is concerned with TMAT saying some also for all other stands. Representatives of both TMAT and NYTPA are awaiting a decision on that question, having placed their arguments before the N. Y. state labor board, subsidiary of the National Labor Relations Board.

P. A. Situation

P. A. Situation

NYTPA alleged bad faith on the
part of TMAT. Stated that Morris.
Ernst. tiorney for the p.a. association, agreed with Gustave Gerber, counsel for TMAT, that there
be truce until the jurisdiction
decision made. Regardless, managements of Brother, Rat! which
moved from the National to the Ambassador, and Julius Caesar' (also
'A Shoemaker's Holiday), which
went from the Mercury to the National, were told that the shows
would not be moved because the
press agents are not in TMAT. The
argument over treasurers precipitated the previous 'Malachy' matter.

Situation was cleared quickly Situation was cleared quickly when Charles Washburn retired as agent for 'Rat' and Henry Senber, a new pa, similarly connected with Mercury 'Caesar' and 'Shoemaker'. Also withdrew. Both are members of NYTPA. While Washburn dropped the 'Rat' connection, he continued as pa, for other George Abbott shows, 'Room Service' and 'All That Glitters.'

Mercury group is reported having asked for a list of agents on TMAT and that the list was made up of men who have not handled New York shows for a number of years, while thers were unknowns. If the

(Continued on page 58)

Managers-Equity Mull Agreement For ATC Adherence, Broker Curbs

Probably Will

Sam Byrd, producer of the incoming 'Journeyman,' also plays Curley, the cocky little prizefighter who has a battle with Lennie (Broderick Crawford) in Of Mice and Men,' at the Music Box, N, Y. He expects to be pretty nervous during the performance Saturday night (29) while his own production is preeming at the Fulton, N.Y.

Says he'll, probably take out.

ton, N.Y.

Says he'll probably take out his jitters by 'pasting hell out of Lennie.'

WAIVE ALIEN RULE FOR LAWTON

Equity has again made an excep-tion to its alien actor rules for Frank Lawton, English player who recently appeared in 'French Without Tears.' Council exempted him from the re-

appeared in French Without Tears. Council exempted him from the required six months lapse between engagements. Action resulted after Alfred de Liagre stated he had been unable to secure another player to enact the part of Shelley in a play called 'If Winter Comes.'

Last season Lawton came from London with 'The Country Wife.' Gilbert Miller was unable to cast the male lead in 'Promise' and secured exception for the actor from Equity. Manager in that instance made an unusual gesture, however, engaging an American actor for the part and retaining him as understudy, at the regularly contracted salary, it was said.

De Liagre intends to produce 'Winter' soon as possible. Play was previously called 'I Am My Youth.'

GRISMAN TO TAKE OVER **TOURING ABBEY TROUPE**

Starting next week Sam H. Gris-Stating next week Sam H. Gris-man will take over the management of the Abbey Players, currently on an American tour. They had been under the direction of the Shuberts, Busi as representative of the Dub-lit troupe alleged the Shuberts had breached the contract and stated that he was prepared to cancel book

he was prepared to cancel book and take the Irish players to their native heath.

Company will play Toronto hext week under Grisman's handling and then goes to the Grand, Chicago, Route, as 'ginally laid out by the Shuberts, is subject to change. United Booking Office is handling that end. While not openly lival of the Shuberts, Grisman, at to latter, is operating more theatres on Broadway than any other management.

Garrity, Marwell Mgr., To Coast; Legit Plans

Joh Garrity, former representative for the Shuberts in Chicago and recently general, manager for Yr Obdelent Husband, presented by Fredric March and John Cromwellhes gone to California, He will establish offices for Marwell Productions, the corporate identity of March and Cromwell.

Although Husband taken off. pronto, it is the intention of the producers to mall other legit presentations. March and his wife, Florence Elchidge, who were co-starred. Husband will probably leave for the Coast next week.

League of New York Theatres has League of New York Theatres has drawn up an agreement with Equity as a result of the latter's insistance that the managers cooperate with plans of the American Theatre Coin-cil. One of the features of the plan concerns control of tickets and elimination of high prices for hit shows.

nation of high prices for hit shows. Plan is said to be akin to that set up in the NRA legit code, which did away with buys. Claimed that system was satisfactory to managers and brokers, but that the buys system has crept back on Broadway in the past two seasons. General argument by proponents of the no-buy plan is that agencies may return all unsold tickets to the box offices. Since they are not stuck with unsold pasteboards, they have no excuse to exact hot house prices to even up the losses.

Managers' plan will be presented

Managers' plan will be presented to Equity's council and thereafter the two factions are to get together and two factions are to get together and formulate an agreement. Some Equityites proposed inserting a provision in actors contracts whereby players could be yanked from shows if managers are shown to be violating the proposed rules.

Sale of premium tickets appears to be regarded by Equity the principal trouble with show business. Other blame the critics and the latter blame the authors.

NIX AUC BID FOR WPA BOOST

Request by a delegation of the Arts Unions Conference for immediate extension of WPA funds was turned down last week by Aubrey Williams, acting WPA administrator, in Washington, Members of the group who went to Washington Included Frank Gillmore, executive-director of the Associated Actors and Artistes sociated Actors and Artistes of America; Burgess Meredith, first vice-president of Equity, and eight other union representatives.

other union representatives.
Delegation also called on Marvi
MacIntyre, secretary to President
Roosevelt, and left a copy of the
resolutions adopted recently at
mass meeting. Proposals call for
extension of WPA employment and
support of the Coffee Bill for a permanent bureau of Fine Arts in
Washington.

Helen Hayes Sets 4 More 'Merchant' Performances

Chicago, Jan. 25. Concego, Jan. 25.

So great has been the demand for the Helen Hayes production of 'Merchant of 'Venice' that the Shakipearean play will be performed four more times during the Jocal run of 'Victoria Regina' at the Erlanger.

Originally done last week for a single performance as a sort of stunt and vacation for the east, 'Merchant' has been demanded by personal calls and letters to such extent that Miss Hayes and Gilbert Miller demiss rayes and Gilbert Miller de-cided on two additional matiness and two evening shows. Evening shows will be on Sunday nights, which have been lay-offs for the 'Victor' cast.

Pic, Legit Names Combo

Drama Associates, Inc. was form d Brain Associates, Inc. was form a last week with several legit and pic-ture, names as incorporators. These include Joshua Logan, Peggy Sula-van, Henry Fonda, Norris Houghton, Kent Smith, Burgess Meredith and Allyn Joslyn.

Howard E. Reinhelmer is attorney for the new producing group.

week and therefore were eligible for Sundays. Conceded that three weeks of rehearsal will be held. Requirement is that those now in the repertory company must be paid \$20 weekly for the last two weeks, or \$40, plus two-eighths of the minimum salary. Each player not in the rep will therefore \$50 for the sole. Sunday appearance. Ruled that rehearsal coin for such showings will not apply to rep members, since they are under weekly salary. Because of its rep setup and the fact that Mercury has the former Comedy theatre on its hands, what with the moving of its successful revivals to the larger National, it will be able to operate much more cheaply than usual for such showings. Stagehands will not get double pay but will receive an extra eighth for Sundays Sunday plans by other groups have been referred to a committee.

Equity Aide Asked By Efficiency Expert

Appointment of assistant to Burness Meredith, president, and Paul Dullzell, executive secretary of Equity, will be a special order of business at next Tuesday's council meeting. Matter had been stymied by the appointment of an efficiency expert.

However, yesterday (Tuesday). Meredith reiterated that he needed assistance. The efficiency man concurred and told the council that such aide was necessary as soon as possible processors.

aide was necessary as soon as pos-

Inside Stuff—Legit

Fortune mag for February has a story on "Theatre! which, while ivulging," number of weaknesses in show business, is generally favor-

former mag for reprusity has a story on interity winch, while divulging a number of weaknesses in show business, is generally favorable to tegit.

Article indicates that Höllywood, formerly Broadway's biggest angel, will again be interested in legit, since it needs the stage to test plays and davelop talent. Also claimed that Höllywood wants, to came back as used as Broadway wants the same.

There is a for and against argument against agencies which perform a valid economic service, by carrying charge, accounts, sale of tickets by telephone, centralization of ticket supply, catering to hotels, clubs and out-of-towners. Agreed, it is claimed, that one way back to prosperity lies in reducing box office prices to the public. But without effective profest and co-operation from the public and until the producers learn to centralize and merchanoits their own it is obvious that the agencies will remain what they are—parasitic middlemen.

Mention of angels includes the backing of 'Yes, My Darling Daughter,' a hit of last winter presented by Alfred de Liagre. Although rated with wealthy socialitie showmen, de Liagre secured production coin from Wall-Street, retaining 50% of the play. He appears to be the only showman who disclosed exact figures and statements, and considerable space is devoted to him and 'Daughter,' Show (went to road this week) which is destined to show a total profit of \$200,000, cost \$18,185 to typroduce. Typical financial statement of 'Daughter' for one of its big weeks just after opening is printed. Takings for the week ending Feb. 17, 1937, were \$18,001. Expenses were \$9,504, lenving a profit. The week of \$7,017. Show booked the Playhouse, N. Y., on a foru walls basis, paying errot of \$1,250 per week, arrangement calling for the house to receive a percentage for such weeks when the gross topped \$13,000 as tstimated that the total profit on Sam H. Harris' You Can't Take It With You,' I'd Rather Be Right and 'Of Mice and Men' will be \$750,000 and that the total profit on Sam H. Harris' You Can't Tak

\$500,000.

In its run of 50 weeks on Broadway (closed last Saturday). Yes, My Darling Daughter ran. run a total gross of \$534,700, according to Vanistra weekly estimates. Show opened at the Playhouse, N. Y. Feb. 9, 1937, and during the 16 weeks of the season grossed \$253,500. In 25 weeks of the 1937-38 season, until it moved to the Vanderbilt, N. Y., Daughter, added another, \$220,700 to the take. In the nine weeks at the Vanderbilt, it tacked on \$60,500 more. Average weekly gross for the entire run-kas \$10,094. Comedy has also collected sizable coin on the road and was sold for films.

Considerable feuding has been going on between Bonfils and Somnes, producers of 'Greatest Show on Earth,' at the Playhouse, N. Y., and the authors, Vincent Duffey and Irene Alexander. Stated that they wanted to rewrite part of the show, cutting the last scene in which Gertrude Barton. wife of Somnes, appeared. But latter wouldn't stand for it, according to

After reading the notices, the authors changed the show in accordance with the critics' suggestions. Claimed that when they dropped around a few nights later they found the show back in its original version, though cuts had been made the second night. Return to original was said to have been ordered by Somnes

been ordered by Somnes.

Hedricita Malkiel, of the Lyons and Lyons office, and agent for the authors, is stated to have been nearly tossed out of the house by Somnes during dress rehearsal. Authors declared she was representing them and insisted she stay. Compromise was finally reached with Miss Malkiel staying, but in the balcony.

Harold W. Cohen, drama critic of Pittsburgh, Post-Gazette, was in a spot last night (25) and didn't care who knew it. Tried for weeks to get a substitute to go out to Pittsburgh Playhouse and cover 'Accent On Youth' but rest of boys tossed the assignment sight back at him. Reason was his wife, Stephanie Diamond, from radio, was playing lead in 'Accen.' and Cohen didn't want to be torn between critical integrity and domestic bliss, if necessary.

Reports from the Coast indicate that Samson Raphaelson's, The Magnificent Heel, which was slated for the boards by several managers and has been around for 10 years, will finally be produced. Number of name: comics have been mentioned for Heel' at various times. Season or so ago Alex Yokel had the script and proposed presentation with George Jessel. Latest to be reported interested in appearing in Heel are Phil Baker and Sid Silvers.

Financial reverses and domestic difficulties were indicated reasons why Spencer Bettelheim, treasurer of the Music Box, N. Y., suicided recently. He sustained a major loss through a connection with a Ninh ave, pawn-shop, operated by one Henry Miller (no relation to the late star). While the business was successful over a long period, it is understood that Miller dropped a fortune in Wall Street, most of the coin being investments for

others.

Just prior to Bettelheim's death, it is stated that his claim against Miller
in bankruptcy proceedings was voided. Estimated his loss on that item
was \$00,000. He had been lucky in other investments and is said to have
lad a sizeable insurance policy. His will bequeathed \$5,000 to his father
who died Jan. 15, two months after the passing of the son.

Late Don Marquis and Col. Frederick Stuart Greene, New York state superintendent of public works, once planned to collaborate on a play about Al Smith, with George M. Cohan in mind or the title role. Both Marquis and Greene were members of The Players, N. X., at the time. Greene wrote the first act for the piece and sent it to Marquis, but the latter never finished it. Greene has written numerous short stories and articles and one produced play. He has done bits in The Players revivals and the last two summers had small parts at the Mohawk Drama Festival, with Charles Coburn, a close friend.

Attendance for the revival of 'A Doll's House' at the Morosco, N. Y. (moved to Broadhurst Monday) perkled up last week, but the increase was mostly confined to the lower-priced tickets. Houses for the Ibsen drama have been topheny, with comparatively few tickets at \$3.30 disposed of. For that reason the lower floor has been split, first 12 rows priced at the low. was mostly continued to the lower-priced interest. Houses for the loser drame have been topheavy, with comparatively few tickets at \$3.30 disposed of. For that reason the lower floor has been split, first 12 rows priced at the top. Same arrangement goes for the Broadhurst, where the larger capacity will permit more moderate priced tickets.

Majority of mail orders received call for \$1.10 tickets, orders emanating

mostly from students.

Paul and Virginia Gilmore are now operating in addition to the Cherry Lane, theatre, Greenwich Village, N. Y., the Fifth Avenue theatre, where 'As Husbands Go' is performed nightly. 'The Drunkard' is playing at the Cherry Lane, with vaude between acts.

Scheme is non-Equity and actors are poid a nominal salary. Both pro-ductions have been playing since November. Cilmores have been oper-ating the Cherry Lane for about seven years under this plan.

When Harold J. Rome, librettist for 'Pins and Needles,' the hit leftist revue, was supporting himself playing club dates as a planist, one of his jobs was that of supplying music for a group of swanky Social Register kids. Rome, used to sandwich in his own tunes to try them out on the embryonic Junior Leaguers and occasionally tossed in a swing version of the C——univer Internationale. "Fux trut scholars never knew it, wasn't jazz.

With the closing of one company of Room Service in Toronto, George Abbott combined two troupes in Piltsburgh last week. Pulled Reed.

Current Road Shows

WEEK OF JAN. 24 bey Players, Forrest, Phil-Abbey adelphia.

Brother Rat,' Locust, Phila-

Brother Rat. Poncan Ponca Brother Rat, Poncan, Ponca City (24): Convention Hall, Tulsa (25): Shrine Aude, Ok-lahoma City, Okla, (26): High School Aude, Little Rock, Ark. (27); Aude, Memphis, Tenu. (28-29).

'Edna, His Wife' (Cornelia Otis Skinner), Harris, Chicago, 'Having Wonderful Time' Shubert, Newark, N. J. 'Julius Caesan' Colonial, Bos-

ton.
'Once Is Enough' (Ina Claire),
'Union (27-29).

Once Is Enough (Ina Claire).
Shubert, New Haven (27-29).
Our Town, Wilbur, Boston,
Richard II (Maurice Evans).
Majestic, Houston (24-25). Paramount, Austin (26). Texas, San
Antonio (27). Wace Hall, Waco
(28); Aude, Ft. Worth, Tex.
(29).

Room Service, National,

Washington, D. C. 'Stage Door' (Joan Bennett), Grand Opera House, Chicago.

Tobacco Road, Curran, San Tobacco Road, Curran, San ancisco (23). Tonight at 8:30, Cass, Detroit

Tovarich' (Eugenie Leonto-

Towarleh' (Eugenie Leonto-vitch), Selwyn, Chicago.
Victoria Regina' (Helen Hayes), Erlanger, Chicago.
White Cargo, Werba, Brook-lyn, N. Y.
Wine of Cholce, Ford's, Bal-timore (27-29).
'Women,' Biltmore, Los Au-seles.

Yes, My Darling Daughter,

Yes, My Darling Daugater, Plymouth, Boston, Yes, My Darling Daughter, Geary, San Francisco You Can't Take H With You, American, St. Louis (23), 'You Can't Take H With You,' Cox, Cincinnati (23), 'You Can't Take H With You,'

You Can't Take it With You, Cox, Cincinnati (23). You Can't Take it With You,' Maronic Aude, Devenport (24); Shrine Aude, Des Moines, Ia. (25); Tech High School, Omaha, Neb. (26); Muny Aude, Kansas City, Mo. (27-29).

Dali to Create Ballet For Massine Group

Salvador Dali, surrealist painter will create a ballet for Leonide Mas-sine's new Ballet Russe, which will sine's new Ballet Husse, which will open its season in April at Monte Carlo under S. Hurok's management. Title of the ballet will be Tristan Fou, or The Praying Mantis. Main character will be mined by Massine and patterned after Harpo Mark Corps will observe the beautiful open the control of the control o

Marx. Group will open at the Metropolitan Opera house next Octo

Bickford's Guild Play

Hollywood, Jan. 25. Hollywood, Jan. 25.
Immediately upon completion of his final scene for Paramount's Stolen Heaven' late this week, Joseph Sawyer will plane to New York to start rehearsals for the Theatre Guild's production of 'Casey Jones.' Play will have Charles Bickford in

Joan Bennett to Leave Cast; 'Door' Set to Close

Chicago, Jan. 25.
Sam Harris is closing the road company of Stage Door, at the Grand here on Feb. 5 due to Joan Bennett's departure from the cast to return to Hollwood.

return to Hollywood.

Miss Bennett's deal with Harris was for 14 weeks on tour. When the show closes here she will have been with the show for 15 weeks, Miss Bennett has nixed offers to continue with the show for additional to both here and tour. Show l been doing excellent business on road and particularly well in Chi. the show for additional time Show has

GROUP DOES 7 SCENES IN 2D ATC AUDITION

Second American Theatre Council audition by the Committee of the Apprentice Theatre was held Monday (24) at the Guild theatre, N. Y. was the first audtion by one

If was the first audition by one of the Council's studio groups, under 12 casting directors. Group is known as The Young Hopefuls, 'or as Studio Group 554.

Program was under the supervision of Shirley Burke, of the Theatre Guild, Anne Seranne, of the Crosby Caige office, and Bill Herz,' of the Mercury Theatre.

Larger audience attended this audition than the first two weeks ago General comment was that the results seen were highly encouraging. Seven scenes were performed with the following casts:

THE WOMEN. By Clare Boothe.**

the following casts:

"THE WOMEN" By Clare Boothe
Mary Ann Freshman
Countess Betty Moore
Sylvia Mildred Dunnock
Lucy Mildred Dunnock
Peggy Ellen Andrews
Mitlam Grace Worth
Directed by Segmone Gross

Directed by Seymour Gross
BURY THE DEAD. By Irwin Shaw
General Robert Harris
Captain David MacDonald
John Hugh Marlowe
Morgan George Lloyd
Webster Allen Nourse
Bess Mildred Dunnock
Julia Adele Longmite
Martha Francesca Lenni
Directed by Alan Fishburn

By Arthur Kober
Boy ... Hugh Marlowe
Girl ... Dodee Wick
ETHAN FROME
By Owen D HAVING WONDERFUL TIME

By Owen Davis and Donald Davis
Boy Edward Fisher
Girl Kerry Stuart
Directed by Alan Fishburn

HOTEL UNIVERSE' By Philip Barry Girl Dodee Wick Boy George Lloyd Directed by Elizabeth Hull

MOURNING BECOMES ELECTRA By Eugene O'Neil Christine... Mildred Dunnoch ivinia......Ann Dunnigan Diτected by Elizabeth Hull

Directed by Elizabeth Hull
BROTHER RAT. By John Monks
and Fred Finklehoffe
Claire. Sylvia Manners
Joyce. Ruth Gruette
Katé. Sylvia Leigh
Billy. Bob Smith
Bing. Theodore Paul
Harley. Ralph Nason
Maid. Nancy Cushman
Directed by Francis Swann

Brown, Jr., Henry Lane and Patricia Paimer in Irom the abandoned production to replace others in second touring organization. Augusta Wallace, daughter of Tom Wallace, editor of Louisville Times, who had been playing one of the two termine leads, sticks on as understudy. Cast as it now stands is the one that goes into Chicago Feb. 13 for a run.

Advertisement in New York dailies last week headed, People who back shows are called angels occasioned some perplexity among legit show-men who did not know what it was all about. Crowell magazines inserted the ad. It had previously appeared in advertising trade papers and was the latest echo of an old sneer at radio sponsorship on the theory that show business is not a business. but a gamble.

A story on the situation appears in this week's radio section of VARIETY.

Death of Joseph Kenney, resident of Bronxville, N. Y., recalls his venture into show business several years ago. He backed Jamboree which played at the Vanderbilt, N. Y., with his wife Marie Kenney, starred. Although middle-aged, she had Illule previous stage experience. Show went into the red for about \$25,000.

Recently formed Understudy Group. Inc., is contemplating doing reper-tory and will have a meeting this week to discuss possibility of producing several scripts which have been submitted. Sponsors of the group include Hendrik Van Loon, Morris Erist, Whitney Bolton, Helen Menken and

Reported engaged to wed at Horace McMahon and Louise Campbell Ball r Scurrently on the Chast. Miss Campbell is under contract to Paramont. McMahon freelances. Couple inter while playing Three Men On a Hoise, during its run at the Playhouse, N. Y.

Dave Cauffman has rejoined 'You Can't Take It With You as com-any manager after two weeks absence due to recent death of his wife, uring Cauffman's absence, John Lewler subbed for him.

Show Biz Holds Varied Opinions On 'Post Mortems'

William Watters, who is promoting a radio program that with, it launched, attempt to hold post-mor-tems over stage plays that flop New York, has been gathering exlaunched, attempt to hold post-mortems' over' stage plays that flop.
New York, has been gathering expressions of opinion from Broadway.
Ites. Some like, others dislike, the
proposal, which would be open to
playwrights, producers, scene-designers, actors, press agents, house managers, angels. Only critics would be
barred from the hashflops flopped.
Station WMCA. New York, has
been and still its, interested, but actual go-ahead has been held off
pending Watters' informat sampling
of Broadway's own thoughts on the
unprecedented idea. Quotes from
letters received to date by the pro-

letters received to date by the program-pusher included such samples

Rachel Crothers:

I think you have an interesting idea, one that would interest the public and one which might be useful and a great satisfaction to playwright.

wright.

"Personally I have never wanted to talk back to the critics—since they have always been right so far as my plays were concerned. I have had some failures which were entirely no own-fault—nobody else's."

Brock Pemberton:

Frock Pemberton:
You have something in the general idea of a radio program in which authors and others connected with plays which do not receive a 100% rating at the hands of the press critics could give their side of the story. I do not think, however, that a program devoted solely to fall-ures would be any good. Most of them deserve to be failures, whatever the disappointed participants may think.

Rida Weiman:

Rita Weiman:

Rita Weiman:

It does not take me any time to vote against the proposition of a Broadway Post-Mortem program. In the first place I don't believe either an author or the radio audience is interested in publicized reasons for a play's failure. Fortunately, nothing is so quickly forgotten as the demise of Broadway ventures. Certainly those connected with them would not care to be reminded of productions that are dead and gone. Besides which, this is an era when success, not failure, should be stressed.

Kut Unkelbach: Kurt Unkelbach:

While I can only express the feelings of the younger element of the theatre, I do feel you have something strong if soft-soaping and politics can be kept out of the discussion...perhaps a little airing on the matter of a roasting would serve to answer a few questions, and on those grounds I'd be perfectly willing to drag out the dead cat and go to bat with you."

Theadore Dreiser:

Theodore Dresser:
'I think it is an excellent idea, and if it should be well-handled it ought to help in clearing up a lot of unfortunate mysteries and to overcome critical bias.'

Alfred Lunt:

'Why not?'

Philip Moeller:

'I never believe in answering back the boys' What's the good of it when one knows in advance the last say is always theirs?

George S. Kaufman:

'I don't think there is any tyran-y practiced by the reviewers; play-rights who defend themselves ny practiced by the reviewers; ply wrights who defend themsel have nothing to fear if they av personalities. On the other hand doubt that many authors of fly would have anything worthwhile say.

George Abbott:

I'll be there and so will every-body else. No one has yet invented a way not to have fallures in the theatre.

Marc Connelly:

I don't think any playwright with a flop, who could be persuaded lo speak of it over the radio, would be of any service to either himself or the theatre.

John Mason Brown at Colu

John Mason Brown at Columbis Columbis, Jan. 25.
John Mason Brown, N. Y. Post drama critic, will lecture here Feb.
2 under the auspices of the American Assn. of University of Women.

Road Managers Ask Why Tour Hits Don't Stay in Sticks; B'way Tough?

Chicago, Jan. 25. Managers of legit houses throughout the road territory have read with certain amount of satisfaction the blasting that the New York erities have been getting recently. They feel that the Broadway newspaper reviewers have an approach to the theatre that doesn't see eye to eye with the great mass of legit-goers throughout the nation. Managers believe the Broadway critics may reflect the taste of the Manhattan theatregoer but that the New York viewpoint is not always the point of view of the other 115,000,000 people in the U.S.

in the U. S.

What satisfies the road managers is that the results of the past couple of seasons have demonstrated that the managers were right in pleading with many road successes which had no. New York rep not to go into Broadway at all but to continue on the road. Managers have implored show owners which had road companies with name headliners to let well enough alone; to be satisfied with the provinces' coin and do without the bubble of New York reputation.

Road managers are all agreed on one point; that a strong legit or pic-ture name in a satisfactory legit show will do business and that a New York hit may or may not make money on the road.

New York Too Tough

New York Toe Tough

That being the case, the road managers can't understand why the successful road show will take a chance of having its heart and neck broken by going rup against a jury of reviewers in New York. For once a show is panned in New York it cannot do well on the road. But before and without the New York review the public in the provinces will go to the show. Once if has been panned. New York it's a dead pigeon.

These managers of how

These managers of houses in the sticks cite a number of such instances in the past two seasons; stances of shows which did excellent business on the road going into New York to meet the axe. They point to Madame Bovary, which turned in capacity grosses on the road, only to get its ears knocked off on Broadway. Also point to 'Yr Obedient Husband,' with Fredric March and Florence Eldridge: Jane Eyre,' with Katharine Hepburn; the Charlotte Greenwood Leaning on Letty,' verof. Post Road' (last named avoided Broadway).

avoided Broadway).

New York successes, on the other hand, may or may not prove to be box office magnets in the provinces. This especially true of musically, chicago having had a tough could be completed experiences with Red, Hot and Show Is On, with Willie and Eugene Howard. Both filived quickly despite their New York buildup.

their New York buildup.

Only notable exceptions in recent years to the rule that a critical blasting on Broadway is sidden death were Tobacco Road and the Leslie Howard Hamlet. Former survived slam-bang reviews to become one of the biggest money-makers of all me, not only in New York but in almost every village and cross-roads in the country. After receiving his socking from the crix, Howard took his production across country to the Coast and ended up by getting back his production cost and showing a profit.

ACTORS FUND'S 55TH BENEFIT NETS \$9,000

Annual benefit of the Actors Fund of America at the Imperial theatre,

N. Y., last-Sunday night (23), netted charity \$9,000. Show was, as usual, presided over by Daniel Frohman and lasted until 1230-am. It was the 55th annual show.

George M. Cohan made one of his rare benefit appearances for the Fund and was lauded by Frohman for his work and his financial help. Eleanor Powell and Bill Robinson did a tap duet, for audience. Willi and Eugene Howard, Blanche Ring, groups, are responsible for the moved to the the sunday of the drama activities of 35 theatre Eugene Howard, Blanche Ring, groups, are responsible for the moved to the country of the theatre is now exhibition host that appeared in the run-off, at City Hall.

Time' Musical Satire

Planned by Hall Shelton Hanned by Hall Shelfon Hall Shelfon is planning to produce an intimate musical, described as a satire on the 'March of Time.' Producer previously operated strawhats at Guilford, Conn., and at Hempstead, L. I.

Is trying to get Steve Evans to play the lead, James Davis has been engaged as p.a.

Brady Assails Ducat Taxes At Wash. Hearing

Washington, Jan. 25. Variety of changes in the admissions tax on legitimate theatres wa sought by Broadway delegation which paraded before the House Ways and Means Committee Saturday (22) as hearings terminated on legislation revising the Federal revenue system.

with outright repeal stressed as most urgent to save the spoken drama, the group, headed by Wil-liam A. Brady, laid the issue square-ly before the lawmakers but received no encouragement for their hopes of relief from box office burden.

If the tax cannot be eliminated en-tirely, two alternate, courses were strongly advocated. Congress should either allow theatres to sell at cut prices or increase the burden on speculators.

As principal spokesman for the Broadway contingent, Brady com-plained that the U. S. placing, handleaps on legit while other na-tions are grating subsidies and pro-

handicaps on legit while other na-tions are graining subsidies and pro-viding other benefits to stimulate drama. Told the lawmakers they have the power to 'save, the legiti-mate theater from baintruptcy.' It's a sad thing to see 90% of the American theatres in the hands of the baints or the sheriff, when other nations are subsidizing their thea-tres, veteran producer declaimed. Discrimination between theatres

tres, veteran producer declaimed.
Discrimination between theatres,
and speculators was rapped by
Brady, who noted that before the
World War the government was getting hinge sums from the levy on
legit ducats instead of the few hundred thousands it collects now. Yield
on admissions in 1919, due to flourishing condition of drama, was \$80.
000,000, he recalled.

onoution of Grama, was sound to the control of the sales price, rather, than the box office rate, was sought by Brady and Milton R. Weinberger, counsel for the American Theatre Council. While they favored outright repeal, they urged Congress to take action that would allow producers to cut prices, if necessary, to attract patronage. Under existing conditions, levy based on the stamped price, regardless of the price at which the ducats actually are sold.

sold.

Blasting specs, Frank Gillmore, president of Associated Actors and Artistes of America, recommended stiffening, of the tax on sales, at premium prices. Taking up Bradys squawk, that theatres must pay 50% of the difference in case of sales above the box office level, while specs pay only 10%, former. Equity head declared the gamblers ought to kick in at least as much as managers. The speculator has hurt the thentemore than any other single thing, Gillmore testified. Don't take off any tax you may have on sales at more

tax you may have on sales at more than the box office price."

S. F.'s 350G Am. House

Leslie's New 'Blackbirds'

Lew Leslie has a bankroll to put on new 'Blackbirds,' for which

Lew Leslie has a bankroll to put on new Blackbirds, for which purpose he returned from London last summer. He was to have done it with the Shuberts.

Tunes for the London show, written by Rube Bloom and Johnny Mercer, will have additions and in-terpolations by Sammy Fain and others, as Leslie wants a completely

N.Y. FTP MOVES OFFICE: **NEW PRODUCTION SKED**

WPA theatre project in New York has again moved its offices and is now located on two upper floors of the building at 71 West 23d st. Site is the Masonic Hall at the cor-ner of Sixth avenue. Reason for ner of Sixth avenue. Reason for changing offices is economy, there being a considerable saving from the rent at the Chanin building on East 42d St. Quarlers there were regard-ed as entirely too flossy for a relief project.

project.

Production program of new shows materialized last week with the delayed opening of 'One Third of a Nation,' at the Adelphi, N. Y. Stated that the plans were not formulated until 'October, when there was a change in executives and that more shows were due in next month. To fill in, a WPA repertory which has been operating at Roslyn, L. 1., for the past year or so, opened last night (Tuesday) at the Maxine Elliott, N. Y., dark since the withdrawal of Processional.'

For the first time extra space ads For the first time extra space ads for a relief show appeared in the papers, copy having to do with 'One Third of a Nation.' Excerpts from notices were printed. Copy appeared in two a. m. and two afternoon papers, ads being ordered in by the Procurement Department of WPA in N. Y. separated from the theatre project.

Helen Arthur New Head Of Ann Arbor; '38 Plans

Ann Arbor Mich. Jan 25 Ann Arbor, Mich., Jan. 25.
Helen, Arbur, has been appointed executive director of Ann Arbor Drainatic Season for 1938, which begins May 16 and runs, five weeks. Seasons started nine years ago by Robert Henderson and mother were mot hoped to reopen this year after Mrs. Henderson's death last May and Heiderson's subsequent, resignation.

Flops Make It Great Blue Way; Showmen, Critics in Doghouse

4A's Story on Page 7

Developments in the Asso-ciated Actors and Artistes of America, of concern to legit players, will be found in a story on Page 7 in the picture sec-tion of this issue.

'Glitters' Sharp Form Reversal: B'way Press NSG

Season's most outstanding form eversal is 'All That Glitters,' which reversal is 'All That Glitters,' which opened disappointingly last Wednesday (19) at the Biltmore, N. Y. It had been touted a sure thing by those who saw the tryout at the Maryland theatre, Baltimore, It is the third show to be presented by George Abbott this season. Previous two, 'Angel Island' and 'Brown Sugar,' had brief engagements.

had brief engagements.

Notices in the tryout spot, were long and glowing. When the word got around, ticket brokers hopped on trains and they, with one exception, decided that. Abbott had built another hit comedy. Agencies immediately agreed to eight-week ticket buy, but, they groaned when the New York notices were mostly favorable, while the balance rated Giltters' a poor show. First-nighters fuiled to perceive anticipated laughs.

failed to perceive anticipated laughs. Among those concerned, the play was not thought so hot during rehearsals, but the producer's flair for emphasizing the comedy in scripts was figured to have worked another miracle. Others who saw 'Glitters' in dress rehearsal were of the opinion that 'if it gets by the critics' it would be okay.

executive director of Ann Arbor Drainatic Season for 1938, which begins May 16 and runs, five weeks, Seasons stated nine years ago by Robert. Henderson and mother wern ont hoped to reopen this year after Mrs. Henderson's death last May and Henderson's subsequent resignation. Miss Arthur will announce production director and play plans immediately. She is at present executive director of Managers-Actors' organization, in east which runs, summer season of Newport (R. I.) Casino.

New'k (N. J.) FTP Shifts
Newark, Jan. 25.

Anthonic Panenko, recently of the Brooklyn Little Theatre group, and Frank Emmons Brown have been appointed state supervisor, respectively of the WPA Federal Theatre of New Jersey.

Louis M. Simon, recently in charge of the Federal theatres of this state, resigned to direct Kenyon Nicholson's June Night.

Broadway has the midwinter blues and so have the critics. That always rates corollary. Jitters have come as the result of successive weeks which failed to disclose fresh tits. Particularly is that so since Dec. 1. Click arrived on that date, but no definite ones. Then, though two or three shows may reach moderate money.

Disappointment of showmen somewhat matched by that of Broadway's reviewers, who, in addition to finding their assignments an imbroken string of mediocritics lately, have

hnding their assignments an imbrok-en string of mediocrities lately, have-been getting a panning themselves. Doesn't seem to be the critics, fault, and unless the current week brings, in something worth while, January will go down as one of the worst for flops in Broadway history.

liops in Broadway history.
Comparative data for 1936-37 and 1937-38 disclose interesting if disturbing comparisons. November, 1936, was almost arid, introducing but one standout. November, 1937, brought forth at least four hits and a possible moderate. December of last season had five hits, while the same month this season but one wanoted.

noted.

Production has fallen away sharply in recent weeks. There were more than 70 shows brought in last season, while the current season has a total of 52 up to last Saturday 122). 1936-37 period included several smash revivals, while the current season may approach that 'if 'Julius Cacsar' and 'As Shoemaker's Holiday' stand onto Doubtful if those shows will equal the pace of Gleiglud's Hamlet' and 'King Richard II.'

There is a distinct difference

the pace of Gielgud's Hamlett and King Richard II.

There is a distinct difference the type of shows which scored the respective seasons. Last winter comedy successes were more prevalent, 'You Can't Take It With You,'Brother Rd. 'The Women' and The Show Is On' were the laugh shows, three still being on the list. 'The Wingless Victory' and 'High Tor', drama and fantasy, came in closely afterward, and February saw the arrival of two more comedies, 'Yes, My Darling Daughter' and 'Having Wonderful Time.'

This winter the laugh-scoring shows are Jess, in number to date, british winter to show the property of the same packs in number to date, british winters and the property of the same packs.

dertui Time.

This winter the laugh-scoring shows are less in number to date, including 'Hooray for What!' I'd Rather Be Right' and 'Amphiryon 38, latter not strictly a giggle affair, Included in last November's entrants were 'Golden Boy' and 'Of Mice and Men,' both long on the dramatic side. It is likely that the coming spring period will be more productive than last year, when new show arrivals lagged. Current season started so slowly it set a 'precedent. Of the season's premieres so far, 37 preciations were, made between Nov. 1 to Jan. 22, 'December being most populous, with 23 arrivals.

'LYSISTRATA' BOOSTS **DALLAS LEGIT HOPES**

Dallas, Jan. 25.
Unmolested showing of Lysistrata. raise in Little Theatre ante to \$2 top and promise of more Broadway stars to augment local company a la Blanche. Yurka's participation in Greek play, have raised Dallas showner's hopes, for improved legit biz. With Blanche Yurka in the lead and Miriel Butchings supporting in

inen's hopes for improved legit biz. With Blanche Yurka in the lead and Muriel, Hutchinson supporting in Miss Yurka's slightly modified version, the play opened Jan. 20 for skedded rin until tomorrow (Wed). Miss Yurka gets 50% of gross over and above expenses for her patt in playing and directing. Scale ranged from 50e to \$2.

De-sexing of play got mild panning from local crix but switch proved okay since show was ballyed as a pacifist play under sobriquet, First Lady of Athens, Jean Finley exploited and created change.

Little theatre recently moved from mortgage-laden, swank spot in the suburbs to a downlown spot that has seen everything from stock to films. Company has more than 100 local.

seen everything from stock to films. Company has more than 100 local school studes at present, having gon into that end heavily under directo Charles Meredith.

'Virginia' for St. Loo

Virginia, musical, which was produced at the Center theatre, N. Y. Is on the schedule for the St. Louis Muny. Opera. Co.'s festival next summer.

Richard Berger will produce.

Pickets Dressing It Up

Costumed Costume Unioners Protest Non-Union Costumes-'White Cargo's' Pageant

Picketing with production is costume workers' method of dealing with labor troubles at the Werbatheatre, Brooklyn. Paraders are strutting, their stuff in costume. Theatrical Costume Workers' Federal Labor Union (Local 21312 AFL) are picketing protest of the lise of alleged non-union dressing for Jules Leventhal's productio of White Cargo.' Walkers started active protest on.

White Cargo."
Walkers started active protest on Monday night (24) after Moe Weistock, owner of the house, rcfused to cooperate. One acolyte paraded until the show broke. Two were skedded for last night (Tuesday). Louis Hollander, organizer, is altempting to interest other theatrical unions, Equity, Chorus Equity, stagehands and electricians in his cause, but nothing doing yet.

Observers Monday night were

pointing out that several characters in Cargo' pretty skimpy on the costuming, anyway. Union mem-bers claimed it was the principle of the thire'

Hub Treasurers Elect

Boston, Jan. 25. Hugo W. J. Lundgren, president homas J. Waters, vice-president. Hugo W. J. Lundgren, president, Thomas J. Waters, vice-president, and John Norris, treasurer, were all re-elected at the annual meeting Sunday (23) of the Theatre-Treas-urers' Club of Boston, George Campurers' Club of Boston, George Campbell, was voited financial secretary, Edward J. Spellman, recording secretary, and to the board of directors: William. D. Landrigan, Thomas G. Roche, Abraham Copten, and Faul Spillane.

Business meeting and diviner was

Business meeting and dinner was night were attended by 200 meinbers and guests.

Plays on Broadway

ALL THAT GLITTERS IF I WERE YOU numedy in three acts, presented by George

Baltimore said that George Ab bott's newest presentation, his third this season, could not miss. Broad-way's first-nighters thought otherways first-inginers thought offer-mise for the most part. 'All That Glitters' has an agency buy which will help, but after the two-month period, which it covers, stay is period, doubtful.

doubtful.

Play is a prank and said to be based on a true occurrence. Fact or fancy, authors do not seem to have delivered an amusing enough evening. There is a Park avenue background, but the socialites' reaction is clearly indicated in the agencies, brokers being keenly disappointed at the premiere.

is clearly indicated in the agencies, brokers being keenly disappointed at the premiere.

Abbott has a flair for curtain lines and some are effective. Others, including the finale, are obvious and incredulous puns. Producer is credited with adroit casting, but that is open to question, even at the start, when two of the three party girls from an alleged Park avenue fast house look far from the types.

The ultra Mrs. E. Mortimer Townsend (Helen Gardner) starts it all by succeed the control of the start, when two of the three party girls from a control three party girls from a control three party girls from a control three party girls from a control three party girls from a district of the control of the

fiance.

Main trouble with 'Glitters' is its lack of laughs. Abbott shows, barring two mollers of recent months, have been clicks on the strength of comedy results. That is probably why more was expected of the new

why, more was expected of the new play.

Joslyn and Miss Francis head the cast. Miss Francis is comparatively new and she carries off her countess part creditably. Joslyn is of the manager's so-called 'acting company, his best scoring part having been in 'Boy Meets Gil.'

Royal Beal, as Muggy's friend, Dave, does very well. Present, as the country of the country o

I.MILLER

mvites

the theatrical world to consult our

Still carrying on the half-century old tradition of I. Miller, the leading maker of costume, character and current fushion shoes. THEATRICAL DEPARTMENT I. Miller & Sons

1552 Broadway

Parco in three acts (six scenes) preser	lod
by Dant Horvey Fox Pluy dramat	zea.
And Dani Hervey Fox and Lieun W. I.	cvy.
from the novel, 'Turnabout,' by The	erie.
Smith, Stars Constance Commings, I	401+
tings, Raymond Sover. At the Munsh	eld.
N. Y. Jan. 24, '35; \$3:30 top.	9.0
Rornard Bornard	Lee .
Miss Haller Mona Mo	ray
Nora Mona Mona Mona Mona Mona Mona Mona Mon	eld.

A. 1. Jan. 41, 05, 40,00 cd
Arthur Blunt Bernard Lee
Mich Haller
Helena Bally
Vellie Blunt Constance Commings
Cenleth Batty Harold Vermilyca
look
Worle, Maybeick
'onstable
Dr. AlexanderJ. Malcolm Dunn

Cooker Setylorical Market Medical Section of the Cooker Setylorical Market Medical Dunner Farcical half-fable, a whimsy half-rany, but earmarked for success, 'If I Were You' to tes enough novelty originality, zesty humor and good troping to multiple the cooker of the

sparkling situations gone before to, brun up the strong score on merit's side,
As the bio-chemist, Bernard Lee is making his U. S. debut. In a difficult role, due to having to suddenly strut a woman's way and wulles while trying to accustom himself to appear as a man, Lee lets loose some slick control of the strong of the

Shows in Rehearsal

White Oaks'-Victor Payne-White Usas — Jennings.

'Man on the Dock'—Victor Jacovus-Eliot Cabot.

'Save Me the Waltz'—Max Gordon.

'Once Is Enough'—Gilbert. 'How to Get Tough About It'
Guthrie McClintic.
'June Night'—Robert Rock-

'Roosty'—Albert Lewis. 'Salute to Glory'—Hyman and

Cooper.
'Journeyman'—Sam Byrd.
'Sunup to Sundown'—D. A. 'Casey Jones'-Group Theatre.

Broadway Fight

(Continued from page 55)

(Continued from page 55)
union proceeds along similar lines it
could picket every sh w on Broadway, since all the agents are of
NYTPA. Men were ordered to picket
the Shubert houses on such grounds.
Union's Orders
It is the first time TMAT has taken
that stand on press agents. From
the time, the boy office neonle stam-

the Shubert houses on such grounds.

Union's Orders

It is the first time TMAT has taken that stand on press agents. From the time the box office people stampeded to get into the union, there always has been a question about the agents and company manager members. Opinion was that the treasurers could operate as a group better than hooked up with managers and agents, particularly the latter, who are not regarded as properly being of the front of the house. Union agitators, however, saw a way to get action' by tying up with the teamsters: Other theatre unions, particularly the stage hands and acros, refused to become involved in the TMAT and NYTPA situation. Both were affected by the teamsters, however, and there may be intertunion squabbles as a result.

League of New York Theatres, the managerial group which refused to recognize TMAT on the ground that agents and managers are executives and should not be unionized, held a meeting Monday (24). Understood the showmen are now ready to enter into an agreement with NYTPA. Such a pact was sought last season. Managers claimed they were forestalled at that time because of advice that IATSE might enter the front-of-the-house field.

Theatre Guild, which uses girl ticket-sellers only, claimed as reason that they have the patience required to handle its unusually finicky subscribers. Staff of the St. James proved that was a faulty argument by, making exchanges of tickets sold for Malachy's expected-engagement at the Cuilbi theatre.

ignica to nancie its unusually finitely subscribers. Staff of the St. James proved that was a faulty argument by making exchanges of tickets sold for Malachy's expected engagement at the Guilat theatre. Not only were the exchanges handled efficiently, but the men at the St. James gave the subscribers virtually the same locations they had secured at the Guild at the lower subscription rate. Union's move Monday night was to call out the boxoffice staffs at the Morosco (Bachelor Born'). Broadhurst ('A Doll's House'), Golden ('Shadow and Substance'). Winter Garden ('Hooray For What!') and Imperial (Between the Devil'). All are Shubert houses and the ticket by the union that the walkout was tesigned to force the managers to recognize TMAT. League of New York Theatres went into session and maintained that it was willing to recognize an association of treasurers but not the present setup, which includes press agents and company (also house) managers.

TMAT, however, put forth another contention to the effect that the present emplership setup would be maintained, 'sink or swim' Explained the 'pulling' of the boxoffice people as being a demonstration against the production end of the theatre, whereas up to now its activity had been confined to the theatre opera-

as being a demonstration against an production end of the theatre, whereas up to now its activity had been confined to the theatre operabeen communition end.
Shubert B.O.'s

Shubert B.O.'s
Willingness of boxoffice people to
walk from Shubert theatres, is explained in another direction. Treasure's in such houses are paid considerably under the scale sought by
the union. Instead of \$75 a, week
for treasurers and \$50 for assistants,
they have been getting \$45 and \$50
tops, it is claimed.

In addition Shubert has stroft assessment

tops, it is claimed.

In addition, Shubert b.o. staffs are In addition, Shubert bo's staffs are ing of, Guild preserved in the manager cases of dispute, at ment, all perquisites from ticket significant signifi

Plays Out of Town

THE SILVER JUBILEE disjointed, bitter-sweet affair small town New Hampshire life,

Philadelphia, Jan. 25.
Comedy-drama in three acts by Cormac
O'Daly. Produced by the High Players of
O'Daly. Stage director. Arthur Shields.
History. Stage director. Arthur Shields.
Very Lev. Michael U Carroll
Very Lev. Michael U Carroll
Very Lev. Michael U Carroll

1100				Michael 3	
llant	iah			Maureen	Delany
Very	Rev.	Willlam	O'Dow	d. Austen	Meldon
litlin	Casey			Ma	y Cralg
Mary	Cases			Aldeen L	'Connor
lohn	Joseph	Barre	t	Denl	a O'Dent
plin	Cases			P. J.	Carolan.
4.57	200				1 16 14

Silver Jubilee was very well re-ceived here opening night (24) in its American debut and should be an admirable addition to the Abbey Players repertory during their pres-ent tour.

and admirable addition to the Abbey Players repertory during their present and admirable addition to the Abbey Players repertory during their present and a present and a present a presen

OUR TOWN

OUR TOWN

Piny by Thernton Avider. Stars Prank.

Play by Thernton Avider. Stars Prank.

Piny thernton Avider.

Piny Fassett

Jos. Crowell

Raymond Roberton Jay Fassett

Jos. Crowell

Raymond Roberton

Markla Caree

Mrs. Webh

Markla Erakline

Markla Scott

Professor Pepper

Arhhur Allen

Mir. Webb.

Markla Scott

Professor Pepper

Arhhur Allen

Allen

Markla Scott

Professor Pepper

Arhhur Allen

Markla Scott

Professor Pepper

Arhhur Allen

Allen

Markla Scott

Professor Pepper

Arhhur Allen

Allen

Markla Scott

Professor Pepper

Arhhur Allen

Markla Scott

Professor Pepper

Arhhur Allen

Markla Scott

Arhhur Allen

Markla Scott

Professor Pepper

Arhhur Allen

Markla Scott

Arhhur Allen

Markla Scott

Professor Pepper

Arhhur Allen

Markla Scott

Arhhur Allen

Markla Scott

Arhhur

Constable Wavies. E. Irving Jones (Crowell S. Crowell S

James Malaidy.

Thornton Wilder's first full-length
play, 'Our Town,' turns out to be
an excursion in the sealm of
an excursion to the sealm of
an excursion to the sealm of
any disappointing but hopelessly
slow. Jed Harris has endowed it
with a superlative cast, headed by
Frank Craven, and it will probably
of down as the season's most extravagent waste of fine talent. It's
hard fo imagine what the erstwhile
wonder boy of Broadway saw in this

b.o. staffs have not been able to earn

b.o. staffs have not been able to earn a comparable wage.

An agreement with the Theatre Guild was made Monday (24), the same day the Shubert b. staffs were ordered out. Arrangement calls for the Guild staffs (all girls) joining the union. Guild will continue to use its girl ticket sellers in theatres other than its own when its shows are playing such spots. Claimed by TMAT that the Guild will pay the salaries of staffs so displanted, however. That is declared not to be fact and that there is no such mention in the agreement. Also stated that there shall be no strikes nor picketing of. Guild presentations, and in cases of dispute, arbitration shall be used for settlement. Guild, however is prepared to recognize TMAT so far as the treasurers are concerned, but not the union's agents and managers contingent. far as the treasurers are concerned; but not the union's agents and man-

disjointed, bitter-sweet affair of small town New Hampshire life. Play's chances will rest solely on the novelty of the production. It probably represents an all-time high in experimental theatre for Broadway. By comparison the modern-dressed, senerytess Julius Caesariessed, senerytes Julius Caesariessed, senerytes Julius Caesariessed, senerytes Julius Caesariessed, senerytes of the process of the Princeton Theatre Intime, university experimental group, and other serious collegiate organizations. Our Town's should never have left the campus, for once the novelty has been worn thin, the play lacks the sturdy qualities necessary to carry it on its own.

First tipoff on the experimental to its own.

First tipoff on the experimental biz comes upon entering the theatre, with a standout that the manager grams will be distributed at the close of the performance. There is no curtain and the full stage is bare, with only, a few stray props resting against the back wall. At what cor-

with only a few stray props resting against the back wall. At what cor-

with only a few stray props resting against the back wall. At what corrections are also as the property of the

but only a few rare poets and philosophers know enough to live for the moment.

The final stanza opens, nine years later, with a dozen characters sitting mutely on chairs on one side of the stage; these people are dead. Craven explains it is a cemetery. From the other side of the stage enters the other side of the stage enters the other side of the stage enters the other side of the stage enters the other side of the stage enters the other side of the stage enters the other side of the stage enters the other side of the stage enters the other side of the stage enters the other side of the stage enters the tragic demeanor of a huddled group of mourners under umbrellas. Out of this group emerges Emily, in wedding dress, to take her place among the dead. It is only when the dead expound their philosophies that wilder's sermon takes concrete form. In addition to Craven, expert performances are contributed by Jay Fassett, as Dr. Gibbs; Evelyn Varden, as Mrs. Gibbs; John Craven, as Emily Webb and Helen Carew as Mrs. Webb and Helen Carew as Mrs. Webb and Helen Carew as Mrs.

It's All So Puzzling

J. M. Kerrigan, character actor, apparently left his optimism behind when he did a temporary walk on the film biz for a whirl at Broadway with Ina Claire in Barchester. Towers: Writing his pal, Joe Shea, Grand National praiser, of the Mantan legit situation, he complains: 'As if things weren't tough enough for actors, the outstanding show for material and players is 'Pins and Needles', but on by the Garment Workers Union.' After all the cracks about banks pressers, it's rather dis-Hollywood, Jan. 25

about pants pressers, it's rather disturbing,

'Another show, Another show, a hit. ('Julius Caesar'), has no scenery, and a big musical hit. ('The Cradle Will Rock'), has only one musician, 'And,' he says, 'they talk about Hollywood.'



1-MILLER

Chi Still Hot; Helen Hayes 23G, 'Door' 17G, Cornelia Skinner 12G

Chicago, Jan. 25,
Business contniues at an excellent
pace at this town's legit box offices.
Cornelia Otis Skinner came, in last
week for a fortnight's stay with her
fedna. His Wife' and is doing remarkably strong trade.

Helen Hayes is selling out consistently with Victoria Regina, and the
response to her one-performance
showing of 'Merchant of Venice' was
so enthusiastic that the Shakespeare
shot will be done for three more performances, one on a Sunday night
and the other. Friday afternoons.
Stage Door' is packing 'em at the
Grand, and could continue to sign
business but like to to lod, return
Feb. 5 to the Coast. Tovarich' is
doing well at the Selwyn.
Coming in shortly are the Robert
Henderson production of Tonight at
8:30' and the Abbey Players shows
in the Grand.

Estimates for Last Week

8:30' and the Abbey Players shows in the Grand,
Estimates for Last Week
'Edna. His Wife,' Harris (1,000;
\$2.75). (2d-final week). Cornelia
Otis Skinner having an excellent fortnight's stay; bang-up \$12,000 last week for her solo dramatics.
'Stage Door,' Grand (1,400; \$2.75).
'3d week). Managed a powerful \$17,000; could stay for several weeks, but quitting Feb. for eight of the condition of th

Ballet Fedre, Great Northern. 'See Naples and Die,' Blackstone.

'ROOM SERVICE' \$17,700; PITT LIKES TO LAUGH

Pittsburgh, Jan. 25.

It's laughs the legit crowd wants here this year. Brother Rat' and You Can't Take It with You' proyed that earlier in the season, and 'Room Service' did the same thing, again at ihe Nixon last week. George Abbott hit was a smash almost from the getaway, developing into SRO midway and staying that way down through the home stretch, winding up with corking \$17,800. Figure is the highest the comedy has grossed out of New York.

New York has grossed out of New York was an effort to keep it for sinother week but show had already been booked into Washington and couldn't cancel. Practically in the bag, however, for a return engagement later in the year. Again, for last few performances, management had to put extra chairs in the cachestra pit and send musicians into the control of the pit of the country of the pit of the country of the pit of

'Take It' Juicy \$9,500, Split Week, Columbus

Columbus, Jan. 25.

Columbus, Jan. 25.

Pulitzer prize reputation, good notices and word-of-mouth all compositions are proposed to the columbia of the columbi

performances.

Room Servicc' comes into the Hartman Jan, 31 for a split week, with Cornelia Otis Skinner's Edna' the only other play pencilled in before 'Victoria' arrives Feb. 24.

Estimate for Last Week

You Can't Take It with You, Hartman (1,634, \$2.75). Stood them up at final performances and copped \$9,500 for three nights and matinee.

'Time' \$9,000, Newark

Newark, Jan. 25.

Shubert, having reverted to legit shows after several months of vaudfilms, had splendid week with Having Wonderful Time, the bo, doing nearly \$9,000. Criz gave good notices and the public flocked back to the only legit theatre in the state. Show is being held over second week.

Estimate for Last Week

Having Wonderful Time. Shubert (1,950: 50-1.50). With only two nights for the two-for-ones, this comedy accounted for itself in fine fashion, getting nearly \$9,000.

Dreary B'klyn Outlook; 'White Cargo' N. G. \$3,500

Brooklyn, Jan. 25. No panic at any of the legit offer ings in the downtown sector. Werba' Brooklyn, after two thin weeks of Night of January 16th, came in with

Night of January 16th, came in with White Cargo, featuring Annette Margules in the role of Tondeleyo, Opp of \$1.10, with two matinees, may give house nondescript \$3,500. "Ravive thouse nondescript \$3,500. "Ravive (and should do better than the current opus.

At the St. Felix theatre the Bratheboro Players have dropped 'Oliver, Oliver,' and plan to open Feb. 7 with 'Man Who Ate Popmack,' comic fantasy by W. J. Turner. Chamberlain Brown Players, at the Academy of Music, gave a two-night stand of. Taken from Life,' new meller. Majestic shutters are still-up, but there is talk of reopening with a permanent stock company.

'8:30' SOUR \$8,000, DET.; SAN CARLO BIG \$20,000

Detroit, Jan. 25.
Cass theatre garnered only a mild \$8.000 last week on Noel Coward's Tonight at 8.30° cycle of plays, but 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on 10-day showing of San 150,000 on last season and is plenty in view or things.
Wilson's contemplated season of operettas originally slated to open Dec. 27, is still encountering delay but officials hope to iron out diffi-culties in New York so pop-price series can get under way early in February. With Mordkin Ballet set, for the Wilson for Feb. 35, the oper-for the Wilson for Feb. 35, the oper-tion of the property of the started until around Feb. 13, at the earliest, if at all.

Estimates for Last Week

if at all.

Estimates for Last Week

Tonight at 8:30, Cass (1:400; \$2.75
top) (2d week). No names in Noel
Coward-cycle, and price pretty stiff
for current biz recesh here; result
only about \$8,000. Pretty low, for
first. stanza.

San Carle Opera Co., Wilson (1,900; \$1,65 top). Capacity-most of,
series, and 10-day stand will be
plenty, profitable at \$20,000; better
than year ago, and swell in view of
current conditions.

'WOMEN' POPULAR, L. A. \$11,000 FIRST STANZA

Los Angeles, Jan. 25. Holding up well its second eek, "The Women' is pili up week, 'The Women' is pill up healthy grosses at the Biltmore, with another week to go. Plenly of word-old the reception of th

"Veyalties." Hollywood Playhouse.
John Galsworthy drama of race
prejudices attracting favorable attention.

tention.

"Days Without End," Mayan, Eugene O'Neill drama of a man's regeneration through spiritual rebirth.

"Ah, Wilderness," Mason. Winds up (30) after two successful weeks.

'Take It' \$9,400, Indpls.

Indianapolis, Jan. 25.
Best gross of the season was established here at English's theatre by You Can't Take It With You' with four well-attended performances, closing. Saturday (22). Take was beter than expected, because engagement of show was a repeat. Another company hind presented the piece here successfully at the same house a few months ago.

Estimate for Last Week

You Can't Take It With You' (1,-400; \$2.75 top). Tops everything for the at strong \$9,400 for four performances.

Take It' \$20,000, St. L.; First H. O. This Season

First H. O. This Season
Si Louis, Jan. 25.
You Can't Dake Will Will Will
Cleaned up at the American Horror,
town's only legiter, last week. Is
the first show to remain here more
than one week during current season. Management used plenty plugging for the show. 24's being posted
in a 35-mile radius of the town and
upping size of ads in local rags. Crix
also. Relped cause with 100% rayes.
You Can't Fate.
Here's Company of the town of the season
they best coin getters of the season
theavy reservations point to repeat
cleanup.

PHILLY SPOTTY; 'SHADOW' 18G, 'RAT' \$9,300

Philadelphi Jan. 25.
Chalk up another case which Philly waited until the last few days of a legit engagement before waking up to the fact that the show was Shadow and Substance, Eddie Dowling's production of Paul Vincent Carroll's Irish drama. Given rave notices by all the local crix, this one had to subsist almost entirely on had to subsist almost entirely on Large before the control of the control of the very large was a subsist almost entirely on Large the control of the week, houses were virtual capacity, with overflows from the balcony taking care of rear scats in orchestra.

Other Irish representative did not fare as well. First stanza of the Abbey Players at the Forrest was disappointing, being definitely understandard of the trouge's last two may been that entirely and the forrest was dievoted to one single entry—Lennox Robinson's The Far-Off Hills. This week the Abbey lies are doing four: The Silver Jubilee' (new) last night (Monday) aftermoon and night. The Playboy' and tone the single of the Moneral Silver Jubilee' (new) last night (Monday) aftermoon and night. The Playboy' and the Rising of the Moneral Silver Jubilee' (new) last night (Monday) aftermoon and night. The Playboy' and the Rising of the Moneral Silver Jubiles' (new) last night (Monday) aftermoon and night. The Playboy' and the Rising of the Moneral Silver Jubiles' (new) last night weeks stay and has the house reserved up to mid-February. June Night 'tics out next week at the Erlanger. Chestnut, dark this week, as and and the listing out the Moneral Silver (Moneral) and Califerial on Feb. 14.

Estimates for Last Week

Direct. 49.

Estimates for Last Week
"Brother Rat." Locust. (1,400; \$2,50).
(5th week). Still geing along nicely to profit, \$9,300 last week.
Abbey Flayers, Forrest. (2,000; \$2).
(2d week). Disappointing for this group generally so popular here, \$5-timated \$7,500.

imated \$7,500.

'Shadow and Substance, Chestnut (1,646; \$2.50). Last week (2d) saw terrific improvement; near capacity at end; walloping \$18,000.

BALTO LIGHTED AGAIN; THREE SHOWS LISTED

Baltimore, Jan. 25 After a week of darkness, the legit situation here perked up with current booking of 'Wine of Choice' at Ford's for a 'three-day date beginning Thursday '200 and 'On Borrowed Time listed at 'the same house for the week following. Strong advance for she

for the week following. Strong advance for both.
Maryland, other local legit house, indie operated by Chum McLaughlin, has the preem of Man the Dock, by Henry Elphron and Sam Rosenberg, stated for the week of Feb. 14. Eugit takings so far this scason have been consistently strong.

'Caesar' 4G, New Haven

Shubert perked up little last week with a tinke close to \$400 at 100 at

tulius Caesar? Shuber! (1,700; \$2,20). Everybody made little money with gross around fair-enough \$4,000.

Broadway Flop Crop Hurts, But 'Right' S.R.O., \$32,000, 'Hooray' 28G. 'Susan' 20G, 'Boy,' 'Wagon' Climbs

Although the winter flop crop on der title, "The Housemaster', slated Broadway has not been dented, better business generally was registered! The tween the Devil, Imperial (6th week). That was more than matched the road, where seem touring attractions chalked up 110-touring attractions chalked up 110-touring attractions chalked up 110-touring attractions (19th week). The Housemaster', slated to open last night (Tuesday).

**Effective Housemas usual grosses.

touring attractions chalked up inusual grosses.

Excellent attendance out of town
was drawn by several former Broadway standouts, with Room Service
drawing the most attention by its
lakings, which reached \$17.700 in
Putsburgh. That is the top soad seven
did not even approach the pace of
the original company, still playing in
New York (Cort).

Another out-of-town topper was
Can't Take It With You, which sot
\$20,000 in St. Louis. That city-haben the most consistently ferlie
legit stand of the season. Strag Boor
trode in a strong statement with
winding up its four, which could have
continued into, spring if Joan Bennett, the featured player, did not
have to leave Feb. 5 for a film commitment for Walter Wanger.

Last week's sole arrival on Broadway. 'All That Glitters, was: usappointment at the Biltmore. No scheduled closings this week. Two of
the newer shows air in question
to move from the Playhouse after an
other week house getting June
Night. 'Stop-Over' will move or
close at the Lyceum, which gets
'Roosty.'

Next week Sunup-to-Sundown'
opens at the Fullon, and two experimental ventures are listed. The
Bridal Crown, 'vandcrbilt, and Tve
Got the Timey 46th Street. Week of
Productions arriving.

Estimates for Last Week

*All That Glitters,' Biltmore (2d.

Estimates for Last Week

Estimates for Last Week
'All That Gillsters, Biltmore (2d
woek) The Gillsters, Biltmore (2d
woek) C-991-83-20). Opened last
midweek, press distinctly divided;
mostly adverse; got \$7,000 in five performances; better line this week,
'Amphitryon 38,' Shubert (13th
week) (C-1,387-83-30). Busincss sade
off and ticket not 'hot' in agencies;
revival of 'The Sea Guil' will be
alternate presentation; paced around
\$16,000.

\$16,000.

Bachelor Born, Morosco (1st week) (C-961-\$3,30). Presented by Milton Shubert; adapted by Ian Hay from his story of same; toured un-

WERE YOU' 2G; HUB RELIGHTS

Boston, Jan. 25.
Three shows this week take over the local stages where one had the town to itself last week. If I Were You, starring Constance Cummings, closed Saturday (22) after a tepid stanza, themed by unfavorable press at its opening. Caesar. (Mercury Theatre) and Yes. My Darling Daughter, with Lucille, Watson, Violet, Heming, and Monday), and fonight (Tuesday) Our Town, Jed Harris, production of a Thornton Wilder Story, starring Frank Craven, opens at the Wilbur. Estimate for Last Week. Boston, Jan. 25.

Estimate for Last Week

11 I Were You, Wilbur (1.227;
\$2.75). Theatregoers gave this fam-tasy the go-by, and for the single frame it tallied a starvation \$2,000.

Frisco Fairly Frisky; 'Daughter' Sock \$13,500

San Francisco, Jan. 25.
Yes, My Darling Daughter, with Florence. Reed, hopped off, with a snappy \$13,500 at the Gary list week. At the Cutan in a repent selection of the Cutan in a repent selection of the Cutan in Frisco, is 'Nude with Pincapple,' The fact of the Project offering at the Alcazar.

Estimates for Last Week.

Tebsece Read.' Cutran (1,500, \$2)
(2d week). Although the crix panned he production from acting down to the scenery department, the public seating it up, giving uinc performances a week; take of \$13,200 beats egross on the previous stand.

Yes, My Darling Daughter, George (1,500, \$2,75). (2d week). Off to flying start and looks set for three hefty weeks, \$13,500 on the initial stance.

WPA

Nude: with Pineapple, Alcazar
(1,500; \$1). Doing good biz.

"Suran and God," Plymbuth, (17th week) (CD-1,106-53-30). Rated top grosser among straight shows this season; last week quoted at \$20,000. "The Star Wagon," Empire (18th week) (CD-1,096-53-30). Picked up couple of thousands and was quoted at \$16,300; best gross for normal week since starting period, growth of the couple of thousands and was quoted at \$16,300; best gross for normal week since starting period, growth of the couple of the couple of thousands and was quoted at \$16,300; best gross for normal week since starting period, growth of the couple of th

The Women, Barrymore (57th week) (10-108-83-30). After clipping down, has been improving steadily with \$14.000 clocked last week; advance sale also picked up. Time and the Conways, Ritz (4th week) (D-918-83-30). Improvement the same of the same o

Revivals

Shormaker's Holiday' and Juliu
Caeiar'; revivals moved Monda;
(24) from former Comedy to Na-tional where possible gross is \$14,001
at \$2.20 lon.
A Doll's House, Broadhurst moved here from Morosco business picked up; estimated around \$9,000.
The Fireman's Flame, American Music Hall; old type melodrama;

WPA

One Third of a Nation, Adelphiwithing 550 nightly; considered okay at 55c. top.

Repertury, Elliott; bills presented at Holyn, L. I., loved here last hight (Tuesday).

Guild Demands at Record
More demands for changes in the
Philly Record Guild contract, which
expires April 8, were made to Publisher J. David Stern at a unit meeting last Sunday. Original requests
included job security extension of
dismissal notice and, its payment
without exception on all dismissals. without exception on all dismissals. Now demanding copyreaders' scale up to \$85 after one year; 15% flat increase on all salaries from \$50 to \$86.50; that copyboys be given first chance at other jobs before outsiders are hired; that reporters not be asked to serve as photogs and vice versa; that apprentices in all deversa; that imeand-a-half be paid for all overtime and double be paid days off: freedom to do outside work in off flours, three weeks vacation and four weeks after 10 years service; payment of \$10 weekly for use of cars.

cars.

Unit turned down requests for a seniority clause, payment for syndication of stories or pix by staff members in other Stern.papers and right of Guildsmen to attend to unit biz on office time.

Kaufman's New Novel
Wolfe Kaufman, ex-Variety mugg
turned film scribbler, is route to
Hollywood after a trip to N. Y. for a

nollywood after a trip to N. Y. for a conference, with "Random House heads on his new novel.

Writer stopped off in Chicago to talk over some mag pieces, with Esquire editors, while en route to N. Y.

Bill Corum Testimonial
About 700 attended the Friars
Club's testimonial dinner to Bill
Corum, sports columnist of the N. Y.

Corum, sports columns of the Astor hotel, N. Y., Monday night (24). Gross was over \$5,000 at \$7,50 a head, Jay C. Flippen, actor and abbot of the Friars, was toastmaster, but the rest of the dais was composed chiefly of officials, newspapermen, bullstyres area. chiefly of officials, newspapermen, ballplayers and fighters. Among them were Jaffes J. Walker, exmayor of N. Y.; Harold C. Hoffman, ex-governor of New Jersey; Ford C. Frick, president of the National League; Horace Storieham, owner of the N. Y. Giants; Joe Di Maggio, Babe Ruth, Jim Braddock, Frank Frisch, John Kleran, Dan Parker and R. L. Ripley.

R. L. Ripley,

Satevepost 'See' Radio'

Literary agents and radio publicity men are wondering whether
the Saturday Evening Post will
continue what were generally understood to be the Lorimer policies
on broadcasting material in the future, or whether these will be modified. Possible that under the new
Westey-Stout. editorship-thie-policymay be modified, or at least held
loss sacred than under his predecessor.

Reported that the SEP has sent
S. J. Andrews from Chicago to Hollywood to dig. up a behind-thescenes in radio yarn there. If so, it
will be about the first secognition
the mag has taken of the etch biz
except for a satirical brush-off.

Networks are furnishing color
shots mere accessions.

except for a satirical brush-off.
Networks are furnishing color
shots, more expensive than the average run of art, but considered worth
the outlay to break down the Philly
mag's antipathy.

Such Versatility

Norman Reilly Raine, Jerry Wald,
John Huston, Earl Baldwin, Cranc
Wilbur, Casey Robinson, George
Bricker, Larry Kimble, Anthony
Coldeway, Richard Macaluay and
Horace Jackson, Warner studio
scribblers, will double as actors in a
Screen Pictorial short based on the
evolution of a screen story from inception of idea to completed production.

Typewriter pushers will emote under the direction of George Bilson fellow scripter, with Gordon Hol-lingshead in the supervisor's swive!

Hub's Camera Serial

Substituting ordinary newspape peed-camera flash bulbs for the speed-camera flash bulbs for the kliegs of the Hollywood sound stages

kliegs of the Hollywood sound stages, the Boston Evening American has launched a fiction-truth serial called 'When a Cabot Loves a Kelly'—and the idea has proved to be catching. One of the Hearst chain, the Boston sheet statted something, which has been picked up in several other Hearst plants. Orders have been sent that the Boston idea be localized for Washington, with Seattle, Chicago and Detroit 'likely to fall in line, and with the 'Cabot-Kelly' tennique considered a natural for the Los Angeles subscribers. The 'Cabot-Kelly' idea was conceived by John A. Malloy, managing editor of the Boston American.

Excuse, Please

Atlanta, Jan. 25.
Editor of 'Good Words,' publication of Atlanta Federal Pen pissoners, in January apologized for error in December sheet.

By-line on article on 'Christmas,' ye. Big House ed explained, should have been 'By No. 4870!' instead of 'By No. 40027.

Gingrich Readying Ken

Publication date for Ken, new Esquire mag, set for March 31, will publish semi-monthly and retail at 25c. Arnold Gingrich, editor Esquire-Coronet, will be editorial supervisor on new mag.

Advertising organization being geared up and rate cards now available. Expensive mailing pieces and promotional material going out to potential advertisers.

Writers have been sent two pages of mimeograph material with nine captions describing what Ken is after. Subjects are described as anything on which you know (or can find out) the inside story. Material must not be too technical, libelous or too involved, says the bulletin. Most welcome type is that which competes with fiction, pace. Anecdotes are desirable. Length, 50 words to 5,000. Introductions, none. Writers have been sent two pages

rouse to 5,000. Introductions, none. Payment will be on acceptance in three classes: \$1,000 for a piece that rings the bell, \$500 for pieces which meet all tests, \$100.250, for acceptable run of the mill material not outstanding. Length has no bearing on classifications.

List of do's and don'ts is ap pended, to punch home idea of in side stuff being wanted don'ts be-ing principally directed against editorializing:

Kents first print order calls for 500,000 copies. Newsstand orders already exceed that amount, but press limitations and space rates based on 250,000 holding publishers down to the 500,000 mark. Publishers claim 250 pages of ads already contracted for first year. General rate as of first of year, \$3.60 per 1,000 in black and white. Color covers range to \$2,500. New rate card will go into effect April 7. Ken's first print order calls

Ernest Hemingway, Paul de Kruif Raymond Gram Swing,, Herb Graf fis, Manuel Komroff, Lawrence fis, Manuel Komroff, Lawrence Martin, and William Sharp are writters and authors on editorial board. Legit newsmen on the staff include Burton Roscoe, John L. Spivak and Howard Denby, the latter adding to his duties as chief of Esquire's feature syndicate.

Editorial meat, of, Ken, will be finding the most of the start of the st

'insider's world' profusely illustrated.
Mag will originate its own editorial style, but it is said, entire basis won't be unlike VARIETY'S 'inside stuff'

Photo Finish

Beth Brown completed the play-script of her 'Riverside Drive' the same day Park Commissioner Moses formally opened the Riverside Drive improvement. She thinks it's an omen or something. Play is an adaptation of her novel published a couple of years ago.

She has had a number of nibbles at her 'Three Girls in a Bed,' and expects to close most any moment.

Joe Mitchell's Nice Press

Joe Mitchell, of the N. Y. World-Telegram and author of My Ears Are Bent, 'cracked some nice re-views on his first book. Possible that it may start a wave of domestic memoirs similar to the influx of bios by foreign correspondents and that by foreign correspondents and that it may arouse publisher interest in life stories by the boys who see only the local scenery.

Knoxville Guild Hearings

National Labor Relations Board has set Feb. 3 as the date for the hearing of the board's complaint against the Knoxville Journal on against the Knoxville Journal on charges preferred by the Knoxville Newspaper Guid Complaint charges the Journal with 'coercion and restraint in the employes' right to self-organization and refusal to bargain in good faith.

Literary Markets Year Book

Literary Markets Year Book Groff Conklin has finished an an-thology of markets which Knight Publishers will issue in April Its titled 'Authors, Artists and Com-posers Market Yearbook for 1938,' and is intended to be the most com-prehensive work of its kind. Book will retail at \$2.50.

Philly Bulletin Importuned
Four Philly papers are confabbing with Evening Bulletin to get it to agree to a unanimous tilt from two to three cents. Publishers of Record and Inquirer, morning sheet, and Daily News and Ledger, p.m. rags, have agreed. A.m. papers recently jacked levy to three cents outside the metropolitan area.

Unplied the Lecture of the conference of the conference of the lecture of the conference of the co

outside the metropolitan area.
Upping the local nowsstand price, however, without assent of the Buletin would be impossible. Sheet, with more than half million circ, often a stay-out on agreements by other publishers. Recently published income fax reports for 1936 show Bulletin with best paid execs in two without the publishers. But the property of the publishers are provided to the publishers are provided to the publishers. town; William Simpson, biz managetting \$88,000 and line of oth more than \$40,000.

Providence Trib to Be Tabloid

Tribune, offspring of the defunct Providence Star-Tribune has gone tabloid as result of a far-reaching reorganization move being effected by the Providence Journal Co., new owners. The Journal purchased the Star-Tribune under the hammer last month.

Operating expenses pruned in most departments. Advertising rates most departments. Advertising rates go down in an attempt to build up paper. New tabloid being printed on Journal presses, and delivered in Journal trucks, thus eliminating plenty overhead.

Tabloid will be patterned after I, Y. Daily News. Advertising mentressing this point to merchants N. Y. Daily News. stressing this point to merchants. New sheet loaded with features of all kinds, including two Holly

James P. Stickley, Journal execu-James P. Stockey, Journal execu-tive, is at the helm of the Tribune. With Tribune ownership reverting to Journal Co., the local field is pretty well sewed up by that outfit, which publishes Evening Bulletin and Sunday Journal in addition to Providence Journal.

Change in ownership climaxed one of the strangest and bitterest political fights in Rhode Island, Wal-ter E. O'Hara, race track magnate, lost Star-Tribune in receivership battle proceedings with proceedings. A battle with Gov. Robert E. Quinn put quite a dent in O'Hara's bankroll when the gov-ernor closed Narragansett Racing Park last fall in a move which brought out the National Guard and subsequent martial law.

Hearst-Guild Chicago Pact

Chicago News Guild members dropped from Hearst's American and Herald & Examiner scored a victory in fight over dismissals and averted strike which had been threatening for two weeks.

Hearst papers dropped 140 em-ployees since dailies announced a consolidation and Emanuel Levi took over publication of both dailies. Dropped are 32 from editorial, sports and art and photo departments

and art and photo departments.

New agreement entered into following lengthy negotiations between Levi, Harvey J. Kelly, of Hearst general Labor council, and Morgan Hill and Don Stevens, representatives of the American Newspaper. Guild guarantees no dismissals for reasons of economy, merger, departmental or sub-departmental eliminations or discontinuances for period of 90 days." Guarantees against pay reductions for a year were also productions for a year were also productions for a year were also productions for a year were also pro-

After expiration of 90 day agreeexpursion of 90 day agreement, employees cannot be discharged because of consolidation during remaining nine months of contract term. Preferential rehiring was also specified.

Agreement further calls for two weeks advance notice and advance negotiations of proposed staff reduc-tions, and an indemnity scale of 26 weeks' pay for those with 15 or more years service.

Only point not yet decided upon covers rehiring status of dismissed employees other than they be given preference. Papers' management asking for 'New York agreement' covering this point.

Of singular note is that Guild gives this could be controlled to the controlled the cont

full credit for successful negotiations to Harry Wohl, night editor, Evening American. Wohl was guiding leader throughout with just loyalty to both Guild and the papers.

Studio Praisers Election

Studio Praisers Election.
First election of officers of the new Screen Publicists Guild will be held in Hollywood next Friday (28), after which negotiations with producers for wage tilts and shorter working hours will get under way. Notice has; already been filed with Pat Cascy, Hays office labor, contact, that SPG is ready to submit its demands.

Not 'The Book'

Following notice from president of Time, Inc., Henry R. Luce, was recently posted at Time mag's offices, signed by Ralph Ingersoll, publisher:

"This from H. R. Luce: Time, Lea publisher mag'agines, not

"This from H. R. Luce: Time, Inc., publishes magazines, not books. Reference to Time, the Wewsmagazine as The Weekly Newsmagazine as is therefore officially banned from memoranda and conversation.

Beaton Apologizes, Quits

Cecil Beaton, photographer, who drew a border in Vogue mag for Feb-ruary which included microscopic lettering with anti-Semilic referen-es, has resigned from the staff after conferences with Conde Nast. Latter issued a statement to the effect that his publications had always that his publications had always been free of attacks on race creed and regretted the incident.

Beaton also issued an apology stat-

Beaton also issued an apology stating that he had seen some poor, films, bleming his irritation on that and an artist's temperament. Stated it was a thoughtless and meaningless indiscretion. Of 280,000 copies of the magazine published, 130,000 were with the state of the state o

the magazine published, 100,000 were withdrawn before distribution. Incident is the second of its kind in recent weeks, as a radio mag, QST, recently carried microscopic items in an ad derogatory to President Roosevelt.

LITERATI OBITS THIS WEEK

Ann Bernstein, general European representative of the International Literary Bureau, and formerly foreign editor for Metro-Goldwyn-Mayer, died early this month in Zurich. Prior to Hiller's regime, she was editor-in-chief of Drei Masken Verlag of Berlin.

Verlag of Berlin.

Miss Bernstein was a leading European play broker who transferred her activities to the United States after 1933. She was responsible for German translations of the works of Samson Raphaelson, Theodore Dreiser, Elmer Rice, Sidney Howard and others, Others that she launched on their careers were Leonhard Frank, Bruno Frank and Ferdinand Bruckner.

ner.

Joseph A. Nesmith, 80, artist and patron of the arts, and a member of an old Lowell, Mass, family, died at the St. John's Hospital, Lowell, Jan. 20, following two years of failing health. Nesmith headed committee that formed the Lowell Art Association and purchased the John McNeil Whistier home as permanent headquarters of the Association.

Harris Mason Dolbeare. 67 founder

Harris Mason Dolbeare, 67 founder and editor of the Wakefield (Mass.)
Daily Item, died at his home in
Wakefield, Jan, 22, following an illness of three months.

william B. Loftus, 42 sports edi-tor of the Wilkes-Barre, Pa. Evening News, died on Jan, 21 at his home. Ernest Edward Byam, 76, former editor of weekly newspapers in North Adams, Mass., and in Rome, N. Y., died on Jan, 21.

W. J. Guthrie, 78, retired San Bernardino, Calif., publisher, died there Jan. 22.

Emile Cohl, credited with having invented the animated cartoon, fore-runner of Walt Disney productions, died in Paris, in obscurity. Jan. 21, He was a pupil of Andre Gill, caricaturist.

Henry Kistemaeckers, 65. French playwright and novelist, died Jan. 21 in Paris. He had been president of he Society of French Authors and Dramatic composer since 1932,

Edward J. Neil, Associated Press correspondent who was killed in Teruel, Spain, was buried on Jan. 21 at Methuen, Mass. New York and Boston newspapermen in addition to his family attended the services.

ires.

Paul Sedberry, 37, former Southern California editor for Wall Street

Faul Sedberry, 37, former South-ern California editor for Wall Street Journal and one-time financial editor of the L. A. Herald, died in Los An-geles, Jan. 23. Forced into retire-ment three years ago by ill health. Harry R. Whiteralt, 66, former Philadelphia newspaper editor and teacher of journalism, died of pneu-monia in Graduate Hospital, Phila-delphia, last Wednesday (19). He worked on the staffs of the Press. Telegraph, Times and Star, and was for several years night editor of the North American. For the past five years he had taught advertising and journalism at the Charles Morris. journalism at the Charles Morris e School

George Martin, 48. former asso-ciate editor of the Philadelphia Evening Times, was found dead in his New York apartment last Wed-

CHATTER
Harold Ross of the New Yorker going on vacation.

from

oing on vacation.

Margery Sharp coming to the U. S.

rom England next month.

Richard English peddled 'Some
ike I Simple,' a shorty, to Col-

lier's.
Ruth Adams, socialite, working at the N, Y, Daily Mirror on inter-

Valerie Savage, Manhattan novelist, checked in on a Columbia writ-

Valorie Savage, Manhattan novelist, checked in on a Columbia writing contract.

I hn Van Druten, English novelist-playwright, checked in at Mctro for pix scripting.

Time mag considering founding a radio department, Frank Norris is in charge of research.

Steve. Fisher, Hollywood sports writer, crashed Liberty with his first try at fiction, 'Annual Visit'.

Whitney Bolton, N. Y. crick on Coast for year's stay as film chronicler for the Annenberg sheets.

William F. McDermott, dramacrick for the Cleveland Plain-Dealer is in N. Y. to give legit the oo.

Paul Kennedy, radio ed of Cincinnati Post, in Hollywood to do series on Coast ether personalities.

Bruce: Minton, making a tour of the middle west to write a survey of the middle west to write a survey of the middle west to write a survey of tabor conditions for the New Masses.

Louise Branch, owner of the English Book Shop in N. Y. dropped 530,000 sponsoring the Dance International.

Publication of Jack Kirkland's play "Tortilla Flat" dropped by Covici-Friede following poor notices for the play.

for the play.

Harold Seidman's new book 'Labor' will be published by Live-Cars, will be published by Liveright. Placed by Willis Wing and Bernard Schubert.

Bernard Schubert.

Associated Press will move its N.

Y. offices to Rockefeller Center, occupying, its own building, will

Time-Life, elsewhere in the project.

Elmer W. Petersen, has been assigned to the Shanghai bureau by the

Associated Press. He has previously
been in several foreign branches of

the AP. the AP

the AP.

San Antonio Express and Evening
News laid off 30 men from all de-partments recently, including two
guild members, account of increased
production costs.

J. Dana Tasker, formerly of News-

J. Dana Tasker, formerly of News-Week is, now assistant to the pub-lisher of Time Magazine, Ralph Ingersoll: Another switchover from News-Week is Jack Ratcliffe. Jim Lee, crack scribbler, departed L. A. Examiner; last in general exodus of top reportorialists from Hearst rag which included A. M. Rochlen, Otto Winkler and Sam Is-

Eddie Mitchell 'Ray de O'Fan' ra-Eddie Mitchell, 'Ray de O'Fan,' radio editor of Seattle F.1 a, m, sheth has been pinchhitting for J. Willis Sayre. drama crick, who has been hobbling on crutches following serious auto injury.

Emil Zubryn, American rep_for

rious auto injury.

Emil-Zubryn, American rep_for
Allied News Agency of London, has
headquarters in Brooklyn, N. Y.
Contacting newspapermen here for
malerial on celebs in the limelight
of foreign sales.

Bill Blake, son of Morgan Blate,
sports ed of Atlanta Journal, has
quit as head of Columbus, Ga., sport
department for Louisville Couri
Journal. Succeeded by Felton Gordon, of Georgia U.

Journal. Succeeded by Felton Gordon, of Georgia U.

John W. Harden, columnist on the Salisbury (N. C.) Post, writing Postscripts' on editorial page six days a week, and Carl Spencer, Post caronist, doing a Sunday 'Carolinas Oddities' layout, are collabing on a new Sunday feature, 'Heeling Tar Heelia.'

Hcelia. Edward W. Bates, Capitol Hill re-porter for the New York Herald Tribune and veteran Albany news-paperman, has been elected presi-dent of the Legislative Correspond-ents' Association. He succeeds Paul H. King, chief of UP's Albany bureau

H. King, chee-bureau.

Industrial Press, New York, has changed its capital stock structure from 10,000 shares, 2500 preferred, \$100 par value, and 7,500 shares com-mon, no par value, to 7,500 shares. no par value, according to a notice filed with the Secretary of State at

flied with the Secretary of State at Albany.

Rerdinand Voteur, formerly of MGM. and Columbia scenario departments has collabed on a play with Joseph Lewis, president of the Freethinkers. Play titled 'The Prince and the Singer,' is based on plot to overthrow Persian dynasty and establish dictatorship.

Houghton, Mifflin will award two literary fellowships of \$1,000 this year to promising writers in need of financial assistance to complete projected books. One will be for a fiction project, the other for non-fiction. Award is exclusive of subsequent royaltics. Previous awards all went to novelists, Applications must be in by April 1. by April 1.

Broadway

Cliff Hall will try the Coast shortly.

Jack Cohn to Miami for fortnight's

vacation. Robert Weenolsen working on a play. grold Dunn back form China and Japan.

Max Fuchs in hosp for observation

Harold Dunn back form China and Japan.

Max Füchs in hosp for observation cam trouble.

Harrive weekend made Chicago Leo Lubin, of Consolidated, back from southern cruise.

Archie Mayo, Warner director, back from European trek.

Hunter Perry, Par's Virginia operator, in N. Y. last week.

Sidney Blackmer, how with Stop-Over, recovered stolen and for the Ny. Theatrical Press Agents.

Joy Jacobs in town to set a new show for his Chez Paree, Chicago.

Jim Geller of the Hollywood William Morris agency due east shortly. Omar Kiam, Sam Goldwyn's fashion designer, in N. Y for a brief spell. Thomton Freeland sailed for English of the China Chi

day.

Bill Pine left New York yesterday
(Tues.) for Miami. After spending
10 days there, he will proceed to the

Coast.

Hippodrome goes giant Bingo one night weekly, starting Jan. 27. First of super-commercial type to hit city

night weekly, starting Jan. 27. First of super-commercial type to hit city proper.

Starting is editor of University of the work of the start of the

Will Rockwell, ex-music pub, now owns Mammy's Chicken Farm on West 52d, taken over from Dave-Marden, who's allying with his brotte. The state of the

Sydney

1

Montague Marks look-seeing Ken G. Hall readying new pic for Cinesound.

Ella Shields will appear in panto, 'Cinderella,' for Frank Neil.

Expected that Charles Chauvel will commence pic production soon Hoyts threw party to staff. GUT did likewise to celebrate G.T. split Orrie Perry, manager State, is slowly recovering from a severe ill-

Expected that Charles Chauvel will soon make production start for Expeditionary Films.

Ken Asprey is moving swiftly to arrange matters covering new buy arrange matters covering in ... into Williamson-Tait. Dick Harwood, producer for New

Era Films, gave a preview of latest effort, The Avenger, here.

Nina Mae McKinney is taking a short vacation here. May do another show or return to London.

Open air fight biz got a fresh start under the direction of Charles Lucus and Jack Munro at Sport's Ground. Possibility that Sam Snider will ake a trip to America next month o look over the field for suitable ttractions.

Sir Victor Wilson has returned from huddle session with premier of Tasmania, behalf of Motion Picture Distribs' Assn.

Chatter about that Katharine Cor-nell will definitely visit here next year under the management of Williamson-Tait.

Williamson-Tait.

Jack Percival is putting out some clicking exploitation for the Montague revue here under direction of Fullers-Snider-Dean.

Reported that Cinesound hopes to have two productions in operation in 1938 under control of Norman B. Rydge. Ken G. Hall will be in full charge of all productions, and another director will be imported to take over the number two unit. Said that players will be imported from Hollywood.

Paris

Demolition of expo started. Demolition of expo started. Elvire Popesco off for Nice. Jean, Jac and Jo off on tour. Ketti Gallian in from Riviera. Grock at Moulin Rouge Cinema. Charles Laughton at Monte-Carlo

Marie Glore off for winter sports. Mia Slavenska in from Belgrade. 'Big City,' Metro, opening at Le

Paris.
Clown Auguste Beby back from
Berlin.
Tonight's Our Night' (WB), opening at Apollo.
Yves Mirande in Pyrenees for

ing at Apollo.

Yves Mirande in Pyrenees for Winter sports. The Mirande in Pyrenees for Winter sports. The Mirande in Pyrenees for Winter sports. The Mirande in Personal Internation in Personal in Personal Internation in Personal Inte

Renoit's film on French revolution, set.

Compagnie de Ballets de la Jeuncesse giving first recital at SallePleyel.

Spinelly, music-hall star, in cast of
La Desirade, new play by Jean
Elfel Tower broke all visitor records in 1937, taking in more than
8,000,000 francs.

Pierre Blanchar, and Suzy Primpacking for Berlin, where they will
make—Le-Joeur.

Suzanne Dehelly signed for important role in 'Madame la Presidente',
In to the significant
film being made by Fernand Rivers,
Jacques, de Baroncelli, giving up
Jacques, de Baroncelli, giving up
Jacques, of SOS Sahara' due to auto
accidient injuries. Michel Duran directing. Italian director Minchella going to

recting.

Italian director Minchella going to make two films in France. 'L'Homme Traque' and 'Blumelein 35,' adapted from Francis Carco's works.

Berlin

Alfred Gerasch to Vienna.

Harry Piel in from Jugoslavia.
Leo Lenz, dramatist, celebrating 60th birthday.
Heinrich Botel, famous opera singer, dies at 84.
Hans Leibelt signed for Pola Negrena State of the State of

Gieseking.

skedded for a concert at the Beethovensaal.

French bianist Reine Gianoli and violinist Walter Barylli giving concert at the Singakademie.

Hams Zesch-Ballot, legit and pic thesper, doing the dinlog for The Impossible Mr. Pitt, an Ariel film.

Compress abaret enter well-done of the Compressible ### London

Maisie Gay III with arthritis.

Alec Savilles have new bonny boy.

Alec Savilles have new bonny boy.

Alec March Boyd.

Ben Daviet.

Could broadcasts.

Arthur Pennies from Heaven'

Johnson back in town.

Sidney Howard being dickered for by Associated British Pictures.

Blag-waying thish of the South Blag-waying thish of the South Blag-waying thish of the South Leslie MacDonnell figuring on return trip to N. Y. early next month, Daughter born in London Nursing Home to operatic star, Elena Danicit, Jan. 11.

Polish Ballet at Covent Garden

Daughter born in London Nursing Home to operatic star, Elena Daniel, Jan. 11.

Polish Ballet at Covent Garden was a floo. Engagement curtailed by Dave Baden planning a trip to the Coast, Says he's agenting, but maybe a little homesick, too.

Sidney Bernstein has leased a rizy apartment at the Albany, formerly occupied by Ruth Taub.

The Little theatre is skedded to reopen today (26) with a new revue to be titled 'Nine Sharp.

Jack Waller throwing cockial) Modeira with his missus.

Not generally known new owners of the Piccadilly theatre are directors with Fortnum & Mason.

Garry Allighan, film and radio critic, entering Parliamentary lists as Labor candidate at Gravesend.

Arthur Loew blew in from N. Y. flew to Paris, and is continuing from the Australet Scott-Gatty entor friend Sir Johnstone Forber-Robertson, who died the same week, left \$85,000.

Delysia to return to West End in a new musical play, 'Entente Cordiale,' to be presented by Richard Rose.

a new musical play, Entente Cordiale, to be presented by Richard Rose.

Harry Green's revival of Welcome Stranger goes to the Saville, instead of the Shaftesbury theatre, as originally intended.

Florence Desmond turned down musical for which he intends to star Flanagan and Allen.

Albert Jay, general sales manager for Radio Pictures, quit suddenly after a huff with Ralph Hanbury, the managing director.

BBC to do series of full time, operas. Start with French version of the month of the start of the start of the start of the start of the start of the start of the start with French version of the start of the

naturalization as British subjects, following brother Alex, who got, his last year.

The property of the prope

comes there Feb. 17, atter provincia-tour.
Dan and Dolly, Hungarian comedy team brought over by Henry Sherek-recently to play at the Ritz hotel, have ceased to function, due to sud-den death of Emil Bode (Dan) Budanest.
Chill Bourchier sending long cable-grams to her fiance, Teddy Joyce, telling him she is returning from Holly wood, although has offers to play pictures. Goes back on the War-ner lot at Teddinton, to whom she is under six months' contract.

Minneapolis

By Les Rees

Sfella Clausen, Warners' biller, ill at home: Leo Adler, U.A. home office auditor, here.

John Ash, Metro home office audi-

Cornelia Otis Skinner at Lyceum for two days.

John Ash, Mctro home office audi-

John Ash, Mctro home office auditor, a visitor.
Jack, Goldhar, U. A. district manager, a visitor.
Moe Levy, 20th-Fox district manager, of to Gotham.
Bennie Berger back on job after a session in Mlami, Fla:
Warner Bros. augmenting office staff because of increasing biz.
Clinton M. White, GB assistant general sales manager, in town.
Lee Morsch, of United Artists, fell while skaling and fractured her arm.

while skating and fractured her arm.
Eddie Carrier, Metro director.

here in connection with Star con-Jay MacFarland, from N. Y., new National Screen branch manager

here. Rud Lohrenz, Warner Bros. branch manager, in N. Y. for confer-

mce. Moe Levy, 20th-Fox district man ger, vacationing in the east and

ager, vacationing South, Harold Johnson Warner Bros salesman, m.c. at Publix employees salesman, m.c., party, party, Leo Blank, Warner Bros, district manager, seriously ill at the Mayo

Leo Blank, Warner Bros, district manager, seriously ill at the Mayo hospital.

F. Dressel, RKO salesman, out of commission temporarily account of illness.

Reno Wilk, of Bennie Berger circuit, preparing for California vacation; Jaunt.

Charles David, Metro talent scout, talked before U. of Minnesota film appreciation Warner.

Brose exchange now fourth in U. S. in bonus drive, which started last June.

George Turner, Metro salesman bacheloring it while his wife and daughter visit in Seattle.

Walt Branson, RKO district manager and drive leader, due here next week for sales meating.

Columbia girls tossed shower for a fellow, worker, Alice Perry, whomarches to the allar Feb. 5.

The Manager of the salesman in Swedish hospital with minnesota salesman, in Swedish hospital with minne allment.

Pittsburgh By Hal Cohen

Jackie Heller's parents have left or Florida.

Nino celebrating 15th year as eadwaiter at Show boat.

headwaiter at Show boat.

Jack Garber in town beating the
drums for Ted Weems' band.
Former Ruby Rubinoff is secretarying for hubby. Bob Clayman.
Mike Shapiros Sailed yesterday (25)
on a month's West Indies cruise.
Dorothy (Mrs. Joe) Feldman has
bested the flu after a two-week bout.
Larry Katz, motion picture operator's head, off to Miami for a few
weeks.

tors neau, c.i. veeks. William Clark last-minute addition o cast of Playhouse's 'Accent on to cast of Playhouses Accumulated County George Lefkos pulled out last week for a winter vacation in Palm

for a winter vacation in Faim Springs. Dorothy Rosenberg, of Those 3 Girls, and Philip Letterman to wed

Tap-dancing Mildred Segal has an-nounced her engagement to Mac Sherman

Sherman:

Harry Kalmines leaving for Coast
y train, and will return in month
ia canal:

Bill Barrons—he was formerly WB
ooking chief here—have adopted a

ooking thier never having girl.

Ben Jaffe back on the job at Caino 10 pounds heavier after a month

in Miami.

Helene Ward (Mrs. Jimmy Jewell)

as retired from nitery work to await
the stork.

Tony Sterns aren't unveiling new
addition to family until she's three
months old.

Uith has set Oct. 30, day
tollawing Pitt Fordham game, for
1938 banquet.

Bill Lewis back at Sun-Tele degk
after two months, fully recovered
from bad fall.

Bill Lewis after two months, fully acted from bad fall, Pitt Cap and Gown show set for Nixon week of Aprill 4, with Gene Kelly directing again.

Ouebec

Jim Delchanty p.a.-Ing for Windsor

itel. Joan Bennett and daughter skiing Quebec.

Jonn Benematy pa.-ing for Windsoy Joues Bennett and daughter sking Jone Bennett and daughter sking and the benemental and Dave Copland in from Toronto.

Les Dowbiggin. Capitol manager down with grippe. R. R. Shepherd acting head.
Richard Tyrol holding recers for longest (10 weeks) engagement at a Montreal cabaret, Chez Maurice.
Winston Spencer adds Orphum to his pa. chain of Montreal houses. Orpheum doing land office by century of the part of the

Hollywood

Rita Gable back in town. Miles Mander critically ill. Beatrice Lillie due from e

Carl Laemmle's Jr., downed by sinus. Frank Melford back from Arizona

Frank Mention back from Franch.
Errol Flynn on plane jount to N. Y.
and Boston.
Paul Sparks rejoined Republic's
casting staff.
Abe Gore recuperating from auto
crash hurts.
Olivia de Havilland vaccitioning at.
Saratoga, Cal.
Norman Manning, out of 20th Fox,
now free lancing.

Olivia de Havilland vacetioning at Saratoga, Cal.
Norman Manning, out of 20th-Fox, now free lancing.
Oliver Hardy bought pair of race ages at Santa Anita.
Santa Basta Anita.
Santa Basta Anita.
Santa Basta Anita.
Santa Basta Anita.
Frances Gifford, and James Dunn back from honeymoon.
Irving Carlin and trau celebrated 18th. wedding anniversary.
James Wyman Warner player, quit James Dunn back from honeymoon.
Irving Carlin and trau celebrated 18th. wedding anniversary.
James Wyman Warner player, quit James Wyman Warner player, quit James Wyman Warner player, quit James Wyman Warner player, quit James Wyman Warner player, quit James Wyman Warner player, quit James Wyman Warner player, quit James Harden, Sr., had gang nelp him celebrated 71st birthday.
Merlin-H. Aylesworth came est os squint Santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa Anita nags.
Ian Hunter off for cruise of southern with the santa nags.
Ian Hunter off for cruise of southern with the santa nags.
Ian Hunt

tourney.

Jack Benny and Mary Livingstone celebrated their 11th wedding anni-

versary. Eddie Henry resigned as assistant caster at Warners studio to enter

Eddie Henry resigned as assistant caster at Warners studio to enter agency field.

Herbert A. Huebner, who stepped down as Republic's story editor, opened L. A. law office.

Dorothy Parker named chairman for Anti-Nazi League session: at Shrine Auditorium Jan. 30.

Earl MacQuarrie and Jack Steinberg have combined their talents with the steppen of the

New Haven

By Harold M. Bone Ice Follies due at Arena Feb. 7-12. Ben Simon short Florida so-

Dick Owen doing Garde nitery Paramount tries flesh again, open-

publicity.

Paramount tries flesh again, opening Feb. 24.

Ina Claire opening (27) drawing flock of celebs.

As a claire opening (27) drawing flock of celebs.

As a claire opening (27) drawing flock of celebs.

Sammy Wells vaude bureau has shifted to Woods bidg.

Dan Cummings shelved his Parcrew for another month.

Harry Berman to haton series of junior concerts at Woolsey Hall.

Mixed boos and cheers greeted trailer of the new Mac West film.

Jerry Cargill to get \$30,000 for staging tercentenary pageont in Yule-Bowl.

Localite Roy Phelps, ex-Frank

staying tercentenary pageant in Yale-Bowl.
Localite Roy Phelps, ex-Frank Buck cameraman, showing African films at Yale.

for President's ball page to the Saturday (202), being put together by Ben Cohen, Billy Elder, John Hesse and Lew Schaefter, Morton Downey and Barbara Bennett blew in for the opening of Richard Bennetts. On Borrowed Time. Since then Bennett, pere, hiss-bowed out of the show.

Des Moines

Mr. and Mrs. A. H. Blank left for vacation in Hawaii.
Community Drama association and Junior League combining for produc-tion of a children's play, Sleeping Benuty."

Junior League combining for production of a children's play, 'Sleeping Beauty.'

The next Drama Association production will be 'Night Must Fall; skedded for today '126, tomorrow (27) and Friday.

Mrs. George F. Clark, manager of the Shrine auditorium, nominated for the Shrine auditorium, nominated for the Shrine auditorium, nominated for the Shrine auditorium, nominated for the Shrine auditorium, nominated for the Shrine auditorium, nominated for the Shrine auditorium, nominated for the Shrine auditorium, nominated for making a tour of midwestern and Canadian fuir managers' conventions.

Station WHO, together with the first Golden Gloves boxing tournament here next month. Hanold Fair, program director, and Bill Brown, sports editor, for the station, have been conferring with Arch. Ward Chicago Tribune sports editor.

OBITUARIES

CHARLES BURNHAM

CHARLES BURNHAM

Charles: Burnham, 85; who staged the first American production of The Mikado' and who was prominent in production for many years, died of a heart attack in his home Winter Park, Fla., Jan. 19.

Durnham started the theatre during his school days as usher in Augustin Daly's Little theatre, in 24th street. When fire caused removal to the Broadway house with which Daly's name was connected. Burnham went along and was advanced to the box office. He toured the country with the Daly troupe on its fall and spring tours, and presently became manager of Biloutheron, whom he presented at the Union League theatre. He became manager of Pike's Opera House, Cincinnati, and then went to John D. Stetson. He was manager of J. K. Emmett and for a time treasurer of the Standard theatre, N. Y., for William Henderson. It was while with Stetson that he staged The Mikado."

Milicado.

After numerous other employments he became manager of the second Wallack's theatre, at 30th street and Broadway, where he was concerned in the production of The Squaw, Man, The County Chairman' and 'Alias Jimmy Valentine! He retired from the business, after almost 60 years of activity when Wallack's gave place to a commercial building.

ROBERT McWADE

Robert McWade, 56, stage and film actor, died Jan. 20 on a Metro sound stage in Culver City a few minutes after completing his final scene in Benefits Forgot. He was the victim of a heart attack.

of a heart attack.

Representing the third generation of a stage family, deceased began his career in 1902 with the Murray Hill stock company in New York and, except for a brief period in stock on the Coast, devoted most of his years behind the footlights on Broadway. He made his film debut in Cecil B. DeMille's 'New Broom' in 1925, and since that time had been one of the busiest character actors in the studios.

He leaves his widow and two sous. Two brothers are also actors.

MAUDE DANIEL

Maude Daniel, 65, once widely known as manager of the Wilbur Opera Co., died in Huntingdon Park, Calif., Jan. 13 at the home of her sis-

Calif., Jan. 13 at the home of her sis-ters. Mrs. J. J. Drawe.

The Wilbur Co., popular for years
low-priced comic opera organi-zation, gave to the stage many sub-sequent notables including. Della Fox, Anna Laughlin, Helen Pingree and the midget, Master Gabriel. It was headed for years by Susie Kir

Later she managed The Rising Generation' which gave a start to Eddie Quillan and his sister and brothers.

ROSAMOND PINCHOT

Rosamond Pinchot, 33, niece of former Gov. Gifford Pinchot, who former Gov. Gifford Pinchot, who was selected by Max Reinhardt to play the Nun in the New York production of "The Miracle," was found dead in her automobile in her garage at Old Brookville, L_L L, Monday morning (24). In evening dress and an ermine wrap, she had less the motor running after leading a hose from the exhaust pipe into the indicate the exhaust pipe into the closed car.
Following 'The Miracle' she played to the closed car.

parts in other plays, but gained no advancement. She was The Alien Girl in Reinhardt's The Eternal Road.

AMY MARION YOUNG Miss Amy Marion Young 74, for-mer secretary of the Philadelphia Civic Opera Co., died last Friday (21),

Civic Opera Co., died last Friday (21), of a heart attack in her office.

A native of England, her first mulical connection in this country was as secretary of the Philadelphia Choral Society. She later served as assistant scretary of, the Philadelphia Operatic Society, which grew into the Civic Opera.

Miss Young was also of the organizers of the Philadelphia Orchestra's summer concerts at Robin Hoyd Dell.

JOSEPH SETTLE

Hood Dell.

Joseph Settle, 48, cameraman for the Blazed Trail Corp. which operated in Gloversville, N. Y., about 15 years 25, and later employed

by the Schine Enterprises, Inc., died Jan. 20 at Canada Lake, N. Y.
Survivors include: a son, Joseph; five sijetrs, Marie and Dine Settle of Germany; Mrs. Hugo Becker of Rochester; Mrs. Adam Woppman of Brooklyn and Theresa Settle of Palm

FANNY VEDDER
Mrs. James Flynn, nee Fanny Vedder, 60, one time burlesque prima donna and specialty woman, died at her home in Brooklyn, N. Y., Jan. 20.

her home in Brooklyn, N. Y., Jan. 20. She was a well known performer in burlesque for 40 years, playing the Mutual and American wheels and in stock. She was the wife of the late Jim Plynn, fighter, by whom she had a son who survives.

DANIEL H. RYAN
Daniel H. Ryan, 77, who at one time traveled with the Four Cohans, and who won many prizes for his dancing exhibitions in the Troy area dancing exhibitions in the Troy area some years ago, died recently at his home in Troy, N. Y., after a three weeks' illness. Surviving are his wife and a son, the latter of New York City.

ERVILLE C. SUTTON

Erville C. Sutton, 42, chief continuity writer for WKY, died Jan. 19, 1938 of a throat disease. Survivors are Mrs. Sutton and two sons,

yors are wis. Sucon, and Serville C. jr., and Joe.
Sutton had been with WKY since 1932, coming from the Oklahoma City Times, where he was city editor.

ARTHUR DUNHAM

Arthur Dunham, 62, died in Chl-cage Jan. 24. He was a noted com-poser and organist and one season di-rected Boston Opera Co.

For 25 years he was organist and musical director of Sinai Temple, Chicago, Widow and two children

MAURICE BLACK

MAURICE BLACK
Maurice Black, film character actor, died after two-day illness in
hollywood, Jan. 18. After several
years on the stage, he turned to pictures 15 years ago.
Widow and infant son survive.

GEORGES MELIES
Georges Melies, 77, inventor and developer of trick cinematic films, died in Paris, Jan. 21, after a long illn

Details in the picture section.

CHARLES L. BOSE, JR

CHARLES L. Bose, Jr., 50, vet drum-mer Cincinnati vaude theatres, died Jan. 15 at his home in that city following an illness of two years.

JOSEPH TERRY McCADDON Joseph Terry McCaddon, 78, died at the home of his son in Great Neck,

Particulars in the Outdoors section

Mrs. Mamle Bruckner Schmidt, mother of Raymond P. Schmidt, radio sports announcer for KWK, St. Louis, died last week.

Wife of Arthur Hopkins died in a New Haven hospital Jan. 21 follow-ing operation earlier the ing month.

Mother of Nat Furst, Boston died Jan. 19.

Much New Bldg. in N.W.

Minneapolis, Jan. 25 Minneapolis, Jan. 25.
Epidemic of new theatres in theterritory continues in the face of
business recession and other exhibitor headaches. Four big new houses
have, been opened in past month,
several more are under construction
and a half dozen more are planned.
Recent openings were at Superior,
Wist, Winona, Brainerd and Bemidji,
Minn. Minn.

Danish Hit for U. S.?

Copenhagen, Jan. 17.

Two offers from the U. S. have been received by Einar Howalt for his play. His jeg havde Penge' (II Had Money'), which is a success at the Betty Nansen theatre here. Show has stirred interest in Europe as well as here.
Play deals with

raman for p, which Play deals with poor family that finds a large sum of money, which subsequently turns out to be counterfeit.

BRADDOCK BEATS FARR. SCRIBES BATTLING TOO

By JACK PULASKI

Slushy, sloppy Friday (21) night furnished a lively indoor evening of fisticuffs at Madison Square Garden fights in the ring and socko event outside. including working press outside, including working press.
Also in the dressing room of Tommy
Farr, who stood up against Joe Louis
last summer but who was just outpointed by ex-champ James J.
Braddock, Most of those in the sellout house thought that Jim copped,
but there were plenty of dissenters,
including the limey himself.

but there were plenty of dissenters, including the limey himself.

The lads who write fights welcomed this better than three to one upset as the start of Braddock's climb back to contendership rating. Maybe they are a bit optimistic, but at least three were combative on their own. While the crowd was streaming in, Ed Van Every, of the N. Y. Sun, asked Jimmy Powers if he meant him in a recent column tagged 'Snow White and The Seven Dwarfs'. Jim said it did and Ed Socked, Powers' glasses or not. Resported that a column written by Van Every, was litted and 'sent to out-of-town papers with another by-line which was blamed on Powers.

Dicks stepped in, Just at that moment, Jack Miley of King Features, former sports columnist of the News, arrived. Hearning that his pet hate, Powers, was in action, he stepped in and planted a left hook on Jimmy's kisser and it was a knockdown. While this was going on, some preliminary pugs were pasting each other within the ropes, while opposite, the scrapping scribblers, Dan Parker, of the Mirror, roared with laughter. Parker had replied to Powers with a column that evoked all manner of okays from the sports mob.

The Decision

When the decision on the main bout was announced, Braddock hopped around in glee and shuffled over to Farr's corner to mit him. Tommy turned his back and was booed. The newspaper bunch jammed in to Farr's dressing room, there to be met by one Barnett. Tommy's press. agent, who declared that sports writers couldn't come in and if anybody quoted Tommy without his Barnett's sayes, it would be just too bad. Little Nat Fleisher, editor of The Ring, took matters in hand and, by the time the lads finished shoving, Barnett was on the outside. Farr told the reporters he had no

Farr told the reporters he had no intention of slighting Braddock, saying he didn't see Jimmy's outstretched hand,

The Welshman did much of the The Welshman did much of the leading, but still—there were even rounds and one was dropped by the visitor because of low blows. Up to the eighth round, it looked like Braddock, despite the round by round description, and in the last two rounds there was no questions about who was tops.

about who was tops.

Braddock was on his toes during those final periods, popping left hooks and rights so often without return that the scoring could not have been wrong. Farr managed to slip over a couple of right hands just before the bell, but his blows had little effect.

Gross was \$80,000 and the net round \$70,000. Jim got around 0 G's and so did Tommy.

BIRTHS

Mr. and Mrs. Perry Ferguson, son, in Los Angeles, Jan. 18. Father is in RKO art department.

Mr. and Mrs. Avis Pascenti: daugh-ter, in Chicago, Jan. 14: Mother is of the Libonati Trio, vaude xylo-phone and dancing act.

Mr. and Mrs. Edward Hess, daugh-ter, Pittsburgh, Jan. 17. Mother is former Freda Pope, who with hus-band, operates Plaza Cafe.

Mr. and Mrs. Arthur J. Leonard. daughter, in New York. Father is assistant chief accountant for Paraount Picture

Mr. and Mrs. William Lava daughter, Los Angeles Jan. 21 Father is arranger for Joe Reich haufgner, Los Angeles, Jan. 21
Father is arranger for Joe Reich
man's orchestra.

Mr. and Mrs. Claude Rains, daugh

ter, in Hollywood, Jan. 24, Fathe film actor.

Mr. and Mrs. Harvey Aulback, son

in Santa Monica, Jan. 24. Father is an advertising artist with Metro. Mr. and Mrs. Leonard Traube, daughter, in N. Y., Jan. 15. Father is with the George A. Hamid agency in N. Y.

News From the Dailies

This department contains rewritten theatrical news items as pub-ished during the week in the daily papers of New York, Chicago, I prancisco, Hollywood and London. Vantery takes no credit for hese news items; each has been rewritten from a daily paper.

East

John Golden, Homer Croy, Lyman Beecher Stowe, Dean Cornwell, Lowell Thomas and Frank Graham among the ushers at the benefit last Sunday for the family of the late Don Marquis.

N. Y. Legislature in an uproar in a debate over a request for an ad-ditional \$1,000,000 for the N. Y. World's Fair.

words fair.

Kiwanis club celebrated Franklin's birthday with a series of tableaux with members posing for historical characters and G. B. Shaw,
Some of the make-ups remarkably,
good.

good.

Riot in Times Sq. Wednesday of last week when some 3,000 who had attended communist meeting in the Garden came over to picket the Whelan drug store at 47th and 7th. Clo union is picketing the store. Reserves required to disperse the crowd.

Secret Service men nab cotton money, printed in South Carolina, to raise funds for a state celebration. Too like the real thing.

roo like the real thing.
Gold medal for music given by
Nat Inst of Arts and Letters awarded
Dr. Damrosch, Awarded only
every 10 years. He was also reelected head of the group.
Stadium concerts will start this
season June 22,
Student Student Student Student

season June 22, Student publication of Northwest-ern University, Evanston, III., banned by faculty when it sought to public pics of co-eds in the bath. Editors claimed soap bubbles were ample covering, but profs nixed.

Buddy Rogers says he'll drop films and concentrate on bands.

and concentrate on bands.

Fire in the Terrace Room of the
New Yorker when false celling above
bandstand blazed up. Little damage.
No diners at the time:
Toccanni visited the Cotton Club
Wednesday. Asked Calloway to play
with the Moocher and seemed to
enjoy the Moocher and seemed to

enjoy it.

Westminster Abbey being per
manently wired for sound. Tempo
rary installation for the Coronation
brought about the change. Si
mikes and 70 amplifiers.

brought about the change. Six mikes and 70 amplifiers.
Old city ordinance prohibiting the giving of a play or other performance in the window of a house invoked last month when Harold Fair-hurst, vaude actor, hypnotized a girl in the window of a Corona store. Last week the judge held the law did not apply to show windows of stores and dismissed the case.
Guthrie McClintic lifts Kent Smith from The Star Wagon' to 'How to Get Tough About It', Barry -Kelly takes over 'Wagon'.
Babbi Maywell I. Save of Jewish

Get Tough Show It. Barry Kelly takes over Wagon.
Rabbi Maxwell L. Saxe of Jewish Communal Center of Flatbush took The Cradle Will Rock for his aermon last Friday night.
Errol Flynn bought a 75-foot auxiliary ketch in Boston last week. Will skipper it to Florida for a fishing trib. Next year he will sail it to the West Coast. Changed its name from Avenir to Sirocco.
George M. Cohan, Burgess Meredith, Kitty Carlisle, Evelyn Laye, Frances Farmer and Bill Robinson annong those who have volunteered for the annual benefit of the Israel Orphan Asylum March 19.
Burglar broke into the offices of J. B. Lippincott and stole 50 tickets for last Sunday's benefit for the family of Don Marquis.
State pole sided lesed gambling into in Suffolk county J. Lip Connecticut 118 men were fined \$5 cach by a Hantford judge. Each man also taxed \$10 costs.

each by a Hartford ju also taxed \$10 costs.

each by a Hartford judge, Each man also taxed \$10 costs.

Mauvice Schwartz announces he will not make his usual spring production. Will run 'Brothers Ashenzi' to the end of the season.

The let Carlson given annulment of the season.

The let Carlson given annulment of the season.

The let Carlson given annulment of the season of the season.

Salvador Dall. Spanish artist, to devise the settings and write the senario of a new ballet for Massine's troupe. Will include excerpis from Wagner's Tristan and Isolde' and Spanish artist.

Evaluation of the season of

bitt die no great unimer of its intension in Spain for a visit with the Lova parallel 190 filed out-of the Windsor, east side pic house, Sunday when a fire in the projection room caused alarm. Projectionists extinguished the blaze before the arrival of the firemen and show was resumed.

a night with a 10% return privilege. House holds 250 seats for b.p. sale. Marionette show at St. Vincent's hospital last Saturday utilized, via radio, the voices of Lity Pons and thers singing the same opera at the

let. Fire destroyed The Farms, a W. t-jester. N. Y., roadhouse Monday chester, N. Y., roadhouse Monda (24) doing damage estimated at \$80 000. Spot had recently had its 1: cense revoked by the ABC on su-picion of gambling.

Coast

Geraldine Spreckles, sugar heiress, who has been trying for a picture-career, was sued for \$1,810 damages by owners of Beverely Hills hose she had under lease.

she had under lease.

Malcolm St. Clair, film director, filed complaint against former wife, demanding return of \$155,000 in section of the state of

ment was enected following divorce.
Philip MacDonald, film scripter,
was ordered by L. A. court to turn
over every fourth \$400-weekly paycheck to Mona MacDonald, pending
trial of separate maintenance action.

trial of separate maintenance action.
Mrs. E. C. Horkheimer's (Arden-Coombs): \$1,000,000 plagiarism suit against United Artists, Joseph Schenck and Glovia Swanson, long pending on L. A. court docket, was erased by stipulation. Settlement had been effected and the settlement had been effected and the settlement had been effected and the settlement had been effected by the settlement had b

of a San Diego hotels

Exploding film was blamed for blaze that did \$10,000 damage to Fuji blaze that did \$10,000 damage to Fuji blaze that did \$10,000 damage to Fuji blaze that did \$10,000 damage to Fuji blaze that did \$10,000 damage to Fuji blaze that blaze that did \$10,000 damage that blaze that did \$10,000 damage that blaze that did \$10,000 damage that did \$10

bara following auto crash. Guardian of Lorraine Dagmar, film player, filed \$10,000 suit in L. A. against Arthur A. Genereaux, charging loss of teeth and facial disfluement in an auto accident. Harry O. Voiler, Florida hotel operator, was returned here by police to stand trial on charges of participation in the robbery of Mac West in 1931, and held in \$50,000 bail.

Warren Hymer, film actor, lost his fight to end alimony payments to his ex-wife, now remarried, when L. A. court granted her \$6,000 judgment to cover arrears.

MARRIAGES

Nelda Farley to Jack Leary in Pittsburgh, Jan. 18. Bride is chorus girl and artists model; he is with Herman Middleman's orchestra.

June Elizabeth Best to Paul Shan-non in Pittsburgh, Jan. 22. He is with Wayside Theatre group on sta-tion WWSW.

tion www. Connie O'Sullivan to Joseph Ken-ny, film actor, Jan. 22, in Santa Barbara, Calif.

Barbara, Calif. Myrtle Laurine Neil to Tyler

Myrtie Laurine Neil to Tyler Brooks in Los Angeles Jan 20. He is stage and screen actor.
Cela Gamba to Ruby Newman in N. Y., Jan. 23. Bride is violinist with NBC: he is the orchestra leader.
Dorothy Morgan to Bill Simpson in Oklahoma City, Jan. 22. Bride is with Dixie Bells trio on KTOK; he is on announcing staff of same station. station.

station.

Evelyn Lee McKibben to George
E. Watkins Jan. 15, in N. Y. Bride
is with NBC; he is with the Royal
Campbell Royalists, radio chorus.

Dorothy Pratt, to Sidney Wood at
Riverside, Calif., Jan. 20. Bride is on

Riverside, Calif., Ian. 20, Bride is on RKO reading staff.

Helene Holmes to Claude Smith in Los Angeles, Jan. 22, Bride is stand-in for Alice Faye.

Fay Carroll to Henry State in Hol-lywood, Jan. 21. Bride is N. Y. show-girl, he is stage and film comic.

West Can. Fair

Saskatoon, Sask, Jan. 25.
Fred W. Kenip, Edmonton, elected president of 'A' circuit of Western Canadian Fairs Assn. at 26th annual convention, succeeding E. L. Richardson, Calgary. John East, Saskatoon, named vice-president; Sydney W. John E. Saskatoon, named vice-president; Sydney

extinguished the blaze before the arrival of the firemen and show was resumed.

Experimental Theatre to be housed at the Vanderbit. Strindberg's The Bridal Crown' will be the first. Feb. 3 as for opening.

First for earling men and eight weeks' buy for 'All That Glitters. Take 200 seats but.

WHAT THEY THINK

Belasco and the Warner Bros. New York, Jan. 22.

Mew York, Jan. 22.

Editor, VARIETY:
In your issue of Jan. 19, you carried a story from Hollywood reciting that Morris Gest, who handles the estate of his late father-in-law, David Belasco, capitulated with Warner Bros. Studios in the matter of the right to use the Belasco biography in connection with their proposed film. A Lady With Red Hair, and that Mr. Gest took the short end of the check.

of the check.'
All of this is without any basis or of the cheek.
All of this is without any basis or foundation whatever. Mr. Gest does not handle the affairs of his fatherin-law; the executors are City Bank Farmers Trust Co., and Benjamin F. Roeder. There was no capitulation, nor did Mr. Gest even as much as discuss the matter with Warner Brosor anybody on their behalf.
As attorney for the Estate, I served notice on Warner Bros, that the Executors do not consent to the use of any biographical material or the impersonation of Mr. Belasco in their proposed picture. This objection has never been withdrawn and remains in force.

Sidney R. Fleisher.

Fingerpointing Fred Allen Hollywood, Jan. 22, Editor, Vaniery:

the current issue of VARIETY.

Editor. Vaniery:
In the current, issue of Vaniery.
You carry a story of Fred Allen's last.
Wednesday broadcast. He certainly
did show up the conedians on the
air in their method of getting articiral laughter from the studio audience. Good for Fred Allen.
But he is not being honest. I was
fortunate enough to see him broadcast twice in Radio City and unless
his methods have changed he saved
several weak blackouts by having
his announcer display sign on
which was prominently written
'Applause' so that the studio audience became a part of this show.
In 10 or 12 places, during his broadcast, the announcer did the same
thing, otherwise many of his finishes
to scenes would have fallen as flat
as the jokes he complains about
other comedians using.
I. believe Vaniery with its reputation for fairness will print this teleFram.

for fairness will print this tele-

Evans, Welles and Columbia New York, Jan. 19. Editor, Variety:

Editor, VARIETY:
Concerning the complete recording of Orson Welles' Caesar, final paragraph states 'Maurice' Evans and Noel Coward have recorded in the past but both did only excerpts both for the Victor Co.' We would

like to correct the above statement. Maurice Evans has never recorded for Victor and is under an exclusive contract to us, and it was we. Columbia, who issued the imposing and unanimously lauded recording of the four most important scenes from King Richard II. We are extremely proud of that daring accomplishment, it being the first undertaking of its kind to be recorded. The reviews acclaimed it as the greatest recording of the spoken word ever to be on records and it was the magnifecent reception of this set that prompted us to go into similar more extensive recordings and come to an agreement with Welles and the Mercury theatre.

theatre:

Columbia Phonograph Co., Inc.
Ronald Wise, Artists and Reperioire

Masterworks Division.

Mike Edwards Boood Plags,
Pottsville, Pa., Jan. 21.
Editor, Vasiery:
How about a mention on 'Onoe in a While breaking the Lucky Strike
Hit Parade record? This tune appeared in the No. 1 spot for seven
consecutive weeks, Nov. 22 through
Jan. 3.

Consecutive
Jan. 3.

This an unusual distinction in view of the fact that Once in a While is my first published song and

Michael Edwards.

Finale to Kaye vs. Kyser
Cape Vincent, N. Y., Jan. 22.
Editor Variery:
Regarding the much discussed singing song titles, neither meetre Kaye nor maestro Kyser actually originaled the style. The Johnny-come-latelys will recall having heard it all before, if they can-remember any of Qus Arnheim's recordings during the late 20%.

If Sammy Kaye doesn't deserve credit for his entirely new and distinctive. Swing, and Sway rhythms, he at least rates a pat on the back for keeping, his head above the heartache and humiliation he must feel every time some super-smarty accuses him of copying Kay Kyser's ccuses him of copying Kay Kyser'

Lucille Irvine.

(Let this be the finale to the Kaye vs. Kyser situation. With full knowledge of Kay Kyser's musical anteedge of. Kay Kyser's musical ante-cedents Vantery's story merely stated that in 1937 Sammy Kaye's swing-and sway style came to the fore, via a concentrated radio buildup. Kyser has been signed by Lucky Strike on the MBS network starting Feb. 1 and will feature his 'singing titles' idea.)

ICE SHOW'S BIG TAKE ON BOSTON ENGAGEMENT

Boston, Jan. 25.

Figures released this week by Edward J. Powers, Assistant Treasurer of the Boston Garden, substantiated the bonanza five-performance crowds who flocked to the Garden for the 'Ice Follies of 1938,' January 12-15.

Official attendance was turnstiled a big 43.883, after the ticket boxes were turned in for count. A bigger figure of several hundred, at least. the actual total up higher (stragglers).

(stragglers).

Gross was over \$53,000, tax included. Top admish was \$2,20. Take was unexpectedly big. Opening night brought 6,500; Thursday, 6,660, Friday, 12,500; Saturday matinee, 4,424, and Saturday evening, 13,799. Priday, the usual peak night, was shattered with Saturday's 1,299 plus.

shattered with Saturday's 1,299 plus. Officials are already talking up the Ice Follies of 1939 engagement, to run four or. five days. That would-mean, on the five-day ticket, a Sunday closing date, poor in the Hub. If the opening was shoved up to Tuesday, with closing on Saturday, that would shut out the Boston Bruins. Tuesday evening hockey game. That ill be worked out later.

Paper is out for Sonja Henie's p.a. at the Garden, February 2-6. Garden officials say that although = __aniable figures are current on advansale, all that will be necessary to set the take is to multiply the maximum of the Garden scaling capacity. of the Garden seating capacity by

Peggy Maloney, a performer in the Feggy maioney, a personner European dance number, suffered a bad fall and badly sprained her ankle. Lois Dvorshak subject Thurs-day,

Detroit's Civic Center

Detroit, Jan. 25. Detroit's projected \$12,000,000 civic center, with show ande seating 15,000 persons, was given impetus last week by indorsement of common council and offer from WPA to provide gratis about \$6,000,000 of labor on the project.

Center would be erected at foot of Woodward Ave., at Detroit River, and would provide sorely needed space and facilities for auto shows, little world fairs and big civic af-fairs. Proposal now is in hands of county supervisors board, which must okay bond issue to build center.

BAND OF SPECIALISTS HITTING PIN BALL GAMES

Lancaster, Pa., Jan. 25. Operators of road stands, gas pal-es and similar gags where pinball aces and similar gags where prosting achines get a heavy play, are sitting up nights watching the gadgets or installing electric alarm systems.

or installing electric alarm systems.

A band of operators, cropped up in the territory two weeks ago and have been ringing the belt regularly—after closing hours. Working on the theory that the games are just a little outside of the law, the lads take out "window or two after the proprietor has gone home and then clip the machines for all their dough. Betw. 60 and 100 machines were robbed here in a two-week period.

Although the robberies all take place in spots where there is plenty of other stuff to carry off, the boys a strictly nickel-nursers, and have never litted anything else.

Says It Will

San Francisco, Jan 25. San Francisco, Jan. 25.
Seeing to defeat damaging rumors
to the extent that Lloyd's of London
was betting the Golden Gate International Exposition would not fling
open its doors in 1939, Leland W.
Cutter, fair prexy, issued the first
summation of the expo's progress in reassuring radio talk over the NBC network and in a statemeress last week.

BIDDING DATES FOR N. Y. FAIR

With letting of initial concession contracts to Coca-Cola for carbonated beverages and to Faber, Coe & Gregg for cigare, cigarets and candies, New York World's Fair made further progress this week towards lining up its \$50,000,000 concessions program. Dates for filing applications of 27 different concessions were

set.

There was definite realignment or fixing of top jobs in this division of the fair as Maurice Mermey, was named full director of exhibits concessions department. He formerly had only concessions and then was elevated to acting official for combined concessions and exhibits division.

Roland Bardell was appointed con

Roland Bardell was appointed concessions chief. He comes from restaurant and foods trade. Leslie P. Baker, from business, was named director of all exhibits.

Fair will receive bids for 70 meat and frank stands on Feb. 1. Officials have set Feb. 15 as final date on which applications for projections should be filed on routbeer; souvenirs, novelties, canes, popogrn, official photography, guessing scales, coin scales, water dodgem or scooter, and dodgem or scooter car. Applications for milk product and ice cream concessions should be in by March 1.

Deadline for frozen custards and

cessions should be in by March I.

Deadline for frozen custards and malted milk concessions and citrus drinks is March 15. April 1 is final date for postcard and guide book concession boys, taffy, octopus, loopopriced photographs applications must be in by April 15, Lake boating concession will be open to applicants till April. 30. Vending machiness and penny arcade applications must be in by May 15.

Check thus revealed that show.

Check thus revealed that sho Check thus revealed that show concessions generally will not be issued until late in present year or early in 1939, excepting when special show requires months of construction. This follows usual big fair policy of delaying in order to get up-to-minute devices and shows for the amusement sector.

Though a few months ago, the outlook for new devices, was not bright, applicati furned in to fair officials in recent weeks indicates that the New York exposition will offer several novel devices, recently created and patented.

Policy of fair officials currently is

not to permit duplication of any ride, show or giant concession when it is show or giant concession when it is entirely new and covered by patents.

Strides taken in construction at Strices taken in construction at fair grounds. Flushing are in-dicated, by the fact that only one structure was finished last August, but now there are 12 buildings up and opened. Work also has been statted recently on the Gas Industries building.

Resume of activity this week showed that 178 corporations or in-dustrial firms had bee grunted space for displays.

Bondholders Take Over

Kutztown, Pa., Jan. 25. Sheriff John C. Cook, of Berks snerm 46nn C. Cook, of Berks county, solid the grounds of the Kutztown Fair at sale for debt, but bondholders took over the property. The price was \$10 and encum-brances, about \$11,000.

Fair officials are planning to hold another fair next August,

Cat Trainer Mauled

Hollywood, Jan. 25. Johnny Mayers, animal trainer for Al G. Barnes circus, suffered a badly lacerated arm when a tiger turned on him. Bildwin Park winter

on him. Bigowan
quarters near, here.
Mayers fought off the cut and fied
from the cute.

Atlantic City Abandons Winter Amusement Ideas; Pushes Summer

Battle for Midway

Charlotte, N. C., Jan. 25. Charlotte appears destined for attle of midways.

Bettel or midway.

Recently C. W. Cracraft, who was manager of the first Carolinas, Agricultural, Fair here two years ago, was made manager for the 1938 fair, deposing. B. Arp Lowrance, local newspaper publisher, who served as manager for the 1937 fair.

Shortly thereafter, Lowrance and others incorporated the Charlotte Agricultural Exposition, also for the purpose of staging a fair here in the fall. Both groups are now clamoring before the board county of commissioners for recognition bona fide fair organization.

The Carolinas fair group is backed by Capt. John M. Sheesley, owner of Sheesley Midway, which has played the local fair for two years.

J. T. M'CADDON **DIES OF STROKE**

Joseph Terry McCaddon, veteran showman, and for many years with the Barnum & Bailey and Buffalo Bill shows, died at the home of his son, J. T. McCaddon, Jr., in Great Neck, L. I. last Friday He was stricken with apoplexy three days previously. He is survived by his two sons, Joseph T. McCaddon, as well as a sister, Mrs. Lillian E. Harper, He was 78 years of age.

At the age of 17 following his

was 78 years of age.

At the age of 17, following his school course, he joined his brother-in-law, the late James A. Balley, and as an apprentice went to Australia with the first American circus to reach those shores. When James A. Bailey effected a partnership with P. T. Barnum, young McCaddon went with him, managing the Forepauth-Sells show and the Buffalo Bill Wild West. After the death of Barnum he became a partner of James A. Bailey: in: the big show, and was managing director of the show when it toured Great Britain.

In 1908 he disposed of the Barnum.

it toured Great Britain.

In 1998 he disposed of the Barnumshow to the Ringlings and sold the
Buffalo Bill show to Maj. W. Gordon.
Lillie (Pawnee Bill). He turned his
attention to the real estate business;
in which he engaged until his
tirement. Since 1932 he has been
devoting his time to writing the
history of his brother-in-law. history of his brother-in-law, garded as one of the greatest show men of his time.

Giass Eater Repeats; Again Hospitalized

St. John, N. B. Jan. 25.

Jack Redcloud, a carnival and midway professional consumer of metals and glass in the summer. son and extra attractions at pic-ture houses in the winter, has gone and done it again.

and done it again.

About six weeks ago, he collaised after doing his swallowing act, in a Halliax, N. S., film theatre. Rushed to a local hospital, he underwent an emergency operation his stomach. He had no sooner 1got on his feet again, when he manifested a yearn-i for Toronto. He appeared in Truro, N. S., inserted an advertising he was busted and wanted to get to Toronto. To finance the trip, he would present a one-man show in a local hall that night at 25 cents per head. Without pi The hall, seating about 750, was crowded to suffocation. Redcloud expanded his act include yanking men across stare by using his hair and drawing up needles with his eyes.

He disappeared immediately after

He disappeared immediately after He disappeared immediately after the show. Two days late, he was picked up on the side of the main road about 12 miles out of Truro, unconscious. Rushed to the local hospital, be was seven emergency freatment for acute intiges; on Doc-

tors decided to hold the performer j the hospital indefinitely to de-termi if another operat, were needed.

Atlantic City, Jan. 25.
Despite efforts by a few, Atlantic City has all but given up hope of pushing a year-round program and is going to concentrate the summer. Although it offers good year-round climate and variety of activities, little effort has been put forth this winter to boost the town. Amusement mon, after battling against a stone wall, have decided to slip back into the old reutine of turning the lights off after Labor Day.

The closing of all publicity chan-

The closing of all publicity chan-nels, amusement and business men feel, has been largely responsible tor the poorest winter years. An-other thing that has hit the resort's year-round plan, has been the rising popularity of winter sports.

popularity of winter sports.

In the meantime preparations have begun to get under way for early openings. The Steel Pier will open with a full week's program a week before Easter, It will add from there, with full summer programs starting last week in June. These will include the return of Frank Elliott's famous minstrels, which have been a feature of the pier since W. C. Fields had a principal role in the company in 1898. Julies Falk will shortly get under way reorganizing his opera presentations for the season.

Down at Million Dollar Pier plans Down at Million Dollar Pier plans are just as vague as they were when the pier closed up in the fall, Harry Waxman of the Hollywood theatre, who leased the pier for two summers, has made no move to open negotiations for a third. Two N. Y. amusement groups, however, are said to be interested.

The boardwalk theatre policy of three a day is working out satisfac-torily and will be continued until the warm weather. Meanwhile the Gar-

warm weather. Meanwhile the Gar-den Pier has dropped basketball and is keeping only wrestling.

The reprieve granted the binge, and 'radio' games provided a new lease of life and two outfits are going last Labor Day, Central Pier lost one bet—Flicker Frolics, which moved to new location board-

Announcement was made by P. E. M. Thompson, general manager of the Auditorium, that the summer fee policy of the big \$15,000,000 hall would be practically the same as the successful one of last summer. The see show of last year hit an all-high, for summer attractions at the hall and proved the only box office winner there in the fiot months. There will be ice skating sessions there until late in the spring. The only catch to this program would be a bit of unlooked for action the part of the legislature in passing statute that would allow perimutuels—in such a case everything would be dumped for dog racing. A complete setup of equipment, including club house, grass, artificial lake, etc., is all stored away in the basement awaiting such action.

Thompson stated that he saw only Announcement was made by P. E. M. Thompson, general manager of

Thompson stated that he saw only a slim hope for dog racing this year, but was almost sure of it by '39.

Thus the summer picture to take shape with no one war to take shape with no one wanting to venture a guess as to what would happen after next Labor Day.

Michigan Fairs Elect

Detroit, Jan. 25.
Fred A. Chapman, of Ionia, elected to his fouteenth term president of the Michigan Assn. of Fairs at annual conclave here last week. Chest M. Howell, of Cheing, was named secretary-tre: urer for sixteenth time.

Vice-presidents chosen are Frank A Bradish Adrian Robert P. Buck.

Vice-presidents chosen are Frank A Bradish, Adrian, Robert P. Buck-ley, Bad Axe, Annell Engstwon, Traverse City; William F. Johnfe, Saginaw, and Mrs. Harvey A. Walcott, Marne. Next year's cinclaw will also be held here.

N. H.'s Expo June 1-11

New Haven, Jan. 25 Jerry Cargill, New York product, Jerry Curgiff, New York product, will stage New Haven's Terce, any Pageant and Exposition here June 1-11. Pageant will include a Carnival of Nations program as well as level historic events. The Expo will be spotted Yae basebuilt care and will be supervived by Clavence F. King of Campilall-Fairbanks, Expositions, Inc.



he MUSIC CORPORATION OF AMERICA takes great pleasure in presenting the...

King of Swing

BENNY GOODMAN AND HIS ORCHESTRA

ON THE STAGEI

Opening Today!
Wednesday, Jan. 26th
PARAMOUNT
THEATRE
New York
City

"HOLLY WOOD
HOTEL"

Warner Bross
Picture

ON THE AIR!

EVERY TUESDAY
10:00—10:30 P. M., E. S. T.
for

CAMEL CIGARETTES
and
WM. ESTY
AGENCY

Recently completed vectord engagement at the PENNSYLVANIA HOTEL
New York City

Had the honor of Playing America's First
"SWING CONCERT" on Sunday, Jan. 16

care the Carnegie Hall Shew York
City

EXCLUSIVE MANAGEMENT

MUSIC CORPORATION OF AMERICA MCA ARTISTS, LTD.

LONDON NEW YORK CHICAGO SAN FRANCISCO BEVERLY HILLS CLEVELAND DALLAS
SEVEN OFFICES TO SERVE YOU, EACH OFFICE A COMPLETE UNIT IN ITSELF

Scanned from microfilm from the collections of The Library of Congress

National Audio Visual Conservation Center www.loc.gov/avconservation

> Coordinated by the Media History Digital Library www.mediahistoryproject.org



University of Wisconsin-Madison http://commarts.wisc.edu/

A search of the records of the United States Copyright Office has determined that this work is in the public domain